

Centre of Excellence – Municipal Council of Curepipe

Strategic Campaign to raise awareness on the environment and sustainable development

" Curepip bizin vert!" "For a greener Curepipe"

Synopsis

The Workshop on Strategic and Sustainable Campaign is a follow up of the Centres of Excellence for gender mainstreaming in local government. This follow up workshop seeks to ensure that the Municipal Council of Curepipe with the collaboration of Gender Links brings together stakeholders to develop a campaign that will create multiplier effects to all the Wards of Curepipe.

Objective

To mainstream gender including the empowerment of women, the environment and sustainable at the local level through a sustained campaign.

The workshop includes:

Political support : Getting buy-in from the Minister of Environment, the Mayor and the Chief Executive of the Council

Evidence-based : Discuss with high officials of the Ministry of Environment, stakeholders and high officials of the Municipal Council regarding strategic needs of the locality

Specific interventions : Work with NGOs to know the needs of the community and how women can help to protect the environment

Community mobilisation : the Municipal Council in collaboration with the Ministry of Environment and NGOs to do community mobilisation through workshops, capacity building, skills development programmes and sensitisation campaigns to develop a strategic campaign to protect the environment

Capacity building : Training of the Women NGOs Leaders and altogether, train the members of the NGOs who will, in turn, transfer the information to their family members and the community in general

Applications skills : The Ministry of Environment to assist with the campaign. The launching of the campaign will take place during the CLEAN UP THE WORLD period in September and be part of an event for 16 days as well as the Gender Justice and Local Government Summit.

Background

During the whole of 2010 the Satellite Office of Gender Links in Mauritius has worked with all localities of Mauritius and has helped them to develop a Gender Action Plan. One of the strategic objective of the plan is "To raise awareness on gender issues and challenge the belief that gender is a "women's issue". The action that was agreed upon was "Engage in campaigns to raise the profile of gender".

Due to the alarming situation of the environment in Mauritius, Gender Links has taken the initiative of working with the Ministry of the Environment in helping in the setting up of a campaign aiming at protecting the environment. The objective is to encourage tree plantation and caring especially by the young and initiate women to practice home composting.

The workshop

Six women and three men from the Municipal Council of Curepipe, two women representatives of NGOs attended a half day workshop on Thursday 7 July 2011. The time table and the registration list are enclosed at Annexes A and B

Introduction

Mary Coopan explained the project and explained that without the full participation of women in public and economic life as well as full participation on the environment of Mauritius gender violence will not be decreased. She explained that the workshop was to develop a sustainable campaign that will help citizens of Curepipe to live in a safe and clean environment, a decent economic, family and psychological life in a good environment free of gender based violence. She acknowledged the presence and commitment of the Chairperson and that of the Chief Health Inspector, Ruben Munien. She wishes that this project stands out during the 16 days campaign against gender violence as well as during the Gender and Local Government Summit at Johannesburg in March 2012.



Keynote address

The workshop was opened by the Chairperson of the Environment Committee, Ajay Fagoonee. He thanked Gender Links for its support in making the Municipal Council of Curepipe a Centre of Excellence.

The Campaign

Mr Ruben Munien, Chief Health Inspector explained about the concept of sustainable development and proposed some themes on which the committee could work. For example the reduction at source of wastage e.g use of surplus plastic bags, economic use of water at domestic level, tree plantation etc

Priority : After discussion it was agreed that the priority of the locality is to encourage for more tree plantation and backyard composting so as to create a healthier environment for Curepipe. The campaign will be "Curepipe bisin vert=For a greener Curepipe".

Who : The campaign will be headed by the Municipal Council through the Public Health Department with the collaboration of other institutions such as the Ministry of Environment and Sustainable Development, the Ministry of Agro industry, the Forestry department,

AREU(Agricultural Research and extension Unit) and the Community Based Organisations of the two identified regions Les Casernes and Camp Caval .

Process : The campaign will begin by:

1. Representatives of the CBO's to communicate the project to their members.
2. Chairperson of Environment Committee and Chief Health Inspector to ensure approval of Council.
3. Contact the other stakeholders.
4. Meeting with all.
5. Press conference.

Partners in the processes : Municipal Council of Curepipe, NGOs of Camp Caval and les Casernes, the educational institutions, the Ministry of Environment and Ministry of Ago Industry.

Resources Available :

1. Human resources: Municipal Council ,AREU, Ministry of Environment and Sustainable Development, CBO's.
2. Logistics from Council such as venues, transport;
3. Logistics from other stakeholders.



Budget needed : An initial budget of Rs 15,000.00 has to be earmarked for this campaign.

Implementation:

1. Meeting with all stakeholders.
2. Design and publication of banners ,flyers and posters.
3. Acquisition pf plants
4. Press conference
5. Distribution of flyers and plants to targeted groups.
6. Talks
7. Media: website,radio program,emailing.

Target beneficiaries : Educational institutions (kindergartens,primary schools and colleges of the town) and two regions namely Les Casernes and Camp Caval.

Measuring of Impact : Impact will be measured through the number of plants maintained ,through competition between schools and questionnaire on back yard composting for example, interest and response from the targeted groups.

Slogan for the campaign : “.Curepipe bizin vert! ” For a greener Curepipe!”

Conclusion

The Chief Health Inspector made a recap of the whole session and the way forward; those present that is colleagues from other departments and the representatives of CBO's all committed their participation and support to the campaign. The workshop at Curepipe had been a very dynamic and creative one, we could feel that the commitment is present and that Curepipe will submit something very good for the next Local Government Summit.