



OUR PLANET



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Interactive Environmental Centre,

Caribbean Region

Pablo Rosenthal, Director



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Our Planet will be:

- ▶ An innovative environmental visitor centre
- ▶ Using interactive media
- ▶ Located in St Lucia
- ▶ But working throughout the Caribbean region
- ▶ With regional partners

Existing Partners



National :

- Government of St Lucia

Regional partners based in St Lucia:

- CARILEC (association of Caribbean electricity utilities)
- ECERA (East Caribbean Energy Regulatory Authority)
- CREDP (Caribbean Regional Energy Development Programme)
- CEHI (Caribbean Environmental Health Institute) which runs the International Watershed + Coastal Management Programme
- OECS (Organisation of Eastern Caribbean States) Secretariat

Regional partners based outside St Lucia:

- Caribbean Community Climate Change Centre (Belize)

Activities



- Visitor centre in St Lucia comprising a theatre space and an exhibition area:
 - **Theatre space** sets the global context, including facts and figures on a changing climate and visitors will “experience” local impacts to highlight issues in the Caribbean
 - **Exhibition space** will present interactive challenges where visitors will discover solutions to promote the conservation of natural resources (renewable energies, energy efficiency, water and waste management, protection of biodiversity)
- **Advisory services** to businesses and individuals
- Working with a local resort partner, organisation of **conferences/workshops** to encourage exchange and sharing of best practice

Activities



Visitors will be:

- **cruise ship passengers** (minimum of 35,000/annum will visit OP) 90% from US. Our Planet will operate from the Blue Coral Building, Castries, walking distance from the cruiser terminals. The building will become a showcase or “lighthouse” in terms of energy (solar panels/solar cooling) and water and waste management.
- other **tourists** visiting St Lucia (minimum of 100,000/annum will visit OP)
- Caribbean **residents** on concessional rates
- **Schools/colleges** on concessional rates and as part of the educational programmes to be run by OP in collaboration with governments.
- Regional and international **experts** participating in workshops

Is it necessary?



Impact assessment survey of recent energy interventions on the security and sustainability of the Caribbean energy sector (UNDP, CEIS, SRC) interventions required in St Lucia include activities which will be carried out by Our Planet:

“Still a lot of work to be done in sensitizing the population to the importance of becoming conscious of energy use and the benefits of RE. The making of energy conservation as a “way of life” for the citizens of St Lucia should not just be an issue when oil prices are high.”



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“ There is a very human tendency to wish away such dire prognostications and even to question the underlying science. But the science is now quite firm. People need to be told how it will affect them in their country and why they need to worry about it now rather than at some later time.”

Nitin Desai, Member, Prime Minister's Council on Climate Change, India;
Distinguished Fellow, The Energy and Resources Institute (TERI)

Non Profit



The objective of Our Planet is to channel all profits into supporting local and regional environmental initiatives...and to replicate the centre to other parts of the region

In this way Our Planet will pioneer a new development model for the region

Target is to open Our Planet at the beginning of 2011

Now...Our Planet...the movie!