



# MEDIA TRAINING SERIES: Climate change and food security





If you were not with us for Sessions 1-3, please write your name and affiliation in the chat box.

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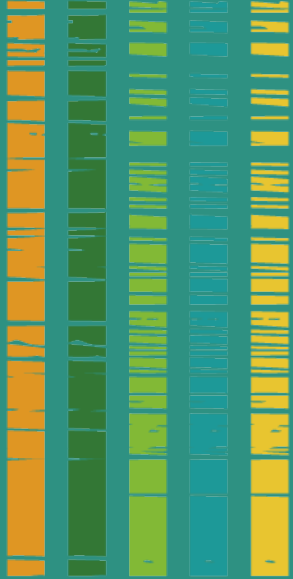
Si vous n'étiez pas avec nous pour les Sessions 1-3, veuillez écrire votre nom et votre affiliation dans la boîte de discussion.



## POLL 1.

How is the week going?

Comment se passe la  
semaine ?



## 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

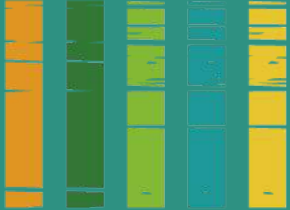
### GUEST SPEAKERS

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



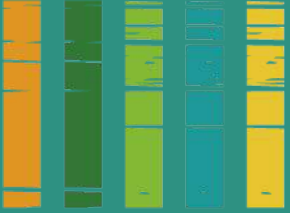
The Kenya Drought



Creating a Checklist



Networking



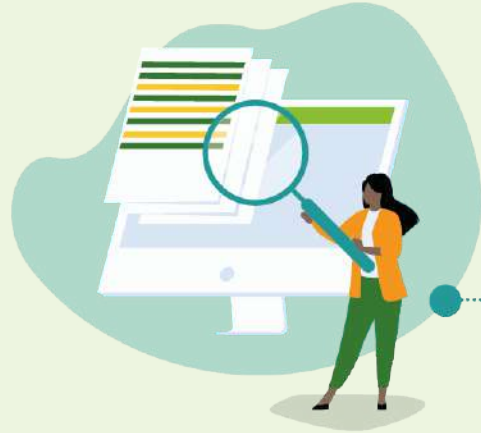
## SESSION **THREE** OBJECTIVES

- 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



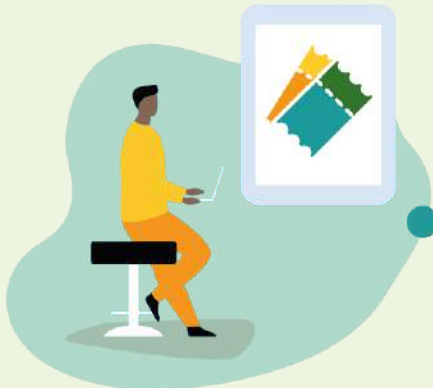
Using Scenarios for Future Planning



Guest Speaker: Ammaarah Martinus,  
Western Cape Government



Developing a Climate Change  
Journalism Checklist



Evaluation & Close



Networking: Media and Climate Change



Q&A





**AMMAARAH MARTINUS** is the Director of Policy, Research and Analysis at Western Cape Department of the Premier, City of Cape Town,

Her focus is on innovative research, policy development and strategic implementation in the social sector.

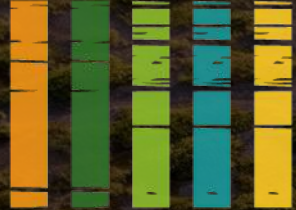
She has lead behavioural insights programmes in the Policy and Strategy Unit, in the areas of sustainability, education, health and safety.

She has provided training programmes to government officials on the use of Behavioral insights in public policy.



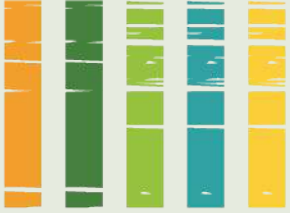
# SCENARIOS AND ALTERNATIVE FUTURES





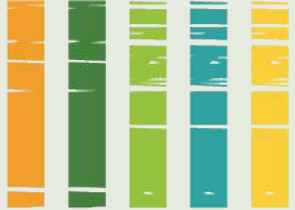
Foresight is the process of looking to the past and the present to envision and prepare for different futures, which then allow us to make strategic decisions today.





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





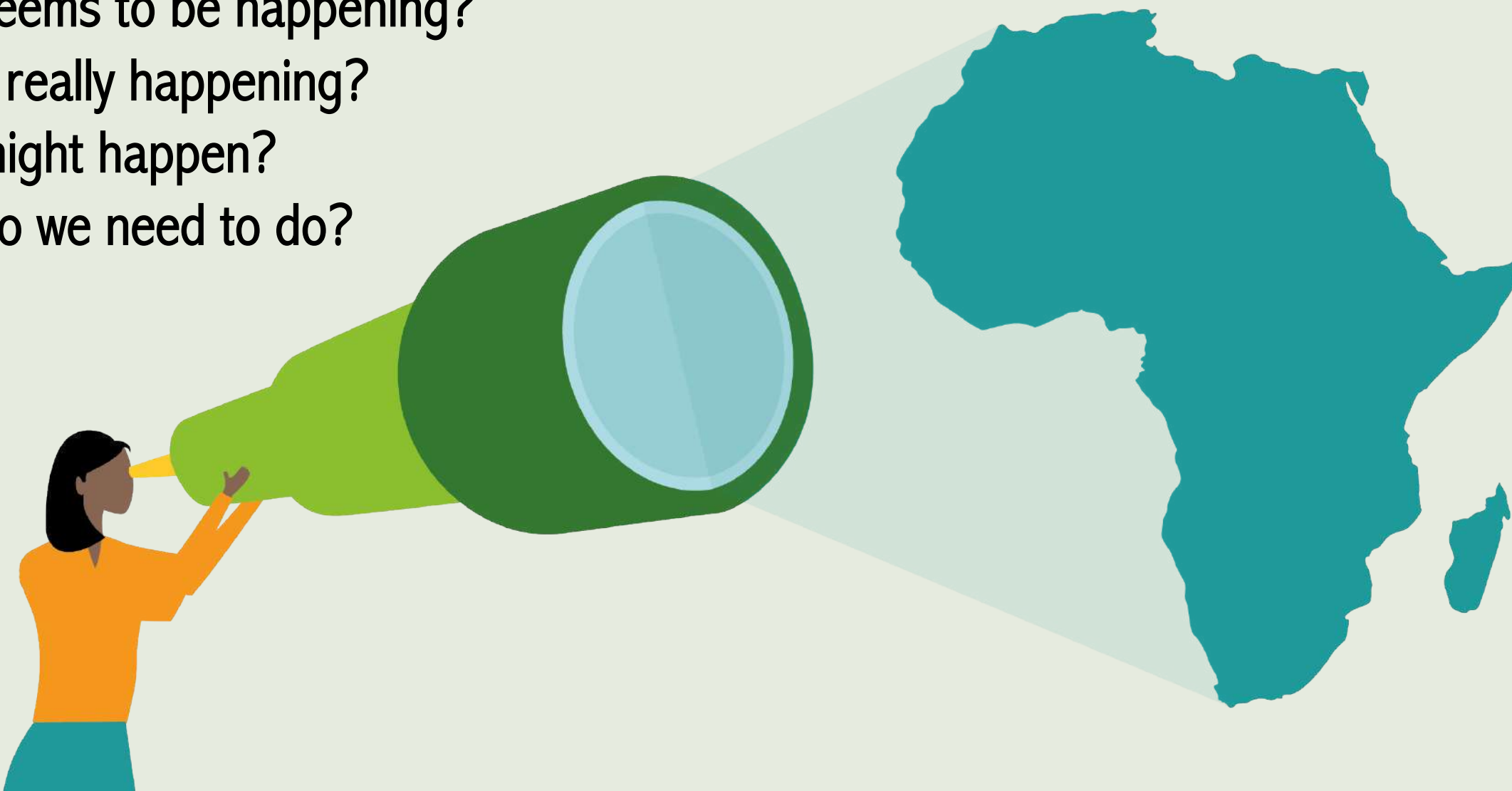
## FOUR GUIDING QUESTIONS

What seems to be happening?

What's really happening?

What might happen?

What do we need to do?





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



Developing Scenarios



Scenario Implications



Transformation Actions



Develop Road Map



AICCRA

Accelerating the Impact of CGIAR  
Climate Research for Africa



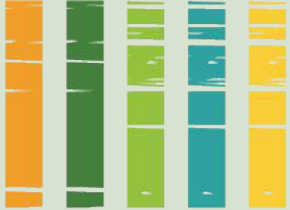
# SCENARIOS

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.





HIGH Media Coverage

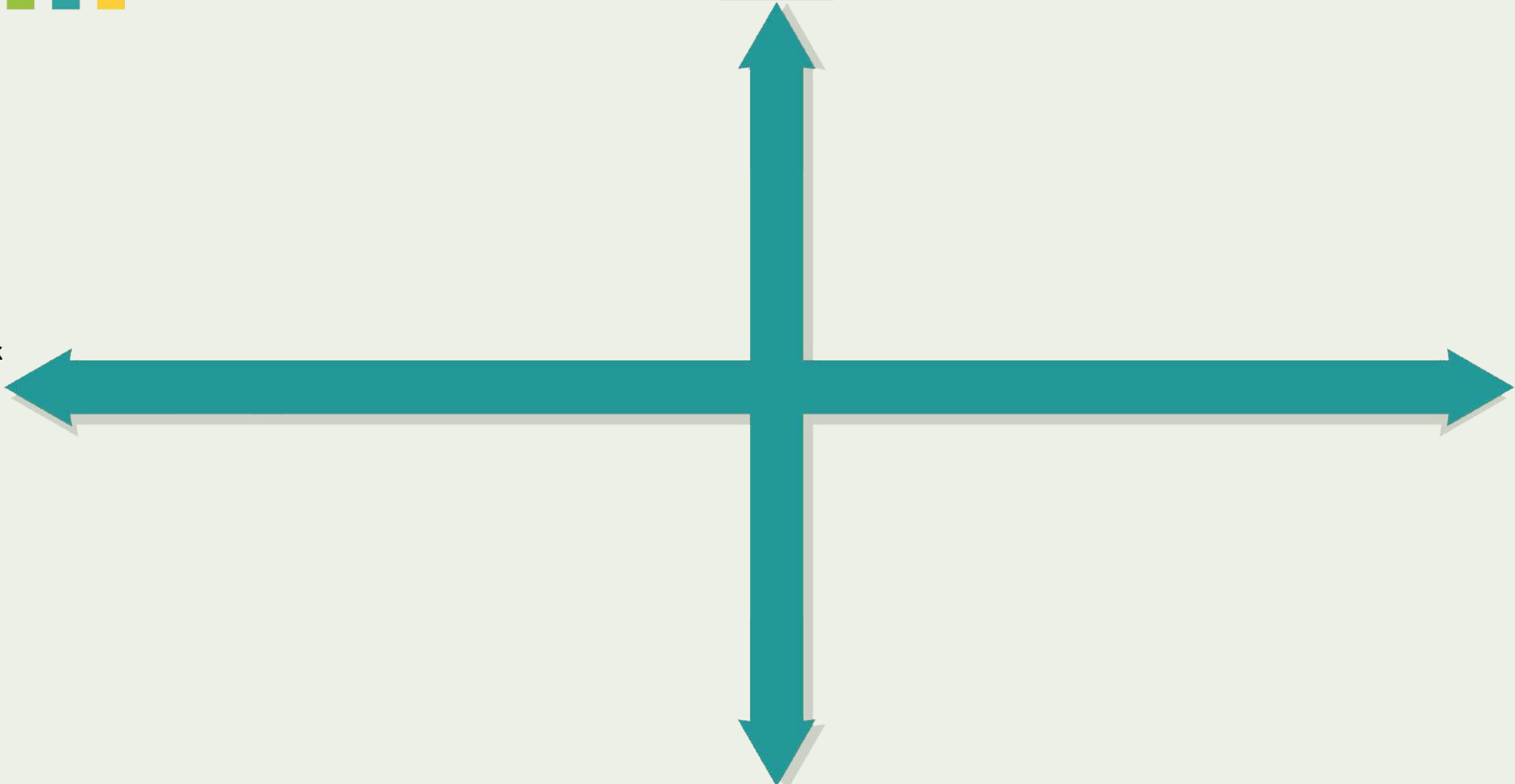


LOW Media Coverage

LOW Climate Risk



HIGH Climate Risk





**HIGH Media Coverage**

**HIGH Climate Risk**



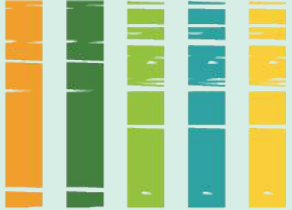
**LOW Climate Risk**



**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** ?

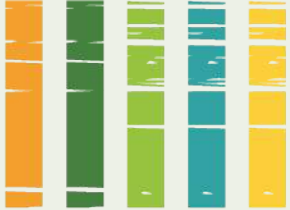
**LOW**  
Climate Risk



**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

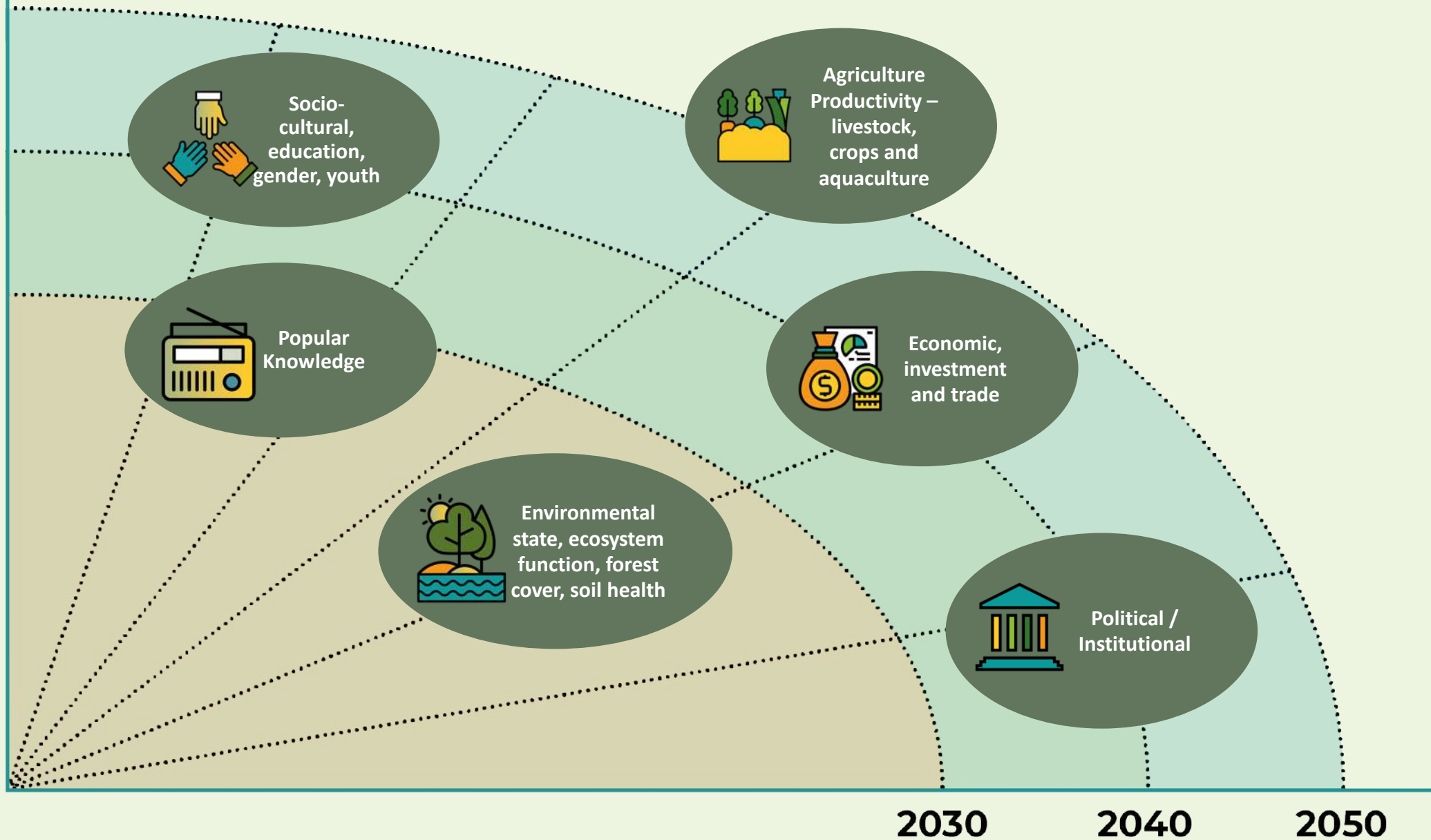
Likely **power grabs** by government leaders, move to more authoritarian government through shutdowns, loss of trust between GO and other societal sectors.



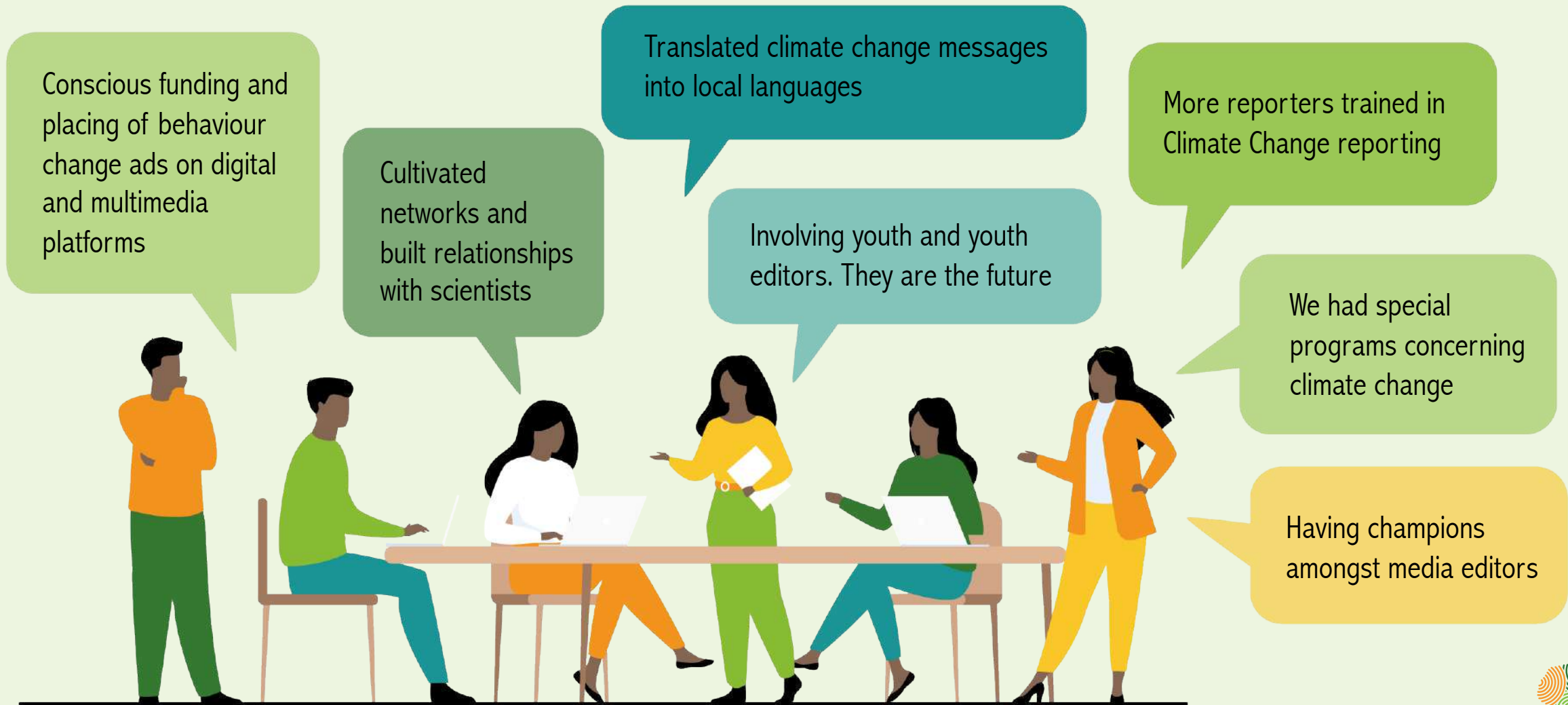
### Economic, investment and trade

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







## 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>

As Leonie Joubert wrote in the Daily Maverick's Our Burning Planet series:

“Editors continue to shove climate change into the environmental and science beats. These are still treated as the low-priority, “nice to have” pages, after newsroom resources have been given to the “serious” issues like politics, economics, and even sport.”



## Say yes to the science.

There are not two sides to a fact



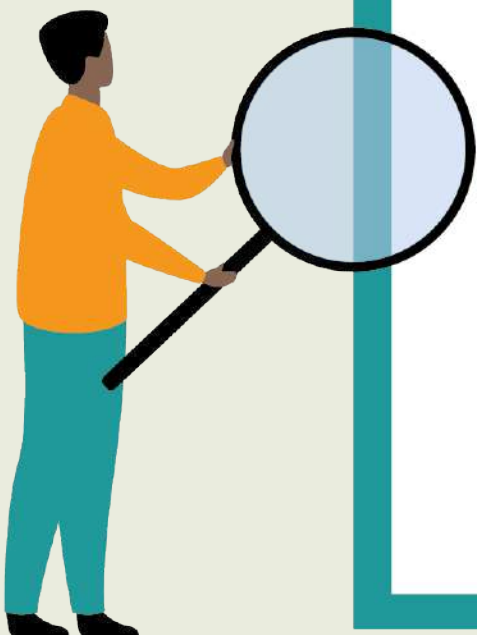
### The climate crisis is a story for every

**beat.** At its core, the climate story is a science story. But whether you cover business, health, housing, education, food, national security, entertainment, or something else, there is always a strong climate angle to be found. And climate need not be a story's central focus to merit mention. Also, journalists should be sure to emphasize the human-side of the climate story.



### Emphasize the experiences—and activism—of the poor, and the power of indigenous knowledge.

Environmental justice is key to the climate story. The poor, both in rural and urban contexts in Africa have long suffered first and worst from heat waves, floods, and other climate impacts. Yet their voices and stories are too often omitted from news coverage. Good climate reporting not only highlights these people's issues, it also recognizes that they are frequently leading innovators at the forefront of the climate fight.





**Say yes to the science.**

There are not two sides to a fact



**Go easy on the jargon.** This is a tried and true tenet of journalism generally, but it especially applies here. The climate story is full of jargon—parts per million of carbon dioxide, micrograms of particulate matter, and fractions of degrees Centigrade.

Always assume that your target audience is not scientists or fellow climate journalists and ask yourself: How can I help someone new to the problem understand it easily and accurately? Where possible, avoid clustering technical terms. And when attempting to quantify climate change, try to employ simple analogies.



**Avoid “doom and gloom.”** We can and must understand the epochal consequences of climate change. If our coverage is always negative, however, it “leaves the public with an overall sense of powerlessness “

It just reaches this point where people feel hopeless and overwhelmed

**“And when we feel that way, psychologists say, we tend to just avoid and deny, and tune out.”**

We need to tell stories of innovation and activism and adaptation.





**Say yes to the science.**

There are not two sides to a fact



**Extreme weather stories are climate stories.** The news is full of, floods, unseasonable rainfall, record heatwaves, pest outbreaks and drought. They are not all due to climate change, but the increased frequency and intensity of such extreme weather certainly is.

Yet much news coverage makes little to no mention of the climate connection, leaving audiences without context and unaware that humanity is already experiencing climate disruption.

The climate connection need not dominate coverage, nor distract from the vital information audiences need in the face of emergency weather conditions—but **mentioning it is a must.**





Say yes to the science.

There are not two sides to a fact



**Beware of “greenwashing.”** Companies are waking up to public demands for eco-conscious business practices. Pledges to “go green,” however, often amount to little more than marketing campaigns that obscure unmitigated carbon footprints. So cast a skeptical eye on grand promises of net-zero or carbon-negative emissions



**Let’s shift the outdated belief that climate coverage repels audiences and loses money.** Climate stories have a bad reputation as low-traffic ratings killers. This might have been true in the past, but demographic shifts and growing public awareness have brought increased demands for smart, creative climate coverage—especially from young audiences, for whom the climate emergency is often top-of-mind.



# “Nothing beats radio for telling Africa’s climate change stories” – Paula Park



- ✓ Translate scientific research into practical stories that are understandable to the everyday person in rural, semi-urban and urban areas
- ✓ Convey key findings on climate forecasts to farmers to help them prepare for future harvest seasons, and change their lives



In this news reporting from #AfricanFocus, focuses on the impact of flooding lakes in Kenya.

### Key take home for successful video reporting:

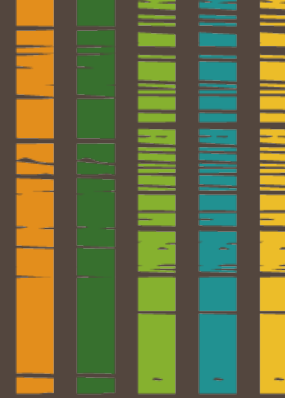
- Engage with stakeholders on the ground – provide a platform for them to voice their thoughts, ideas and concerns
- Makes clear the links between climate change and the development of daily lives /lived reality
- Highlight opportunities to improve livelihoods by adapting to climate change
- Engaging footage

TAKING ACTION

Feeling helpless about the climate crisis? Here's what you can do



© Activist from Mining Affected Communities United in Action. (Photo: Julia Evans)



Not alarmist



Practical tips on how individuals can adapt to CC and improve their livelihoods amid climate change



Raising awareness of local and international events focused on climate change



Links to additional information to help raise awareness



# 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.



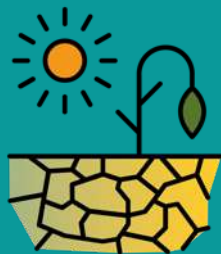
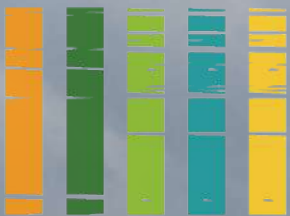
## Offering Insight

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.



## EXTREME WEATHER

Extreme weather stories are climate stories, but too often the connection is left out of reports

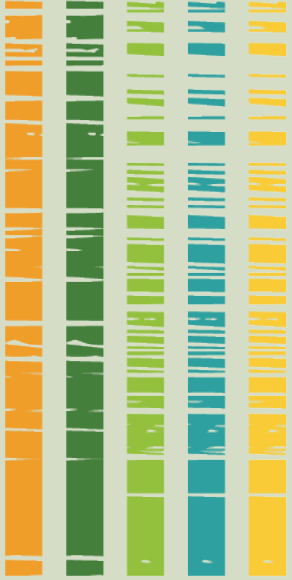
## A Story We're Already Telling

**“This storm is exactly the sort of event scientists around the world associate with global warming,”**

**or,**

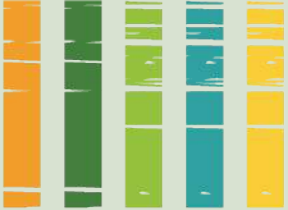
**“The hurricane/fire/drought/flood comes at a time when human-caused climate change is making storms like it fiercer and more frequent.”**

**A changing climate leads to changes in the frequency, intensity, spatial extent, duration, and timing of extreme weather and climate events, and can result in unprecedented extreme weather and climate events. — IPCC**



# Kenya Example





## 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>

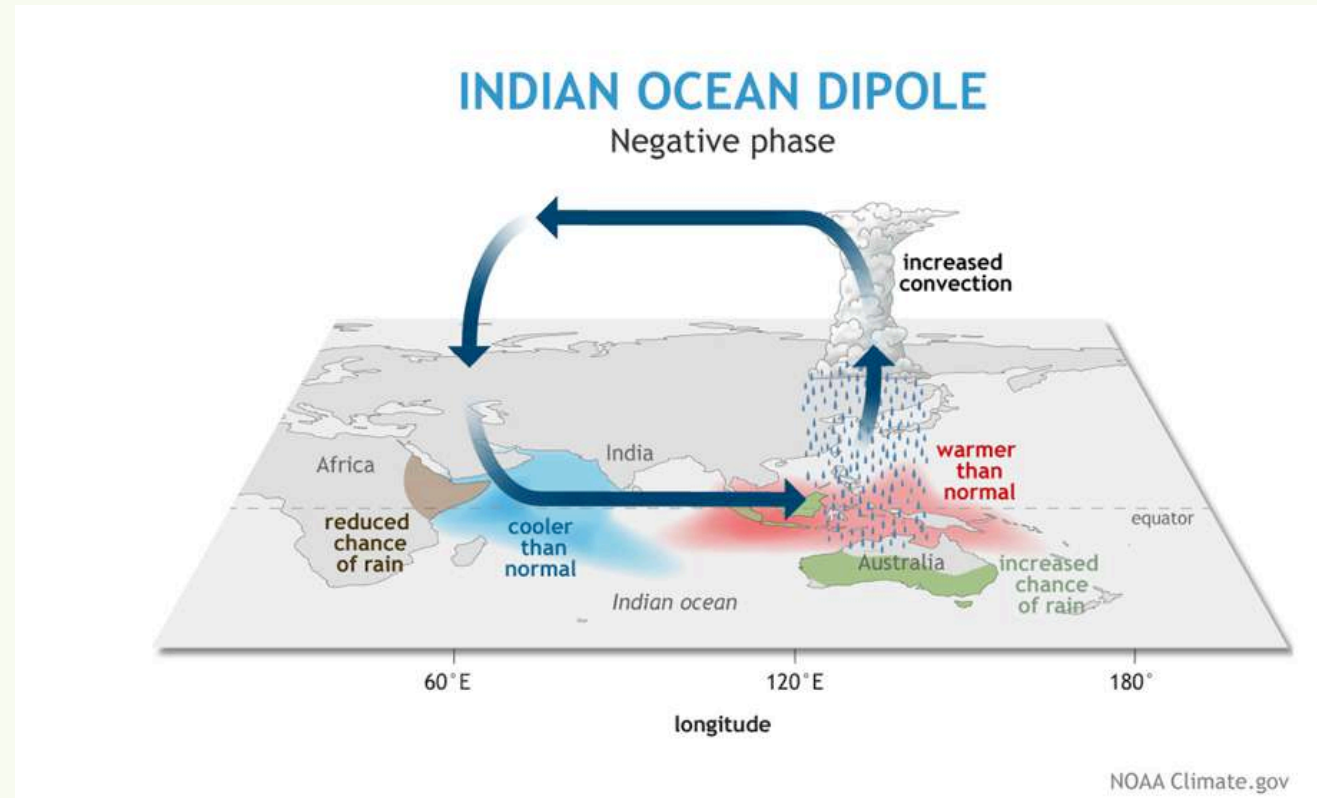




## The influence of La Niña

- 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>



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

3.7K views • 2 weeks ago

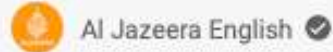


In the following two years of poor rainfall, Covid-19 pandemic and desert locust outbreak, nearly about two million Kenyans in the ...



## 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

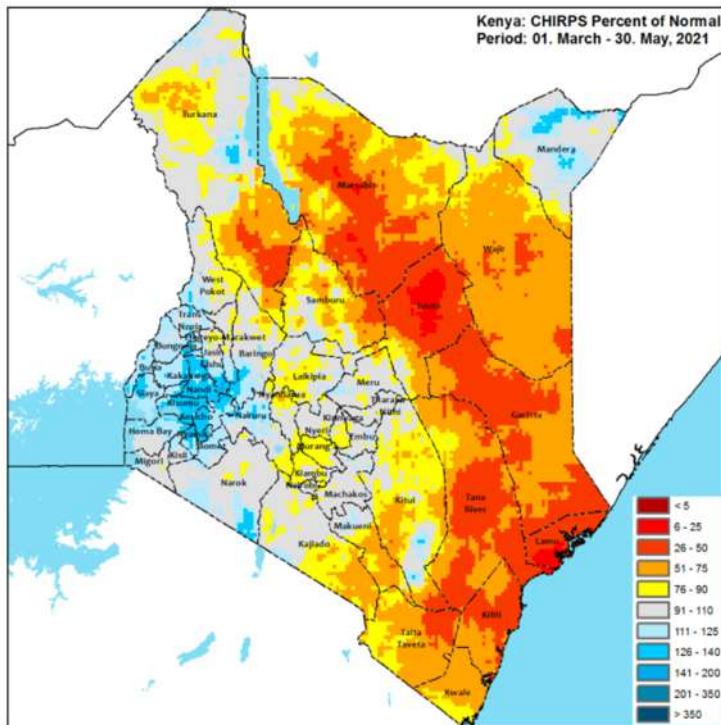


Figure 1.1: March to May long rains as a percent of normal

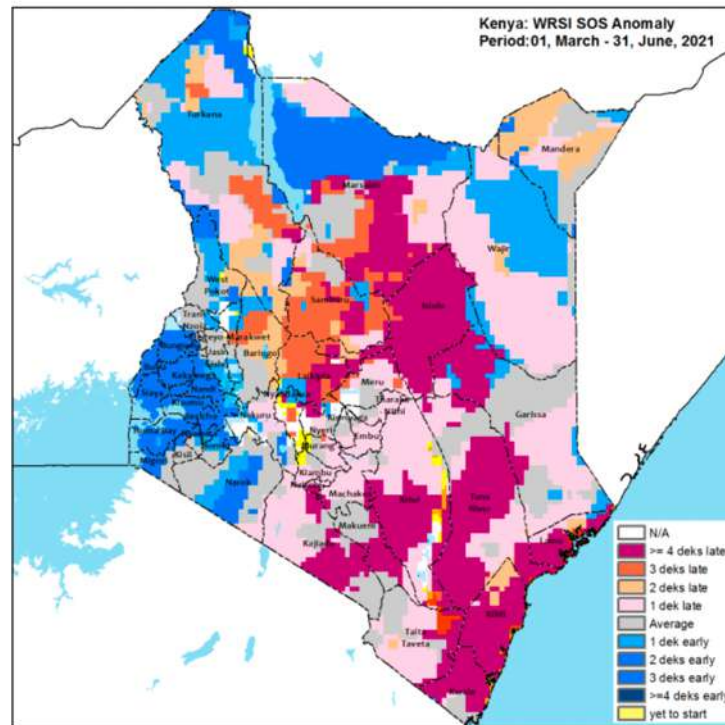


Figure 1.2. Rainfall onset anomaly

- 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*

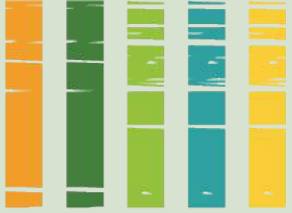


# Climate and Food Insecurity: Malnutrition

- 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.

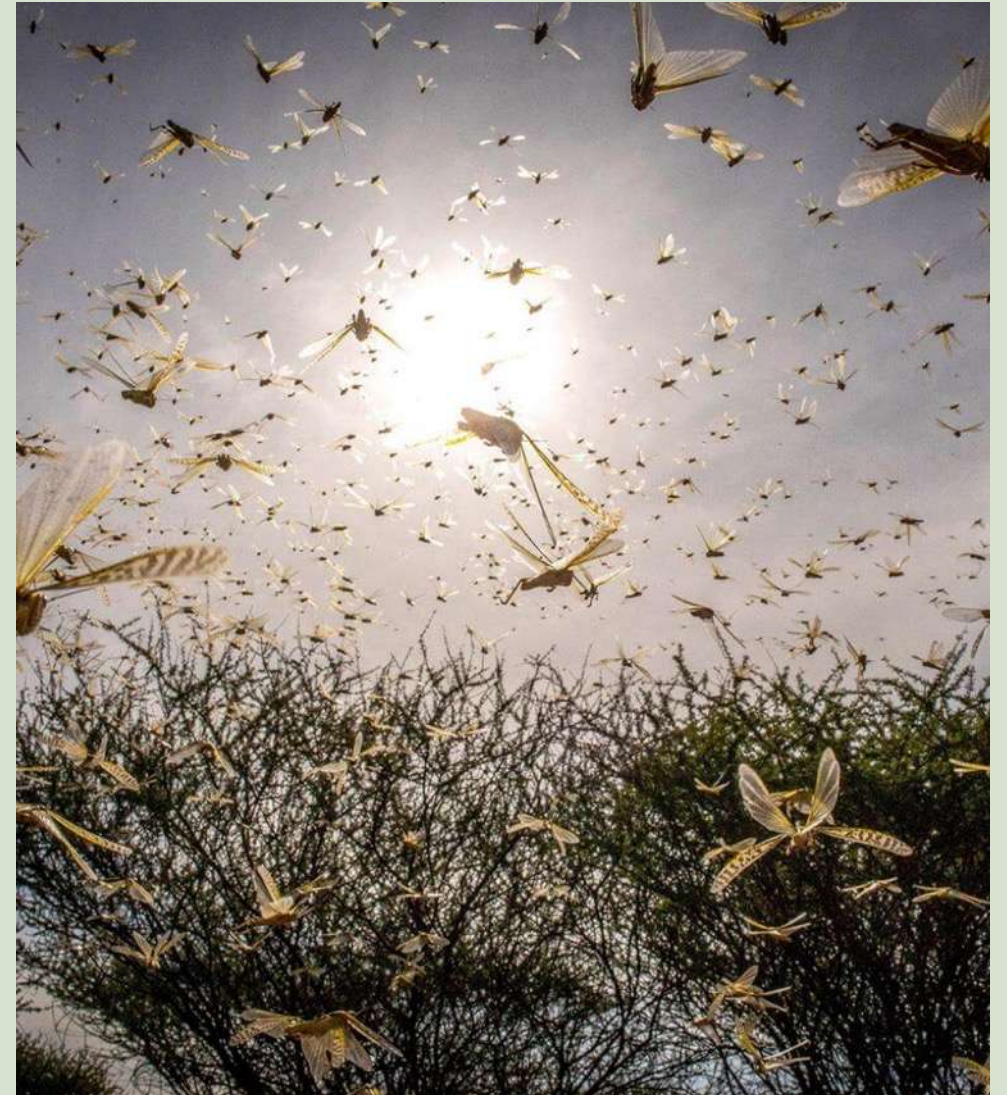


Photo: www.actionagainsthunger.org



# Climate and Food Insecurity: Pests and Diseases

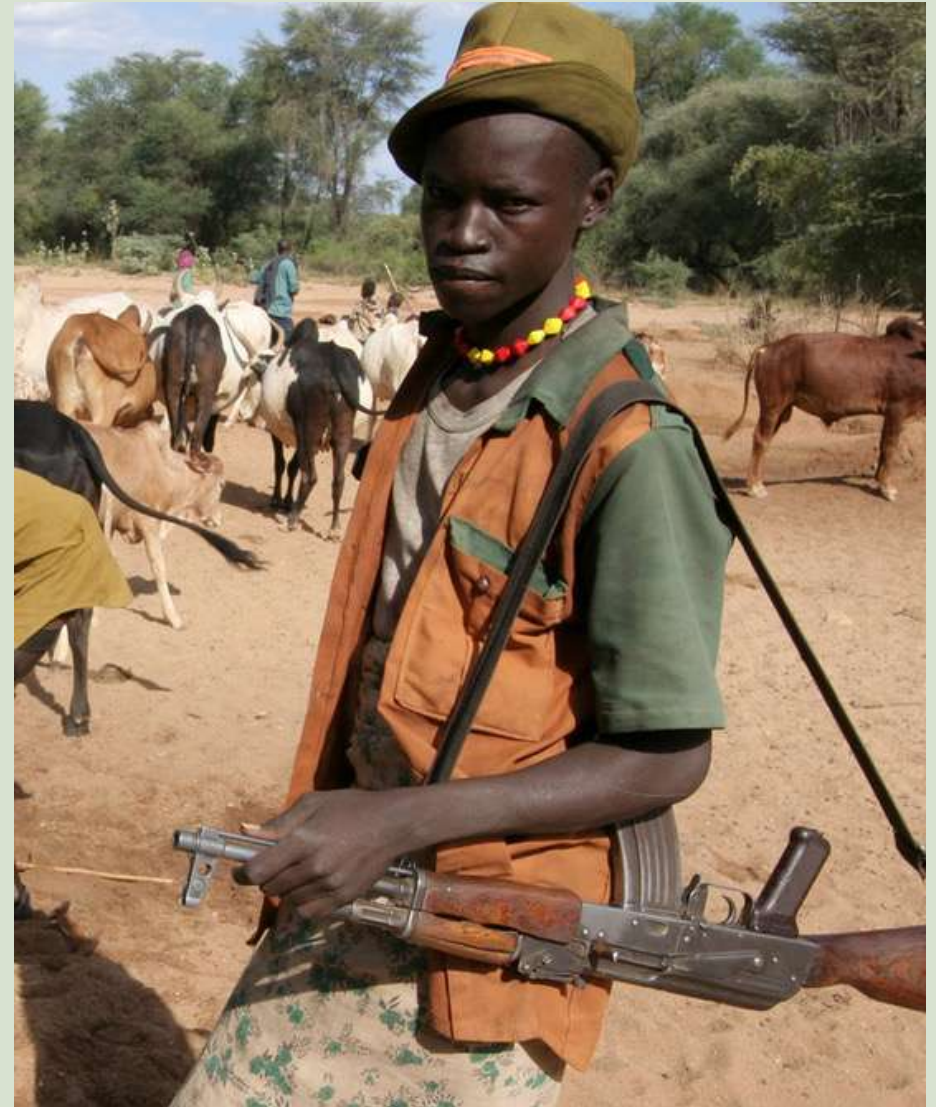
- **Locust infestations** of historic proportions have decimated crops in much of the country.
- **Livestock diseases** reported in multiple sub-regions include contagious caprine pleuropneumonia (CCPP) and Pests des Petits Ruminants (PPR), Lumpy Skin Disease (LSD) and Foot and Mouth Disease (FMD).
-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

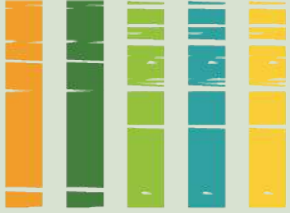




# Climate and Food Insecurity: Conflict

- 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



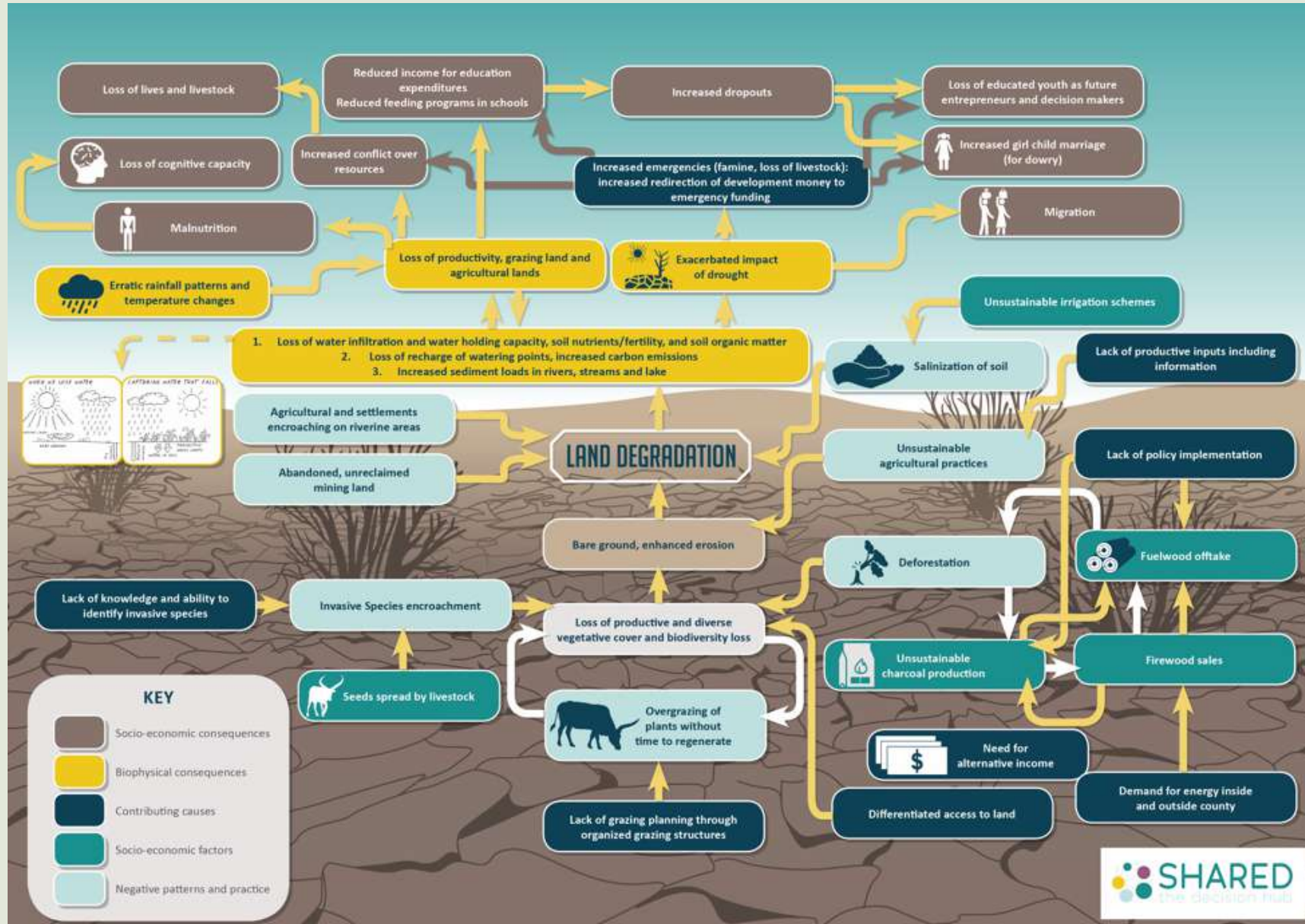
[http://www.xinhuanet.com/english/2020-04/26/c\\_139009715.htm](http://www.xinhuanet.com/english/2020-04/26/c_139009715.htm)

- 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





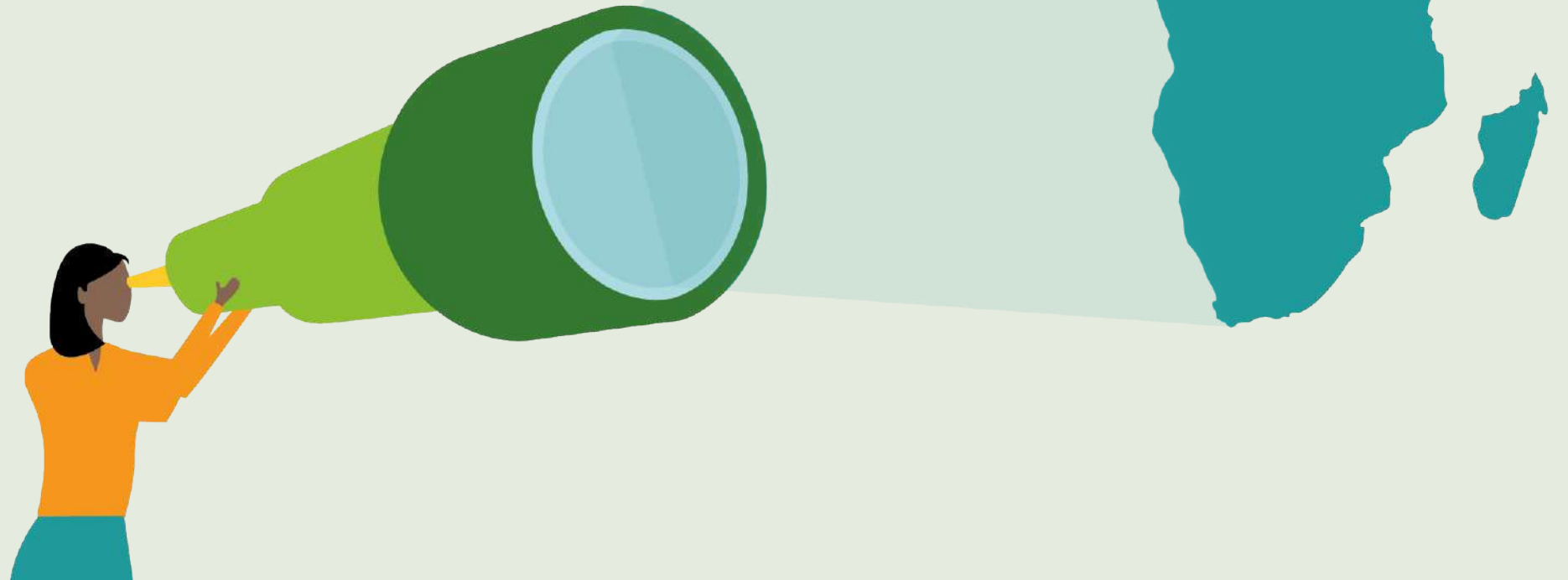
# What can be done? Where are the innovations?

- 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





**Can every story have a  
climate angle?**





Q&A

# Where have we been?





**Climate-related stresses** are “long-term trends or pressures that undermine the stability of a system and increase vulnerability within it”

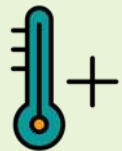
**Examples of climate-related stresses include:**



Decreased average annual rainfall



Delayed onset of the rainy season



Higher temperatures





**Climate-related shocks** are “external short-term deviations from long-term trends that have substantial negative effects on people’s current state of well-being, level of assets, livelihoods, safety or their ability to withstand future shocks”

Shocks are normally acute events that either slowly emerge (e.g., droughts) or rapidly emerge (e.g., flooding).

**Examples of climate-related shocks include:**



Floods



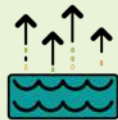
Droughts



Wildfires



Heatwaves



El Niño events



Livestock or crop disease outbreak



## Other key stressors include:



Rural poverty



Population growth



Unequal distribution/access  
to natural resources



Land degradation and  
deforestation



Lack of water access/infrastructure



Gender inequality





## CLIMATE-COMPATIBLE OR CLIMATE-SMART DEVELOPMENT

Development which **minimises harm caused by climate impacts**, while maximising the many human development opportunities and delivers benefits across all three priority areas: **climate mitigation, climate adaptation and poverty eradication.**



## CLIMATE-PROOFING

A process that makes **projects, strategies, policies and measures resilient to climate change**, including climate variability, by systematically examining projects, strategies, and policies to identify ways to minimise climate change risks and optimise adaptation, i.e., climate risk screening; and integrating these ways into programming and projects, i.e., mainstreaming.



## CLIMATE-MAINSTREAMING

**Integrating climate concerns and adaptation responses** into relevant policies, plans, programs, and projects at the national, sub-national, and local scales.



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



Developing Scenarios



Scenario Implications



Transformation Actions



Develop Road Map



## 3 CORE TIME FRAMES IN A FORESIGHT PROCESS



**1** Back into the past



**2**

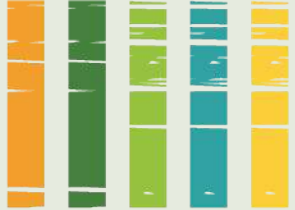
Assessing what is happening in the present



**3**

Anticipating the future





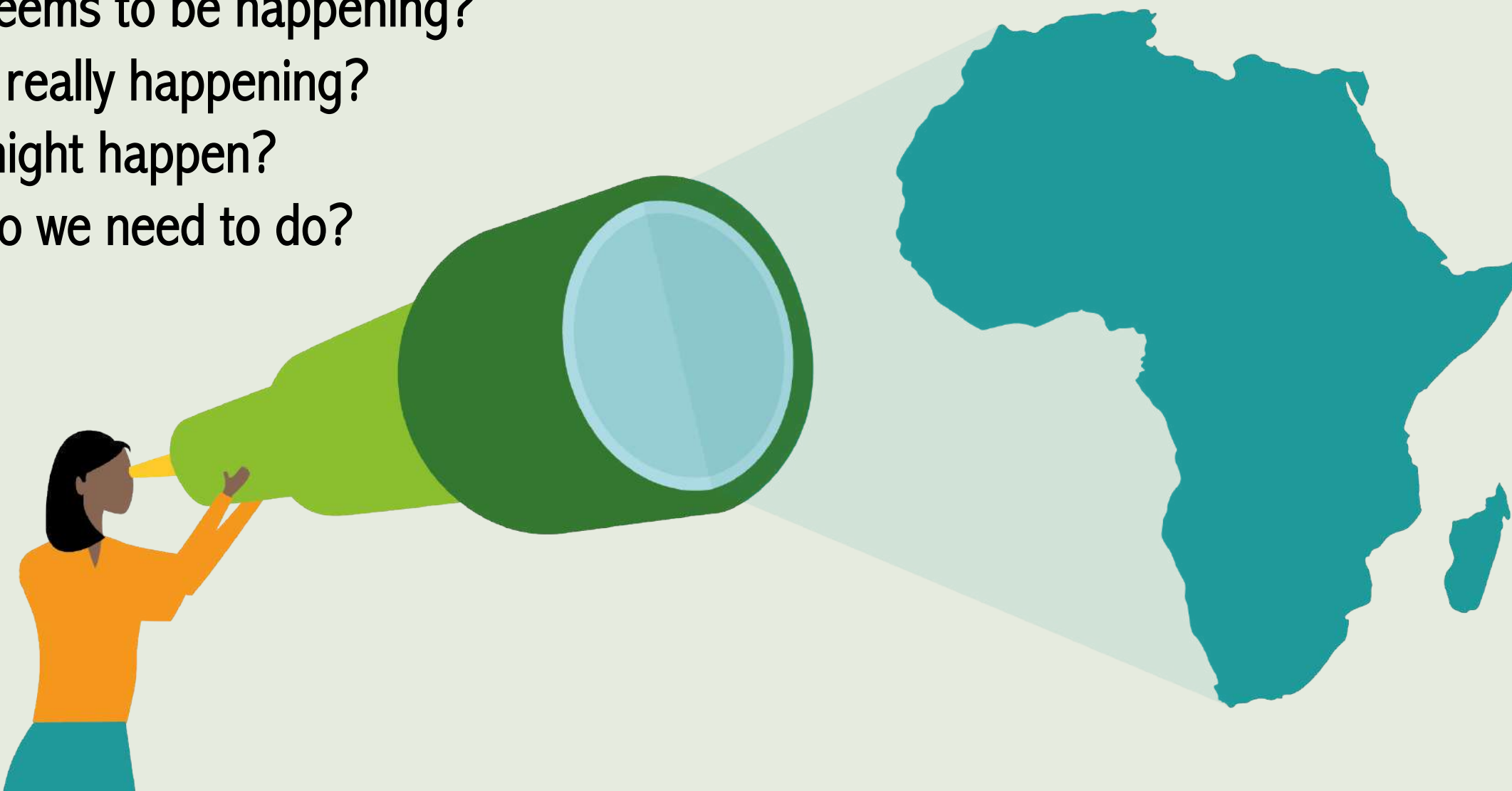
## FOUR GUIDING QUESTIONS


What seems to be happening?

What's really happening?

What might happen?

What do we need to do?

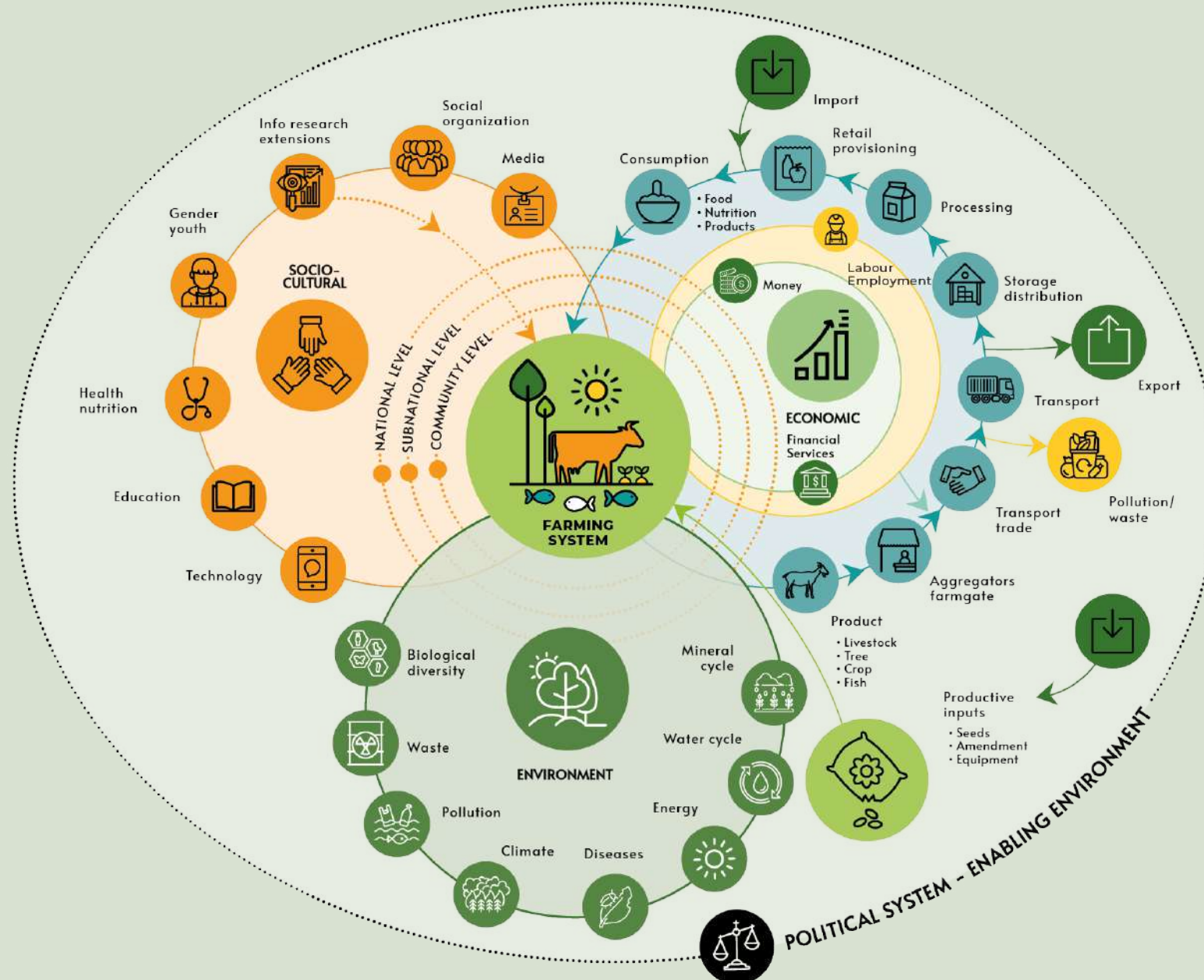




**Food System** – A food system is a **complex web of activities** involving the production, processing, transport, and consumption — **connecting people to their food**. Issues concerning the food system include the **governance and economics of food production, its sustainability**, the degree to which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

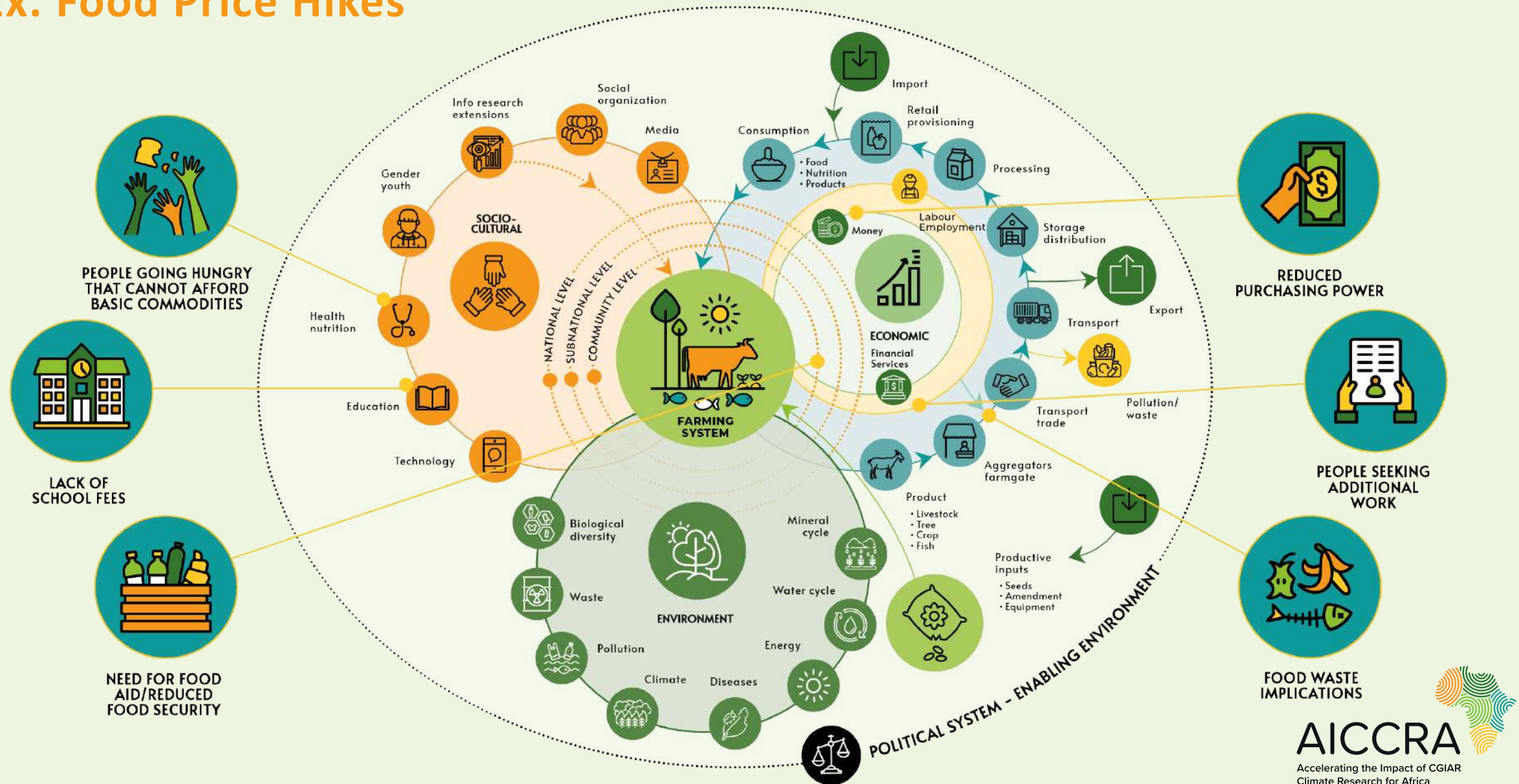
FAO; Schipanski et al., 2016

# Food systems are made up of many inter-related elements

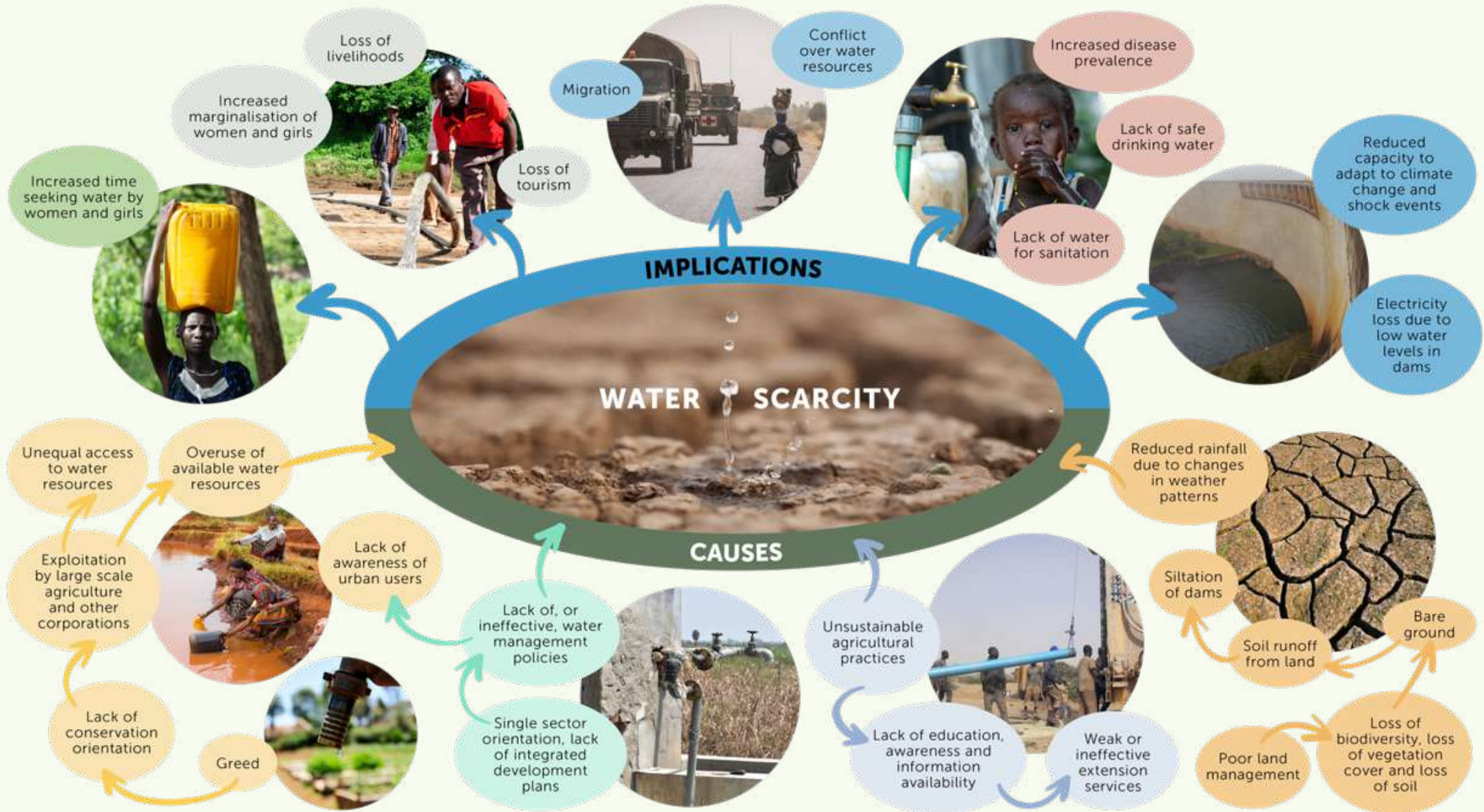


# Any one driver will affect many aspects of the system

## Ex. Food Price Hikes

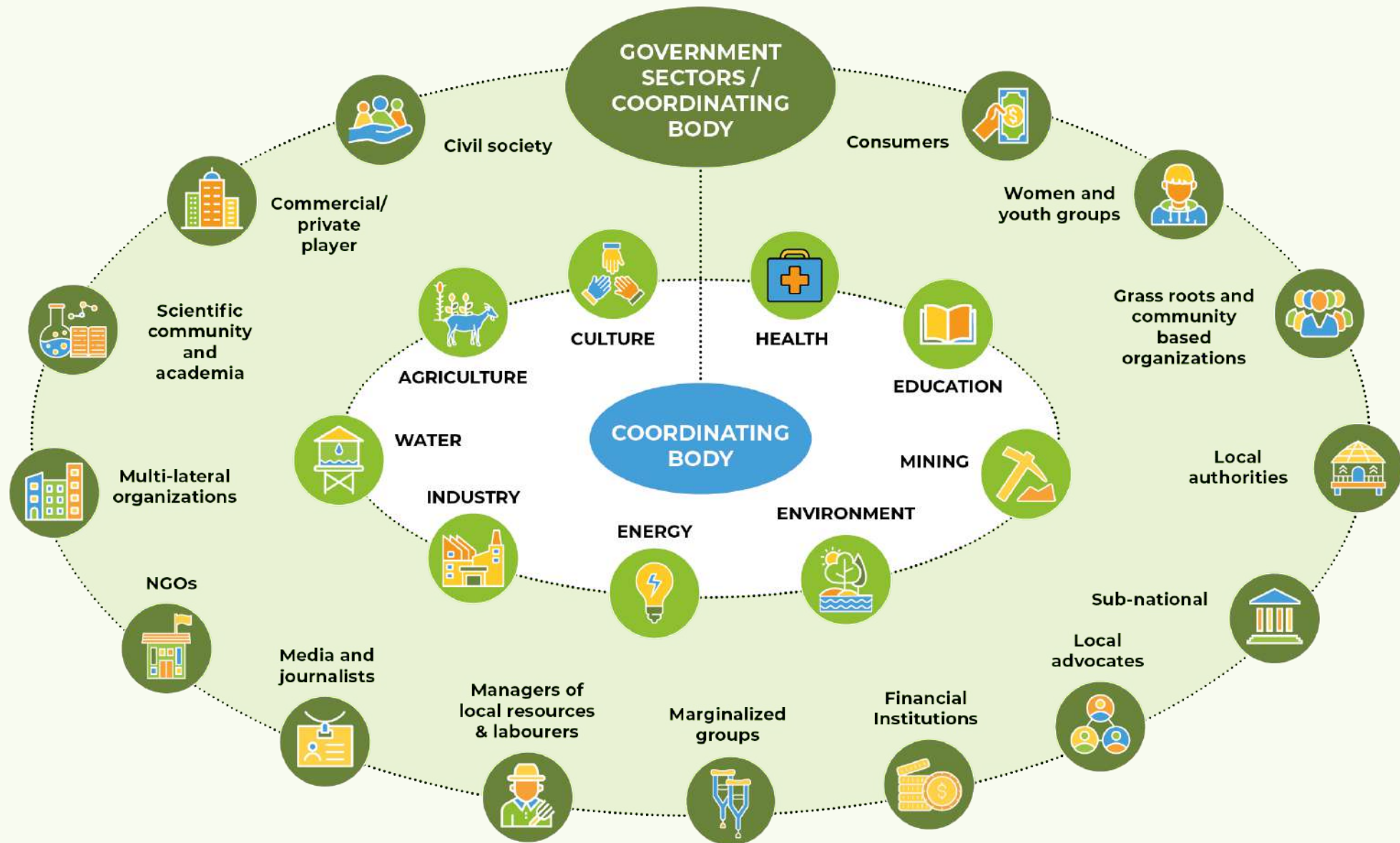


# We want to treat **root causes** instead of the **symptoms** in our planning and decision making





# Many stakeholders are needed to work toward climate change solutions





## BACKCASTING IS A FORESIGHT TOOL FOR CREATIVELY IDENTIFYING ACTIONS NEEDED



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



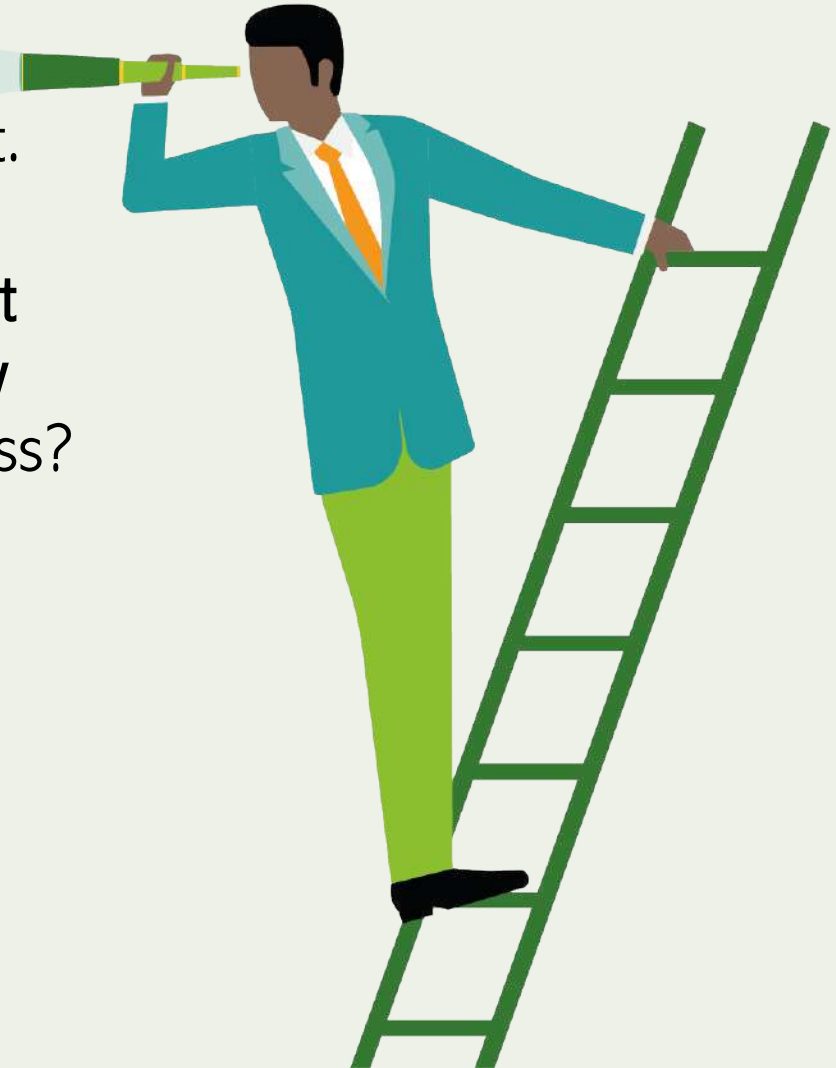
Look back to 2021 and ask "what do we remember about how we got to here?"; "what **actions, partnerships, policy changes**, etc. did we carry out" to get to the 2035 success?

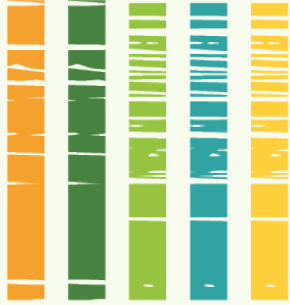


Remember **which barriers we overcame** and how we addressed them.

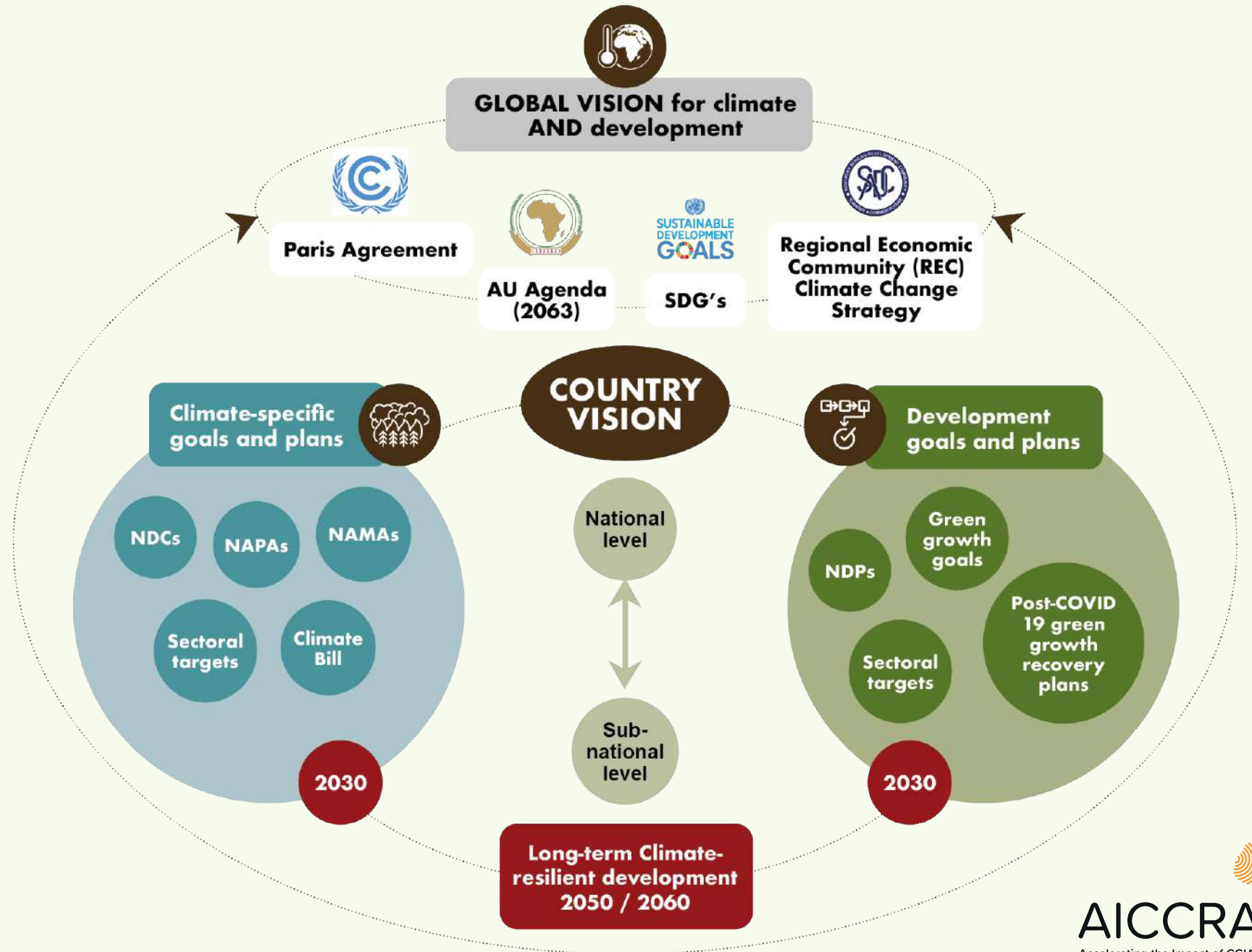
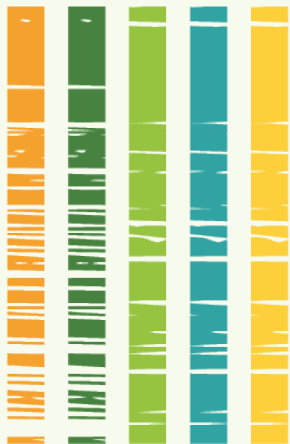


As best possible identify **when key activities took place**.





# Media can engage in critical national processes for climate change





## 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**

There are many kinds of evidence and it is critical to ensure these are presented in the most accessible format in for the audience

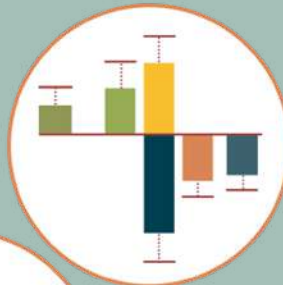
### Testimonials

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

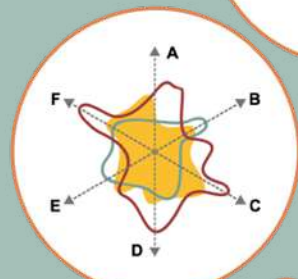
### Photos



### Box plot



### Data

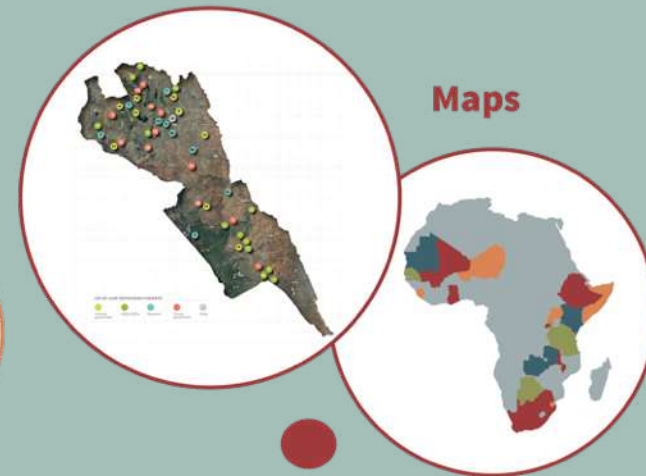


### Radar chart



### Bar chart

### Maps



# Climate change information can be combatted

## 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).





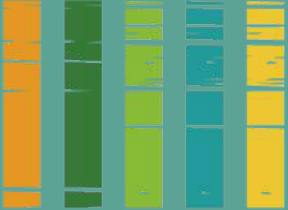
**Mass Plantings**



**Mass Growing  
of Diverse Trees  
for the Right  
Place**

**“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.”**



## 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.

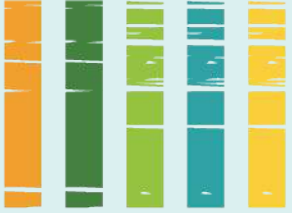
### Activism

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



📶 Dave Duarte





“Climate change doesn’t get eyeballs or clicks”

“Why is it raining?  
For many the link to climate change has not been drawn”

“Experts are not always willing to share their information”



Godred Akoto Boafo



“Researchers speak to researchers and government people speak to government people”

“We need the researchers to explain the effect climate change is having on its audience”



Godred Akoto Boafo

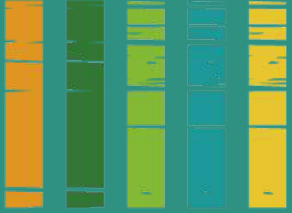


## Key learning:

- **Edutainment can drive affordable scale**
- **Edutainment can trigger meaningful farmer behavioral change.**
- **Edutainment can built large audience over time supporting education and drive uptake of Agricultural activities**



Patricia Gichinga



# Open Discussion and Brainstorm

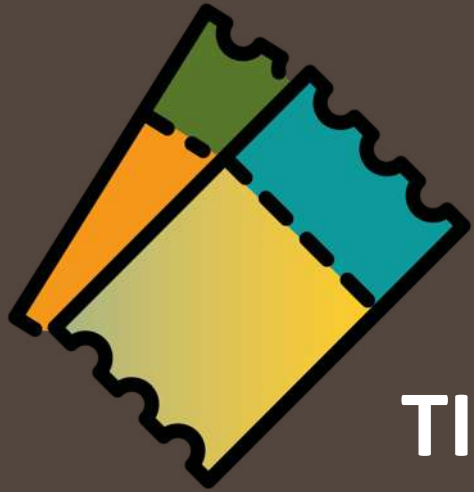
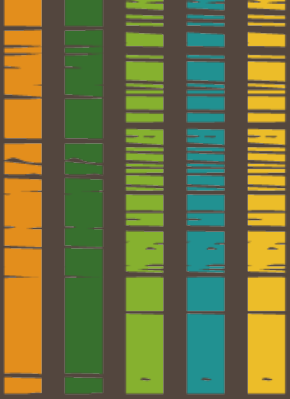


- What networking opportunities exist?
- Can every story have a climate angle?
- What opportunities do you have for taking the ideas shared in this training forward?
- Event Page for Resources



## POLL 2

### Evaluation



**TICKET OUT –  
Chat Box**

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

**THANK YOU!!!**

