

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 1



Source: Getty Images

Coral bleaching is already having an impact on marine biodiversity and fish populations around Seychelles. Scientists are concerned that further climate-driven ocean warming and the concurrent stresses from ocean acidification, nutrient overload, runoff, and overuse will further degrade this important ecosystem, and ultimately undermine the viability of local fisheries. The fish affected are those that are commonly caught by artisanal fishers for sale to hotels and the local population, and are thus the basis of their livelihood. Government is interested in better understanding the risks and has asked scientists to conduct further studies. The results may lead to catch restrictions in order to allow some species to rebuild their populations. This is a big concern for the fishers, as their livelihood is already precarious. At the same time, the scientists will need the participation of fishers to collect the data.

You work for the Seychelles Fishing Authority and are in charge of organising a consultative meeting with the fishers. How will you convince them to come to the meeting and what will you say to them when they come? (Please consider goal(s), message, approach, channel of communication, timing, participants, and messenger.)