



**Communications Strategy of the
United Nations Environment
Caribbean Environment Programme
2023-2024**



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Communications and Knowledge Management Strategy of the United Nations Caribbean Environment Programme 2023-2024

Executive Summary:

The Caribbean Environment Programme (CEP), established by the United Nations Environment Programme (UNEP) in 1981, is one of UNEP's Regional Seas Programmes. An Action Plan led to the development and adoption of the [Cartagena Convention](#) which is the first and only regionally binding treaty of its kind. The Convention is supported by three technical agreements or protocols on [oil spills](#), [specially protected areas and wildlife](#) and [land-based sources](#) of marine pollution. The Caribbean Regional Co-ordinating Unit (CAR/RCU), established in 1986 in Kingston, Jamaica, is the Secretariat for the Cartagena Convention and the Caribbean Environment Programme.

This 2023-2024 Communication and Knowledge Management Strategy will fit into the existing global campaigns on the marine environment and the right to a clean, healthy and sustainable environment. The Sustainable Development Goals (SDGs), the 2030 Agenda, selected global and landmark agreements such as the Kunming-Montreal Global Biodiversity Framework (GBF) on Nature, "Loss and Damage" funding for vulnerable countries and a High Seas Treaty will inform the messaging strategy. The global UNEP Medium Term Strategy (MTS) , entitled "For people and planet: the UNEP strategy for 2022 -2025" which integrates the three interconnected crises of climate change, biodiversity loss and pollution, will also be used as a reference.

The four main messages informing the strategy will relate to the following: the environmental and health benefits of marine and coastal resources, effective and integrated management for economic livelihood in collaboration with regional governments, sustainable development through an improved understanding of the value of marine and coastal resources and promoting the work of CEP as a Regional Seas Programme with monitoring activities on ocean related SDG targets and indicators.

Internal audiences for this strategy will include experts, staff advocates, team members from the project and programme units, intergovernmental agencies, working groups, focal points and project beneficiaries. External audiences will include donor agencies, media houses, policy makers and parliamentarians, private sector, international organizations, the general public, academia and educational institutions, non-governmental organisations and community- based organisations.

This communications and knowledge management strategy will aim at optimising on a strategic mix of channels, interweaving multimedia and emerging trends with digital and traditional media, aimed at increasing the visibility and work of the Secretariat. Traditional tools will include printed articles and posters, radio and television. Digital tools will include the website, Intranet, online collaboration tools and social media platforms. Multimedia and emerging trends will include the use of infographics, podcasts, animated videos and where possible, virtual reality, augmented reality and artificial intelligence tools.