

Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

SCENARIO 2

The Planning Authority has adopted a new coastal setback policy, which means that no new construction can take place within 50 metres of the high tide watermark. The owners of a new hotel that was planned for construction are angry and are asking for an exemption to this new policy, as their property is not very wide and losing 50 m means their hotel plan (which had already been paid for and approved) is no longer valid.



Source: Tunza Eco-generation

You work for the Planning Authority and your boss asked you to have a meeting with the hotel owners to explain the rationale behind the policy, which is to protect properties from sea-level rise, and to bring them around to not only accept but actively support the adaptation policy, as it would set an important precedent and example for the community. How will you approach the hotel owners and what will you say to them? (Please consider goal(s), message, approach, channel of communication, timing, participants, and messenger.)