

The St Helena Ambassador

... An Extraordinary Place on a Path to Prosperity

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Think. Eat. Save - Reduce Your Footprint

Last week saw the celebration of Environment Week 2013 (3 - 8 June), headquartered at the Consulate Hotel, Jamestown.

Environment Week is held annually on St Helena to coincide with World Environment Day (WED) celebrated every year on 5 June. The purpose of the week is to focus attention on a particular environmental issue, both from an international and a local perspective. Through providing information and engaging with the public it is hoped that people will think about their impact on the environment and ways that they can reduce negative impacts and enhance positive ones.

The theme for this year was *Think. Eat. Save. Reduce Your Foodprint* - and key messages promoted throughout the week were our food chain, the benefits of buying local, reducing food waste, reducing water and energy consumption and eating healthily.

A range of activities took place over the week including informative displays on Healthy Eating, a Water Focus, Fishing and Food Waste.

Competitions were also run for all age groups which offered great prizes.

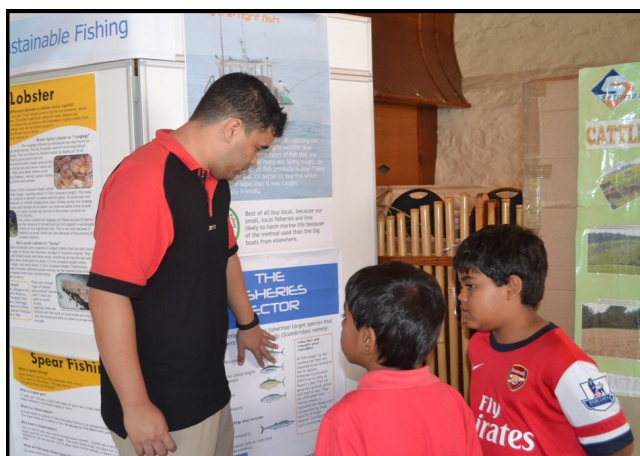
Isabel Peters, Environmental Assessment and

Advocacy Manager at the Environmental Management Directorate (EMD) commented on this year's Environment Week:

"The week was very well received by the school children and we had visits from all of the primary school classes. We also had visits from the Yr 10 Science and Geography classes from Prince Andrew School. All of the pupils and students showed great interest in the displays, talks and activities. We also had visits from numerous members of the public."

Recycling was another key issue promoted during the week and EMD, with the aid of Basil Read, has now begun recycling ink cartridges. The public are encouraged to bring their ink cartridges - whatever the size or type - to Mike Dunford, Climate Change and Pollution Officer at EMD, or if preferred cartridges can be placed in a sealed envelope addressed to him. These cartridges will then be sent to South Africa to be recycled.

Environment Week ended with a Grand Finale on Saturday where there were more displays, activities for both children and adults, the prize presentation and the launch of 'The State of the Environment 2013' report.



Traditional Industries Campaign Ending Soon



The Traditional Industries Campaign (TIC) is an initiative created to inspire young people to think about their future career choices and to raise and revive the profile

of St Helena's traditional industries and stimulate students' interests in these professions. Nine months since its launch at Prince Andrew School in September 2012, the TIC is now gradually drawing to a close.

This term sees the second last

component of the programme, which focuses on Arts and Crafts. Signed up to the programme to inspire our young people are Abiwans, SHAPE, the local Arts and Crafts Association and other members of the local community.

Tammy Williams, Community Liaison Manager at Enterprise St Helena (ESH), who guides the Programme, said:

"What is important is that students understand local art and craft traditions and the business connection."

The final leg of the TIC will focus on embarking on other career opportunities, particularly those which will develop with air access and increased tourism.



Tammy added:

"The future leaders and workers of the Island are those who are presently in our schools. They will eventually run the businesses and develop the

Island, providing food through farming and fishing and building the homes of the future. We must ensure that we make industry education a priority in our schools."

The TIC involves ESH, SHG's Directorate of Education and Employment, the private sector and other non-government organisations.

The TIC has had three objectives:

- To inspire the Island's youth back into our traditional industries of Farming, Fishing, Construction, Arts and Crafts and Tourism.
- Promote the interests of those who have already taken an element of risk within these industries
- Lead on changing mindsets to foster economic development.

Trooping the Colour



The flags of all Overseas Territories (OTs) are now flying in Parliament Square, London, for the first time. This is to mark Trooping the Colour (also known as the Queen's Birthday Parade, on 15 June) and the events leading up to it. It is part of the Foreign and Commonwealth Office's agreement with the Department for Culture Media and Sport that flags representing all OTs will be flown on State Occasions.

The flags will be flown until Sunday 16 June 2013.



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Protecting St Helena's Endemic Species

The Terrestrial Conservation section of EMD is responsible for the conservation of important native species and habitats on the Island. There are two main teams. The Habitats team works principally on the Peaks, responsible for cloud forest habitat restoration and maintenance. The Species team runs the endemic nursery, and is responsible for safeguarding endemic species through wild seed collection, storage and propagation, and planting of restoration sites around the Island. The Terrestrial Conservation section is also responsible for writing plans for the management of designated National Conservation Areas and for producing Species Action Plans for highly threatened species.

Among many other duties, the section also collaborates with organisations on projects to protect species (and their habitats) which are critically endangered - such as the 'She Cabbage'

and the 'Large Bellflower'.

Species and habitat conservation on the Island is extremely important because of St Helena's high level of endemism (the number of species that are found only on St Helena). The Island has 46 endemic

flowering plants and ferns, over 400 endemic invertebrates and endemic bryophytes. These species are only found on St Helena and nowhere else in the world! Thus conservation on St Helena has relevance worldwide because, if any of these species becomes extinct - the loss is a global one.

Unfortunately, many of these endemic species are highly threatened, mainly due to fragmentation and loss of their specialist habitats and competition or predation from invasive species.

Yes, some species are 'more' endangered than others, but because of the Island's size, all merit strong protection.



New Bus Shelters

In celebration of the Queen's Diamond Jubilee, His Excellency Governor Capes last year donated three bus shelters to St Helena. The Georgian style shelters are made of Perspex on a metal frame and one is already in place and receiving good use at White Gate. Previously, there had been no shelter for the public or schoolchildren as they wait for the bus in this busy area. A second shelter will be erected at Tern Drive, by Three Tanks. It is not yet finally determined where the third shelter will go.



SHG's Public Relations Officer Returns from Overseas Training

Recently returning to the Island was SHG's Public Relations Officer Kerisha Stevens, having undertaken a six-week attachment of work experience in various UK

Government Press Offices.

Supported by the Queen's Diamond Jubilee Fund, Kerisha underwent a series of placements in the Foreign and Commonwealth Office News Department, UK Charity WaterAid, PR Agency Keene Communications, the Department for International Development (DfID) Press Office, Buckingham Palace Press Office, the Department of Health Press Office and Ministry of Justice Press Office.

Kerisha gained invaluable frontline experience of reactive and proactive press work, events management, digital and social media, media monitoring, internal communications, campaigning and lobbying, plus some policy work and Ministerial exposure.

Kerisha explained that the work was very hands on and allowed her to really input on various projects in each department.

She said of the programme:

"The six week secondment in London was an incredible learning experience that enabled me to build on my existing skills and learn new ones. The practical experience and the networking with colleagues in the communications field was a real asset in my current job and since returning to the Island I have been able to apply the knowledge and skills learnt into my daily work."

During her six weeks placement Kerisha gained direct experience of:

- The importance of digital and social media to UK press work, including Facebook, Twitter, Google+, Youtube and corporate blogs for keeping track of news and building networks
- Drafting Press Lines and Core Scripts
- The importance of communications planning and having a diary of upcoming events and activities
- Pitching stories to local and international media
- Media monitoring and producing daily media reports and summaries
- Developing and drafting website material
- Decision making training—how to influence Journalists' decisions
- The importance of presentation and pitching to PR
- Media evaluation
- Speech writing

Meeting the Minister of State for International Development, Alan Duncan



Kerisha was also able to visit the Press Office at No. 10 Downing Street, which supports the Prime Minister, as well as all UK Government Departments in communicating a consistent Government message. No. 10 also holds the Communications Grid which all Government Departments feed into. When asked about the highlight of her time in the UK, Kerisha commented:

"It would have to be working in the Buckingham Palace Press Office, which was a surreal thing in itself - I was given a tour of the Palace and was able to watch the Changing of the Guard ceremony from an upstairs bedroom. While at the Palace I was also able to attend, with the rest of the press team, the Maundy Thursday Service in Oxford, where The Queen gives Maundy money to Parishioners. This was a very humbling experience. Part of my work that day was to direct national reporters to the various press points. Who would have thought I would ever tell a reporter from the Daily Mail where to stand!"



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