

Who is the National Environment Service?

Our Mandate

The National Environment Service (NES) is a Government Statutory Agency mandated under the Environment Act 2003. It is established to protect, conserve and ensure the Cook Islands environment is managed sustainably.

Our Core Functions

To protect, conserve and manage;

- sustainable use of natural resources;
- wildlife, in particular protected species;
- designated areas of the Cook Islands waters;
- pollution of air, water, and land;
- damage to any beach, land, internal & inland waters, drain, building, market place and public spaces;
- safe disposal of toxic chemicals and wastes.

To monitor and evaluate activities that significantly affect the environment.





To enforce the Environment Act 2003 & Regulations.

To implement conventions and treaties related to the environment.

To provide secretarial services to each Island Environment Authority.



Our Departments

	NES DEPARTMENT	NO. STAFF
	Environmental Policy & Planning	5
	Environmental Compliance	8
	Environmental Stewardship	15
	Environmental Partnerships	4

Visit our website www.environment.gov.ck for Factsheet #1 on 'Who is NES?'

NES launches its communication goals and strategies

NES is launching its communication plan and tools in a concerted effort to strengthen its communication, public awareness and education programmes to its key stakeholders and the public. From climate change to biodiversity conservation, environment affairs are matters concerning everyone, everyday. Communication of strategic messages and raising public awareness to change social behaviours and attitudes towards the environment, will shape the way we see and treat the pristine nature of the Cook Islands.

NES acknowledges that environmental communication is an essential tool for action. As part of the launch, NES released its Environmental Communication Strategy (ECS) 2022-27. It outlines how NES will deliver a comprehensive package that will advocate for environmental policy and planning. The ECS 2022-27 underpins all its communication work in six main goals:



GOAL 1: PLANNING - Identify target audience, message and brand guidelines.



GOAL 2: CAPACITY - Introduce new Communications position, working groups and training & development for NES staff.



GOAL 3: CONTENT - Develop new content across various platforms e.g. NES 2.0 survey, factsheets, website and upcoming legislation and national policy.



GOAL 4: ASSETS - Develop a suite of new assets or communication tools: website, social media, videos, surveys and electronic direct mail (eDM).



GOAL 5: OUTREACH - Ensure communication reaches all NES stakeholders, particularly members of the public and the Cook Islands community.



GOAL 6: CONNECT - Connect the linkages between the environment and people through communications e.g. materials in Cook Islands Maori and include traditional practices.

New factsheets to help build public awareness

A total of sixteen factsheets were released by NES to build public awareness on areas relating to key activities. The factsheets are designed in a way that is simple for public use. It is based on four main groups:

- Group 1 - NES and its regulatory role to ensure environmental **compliance**
- Group 2 - Areas that require **monitoring** based on public complaints
- Group 3 - Priorities for environmental **stewardship** in the Cook Islands
- Group 4 - Understanding the legislative framework for environmental **advocacy** in the Cook Islands



Group 1: Compliance

- #1: Who is NES?
- #2: Environmental Compliance Activities by Tier
- #3: Environmental Approval
- #4: Environmental Consent
- #5: EIA Permit



Group 3: Stewardship

- #13: Protected & Conserved Areas
- #14: Biodiversity in the Cook Islands

Group 4: Advocacy

- #15: Multilateral Environment Agreements
- #16: Legislations relating to NES



Group 2: Monitoring

- #6: Littering
- #7: Burning of hazardous waste
- #8: The 5 Rs of waste management
- #9: Cutting of trees
- #10: Foreshore development
- #11: Development on slopes
- #12: Wetland developments

Visit www.environment.gov.ck/communications/ for the sixteen factsheets listed above.

Brand new videos produced for NES

NES has embarked on the first stage of video production based on the following themes:

- Video 1 - Tu'anga Taporoporo | Who is NES
- Video 2 - Environmental Consent, Environmental Approval and Environmental Impact Assessment Permit
- Video 3 - Stop Damaging Our Enea | Community habits that damage our little paradise
- Video 4 - Stop, Think, Ask, Recycle (STAR) | Practical tools, tips and steps to recycling
- Video 5 - Developing or Destroying? | The impacts of development
- Video 6 - Protecting what is Sacred, Protecting Our Islands | Biodiversity and Protected Areas
- Video 7 - The connection of Culture and Environment | A tribute to Joe Brider as an environment champion and a legacy for many young Cook Islanders

Four of the videos will be available from today and the remaining three in July 2022. While the first stage of video production is focused on creating awareness on NES's roles and responsibilities, the next stages will deep dive into specific themes relating to conservation, Pa Enea, emerging Permits & Applications, climate change, etc.

Environment-themed videos are key to raising public awareness and education.

Watch the videos on www.environment.gov.ck/communications/



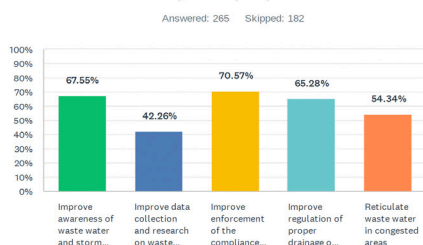
NES2.0 National Environment Survey results released

The National Environment Survey, or NES 2.0, was a precursor to the launch of NES's communication plans and tools. The online survey was designed to gauge the views of the local community and help strengthen NES's performance as a Government agency, collect baseline data and mobilise the broader environment sector.

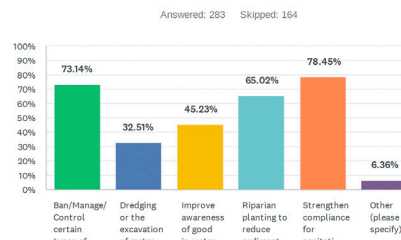
A total of 447 participants completed the survey – 87% from Rarotonga, 10% Pa Enua and 3% Other. Approximately 59% were women and 41% male, and roughly 77% of participants were Cook Islanders with 47% from the private sector and 49% holding a tertiary or university qualification.

The survey also obtained data on how NES's performance is perceived as a Government agency. Only 48% know some or a lot of NES's work and just 67% think that public awareness is satisfactory or better. Participants are mostly familiar with NES's work relating to waste management and biodiversity. There is significant room for NES to improve its communications and public awareness programmes.

Q21 How can we improve waste water and storm water management? Select your top 3 priorities



Q16 How should we take action to rectify damage to our lagoons? Select your top 3 priorities.



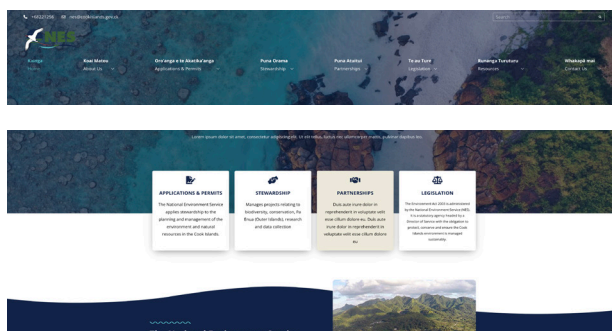
The top priority areas highlighted by survey participants as to where NES should focus its efforts in the next 5 years include: Littering and Plastic Waste, Solid & Hazardous Waste, Protection of Biodiversity, Marine Pollution and Climate Change. The findings will be used for environment policy and legislation development.

Download the report from www.environment.gov.ck/publications/.

NES overhauls its website

NES has overhauled its website and launched a new layout and structure to broaden its functions. The website remains the most powerful tool for NES to streamline its communications. The new website layout is based on the following navigational structure:

1. About Us
2. Applications & Permits
3. Stewardship
4. Partnerships
5. Legislation
6. Resources
7. Contact Us



The website has a mobile friendly design with secure, optimised and fast loading pages. Online forms are available for applications and permits and an email subscriber function is embedded to the website. A secure members only area is available for NES staff and potentially to outside members in the future. Lastly, a data management system is developed to ensure malware protection. The training of NES staff to administer the website is a key objective of the website development project.

Visit our website on www.environment.gov.ck



Your guide to NES's new communication plans & tools

All members of the public can access any of NES's new communication tools. We encourage you to click, subscribe, like or view any of our information to gain a better understanding of NES's functions and environmental work.



WEBSITE

The website is the main tool for all communications.

You can apply for a permit online, read about our environment legislation or conservation programmes.

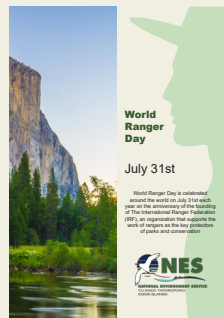
Visit us on: www.environment.gov.ck.



SOCIAL MEDIA

You will receive a post on NES's Facebook page once a day. We will cover all areas of our work in an interactive way.

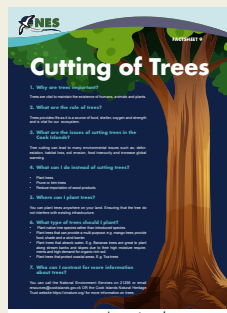
Like our NES Facebook page!



FACTSHEETS

NES issued its first 16 factsheets based on four groups: Compliance, Monitoring, Stewardship and Advocacy.

View on www.environment.gov.ck/publications/.



VIDEOS

NES produced new videos to raise awareness on our environment, from 'Who is NES' to the impacts of development.

View the videos on: www.environment.gov.ck/communications/



EDM

Subscribe to Te Kura Tavake to receive the latest news from NES and its partners.

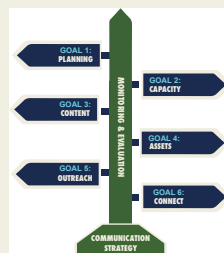
Subscribe on www.environment.gov.ck



COMMS STRATEGY

Download the Environmental Communications Strategy (ECS) 2022-27.

Available at: www.environment.gov.ck/communications/



E-FORMS

All applications are online so you can now apply!

Check out our site: www.environment.gov.ck/applications-permits/



BRAND GUIDELINES

Learn about our brand guidelines and new logo.

Download from: www.environment.gov.ck/communications/



Who can I contact to get more information?

You can call the National Environment Service on 21256, email: resource@cookislands.gov.ck or visit our website on: www.environment.gov.ck

www.environment.gov.ck