

Drafting of an Environmental Communication Plan

Aruba, 2006

Client info:



Name: Department of Agriculture, Livestock, Fisheries and Farmers market (DLVV)

Sector: Government

Location: Aruba

DLVV is a governmental organization that promotes agriculture and fisheries. Besides those tasks, DLVV has to ensure the conservation and management of the natural environment, both at sea and on land.



Rationale: The Aruban government selected 5 priorities (projects) for sustainable development in 2006. The purpose of this project was to set up a program and plan for publicity related to the 5 priority projects and to enlarge the environmental awareness of the Aruban people in general.

Approach: In cooperation with the Central Bureau of Statistics survey was held among the general public to get a better knowledge of the current awareness. Based on this an intervention plan, a publicity plan and Terms of Reference for executing the publicity project were drafted.

Outcome: The publicity project was executed according to the proposed plan.