Draft WISER Pan-Africa Communication Plan

1. Strategic context

Market scope and definition – describe the sector in which WISER will participate

Despite significant investments in recent years to strengthen climate services, only an estimated 20% of information informs policy and practice (DFID Terms of Reference). Use and uptake of climate information and services to inform long-term policy-making remains relatively limited both at national and sub-national levels (Jones, 2015, Wise, 2014).

There is current low uptake of climate information and services and as noted in the SHEAR scoping study, '(t)he status (and effectiveness) of these systems depends upon dissemination/communication and response capacity as much as the existence, coverage, quality, spatial scale and 'skill' of risk assessments and early warning systems.' (Lumbroso et al., 2014)

The requirements of users of climate information are demanding relative to current levels of provider capacity in Africa. Needs are differentiated across a wide range of users working across decision time- and geographic scales. Climate services should be reliable in terms of accuracy, robust in terms of operational delivery, relevant in terms of content and format and accessible in terms of channels of communication and language employed. ***To deliver the best possible climate services, at scales down to sub-national, synthesis of a wide range of information from global, regional and national centres is required together with the means for effective two-way communication.*** *The appropriate operational hardware and expertise, institutional linkages, data exchanges (Section 4) and institutional capacity (Section 7) require development to facilitate this synthesis and a reliable operational service. The development of climate services is variable in different sectors, different decision timescales and for important components or links in the GFCS framework.*

Weather and climate services are necessary for Africa to achieve its goals for enhanced competitiveness, reduced poverty and sustainable economic growth. Weather and climate information are essential to manage weather risks and build resilience. Otherwise poverty reduction and economic development will increasingly come under threat. For example:

    a) *Early warning systems provide critical time to prepare for droughts, floods and storms, saving lives and reducing economic impacts.*

    b) *Seasonal forecasts enable farmers, water and energy suppliers to increase productivity, supporting economic development.*

    c) *Longer-term climate prediction is essential to build resilient infrastructure, water management and cities and to ensure sustainable economic development strategies.*

The Africa Climate Policy Centre, is partner and Secretariat to the ClimDev-Africa Programme . The Programme is a partnership initiative between three institutions, African Union (AU), African Development Bank (AfDB) and the UN Economic commission for Africa (ECA) and is mandated at the highest political level in Africa.

The ACPC/ WISER Expected Outcomes are:

Expected Outcome 1: Support improved generation and use of CIS

Expected Outcome 2: Enhanced the implementation of the Climate Research for Development (CR4D)

ACPC as the ClimDev-Africa partner and secretariat has a strong convening power and occupies a unique policy influencing space. ACPC's work in WISER primarily focuses on pillar 2 of WISER on strengthening the enabling environment for climate services in Africa. This includes support to the Climate Research for Development (CR4D) initiative. CR4D is an African-led research coordination and funding initiative endorsed by the WMO and AMCOMET, and hosted by ACPC. Its research agenda is developed by African scientists and agreed by a Scientific Advisory Committee.

Strategic considerations

Africa's socio-economic development is heavily dependent on weather and climate sensitive sectors of agriculture, water, energy, health, trade and infrastructure. In sub-Saharan Africa, over 70% of the population derive their livelihoods from subsistent, rain-fed agriculture. A significant portion of its energy is derived from hydropower and other weather-sensitive energy resources that support industries, commerce and domestic activities. However, in most African countries, current national met services do not meet user needs thus impacting economies, lives and livelihoods.

Episodes of droughts, floods and their impacts abounds in Africa. The East African drought of 2011-2012 affected about 9.5 million people with a death rate of 0.6 to 2.8 death per 1000 per day at a cost of about USD$1.3 billion.

With robust appropriate weather and climate information and response mechanisms in place, lives and properties could have been saved. With appropriate use of robust timely weather and climate

information, crop production can be increased by over 50%; risks to diseases, post-harvest losses and cost of farm inputs and irrigation could be reduced by over 50%.

The need to integrate weather and climate information into policy and decision making at all spatio-temporal scales cannot be over-emphasized. Integrating weather and climate information at all levels of policy and decision making is an important requirement for Africa to achieve its development goals..

Making climate information accessible, timely and relevant can help countries cope with climate variability and limit the economic and social damage caused by climate disasters. However, little is known about how climate information is used in decision-making at all levels in Africa and what the barriers are for uptake. To be effective, it is important to understand the decision-making contexts e.g. cultural, gender[1], institutional, political, and ensure that information producers and interpreters are meeting user needs and that user specific channels for communication and exchange are established with these considerations factored. Without this, climate information will be ill-matched to users resulting in user disregard and uncertainty of it.

How climate information is communicated to, and used by, decision-makers will be of

…importance in making Africa's development more climate resilient (FCFA)

A complete narrative change is needed for CIS and this has to cater for multiple audiences. There is a compelling need to work on an audience mapping and to determine who wants what and how can different messages be tailor made to address current communication gaps on CIS. The nexus approach is fundamental in crystallising the CIS debate and that its value is seen principally from a development angle. Equally important is the ability to demonstrate the importance of a multi-sectoral and integrated approach to demonstrate how climate, socio-economic and environmental factors interact and how this approach can support decision-making.

Fundamental to the communication of climate change is the ability to effectively communicate uncertainty associated with climate science. This has a direct impact on user levels of trust for climate information.

Objectives

1.1.   **WISER Objectives are consistent with DFID's objectives to:** strengthen the resilience of vulnerable people, strengthen adaptation to climate variability now and in the future, and improve climate risk management in long-lived infrastructure and planning

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[1] In many contexts, women are more vulnerable to the impacts of weather and climate change than men because they constitute the majority of the world's poor and are more dependent for their livelihood on natural resources. Women comprise an estimated 80% of the agricultural sector in Africa. Furthermore, because gender related inequalities tend to be pervasive in the developing world, women face social, economic and political barriers which limit their capacity to cope with climate.(WISER Business Case)

1.2. Business/marketing Objectives

- Establish strategic partnership with boundary/intermediary organizations and knowledge brokers.
- Media reporting effectively demonstrates the multi-sectoral and integrated approach to climate reporting that includes socio-economic and environmental factors
- Understand policy/decision spaces and key communication and advocacy intervention points in specific contexts
- Effective coordination among partners and key initiatives with similar objectives
- Play an effective bridging function between research, policy and users.

1.3. Communications Objectives

1. Increase awareness and understanding of climate impacts and the socio-economic value of CI and CIS
2. Increase understanding of policy processes in specific contexts and how to connect with and influence policy actors
3. Increase understanding of the communication barriers to the uptake of CI and CIS.
4. Facilitate communication and dialogue between climate information providers and users for better planning and decisions;
5. Engage in knowledge brokering with coalitions and relationships with key networks to ensure access by intended users
6. Synthesize and package knowledge and evidence by translating research results into relevant and digestible content for varying audiences.
7. Effective coordination among partners and key initiatives with similar objectives
8. Stimulate demand of climate information services

Objective 1: Increase awareness and understanding of climate and weather impacts and the socio-economic value of CI and CIS

Activities:

- Develop appropriate materials on the findings of the research on socio-economic values
- Hold side events at key conferences including COP 22
- Hold media workshops on the value of climate information to development planning in each sub-region
- Train television presenters on engaging weather presenters as climate change communicators (in collaboration with WMO/AMCOMET)

Objective 2: **Increase understanding of policy processes in specific contexts and how to connect with and influence policy actors**

Mapping and Assessment of CC policy/decision spaces and key intervention and leverage points

- Map and assess climate change policy/decision spaces and key communication and advocacy intervention points in specific contexts; AU, AMCOMET, AMCEN, AMCOW Sub-regional: EAC, SADC, COMESA, ECOWAS, IGAD) and; select national level including parliaments.

  - What are the key decision making structures or entities?

  - What participatory processes exist to influence decision making?

  - Which actors and actor networks may influence policy decisions? What interests do they have?

  - What CI sources and services currently support decisions and what the information needs are.

  - It is important to think in terms of the message and the messenger. In other words who are the people that can act as policy entrepreneurs; they know the policy terrain and can serve as conduits, relaying the importance of climate information services to the people at the top tier of policy making

- Produce a series of guidance notes on communication, leverage and advocacy for uptake of CI

- Hold a workshop with communicators and advocacy professionals on the findings of the mapping and assessment

- Identify CI and CIS Champions and opportunities for drilling the key messages in a range of forums and products

Objective 3: **Increase understanding of the communication barriers and opportunities to the uptake of CI and CIS**

CI user needs assessment and communication tools and methods of information uptake

- Conduct an assessment of approaches supported/undertaken by a select projects that link CI and decision making at the community level. The assessment will also identify communication approaches, tools and methods for information uptake as well as barriers to communication and information uptake.

- Hold an inception meeting with key technical staff of select projects

- Undertake research (desk, interviews and face to face meetings) to understand cultural, gender and socio-economic barriers that impede and opportunities for effective communication with users.

- Write research report and seek inputs from research partners
- Hold a workshop on CI, decision-making and uptake
- Produce 6 mini case reports and tools and toolkits

Objective 4: Facilitate communication and dialogue between climate information providers and users on CI for planning and decisions;

- Establish a dialogue series between CI producers (including traditional knowledge) and key users in climate sensitive sectors on CI for planning and decision-making (building on the RCOFs). The dialogues will be sector-based.
- Facilitate discussion forums with CI producers and key intermediaries such as community radio journalists; extension specialists; health professionals; media; agricultural associations and unions; women and youth groups.
- Produce a report on traditional and science-based CI in decision making and planning and best practice for integrating the two forms of knowledge
- Identify communication best practice and solutions that enhance the uptake of CI in decision-making at all levels.
- Identify good practice in communicating uncertainty
- Develop a network of communication mentors
- Upscale pilot community radio project to 10 countries including pilot countries (Cape Verde, Rwanda and Cameroon)
- Design and implement a communication framework for the CR4D Regional Climate Research Partnership and its projects.

Objective 5: Engage in knowledge brokering with coalitions and relationships with key networks to ensure access by intended users

- Develop knowledge platform that integrates key partners (CR4D, ClimDev-Africa) with linkages to other networks providing quality services and products, using state of the art digital tools
- Share knowledge products on the platform
- Develop focused and strategic collaborations key knowledge brokers and communities of practice and leverage existing initiatives.
- Develop/engage in peer learning initiatives

Objective 6. Synthesize and package knowledge and evidence by translating research results into relevant and digestible content for varying audiences (based upon CKB principles)

- Develop a suite of knowledge products on the research, lessons, cases, policy outcomes of the project

Objective 7: Effective coordination among partners and key initiatives with similar objectives

- Co-establish and participate in a WISER Communication Working Group of the key partners to ensure coordination, consistency of message and synergy.
- Expand the landscape of collaboration among critical stakeholders
- Co-establish intranet
- Co-establish joint newsletter

2. **Audience/s**

These groups will be further mapped and consideration for demographics; psychographics; lifestyle or context; belief and values; life stages; benefit

Internal

ECA, AfDB, AU, UK Met Office, WMO, AMCOMET, DFID, CR4D

External:

The external audiences fall into 3 categories but are not mutually exclusive they are the: policy, practice and research communities

Policy

Senior government officials; Parliamentarians; Legislators; Mayors and municipal councillors
AMCOMET, AMCOW, AMCEN, AGN, AUC, AfDB, NEPAD, Regional Economic Communities

Practice

Urban planners;
National Met and hydrological Agencies; Regional Climate Centres;
Regional Climate Outlook Forums (RCOFs): GHACOF, ICPAC/IGAD, PRESAO, SARCOF –
South West Indian Ocean RCOF (is in the pipeline).
Media
Youth and young people
Private sector
UN agencies
Intermediary organisations representing climate sensitive/nexus areas; water, agriculture, agro-forestry, energy, health, DRR
Development project implementers
Training institutes

Development partners

Climate Knowledge Brokers (CDKN and others)

Research

Researchers (CR4D Regional Climate Research Platform)

Research institutes

Universities

Think tanks

Science academies

Partners

WMO, AMCOMET, UK Met Office, AU, AfDB, FCFA

3. **Communications strategy**

This will most likely be a little and often, i.e. at particular project milestones

Policy communication and advocacy, development communication[2], non- formal education, awareness raising and knowledge brokering.

4. **Messaging**

- Weather and climate information services are a public good, providing an important foundation for supporting development objectives across a broad range of priority areas
- Weather and climate events can have significant negative impacts on economies, climate information can support planning and preparedness
- Climate information saves money, lives and livelihoods
- Effective use of climate information in planning creates significant economic opportunities
- Climate information is an essential tool for development

Corporate (WISER)

- WISER delivers an integrated, strategic suite of activities that together can transform weather and climate information services in Africa

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5. **Positioning**

6. **Channel Selection & rationale**

An appropriate mix of channels will be used for the selected target audiences.

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[2] Development communication is the planned use of communication processes and media
Products to support effective policymaking, public participation and project implementation geared towards social, economic, political and ecological development. It is a two-way social interaction process enabling the people concerned to understand key factors and their interdependencies and to respond to problems in a competent way. DevCom aims not so much at information dissemination as at a shared vision of a sustainable future and at capacity building in social groups to solve or prevent rising problems.

Broadcast: Television, radio, video, documentary

Print: slides, newspaper, magazine, poster, brochure, flyer, newsletter, press releases, press briefing notes and backgrounders, Q&As, fact sheets,

Interpersonal communication: meeting, workshop, seminar, dialogue, conference

Ambassadors and change agents

Digital and Mobile media: web, mobile phones, photographs/flikr, vlogs, podcast, mobile apps, DVDs, newsletters, infographics

Social media: Facebook, twitter, you tube, Google+, vimeo, storify

Knowledge products: research report, working paper, discussion paper, issue paper, tools and toolkits, policy brief, case studies, webinars,

7. Timings (displayed as a Gantt chart)

More detail could be put together in a Gantt chart if needed, but some notes here may be sufficient as we may not know dates in advance

8. Budget
Money & resources required.
Cost code

9. Control & Evaluation

10. Risks
Delivery, delays, messages, product & partner dependences, plus likelihood and any ways to mitigate.

11. Appendices
E.g. WISER documentation
Concept notes for key interventions
Social Media Engagement Strategy
Knowledge Management Platform Strategy and Implementation Plan
Media engagement strategy
Plan for accessing and integrating traditional climate knowledge
A Roadmap to Embedding Knowledge Management at the Africa Climate Policy Centre
Communication framework for the CR4D Regional Climate Research Partnership
ClimDev-Africa Knowledge Management and Communication Strategy (under development)