



CLIENT .: GOVERNMENT OF GUYANA, OFFICE OF CLIMATE CHANGE

PROJECT .: TRANSITIONING TO NATIONAL ENERGY SECURITY: BARTICA AS A MODEL GREEN TOWN

RADIO PSA #1: INTRODUCING BARTICA TO THE TNES PROJECT

(In this public service announcement, two actors portraying residents of Bartica are having a conversation about the TNES project)

W1: "Have you heard? Bartica has been designated the model green town for green initiatives by the Government of Guyana!"

W2: "I heard but I don't really understand what that means"

W1: This simply means that the Mayor, Town Council and residents of Bartica will be working along with the Government of Guyana's Office for Climate Change, the Caribbean Community Climate Change Center and other stakeholders to implement renewable energy initiatives that will lead to more environmentally friendly and ecologically responsible decisions and lifestyles. The "greening" refers to the adoption of best practices, like using inexhaustible clean energy which will help to protect Bartica's environment and sustain its natural resources for current and future generations.

The official title of the project is Transitioning to National Energy Security: Bartica as a model Green Town. It is commonly referred to as the TNES project.

W2: "Who is funding the TNES project?"

W1: "Girl like you don't watch the news, the TNES project is being implemented by the Office of Climate Change in partnership with the Caribbean Community Climate Change Center with funding from the Italian Government, under the Italy -Caribbean Community Partnership program."

W2: "Oh so what exactly will they be doing?"

W1: "The project is designed to gather important data on energy use in Bartica, which will be used to inform evidence based decision making for the future implementation of other projects and programs."

W2: "Sounds interesting so what can we Barticans do to support the TNES project?"

W1: "The Transitioning to National Energy Security: Bartica as a model green town project will play a critical role in helping the country become a green state by providing a blueprint for other towns and counties to replicate. In the initial stages, Barticans can support the project by participating in the surveys that will be executed over the upcoming months. And by paying attention to the awareness products in print and broadcast media to learn more about the positive impacts of this renewable energy initiative and do their part to sensitize each other."