



# Building Resilience

## ***THE TREASURE BEACH PROJECT***

*This project was funded by a grant from the Special Climate Change Adaptation Fund - AP&FM Project - PPCR Program*



# Do Good Jamaica is helping to build a climate conscious movement.

Here's our 5 step process

1

3

5

2

4

## Treasure Beach on the climate-smart fast track

**T**REASURE BEACH is the first Jamaican community out of the blocks to take up the Caribbean Climate-Smart Accelerator's challenge. Stakeholders are keen for Treasure Beach to be a climate-conscious community.

Fishing, farming, and community-based tourism are the way of life in the rural, coastal community in St Elizabeth. Here, development must be sustainable. It is the only option. And steps have been taken in recognition of this reality.

"We have been working in Treasure Beach for two years with our Crayons Count early childhood pilot project. This is a tight-knit community on the climate-change front line, where the lives and livelihoods of the residents are inextricably linked to the environment. Resilience is embedded in the culture. So with the support of the community, we applied for a grant to give the residents tools to become more resilient, adapt, and grow," explained Deika Morrison, co-founder of Do Good Jamaica.

Through the Special Climate Change Adaptation Fund - AP&FM Project PPCR - Do Good Jamaica received a grant from the Environmental Foundation of Jamaica (EFJ) to do just that.

In explaining his support for the project, Jason Henzell, chairman of Bred's Treasure

Beach Foundation and Jakes Hotel, said: "Since it was founded in 1998, Bred's Treasure Beach Foundation has been working to ensure that this special corner of Jamaica is developed in a sustainable manner. Partnering with every member of the Treasure Beach family to protect our environment is integral to that goal."

### MAINTAINS ALLURE FOR VISITORS

So far, the grant has facilitated the creation of a vulnerability and capacity assessment and disaster risk management plan by professional environmental consultants. This process involved soliciting the experiences and perspectives of



Environmental Solutions Ltd consultants in dialogue with Ellison DeLeon (centre) of the Government's Fisheries Division and the Greater Treasure Beach Citizens' Alert Group and Treasure Beach fishermen earlier this year.



National Water Commission Water Production Manager Lester Morgan shares a point with the group at a workshop on the preparation of a disaster risk management plan held in Treasure Beach in July.



Seen on the entry sign, Treasure Beach recycles - an initiative that grew out of a school competition. CONTRIBUTED PHOTOS

a broad cross-section of community and government stakeholders.

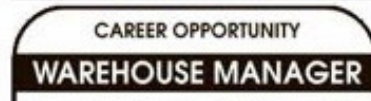
Given the recent announcement of the Caribbean Climate-Smart Accelerator (CCSA) initiative to make the region the world's first climate-smart zone, the project is timely as the objectives of the Accelerator align with the community's vision of

sustainability.

"As Jamaica's home of community tourism, Treasure Beach embraces initiatives that maintain its allure for Jamaican and overseas visitors. Most recently, Treasure Beach became one of Jamaica's first recycling communities. The conscious traveller knows the significance of recycling and conservation and values those programmes in

a destination. We are fully on board!" said Rebecca Wiersma, chairman of the Treasure Beach Destination Management Organization and Owner of Treasure Tours Ltd.

The next step in the project will see Do Good Jamaica accelerating climate-change awareness with outreach tailored to Treasure Beach's diverse demographic groups.



A leading food processing and distribution company





**1**

# **Speak to people about their experiences.**

We needed to know what people noticed, what changes they were seeing and how they felt they were affected by climate change. So, we spoke to people and community organizations about their experiences.

# 2

## Get the facts.

Understanding the problem from an anecdotal perspective was important, but we had to also find the scientific basis of how climate change was affecting the community.

We got a grant from the Environmental Foundation of Jamaica (EFJ) and contracted professional environmental consultants, Environmental Solutions Ltd. (ESL), to provide a **Vulnerability Capacity Assessment** and templates of a **Disaster Risk Management Plan**.





# 3

## **Simplify the message.**

These studies provided over 200 pages of highly technical information on climate vulnerabilities and disaster preparedness needs in Treasure Beach. From this we created digestible materials that we could use to talk about the findings with everyone.

The **materials here today** are our efforts to simplify the message - with the help of a local artist's illustrations and language that is easily understandable.



# OUR COMMUNITY TREASURE BEACH

In our communities, our  
livelihoods depend  
on the environment.

Changes in temperature,  
rainfall and/or sea levels  
pose real challenges to  
our economic and social  
well-being.

We are on the front-line  
of climate change.

We must take steps to  
be climate conscious  
and resilient.

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Artwork by: Dennis Bennett  
Treasure Beach Resident

## TREASURE BEACH

A CLIMATE CONSCIOUS COMMUNITY



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@dogoodjamaica



## CHALLENGES IN THE COMMUNITY

Lower  
Yield



Beach  
Loss



Property  
Damage



Flooding



Low  
Water  
Supply



More  
Plant  
Diseases



KEY



Farming



Fishing



Tourism

## HERE'S WHAT WE CAN DO

Promote Treasure Beach as a  
Climate Conscious  
community

Understand your environment

Understand  
vulnerability/hazards

Conserve water and energy

Reduce use of plastics and  
encourage recycling

Stop burning

Engage in climate conscious  
fishing and farming

Encourage composting

Explore opportunities in  
green and blue economies

Be prepared for disasters

## CLIMATE PROFILE

Higher  
Temperatures



Less  
Rainfall



Rising  
Sea Levels



## MAIN HAZARDS



More Intense  
Storms + Hurricanes  
Increased Coastal Erosion



More  
Severe Drought



More Flooding  
When Rain Comes

## EMERGENCY KIT CHECKLIST

Make sure your kits have items from these six major categories.



Water



Food



First-Aid Supplies



Tools and Supplies



Sanitation



Clothing and Bedding

For more details visit  
[dogoodjamaica.org/climatechange](http://dogoodjamaica.org/climatechange)

**TREASURE BEACH**  
A CLIMATE CONSCIOUS COMMUNITY



## EVACUATION ROUTES AND SHELTERS

### Shelters

Geneva Primary School  
Hopewell Primary School  
Newcombe Valley Primary School  
Parottee Primary School  
Sandy Bank Primary School



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# 4

## Reason with the people.

Next, we brought these messages and materials to the people of the community.

We did a **door to door sensitization** project - homes were visited by a local team and materials were shared and explained.

We attended community **meetings, workshops and events** to share our simplified findings. And we created a **documentary** to give voice to the issues.



# 5

## Take action.

The studies highlighted key areas for immediate action. High on this list was the community's water management. So, with the grant, we gave the community a few water tanks for emergency storage. We're also helping the community to lobby for a comprehensive water management solution.





# TREASURE BEACH

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A CLIMATE CONSCIOUS COMMUNITY

FOR MORE INFORMATION

[dogoodjamaica.org/climatechange](http://dogoodjamaica.org/climatechange)