

Truth Be Told: A Caribbean Call to Action on Climate & Gender Justice

THE
CLIMATE
CONSCIOUS
PODCAST



Impact Report

March 2024

About the report cover.

The report cover is the winning submission to the Caribbean Art for Change competition, created by Lindxee Collins.

“Fighting for climate justice means fighting for gender equality” (Global Partnership for Education). I have sought to represent this in my piece entitled “Justice Denied”.

This piece features a revised model of Lady Justice who seemingly emerges from a broken earth. The broken earth symbolises the debilitating effects of climate change.

This woman, albeit based on Lady Justice, has her eyes blinded, is chained, her scales broken, and her sword dipped in blood. The blindfold represents a failure to address and acknowledge the intersectionality of climate and gender justice, which will cause especially women of colour to be chained to a narrative of great injustice. The broken scales lead to an unjust path that encircles her, which represents the disproportionate effect of climate justice along gendered lines, including but not limited to forced migration, droughts, poverty, restricted education, and increased gender-based violence. Her sword, which is largely considered the executioner of justice- strikes her, and changes the light to blood; a failure to see and address this issue will cause the swift execution of injustice and destruction.

It is further evident that the blood flows to the background of the piece. This represents the fact that though we fail to address the issue of climate injustice, it will inevitably be seen in our current landscape, and the destruction of our natural resources is occurring at a faster rate than we think.

Therefore, this piece raises for each of us a call to action: a failure to see and mitigate the effects of climate change, is inevitably a failure to achieve justice, especially along gendered lines. A failure to address climate injustice has the grave effect of removing the progressive advancements we have made for women’s rights. Climate injustice unaddressed is inevitably justice denied.”

- Lindxee Collins, Jamaica

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ACKNOWLEDGEMENTS

The Breadfruit Collective and The Climate Conscious Podcast extend our deepest gratitude to all those who have contributed to the success of the Truth Be Told: A Caribbean Call to Action campaign. This project could not have been implemented without the collective effort and support of several individuals and organisations.

We would like to express our sincere appreciation to:

- The contributors: speakers and writers, who have provided invaluable insights and perspectives, helping to expand the understanding of climate and gender justice in the Caribbean.
- Our campaign partners who have supported our mission to effect positive change.
- Paula Joseph and the team at The Marketing Aide for your hard work, creativity, and passion. Your tireless efforts and innovative approaches have been essential in shaping the engaging content for the campaign.
- Leisa Perch and Tanya Wragg-Morris of SAEDI Consulting (Barbados) Inc. for their expert guidance and expertise in the analysis of the campaign surveys, respectively.
- Our donors, the Caribbean Natural Resources Institute (CANARI) and Open Society Foundations (OSF). Thank you for providing the resources needed to drive our initiatives forward.

We are especially grateful for the members of our audience who engaged with the campaign. Your interaction and feedback have enhanced the campaign and helped us to achieve our objectives.

Together, we have made significant strides towards our shared vision of creating a more equitable, sustainable, and inclusive future. We look forward to continuing this journey with you.

Truth be Told: A Caribbean Call to Action on Climate and Gender Justice (The Campaign) was conceptualized as a social media advocacy campaign targeting the English-speaking Caribbean. It focused on creating awareness and understanding of the specific challenges faced by women and girls in the context of climate change and advocating for the integration of gender perspectives into climate policies and initiatives.

There were three (3) key objectives for the Campaign:

1. Raise Public Awareness: To ensure that key stakeholders are aware of the gender-differentiated impacts of climate change and the importance of gender-responsive solutions for the Caribbean.
2. Policy Advocacy: To provide recommendations for policy actions to integrate gender considerations into climate strategies and highlight gender-responsive climate solutions relevant to the Caribbean and other developing countries? that can inform the conversation at the Conference of Parties and beyond.
3. Visibility: To share experiences and create visibility for women-led actions addressing climate resilience, gender balance, participation and women’s leadership in the Caribbean.

CONTEXT



The campaign was conceptualized and executed via a partnership between The Breadfruit Collective and The Climate Conscious Podcast. The Breadfruit Collective and The Climate Conscious Podcast served as co-leads for the Gender Working Group under the Caribbean Climate Justice Alliance, and have co-hosted the Caribbean Women for Climate Justice conference in 2022 and 2023.

The Breadfruit Collective is a Gender and Environmental Justice NGO based in Guyana. Using an intersectional lens, the NGO aims to work holistically to understand the challenges faced by women, girls and the environment. The organisation takes an intergenerational and inclusive approach with programs for children, a mentorship program for young women and intentional partnerships with justice focused NGOs in Guyana and the Caribbean.

The Climate Conscious Podcast is a digital platform for communications and advocacy on sustainable development and climate change issues, with a specific focus on the Caribbean and Small Island Developing States (SIDS). It advocates for inclusive, resilient, sustainable development through creating awareness, capturing learnings, and telling our stories of resilience with authenticity.

One of the priorities for action for The Gender Working Group - Caribbean Climate Justice Alliance is Increasing Awareness and Action for Climate, Gender and Social Justice. The Truth Be Told campaign aimed to address this priority.

The campaign was launched on 27 November 2023, alongside the 2023 United Nations Climate Change Conference (COP 28) and concluded on 29 January 2024. The Campaign was funded through a grant from the Climate Action Small Grant Facility offered by the Caribbean Natural Resources Institute (CANARI), supported by Open Society Foundations.

Gender and Climate Justice considerations must be made in all our policies, programs, and initiatives. They are urgent issues that must be addressed with an intersectional approach. The Truth Be Told Campaign allowed us to build on our work done previously through the Caribbean Women for Climate Justice (CW4CJ) Conference.

For us, awareness is the starting point, and collective action is our goal. We created a community of persons who understand the connections between Gender and Climate through a Caribbean lens. We have created the space for persons to share perspectives and learn from Caribbean people doing this work from various fields.



CHRISTINE SAMWAROO
THE BREADFRUIT COLLECTIVE



We have come together to shift the narrative from vulnerability and victimhood to leadership and resilience.

We will continue working to transcend the barriers so we can directly influence and participate in decision-making at all levels for equitable and sustainable development.

Through continued collaboration, we are closing the gap in public education on climate and gender justice. We are promoting an intersectional and intergenerational approach to climate action and development in the Caribbean

DERVAL BARZEY
THE CLIMATE CONSCIOUS PODCAST & CONSULTANCY

CAMPAIGN ACTIVITIES

01

Pre- and Post- campaign surveys

Pre and post-campaign surveys were conducted to establish a baseline of awareness and understanding and climate and gender justice in the Caribbean, and to assess the effectiveness of our awareness campaign, respectively. The survey was conducted using random samples, and the survey instruments were distributed via email and social media posts targeting the English-speaking Caribbean.

02

Social media content calendar

The project was executed primarily utilizing social media platforms and digital communications channels. Varying forms of content that covered the intersections of gender and climate justice were created and disseminated on social media platforms: Instagram, Facebook, and LinkedIn. The Campaign produced 53 social media posts, 14 videos

See Appendix 1: Social media/ digital platforms

03

Campaign signup and endorsement

Members of the public were invited to sign up for the campaign and subscribe to the mailing list. Organizations were invited to endorse the campaign and become campaign partners.

See Appendix 2: List of Campaign Partners

04

Blog posts and newsletters

Seven (7) policy advocacy blogs were published online and shared via the campaign newsletters to an audience of over 600 subscribers.

See Appendix 3: List of Campaign Blogs

CAMPAIGN ACTIVITIES

05

Virtual and In-person events

The Campaign was launched and concluded with a virtual live event including a fireside chat featuring dynamic groups of climate and gender experts and activists from the region. The events were live-streamed on YouTube, Facebook and LinkedIn.

In-person events were held in Trinidad and Tobago and Guyana which convened activists and interested persons in informal discussion of the status of climate and gender justice at the local level.

See Appendix 4: List of Campaign Speakers

06

Regional art competition

A regional art competition, Caribbean Art for Change, invited participants to creatively express their perspectives on climate and gender justice in the Caribbean for a chance to win USD 500.

07

Video highlights and podcast features

Five interviews were conducted with experts and activists on the intersection of climate and gender in the Caribbean. The interviews were shared via highlight videos on social media and via a podcast series on The Climate Conscious Podcast (7 episodes).

*I am grateful for the Truth Be Told campaign because it exposed me to issues that I wasn't familiar with that are faced by different communities as the planet's climate changes. It was important, timely and forward-thinking to present this material - thank you!! - **Kavir Mootoo***



IN-PERSON MEET-UPS



MEASURING IMPACT

Objective	Key Performance Indicator	Data / Outcome
Public Awareness	Social Media Reach	<ul style="list-style-type: none"> • Combined reach: 132,427 • Combined content interactions: 1316 • Combined accounts engaged: 2400
	Campaign survey	<ul style="list-style-type: none"> • Pre survey respondents: • Post survey respondents: • The pre-survey received responses from 82 participants spanning 13 countries. The post-campaign survey recorded a total of 51 participants from 15 countries
	Art competition entries	<ul style="list-style-type: none"> • 11 entries received

The campaign gave a unique platform by which a topic that is becoming more tangible could be looked at from multiple perspectives. Climate and gender, as well as gender on the whole, are emerging relationships with the Caribbean consciousness and society. I am happy to have been able to weigh in with my opinions and share my creative perspective in this regard.

- Katrina Khan-Roberts

MEASURING IMPACT

Objective	Key Performance Indicator	Data / Outcome
Policy Advocacy	Campaign sign-ups	<ul style="list-style-type: none">• 144 new subscribers
	Campaign endorsement	<ul style="list-style-type: none">• 16 environment and women's rights organizations.
Visibility	Social Media Impressions	<ul style="list-style-type: none">• Combined impressions: 716,120
	Virtual event views	<ul style="list-style-type: none">• Total YouTube views 428

Excerpt from Truth Be Told Campaign Survey Report:

The goals of the surveys were to assess participants' knowledge of climate and gender justice in the Caribbean and to evaluate the success of the campaign in promoting greater levels of knowledge and understanding of climate and gender justice in the region.

The majority of survey participants came with some pre-existing level of knowledge of climate change in the Caribbean, and gender justice in the Caribbean. Approximately 90% of pre-survey participants rated their knowledge at 3 and above in each category, where 1 implied the least and 5 was the highest. 75% also came with an existing knowledge of the intersection between climate change and gender justice. While the percentage of participants with an understanding of these concepts remained essentially the same before and after the campaign, there was evidence that the level of participant's knowledge of these topics deepened or increased. With their awareness of climate change and gender justice, the percentage of participants that rated their level of understanding at a 5 increased in both categories post-campaign. Those rating their knowledge of climate change in the Caribbean at a 5 increased by 12% and those rating their knowledge of gender justice in the Caribbean increased by 4%.

The most significant change pre and post-campaign came from the percentage of participants who thought that gender-just climate action was a priority in the Caribbean. The responses switched from mostly 'yes' (pre-campaign) to 'no' (post-campaign). In reflection of their engagement with the campaign's content, nearly all participants found it to be useful and were interested in learning more about the intersection of gender justice and climate change following the campaign's close. The campaign appears to have positively engaged participants on the topic, expanded their interest, and left them curious to continue exploring the topic and deepening their understanding of climate change and gender justice in the Caribbean.

See Appendix 5 for the comprehensive analysis of the Truth be Told Campaign Pre- and Post- Campaign Surveys

The Truth Be Told Campaign has given me a broader perspective of climate and gender justice. Prior to the campaign my insights/mindset was only limited to Climate Change and how it impacts people more specifically Indigenous Peoples. However, now I am able to view climate change with a holistic perspective.

- Rehanna Thomas

KEY POLICY RECOMMENDATIONS

A key objective of the Truth Be Told campaign was to put forward actionable policy recommendations for enhancing climate and gender justice in the Caribbean. These recommendations were derived from the dialogues and think pieces developed during the campaign.

- Embracing an intersectional approach to gender and climate justice, issues such as gender-based violence, harassment, bodily autonomy, and disparities in education, alongside other forms of injustice are acknowledged and addressed. This approach acknowledges the detrimental impacts of oppression and exploitation on both the planet and people.
- Collectively unpack common norms and practices that allow harassment and discrimination to persist in Caribbean societies.
- Facilitate financial support in the form of grants for the work of environmental and women's rights organisations addressing issues of climate and gender justice through an intersectional framework. Funding is urgently needed for grassroots groups that understand the whole-of-society approach and are conscious of the historical marginalization of women and girls in the Caribbean.
- Fully implement and enforce existing policies and previously signed International agreement Agreements and Conventions, ensuring alignment and harnessing synergies.
- International Climate agreements and policies adopted by the State should include input and participation at all levels, especially the grassroots level. There should be a high level of transparency, upholding the right to access information, with Governments holding themselves accountable to the people they serve.
- Prioritise investment in youths-led actions focused on climate and gender justice and their participation in the full scope of decision-making processes.

KEY POLICY RECOMMENDATIONS

- A bottom-up approach to climate action policies integrating indigenous knowledge and solutions. For centuries Indigenous people have protected the forest and natural ecosystems, supporting climate mitigation and biodiversity conservation. Indigenous voices must be integrated into policy-making.
- Increased public education on the connection between climate and gender justice using various modalities, for example, the Caribbean Women for Climate Justice (CW4CJ) Conference and the Truth Be Told social media campaign.
- Policy must be informed by inclusive data. It is necessary to collect up-to-date, gender-disaggregated and relevant data to manage risks and develop effective policy instruments and appropriate risk mitigation strategies.
- Planning for disaster risk management must be informed by the perspectives of the full range of vulnerable communities, especially highlighting the risk to women, girls, LGBTQ+ persons, indigenous people, persons with disabilities, youths and the elderly.
- Caribbean countries must urgently ratify the Escazu Agreement and put measures in place to adhere to the treaty through local legislation that is transparent and includes accountability measures.

*The Truth Be Told campaign drove home just how many passionate and committed advocates we have in the Caribbean, tirelessly working towards climate justice. The campaign helped showcase some regional voices that I was not familiar with in the climate justice space and, personally, stimulated internal reflection on a range of different issues that I expect to tangibly show up in the work that I do. - **Omar Mohammed***

CONCLUSION

The Truth Be Told: A Caribbean Call to Action campaign achieved its goal to raise awareness and advocate for gender-inclusive climate policies in the Caribbean region. Through a collaborative effort involving various stakeholders, the campaign has successfully engaged audiences, fostered community building, and catalyzed changes in attitudes and commitments towards climate and gender justice.

One of the campaign's key achievements lies in its outreach efforts through social media platforms, which have resulted in extensive engagement and community building. By leveraging digital communication channels, the campaign reached a combined social media reach of 132,427 individuals, facilitating conversations and knowledge-sharing on the intersection of climate and gender justice.

The campaign's impact is evident in the findings of pre- and post-campaign surveys, which demonstrated an increase in awareness and understanding of climate change and gender justice issues in the Caribbean. Participants reported deeper knowledge and heightened interest in the intersection of these crucial topics, signifying the campaign's effectiveness in educating and empowering individuals to advocate for gender-responsive climate actions.

Furthermore, the campaign's policy advocacy efforts have yielded tangible outcomes, with 16 environmental and women's rights organizations endorsing the campaign and 144 new subscribers signing up to support its initiatives. These endorsements underscore the importance of integrating gender considerations into climate policies and strategies, reflecting a growing recognition of the urgency to address gender disparities in climate adaptation and mitigation efforts.

In conclusion, the Truth Be Told campaign has made significant strides towards its objectives of raising awareness, advocating for policy actions, and enhancing visibility for women-led climate initiatives in the Caribbean. As we move forward, it is imperative to build upon these achievements and translate them into concrete actions.

Recommendations for future initiatives include continued outreach to policymakers and legislators, as well as the publication of policy briefs to inform decision-making processes. By adopting a holistic approach that addresses both immediate and systemic challenges, we can advance towards a more equitable, sustainable, and inclusive future for all.

REFERENCES

CANARI, 2023, CARIBBEAN CLIMATE JUSTICE AND RESILIENCE AGENDA

This campaign was one that was truly timely and that is something that we as a region have to value, time, because that is something that isn't infinite for us in the face of climate change.

This campaign served as more than a discussion space, but a space on which the challenges we face were discussed and action was taken.

This campaign was about education, inclusion, and exposure and in seeing how far it reached and the people that were impacted, it was an honour to be apart of it and to see this amazing platform highlight the opportunities for our region to do more, to be more and to act more.

As The Bahamas mantra goes, "Forward, Upward, onward, together", as the leaders of tomorrow, this campaign is yet another way by which we can truly say the Caribbean has come together for our collective futures.

- Ashawnté D. Russell

APPENDICES

APPENDIX 1: Social Media / digital platforms

APPENDIX 2: List of Campaign Partners

APPENDIX 3: List of Campaign Blogs

APPENDIX 4: List of Campaign Speakers

APPENDIX 5: Truth Be Told Campaign Survey Report

SOCIAL MEDIA/ DIGITAL PLATFORMS

Facebook

[The Breadfruit Collective](#)
[The Climate Conscious](#)

Instagram

[@TheBreadfruitCollective](#)
[@TheClimateConscious](#)

LinkedIn

[The Climate Conscious](#)

YouTube

[The Climate Conscious](#)
[The Breadfruit Collective](#)

Website

<https://www.thebreadfruitcollectivegy.com>

Podcast

[The Climate Conscious Podcast](#)

CAMPAIGN PARTNERS

The following organisations endorsed the Truth Be Told campaign:

CATCALLS OF UWI
CCMRH
KAIRI INITIATIVES
CENTER FOR PLANTS & CULTURE
GUARDIANS OF GREEN
THE CROPPER FOUNDATION
ARC CO-CREATE
SAEDI CONSULTING BARBADOS INC
SAVOURING INDO-CARIBBEAN
GROWING TO GIVE
IGDS
CAISO
OUR PARTT
AURAE OPUS
CYEN TT
THE CRYSTAL CLEAR INITIATIVE

CAMPAIGN SPEAKERS

Fireside chats at the campaign launch and closing events: :

Christine Samwaroo
Derval Barzey
Dorraine Duncan
Dominique Williams
Simone Ganpat
Ashawnte Russel
Sapphire Alexander
Dainalyn Swaby
Rehanna Thomas
Jhannel Tomlinson-Evans

Video highlights/ podcast:

Gillian Goddard
Emme Kristi
Dr Angelique Nixon
Ainka Granderson
Malene Alleyne
Paula Joseph

CAMPAIGN BLOGS

TITLE	AUTHOR
<u>The Elimination of Gender Based Violence Must be a Key Priority in all Climate Justice Solutions</u>	Chritine Samwaroo
<u>Truth Be Told: Including Indigenous Women is essential for effective Climate Action</u>	Immaculate Casimero
<u>Truth Be Told: Caribbean Women, Leading Change, Unlocking Solutions</u>	Derval Barzey
<u>Truth Be Told: Escazu Agreement- Fostering Inclusive and Participatory Environmental Governance</u>	Talya Mohammed
<u>Truth Be Told: The Impact of Climate Change on Persons with Disabilities Cannot be Ignored</u>	Gabrielle McKenzie
<u>Truth Be Told: A Masculine Agenda for Gender and Climate Justice in the Caribbean</u>	Vidyaratha Kissoon
<u>Truth Be Told: Youth Perspectives on the Intersections of Climate and Gender Justice</u>	Princess Avianne Charles

TRUTH BE TOLD CAMPAIGN SURVEY REPORT

See attached Document

View [HERE](#)

CONTACT

For more information contact:



Derval Barzey
Founder
The Climate Conscious Podcast
theclimateconscious@gmail.com
theclimateconscious.com

Christine Samwaroo
Managing Director
The Breadfruit Collective
thebreadfruitcollective@gmail.com
thebreadfruitcollectivegy.com

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