WISER Communication

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WISER Communication

Overall objective of WISER:

To enhance the resilience of poor people and of economic development in Africa through improved generation and use of weather and climate information services

WISER Communication

Objectives:

Identify and prioritize stakeholders and their needs, and support with targeted messaging and tailored delivery of communications to different audiences

- ➢ Stakeholder mapping of research, policy and practice communities
- ➢ Develop communication strategy (ies)
- ➢ Communication products are tailored to users (language, culture, gender, literacy) accessible across the range of media channels and formats
- ➢ Understand risk communication
- ➢ Support KM

WISER Communication

Objectives:

- Increase awareness and understanding of the value of climate information
  - ➢ Communicate the Socio-economic benefits of CI (quick start projects and others)
    - o Develop a solid narrative and;
    - o Develop communication and influence strategies
    - o Identify ambassadors /messengers

- Increase understanding of the communication barriers and opportunities for the uptake of CI
  - ➢ Undertake communication research and assessments on the barriers to uptake in different contexts & planning procceses
  - ➢ Develop engagement and empowerment strategies

WISER Communication

Objectives:

- Bridge communication gaps between CI producers and users at different levels

  ➢ Understand the dynamics on how information is disseminated, accessed and used including informal processes

  ➢ Understand gaps and deficits related in the information chain

  ➢ Facilitate dialogue between CI producers and users

  ➢ Identify tools and approaches

  ➢ Develop and promote good practice guidance

  ➢ Enhance user capacity to understand CI and actions to be taken

WISER Communication

Objectives:

- Actively broaden collaboration and engagement with partners and networks

  ➢ Collaborate closely with WISER core partners

    o Coordination, messaging, synergies

  ➢ Prioritize and engage new partners

  ➢ Establish WISER Communication group

  ➢ Identify and collaborate with networks to support and amplify the work

WISER Communication

Objectives:

Build and support the WISER brand values:

➢ Integrity – putting user needs first

➢ Transparency – we cannot achieve what we are setting out to do without openness and honesty, including about where there is uncertainty or evidence might be weak

➢ Unity – together we are stronger

➢ Flexibility – in all aspects of working, responding to a changing environment

Conclusion

The approach is to:

- Understand the landscape – what exists and where the gaps are

- Understand our stakeholders and their needs

- Prioritize

- Contextualize

- Collaborate

- Learn