



# MEDIA TRAINING SERIES: Climate change and food security







If you were not with us for Session 1, please write your name and affiliation in the chatbox.

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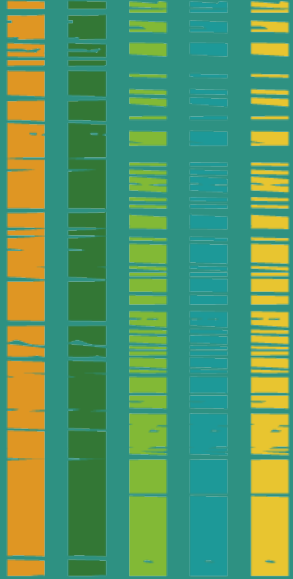
Si vous n'étiez pas avec nous pour la session 1, veuillez écrire votre nom et votre affiliation dans la boîte de discussion.



## POLL 1.

How are you today?

Comment ça va aujourd'hui ?



## ABOUT YOUR TRAINING TEAM

### LEAD TRAINERS

Ms SABRINA CHESTERMAN

Dr CONSTANCE NEELY

### OVERSIGHT

Dr BAITSI PODISI

Dr PHILIP THORNTON

### COMMUNICATION & RESEARCH

LILI SZILAGYI

DEBRA HARTE

AMANDA GOSLING

BRIDGET KAKUWA

PIER ANDREA PIRANI

SERGE DALLI

DAVID ASIAM

FUTHI MAGAGULA

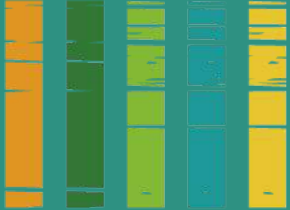
### GUEST SPEAKERS

DAVE DUARTE

GODFRED BOAFO

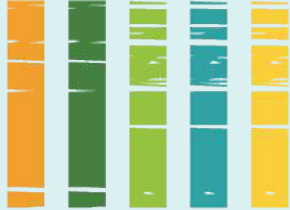
PATRICIA GICHINGA

AMMAARAH MARTINUS



## MEDIA TRAINING LEARNING OBJECTIVES

- 1 Create **networks** of climate change and agriculture media representatives across the continent.
- 2 Enhance **awareness**, understanding and science-based insights on **agriculture and climate change** in Africa
- 3 Train participants on how to **develop stories** that are simple, powerful and accurate, and which resonate with the lives of their audiences.



# TRAINING SCHEDULE

## 1. Setting the Stage

**Monday**

**1 November 2021**

14:00 - 15:30 (SAST)



Introduction to Climate Change and Resilient Food Systems



The Value of Long-term thinking



Communicating for Behavior Change

## 2.

**Communicating from a Deeper Understanding**

**Wednesday**

**3 November 2021**

14:00 - 15:30 (SAST)



System Thinking and Causal Analysis



Unpacking Extreme Climate Events



Communicating for Diverse Audiences



Backcasting

## 3.

**Credible Sources and Effective Communication**

**Monday**

**8 November 2021**

14:00 - 15:30 (SAST)



Communicating Evidence



Mass Movements



Climate Change in Radio and Television

## 4.

**Application and Feedback**

**Wednesday**

**10 November 2021**

14:00 - 15:30 (SAST)



Cape Town Drought case study



Making the Pitch

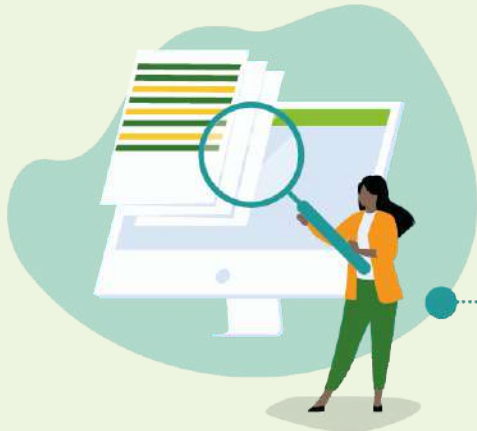


The Picture and the Pitch



# OVERVIEW OF TODAY

## 2 Communicating from a Deeper Understanding



Systems thinking, causal analysis, and stakeholders



Unpacking Climate Emergencies



Communicating Climate Change with Different Audiences



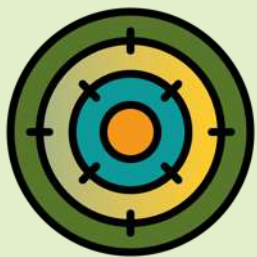
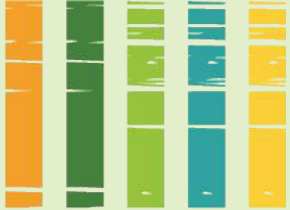
Q&A & Close



Backcasting: Role of media in achieving targets



Q&A



## OBJECTIVES OF TODAY'S SESSION

- 1 Introduce systems thinking, causal analyses, and stakeholders
- 2 Unpack climate emergency examples
- 3 Demonstrate communicating climate change with different audiences
- 4 Introduce Backcasting as a tool of Foresight for contributing communications



# FORESIGHT - Key stages

SITUATIONAL ANALYSIS

LONG TERM FUTURE PLANNING



# FORESIGHT - Key questions, steps and stages



DATA, EVIDENCE, KNOWLEDGE AND CREATIVITY



STAKEHOLDER ENGAGEMENT AND PARTICIPATION

## SITUATIONAL ANALYSIS

## LONG TERM FUTURE PLANNING

Input

Analysis

Interpretation

Plan

Prospection

Reflection

Strategy

Context

What is happening?

Why is it happening?

What do we want to experience in the future? What might get in our way?

What might happen that we have not thought about?

What might we want to do differently?

What will we do differently?

What might we do to get there?





DATA, EVIDENCE, KNOWLEDGE AND CREATIVITY



STAKEHOLDER ENGAGEMENT AND PARTICIPATION

### SITUATIONAL ANALYSIS

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What will we do differently?



Scope



Trend Analysis



Horizon Scanning



Systems Mapping



Cross sectoral and multi-stakeholder approaches



Visioning



Causal Analysis



Stakeholder Analysis

Pathway Development & Trade-offs

Backcasting



What might we do to get there?



Developing Scenarios



Scenario Implications



Transformation Actions



Develop Road Map



## Fill in the blank - Remplissez le blanc

When I must explain what climate change is to people meet, I say: \_\_\_\_\_

-----

Quand je dois expliquer ce qu'est le changement climatique aux gens que je rencontre, je dis :

\_\_\_\_\_.







## Fill in the blank - Remplissez le blanc



I typically say climate change impacts are caused  
by\_\_\_\_\_.

-----

Je dis généralement que les impacts du  
changement climatique sont causés  
par\_\_\_\_\_.





**AICCRA**  
Accelerating the Impact of CGIAR  
Climate Research for Africa

What was the most interesting story you have heard so far coming out of COP26 in Glasgow?



Quelle est l'histoire la plus intéressante que vous ayez entendue jusqu'à présent à l'issue de la COP26 à Glasgow?





Please register your comments and questions in the chatbox.

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Veillez inscrire vos commentaires et vos questions dans la boîte de discussion.



# THINKING IN SYSTEMS AND CAUSAL ANALYSIS





# An Open Letter to the Global Media by Greta Thunberg and Vanessa Nakate

“Melting glaciers, wildfires, droughts, deadly heatwaves, floods, hurricanes, loss of biodiversity. These are all symptoms of a destabilizing planet, which are happening around us all the time.

Those are the kind of things you report about. Sometimes. The climate *crisis*, however, is much more than just this. If you want to truly cover the climate crisis, you must also report on the **fundamental issues of time, holistic thinking and justice.**”

[https://time.com/6111851/greta-thunberg-vanessa-nakate-open-letter-media/?utm\\_source=twitter&utm\\_medium=social&utm\\_campaign=editorial&utm\\_term=ideas\\_&linkId=137945320](https://time.com/6111851/greta-thunberg-vanessa-nakate-open-letter-media/?utm_source=twitter&utm_medium=social&utm_campaign=editorial&utm_term=ideas_&linkId=137945320)



Photo Credit: Time.com

BY VANESSA NAKATE AND GRETA THUNBERG  
OCTOBER 29, 2021 2:14 PM EDT



## WHAT ARE WE DOING AND WHY ARE WE DOING IT?




To manage for food systems and climate resilience it is critical to **understand all elements and stakeholders associated with the system and how they inter-relate**. Additionally, we must understand **what drives the systems**, what is at the **root cause of issues** we need to overcome, **how we overcome those** and **who must be involved in the solutions**.



Solutions Journalism requires that communications effectively report **solution focused stories**, with **underpinning evidence of why** this is happening, **what could prevent it** from happening, what is being done to **solve societal issues** and the **limitations** to those solutions.





**Food System** – A food system is a **complex web of activities** involving the production, processing, transport, and consumption — **connecting people to their food**. Issues concerning the food system include the **governance and economics of food production, its sustainability**, the degree to which we waste food, how **food production affects the natural environment** and the impact of food on individual and population **health**.

FAO; Schipanski et al., 2016



# FARMING SYSTEM

FARM HOUSEHOLDER CHARACTERISTIC LOCATION, FAMILY COMPOSITION (AGE, GENDER), FARM AND FIELD SIZE HERD SIZE, CROP/LIVESTOCK/FISH/TREE SYSTEM SYSTEM COMPONENTS AND ACTIVITIES

## FAMILY LABOUR ALLOCATION

### CROP/LIVESTOCK/FISH/TREE PRODUCTION AND DECISION PROCESSES

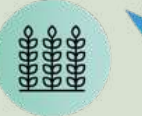
Management decisions crop-livestock-fish-tree, productive inputs (fertility, species, varieties, pest management, water harvesting, intercropping, grazing, feed, family or hired labor by age, gender, experience, information, etc.)



Livestock Output (milk, manure, fiber)



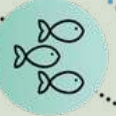
Crop/grass output (grass, crops, plant residues)



Tree outputs (fruits, timber, nutrients, fodder)



Aquaculture outputs (fish)



Land health, nutrients, water cycle, biological diversity, climate



Farm products and losses, income, environmental impact

OUTCOMES

OUTCOMES

Economic and social well being, quality of life

### HOUSEHOLD PRODUCTION AND DECISION PROCESSES



Child rearing, care and education



Healthcare



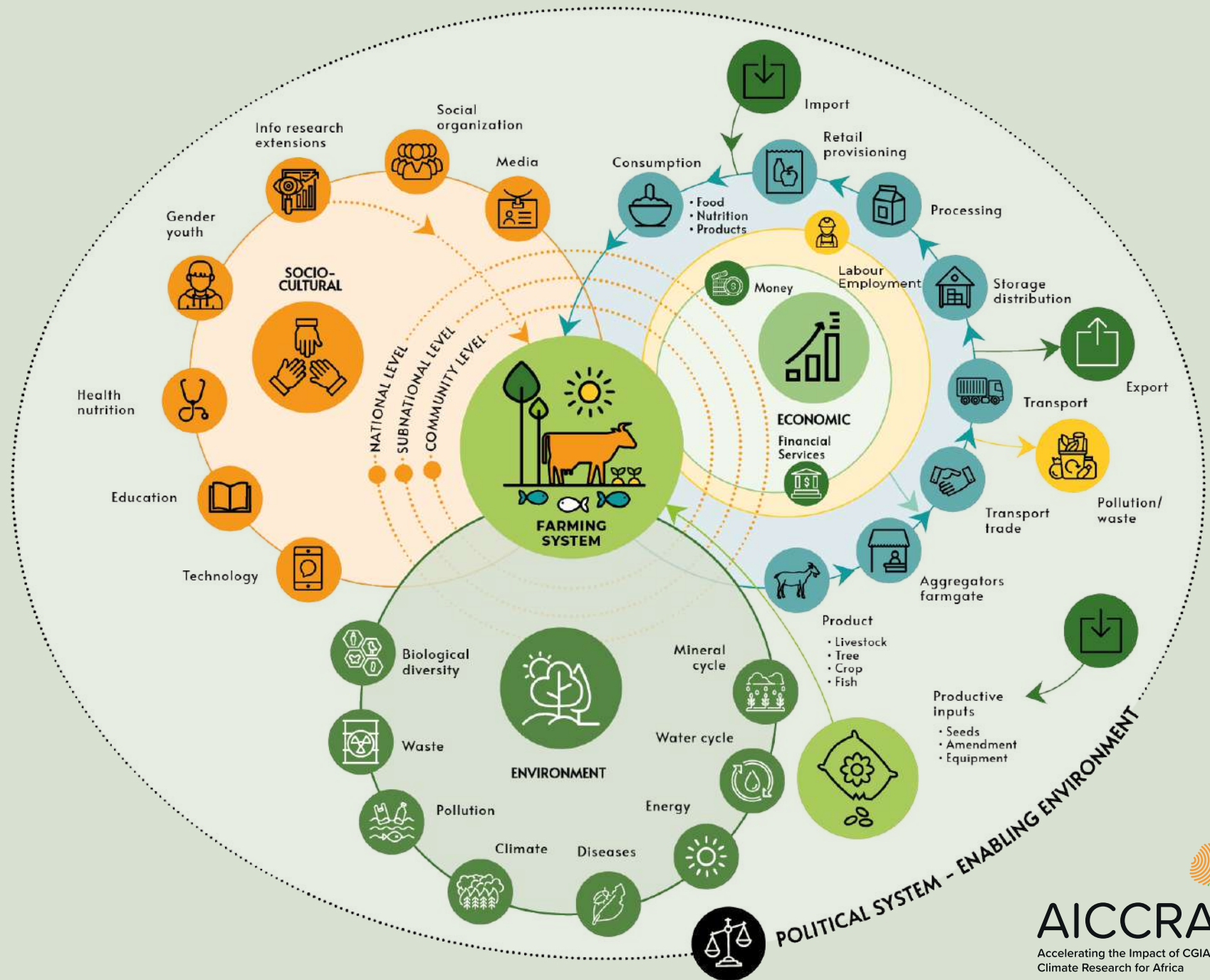
Social-cultural activities



Food preparation, consumption, nutrition, waste



# INTEGRATED COMPONENTS OF A FOOD SYSTEM



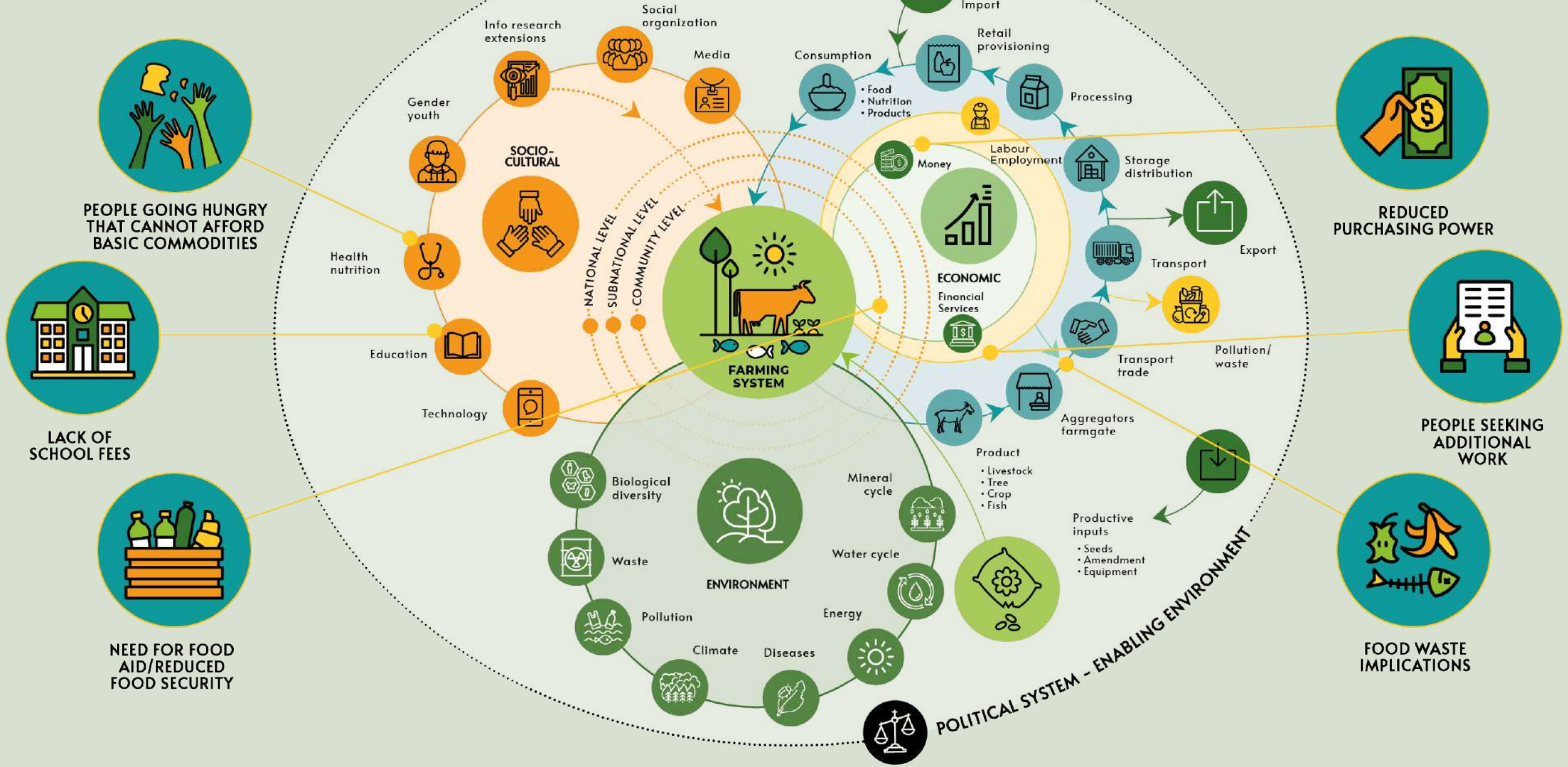


## KEY TERMS

Drivers are factors, issues or trends that cause change thereby affecting or shaping the future.

# ECONOMIC DRIVER

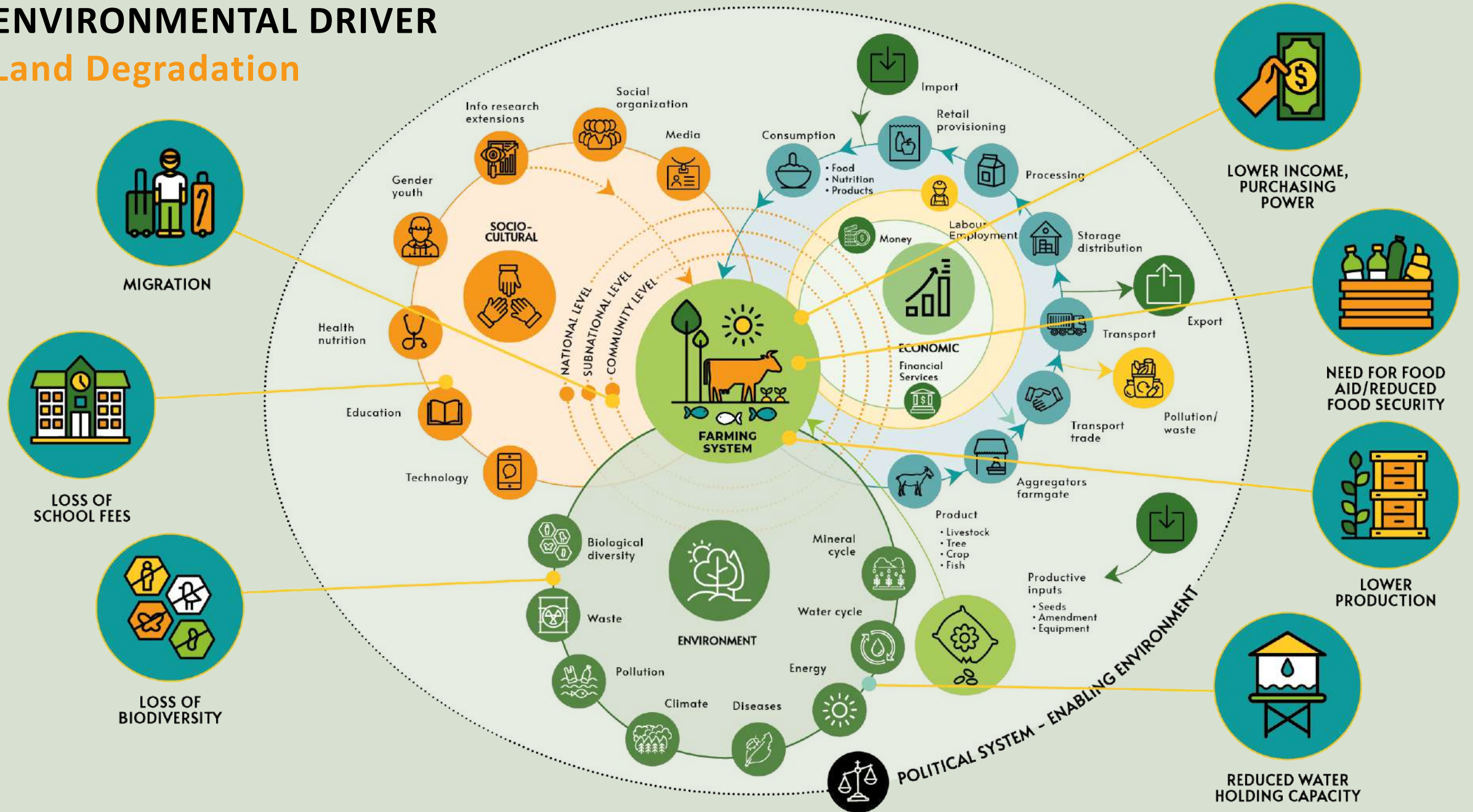
## Food Price Hikes





# ENVIRONMENTAL DRIVER

## Land Degradation





We often treat **symptoms** instead of the **root causes** of our issues when we make are planning our interventions.

We want to report on **underlying causes** when we are communicating about problems.



**KEY  
TERMS**

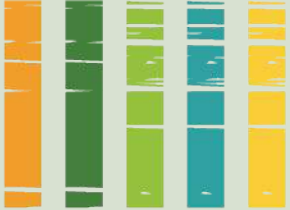
**Root cause analysis or simple causal analysis** is used to understand what issues underpin identified barriers to achieving a desired outcome.



## WATER

- 75% of the region is arid and characterised by high climate variability
- A regional mean annual runoff volume of 650 km<sup>3</sup> is low for a region that relies on rainfed agriculture and hydropower
- Possible decreases of ~20% in annual precipitation by 2080 in southern Africa

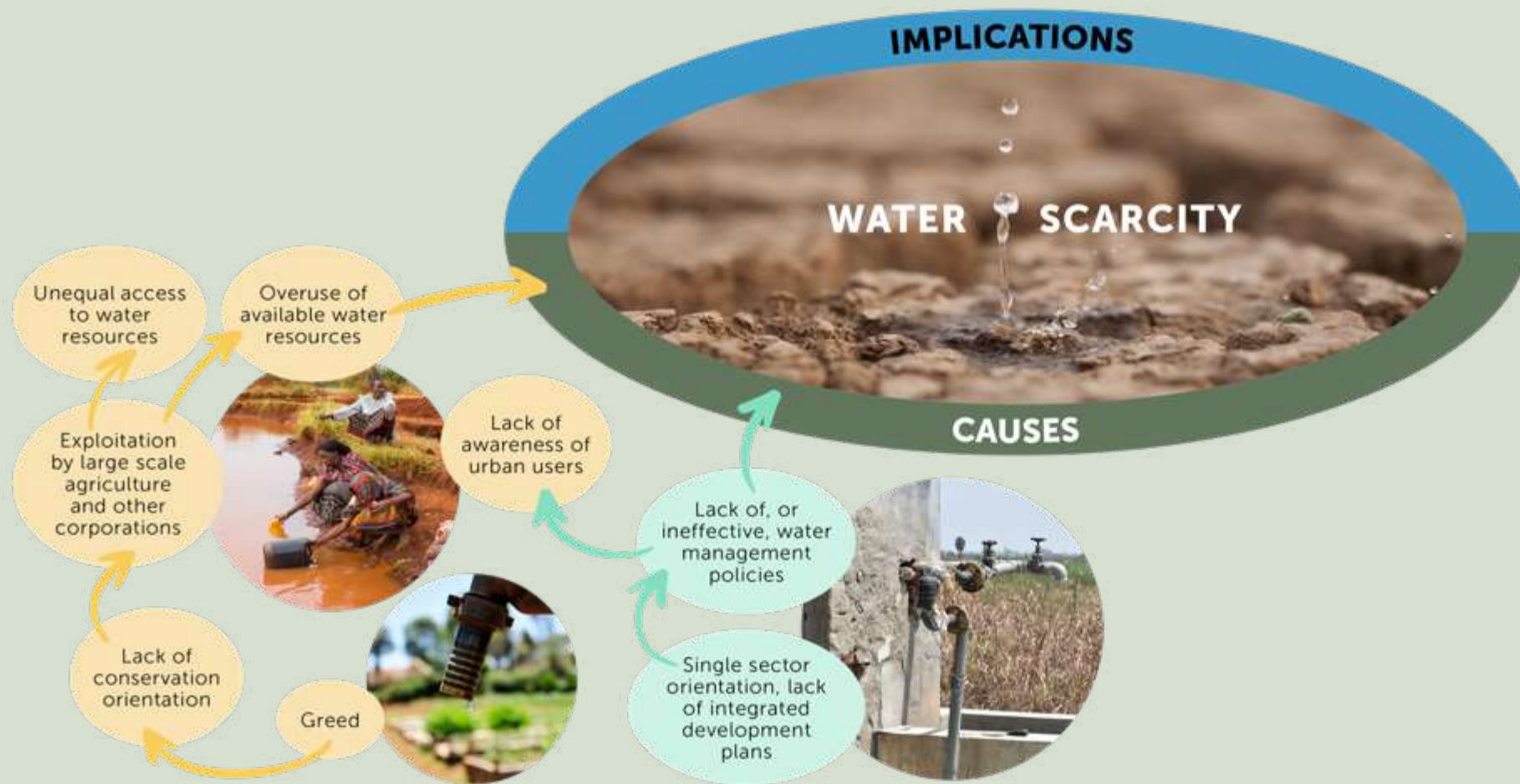




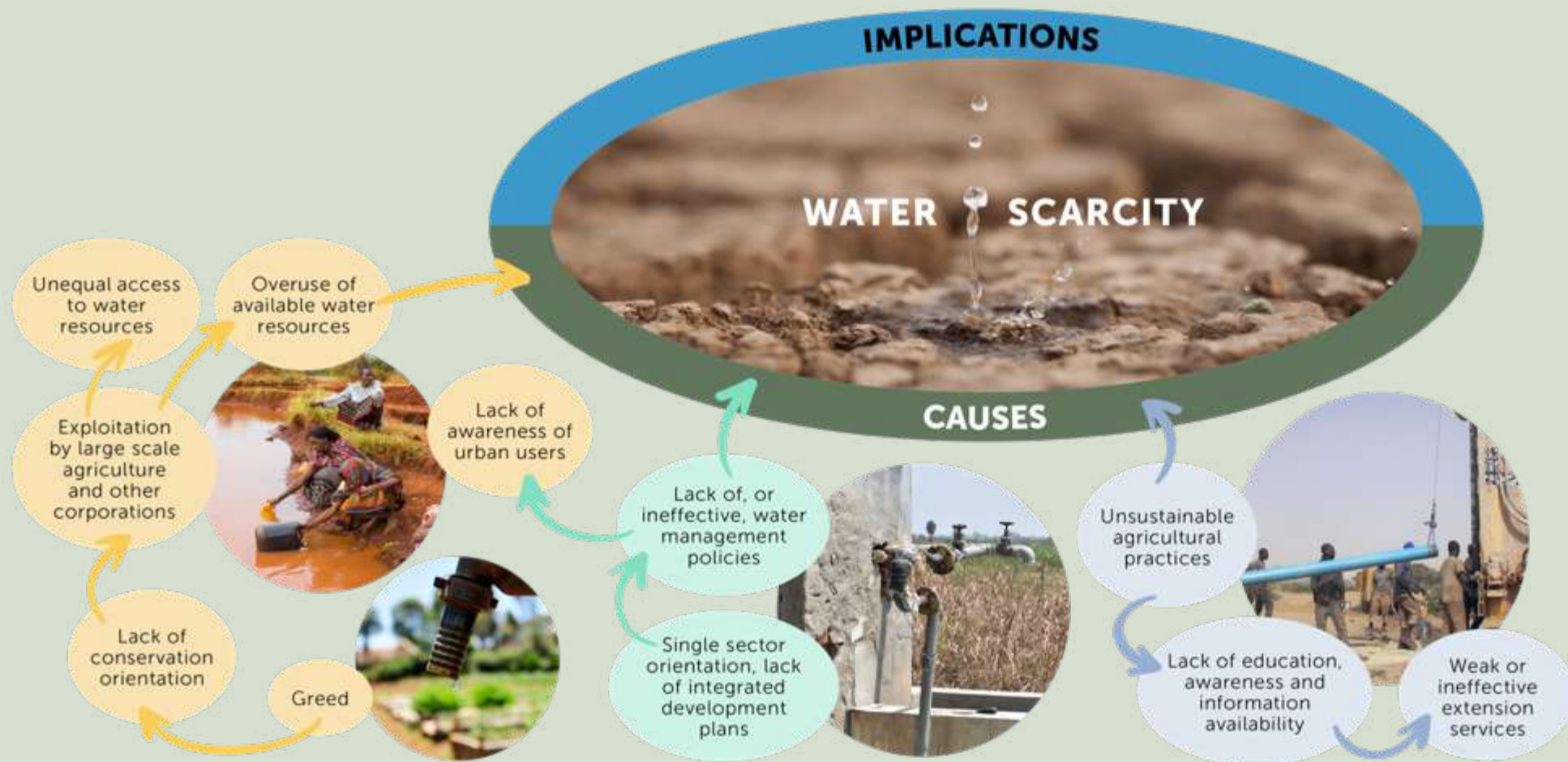
# LET'S TAKE THE EXAMPLE OF WATER SCARCITY

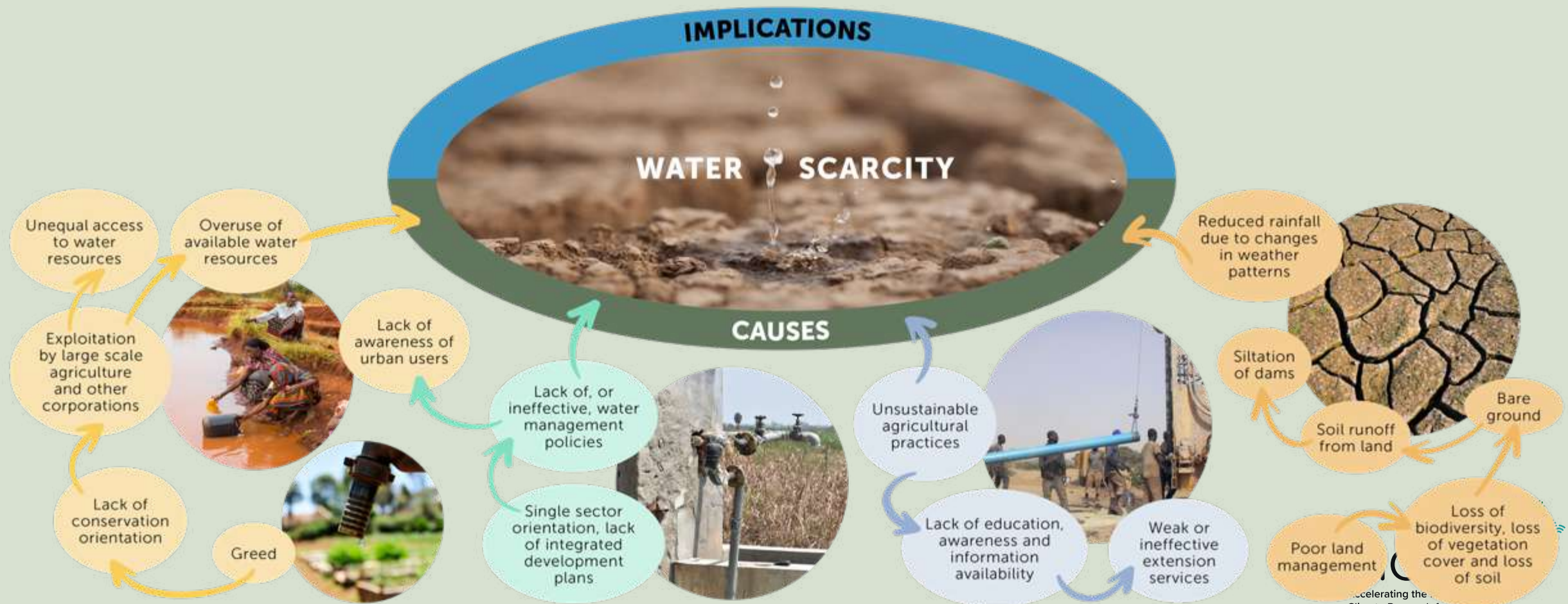




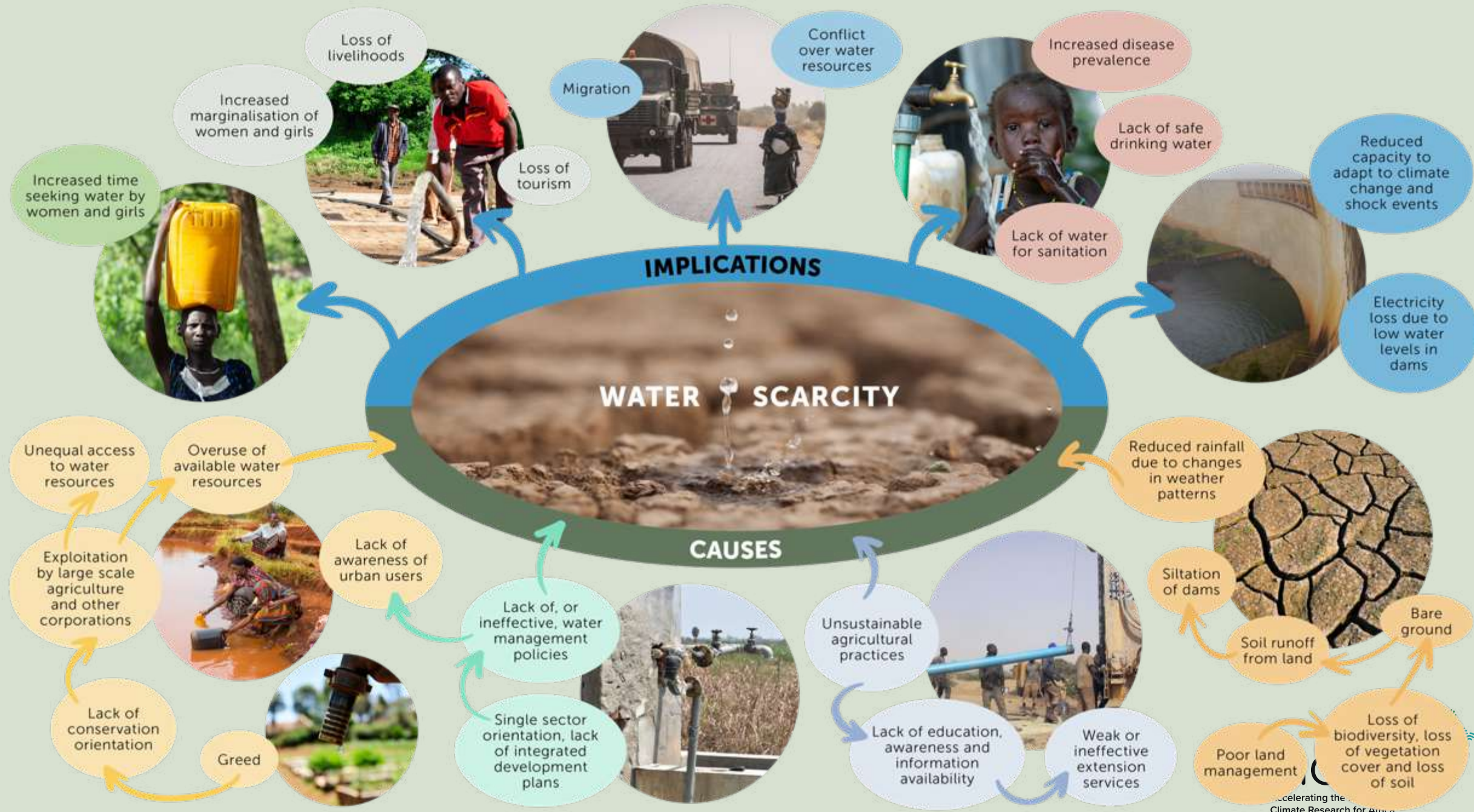




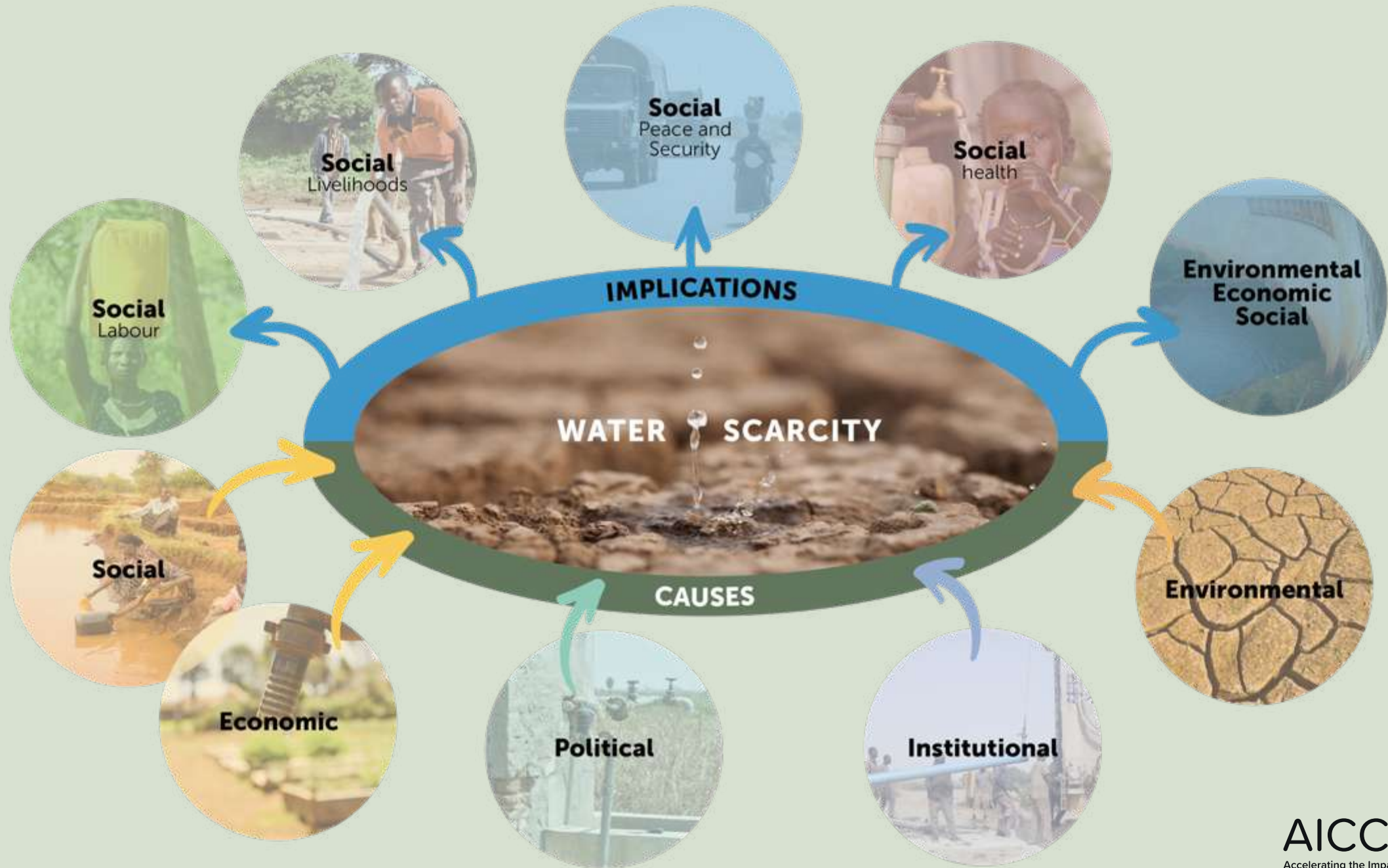














## Fill in the blank - Remplissez le blanc

Based on this causal analysis, I would want to interview \_\_\_\_\_ and \_\_\_\_\_ as sources to tell a more complete story.

-----

Sur la base de cette analyse causale, je voudrais interroger \_\_\_\_\_ et \_\_\_\_\_ comme sources pour raconter une histoire plus complète.



# ENGAGING A WIDER NETWORK OF STAKEHOLDERS



## Government

Water Department  
Land Department  
Agricultural Department  
(livestock, aquaculture, crop  
production, extension)  
Environment/NRM Department  
Health Department  
Finance and Planning  
Trade Department  
Education Department  
Department of Culture, Youth,  
Gender



## Civil Society

Large, medium and small  
scale farmers' organisations  
Water Management Groups  
Health, education,  
agricultural,  
environmental International  
and local NGOs  
Youth groups and  
entrepreneurs  
Women's Organizations  
Community Based  
Organizations



## Private Sector

Agricultural and Tree Product  
Companies  
Aggregators and Processors  
Local Farmers' Markets  
Sustainable Charcoal and  
Woodfuel Vendors  
Transportation companies  
Forestry, Wildlife, Tourism  
operators



## Others

Research Institutions  
UN: FAO, UNEP, UNICEF  
Media  
Bilateral Donors



Sometimes people's **perceptions** or **deeply held beliefs** about a topic can also be **barriers** to tackling issues.







## Fill in the blank - Remplissez le blanc

A perception or strongly held belief about water scarcity that I am aware of is \_\_\_\_\_.

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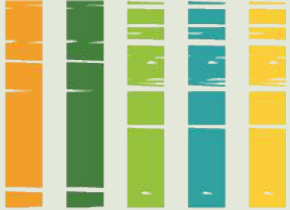
Une perception ou une croyance fortement ancrée concernant la pénurie d'eau que je connais est

\_\_\_\_\_.

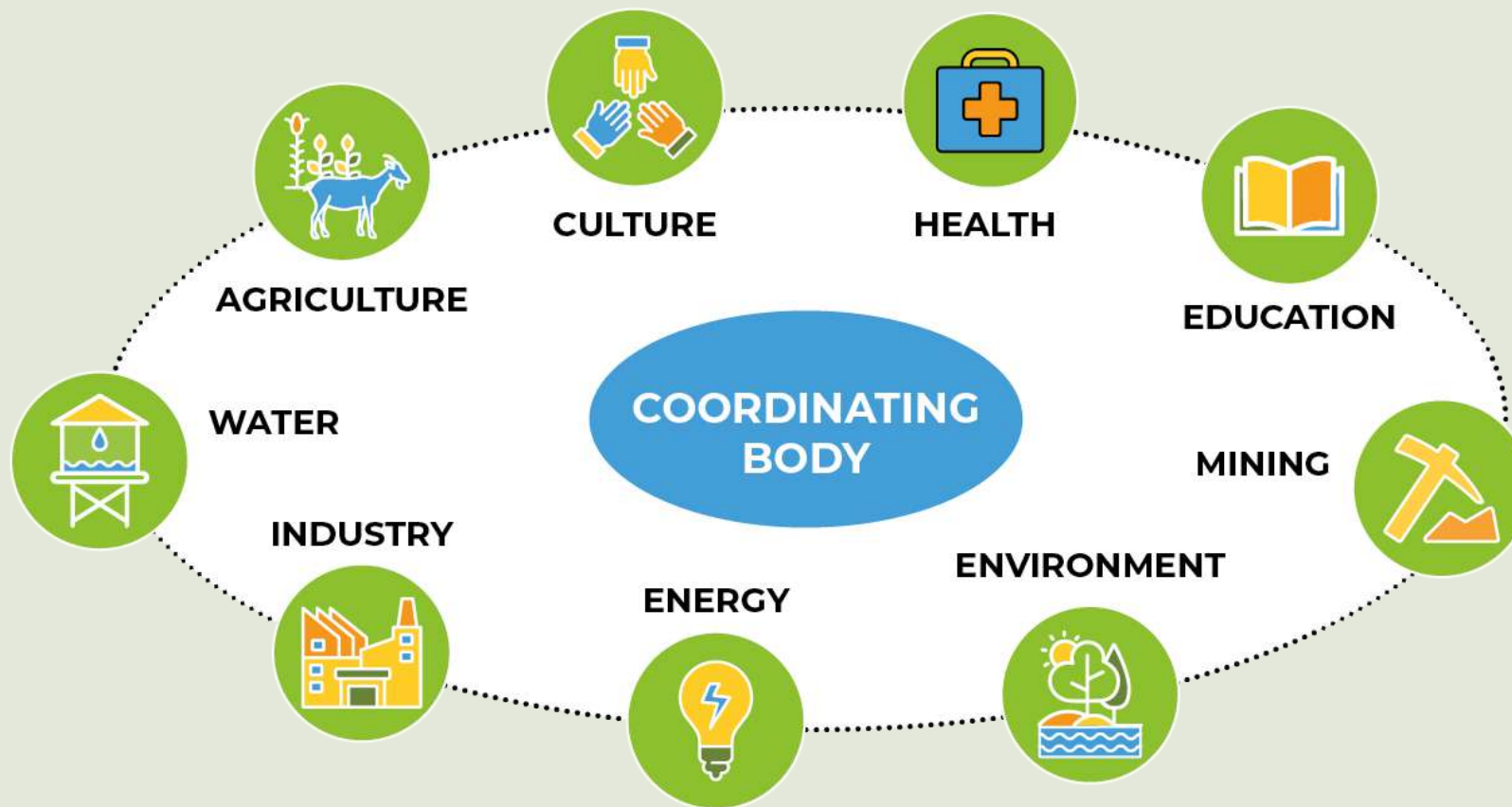


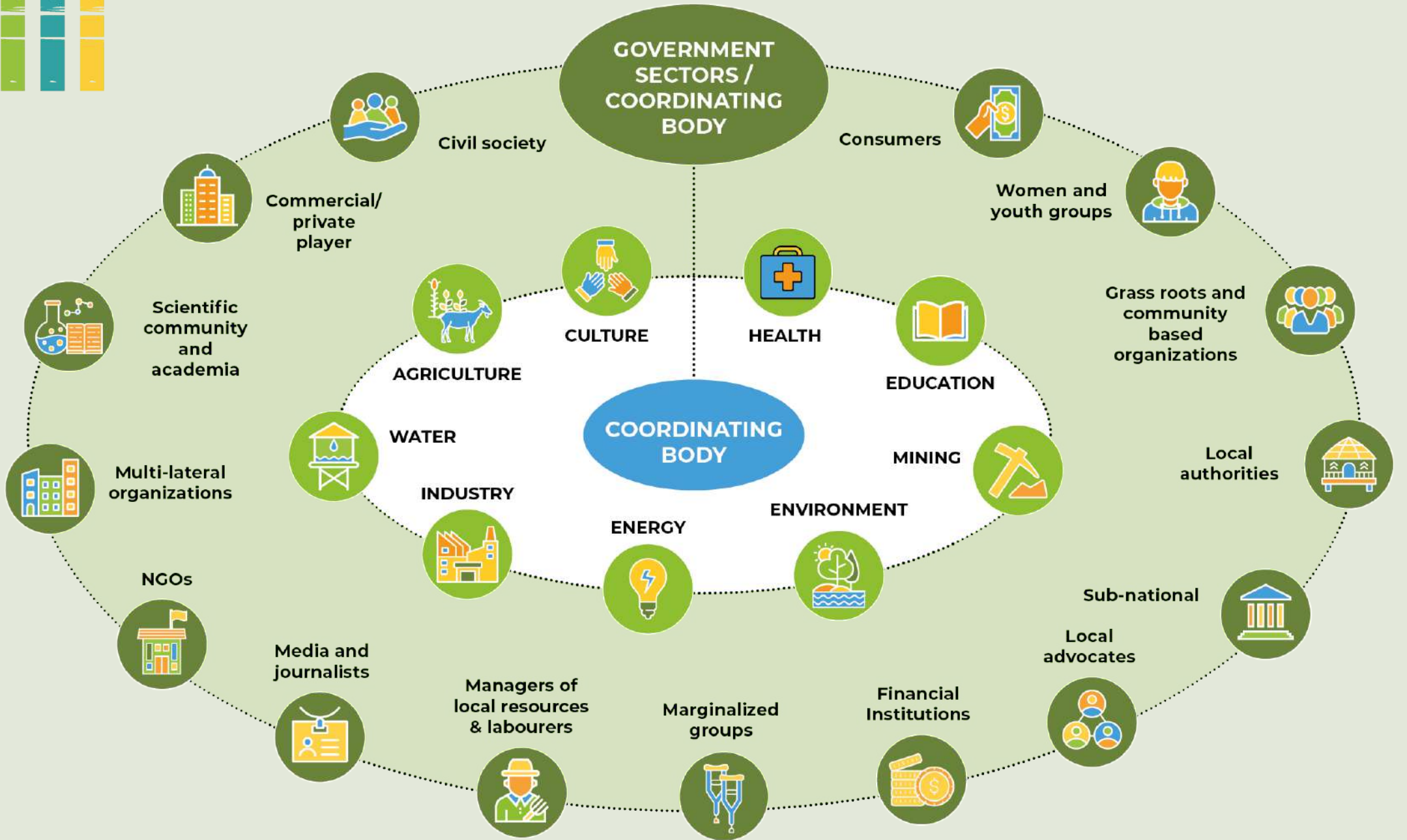
When we **understand the system within which we are working**, we have a better sense of how issues are related, and the different actors involved.



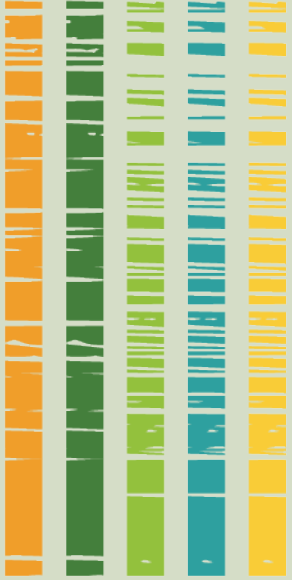


# Indicative sectors to bring about low emissions climate resilient development









## Kenya Example



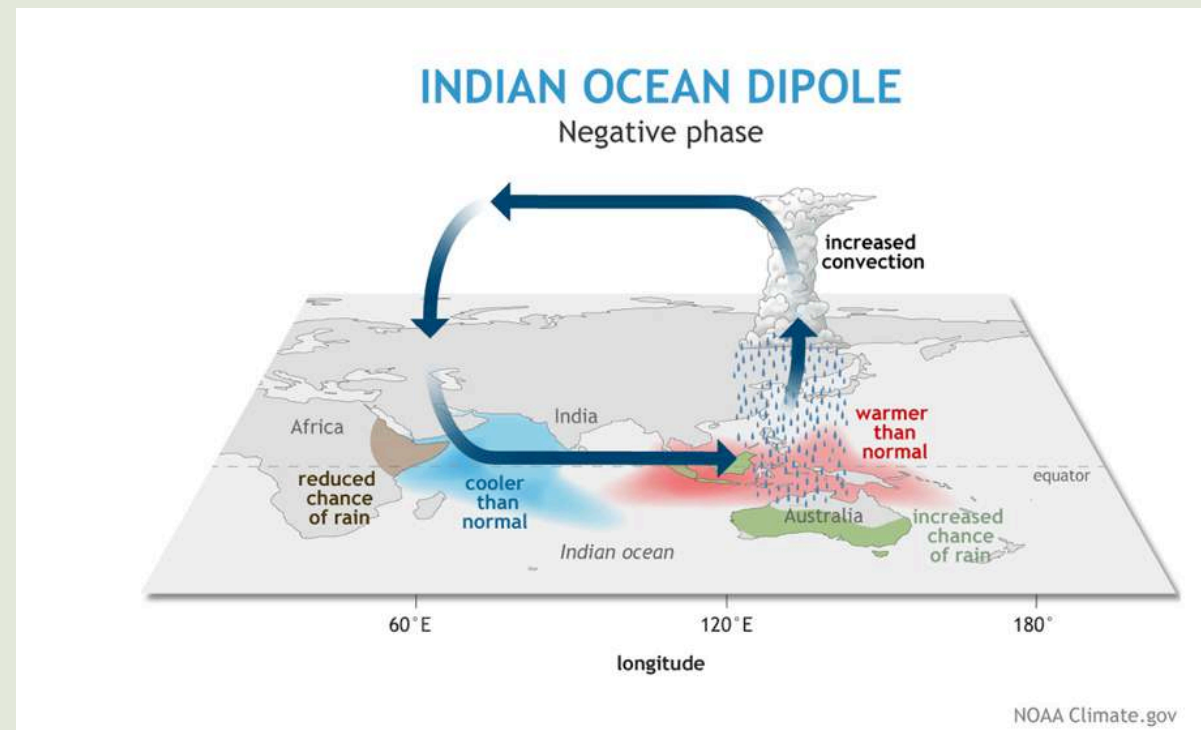




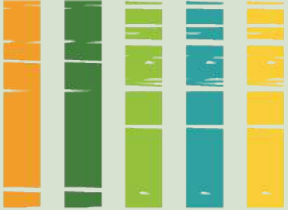
## The influence of La Niña

- The weather cycle responsible for these episodes is a climate-change-enhanced *La Niña* is driven by the cooling of ocean temperatures in the eastern Pacific sea, **causing dry spells in eastern Africa.**
- **Human-induced warming** in the western Pacific ocean is making things worse.
- **Global emissions** have resulted in the rapid warming of the West Pacific, resulting in more rain around Indonesia and concerning but **predictable rainfall deficits** in arid, food-insecure eastern Kenya, Somalia, and Ethiopia.

<https://www.bbc.com/news/science-environment-50602971>



<https://www.carbonbrief.org/guest-post-why-climate-change-will-cause-more-strong-indian-ocean-dipole-events>



## Kenya is experiencing strange weather. What's behind it

February 13, 2020 1.31pm GMT



A road destroyed by a landslide in West Pokot County, northwestern Kenya. November 23 2019. EPA/STRINGER

### Author



**Jennifer Fitchett**

Associate Professor of Physical Geography, University of the Witwatersrand

### Disclosure statement

Jennifer Fitchett receives funding from the DSI-NRF Centre of Excellence for Palaeoscience.

### Partners



UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

University of the Witwatersrand provides support as a hosting partner of The Conversation AFRICA.

<https://theconversation.com/kenya-is-experiencing-strange-weather-whats-behind-it-131480>





## Northern Kenya endures severe drought, lack access to food and water | WION News

3.7K views • 2 weeks ago



In the following two years of poor rainfall, Covid-19 pandemic and desert locust outbreak, nearly about two million Kenyans in the ...



## Two million Kenyans face starvation amid longstanding drought

11K views • 1 week ago



About two million Kenyans are facing starvation as a long-lasting drought affects harvests and food production. The government ...



## Humanitarian crisis in Kenya: 2.4 million at risk of hunger | DW News

12K views • 3 days ago



A humanitarian disaster is unfolding in Kenya where more than 20 counties are affected by a drought. One of the worst hit ...

New



“Kenya has been hit by repeated droughts. The **drought cycle** has become shorter, with droughts becoming more frequent and intense due to global climate change and environmental degradation. The cycle has reduced over the years, from every ten years, down to every **five years**, further down to every **2-3 years**, and currently **every year** is characterized by some dry spell.

For the communities living in arid and semi arid areas of the country, drought wasn't a new thing to cope with in earlier years. The people were used to experiencing drought every 10 years or 5 years. This cycle allowed farmers to recover and rebuild their livestock and crops before the next drought. This is not the case anymore. The time for recovery, for rebuilding stocks of food and livestock is becoming shorter every year. ”



Photo: [businessday.co.ke](https://www.businessday.co.ke)



# Climate and Food Insecurity: Rainfall performance

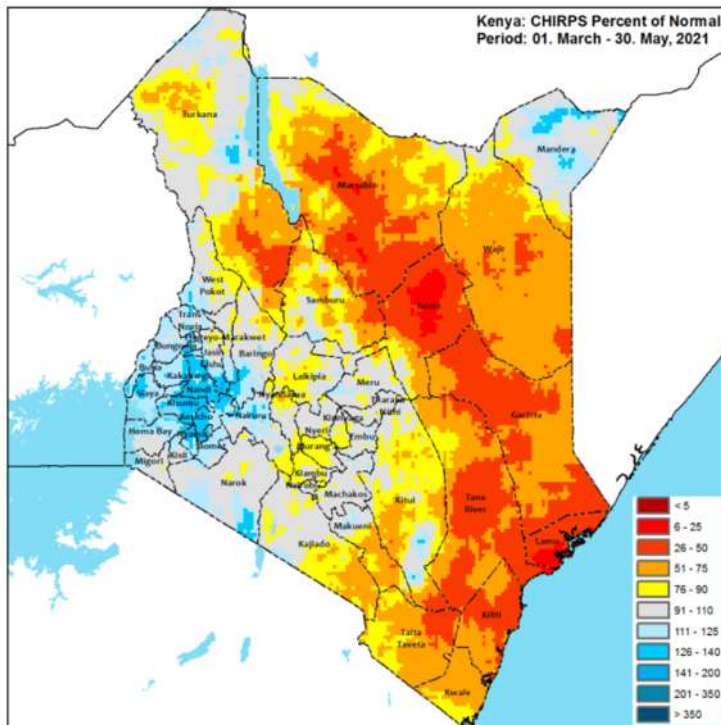


Figure 1.1: March to May long rains as a percent of normal

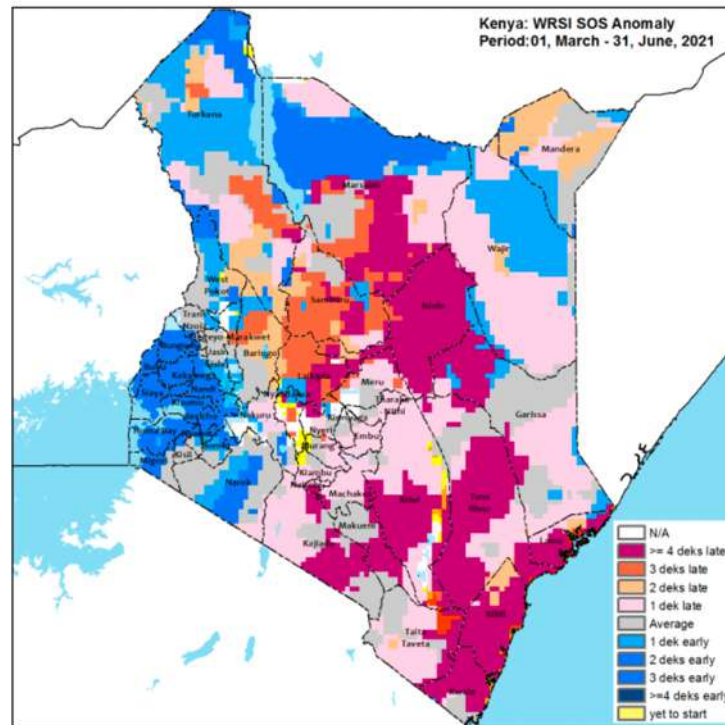


Figure 1.2. Rainfall onset anomaly

- Kenya has bi-modal rain pattern with 'short' and 'long' rainy seasons;
- Longer rains are abnormally late in 2021 with multiple implications for crops & animals
- The Nation's land area is **Arid and Semi-Arid** and primarily dependent upon rains for food production and grazing.

2021 LONG RAINS SEASON ASSESSMENT REPORT  
Kenya Food Security Steering Group (KFSSG)

*Understanding interacting multiple drivers and monitoring their variation*





# Climate and Food Insecurity: Malnutrition

- An estimated 652,960 children aged 6-59 months and 96,450 pregnant or lactating women require urgent treatment for acute malnutrition.
- Women travel far and wait long hours for water for the household. Waiting for water is a day not searching for food.
- The drought has also exacerbated gender-specific problems, with different physical and psychological issues for women and men.
- As gender inequalities remain strong, women are particularly at risk of hunger, especially when crisis strikes.



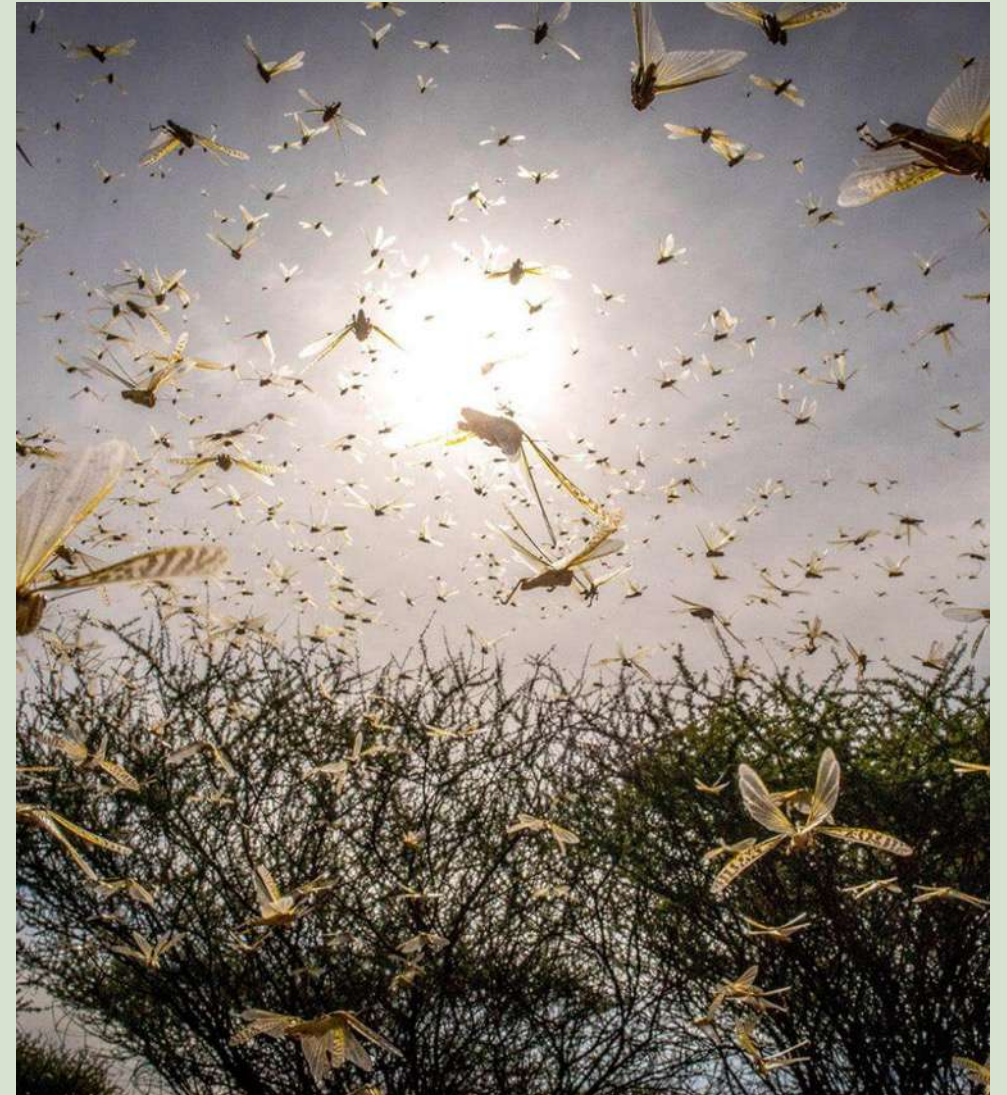
Photo: www.actionagainsthunger.org





# Climate and Food Insecurity: Pests and Diseases

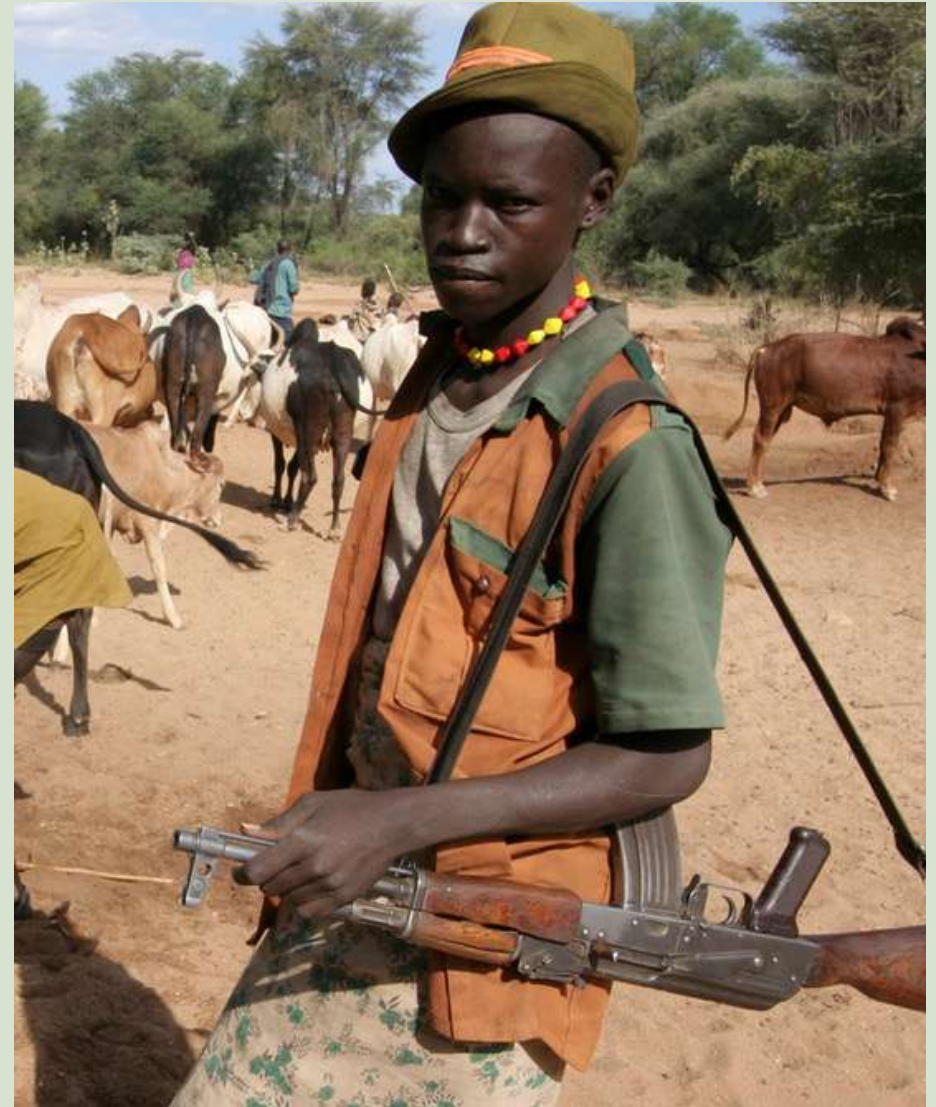
- **Locust infestations** of historic proportions have decimated crops in much of the country.
- **Livestock diseases** reported in multiple sub-regions include contagious caprine pleuropneumonia (CCPP) and Pests des Petits Ruminants (PPR), Lumpy Skin Disease (LSD) and Foot and Mouth Disease (FMD).
- **Crop diseases** have included Fall Army Worm (FAW) and Frost bite and Blight in potatoes and beans being a major threat in other counties.



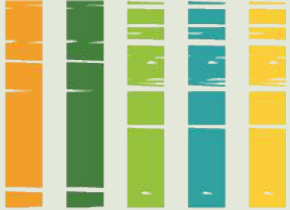


# Climate and Food Insecurity: Conflict

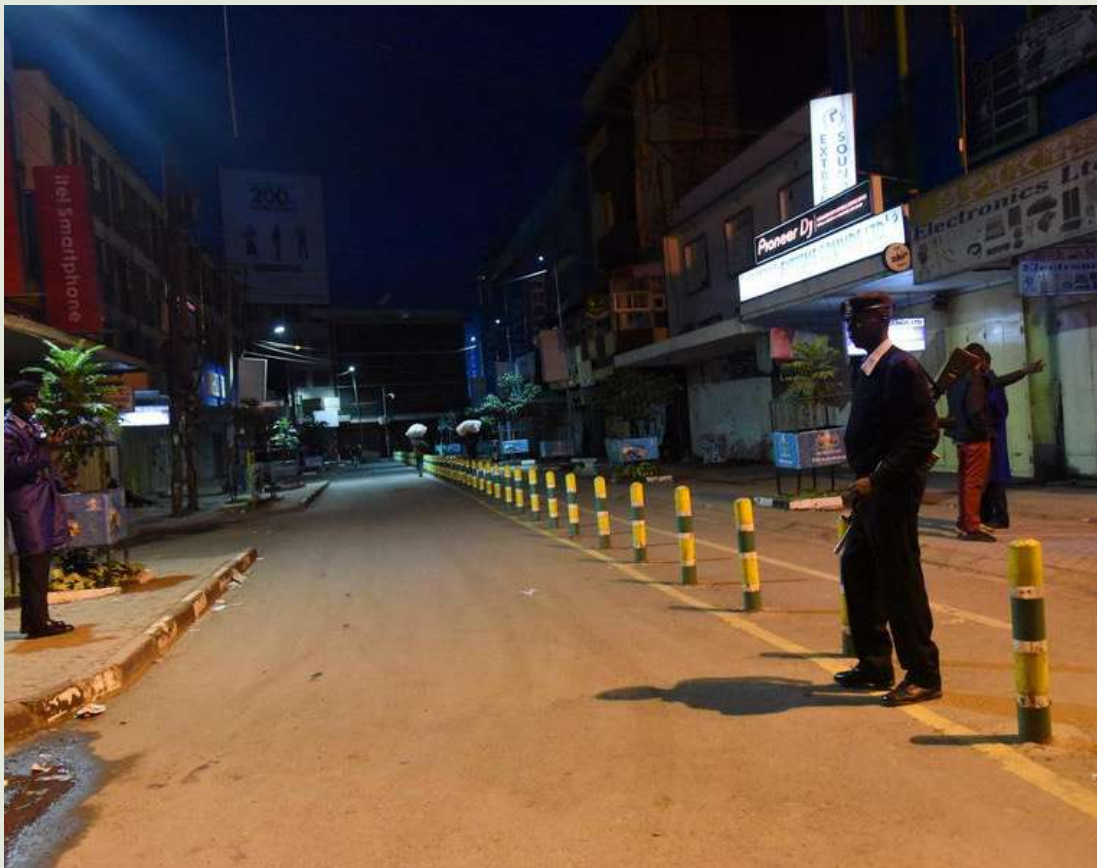
- Insecurity associated with **cattle rustling** (tending to rise when range resources are scarce) and in communities bordering game reserves experience **wildlife invasion** into their lands mainly from wild beasts, elephants, giraffes, zebras and antelopes, hindering them from accessing pasture and browse for their livestock.
- **Destruction of crops** by the wild animals as their customary browse and **grazing resources are depleted.**
- Conflict has led to **food to market closure** in the affected areas while movement of goods and transport services have come to a halt.
- The conflict has resulted in **disruption of livelihood activities and displacement of populations** while provision of health and education services has been **affected** as schools are shut;







# Climate and Food Insecurity: COVID-19 Pandemic

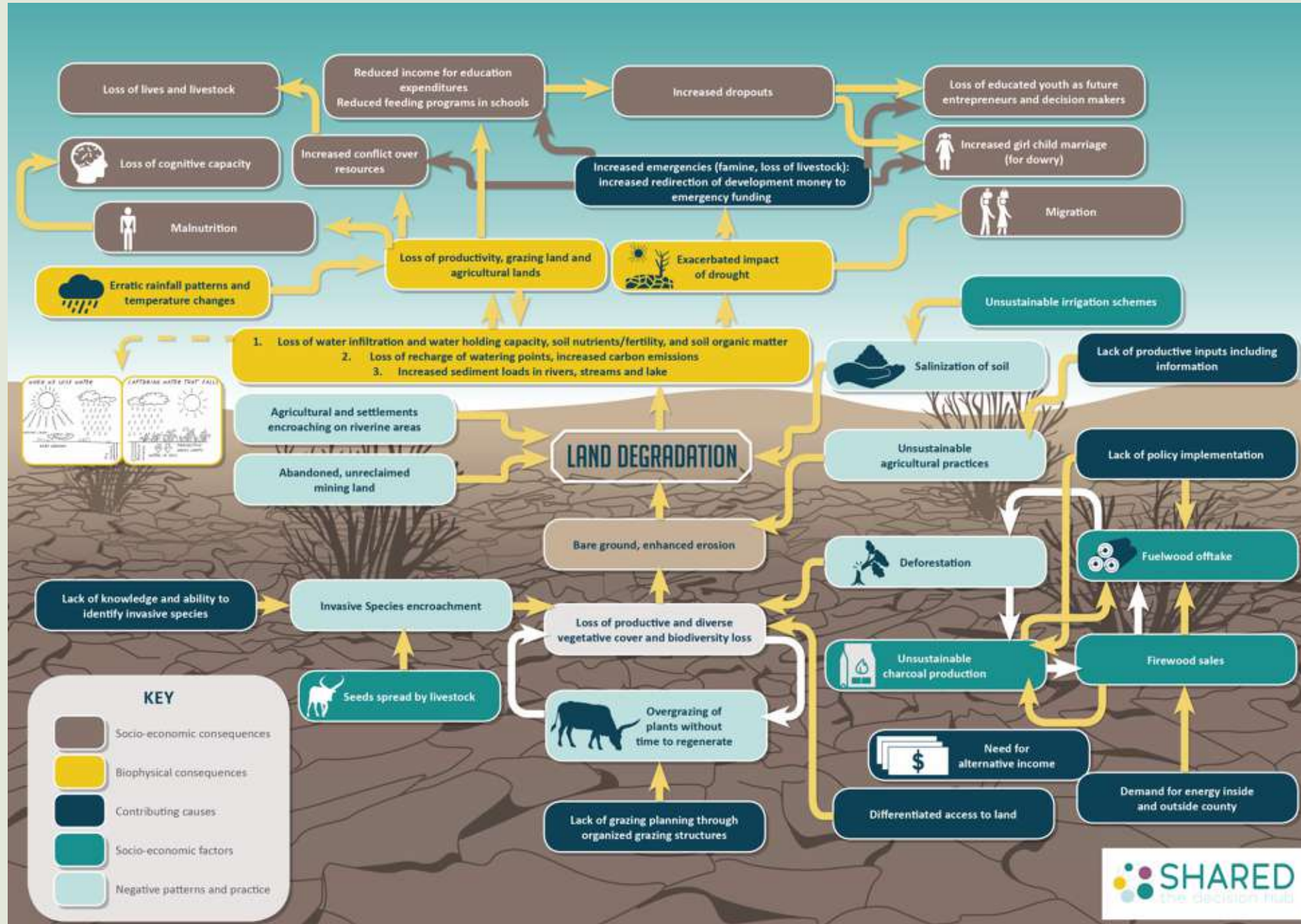


[http://www.xinhuanet.com/english/2020-04/26/c\\_139009715.htm](http://www.xinhuanet.com/english/2020-04/26/c_139009715.htm)

- COVID-19 restriction measures are still affecting market operations.
- The night curfews are hampering movement of goods and services while uptake of health services is still low compared to the previous seasons due to fear of contracting the disease at the health facility.
- In some regions, market operations close relatively early thus limiting hours of trade.
- In Western Kenya, market volumes have decreased due to restriction of movements to and from Uganda, which normally provides a significant supply of most commodities.

*Understanding interacting multiple drivers and monitoring their variation*

# Climate and Food Insecurity: Land Degradation







# What can be done? Where are the innovations?

- Early Warning Alerts
- Livestock insurance
- Drought tolerant crops
- Permaculture in refugee camps
- Coordinated grazing systems
- Community coordinators for food aid
- Coordination among Ministries, NGOs, Donors
- National Agroforestry Strategy
- Commitments to Land Restoration
- Cross Border Peace Keeping



Photo/Effort credit: Natalie Topa, Danish Refugee Council



## Four Drivers of Change

### Evidence

Data/Facts/Evidence  
/Grounded Insight

### Narrative

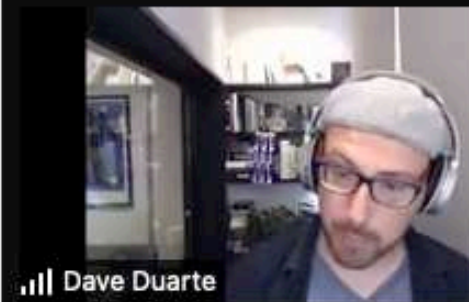
Why now, what are  
the stakes, what  
happens next, who  
needs to change

### Advocacy

Persistent direct  
engagement with  
decision-makers,  
negotiation and  
follow-up.

### Activism

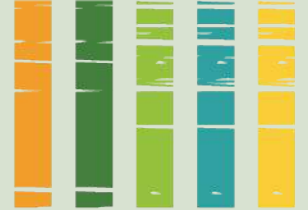
Take it to the streets.  
Build support. Get  
attention.







# Solutions Journalism



## Focus on Response to Social Problem

The response should focus on a **unique approach to solving an issue** and be **explained within the context** of the issue. Furthermore, the story should elaborate on the actual performance of that solution and how it works.



## Use of Evidence

Any claim should be **substantiated by adequate user data** surrounding the issue. If there's a lack of data surrounding a problem, that should be explored and shared with the audience.



## Offering Insight

Exploring issues should automatically yield solutions and **illuminate new questions**. A good piece will bring the reader along as those solutions and questions are explored.



## Reporting on Limitations

No response to an issue is going to be perfect, so it's necessary for a **solutions story to share the downfalls** of each response with the readers and dig into why the response has failed or could be improved.



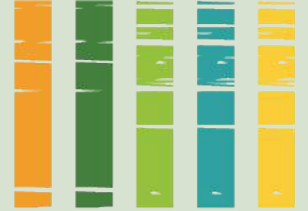


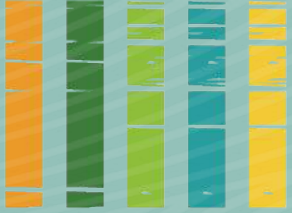


**Godfred Akoto Boafo** is a journalist with over ten years experience in multimedia journalism. He has worked as managing editor for Pulse Ghana and Business Insider Sub Saharan Africa.

His main areas of interest are politics, international relations and sports. Godfred writes for The Conversation and cohosts the multiple-award winning Breakfast Show and The Big Issue on Citi FM/Citi TV.

He has 175,500 followers on Twitter  
[@eastsportsman](#)

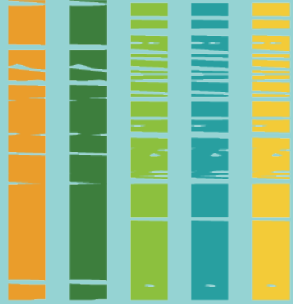




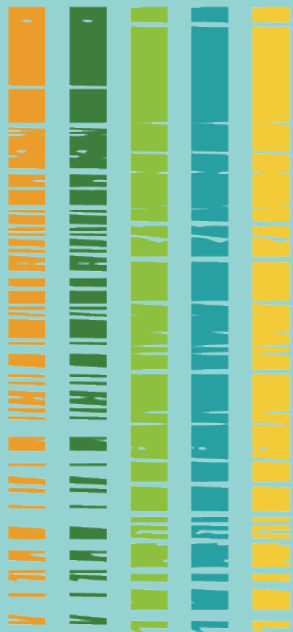
**Backcasting** is an approach that starts with defining a vision or desirable future and then works backwards to identify key actions, partnerships, policy changes that will connect that future to the present.







Backcasting asks the question, **“how did we get here?”** and contributes to shifting mindsets to be creative in our planning process.





## BACKCASTING STEPS



Step into 2035 and **position yourself in the successfully achieved vision** such that the future becomes the present.



Look back to 2021 and ask “**what do we remember about how we got to here?**”; “**what actions, partnerships, policy changes, etc. did we carry out**” to get to the 2035 success?



Remember **which barriers we overcame** and how we addressed them.



As best possible identify **when key activities took place**.





## LEARNING EXERCISE – BACKCASTING



In this exercise we will consider that it is 2035 and we have successfully achieved a reduction in greenhouse gas emissions from agriculture and look back to see what the media did to contribute to this outcome.

Dans cet exercice, nous considérerons que nous sommes en 2035 et que nous avons réussi à réduire les émissions de gaz à effet de serre provenant de l'agriculture. Nous examinerons ensuite ce que les médias ont fait pour contribuer à ce résultat.



# 1. HOW DID WE GET TO WHERE WE ARE NOW? COMMENT SOMMES-NOUS ARRIVÉS LÀ OÙ NOUS SOMMES MAINTENANT ?

**Outcome 2035.** Farmers and pastoralists across the Africa are using **climate resilient, agroecological approaches** to equitably meet national food and nutritional security requirements.

Les agriculteurs et les éleveurs de toute l'Afrique utilisent **des approches agroécologiques et résilientes au climat** pour répondre équitablement aux besoins nationaux en matière de sécurité alimentaire et nutritionnelle.



**In the chat box – tell us what you remember about how the media supported this outcome?**

**Dans la boîte de discussion - dites-nous ce dont vous vous souvenez sur la façon dont les médias ont soutenu cette affaire ?**





## 2. HOW DID WE OVERCOME THE BARRIERS ON THE WAY? COMMENT AVONS-NOUS SURMONTÉ LES OBSTACLES EN COURS DE ROUTE ?



**In the chat box – tell us how the media helped overcome urban consumers’ lack of appreciation of locally produced products?**

**Dans la boîte de dialogue - dites-nous comment les médias ont aidé à surmonter le manque d'appréciation des consommateurs urbains pour les produits locaux ?**



**3. WHO WERE SOME OF THE NEW STAKEHOLDER GROUPS WITH WHOM WE WORKED?**

**QUELS ONT ÉTÉ LES NOUVEAUX GROUPES DE PARTIES PRENANTES AVEC LESQUELS NOUS AVONS TRAVAILLÉ**



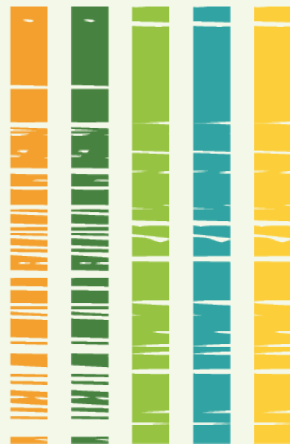
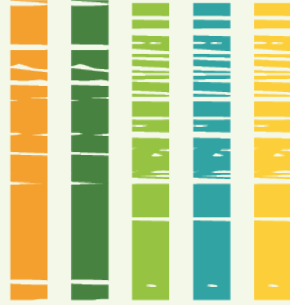
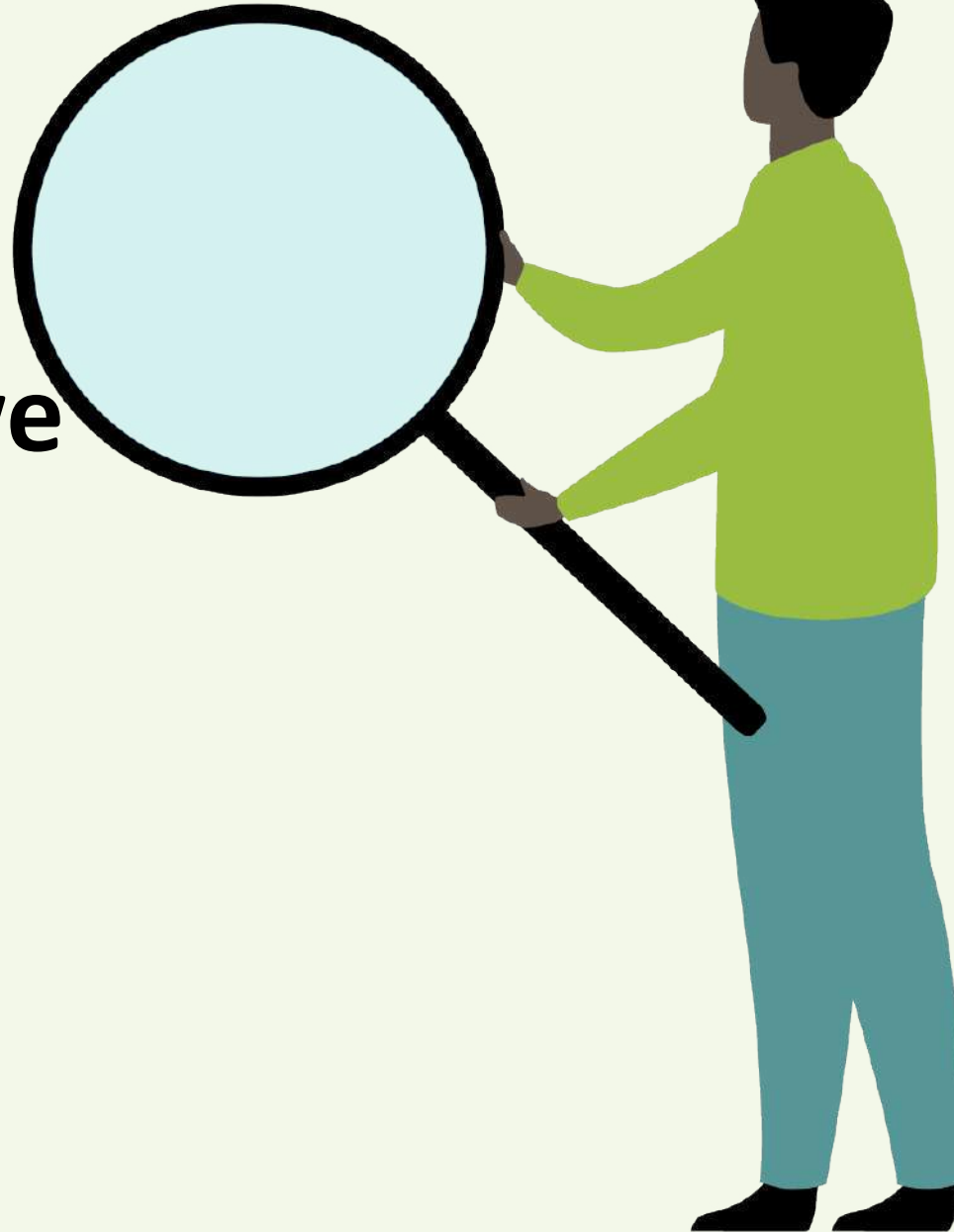
**In the chat box - please give us an example of a new stakeholder group the media engaged?**

**Dans la boîte de discussion - donnez-nous un exemple d'un nouveau groupe de parties prenantes que les médias ont engagé ?**





**What did we  
find?**







Poll 2. Evaluation - How would you rate today's training?

Sondage 2. Comment évaluez-vous la formation d'aujourd'hui ?





# COMING NEXT MONDAY



## Credible Sources and Effective Communication

**3. Monday**  
**8 November 2021**  
14:00 - 15:30 (SAST)



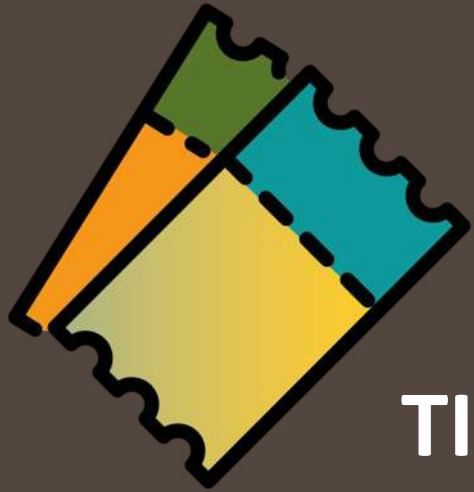
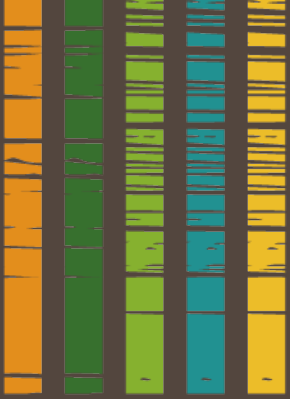
Communicating Evidence



Mass Movements



Climate Change in Radio  
and Television



**TICKET OUT –  
Chat Box**

- 1. What was your key learning today (L - )**
- 2. Any comments for the training team? (C - )**

**THANK YOU!!!**

See you on Monday,  
November 8!