

# Climate Change communication and social learning

Summary of findings and  
issues for discussion

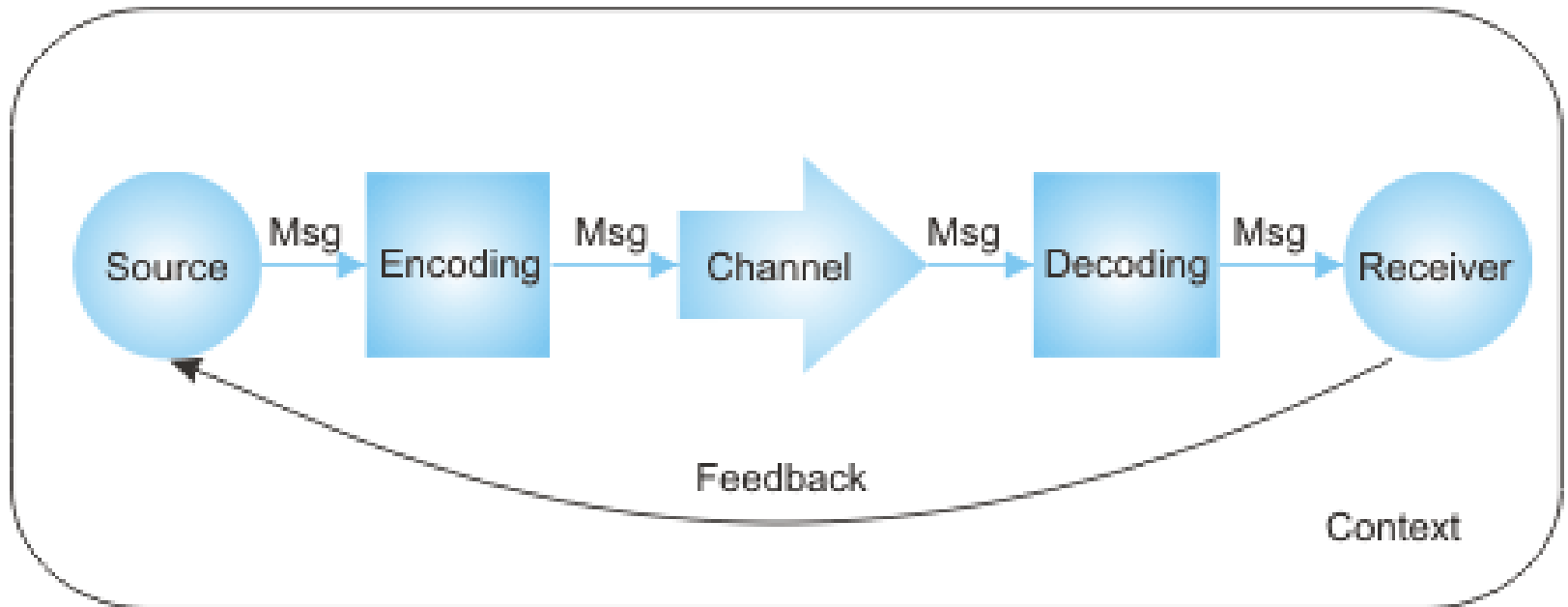
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# Overview

1. A few definitions
2. Understanding our context
3. A little bit about our study
4. Climate communication: What's out there?
5. What are the big issues?
6. Gaps and opportunities

# Communication



“An exchange of information through mediation, which can influence the formulation, transfer, and reception of the shared information” (Silverstone 2005)

# Social Learning

- An approach to overcoming individuals' partial knowledge by facilitating knowledge sharing and joint learning experiences between stakeholders.



# Communication and social learning in the context of climate change

## Characterised by:

- Complexity
- Uncertainty
- Limited information
- Weakly linked institutions
- Access divides
- Different timescales

## But also...

- Local innovation and comms platforms
- Traditional knowledge



# Communication Aims: North and South

Table 1: adapted from Moser (2010).

Inform and educate individuals about climate change	Achieve some type and level of social engagement/action	Bring about changes in social norms and cultural values
<ul style="list-style-type: none"> <li>- Inform on science (including level of consensus and magnitude of the problem)</li> <li>- Inform on causes,</li> <li>- Inform on <b>current and potential impacts</b></li> <li>- Inform on possible solutions</li> <li>- Inform on mitigation practices</li> <li>- Inform on risk management</li> <li>- Inform on adaptation practices</li> <li>- <b>Inform on political/policy responses</b></li> </ul>	<ul style="list-style-type: none"> <li>- Encourage consumption-related action</li> <li>- Encourage political/civic action across unusual boundaries <b>or scales</b></li> <li>- <b>Encourage action which helps people to adapt or reduce their vulnerability and/or exposure</b></li> <li>- Encourage action/behavior that encourages 'forward-learning'/adaptation</li> </ul>	<ul style="list-style-type: none"> <li>- Influencing values through early education</li> <li>- Influencing values through pervasive modelling</li> <li>- <b>Influencing on climate "smart" or "resilient" thinking/planning</b></li> </ul>

Communicating climate change (information focus) ----- Communicating on adaptive practice (process focus)

# A little bit about our study

- Review of literature on CC communication and social learning with a focus on the global South;
- Survey of 45 respondents at local and international scales outside of CGIAR network and interviews with approx. 15 participants inside CG;
- Mapping and analysis of 67 communication, knowledge sharing and learning initiatives

No.	Name	Host/partners	Description - What are they communicating	Region/Country	Scale (HH> Global)	Tech platform	Push/Pull	Beneficiaries	Language
1	Joto Afrika	ALIN	A paper-based briefing series that summarises research and case studies on Adaptation to CC in simple language so for use at community scales in Africa. It is supported by an online space which hosts videos and other supporting material.	Sub-Saharan Africa	Community	Multi-platform (Print; Web-based)	Push	Small-scale farmers	English
2	Climate Change Media Partnership (CCMP)	Internews; Panos; IIED	Climate change media partnerships with journalists in the global south designed to improve media coverage of climate change issues in developing countries. The objective of the partnership is to increase capacity of journalists so that they may raise levels of public awareness and make debates and discussions about the issues more inclusive.	Multiple (Asia, Asia-Pacific, Africa, the Middle East, the Caribbean and Latin America)	National	Multi-platform (Print; Radio; Film/Video)	Push	Media	English and/or Local/ National languages
3	African Radio Drama Association (ARDA)	Climate Change Adaptation in Africa - CCAA (Funder), a joint initiative of IDRC and DIFD	A Nigerian radio drama to help Nigerian farmers cope with climate change.	Nigeria/ Sub-Saharan Africa	Community	Radio	Push	Local community	Local languages (?)
4	Climate Change Radio Scriptwriting Competition	Farm Radio International; Technical Centre for Agriculture and Rural Cooperation (CTA)	A script writing competition on climate change impacts on communities in Sub-Saharan Africa - competition is entitled 'African Farmers' Strategies for Coping with Climate Change'.	Sub-Saharan Africa	Community	Radio	Push	Media	English and French
5	Climate Frontlines	UNESCO in partnership with SCBD, SPFII, and OHCHR	A global internet-based forum for indigenous peoples, small islands, and vulnerable communities aimed at drawing attention to the knowledge and experiences of indigenous communities and other vulnerable environments, and build a global/virtual database of local practices of coping	Multiple (Global)	Community	Web-based	Pull	Individuals	English
6	Haramata Bulletin	IIED	This was a south-focused, climate change and development publication created and circulated by IIED. The printed bulletin was established as a valuable information and networking channel for people working for the sustainable development of dryland areas, mainly but not exclusively in Africa (now seeking future funding).	Multiple (Global)	National/Community	Print	Push	Informed audience (policymakers, academics)	English and French
			This public forum provides a space for refugees and migrants in the UK to come together to talk about climate change concerns, and has emerged as a way for participants to take on the role of ambassador for their countries of origin where the negative impacts of climate change are increasingly evident. COIN has offered free training and capacity building support to refugee community organisations and individuals who want to take			Multi-platform			



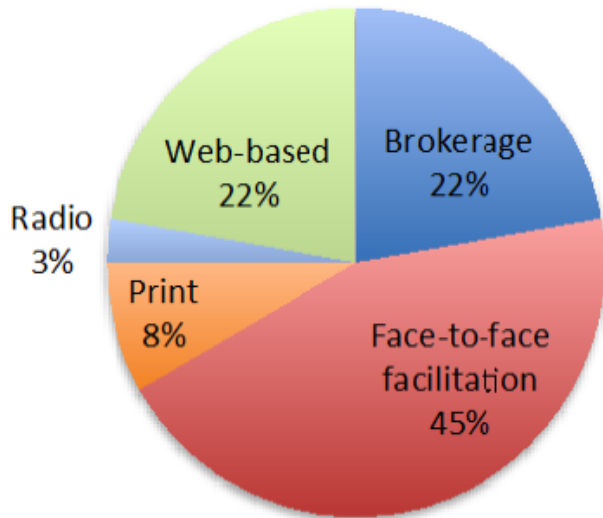


# So what's out there?

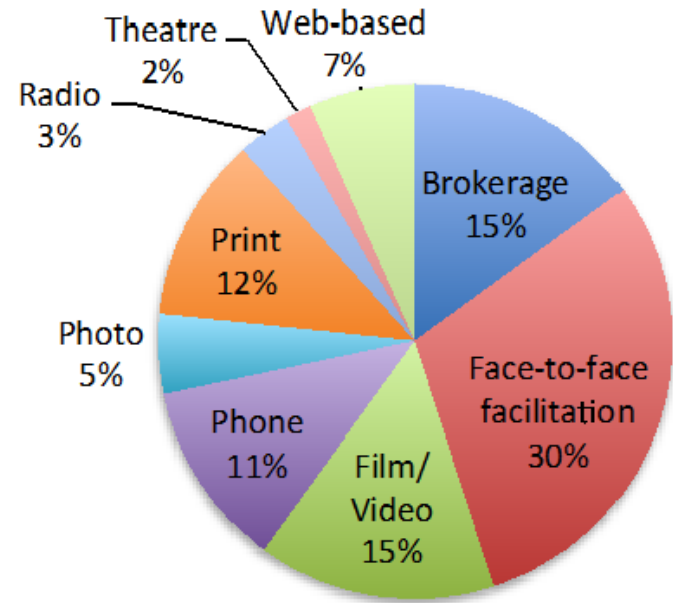
Observations from 67 initiatives

# Platforms and beneficiaries...

**Informed/ Professional Intended Beneficiary**

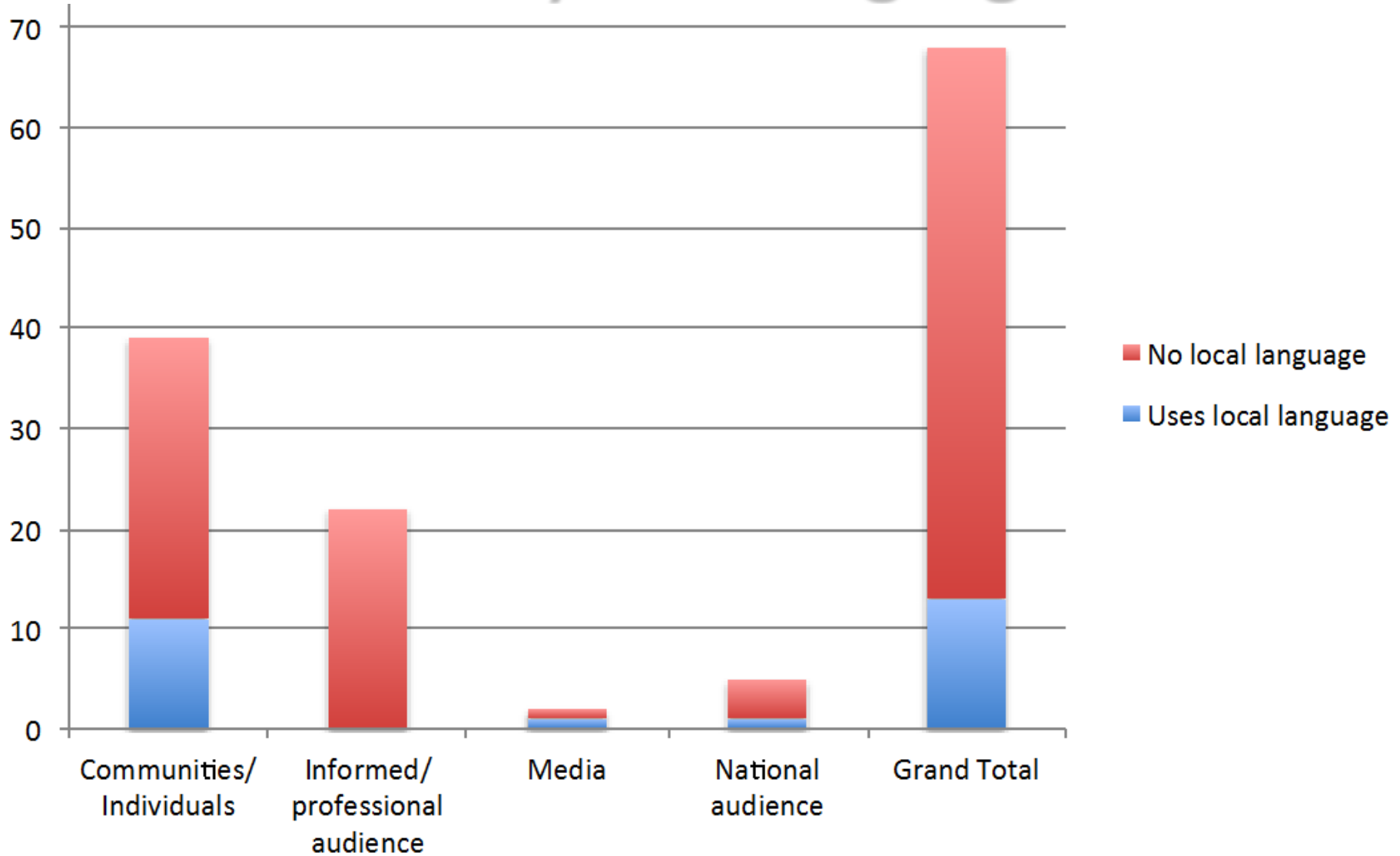


**Communities/ Individual Intended Beneficiary**

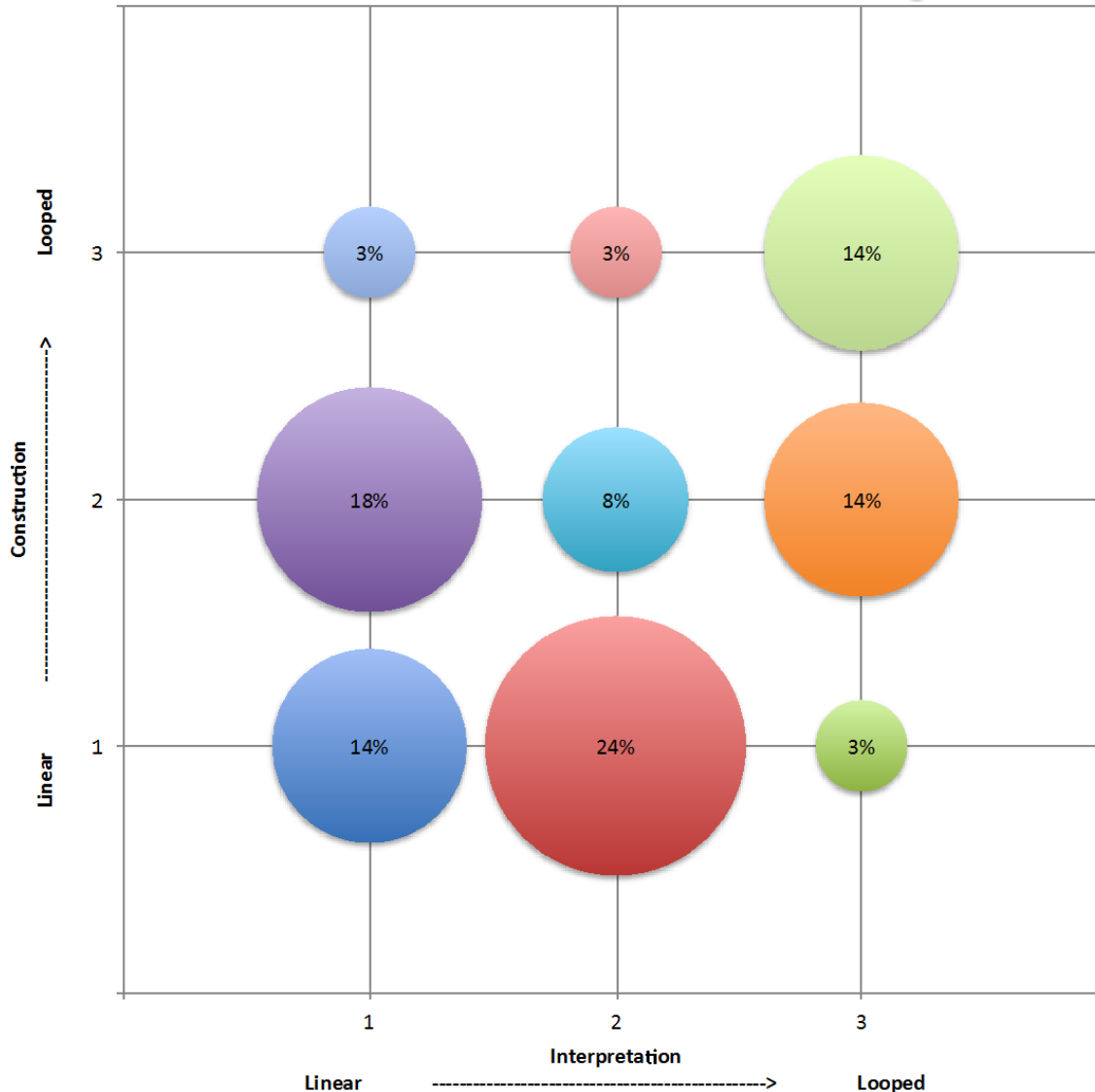


Many platforms, with many initiatives targeting communities, but not necessarily those that are creating spaces for open dialogue.

# Beneficiary and language...



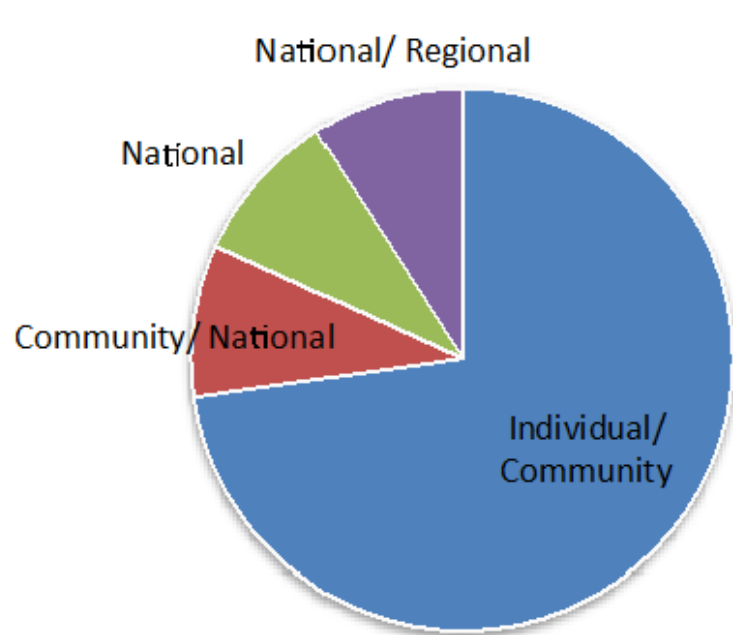
# Linear vs. Looped approaches



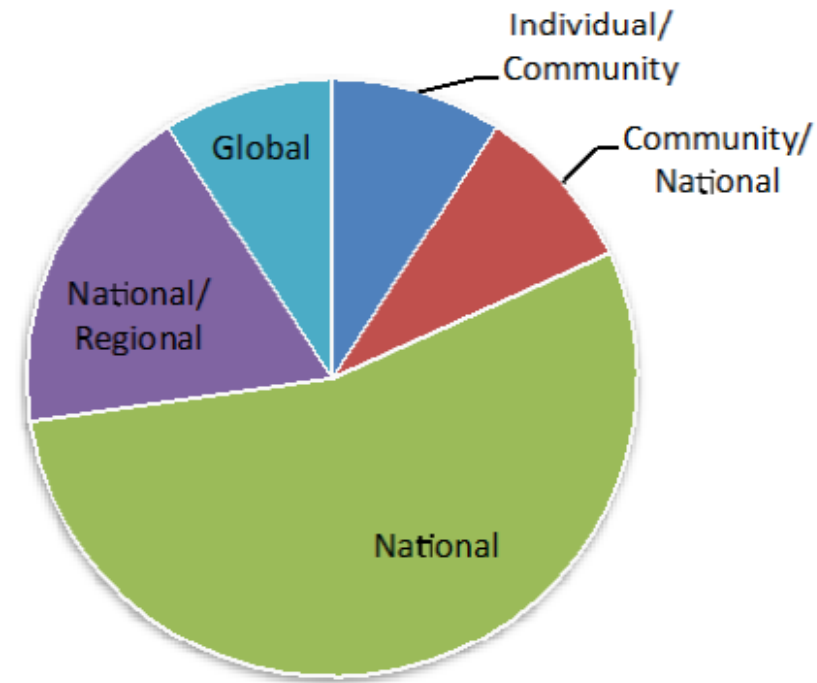
- Majority of approaches (56%) still very one-way.
- Reflected within the CG system

# Scale and approach

**Looped-Looped: scale of initiative**



**Linear-Linear: scale of initiative**



## Outside

1. dissemination to engagement
2. Scale and scope
3. Adaptive communities – asking the right questions

## Inside

1. Bringing science to communities – learning together
2. Scale and scope – which initiatives/ communities? Where?
3. Answering the right questions – what do people need to know

# The big issues

## Outside

- Linear trumps learning together – lack of learning culture within organisations
- Response to demand not more supply
- Improved communications strategies

## Inside

- Where is CCAFS best suited to support/catalyse
- Internal communications
- How to adapt models, scientific data to address local needs
- The need to think and act more strategically at different levels

# The big issues

## Outside

- Balance between old methodologies and new innovation
- Hi-tech, low-tech combinations
- Resourcing properly what we know works
- Recognising the nature of power & importance of social differentiation

## Inside

- Can new innovation bring greater opportunities for scale
- Do we know what works and do we use it well
- How do we use the power we have in the right way
- How do we move social differentiation from theory to practice?

# The big issues



# Summary: Gaps and opportunities

- Need to bridge initiatives and scales
  - CCAFS as an intermediary and broker of relationships/knowledge?
- Systematic support to small scale initiatives. Lots of good work happening on a shoestring and endless piloting.
  - How do we harness the power of CCAFS to support sustainable local initiatives
- Tying timely information provision to endogenous processes – who's doing this, and how?
  - Can do we respond to current shorter-term needs while strengthening preparedness for future climate change and uncertainty?
- Social differentiation – approaches not reflecting theory
  - How do we analyse, respond to, build demand at community level recognising language, gender, age, culture, conflict?

# Summary: Gaps and opportunities

- Methodological innovation – are we using existing tools better? Are we sharing our innovations?
- Culture of institutional learning – where is it thriving and how do we support it?
  - Can we bring scientists - not just the science – closer to the communities – really strengthen the culture of LISTENING, learning together?
  - Do incentive structures currently catalyse or discourage this?
- Emphasis on short term returns makes prioritising and investment in social learning difficult
- Across all of these... do we have the right types of partnerships/partners to make all of this happen?
- And more?...

# Summary: Gaps and opportunities

- Bridging initiatives and scales
- Systematic support to small scale initiatives.
- Tying timely information provision to endogenous processes
- Social differentiation – approaches not reflecting theory
- Methodological innovation –using existing tools better? Sharing our innovations?
- Culture of institutional learning –how do we support it?
- Emphasis on short term returns makes prioritising and investment in social learning difficult
- Do we have the right types of partnerships/partners to make it happen?