

SECTION 3

GUIDELINES FOR PUBLIC SENSITIZATION

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CHAPTER 1: ABOUT PUBLIC SENSITIZATION

1.1 Introduction

The process of Public Sensitization is designed to enhance the awareness of stakeholders and/or the general public in an open sphere on specific events, situations, developments or enterprises. This helps to ensure that the people who are likely to be impacted are knowledgeable and therefore will be able to implement precautionary measures to safeguard their interest. It also seeks to facilitate stakeholder participation in the monitoring and enforcement of the conditions under which approvals are being granted. The National Environment and Planning Agency (NEPA) recognizes and embraces the important and critical role played by civil society, community-based and non-governmental organizations (CBO's and NGO's) especially within the sphere of influence of the project setting. The Agency may undertake public sensitization as a matter of policy and in the best interest of good administration.

1.2 Purpose

The guidelines for conducting public sensitization are prepared for use by the applicants submitting applications directly to NEPA and indirectly through the local authorities. Public sensitization allows the applicant to provide information about the project/enterprise. Public sensitization may be required when:

- The development/enterprise is proposed in a sensitive area that is zoned for such activity.
- An area that is not covered by a Development Order.

The scope and size of a project is reduced for a development for which there has been a public meeting not associated with an EIA.

CHAPTER 2: Specific Guidelines for Public Sensitization

2.1 Requirements

The arrangements for the public sensitization must be made in consultation with NEPA in respect of the details and contents of the Advisory to the public and date of publication.

N.B. The Authorities (TCPA & NRCA) reserve the right to waive the need for public sensitization.

2.2 Public Advisory

The advisory should be in the form of a Notice in a widely circulated newspaper and sent to NEPA for posting on the website. The Advisory **should** indicate that:-

- an application has been submitted to NEPA for which public sensitization is required;
- the type of application
- Location of project
- description of the project.

The public advisory shall be published at least twice in a widely circulated newspaper in consecutive weeks, evidence of the publication shall be provided to the Agency.

(A typical public advisory is in Appendix 1).

2.3 Responsibility of Applicant

The Applicant is responsible for the preparation and publication of the public advisory. In addition the applicant is to provide evidence of the publication to the NEPA.

APPENDIX 1

PUBLIC ADVISORY

AN APPLICATION HAS BEEN SUBMITTED/REFERRED TO THE TCPA (NEPA)
/NRCA

BY:

FOR: _____

AT: _____

For further information contact: Manager, Applications Secretariat Branch, 10 Caledonia
Avenue, Kingston 5
NEPA Website: www.nepa.gov.jm