



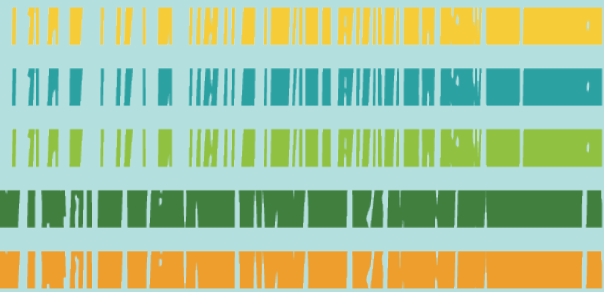
MEDIA TRAINING SERIES: Climate change and food security





If you were not with us for Session 1 or 2, please write your name and affiliation in the chatbox.

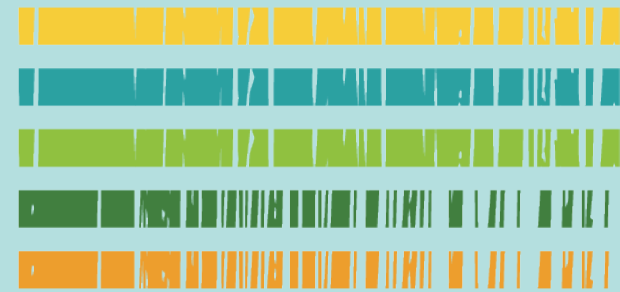
Si vous n'étiez pas avec nous pour la session 1 ou 2, veuillez écrire votre nom et votre affiliation dans la boîte de discussion.

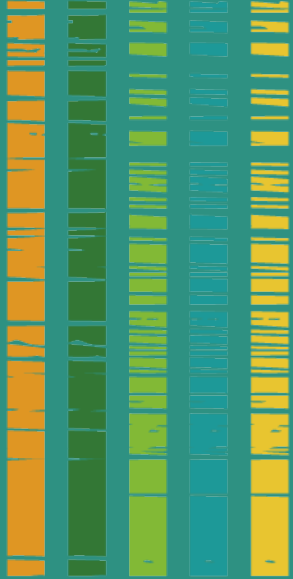


POLL 1.

How was the weekend?

Comment s'est passé le week-end?





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

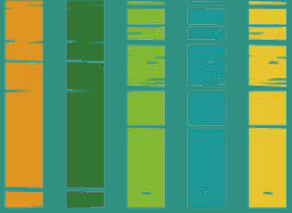
GUEST SPEAKERS

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



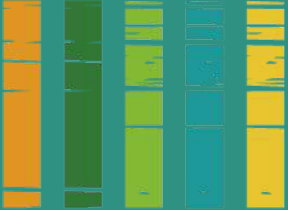
The Kenya Drought



Creating a Checklist



Networking



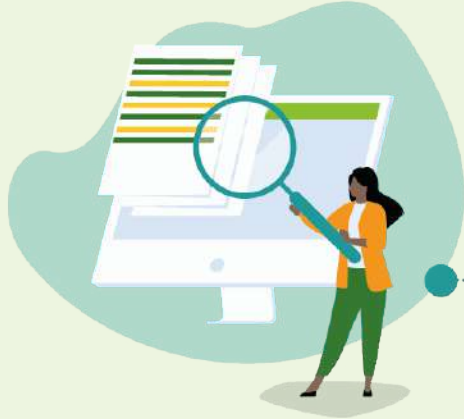
SESSION **THREE** OBJECTIVES

- 1 Communicating evidence, information and misinformation, and asking questions
- 2 Engaging mass participation
- 3 Demonstrate how media messaging can support long-term thinking and catalyze short term actions.
- 4 Building scenarios our media and climate change coverage



OVERVIEW OF TODAY

3. Credible Sources and Effective Communication



Communicating Evidence, Information and Misinformation, and Asking questions



Engaging Massive Participation: Movement Building



Media and Sustainable Livelihoods. Guest Speaker Patricia Gichinga, Media Company



Q&A & Close



Scenario Development for Short- and Long-Term Planning



Q&A



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_____.



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

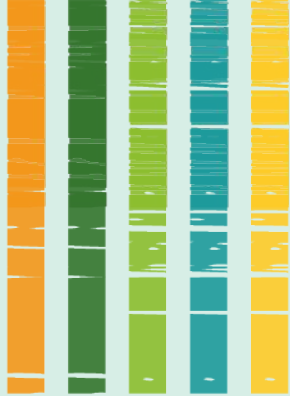


Quelle est l'histoire la plus intéressante que vous ayez entendue jusqu'à présent à l'issue de la COP26 à Glasgow?

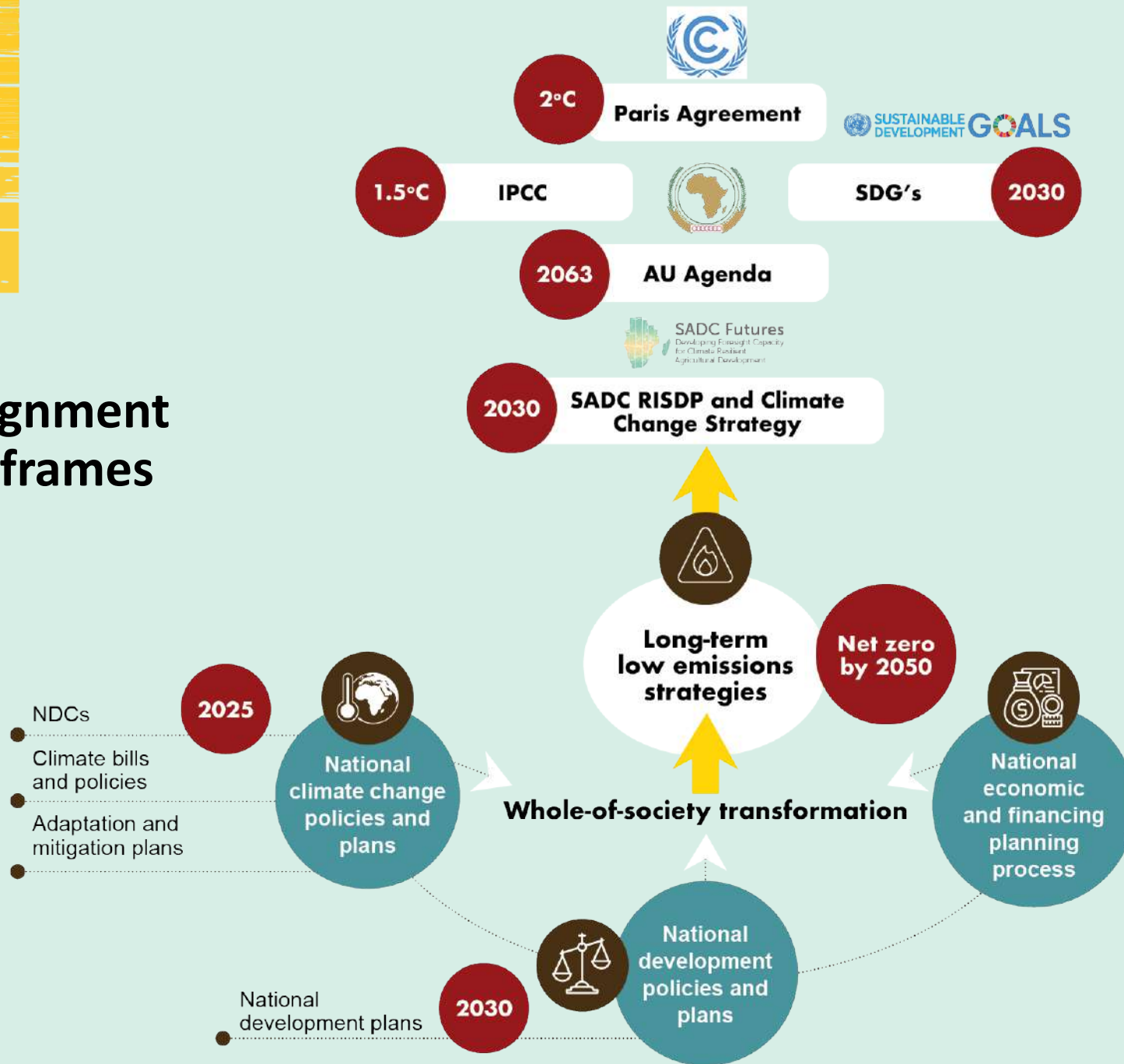


CLIMATE CHANGE POLICY – WHERE MEDIA CAN INFLUENCE



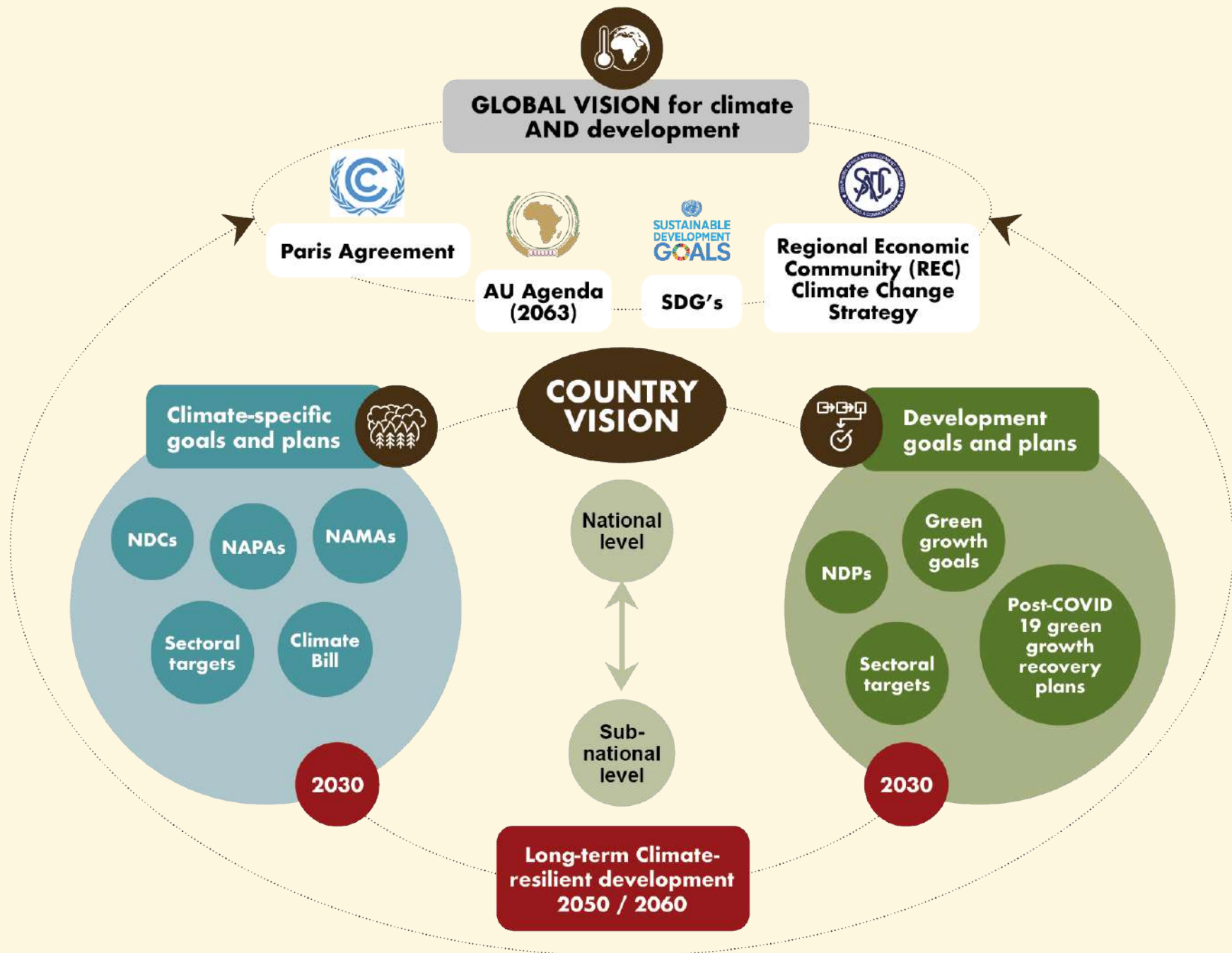


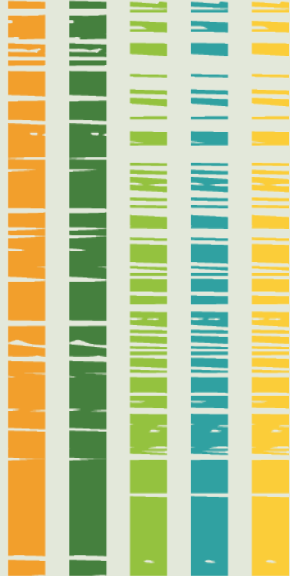
Policy alignment and timeframes





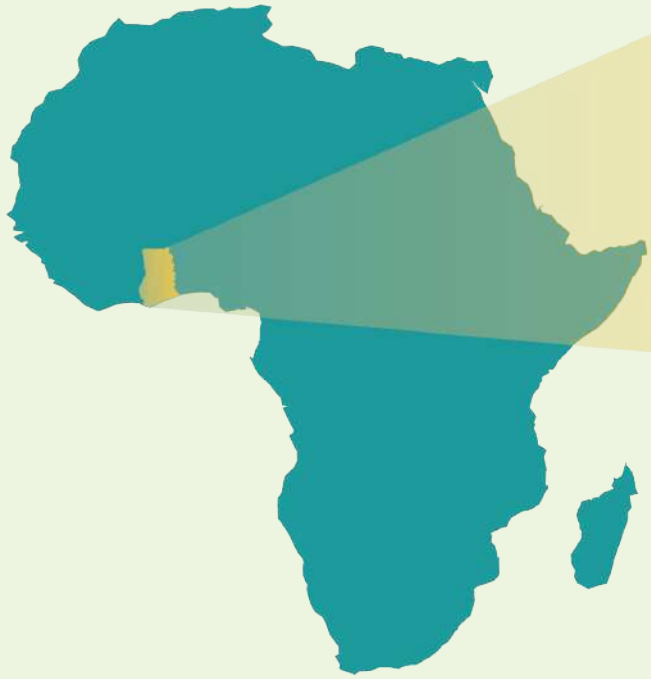
National climate policies are embedded in a global context





Science and development considerations must inform climate goals





Using the power of surprise



Popular Ghanaian musician, Kwame Nsiah-Appau, also known as Okyeame Kwame on Monday, November 2, 2021, joined a group of Climate Youth Defenders from Ghana to present a Climate Clock and a set of demands to the President of the Republic of Ghana, Nana Addo Dankwa Akufo-Addo, during a short ceremony at the country's Pavilion inside the formal negotiating space at COP26 in Glasgow.



SOME PITCHING ADVICE

Climate policy: we're interested in stories that fiscalize the implementation of climate policy, in areas like science, energy, adaptation, transport, conservation, etc.

Impacts: Has climate change impacted local communities in your country? How? Could these impacts have been prevented? What role did authorities play? Make sure there's a strong link between your story and the climate crisis.

Covid-19 pandemic: Has the pandemic affected climate plans in your country? Is your country investing in renewables or in fossil fuels for its recovery strategy?

Solutions: Have communities in your area implemented new environmental solutions? Are they related to a larger framework such as NDCs, carbon credits, etc? What limitations do they have?



CATEGORIES FOR UNPACKING YOUR STORY

S T E E P



Social



Technological



Economic



Ecological /
Environmental



Political

EVIDENCE



Types of Evidence

Scientific evidence



Participatory and consultative evidence



Qualitative data
'who, which, what, when, where and why?'



Practice and implementation informed evidence



Local and indigenous knowledge and stories



Quantitative data
'how many' 'to what extent' or 'how much'



Testimonials

“FMNR improved productivity on my farm and improved nutrition for my livestock”



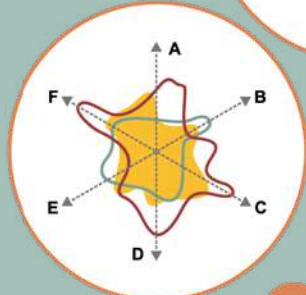
Photos



Box plot



Data

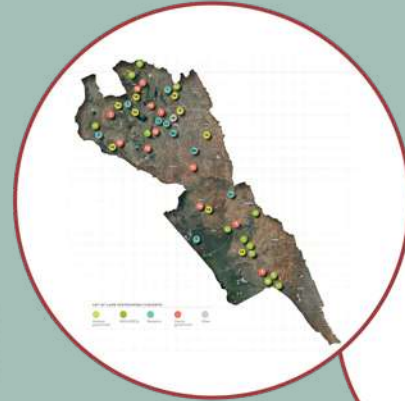


Radar chart

Bar chart



Maps



Ask a climate change stakeholder..

Ask a scientist

Ask a minister of finance

Ask a farmer

Ask a trader

Ask an extensionist

Ask a charcoal maker

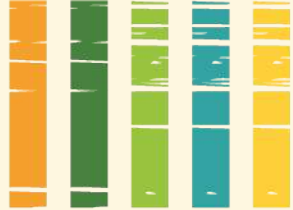
Ask a mayor

Ask a



COMMUNICATING EVIDENCE, INFORMATION AND MISINFORMATION





COP26: What African climate experts want you to know

by georgianna guillemette — November 5, 2021 in Africa News Reading Time: 4 mins read AA



<https://senegalbgc.org/blog/2021/11/05/cop26-what-african-climate-experts-want-you-to-know/>

Africa has released relatively small amounts of greenhouse gasses into the atmosphere, those living on the continent are likely to be the **victims of climate emergency disasters**

Already suffering from **extreme weather events** and changes to rainfall patterns linked to climate change – leading to droughts and flooding. With a rapidly rising population, this has knock-on effects for food, **poverty and gives rise to migration and conflict**

Limiting global warming to 1.5°C would massively reduce future damage to African livelihoods, health, infrastructure, economies and ecosystems – the World Bank estimates **climate change could push around 40 million more Africans into extreme poverty by 2030** if not addressed



‘Donors should not dictate’

Climate change academics at African institutions are often not consulted by policymakers or governments on the continent.

Their research and potential solutions are shelved for too long and almost never enter into policy debates.

This fragmented approach also effects government policies. Different ministries will often be pursuing different donor-conceived ideas — with no systematic senior political co-ordination

**“Polluter pays principle”
should be a key strategy
for all governments.**

Article Eight of the 2015 Paris Agreement recognises the importance of addressing the loss and damage associated with adverse effects of climate change, yet there hasn't been finance allocated for this.





FINANCIAL TIMES

WORLD BUSINESS NEWSPAPER

Inside Kim's regime
Why sanctions against North Korea
are failing — BY JUNG HAN, PAGE 10

Silencing staff
NDAs are dominating in the work place
— BY JESSICA WATSON, PAGE 18



In China's debt
African nations' risks in borrowing
from Beijing — BY KEVIN BRIDGES, PAGE 16

World likely to be 1.5C warmer by 2040, UN's science panel warns

• 'Code red for humanity' • More extreme weather expected • Call for urgent emission cuts



Summit bid to be relaxed
Eight months after being invited to the G7 summit, the president, Nancy Pelosi, has said she will not attend the summit in Italy because of her health and the government's stance on the summit.

Taliban sweeps north Afghanistan
Taliban fighters have taken control of the northern province of Faryab, the latest in a series of gains by the militant group.

All Alps below 0°C on Xmas Eve
The Alps will be below freezing on Christmas Eve, according to a new study by the Met Office.

IMR given boost for Myanmar after
The International Monetary Fund has given Myanmar a boost in its growth forecast, following the country's economic recovery.

Daily output of power China recovery
China's power output has recovered from a sharp decline in the first half of the year, according to the National Energy Administration.

Cyprus head urges free state solution
The president of Cyprus has urged a free state solution for the island, following the recent election.

BoJ's new monetary policy
The Bank of Japan has announced a new monetary policy, aimed at achieving 2% inflation.

Climate change misinformation fools too many people – but there are ways to combat it



FAKE

“Scientists disagree on the cause of climate change”

“Scientists believe the Sun has impacted the Earth’s rise in temperature”

“Carbon dioxide levels are tiny. They can’t make a difference”

“Melting an ice cube in a measuring cup full of water doesn’t raise the water level, so melting icebergs cannot raise sea levels”

REAL

“More than one million species are at risk of extinction by climate change”

“Earth had its second warmest year in recorded history in 2019”

“The worst impacts of climate change could be irreversible by 2030”



Climate change information



Online influencers (6%),

Social media outlets (7%),



Tabloid newspapers (13%),

Politicians (20%),



Journalists (30%),

Broadsheet newspapers (37%),



Broadcast media outlets (38%)

were among the least trusted sources



**The vast majority
trusted**

Academics (67%)

Their own friends and family
(59%)

**to convey information
about climate change
that was trustworthy**

Detection

(automatically detecting online misinformation).

Debunking

(implementing proven refutation approaches).

Deconstruction

(identifying the exact nature of the misinformation).

Deployment

(inoculating and debunking in a variety of social contexts).

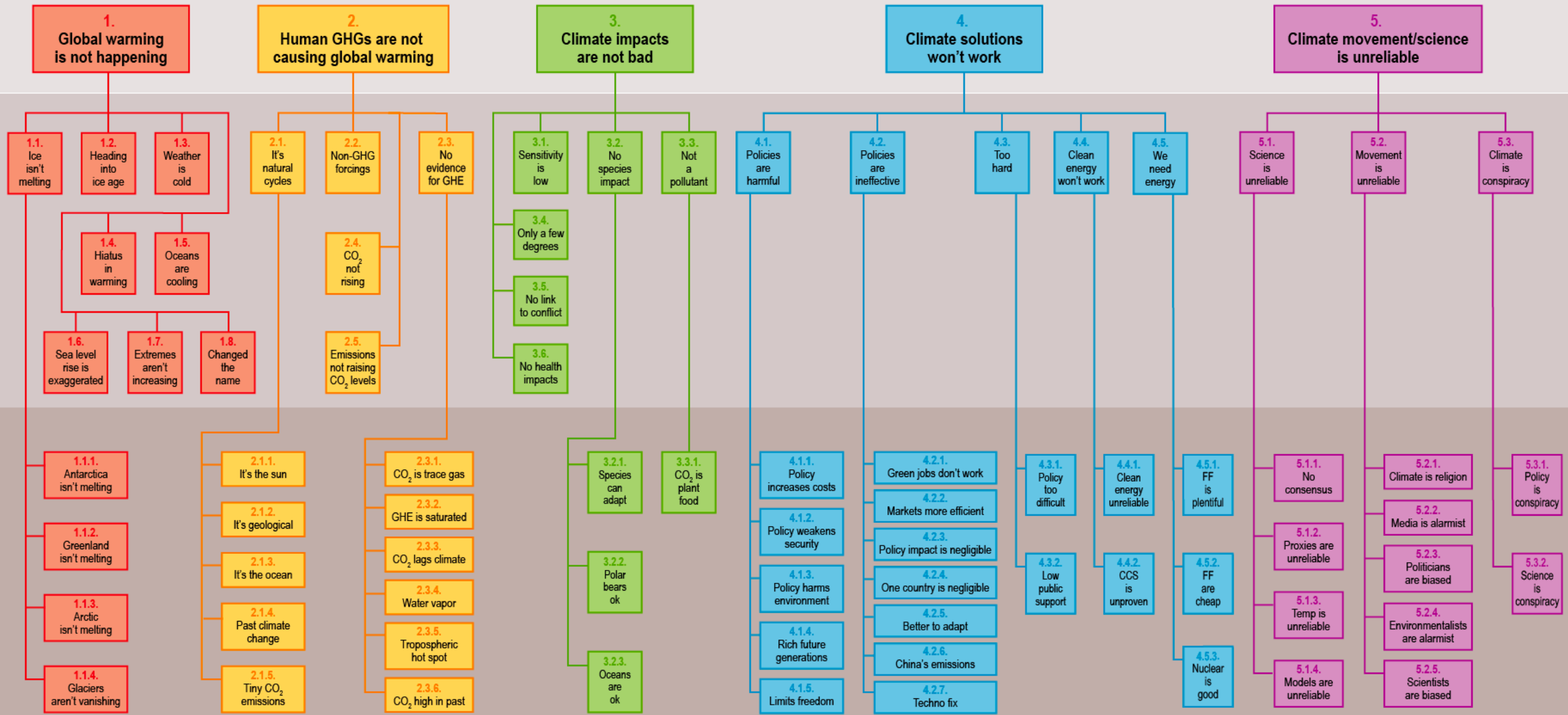


Taxonomy of Climate Misinformation Claims

Super-claims

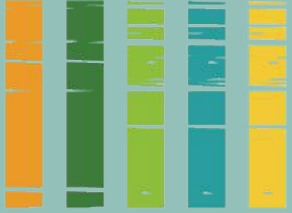
Sub-claims

Sub-sub-claims



MOVEMENT BUILDING





The "green influencers" targeting the TikTok generation

Activists are increasingly harnessing the power of social media to organise and educate people about the climate crisis

“In a way social media has transformed in the last year as not just a space for selfies and blogs but a space to organise and educate one another, which I think in the climate space is really exciting,”



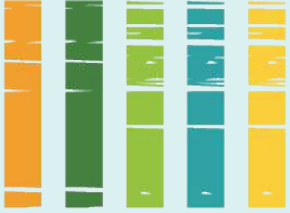
'I'm hopeful': Jerome Foster, the 18-year-old helping to craft US climate policy



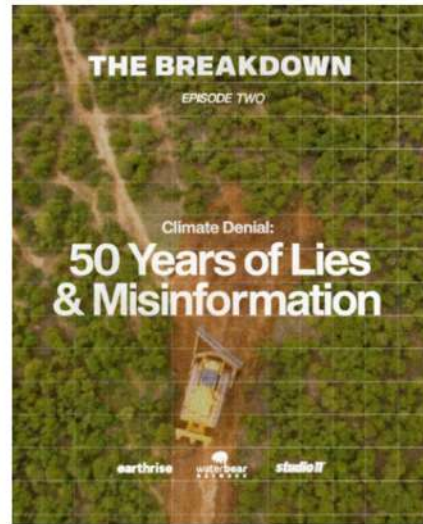
“Every Friday for 58 weeks in a row, Foster would stand near the perimeter of the White House in Lafayette Square brandishing a placard that read “School strike for climate”, an invocation of the global school strike movement sparked by Swedish climate activist Greta Thunberg.”

How can we harness the power of storytelling?"

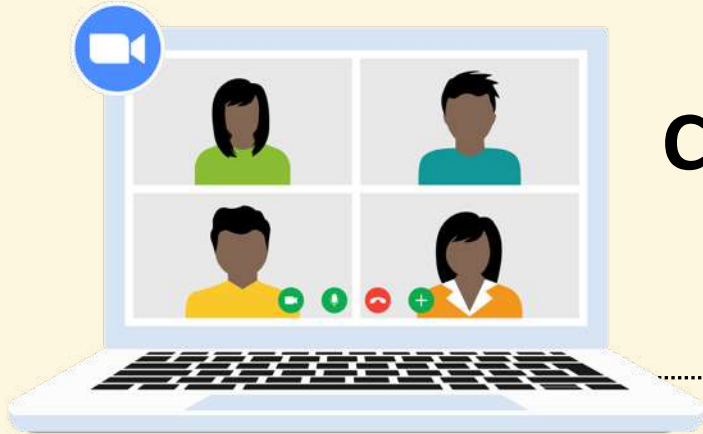




How can we harness the power of storytelling?”



<https://www.earthrise.studio/project/the-breakdown>



CHATTERFALL



In the next slide,
we are asking
you a question



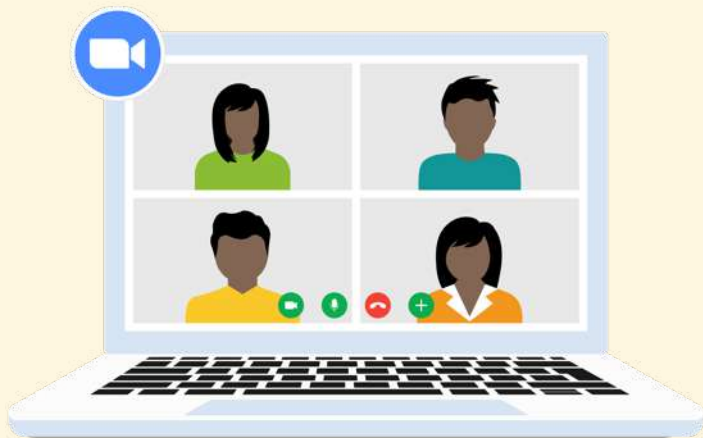
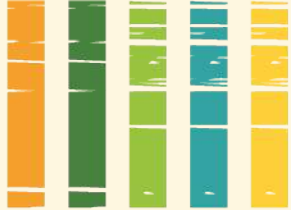
Please reflect
on the answer
for 20 seconds



Type it in the
chatbox **WITHOUT**
hitting send

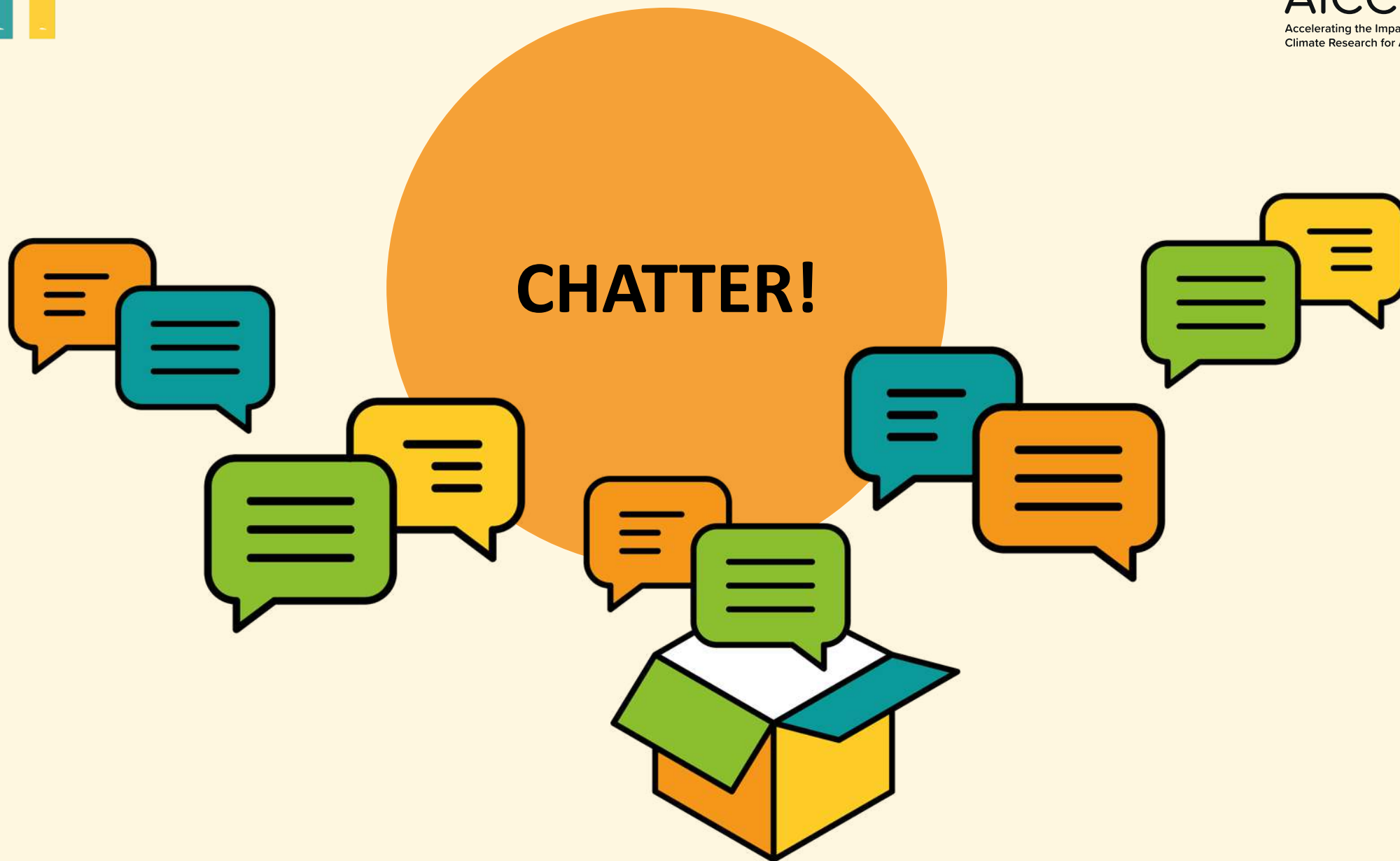


When we say
Chatter – **GO**
– **SEND!!**



In your country or community
how do people connect?

Remember, DO NOT hit send until we say “CHATTER”



Planting billions of trees can help tackle the climate crisis



People plant avocado trees in Katbare, Ethiopia,.






In late July 2019, Ethiopia claimed to have set a world record by planting 350 million tree saplings in a single day.

Mass tree-planting in Ethiopia broke world records, but its impact will take time



Ethiopia follows in the footsteps of other mass tree-planting initiatives in China and India.

Mass tree-planting projects are exciting, but the solution is never as simple as it seems.



“Often, the allure of bold targets obscures the challenges involved in seeing them through, and the underlying forces that destroy ecosystems in the first place.

Instead of focusing on planting huge numbers of trees, experts say we should focus on growing trees for the long haul, protecting and restoring ecosystems beyond just forests, and empowering the local communities that are best positioned to care for them.”



There aren't enough trees in the world to offset society's carbon emissions – and there never will be

April 23, 2021 12.25am EDT

The Right Trees for the Right Place

A. Trees for Products



fruit



firewood



medicine



income



Sawn wood



fodder

B. Trees for Services



Soil fertility



Carbon



erosion



watershed



shade



biodiversity



- Trees offer many tangible benefits to farmers.
- Improve soil quality
- Reduce soil erosion
- Provide shelter for livestock and crops
- Stabilise the soil against flooding
- Provide income from fruits, timber and seeds



Pointers about massive tree planting

- Natural regeneration of trees can be cheap and effective
- Engage with locals about historical prevalence of plants and trees
- Secure land tenure for communities
- Move carbon capture focus ecosystems health perspective and viewing forests as biodiversity reservoir
- Don't revert to monoculture fast growing eucalypt or pine trees
- Avoid perverse incentives to cut down existing forest in order to plant new trees
- Consider how the seedlings will fare over the next decades
- Not all ecosystems can support trees



Credit: Regreening Africa

<https://mahb.stanford.edu/library-item/the-false-promise-of-massive-tree-planting-campaigns/>
Online article, Bonnie Waring, The Conversation and Shreya Dasgupta, Mongabay



WE NEED
REAL FORESTS
TO AVOID
**CLIMATE
CATASTROPHE**

**NOT
TREE PLANTATIONS**

GREENPEACE



- Many tree planting efforts focus on the **number of saplings planted or their initial rate of growth** – both of which are poor indicators of the forest’s ultimate carbon storage capacity and even poorer metric of biodiversity.
- More importantly, viewing natural ecosystems as “climate solutions” gives the **misleading impression that forests can function like an infinitely absorbent mop to clean up the ever- increasing flood of human caused CO₂ emissions.**
- Luckily, many big organisations dedicated to forest expansion are **incorporating ecosystem health and biodiversity into their metrics of success.**

There is no silver bullet to the climate crisis, but tree planting is a part of the solution.

Credit: Regreening Africa





TRANSFORMATIVE CHANGE

- The future that is coming often **requires significant change**
- Transformative change requires sometimes **radically new interventions, policies and partnerships**
- It requires **disruptive technology** which can be defined as any innovation that dramatically changes the way consumers, businesses and industries operate
- Moves us **beyond incremental change and results in major long-term changes** in the way systems operate



WHAT MIGHT TRANSFORM?

Transformational Shifts

- Markets to networks
- Transactions to Flows
- Ownership to Access
- Sellers and Buyers in negotiation- to producers and users in networks
- Gross Domestic Product to Quality of Life
- Productivity to Regenerativity

Rifkin, 2021

The Resilience Society 3.0 <https://www.youtube.com/watch?v=qma2P7EW8Ew>





WHAT MIGHT TRANSFORM?

The next industrial revolution
will emphasize:

- Communications
- Power/energy
- Transportation, mobility and logistics
- Education

Rifkin, 2021

The Resilience Society 3.0 <https://www.youtube.com/watch?v=qma2P7EW8Ew>



WHAT MIGHT TRANSFORM?

The next industrial revolution will emphasize:

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Rifkin, 2021

The Resilience Society 3.0 <https://www.youtube.com/watch?v=qma2P7EW8Ew>

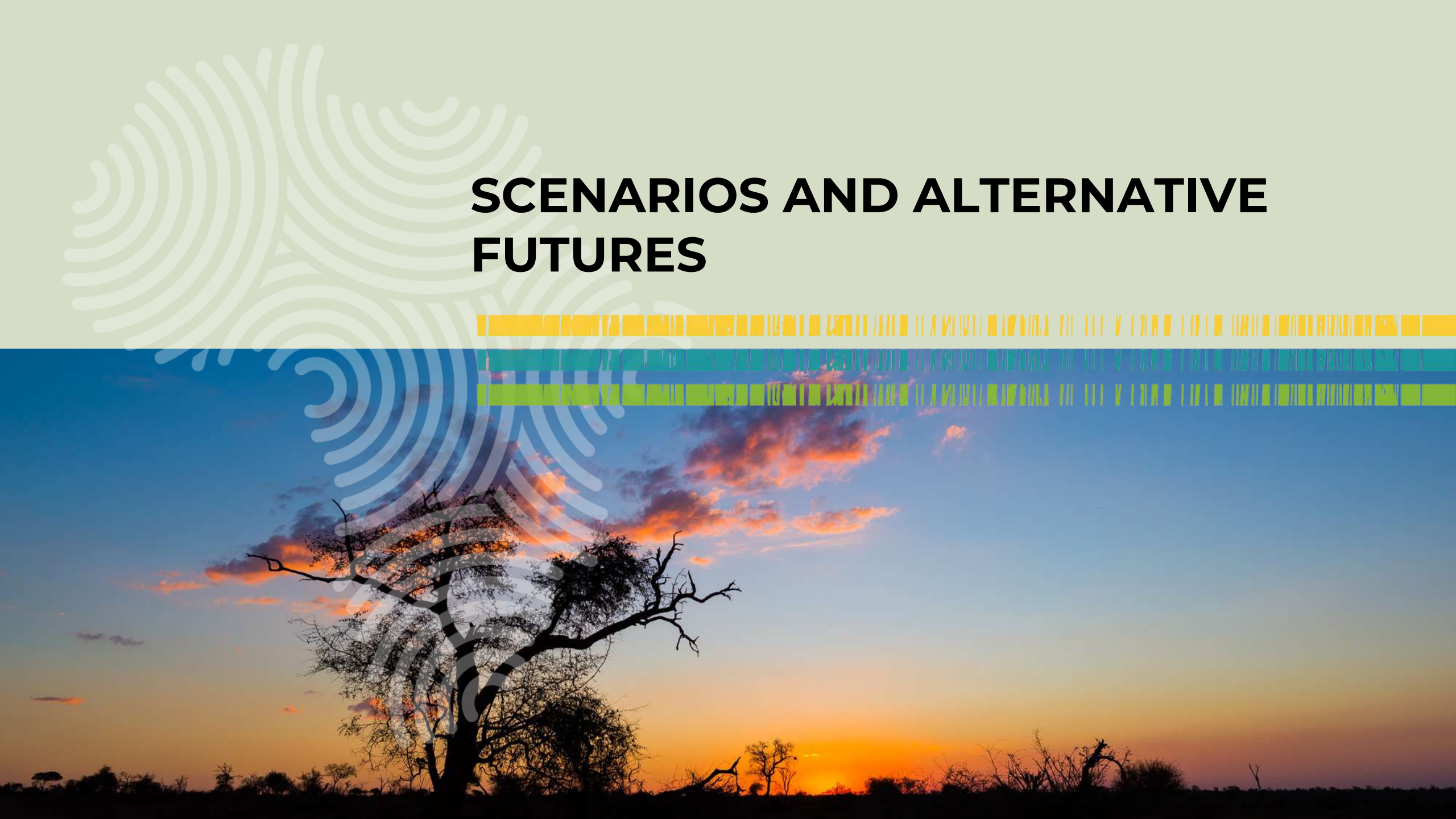


PATRICIA GICHINGA is the Head of Productions at Mediae Company. She uses educational and entertaining media that are highly effective in impacting on people's knowledge, attitudes and practices.

She has produced and directed dramas like Makutano Junction in Kenya, Mpeke town in Uganda, Reality shows such as Shamba shape up, Shamba chef in Kenya, and Don't lose the plot Uganda and Tanzania among others.



SCENARIOS AND ALTERNATIVE FUTURES

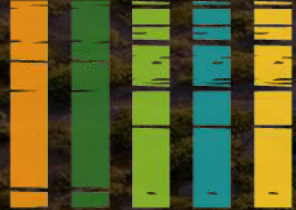




POLL 2

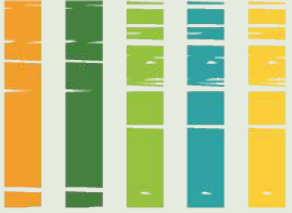
Understanding everyone's
experience on 'futures'

Comprendre l'expérience de chacun
sur les "futurs".



Foresight is the process of looking to the past and the present to envision and prepare for different futures, which then allow us to make strategic decisions today.





The premise of foresight is that the future is still in the making and can be actively influenced or even created





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?



Scope



Trend Analysis



Horizon Scanning



Systems Mapping



Cross sectoral and multi-stakeholder approaches



Visioning



Causal Analysis



Stakeholder Analysis

Backcasting



Pathway Development & Trade-offs



What might we do to get there?



Developing Scenarios



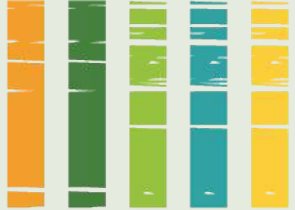
Scenario Implications



Transformation Actions



Develop Road Map



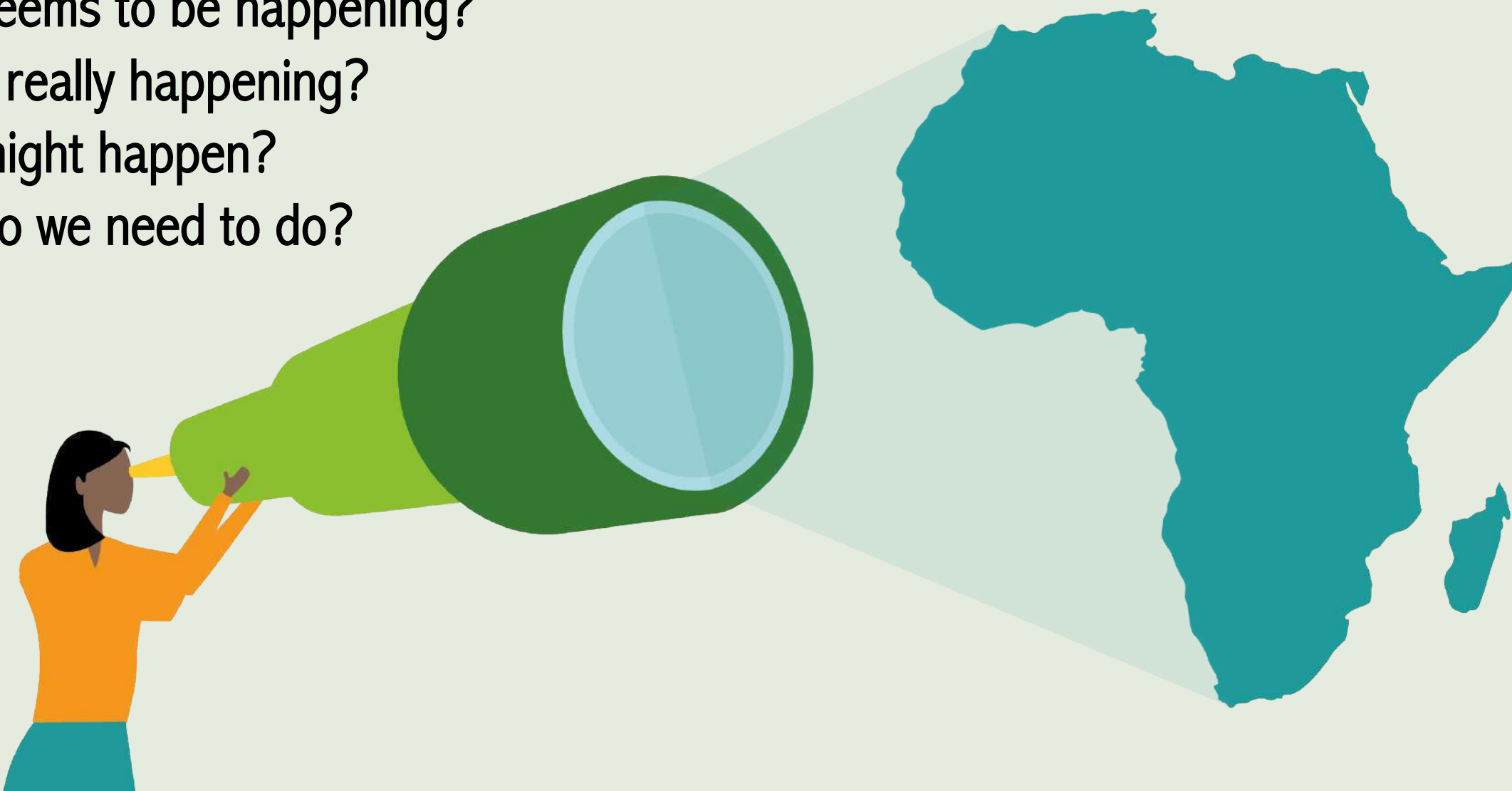
FOUR GUIDING QUESTIONS

What seems to be happening?

What's really happening?

What might happen?

What do we need to do?





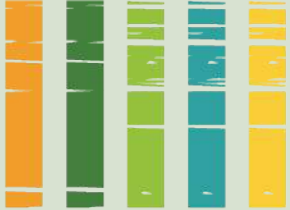
SCENARIOS

Scenarios are used as a method to **think about possible future states** and how uncertainties might play out.

Answering **'what if'** questions that describe multiple alternative futures spanning a key set of critical uncertainties.

A group of scenarios are alternative dynamic stories that **capture key ingredients of uncertainties of the future**. They reveal the implications of current trajectories, thus illuminating options for action





SCENARIOS

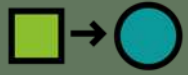
Storylines / narratives, answering 'what if' questions that describe **multiple alternative futures** spanning a key set of critical uncertainties. Scenarios identify future drivers of change and then plot out **plausible directions** that they may take.



SCENARIOS MUST BE....



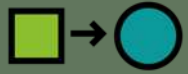
Plausible – it is reasonable to assume the scenario could happen.



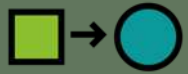
Plausibility does not mean that a future situation will happen



Viable – able to be done or could occur.



Feasible – possible and practical



Not predictive – participatory with multiple viewpoints, bringing



in quantitative and qualitative evidence but not predictive

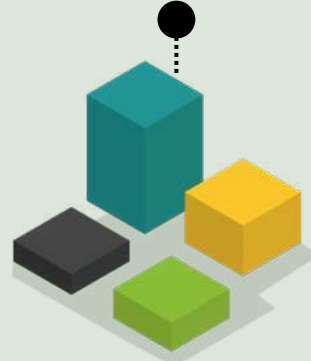
BUILDING SCENARIO PROCESS

Define focal issue and relevant time frame



1

Group drivers into categories



3

Select high impact & high uncertainty drivers



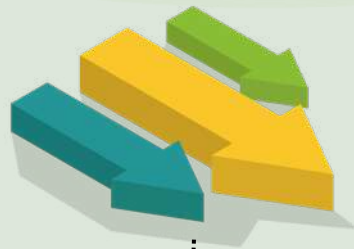
5

Build scenario storylines



7

Identify and brainstorm drivers of change



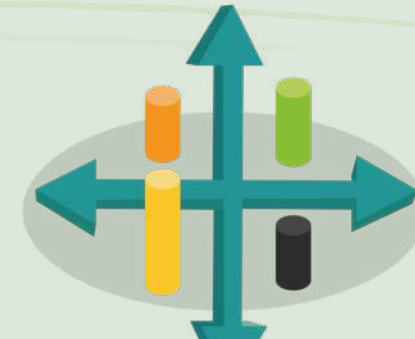
2

Identify high impact & high uncertainty drivers



4

Set up scenario axis



6





HIGH Media Coverage

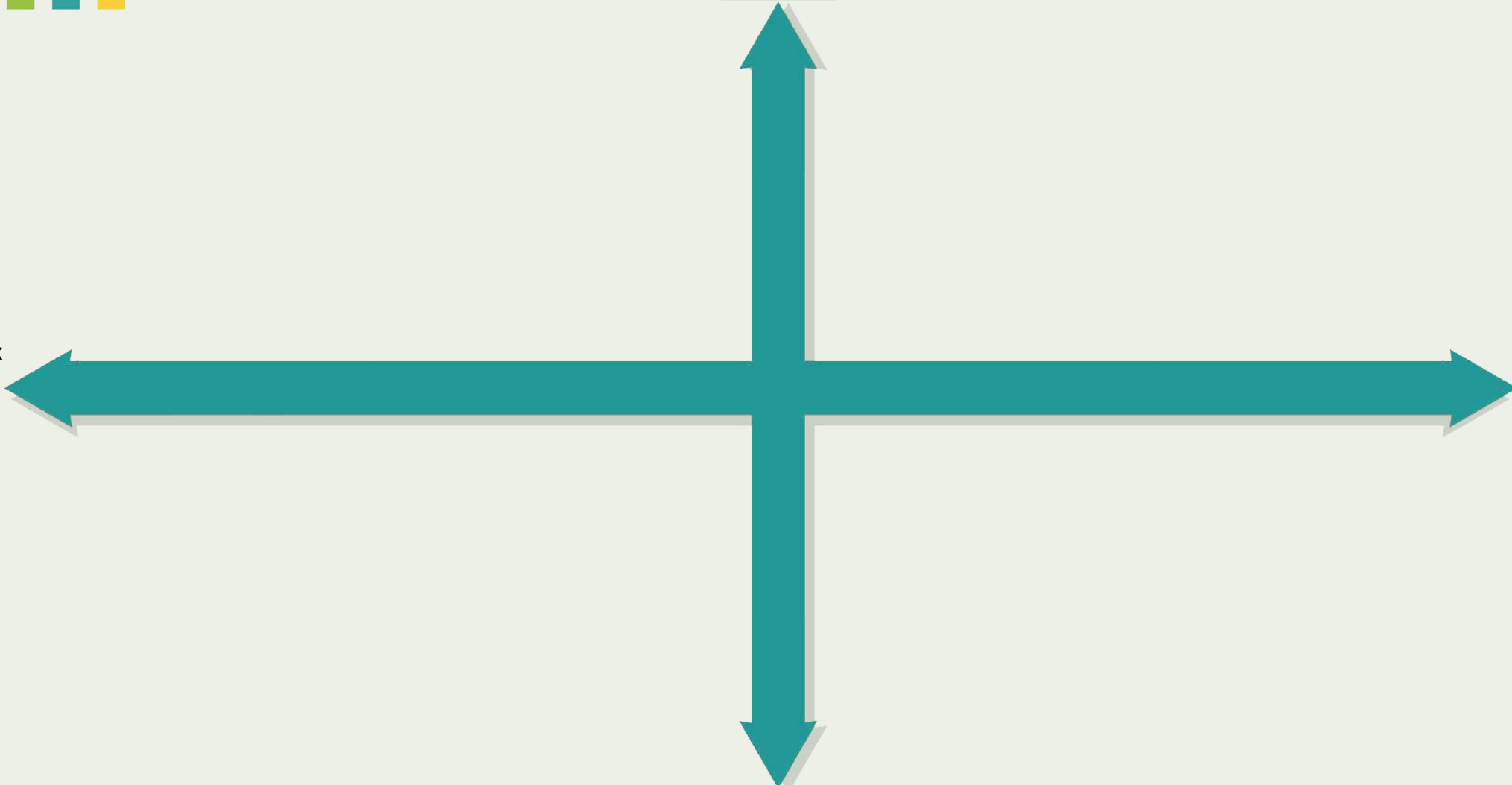


LOW Media Coverage

LOW Climate Risk



HIGH Climate Risk





HIGH Media Coverage

LOW Climate Risk



HIGH Climate Risk



LOW Media Coverage



What does the future look like if we have **low media coverage** and **high climate risk** ?



HIGH
Climate Risk



Popular
knowledge



Economic,
investment and
trade



Environmental
state, ecosystem
function, forest
cover, soil health



Socio-cultural,
education,
gender, youth



Political/
Institutional



Agriculture
Productivity –
livestock, crops
and aquaculture



LOW
Media Coverage

SCENARIO 1



HIGH
Media Coverage

What does the future look like if we have **HIGH media coverage** and **HIGH climate risk** ?

LOW
Climate Risk



HIGH
Climate Risk



LOW
Media Coverage



HIGH
Media Coverage



Popular
knowledge



Economic,
investment and
trade



Environmental
state, ecosystem
function, forest
cover, soil health



Socio-cultural,
education,
gender, youth



Political/
Institutional



Agriculture
Productivity –
livestock, crops
and aquaculture

HIGH
Climate Risk



Preferred Future Story Lines



Popular awareness and knowledge

The government, private sector and the population chose to get behind a campaign that would apply climate smart adaptation and mitigation and increase food security. Awards are given to media with best coverage.



Socio-cultural, education, gender, youth

Students are staying in school to increase opportunities of better employment. Social safety nets are in place to provide women and youth with nutrition foods and vocational training. Investments are focused on preventative health approaches in conjunction with emergency response.



Environmental state, ecosystem function, forest cover, soil health

Investments are made in land health and diverse land cover to enhance carbon capture prevent transboundary disease transfer.



Agriculture Productivity – livestock, crops and aquaculture

Farming systems are diversified through agro-ecological to reduce climate risk, increase water holding capacity and enhance nutrition.

Future Story Lines to Avoid



Popular awareness and knowledge

Politics and corruption among private sector and government kept the country from focusing on climate change avoiding the possibility for citizens to adapt to climate impacts.



Agriculture Productivity – livestock, crops and aquaculture

Loss of crops, livestock to drought, potential for **greater climate related disease risk**, severe challenges meeting food security needs of population.



Political/Institutional

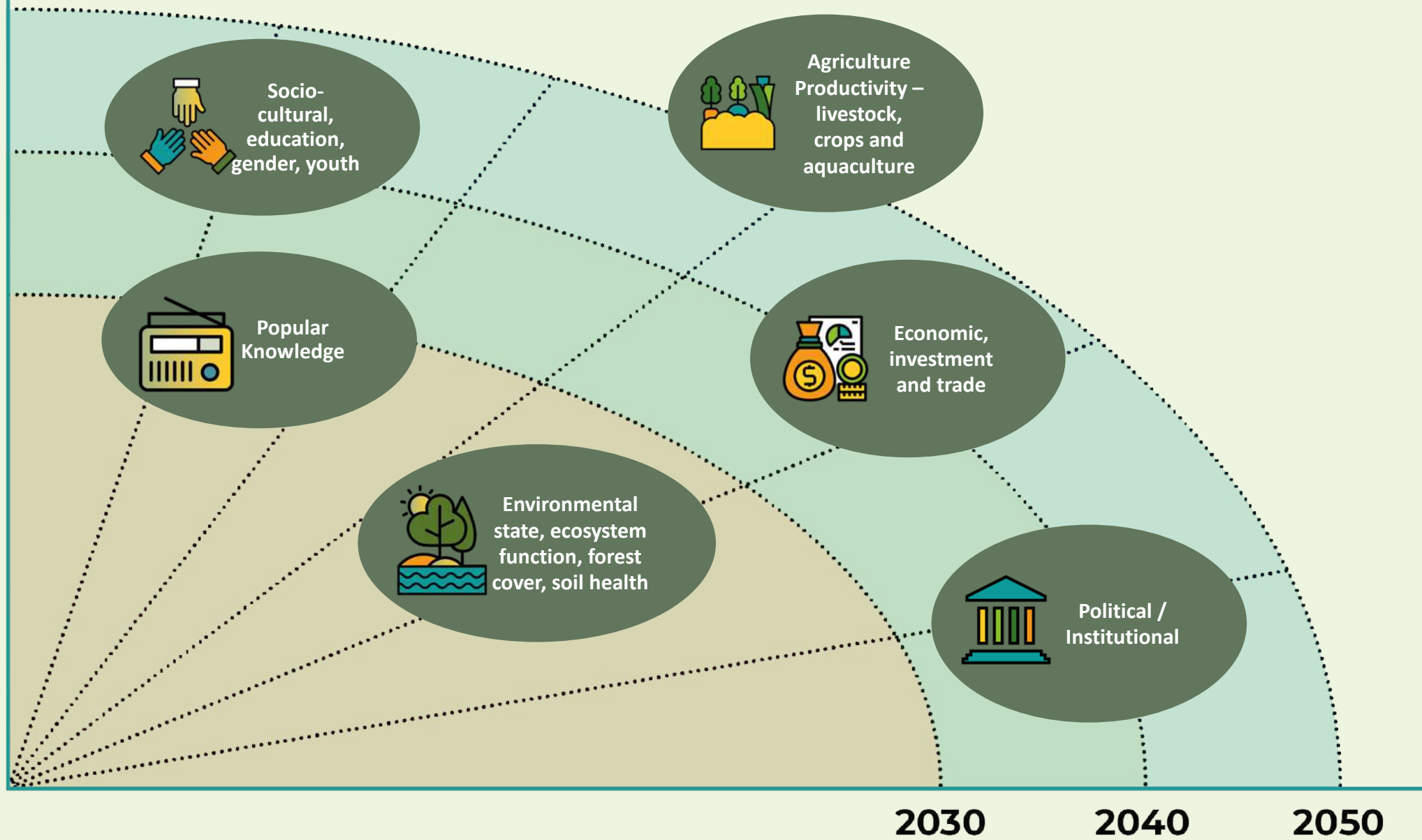
Likely **power grabs** by government leaders, move to more authoritarian government through shutdowns, loss of trust between GO and other societal sectors.



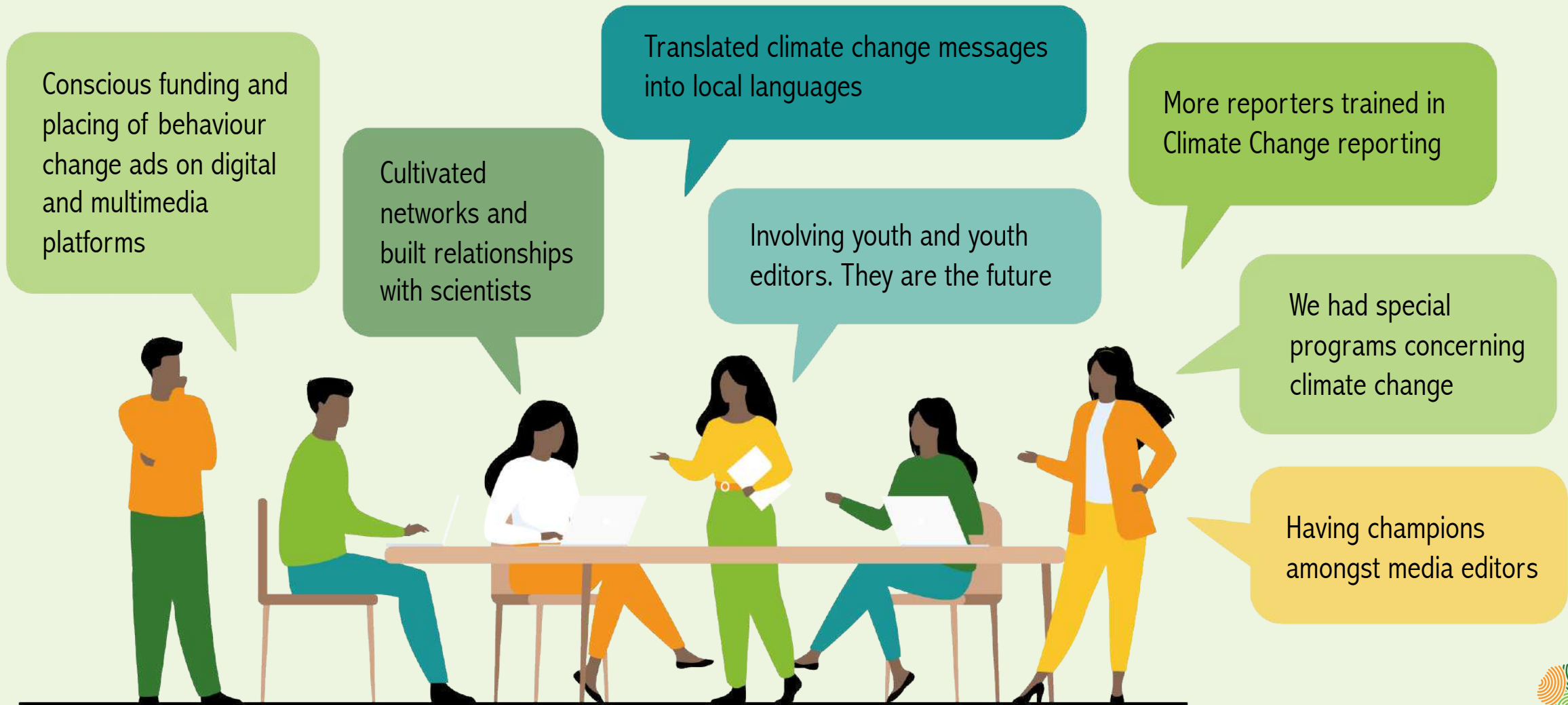
Economic, investment and trade

Dramatic reduction in national productivity and GDP, potential **damage to infrastructure**, focus on self-sufficiency (staples), closing of business across value chains.

What is coming out of your scenarios – aspects in the next five or 10 years that need urgent attention



Actions we can take to increase media coverage of climate change





Please register your comments and questions in the chatbox.

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



POLL 5

Evaluation - How would you rate today's training?



**COMING THIS
WEDNESDAY!**



Application and Feedback

Wednesday

10 November 2021

14:00 - 15:30 (SAST)



Cape Town Drought case study



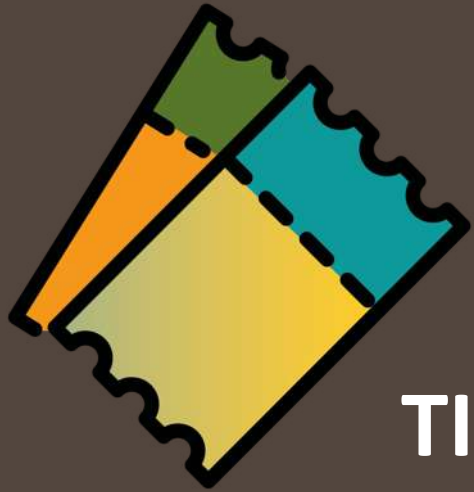
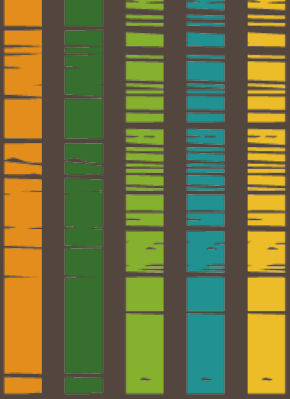
The Kenyan Drought



Creating a Checklist



Networking



**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 Wednesday

SAME TIME SAME ZOOM LINK