Annexes: Climate Change Communication and Social Learning

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Annex I – Case Studies of Initiatives

This annex contains eleven case studies of initiatives that the authors have found interesting when looking at climate change communication examples. Six examples from the CGIAR family and four from the wider world were selected from a table of sixty to help amplify key issues for further discussion.

Selection of the cases was based on providing a spectrum of examples which aim to communicate climate change and climate change adaptation issues from the global level down to the local using different strategies. These range from a very linear 'push' model for sharing information to a much more looped social learning model. As such these examples try to cover the range of communication methodologies that appear in the Construction and Interpretation "scorecard" matrix that is highlighted in Box 3 of the Report. The Linear/Looped scores range from 1-3, where 3 is highly co-produced/co –interpreted communication and 1 represents a very linear methodology. Each of the projects in this Annex has a Linear/Looped Score and the projects are presented in roughly this order. There is no inference in this scoring that some projects are better than others, indeed many have a similar score. Choice of the cases was also partly based on the information available from both public sources and numerous one-on-one interviews as seen in the table at the back of the annex.

The case studies present fairly brief descriptions of the projects rather than exhaustive detail. The purpose is to provide a snap shot from which to make some comparative assessments to stimulate further discussion on different types of issues across climate change communication methodologies and social learning. We hope these help highlight how different audiences from the global to the local, from climate researchers to farmers - are reached using approaches that vary from linear style 'push' of information to looped-learning. We recognise that CCAFS staff will have more detailed knowledge of particular CGIAR initiatives than the authors but hope that the overall presentations are good reflection of their key characteristics.

The 11 case studies are as follows:

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Case Study 1 - Index based livestock insurance

Index-based livestock insurance (IBLI) products represent a promising and exciting innovation that could allow the benefits of insurance to protect the climate-related risks that vulnerable rural smallholder farmers and livestock keepers face. An interactive "game" workshop to explain index based livestock insurance to pastoralists was used to raise awareness of insurance and to allow for feedback in to the design of product itself. New iterations of the game have also evolved from this feedback.

Lead institution: ILRI
ILRI works with partners to help poor people keep their farm animals alive and productive, increase and sustain their livestock and farm productivity and find profitable markets for their animal products.

Climate Communication Aims
The communication aims of this project are specifically to get pastoralists to better understand how carbon markets work. This has been attempted by developing a game which the project hopes will make the learning process easier and help with group engagement and learning.

Fit with categorical considerations for climate communication (see Table 1)
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation

Communications/Social Learning Characteristics
ILRI is trying to set up a new market for livestock insurance that can be used by pastoralists. The concepts and the way the insurance works are quite complex. To bring this to the community level required something interactive and ILRI used a game – the rules of which are quite complex, but the idea being to build capacity to understand and discuss not only insurance but give some level of input as to how such an insurance product would better work for them. The game was originally designed in a linear manner but there has been (likely single loop) learning on what works better – and the game has been adapted. Interest and discussion among pastoralists appears high. To meet the challenge of labour intensive workshops, scale and demand, ILRI are looking to use a computerised version of the game. It is unclear whether this will require initial capacity building in workshops, and remains to be seen how popular a computerised version will be or how widely it can be shared.

Linear/Looped scorecard: 1/3

Audience
The principle audience are pastoralists in northern Kenya but there is some degree of interaction with finance institutions. It is hoped this approach can be used more broadly if deemed successful in Kenya.

Getting Research into Use (how this case study does or does not contribute to that)

This is a good example of linking a mainly formal private sector product – insurance – to informal sector pastoralists by acting as a knowledge broker. On one side the reputation of ILRI and their engagement with pastoralists holds some weight with finance institutions who also need educating on the needs of pastoralists, their willingness to pay and levels of demand to create a viable market. On the other side the pastoralists who have very little knowledge of insurance and what it can do for them but very high tacit knowledge of risk and possible livestock shock scenarios. By providing a catalyst to this exchange both sides have gained considerable knowledge and developed a fruitful relationship.

Evolution of the project (how has the project evolved or developed if known)
The project started in 2008, partly as a way to explain IBLI's role but it has also provided a vehicle to generate insights into how people may respond to the presence of livestock insurance. The next phase of the project is looking at computerising the game.

Challenges and Questions

- How to learn from this type of approach to develop "games" and other tools in a more participative manner in the future. CCAFS is currently looking at how to use gaming in more innovative ways.
- How to scale (and assess merits of computerised version of the game). How this model be transferred to other pastoral contexts or indeed as an example of how to develop other formal/informal sector partnerships.
- How to integrate use of this tool (and the access to this type of financial service) with other adaptation strategies
- As pastoralists become more sophisticated in their understanding of climate change and adaptation issues, can they be facilitated to develop and adapt their own tools to communicate these with other groups
- How could the learning from IBLI, and the experience of those who have purchased the insurance, on how the process of their relationship developed, best be shared more widely?

Take Aways
It would be interesting to ask the groups involved whether different communication methodologies were needed to build trust in this new kind of relationship. For example, was it just the game that help provide the connecting bridge between the two parties or was there a more complex range of communications activities/processes used to facilitate this. Understanding the nature of this process will help determine to what extent as computerised version of the game would facilitate good understanding by itself.

CCAFS Theme – This initiative fits broadly under theme 2 (managing climate risk) and theme 4.

Links
Livestock insurance summary http://livestockinsurance.wordpress.com/
Detailed project report
http://mahider.ilri.org/bitstream/handle/10568/778/IBLI_ExplainingIndex.pdf?sequence=1

Case Study 2 - HEDON, the Household Energy Network

A website that informs and empowers practices on household energy, by addressing knowledge gaps, facilitating partnerships and fostering information sharing. The website tries to be a place where practitioners, policy-makers, funders, and business-owners actively pursue a cleaner, affordable and more efficient household energy sector. They share their experiences, learn from one another, and create new knowledge. The HEDON web-portal has discussion forums, wiki-pages on household related energy services (focused on renewable energy), as well as a single repository for blogs, resources, data on renewable projects, and a collection of contact members.

Climate Communication Aims
This projects aims to bring together interest groups on household energy solutions for the poor. It combines an online membership directory with a regular discussion forums, newsletters, and articles. Some offline-online bridging has been fostered with HEDON encouraging local interest group discussions followed by online report back and follow-up.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** Inform on possible solutions; inform on mitigation practices; inform on risk management; inform on adaptation practices; inform on political/policy responses
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation

Lead Organisation: Practical Action; Engineers Without Borders UK; GVEP International; Shell Foundation; IIED; ECO Ltd
HEDON evolved out of an identified gap by a number of organisations (see evolution below).

Communications/Social Learning Characteristics
Discussion topics that appear on the website and in issues of *Boiling Point*, the networks' publication, are generally selected by one or more of the core support organisations. However other members of the network are encouraged to submit general articles also for publication in *Boiling Point* and to create their own interest group networks. The construction of the project is largely linear with elements of single-looped learning between core participants of the network in their discussions on what should be presented in forthcoming material. Core network members also work to encourage the wider network to generate new interest topics. HEDON also encourages online discussion on particular topics as well as hosting local physical meetings. These meetings assist social learning by encouraging debate on particular interest topics – for example learning from indoor air-pollution and stove use.

Linear/Looped scorecard: 1/3

Audience
HEDON attracts a mixture of larger development organisations (including donors) and local practitioners. Many of the local members do not have online access and their contact point with HEDON is through print copies of *Boiling Point* and feedback letters. There is no clear strategy on audience mix or in attracting or keeping audiences. *Boiling Point* has developed an audience over many years and HEDON has provided a vehicle to create more of a community of practice building on that history.

Getting Research into Use (how this case study does or does not contribute to that)
Boiling Point (and HEDON) is aimed at practitioners. Authors are encouraged to use language and illustrations that are friendly to these audiences. The online discussion forums also facilitate learning within these audiences but are clearly restricted to those who have online access, and a good understanding of English. Articles are also formulated around interviews with "experts" on how to solve real world problems. While there is informal anecdotal feedback little been done to really monitor or evaluate how much of the "practical "content has been used in practice as a result of HEDON.

Evolution of the project (how has the project evolved or developed if known)
This is the first website of its kind to focus on household energy issues for the poorest. HEDON was born out a gap identified by Practical Action and others who saw the need for comprehensive access to information on household energy. Practical Action also saw this as a natural home for their publication *Boiling Point* ensuring that it became the heart of a network rather than just a pdf publication.

Challenges and Questions

- Audiences could be targeted better, getting better feedback and interaction with different interest groups on what content would be useful to them e.g. UNDP and the smallest NGO are all "members" of HEDON. How can these groups' needs be better served and more group/topic specific interactions and learning be fostered? How does such a network work across different levels?
- Better understanding what is being accessed through HEDON and then used on the ground and how successful different communication mechanisms are with different groups (e.g. the local discussion groups)
- HEDON tends to focus on carbon emissions and associated technologies – generally topics that the core organisations are working on. Is there scope for more strategic topic setting by including priorities from a wider audience, particularly issues raised by communities?
- HEDON runs on a shoe-string and does not have much resource to adapt the website and put time in to helping grow networks
- Many other networks and portals have been set up which overlap or are essentially the same as HEDON e.g. Low Carbon Energy for Development network. Why are networks not networking? Why is there so much re-invention of portals – a wish for "own branding" and control?

Take Aways
The HEDON portal idea raises familiar questions about the purpose and to what extent it is a supply or demand driven project. How can a website change behaviour? Even the engagement activities are around information already there rather than ideas coming from community. What is the difference between an information website and a learning network?

CCAFS Theme – As a household energy initiative the links to climate change fit broadly under theme 3, pro-poor mitigation.

Links
HEDON website http://www.hedon.info

Case Study 3 - Global Futures

Global Futures - aims to improve the capacity of the CGIAR centres to evaluate and prioritise research investments, and to support the decision-making of international development partners and national policymakers by giving those who work in agricultural development the kinds of information they need to make the best decisions to support small farmers so they can boost their yields, increase their income, and develop a better understanding of how to adapt to climate change.

Lead institution: IFPRI
IFPRI's mission focuses on identifying and analysing alternative international, national, and local policies in support of improved food security and nutrition, emphasizing low-income countries, poor people and the sound management of the natural resource base. Key areas of priority that support agriculture are; contributing to capacity strengthening of people and institutions in developing countries that conduct research on food, agriculture, and nutrition policies; and actively engaging in policy communications, making research results available to all those in a position to apply or use them, and carrying out dialogues with those users to link research and policy action.

Climate Communication Aims
The communication aims of this project are to help policy makers better understand climate impacts through visual modelling and scenarios. Feedback from policy makers is shared with the modellers for new iterations. IFRI have a specific focus on modelling climate change impacts on agricultural crops and shape their scenarios around this. Different variables are introduced to the model like trade and openness.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** inform on science (including level of consensus and magnitude of the problem); inform on causes; inform on current and potential impacts; Inform on possible solutions
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation

Communications/Social Learning Characteristics
Global Futures is an amalgamation of a number of different tools and projects that has ambitions to reach out beyond researchers to policy makers and eventually to farmers. The initiative takes a number of climate modeling tools that have been developed by IFPRI and others and is experimenting how these tools can be combined to better engage with policy and practice.
Tool 1 – IMPACT (International Model for Policy Analysis of Agricultural Commodities and Trade) a software based economic model that projects the future production, consumption, and trade of key agricultural commodities, and can assess the effects of climate change, water availability and other major trends. Started in the 1990's looking at a few commodities across a few regions, it evolved to the current version which has 40 commodities across 115 national

areas and 281 food production units. It is also being ported to a lighter web-based version.
Tool 2- D-SAT – A tool developed by the University of Florida that models crop yields with respect to changed environmental conditions. This has been integrated/combined with the IMPACT tool to produce a wider set of available variables for modelling.
Tool 3 – Food security CASE maps are interactive web based Climate, Agriculture, and Socio-Economic Maps that present IFPRI's latest research on the future of food security, farming, and climate change to *2*050.
The principle idea behind Global Futures is to provide all the rights kinds of information to support small farmers so that they can boost their yields, increase incomes and build better lives. This is essentially a top down, information supply mechanism on a global scale which can be tailored (using the ICT tools) to regional areas. It is an example of a "push" project which has elements of "pull" by holding workshops and dialogues with policy makers, where data is presented and discussed in a regional context using visually appealing formats. While there have been good attempts at bringing findings and dialogue to farmer communities it is not clear that the datasets or research agenda has been built through an assessment of farmer's needs and their adaptation to difficult environments. Although this project is engaging at national policy level and has aspirations to reach community level, it does not demonstrate what we are calling "triple loop learning".

Linear/Looped scorecard: 1/3

Audience
Global Futures states that that it aims to benefit small farmers, providing them with information so that they can make better decisions to boost yields and improve livelihoods (the assumption here is that increased yields automatically assume improved livelihoods). There is also a research and policy audience as part of the chain of support for farmers and it appears that policy makers, rather than farmers, are currently the main target. The theory of change assumes there will be spill-down from the national level to farmers. IFPRI have aspirations to target farmers more directly but it is not clear how the farmers will receive this information as much of it is presented through an online platform and would need some interpretation for context and use of local language.

Getting Research into Use (how this case study does or does not contribute to that)
Global Futures represents a good example of one of the key challenges faced by CGIAR centres and CCAFS. It is a challenge faced by similarly large, sophisticated, and well-resourced scientific/technical institutions. Researching, gathering and collating sophisticated & comparative datasets that can stand up to rigorous comparison the world over can end up by providing "lowest common denominator" information at the local level because it lacks context, and no easily accessible means of interpreting the data. The scenarios workshops however are an encouraging way to bring this information, more visually, in to a dialogue setting. The challenge is how to bring this to the local level (at scale)

and create learning loops that impact the model itself by building in local learning and context.

Evolution of the project (how has the project evolved or developed if known) IFPRI has evolved these tools from focusing more on climate change researchers (IMPACT) to also engage more with policy makers (CASE maps). The Global Futures initiative has held a number of workshops in East Africa testing out a participatory "scenarios building" exercise which maps out different futures scenarios based on different start conditions e.g. good transport/bad transport, open markets/protected markets to allow more nuanced discussion based on numbers that can be made visual for easier interpretation .e.g. what would a 10% increase in trade barriers due to farmer costs and hence consumer prices? What would be resultant impacts on demand taking in to account modelled climate change impacts.

Challenges and Questions

- How to scale up use of IPRI tools and approaches – train trainers so workshops and tools can be used more widely.
- How to make these tools useful at the local level – for example produce understandable snapshots of how particular crop yields maps vary across borders and watersheds to build climate change and adaptation awareness at the local level
- How to bring in local data and knowledge to increase loop learning. Can this be done whilst keeping the datasets comparative at the global level?
- How to integrate these kinds of tools and approaches to the wider CGIAR (and other) strategies on maximizing their use in the real world for different audiences

Take Aways

It is interesting to note how the evolution of this initative has developed from fairly straight forward scenario modelling to encouraging new potential for working more closely with local policy makers and communities. The lessons to be learned here are to assess the degree of adaptability of the model to ensure they can provide the basis for more of a shared learning model. Further scrutiny might be beneficial on the assumptions that reaching policy makers will filter to the local level or in what ways it is assumed it might do that. What approaches would make this more likely, and how to scale to reach the local level?

CCAFS Theme – This initiative fits broadly under theme 2 and also engages with theme 4, particularly with supporting decision makers.

Links

Global Futures http://www.ifpri.org/pressrelease/global-futures_& http://globalfuturesproject.com/
Food security CASE maps http://www.ifpri.org/book-775/ourwork/researcharea/climate-change/case-maps

Case Study 4 – ELLA (Evidence and Lessons from Latin America)

ELLA supports the collation, synthesis, exchange, and dissemination of knowledge from across the Latin American continent on issues of emerging interest - such as technologies for climate change, productive chains for farm goods, health and nutrition services, and closing the "urban divide" - based on research and practical examples. It also encourages learning between Latin American, African and South Asian countries based on Latin American examples, providing a networking platform for organisations and individuals to link to Latin America. It is believed that there is much to be learnt from the history of policies and interventions in Latin America that would be useful and relevant for Africa and South Asia

Lead institution: Practical Action Consulting
ELLA is managed by a consortium of Southern and Northern based development research and practice organisations. The Latin America regional office of Practical Action Consulting (PAC), based in Lima, Peru, leads ELLA management. A network of three Latin American Regional Centres of Expertise produces the ELLA knowledge materials and leads the Learning Alliances: GRADE, a think tank based in Peru, leads on economic issues; SSN Brazil, a research and practice organisation based in Rio de Janeiro, leads on environmental issues – with support from IIED-AL, Argentina; Fundar, a research and advocacy organisation based in Mexico, leads on governance issues.

Climate Communication Aims
The communication aims of the project are to communicate and learn from experience in Latin America on climate change impacts and adaptation and other "in demand" topics to a wide range of groups. The online portal is a presentation layer for synthesis and learning that is going on behind the scenes. Offline, the next phase of the project has introduced "learning alliances" for specific themes which aim to connect the online with the offline world.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change - inform on causes; inform on current and potential impacts; Inform on possible solutions; inform on adaptation practices
Achieve some type and level of social engagement/action - encourage action/behaviour that encourages' forward-learning'/adaptation; encourage action which helps people to adapt or reduce their vulnerability and/or exposure
Bring about changes in social norms and cultural values - influencing on climate "smart" or "resilient" thinking/planning

Communications/Social Learning Characteristics
ELLA aims to synthesise knowledge of Latin American countries' recent experience on more than 20 policy and practice issues in economic development, environmental management and governance. Some experiences are innovative, others are tried and tested. Themes have been chosen on the basis of topicality, likely demand and known contributions from Latin American countries.

ELLA works with policy makers and practitioners through several 'centres of excellence' in Latin America to bring this material together. Much of the output is written and is web-based. The website is in English with some basic Google Translate filters to translate pages in to Spanish, Portuguese and French – although most of the synthesis reports are in English only. This is likely to be a limiting factor when trying to reach some audiences.

Taking the website on its own, this is mainly a portal to collect information and "push" it to different audiences. However the material itself has been synthesised and developed with some level of collaboration. Additionally in 2012 ELLA will also strengthen the knowledge networks linking Latin America with Africa and Asia – through support for the exchange of knowledge and collaboration on a core set of policy issues of common interest to researchers and networkers across the three continents. Both virtual and face-to-face collaboration will be used to support networking, exploiting the latest in web 2.0 technologies, supported by learning alliances and extensive knowledge-sharing activities. This wider attempt at sharing and discussing knowledge represents a more looped form of learning and is quite ambitious in scale. It remains to be seen how effective this will be in practice and how the learning from these "learning alliance" network events will be shared e interactively with wider audiences.

Linear/Looped scorecard: 2/3

Audience
The content of the programme as stated is structured around emerging policy issues: in particular those where there is a demand for lessons from Latin America, and that address policy concerns for policy makers, practitioners and researchers in the development community across Africa and Asia. Reaching these audiences in earnest is likely to be largely dependent on the networks that the lead organisations are helping to establish as well as the face to face lobbying meetings that ELLA plans beginning in 2012.

Getting Research into Use (how this case study does or does not contribute to that)
Collations and syntheses of the research evidence from Latin America are rarely available, links to Latin America policy researchers can be weak, and Latin American evidence can lack the contextualisation that makes it useful. ELLA aims to gather information and synthesise it – bringing important lessons learned from success and failure in the Latin American context to wider audiences. As such this is not new research but presenting it differently to make it more accessible. The lack of multi-language is one continuing barrier to this, and the web portal on its own is unlikely to meet the ambitions of the project. However the construction/synthesis of this information appears to have generated new regional audience interest and the learning alliance network meetings in 2012 may improve wider uptake of climate science and adaptation learning.

Evolution of the project (how has the project evolved or developed if known)
ELLA was launched in 2010 and the online portal established. Work in thinking through how to develop the online network to encourage wider participation

and engagement is being discussed. The Learning alliance networks on a number of themes, including climate change adaptation, will start in 2012. These will combine online meetings, discussion groups etc with physical meetings.

Challenges and Questions

- The web portal has a private network member section, but based on what is publically accessible there is little interaction between people visiting the website. The relationship between member portals and open access portals raise a question on how interaction and shared learning be improved.
- The ELLA platform tries to share information across numerous topics. It has focussed some effort in developing knowledge themes and building 'learning alliances'. This is another example of a project developing an offline and online methodology. Monitoring the progress of this relationship will provide some useful insights on how this can be achieved.
- Learning alliances which combine virtual online learning with physical engagements show promise for improved social learning. How can this scale beyond the resource of the project itself and extend close to shared learning at community or alliance level?

Take Aways

The ambition for this project is considerable and is designed around one project facilitating learning across continents – either through the portal or through the learning alliances. A remaining challenge is how can successful learning take place over such a wide ranging global interests and agendas? Latin America learning with Asia, Africa learning with Latin America and so on.

CCAFS Theme – This initiative fits across all the CCAFS themes but more specifically under theme 4.

Links

http://ella.practicalaction.org

Case Study 5 - Africa Adapt

Africa Adapt is an online/offline knowledge sharing platform that was designed to share local African knowledge and experience on climate change. It was set up after a scoping of partners, through a number of regional forums in Africa, to discuss the idea of a knowledge hub and to identify what was needed and who best could develop and run it. Phase 1 was launched in 2008 by IDS with partners ENDA, FARA and ICPAC. In 2011 there was an evaluation of what has worked and not worked and re-launch with IDS stepping back to a capacity support role and the partnership being devolved to lead partner ENDA to ensure implementation.

Lead institution: ENDA, FARA, ICPAC and IDS

Climate Communications Aims
The communication aims of the project are fourfold:

- To increase inclusion and raise visibility of African knowledge on climate change
- To facilitate flows of information on climate change in Africa
- To broker relationships between different communities of practice
- To add value to the culture of how we share knowledge

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change - inform on causes; inform on current and potential impacts; Inform on possible solutions; inform on adaptation practices
Achieve some type and level of social engagement/action - encourage action/behaviour that encourages' forward-learning'/adaptation; encourage action which helps people to adapt or reduce their vulnerability and/or exposure
Bring about changes in social norms and cultural values - - Influencing values through early education; influencing on climate "smart" or "resilient" thinking/planning

Communications/Social Learning Characteristics
Africa Adapt is managing to achieve, in part what other web-based initiatives often fail to achieve, a good balance in terms of engagement and the potential for social learning. Right from the beginning during the initial scoping phase the project team was careful to assess needs and to identify what kind of knowledge sharing and engagement would be possible and relevant. It has made deliberate attempts to build up and strengthen the online presence and the offline presence.

Online it provides a wealth of information presented in a number of different formats – for example film, web photo albums, online discussion groups, as well as thematic browsing of projects. Although its presentation of information requires the user to spend some time looking through the collection rather than sourcing information immediately, the counter balance is that this has been done to ensure that a full range of voices, types of knowledge and information are representative of a wide group of stakeholders.

Offline the project has worked hard to resource knowledge sharing officers in country partner officers who have developed the offline engagement work. This includes activities, like "Meet and Greet" where staff set up fairly impromptu meetings to discuss particular issues or visit a particular village to share experiences. These events are then shared on the website by film

It is felt that one of the reasons for this growing success is that there is a strong culture of reflection and learning within the project team itself and regular meetings and discussions on what Africa Adapt's USP is and how it fits with the range of other climate change information and networking projects take place. This has helped to keep the focus and really look where engagement works and where it does not. This kind of project is expensive but knowing where you add value helps to justify the support.

Linear/Looped scorecard: 2/3

Audience
It was originally intended to speak to policy makers and others working in climate change adaptation in Africa and elsewhere. It considers that the audience that has responded the most to this format has been practitioners or those working one step away from communities. It is not so much of a recognised tool for policy makers.

Getting Research into Use
Africa Adapt is an attempt at getting local and global climate change knowledge discussed more widely and that knowledge put in to practice. As part of the monitoring and evaluation of the approaches Africa Adapt has taken in getting research in to practice, they carried out interviews to assess where people in the network had seen real world behaviour change: "stories of change". The stories of change help to act as supporting evidence and demonstrate a number of uses of material from the Africa Adapt website that communities have used as teaching aids or opportunities for learning.

Evolution of the project
The project has put in mechanisms to help learn what is working well – for example the stories of change process mentioned above. The phase one project evaluation also encouraged a re-think on how to integrate the online and offline activities. One outcome was a decision to take more time to have online discussions using DGroups to bring the physical network and communities of practice together virtually. This emphasis on trying to build up further engagement and learning is well on its ways to providing a good platform for increased social learning.

Challenges and Questions
- A key challenge is how to resource a really effective online and offline project of this kind. It is expensive and needs good personnel with the right skills sets to keep the network alive and generate enthusiasm for sharing information
- Questions around how to support and develop the network further in a way that encourages members to take collective responsibility and leadership for

keeping the platform going without relying too heavily on the implementing partners

- How to integrate fully offline and online activities without them being two independent tracks remains an interesting challenge. Similar projects are taking different routes to this alignment and some further analysis of this would be revealing.

Take Aways

How do you ensure that effective bridges are built between communities of practice engaging through different platforms? What feedback loops can carry online contributions offline, and vice-versa, particularly when each approach is engaging different types of stakeholders? How to address the deep language divides in Africa to enable communication and sharing?

CCAFS Theme – This initiative broadly fits with CCAFS themes one and two, Adaptation to progressive Climate Change, and adaptation through Managing Climate Risk. It also demonstrates elements of theme 4.

Links

Africa Adapt website http://www.africa-adapt.net/

Case Study 6 - Communicating Carbon

Communicating Carbon is a workshop approach which brought together carbon project practitioners who are already working closely with farmers to discuss how to better communicate the concept, risks, and benefits of carbon initiatives aimed at smallholders – based around the principle of Free, Prior and Informed Consent (FPIC). These practitioners act as "brokers" between carbon buyers and farmers who may have the means to plant more trees or sequester more carbon in the soil to help offset emissions. Developing better communication tools and approaches is a way to ensure FPIC in carbon projects.

Institution: World Agroforestry Centre, CCAFS (led)
The World Agroforestry Centre works towards more productive, diversified, integrated and intensified trees and agroforestry systems that provide livelihood and environmental benefits.

Climate Communication Aims
The communication aims of workshop were to pool knowledge of practitioners on communication approaches to carbon sequestration and to promote social learning between practitioners so as they can improve their communication and learning approaches with farmers.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** inform on carbon sequestration
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation (risks/benefits of carbon markets)

Communications/Social Learning Characteristics
The workshop was an interactive discussion of best approaches to improving communication on the concept and issues around carbon initiatives aimed at smallholders. The process focused on the principle of FPIC of the smallholders and exchanged ideas, tools, and approaches on how to raise awareness of smallholders on sequestration and carbon credit schemes. The workshop approach demonstrates an element of social learning by refining tools and approaches collectively and developing a toolkit as a shared output. The resulting policy brief/toolkit, although widely shared through the CCAFS website, has not yet provided the basis for repeat discussion and feedback that would lead to a more truly representative looped learning model i.e. have practitioners continued to learn together on the effectiveness of what is laid out in the workshop toolkit after the workshop testing out with communities what has worked best in a particular context. In a repeat exercise could communities be involved in agenda setting for these higher level processes? At this stage it looks like the workshop is a one off rather than a systematic approach to improving communication on this topic but there is interesting potential for this to change if there is further interest within CGIAR and elsewhere.

Linear/Looped scorecard: 2/3

Audience
The direct audience at the workshop was mainly practitioners interested in better communicating issues of carbon sequestration and carbon offset initiatives more effectively with smallholders.

Getting Research into Use (how this case study does or does not contribute to that)
This is more about getting communication tools and approaches discussed and their effectiveness analysed. The second logical stage would be to take this toolkit and work with communities to better understand if it is the right approach.

Evolution of the project (how has the project evolved or developed if known)
All participants have been working in East Africa, and are good contacts of CCAFS. There are lots of projects coming up that focus on carbon markets (particularly in Kenya) and not much has been done on communicating carbon markets at grass roots level – hence CCAFS saw an opportunity for a workshop to foster learning on communicating carbon markets. Developing a successful looped learning model using more of this methodology could be something that CCAFS can facilitate.

Challenges and Questions

- How can we better connect the climate researchers in to these processes? Is that even appropriate? Common view from the research side is that there isn't yet enough evidence on the science of sequestration, yet sequestration communication at community level is going on. "We should first 'figure out carbon', then think about 'communicating carbon'".
- How can communities be more directly involved in shaping these types of communication learning events?
- How is communicating carbon being disseminated – it's a paper that "is out" there but how is it being communicated? Is there value for this workshop approach to be repeated elsewhere – i.e. more value (and social learning) in participating than in using the policy brief as a "tool"?
- Measuring and monitoring impact of brief and of workshop itself. No follow up with participants themselves has been done. What value has this added to their practice? How do they value the workshop process in terms of learning compared to picking up the briefing paper as a tool?

Take Aways
There are some interesting lessons learned here on how to communicate and share information with communities. Good briefing produced by World Agroforestry Centre on this and FPIC. How can this process be monitored for effectiveness and iterated through more stages of learning? Would that be useful? Can the approach be used for other climate communication topics and how can it demonstrated as important within CGIAR?

CCAFS Theme – This initiative fits broadly under Theme 3: Pro-poor Climate Change Mitigation, as well as theme 4.

Links

Communicating Carbon http://ccafs.cgiar.org/our-work/research-themes/integration-decision-making/linking-knowledge-action/communicating-carbon
Full workshop policy brief
http://ccafs.cgiar.org/sites/default/files/assets/docs/icraf-comms_carbon_pb.pdf

Case Study 7 - Coffee under pressure

CIAT is working with Catholic Relief Services (CRS) CAFE Livelihoods programme to help gather data and run workshops with coffee producing communities to better understand effects of climate change on coffee and facilitate adaptation strategies.

Lead institution: CIAT with CRS
CIAT is an agricultural research institution. It focuses on scientific solutions to hunger in the tropics, believing that eco-efficient agriculture—developing sustainable methods of food production—is the best way to eradicate hunger and improve livelihoods in the region. CIAT is also about partnerships and works together with likeminded organizations to enhance impact.

Climate Communication Aims
The communications aims of the project are to share knowledge on climate change impacts relevant to coffee producers in such a way as to foster interest, trust, and build local adaptive strategies.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change - inform on science (including level of consensus and magnitude of the problem); inform on causes; inform on current and potential impacts; Inform on possible solutions
Achieve some type and level of social engagement/action - encourage action which helps people to adapt or reduce their vulnerability and/or exposure; encourage action/behavior that encourages' forward-learning'/adaptation
Bring about changes in social norms and cultural values - - Influencing values through early education

Communications/Social Learning Characteristics
CIAT have formed a partnership with CRS to better reach the community level. They have been running workshops with CRS to raise awareness of climate change and discuss adaptation strategies specifically around coffee resilience, using their modelling software as a support tool. Climate change and resilience issues have been introduced by ensuring a context that is of interest to farmers – one of improving their livelihoods and coffee growing strategies - and building dialogue and awareness from this initial interest. This is an example of a push/pull project where awareness raising (push) has been done through livelihood aspects of interest to farmers (pull). Information has been well received – and there is evidence of fledgling double loop learning where CIAT/CRS has learned how to better foster interest in climate change and then react better to subsequent demands on information types. As a result of the process, farmers themselves have also been involved in discourses as to how to better communicate climate change and coffee adaptation issues to peers.

CIAT is also using a web-based tool called Cropster to encourage exchanges on climate change issues. Cropster is an existing tool developed by CIAT and others to bring together different stakeholders in the coffee supply chain in order to get the chain working better and support smallholder groups. The idea is that

farmers are using this anyway so it can act as an existing platform on which to add discussion on climate change issues related to coffee, however, this tool is web-based and only in English, which would exclude a significant number of farmers in the Central American region.

CIAT/CRS have also identified issues of scaling for this workshop-based model because of the amount of resource it requires (even given the CRS local network). To try to scale further they have been engaging in training sessions with agricultural extension service workers as to how to integrate this methodology in to their own work. Results have been mixed.

Linear/Looped scorecard: 2/3

Audience
Coffee Under Pressure targets smallholder coffee farmers in Central America and Mexico with the aim of helping adapt to the impacts of climate change. Farmers are certainly being reached with this initiative and awareness of climate change and impacts on coffee crops made "real" to farmers. Working with the CRS network which is locally embedded has helped with this engagement process.

Getting Research into Use (how this case study does or does not contribute to that)
This is a good example of an attempt to engage at some scale at the community level, with research tools being brought down to the community and presented in a context that appears relevant to local groups.

Evolution of the project (how has the project evolved or developed if known)
CIAT have increasingly sophisticated tools for mapping the effects of climate change on crops. However these tools have not been so well used outside of the research sphere. CIAT wanted to provide a context for ensuring its research and analysis would be more relevant for users at the local level. Hence quality and quantity of coffee was perceived as something farmers would be interested in.

Challenges and Questions

- Scaling – the design of the project included thinking on scaling, however efforts to bring to scale have met with limited success. What other avenues can be explored for this resource intensive activity?
- Facilitating changes in practice - how can the project integrate communication of information with resources for action? e.g. planting new strains
- Linking more closely with wider adaptation considerations – can this very coffee specific initiative link with other adaptation communication efforts to provide more comprehensive strategies and communication approaches to adaptation?

Take Aways
A key way into the adaptation and climate change discussion with this group is through a discussion of the immediate demands of their livelihood and what is happening in the short term is even more key. So discussion has to come from that direction first. What can we learn here for the design and implementation of other projects?

CCAFS Theme – This initiative fits broadly under theme 1 and theme 4

Links
Coffee under Pressure http://ongoing-research.cgiar.org/factsheets/coffee-under-pressure-cup-adapting-to-climate-change-in-mesoamerica/

Case Study 8 - Climate analogues

"*Climate Analogues: Finding Tomorrow's Agriculture Today*" is an effort by CCAFS to make climate change adaptation a more tangible endeavour by encouraging the exchange of knowledge between communities. The idea is that the "analogues tool" helps to identify geographic areas where growing conditions today mirror future climates. Then to promote exchanges between the communities living in these areas so that learning can take place on agriculture practices that work well in those "future" climates and encourage discussion on how these practices can be adapted to local context to cope with potentially dramatic shifts in growing conditions over time.

Lead institution: CIAT & CCAFS
CIAT is an agricultural research institution. It focus on scientific solutions to hunger in the tropics, believing that eco-efficient agriculture—developing sustainable methods of food production—is the best way to eradicate hunger and improve livelihoods in the region. CIAT is also about partnerships and works together with likeminded organizations to enhance impact.

Climate Communication Aims
The communications aims are to promote learning by interacting with peer groups and "seeing" what works. Dialogue how adaptive strategies can be used in the local context are also faciltated.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** inform on science (including level of consensus and magnitude of the problem); inform on causes; inform on current and potential impacts; Inform on possible solutions
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation; Encourage action which helps people to adapt or reduce their vulnerability and/or exposure
Bring about changes in social norms and cultural values **-** influencing values through early education; influencing values through pervasive modelling; influencing on climate "smart" or "resilient" thinking/planning

Communications/Social Learning Characteristics
Initially developed as a software tool (now with a web version), the idea is to make climate change more tangible by comparing similar geographic areas to those where a particular user lives and to demonstrate what their situation might look like in 30 years. Although an innovative idea, this is a top down information supply mechanism. In 2012 climate analogues plans to launch a second phase, where farmer exchanges are conducted between geographic locations. The goal is to build an inventory of local knowledge from around the world for regions that face similar challenges, and for those who take part in visit exchanges to learn and understand what adaptation options might be possible for them to adopt. If successful this has potential to develop into more of a triple loop social learning exercise where farmers learn from each other, implement changes and this in turn affects how exchanges and the "analogue tools" themselves are re-designed – bringing in local knowledge.

Linear/Looped scorecard: 2/3

Audience
Policy makers, farmers and other local stakeholders in particular areas are they key targets.

Getting Research into Use (how this case study does or does not contribute to that)
This is a good example of a project with potential. Research has started off in relative isolation and it has been recognised that it needs to be brought closer to target audiences. This has initially been done in a fairly top down and linear way, but there is potential for this to change with the forthcoming farmer exchanges.

Evolution of the project (how has the project evolved or developed if known)
The web-based tool was first released in 2011, and the exchanges are planned for 2012.

Challenges and Questions

- How to ensure that the following claims of the project "that the analogues tool is rooted in the basic notion that for centuries farmers have been innovating and adapting in response to shifting conditions, providing a rich source of information on how agricultural systems can adapt to climate change" is reflected in the way the tool evolves itself – i.e. continuing to build on that local knowledge and building strong social learning into the tool and process.
- Follow up after the knowledge exchange, what processes are in place to assist farmers in implementing new adaptation options, how can behaviour change being tracked to see if this process is really useful?
- Exchange visits are resource intensive. How can this be replicated across large areas? What level of exchange is necessary? What added value do they bring?

Take Aways
This project offers some very interesting opportunities for exploring social learning. The models provide a good basis for discussion and shared development of ideas.

CCAFS Theme – This initiative fits broadly under themes 1 and 2.

Links
Description of climate analogues http://gismap.ciat.cgiar.org/Analogues/
& information on the tool http://dapa.ciat.cgiar.org/climate-analogues-tool-released/?utm_source=dlvr.it&utm_medium=twitter

Case Study 9 - Regional Socio-Economic and Governance Scenarios

The Future Scenarios initiative works in a participatory and interactive way with technical advisors and other key stakeholders in East and West Africa to build some up pictures of different worlds, or narratives, that identify the uncertainties that policy-makers may be faced with at the regional level. The idea is to help decision makers start analysing the transformational changes that will be needed in terms of policies, institutions and governance in agricultural production and food security over the next 15 years. The narratives identify a range of possible pro-active and re-active positions to be taken for a number of different "futures".

Lead institution: Oxford University with CCAFS inputting on communications angle

Climate Communication Aims
The communication aim of this initiative is to help build future scenarios that look at the on-the-ground uncertainties around regional social, political, economic uncertainties. It is about building up a picture of what uncertainties policy makers and technical advisors may have to face in the future. Scenarios help inform decision making under uncertainty through the development of a range of plausible futures. The scenarios are aimed at those making difficult choices at regional level and are designed to offer information and data in response to particular situations. The scenarios are not predicting a future or designing a future but offering ideas on what might happen and how to adapt – testing future options. A powerful, but equally important, aim is to build up teams of people who can own and lead the process at a country level and develop the strong relationships that will be needed for complex decision making.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** inform on science (including level of consensus and magnitude of the problem); inform on causes; inform on current and potential impacts; Inform on possible solutions
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation; Encourage action which helps people to adapt or reduce their vulnerability and/or exposure
Bring about changes in social norms and cultural values **-** influencing values through early education; influencing values through pervasive modelling; influencing on climate "smart" or "resilient" thinking/planning

Communications/Social Learning Characteristics
The process of building up the regional narratives for the scenarios takes place with key stakeholders, technical advisors researchers, policy makers, media, industry, agricultural scientists, private sector, finance sector etc. Their role is to identify key uncertainties and to describe in some detail what kind of situations they envisage and to take ownership of the process of scenario building and decision making. The international team, the modellers, then take this information and go to other existing models, datasets to quantify these narratives. The process of quantifying the narratives is very important for

sharing back with the stakeholders to ensure that a full understanding of the scenario has been represented and developed. The scenario team can then look at their future worlds and decides how best to adapt to each situation. This close exchange between the narrative builders and the data modellers provides a good opportunity for shared learning. It is clear that the existing models and datasets may be constructed on different paradigms but this exchange and challenge is a catalyst for new thinking.

The development of the regional team that begins to work together in building the narratives provides a good example of a social learning process that brings together people from different sectors and who will develop new iterations of each scenario by sharing thinking from their own perspectives and will stay close to the scenarios over the time they roll out.

There is a certain amount of agenda setting here by the organisers as there is a need for capacity building of participants to be able to use scenarios as a way to plan strategies. However the planning is then done in a participatory way. Using scenarios was originally developed in the military but then became a business tool and has only been used so far in Europe and northern America in the private sector. So despite the top-down agenda setting on "we will take the scenarios approach", building successful scenario relies on a good understanding of realistic, specific, contextual possibilities – this is a very participatory process.

Linear/Looped scorecard: 2/3

Audience
The principle audience are the technical advisors and sector experts, policy makers at national /regional level etc who have been helping in developing the scenarios. Engaging a broader audience including the private sector and civil society organisations happened in a June 2012 workshop and there is strong involvement and support for the process by the East Africa Commission. The internal CGIAR/CCAFS audience is also an important one, but perhaps one that is harder to reach.

Getting Research into Use (how this case study does or does not contribute to that)
The Scenarios Project will be used in a number of different ways. Scenarios will be developed as a cross cutting shared activity across the CCAFS programme and it is hoped that it will unlock creative thinking. Scenario analyses will be conducted at regional levels in three initial research regions (East Africa, West Africa and South Asia). The current East African project has a linked communications programme with Panos East Africa that is designed to share learning with the media and with local radio to engage wider audiences. Each of the Scenarios projects has the tangible output of project documents and analyses from each of the workshops but it also has a strong network of team members sharing learning in their own sectors.

The project also has a large number of partners with whom it is working – the East African Commission General Secretariat, other CGIAR Centres - IWMI, ICRISAT,ICRAF, ILRI,IFPRI – and more.

A key part of this project is the involvement of an expert panel that advises the project – the CCAFS Scenarios Advisory Group – that brings together futures experts from a range of different sectors.

Evolution of the project (how has the project evolved or developed if known)
Planning workshops have been held with technical advisors in East and West Africa in 2010/11. The aim is to bring these scenarios for discussion with broader audiences in 2012.
Global institutions like the IPCC, and the Global Forum for Agricultural Research of FAO have been interested in how this kind of work might be used by in their global foresight work.

Challenges and Questions

- Participatory scenario development in CCAFS is new. Some leg work is needed to convince staff that this is worthwhile. How to really measure and communicate the benefits? There is an important need for an internal communications campaign on some of these exciting initiatives and to bring in more CGIAR initiatives into the loop.
- Participatory scenario planning clearly has a lot to offer for particular groups of decision makers and in particular situations. How can CCAFS share this methodology more widely and bring in other relevant external players into such a process?

Take Aways
This is a nice example of a global levels futures scenarios team working at regional level with different stakeholders. This feels like a really "bottom-up" process in terms of the narrative building. It is not currently at community level but the principles of deciding what might be different "future worlds" that regions, nations, or communities might be faced with and then providing models/data that people can use to try out iterative scenarios for their own decision making is a concept that could work at scale. CGIAR may be well placed to facilitate this kind of global local connection.

CCAFS Theme – This initiative fits broadly under theme 4.

Links
Scenarios list http://ccafs.cgiar.org/events/tag/scenarios
Scenarios project page plus an interesting interview with Scenarios Leader John Ingram at http://ccafs.cgiar.org/scenarios/

Case Study 10 - Maarifa Knowledge Centres

Initiated in 2007, the Maarifa Centres (Maarifa is the Swahili word for knowledge) are a project that aims through multi-media tools, to facilitate the exchange of ideas, experiences, and knowledge among communities to enhance learning for improved socio-economic empowerment. The project involves the establishment of community knowledge centres (CKC) in the rural areas of Kenya, Tanzania, and Uganda which, in partnership with other agencies, seek to bring information and communication technologies (ICTs) to rural communities to enable the documentation and sharing of local knowledge - in particular, knowledge relating to farming and natural resource management.

Lead institution: Arid Lands Information Network (ALIN), ILRI

ALIN is an International NGO that facilitates information and knowledge exchange to and between extension workers or other infomediaries and arid lands communities in Kenya, Uganda and Tanzania. The information exchange activities focus on small-scale sustainable agriculture, climate change adaptation, natural resources management and other livelihood issues.

Climate Communication Aims
The communication aims of this initiative are to foster local knowledge generation and sharing on climate adaptation and other topics across a network of arid lands communities. The method of operating at scale includes careful combination of strengthening the capacity of local people to use ICTs for the benefit of their community and their livelihoods. This promotes inclusion and engagement within the network.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change **-** inform on causes; inform on current and potential impacts; Inform on possible solutions
Achieve some type and level of social engagement/action **-** encourage action/behaviour that encourages' forward-learning'/adaptation; encourage action which helps people to adapt or reduce their vulnerability and/or exposure
Bring about changes in social norms and cultural values **-** influencing values through early education

Communications/Social Learning Characteristics
At the Maarifa Centres, community members can access and share information on how to improve their livelihoods through new technologies for farming, livestock keeping, coping with environment and climate change, and current marketing information. The centres also offer information related to health, gender, and HIV and AIDS.
Much of the communication and social learning opportunities are built into the processes for gathering and dissemination the information A typical Maarifa Centre is managed by an advisory committee of about 5-8 local community stakeholders. The selection process ensures that the membership is diverse, gender-balanced, and represents interests of special groups. ALIN's volunteer programme supports the running of the centres. The volunteers work at the

centre for one year and are supervised by local host partner organisations. They are generally young graduates in mass communication, agriculture, environmental studies, or community development. The volunteers manage the centre's activities, coordinating the collection of development-oriented local knowledge and experiences and training local communities on the use of ICT tools.

The information collected and submitted by community development workers, community members, or volunteers is shared through the OKN platform which links all the CKCs and is accessible across the ALIN network. To ensure continuity and effective knowledge transfer, the volunteers work with a local person who acts as a Community Knowledge Facilitator (CKF) representing local interests.

It is claimed that this information and knowledge flows across the ALIN network as well as being tailored for local dissemination to marginalised groups in a way that fosters inclusion, local interest and good understanding of local issues. This is an example of a looped/looped learning environment where practical local knowledge is shared, discussed and adapted for differing contexts.

Linear/Looped scorecard: 3/3

Audience
The centres offer basic ICT training to community members, often young people who have graduated from secondary schools as well as primary school pupils, many of whom have formed information clubs. The centres also act as information access points for community development workers who provide agricultural and related extension services in the region. They use the centres to acquire free (online) development information and to send weekly reports to their ministries or organisations, but also benefit from basic office services such as typing, photocopying, and free internet access**.**
The Maarifa Centres also support the active involvement of women. In order to enhance the capacity of women to play an active role in development initiatives and to reverse the trend of their insufficient inclusion, especially in the dry land areas, ALIN promotes the integration of women in development and information support.

Getting Research into Use (how this case study does or does not contribute to that)
This example demonstrates evidence of local practical examples of climate change adaptation being discovered, discussed and understood, and in some cases used elsewhere (local->local transfer). It is not so clear where the climate science meets traditional local knowledge and how this works together. Also, to what extent are traditional climate science centres learning from these more autonomous innovations (and the ALIN model itself) to change their approaches to monitoring, predicting, adapting to and communicating climate change.

Evolution of the project (how has the project evolved or developed if known)

The Maarifa centres started in 2007 and have expanded to 10 centres. Use of ICTs and people networks have evolved over this period to extend the outreach beyond the centres themselves to surrounding villages and communities.

Challenges and Questions

- Scale – ALIN currently has 10 Maarifa centres. These rely heavily on donor support. How can this model be scaled more widely and are there ways to make the finance model more robust and less centrally reliant?
- Measuring social learning and impacts – although there are anecdotal examples, social learning where it occurs and behaviour change do not appear to be systematically monitored. Additionally, although the entire structure encourages inclusion, there does not appear to be systematic mapping of who the centres have been successful in reaching and who they have not. Could some light touch M&E processes help share the key learning outcomes?
- Integrating local knowledge/learning with climate science – much of what is posted on the OKN is learning from the experience that the different centres (in conjunction with their own local and national organisations) have had in implementing an interesting innovation. These experiences are discussed and in some cases implemented further across the ALIN network members. Can this type of learning and knowledge also be used by climate scientists to improve the way their tools can work for local communities? Is there sufficient climate science knowledge permeating into these local practical examples?

Take Aways

For the Centres there is an interesting relationship between building capacity and hoped-for shared social learning. Is the social learning on issues deliberate or incidental, in other words is it clear what people are learning and what affects their choices of interest? For the OKN web platform, it is clearly a successful channel for news and information from communities but who is it speaking to in reality - it is not clear whether the OKN is the platform from which the community itself in engages in shared learning and continual development of ideas or whether it is more a way of sharing information on what is happening with the ALIN network.

CCAFS Theme – This initiative fits broadly under CCAFS themes 1 and 2 as well as theme 4.

Links

ALIN website http://www.alin.net/

Case Study 11 - Climate Airwaves

Climate Airwaves is a project for building capacity among community radio broadcasters to investigate the local impact of climate change. The vision behind the project was to build the confidence of broadcasters to do stories by developing their skills in doing action research with communities on how climate change is changing their lives and to identify areas where they felt they could have an impact. The result of the process and the programming was also designed to engage with the research and policy communities highlighting to highlight these impacts and push for change.

Lead institution: IDS, Ghana Community Radio, Africa Adapt

Climate Communication Aims

The communication aims are to improve the ability for radio broadcasters, who are able to reach to a much wider audiences, to communicate with and engage with their audiences on climate change issues. It is also designed in a way that encourages the broadcaster and audience to learn together and feed this learning into wider research and policy communities to influence new thinking.

Fit with categorical considerations for climate communication (see Table 1)
Inform and educate individuals about climate change - inform on science (including level of consensus and magnitude of the problem); inform on causes; inform on current and potential impacts; Inform on possible solutions; inform on risk management; inform on adaptation practices
Achieve some type and level of social engagement/action - encourage action/behaviour that encourages' forward-learning'/adaptation; encourage action which helps people to adapt or reduce their vulnerability and/or exposure; encourage political/civic action across unusual boundaries or scales
Bring about changes in social norms and cultural values - - Influencing values through early education; influencing on climate "smart" or "resilient" thinking/planning; Influencing values through pervasive modelling

Communications/ Social Learning Characteristics

Good community radio already has good strong ties to local knowledge and a lot of experience of investigating and advocating for different local issues. However, it was discovered that lots of local broadcasters felt they did not have the legitimacy or confidence to investigate an issue like climate change. Comments like "I am not a scientist so I cannot investigate climate change" were a familiar refrain. This lack of confidence was exacerbated by not having enough understanding of the global context in which to situate the local implications. This lack of understanding of the drivers of global climate change meant Broadcasters were actually blaming communities for the environmental degradation etc.
Climate Airwaves was a pilot that tried to encourage a more participative environment for learning about climate change by turning some of their thinking towards a more rights based, social justice angle which is a familiar angle for community radio. The action research dimension encouraged broadcasters to

play more of an intermediary role between the community who they were researching and the policy makers or other local stakeholders that they needed to talk to.

The 18 month pilot was implemented in three phases, all of which have a relevant dimension for social learning.

The First phase was about building the basic understanding of climate change through training workshops - multiple training sessions – first one from a local partner and then from IDS. As much different and varied information as was felt relevant was provided on a pen drive. The content was aimed at Climate Justice – but with good information on the global context, the impacts of this for Ghana as well as an understanding of the relevance for development – a total of 5.5 days of training time. Baseline assessments carried out by Ghana Radio of the broadcaster's knowledge and that of the local stakeholders helped IDS know who they were working with in order to give them the right support.

The second phase – piloted with one station - was an action research workshop where the team went together to trial an action research methodology framework using real issues. This included mapping as well as investigation. The broadcasters then came together for a production workshop to choose their themes. The themes were then shared in a "durba" or regional forum and refined with their audience resulting in a next iteration. This process managed to attract people to come and share their ideas and get involved from the district assemblies who had hereto refused to connect over the issue. This event was followed by a national forum with stakeholders and donors – 130 people - participating in a big meeting in Accra where the findings and methodology of the project were presented.

A lot of documentation on project methodology is now in the process of being shared through AMARC – World Association of Community Radio Broadcasters to try and persuade other radio broadcasters to get involved.

This project demonstrates more about developing an environment for social learning than simply a linear process of sharing information. It demonstrates a number of successful criteria for a social learning project – embedding communications in local processes and structures, responding to communities needs and empowering people to develop their thinking around the issues relevant to them and feeding these back for further reflection and development together.

Linear/Looped scorecard: 3/3

Audience

The audience for the broadcasts were the local listeners – the community itself and their local policy makers. The stakeholders involved in contributing to the process of building the stories and sharing the knowledge are a critical part of those engaged in the process. In this context they are the audience also.

Getting Research into Use
This project demonstrates a good example of developing an action research project relevant to a very local context, investigating the key issues with the right local stakeholders and then sharing their knowledge in the most appropriate ways. The increased dialogue and discussion refined the knowledge further. Three local radio stations closely situated in a region came up with three different story lines that were very locally context specific demonstrates the importance of relevance for getting ideas adopted.

Evolution of the project
Climate airwaves started with three radio stations chosen on their proximity to one another. This was a factor of cost - if there had been more money more stations could have been included. Each of the stations identified different issues but ended up talking about different things – sea level rise, low crop yields, droughts and flood. Three different languages were used for the three different stations.

Challenges and Questions
- Community radio is not always trusted – there are some good and some less good.
- Community radio can be poor quality, have poor messaging, and be politicised. In this case there was active selection of radio stations where there was a chance of success and a more pleural media.
- The importance of working with existing networks. This kind of model won't work everywhere and cannot be imposed. There needs to be support for strengthening endogenous capacity for coordinating i.e. to strengthen the capacity of existing networks so that they can be drawn up on. In this case there were good existing networks of NGOs and CSOs strongly linked to community groups which could be drawn upon
- Gender was a challenge in terms of keeping a balance – women had less capacity to engage. Radio broadcasters are volunteers in general and women needed more training because of lower education levels. One example cited was an extra day and half of training for women on the climate science issues.
- Sustainability is also a big issue – capacity is lost very quickly because the broadcasters and participants are volunteers and then the process has to start again.

Takeaways
Where robust networks are present there is a lot of potential to develop an action research methodology as a way of investigating and sharing learning on local issues. There is evidence from this pilot that the radio station has adopted the action research methodology, adapted it and branded it as its own and will be using it again. But with such high resources and in difficult political situations this might be more difficult to use in other situations.

CCAFS Theme – This initiative fits broadly under CCAFS theme 4.

Links
Climate airwaves website http://www.climate-airwaves.net/
IDS description of the project http://www.ids.ac.uk/idsproject/climate-airwaves

Summary of interviewees

Name	Organisation	Job title
Peter Laderach	CIAT	Researcher
Pierre Traore	ICRISAT	GIS division - mapping and modelling support to other researchers and scientists and managing everything to do with climate for west and central Africa
Amanda Palazzo	IFPRI	Research analyst - environment and production technology division
Chris Cutter	CIMMYT	Head of External Communications
Osana Bonilla-Findji	CIAT, CCAFS	Science officer for CCAFS team one (adaptation to progressive climate change)
Moushumi Chaudhury	ICRAF, CCAFS	Social Scientist
Joost Vervoort	Oxford University, CCAFS	Scenarios officer
Henry Neufeldt	ICRAF	Head climate change research
Chris Hughes	HEDON	Support officer
Blane Harvey	IDS	Research Fellow
Peter Ballantyne	ILRI, CCAFS	Head, Knowledge Management and Information Services
Patti Kristjanson	CCAFS	Theme Leader: Linking knowledge with action
Sonja Vermeulen	CCAFS	Head of Research Coordinating Unit
Anon CGIAR 1 *		Climate Change Scientist
Anon CGIAR 2 *		Outreach manager (communications)
Anon CGIAR 3 *		Senior Scientist

Annex II – Graphical Analysis of Initiatives Dataset

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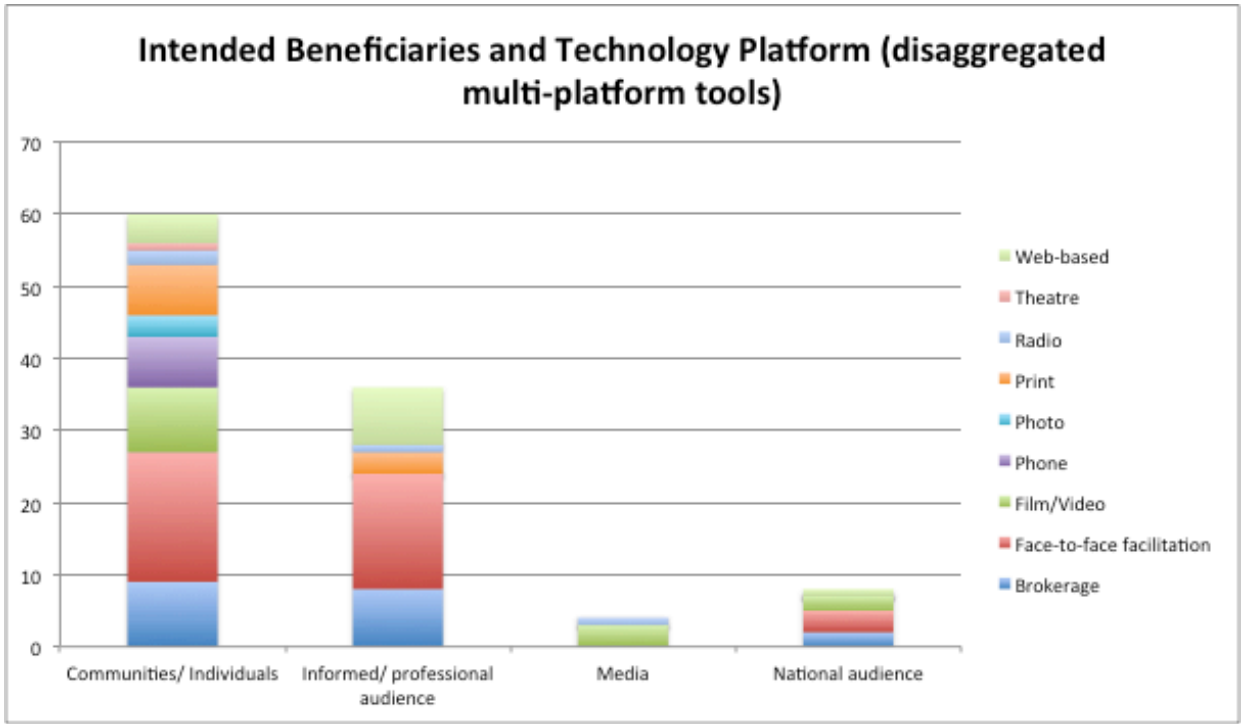
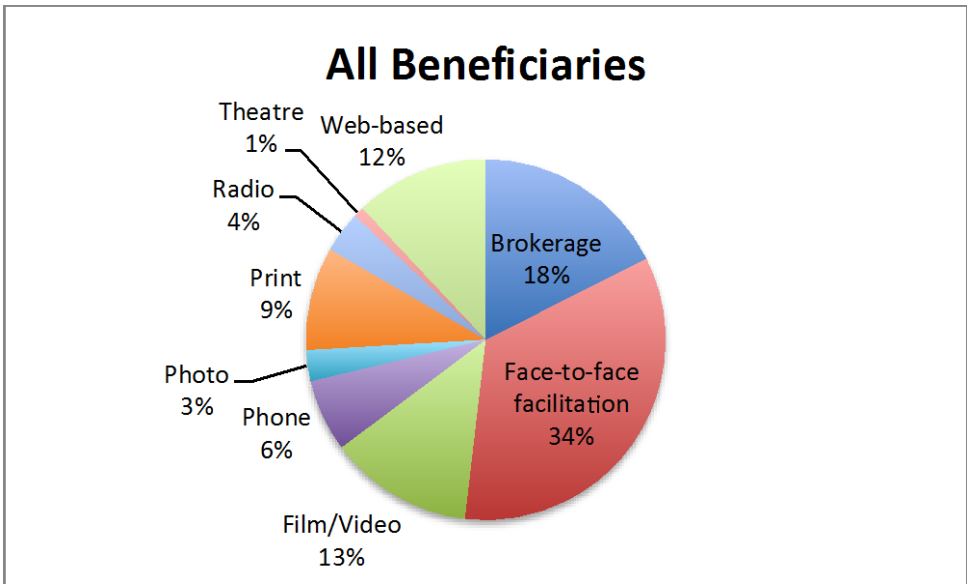
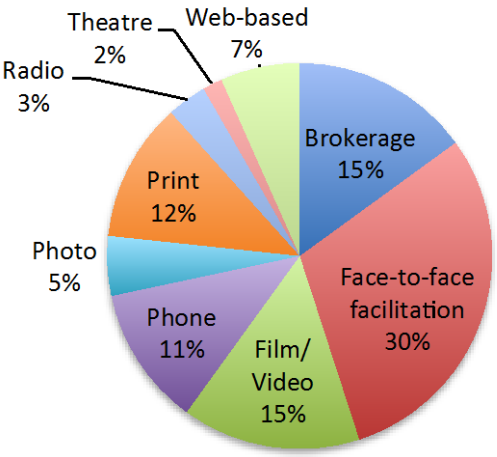
Beneficiary vs Platform Analysis

In this analysis initiatives that make use of several platforms ('multi-platform tools') have been counted once per platform. Thus, if an initiative uses both print and radio, it is counted twice, allowing the total number of times that a given platform has been used to be represented in the data.

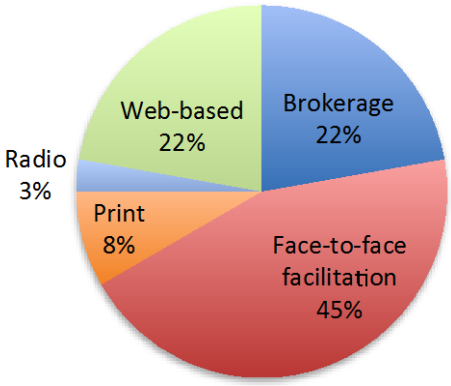




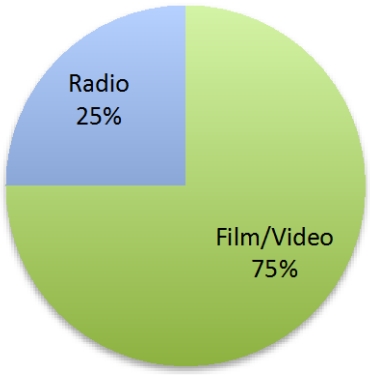
Communities/ Individual Intended Beneficiary



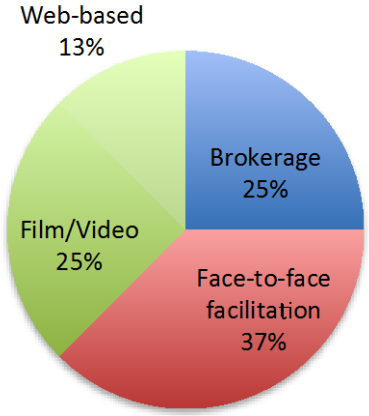
Informed/ Professional Intended Benficiary



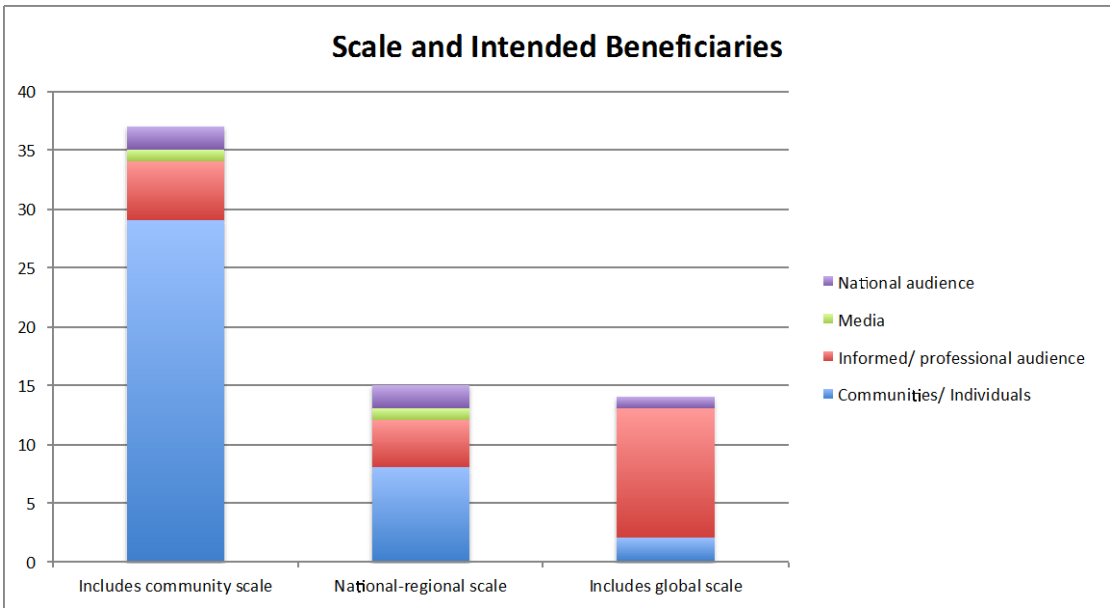
Media Intended Beneficiary

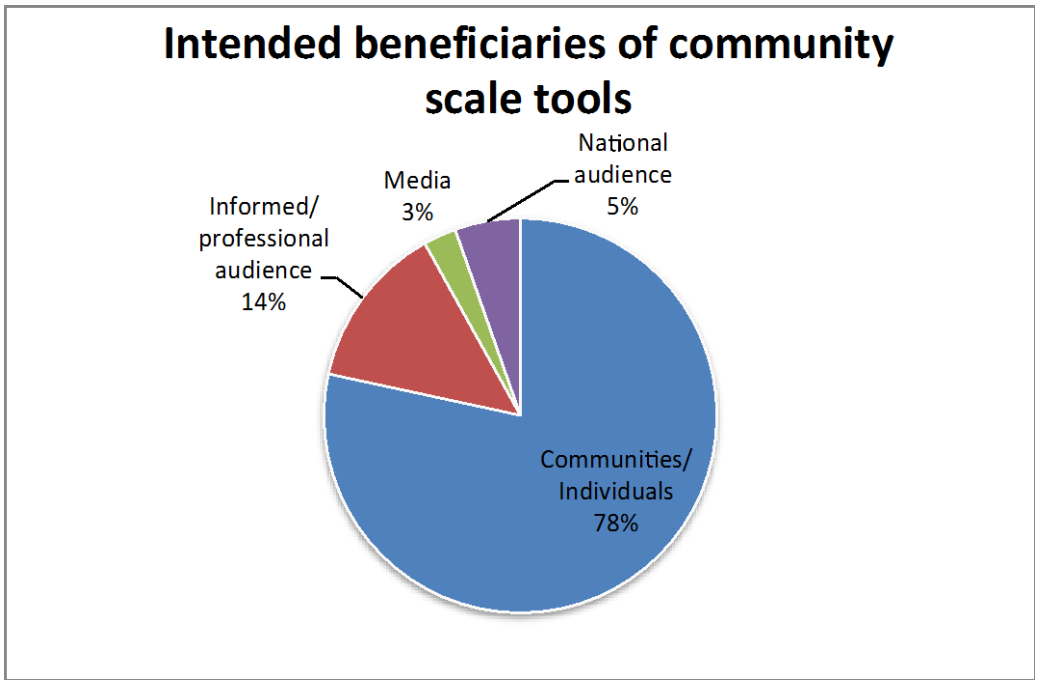


National Audience Intended Beneficiary

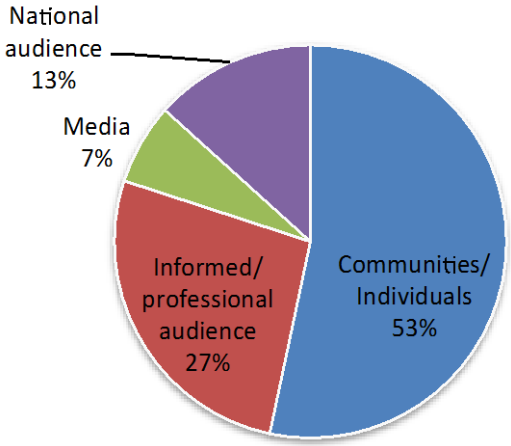


Scale vs Beneficiary

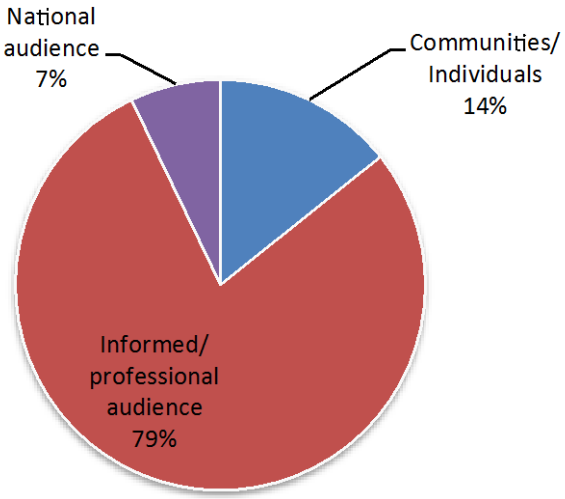




Intended beneficiaries of national-regional scale tools

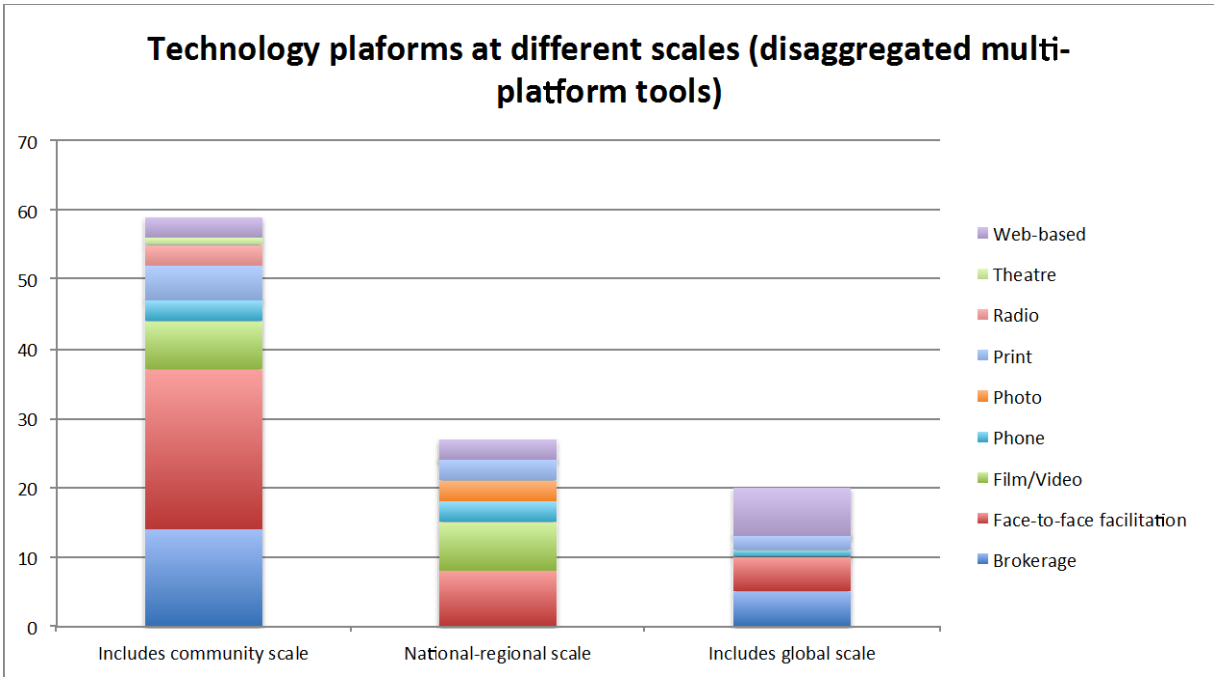


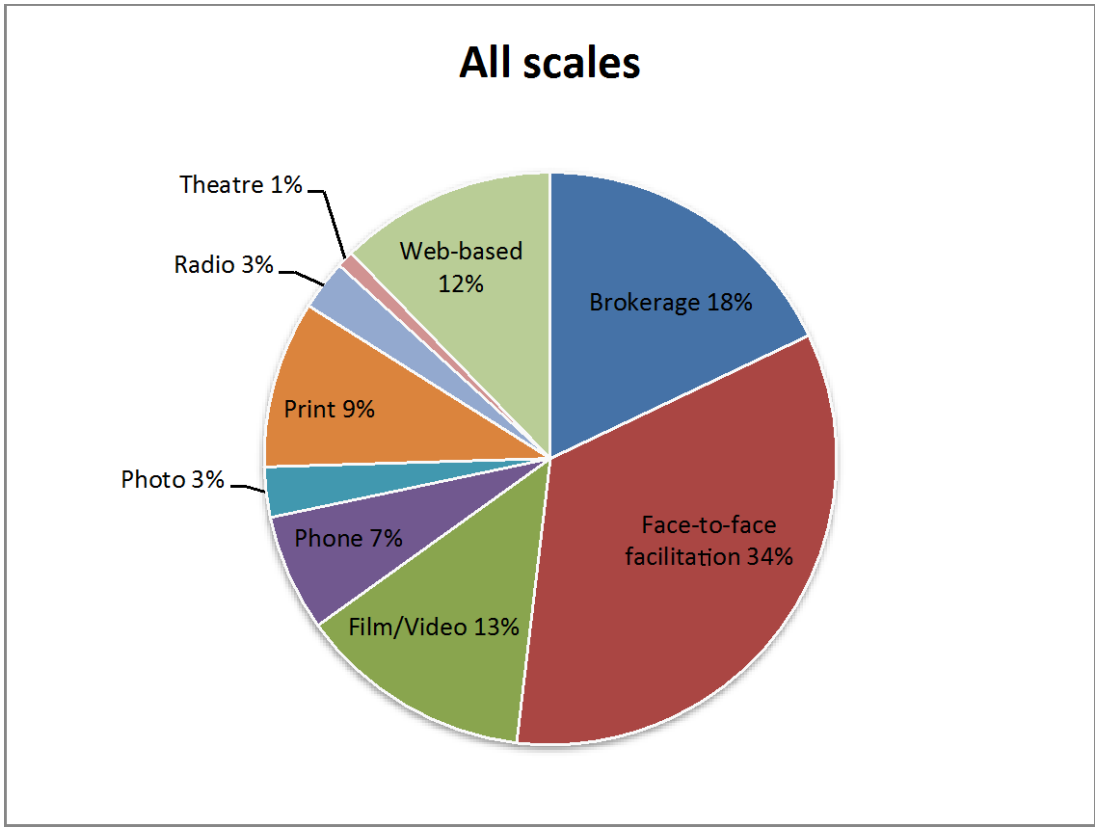
Intended beneficiaries of global scale tools



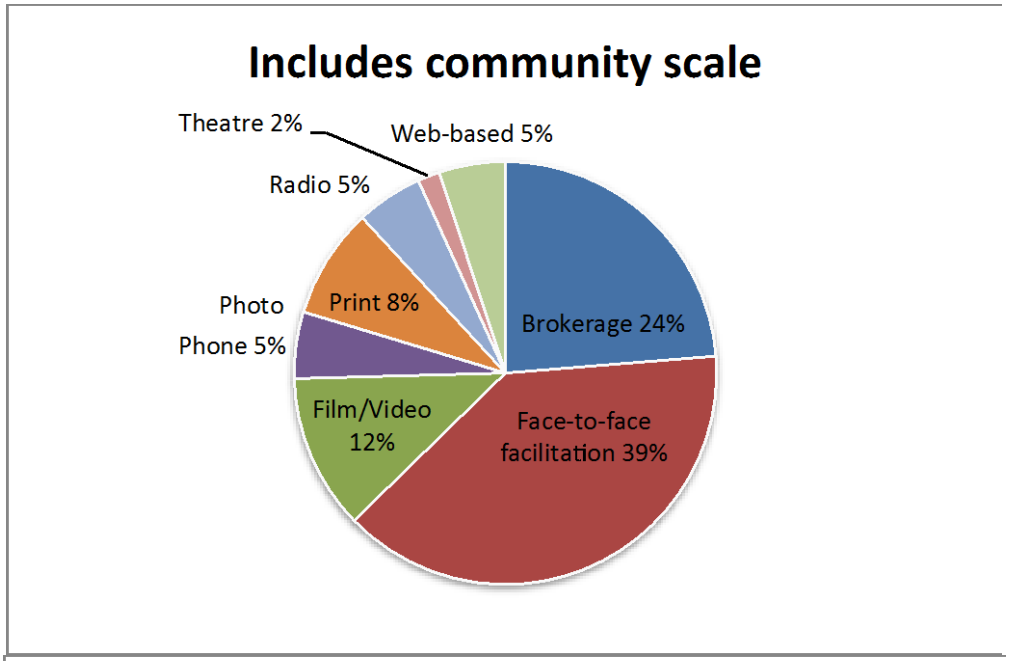
Scale vs Technology Platform

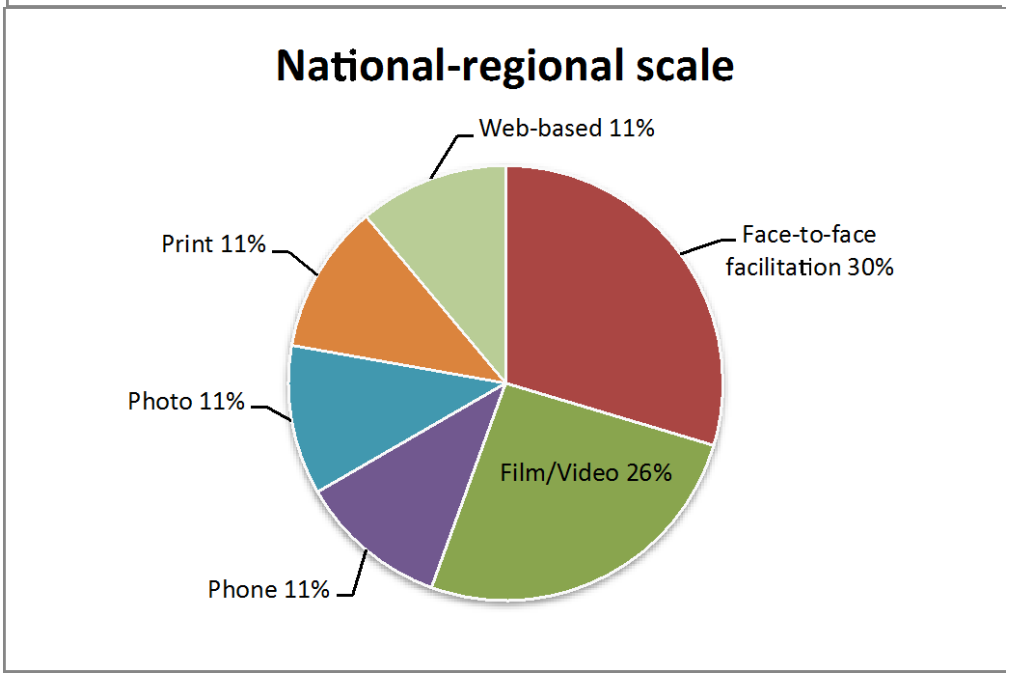
In this analysis initiatives that make use of several platforms ('multi-platform tools') have been counted once per platform. Thus, if an initiative uses both print and radio, it is counted twice, allowing the total number of times that a given platform has been used to be represented in the data.

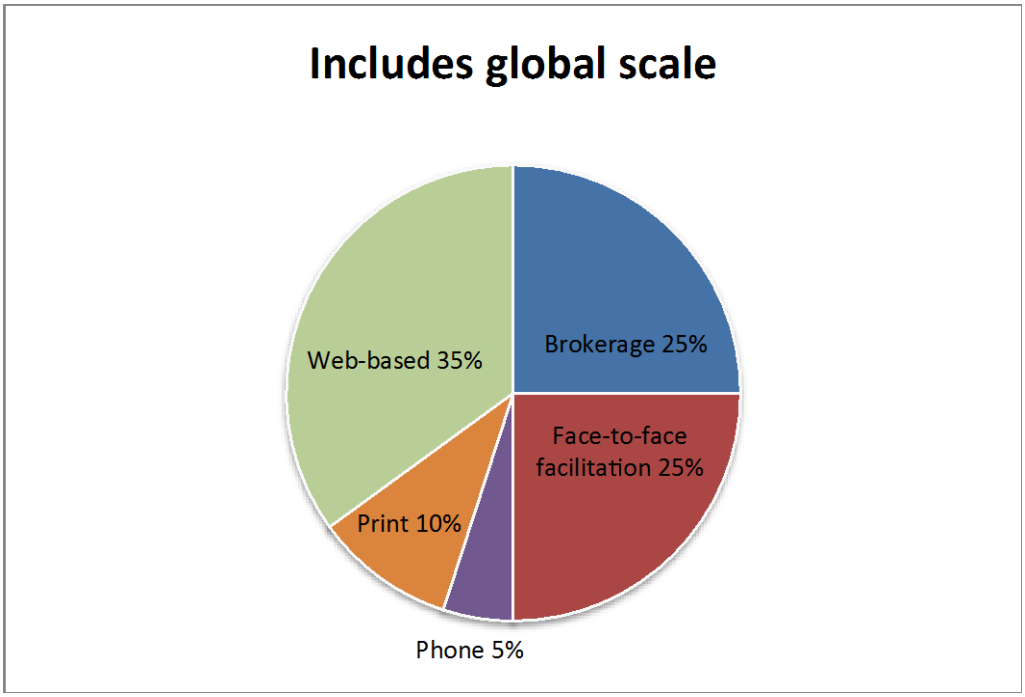




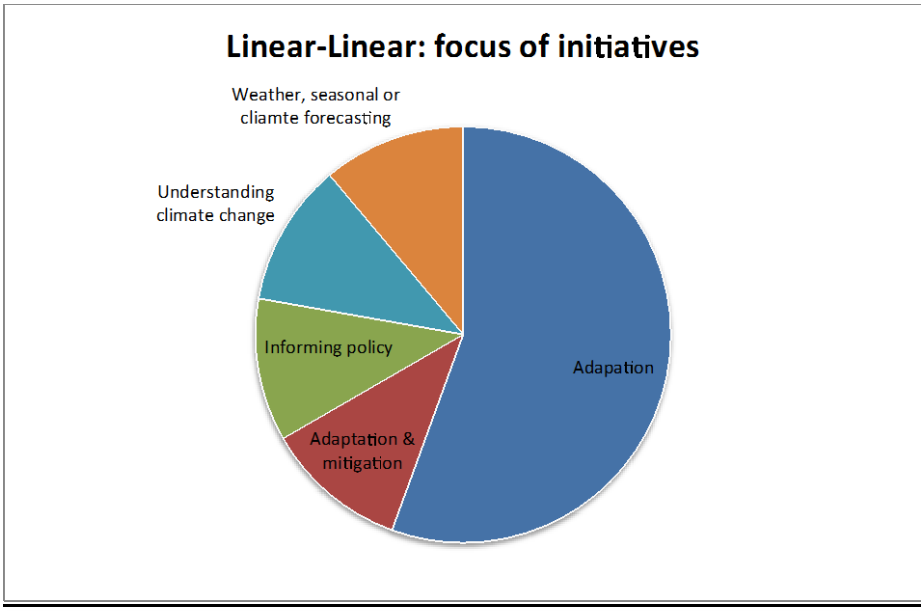
In this chart all initiatives that target community scale beneficiaries have been grouped together, allowing assessment of the extent of community-focused activities.

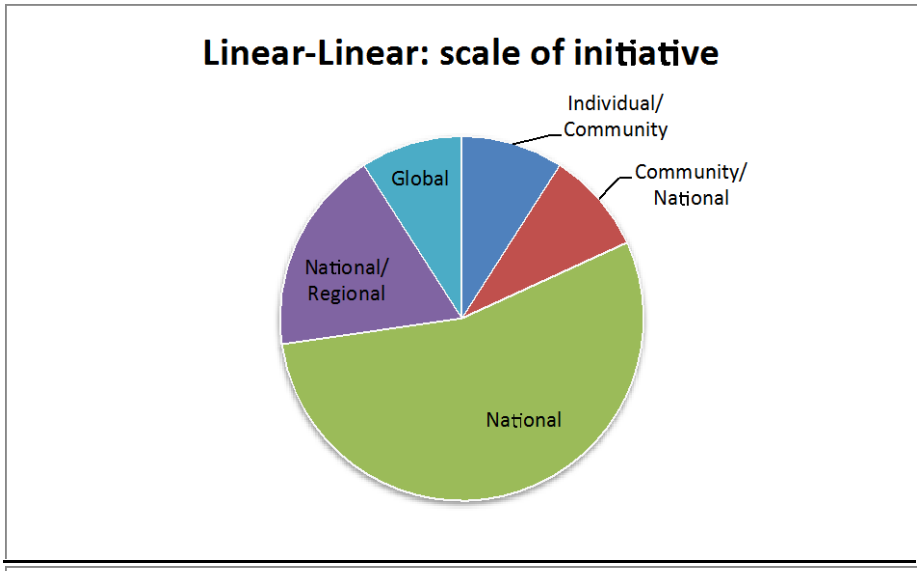


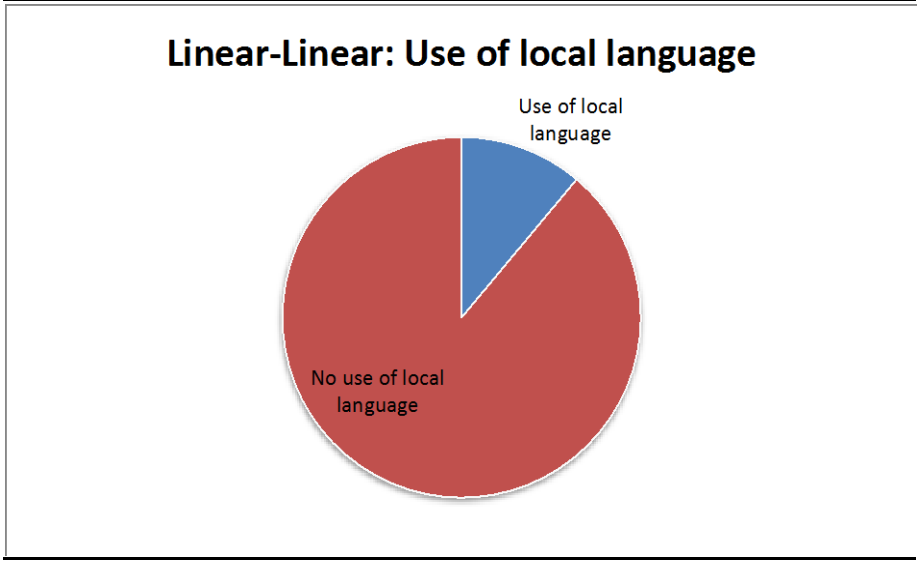


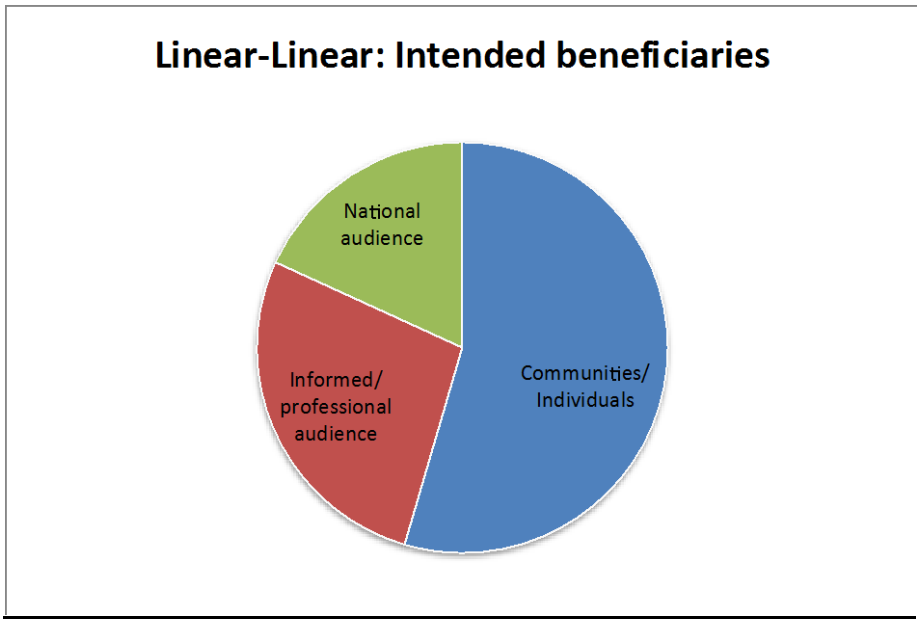

Includes global scale
Brokerage 25%
Face-to-face facilitation 25%
Phone 5%
Print 10%
Web-based 35%

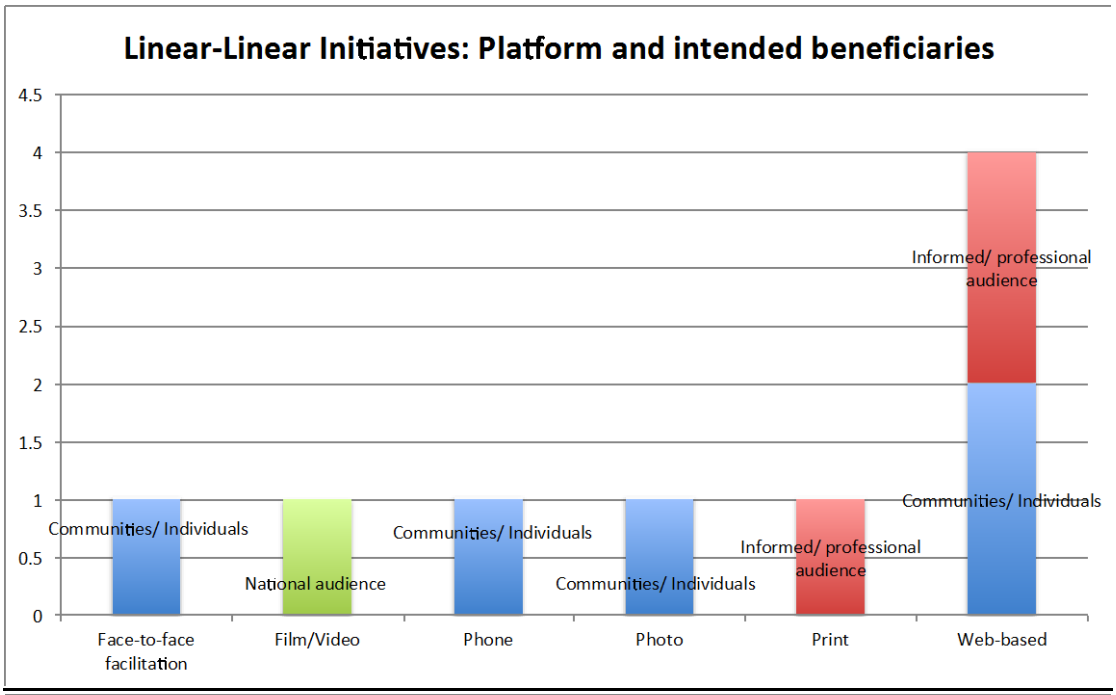
Linear-Linear Analysis

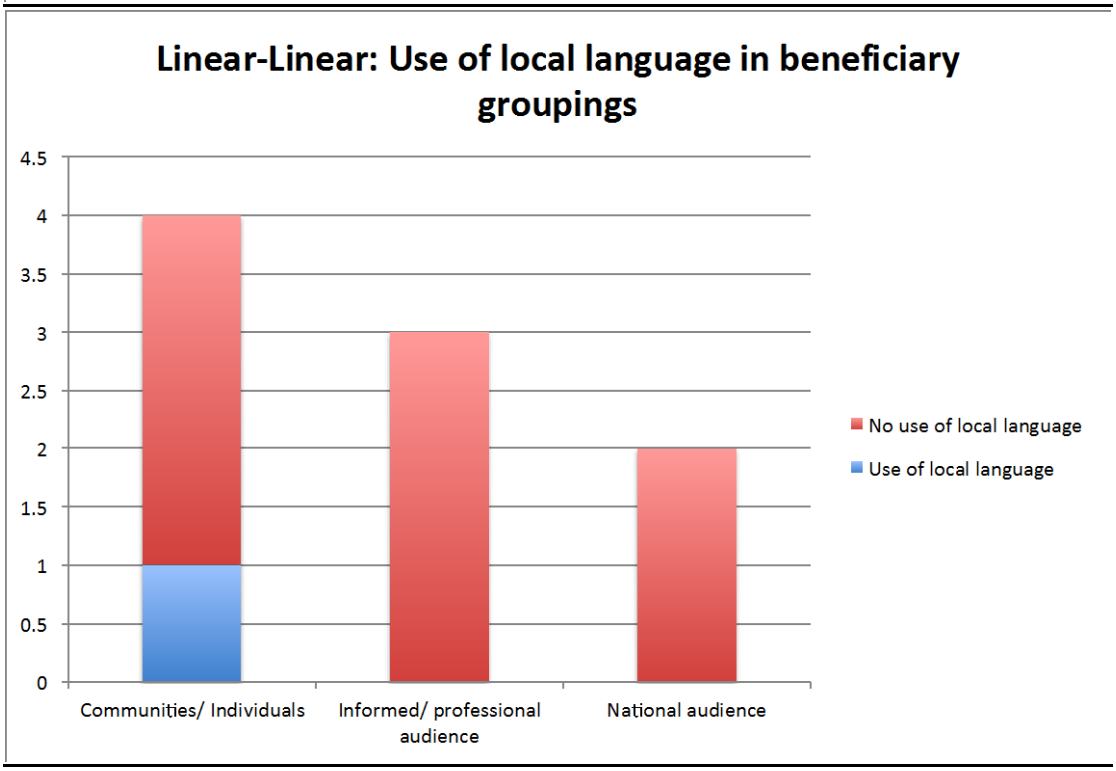


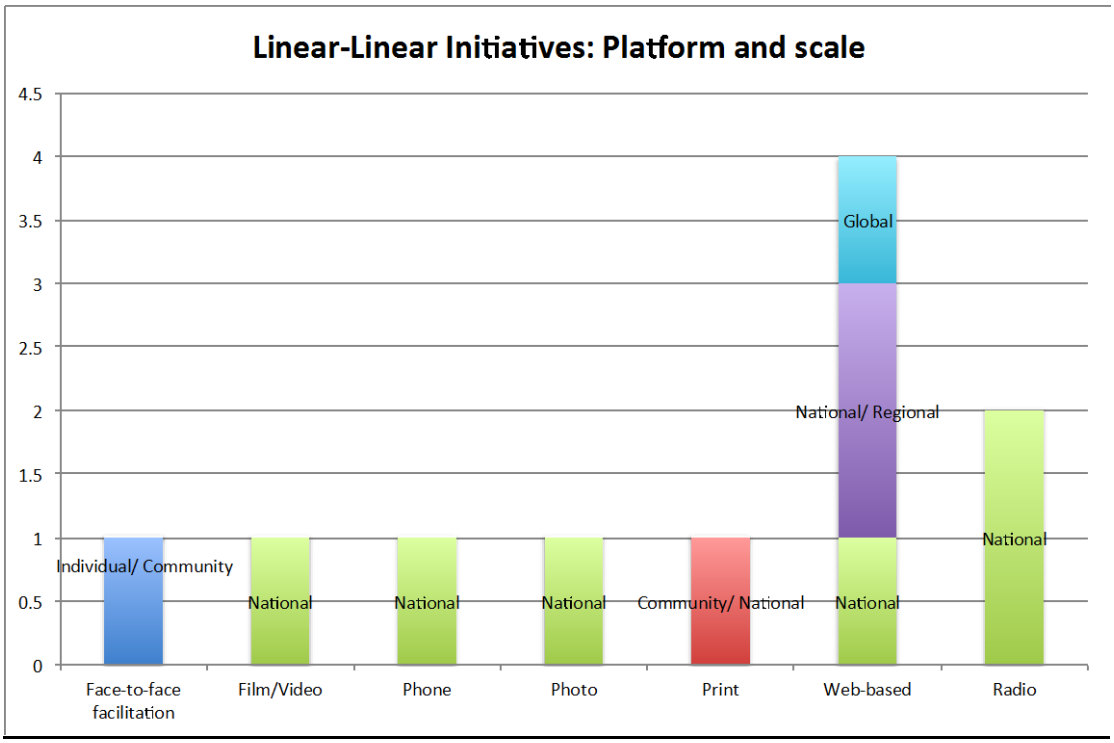


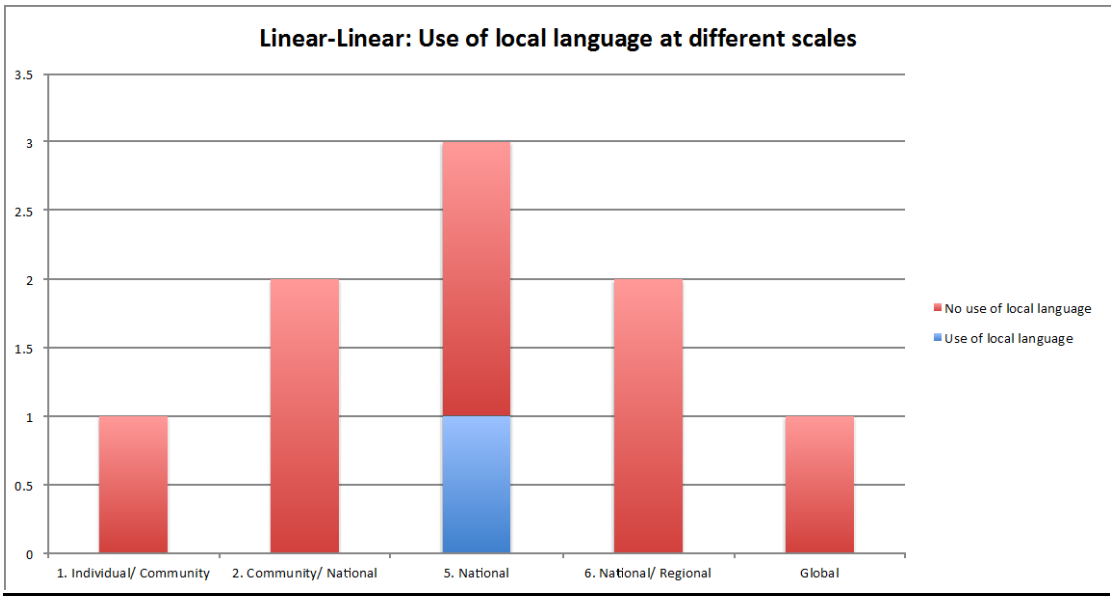



Linear-Linear: Intended beneficiaries
National audience
Informed/ professional audience
Communities/ Individuals

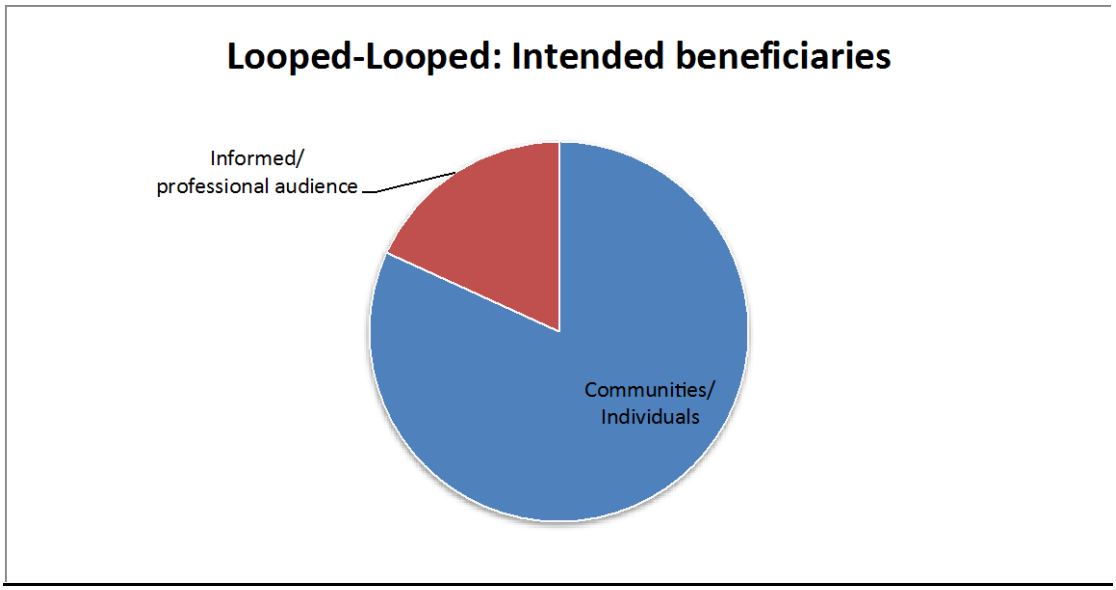

Linear-Linear Initiatives: Platform and intended beneficiaries
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0
Communities/ Individuals
National audience
Communities/ Individuals
Communities/ Individuals
Informed/ professional audience
Informed/ professional audience
Communities/ Individuals
Face-to-face facilitation
Film/Video
Phone
Photo
Print
Web-based

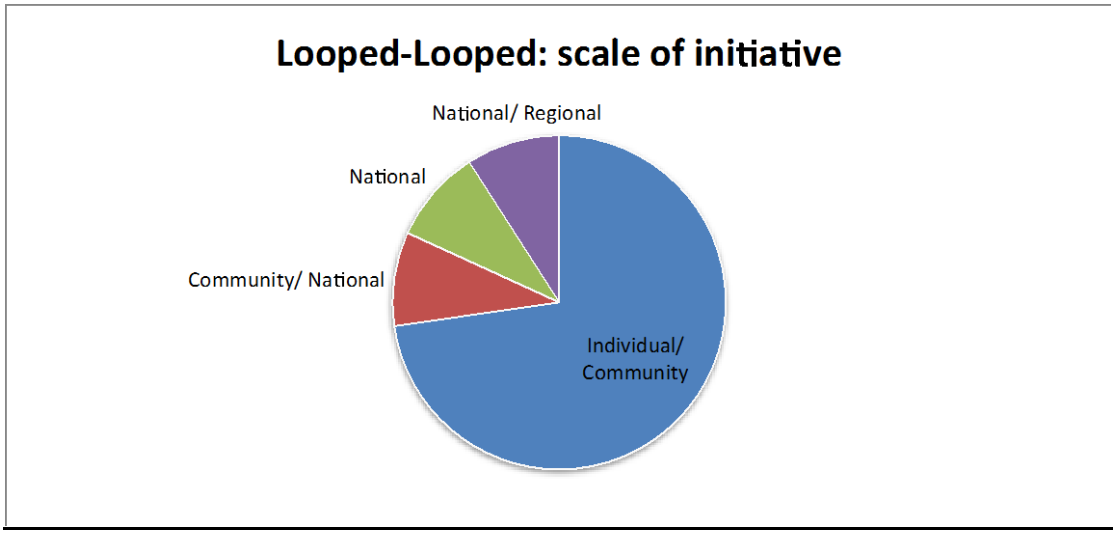

Linear-Linear: Use of local language in beneficiary groupings
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0
Communities/ Individuals
Informed/ professional audience
National audience
No use of local language
Use of local language

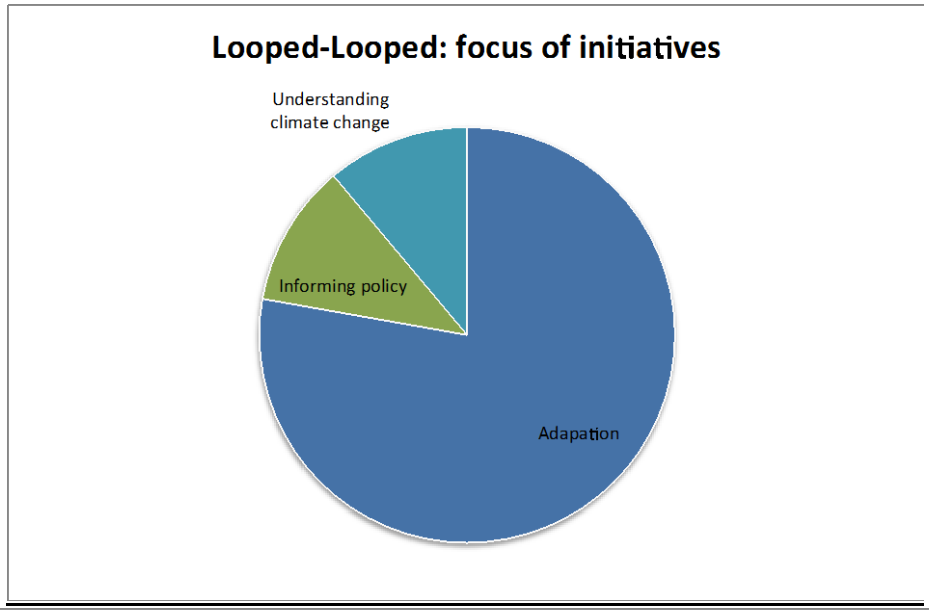

Linear-Linear Initiatives: Platform and scale
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0
Global
National/ Regional
National
Individual/ Community
National
National
National
Community/ National
National
Face-to-face facilitation
Film/Video
Phone
Photo
Print
Web-based
Radio

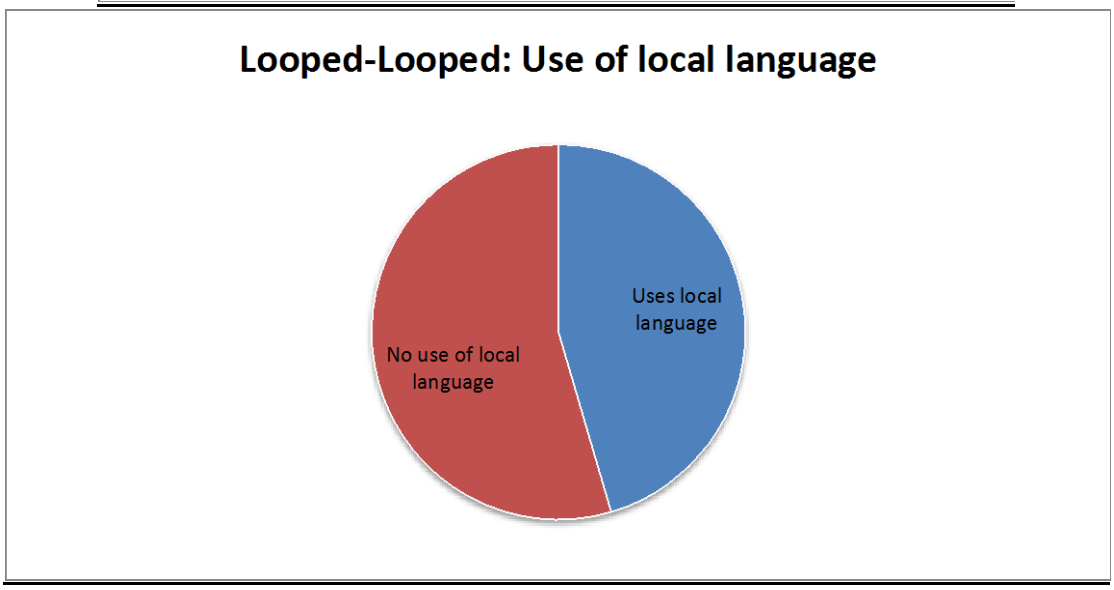

Linear-Linear: Use of local language at different scales
3.5
3
2.5
2
1.5
1
0.5
0
1. Individual/ Community
2. Community/ National
5. National
6. National/ Regional
Global
No use of local language
Use of local language

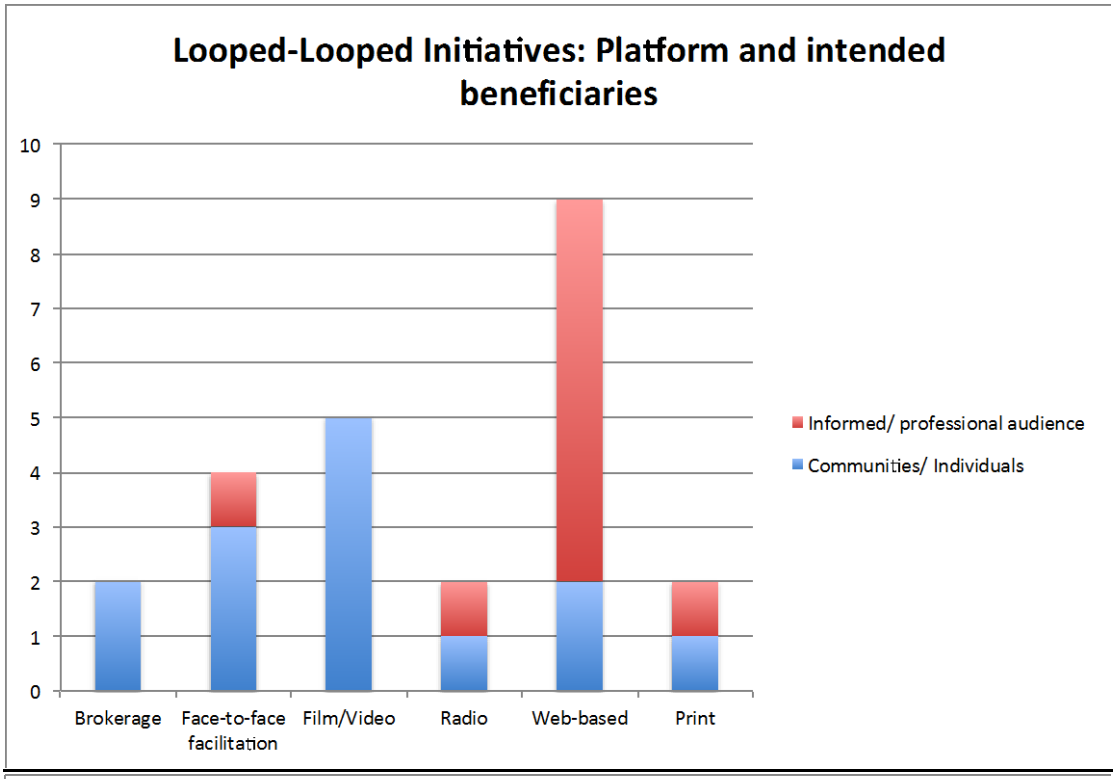
Looped-Looped analysis

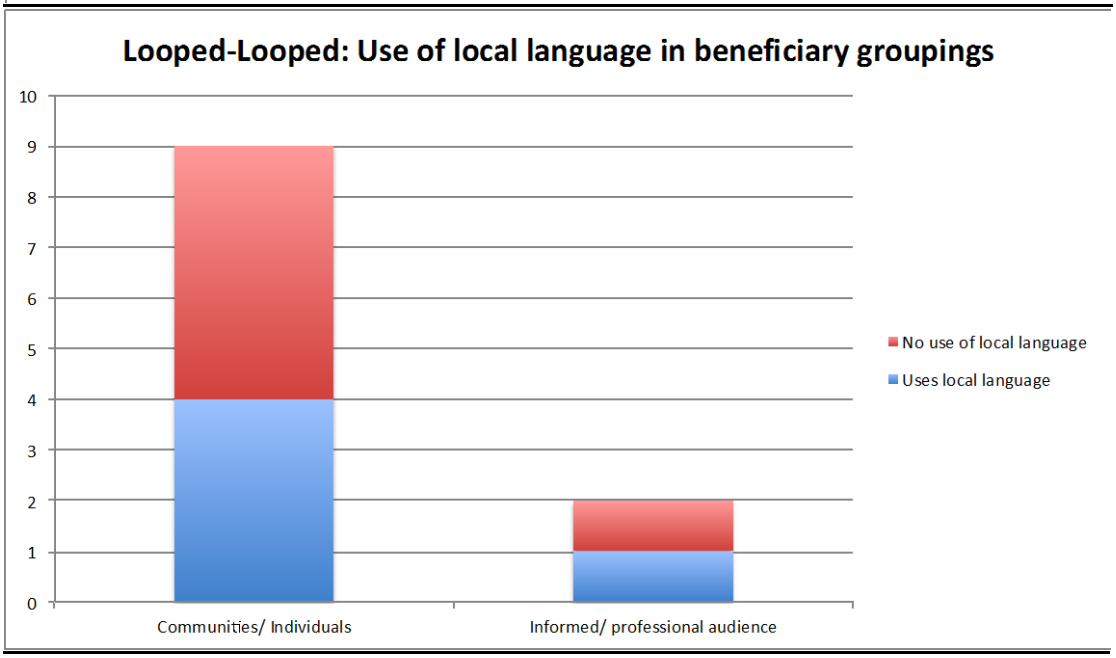


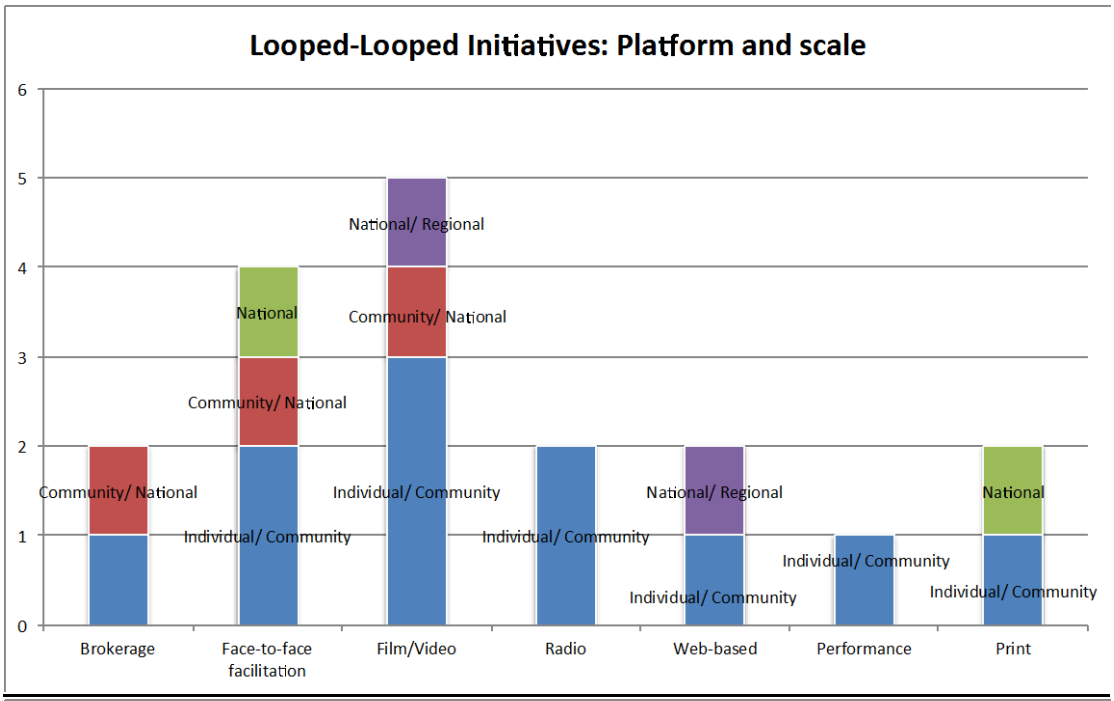


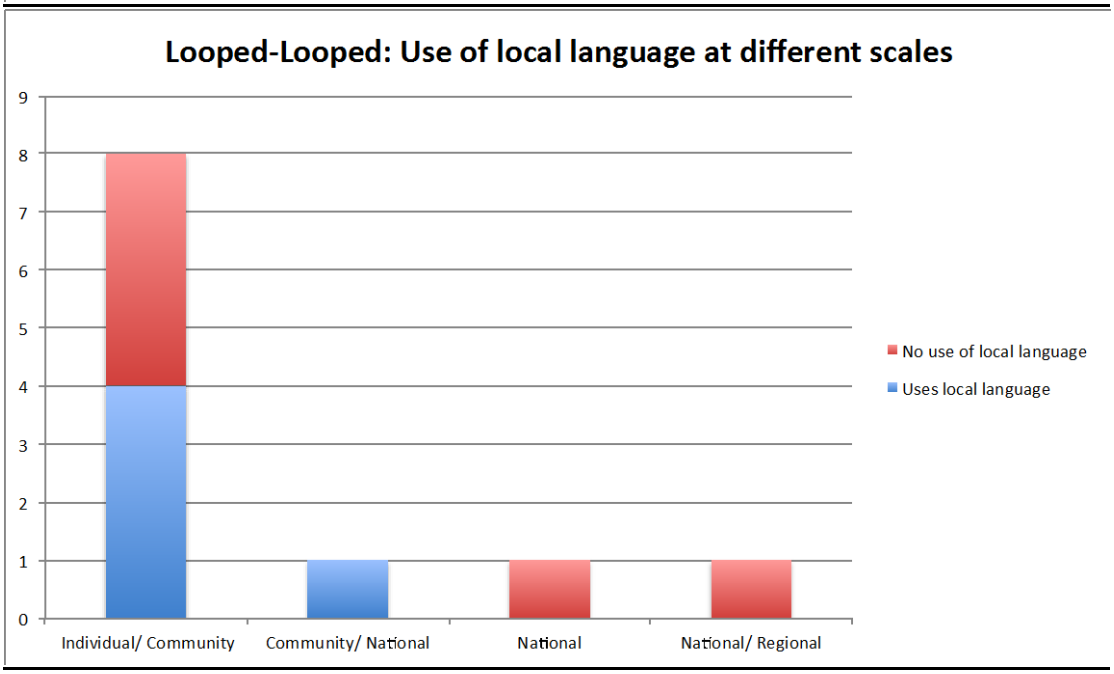

Looped-Looped: focus of initiatives
Understanding climate change
Informing policy
Adapation


Looped-Looped: Use of local language
Uses local language
No use of local language

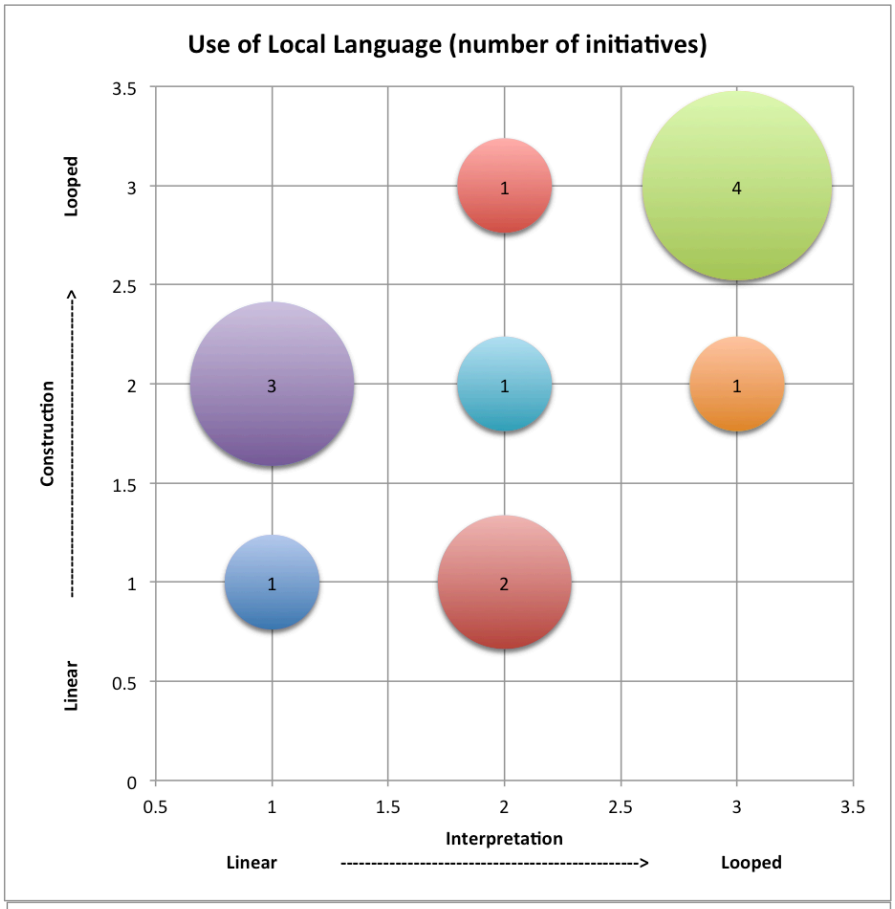

Looped-Looped Initiatives: Platform and intended beneficiaries
10
9
8
7
6
5
4
3
2
1
0
Brokerage
Face-to-face facilitation
Film/Video
Radio
Web-based
Print
Informed/ professional audience
Communities/ Individuals

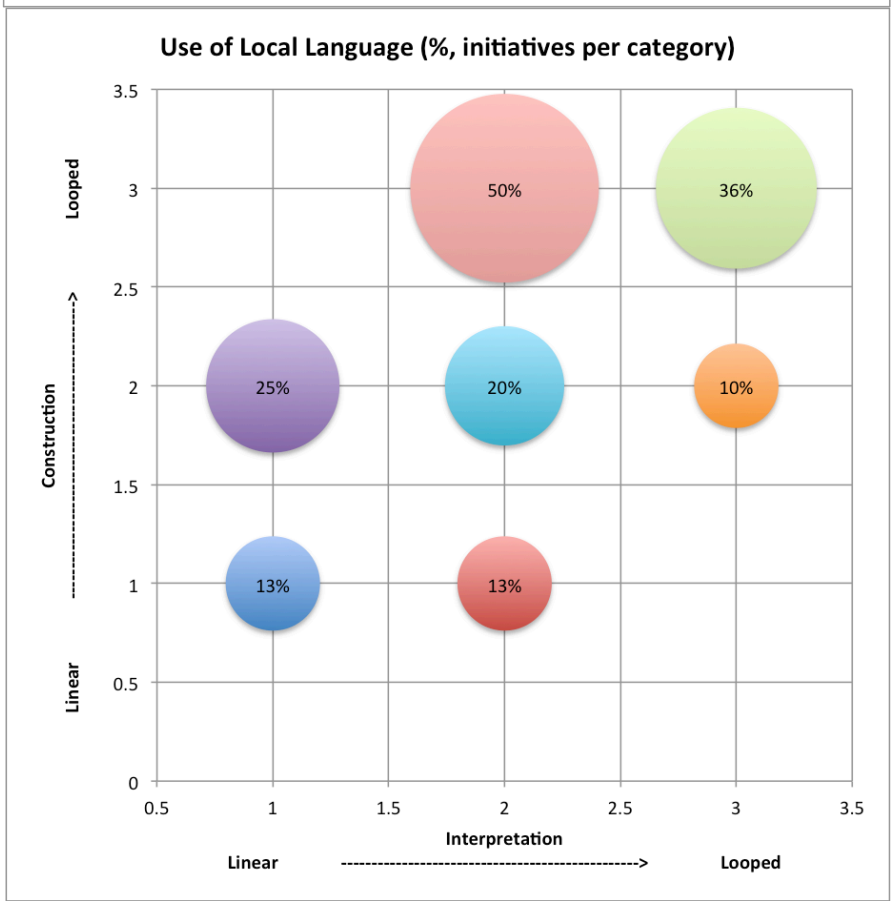

Looped-Looped: Use of local language in beneficiary groupings
10
9
8
7
6
5
4
3
2
1
0
Communities/ Individuals
Informed/ professional audience
No use of local language
Uses local language

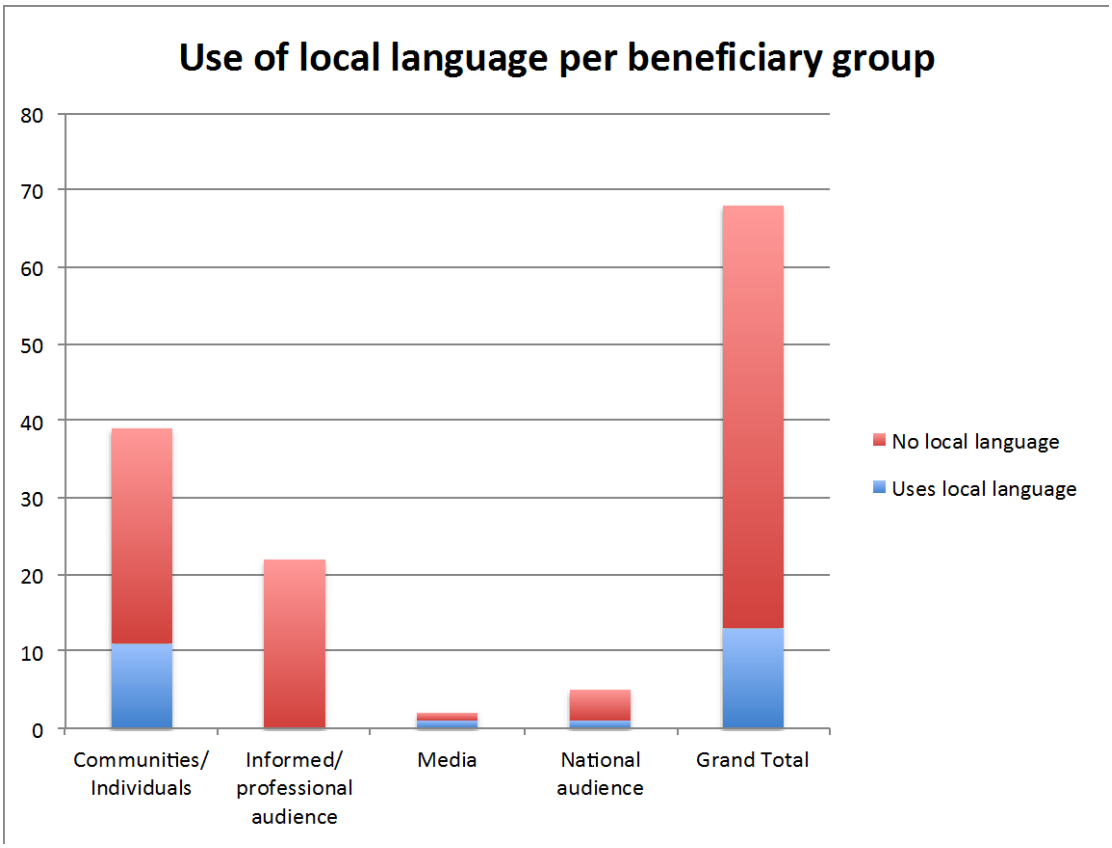

Looped-Looped Initiatives: Platform and scale
6
5
4
3
2
1
0
Community/ National
Individual/ Community
National
Community/ National
Individual/ Community
National/ Regional
Community/ National
Individual/ Community
Individual/ Community
National/ Regional
Individual/ Community
Individual/ Community
National
Individual/ Community
Brokerage
Face-to-face facilitation
Film/Video
Radio
Web-based
Performance
Print


Looped-Looped: Use of local language at different scales
9
8
7
6
5
4
3
2
1
0
Individual/ Community
Community/ National
National
National/ Regional
No use of local language
Uses local language

Local Language Usage Analysis

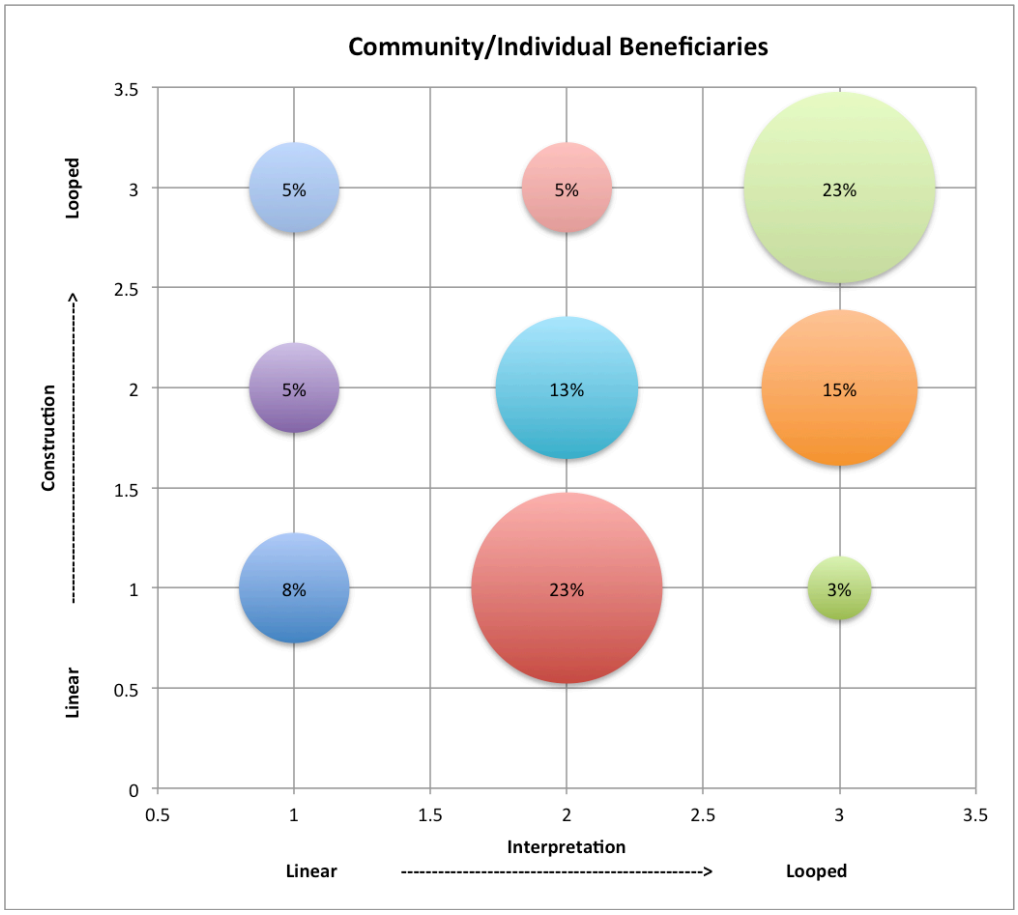


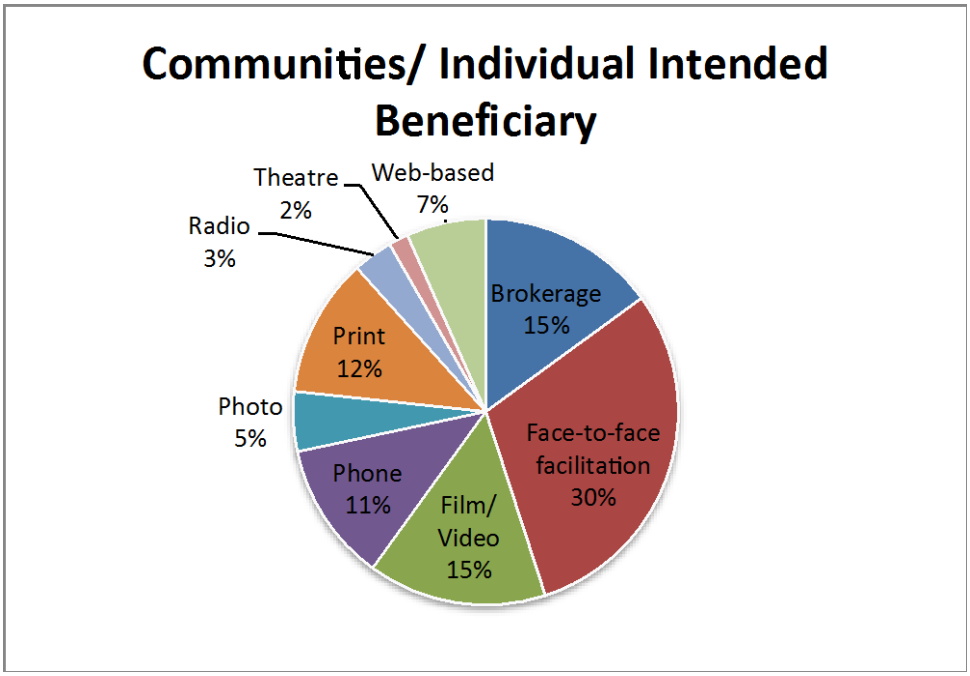


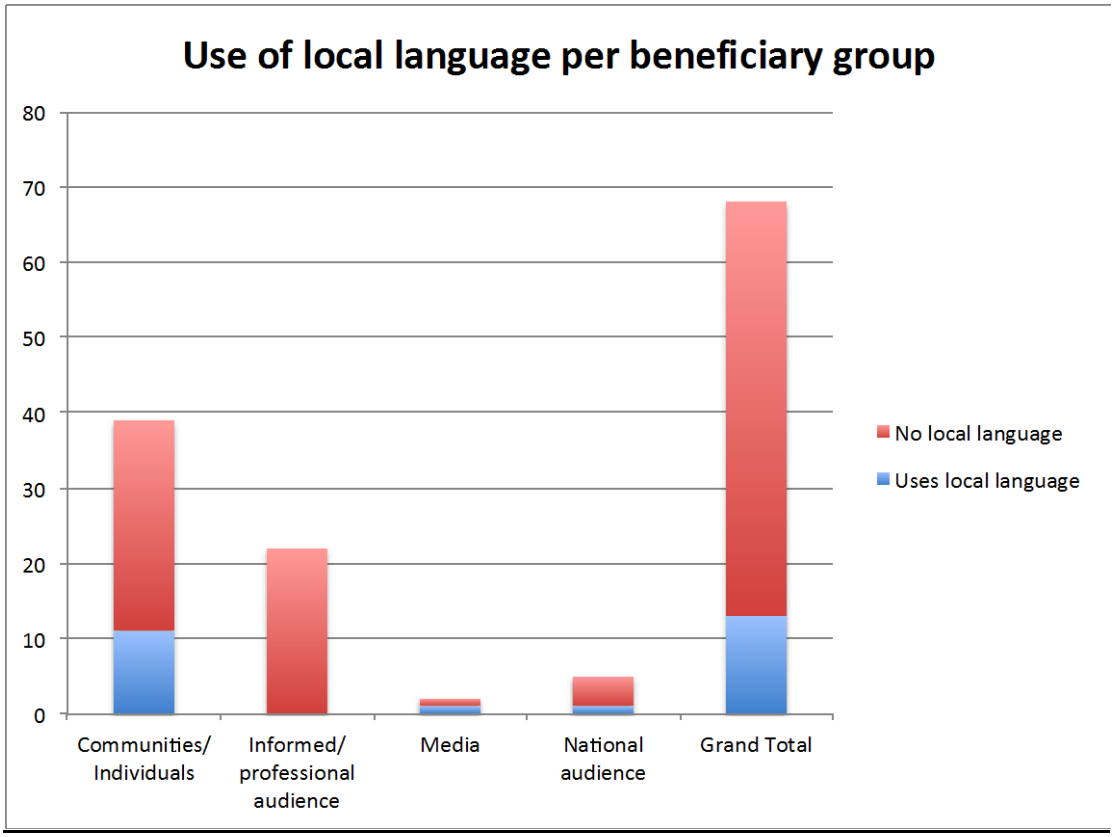

Use of local language per beneficiary group
80
70
60
50
40
30
20
10
0
Communities/ Individuals
Informed/ professional audience
Media
National audience
Grand Total
No local language
Uses local language

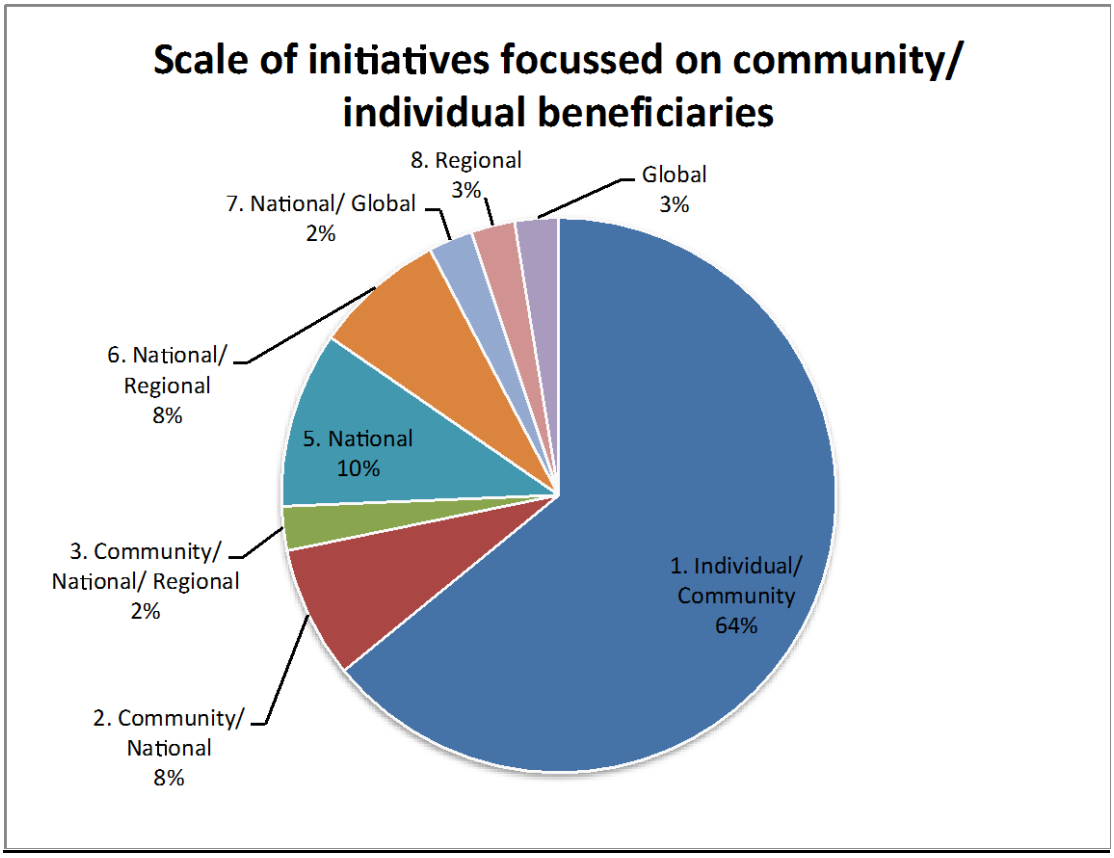
Individual/ community beneficiary data

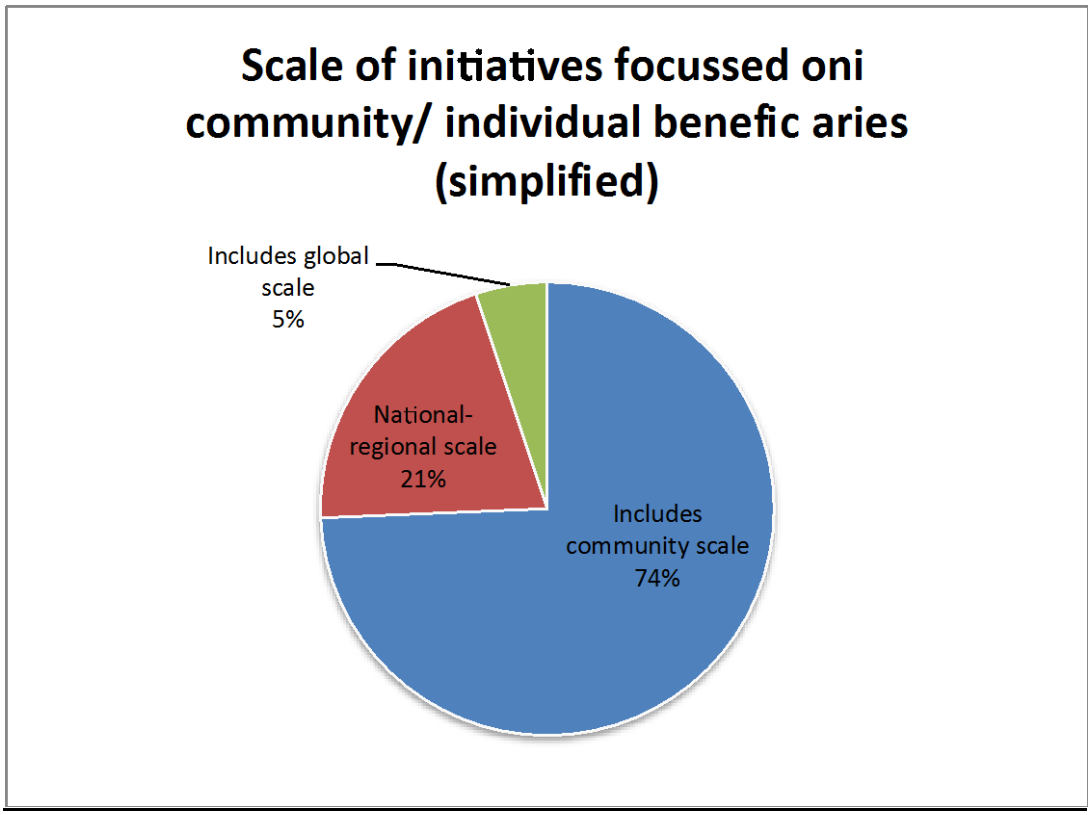
This analysis focuses in on initiatives that target beneficiaries at the community, household or individual scale.





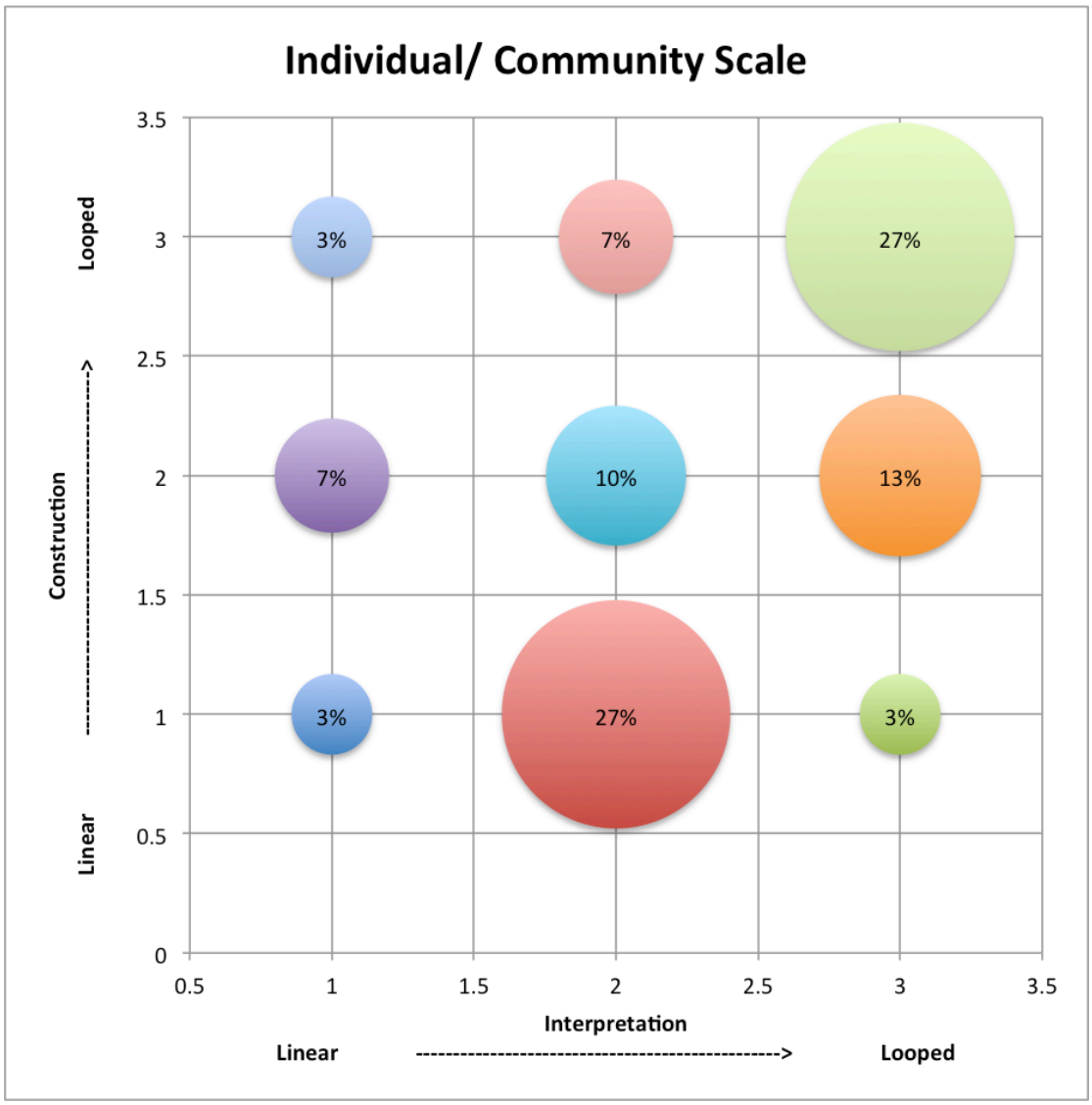

Use of local language per beneficiary group
80
70
60
50
40
30
20
10
0
Communities/ Individuals
Informed/ professional audience
Media
National audience
Grand Total
No local language
Uses local language

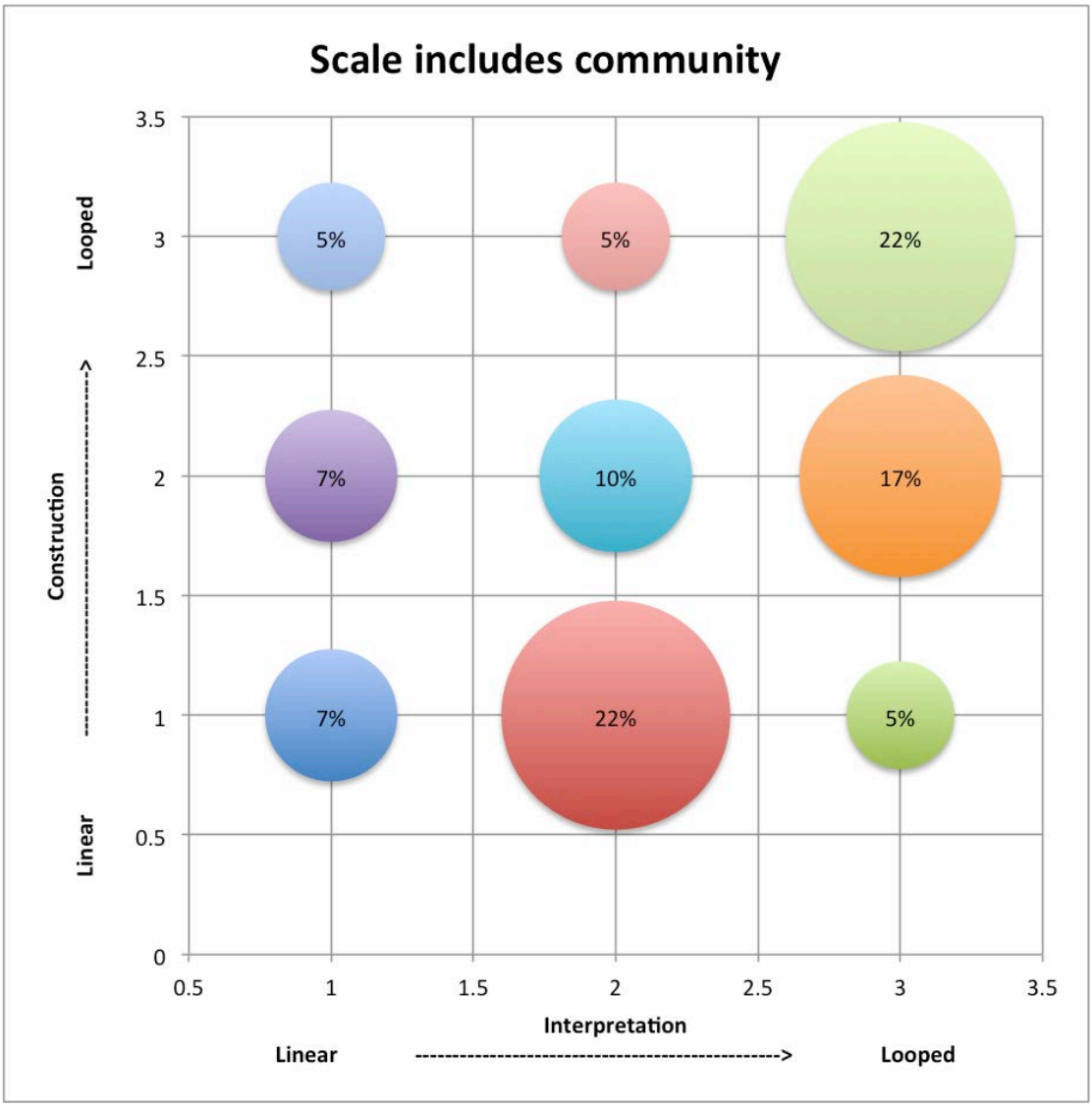

Scale of initiatives focussed on community/ individual beneficiaries
8. Regional 3%
Global 3%
7. National/ Global 2%
6. National/ Regional 8%
5. National 10%
3. Community/ National/ Regional 2%
2. Community/ National 8%
1. Individual/ Community 64%



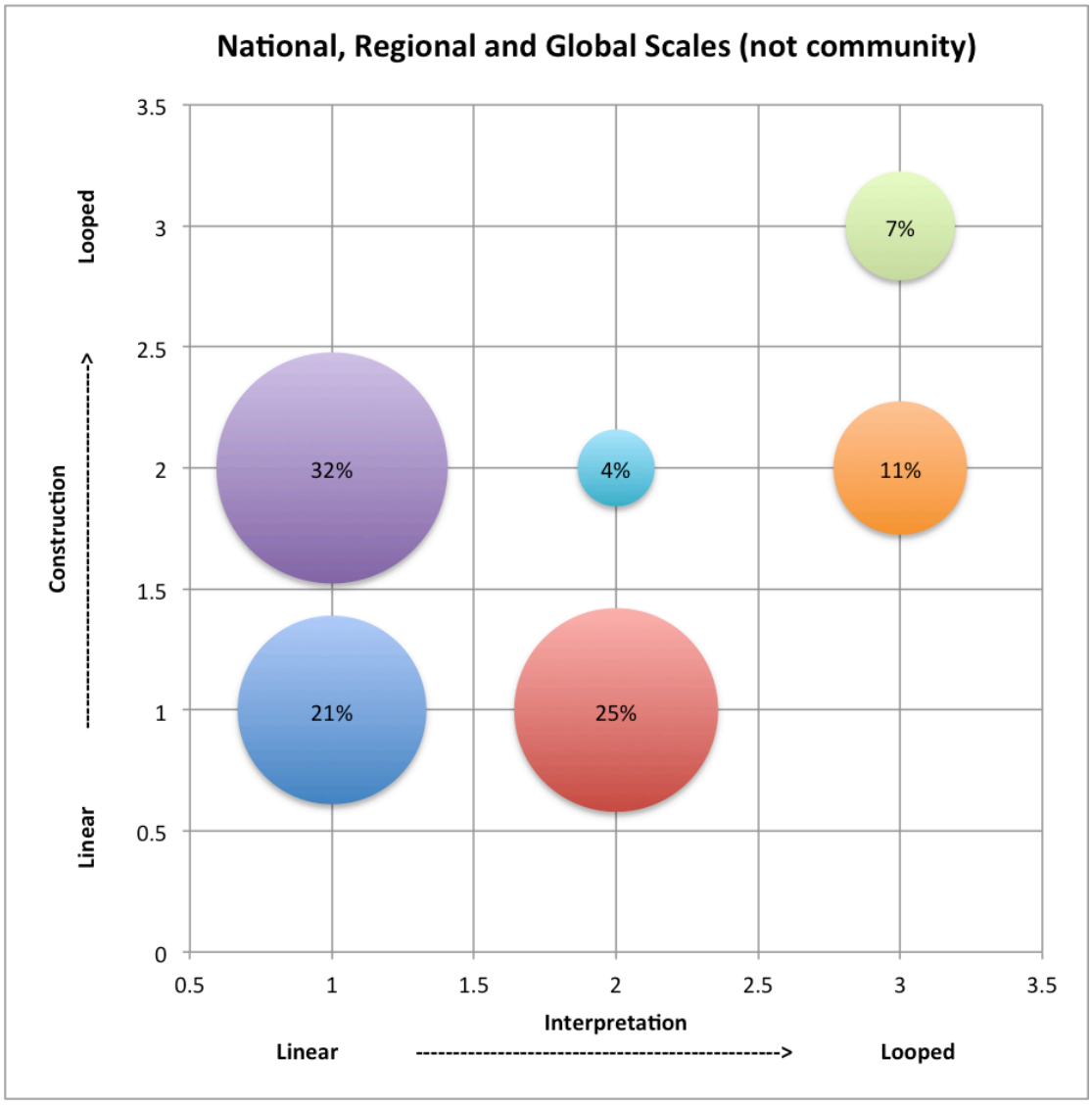
In this chart all initiatives that target community scale beneficiaries have been grouped together, allowing assessment of the extent of community-focused activities.

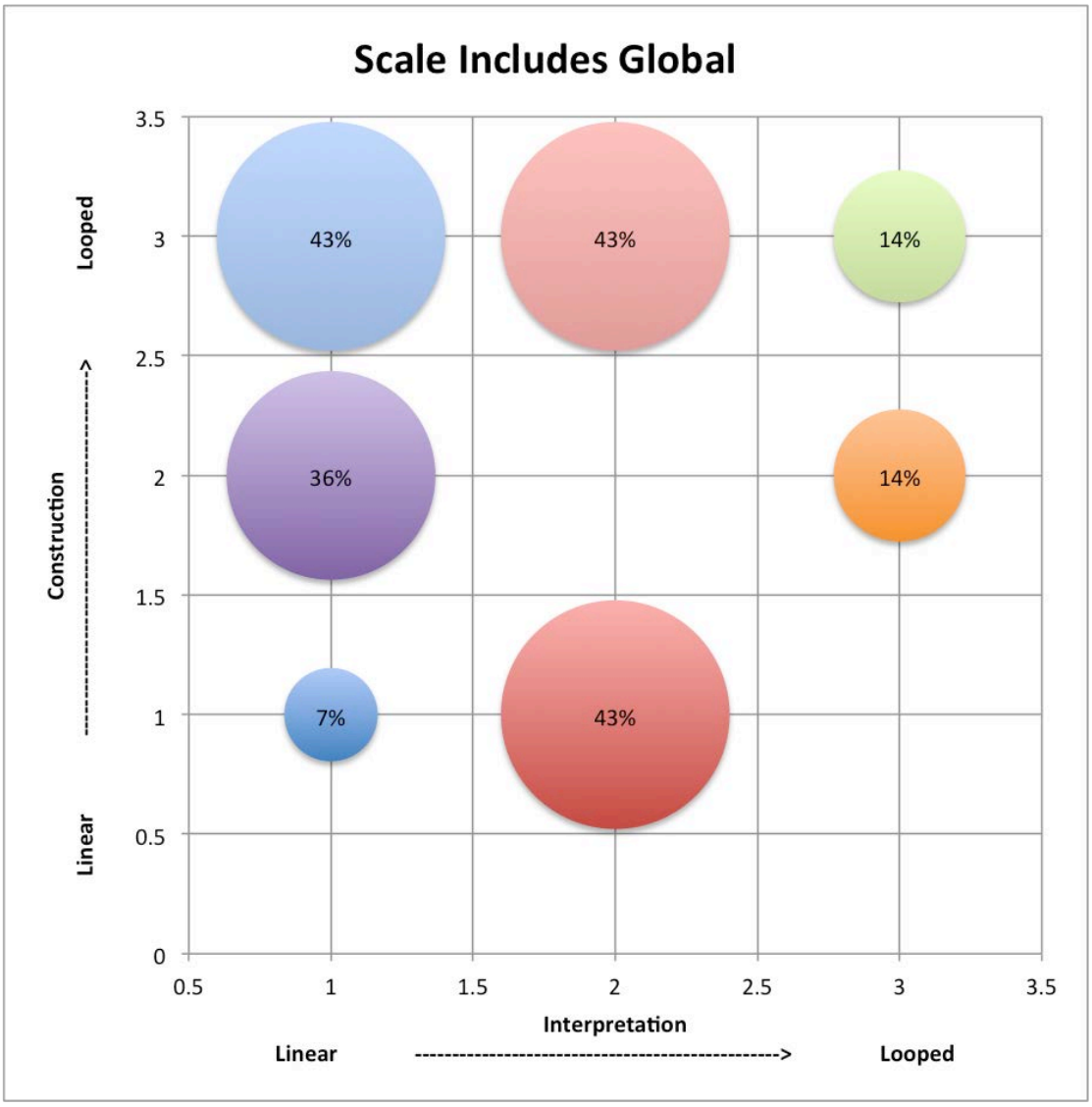
Scale Analysis (Construction/Interpretation)



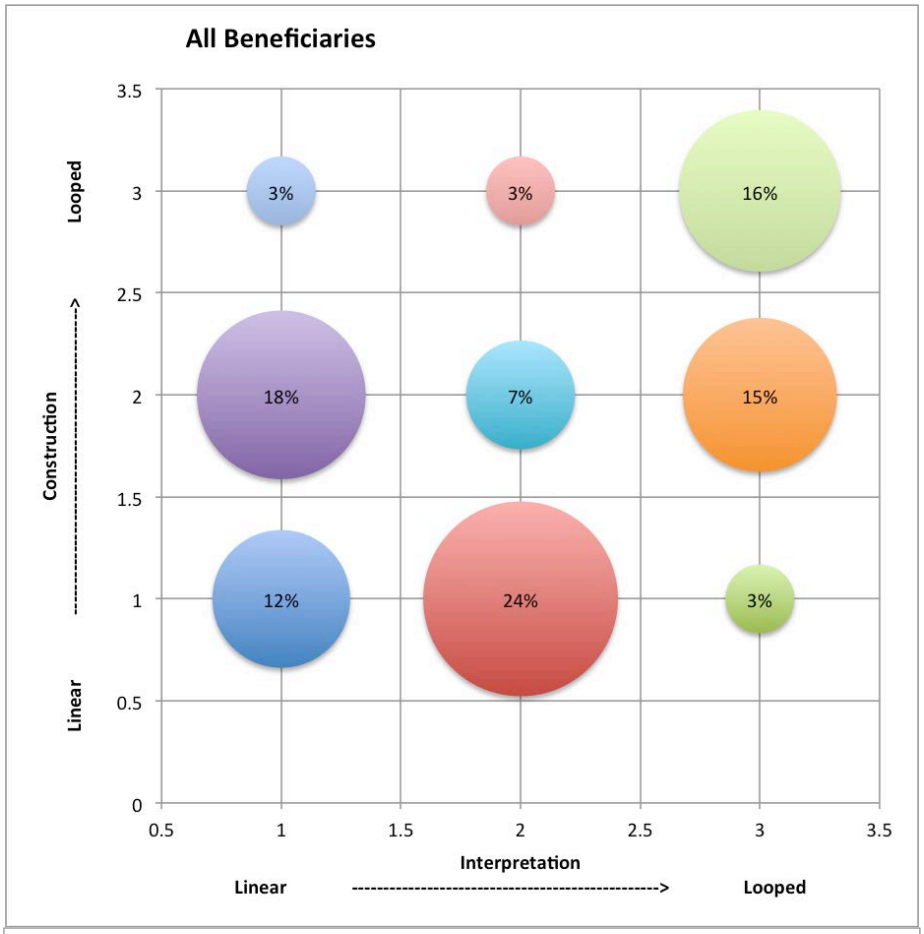


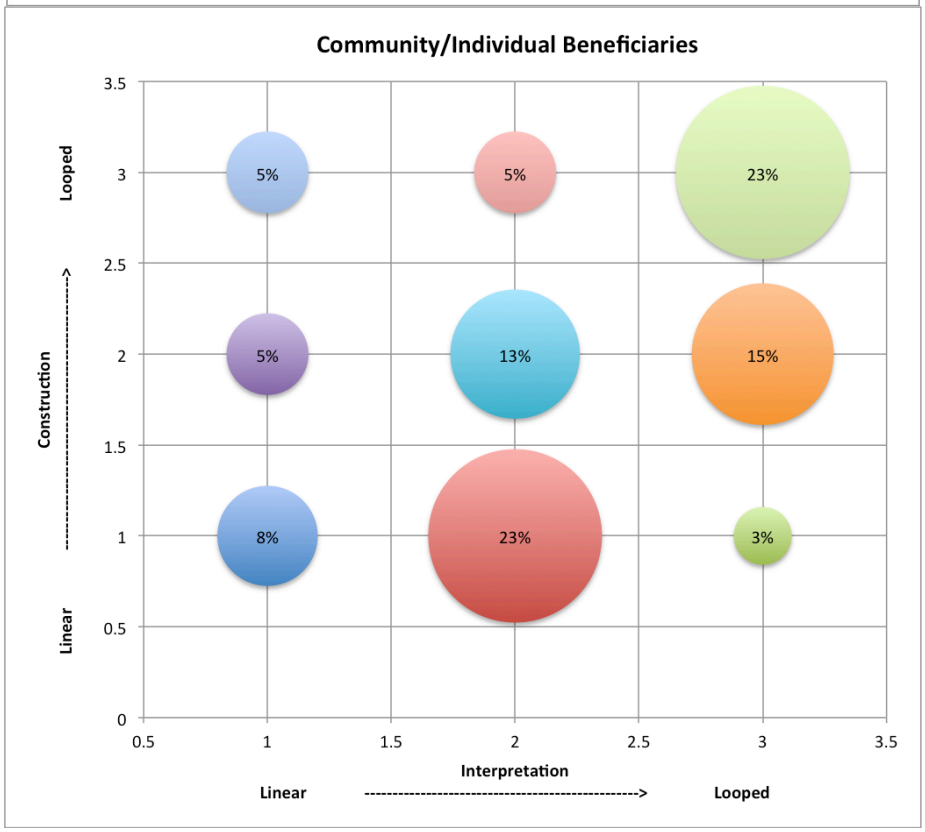
This chart includes initiatives that are at the community *and* higher scales.

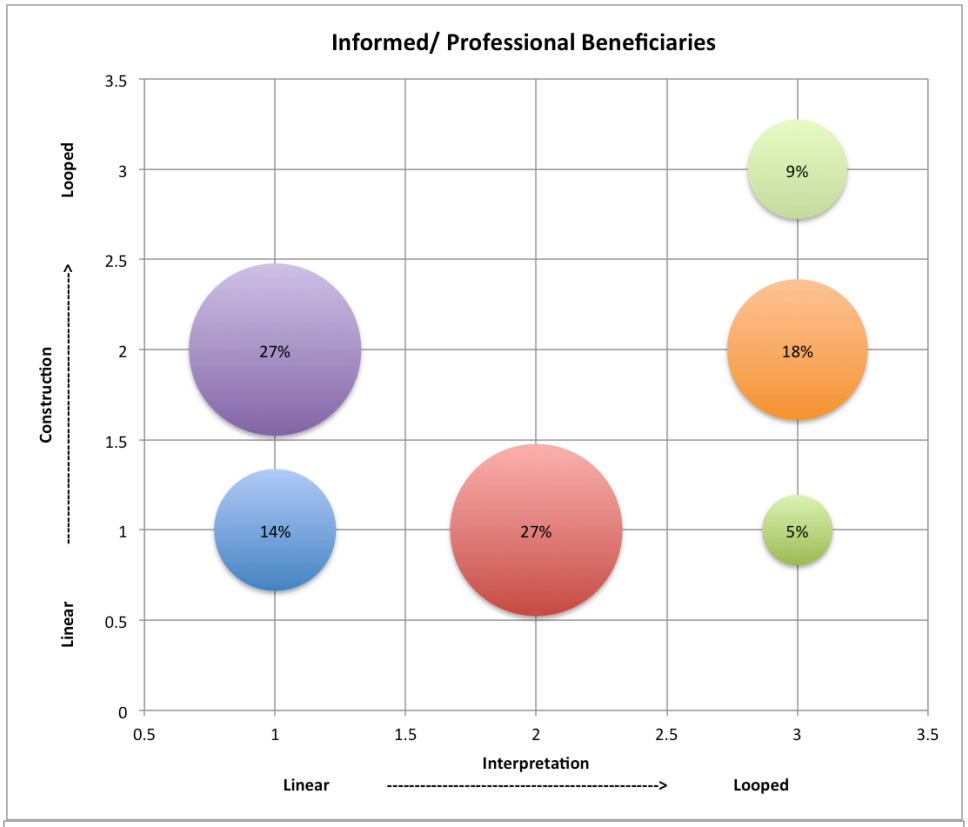

National, Regional and Global Scales (not community)
Looped
Construction ---------->
Linear
3.5
3
2.5
2
1.5
1
0.5
0
0.5
1
1.5
2
2.5
3
3.5
7%
32%
4%
11%
21%
25%
Interpretation
Linear ----------> Looped


Scale Includes Global
Looped
Construction ---------->
Linear
3.5
3
2.5
2
1.5
1
0.5
0
43%
43%
14%
36%
14%
7%
43%
0.5
1
1.5
2
2.5
3
3.5
Interpretation
Linear ----------> Looped

Beneficiary Analysis – Construction/Interpretation



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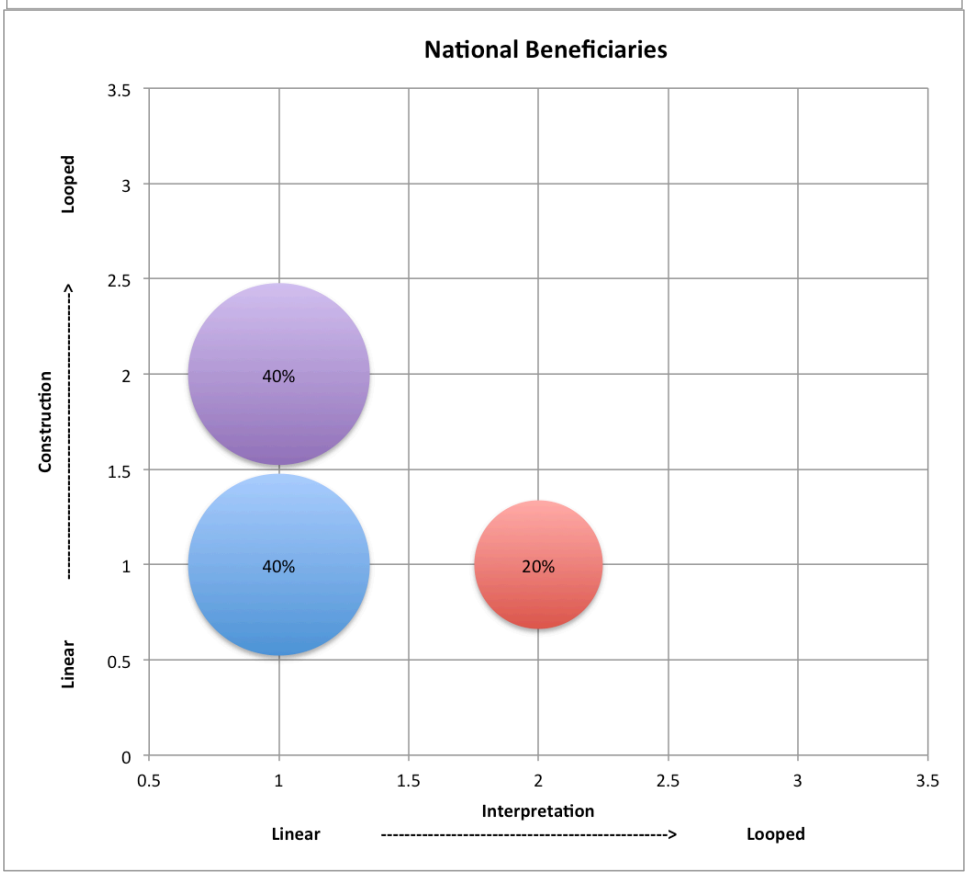
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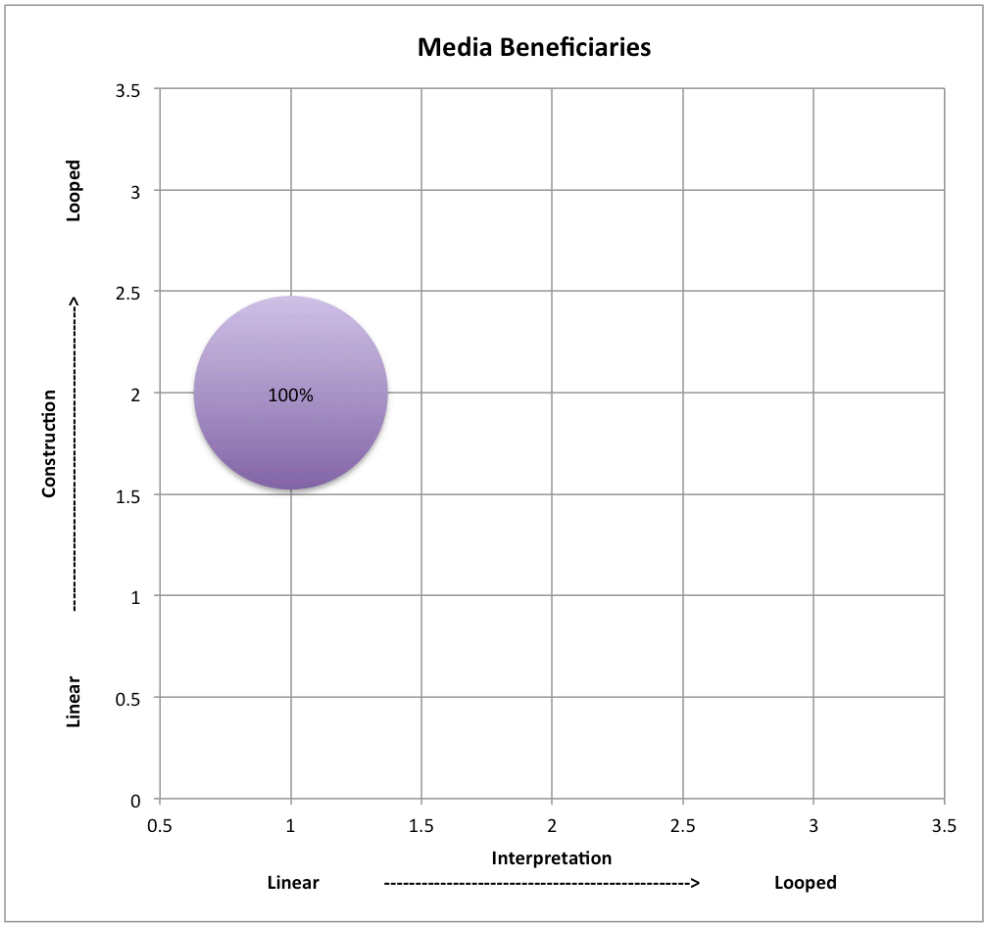
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3
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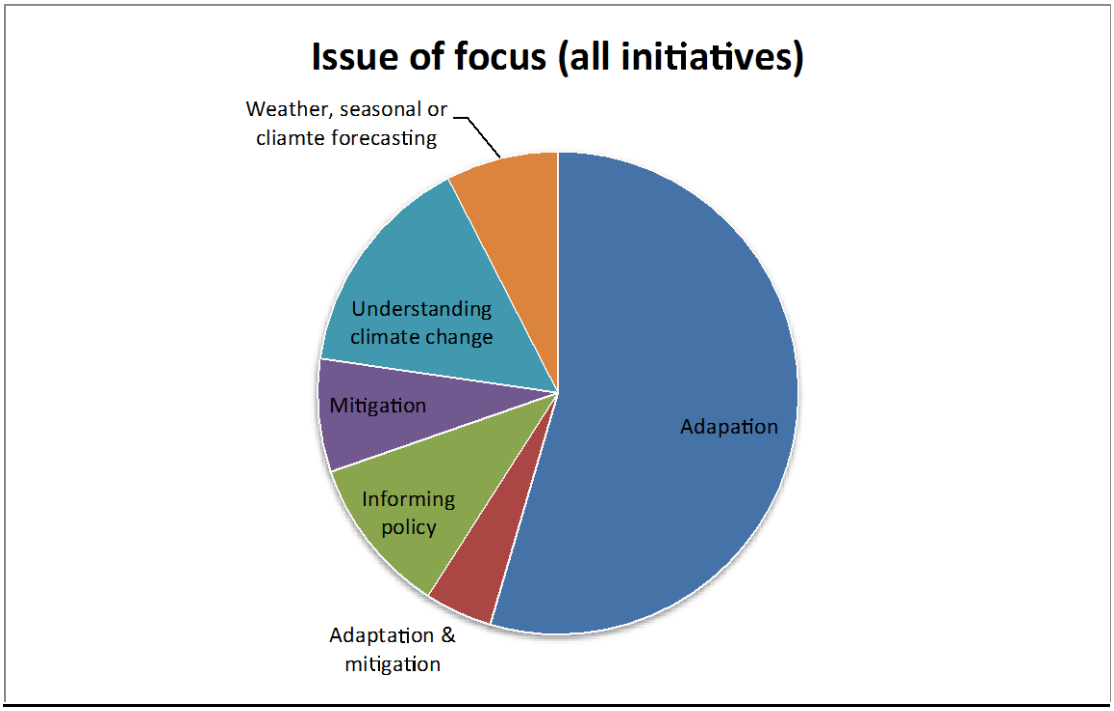
Interpretation
Linear ----------> Looped

Issue of focus

Not all initiatives explicitly identified their purpose, so this analysis makes use of expert judgement (based on a reading of published material about each initiative) to establish the issue that is being addressed. Some initiatives clearly have more than one issue of focus, and are counted once for each issue in the following.



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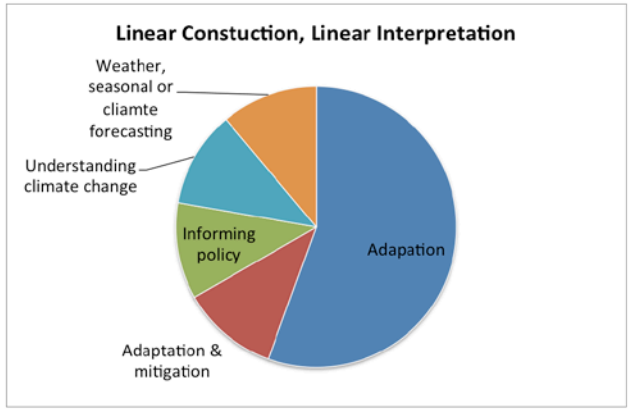

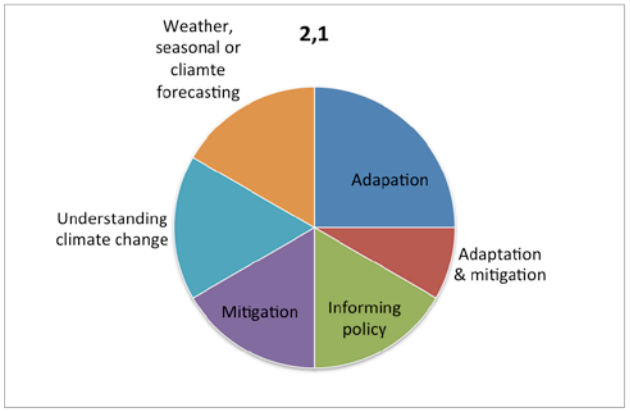

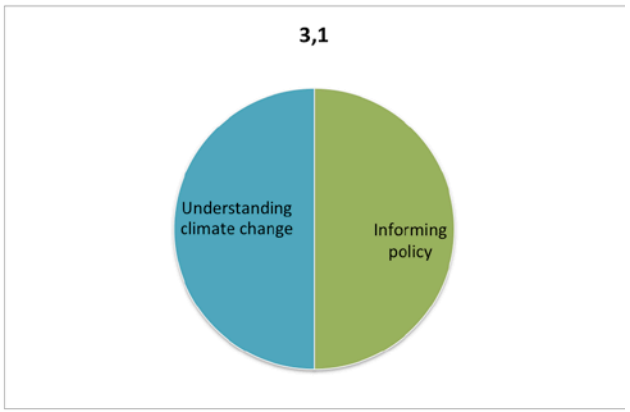

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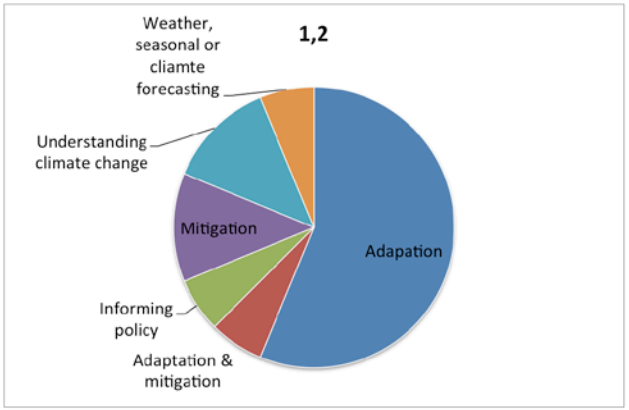

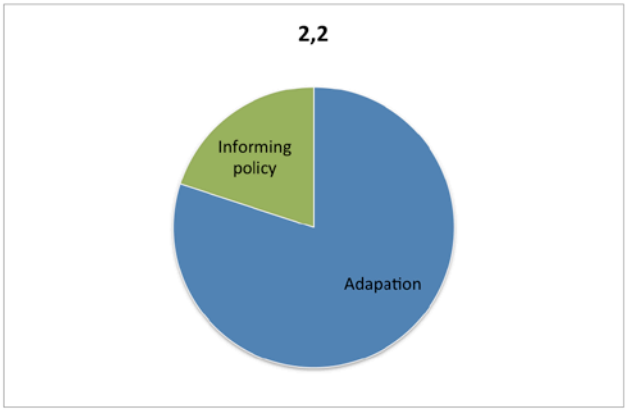

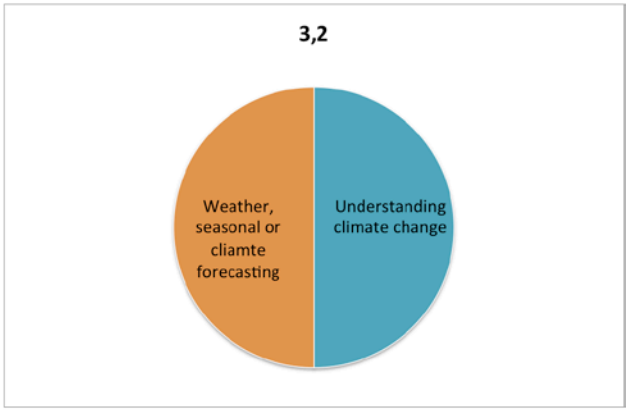

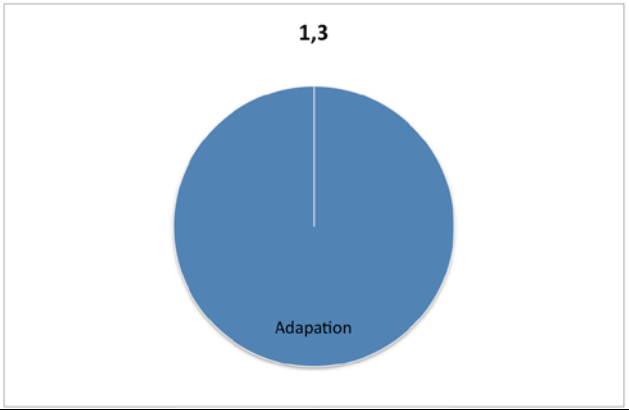

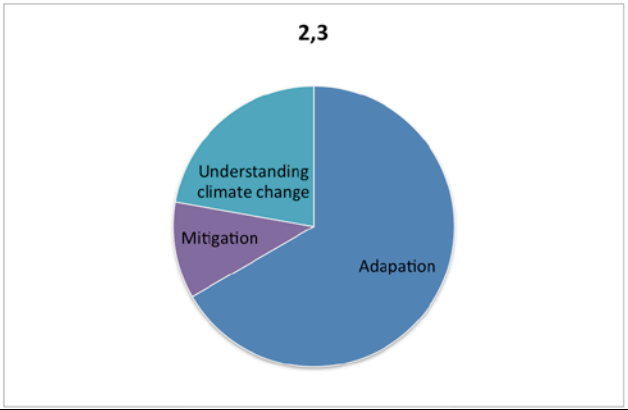

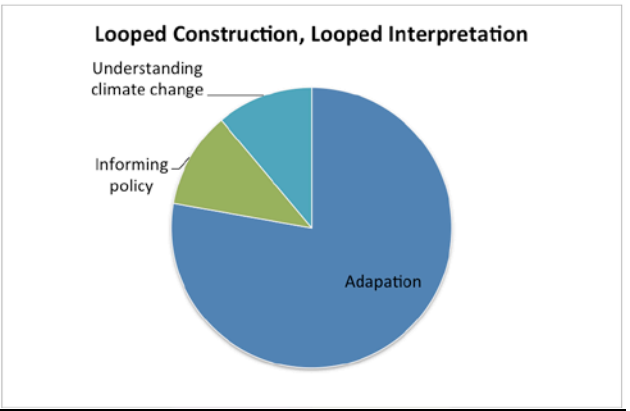

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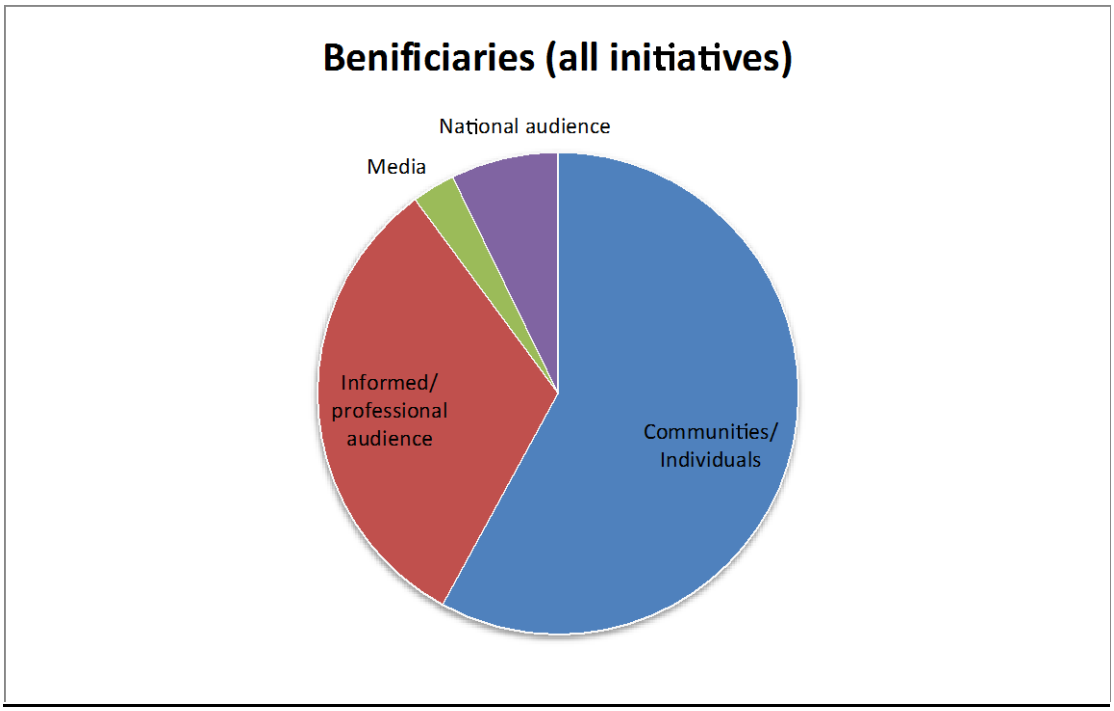

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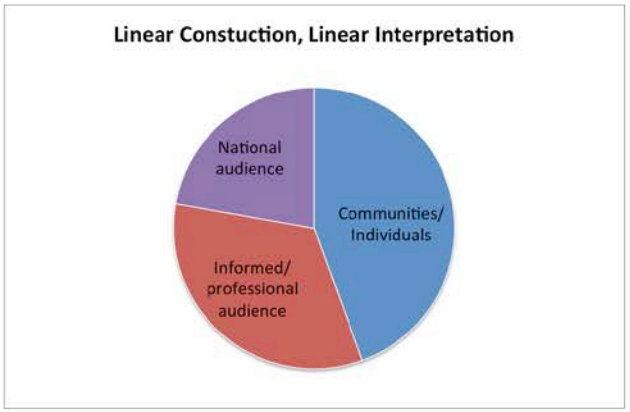

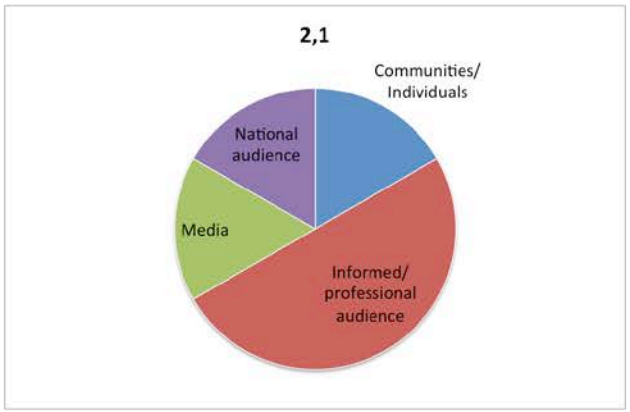

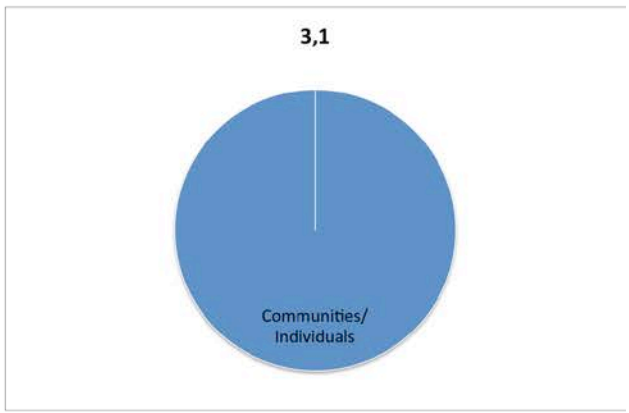

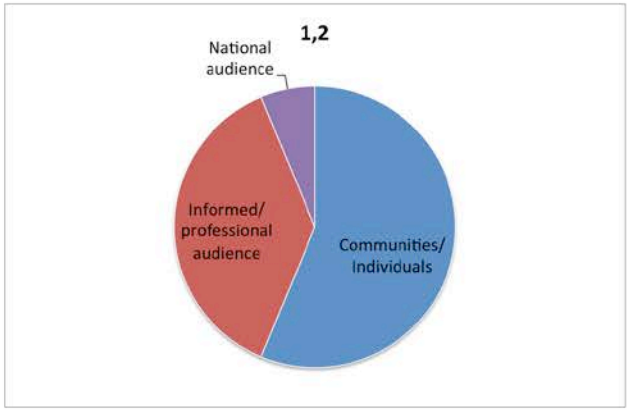

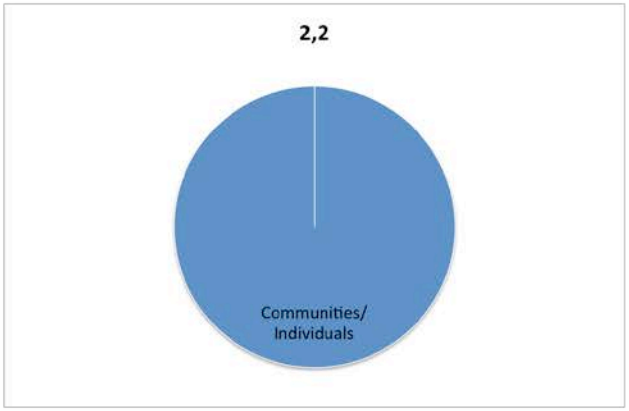

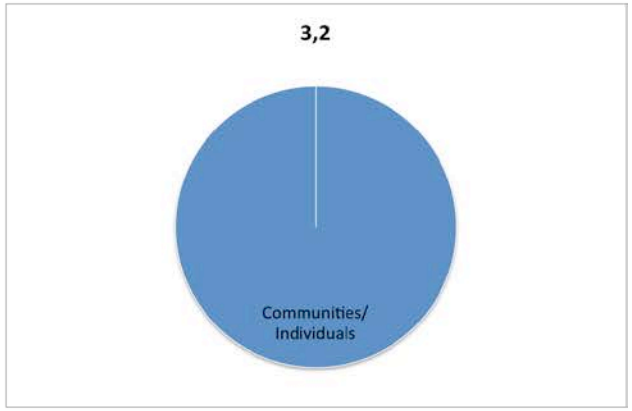

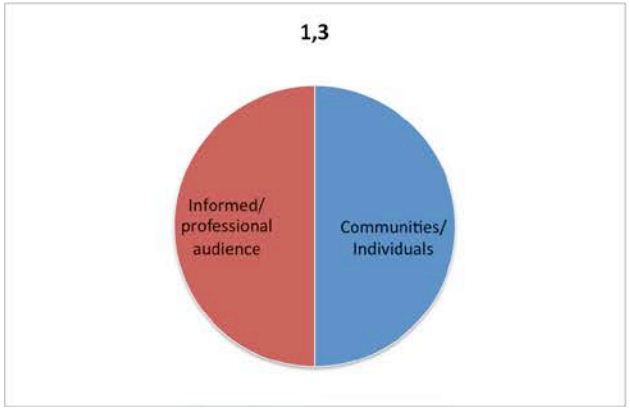

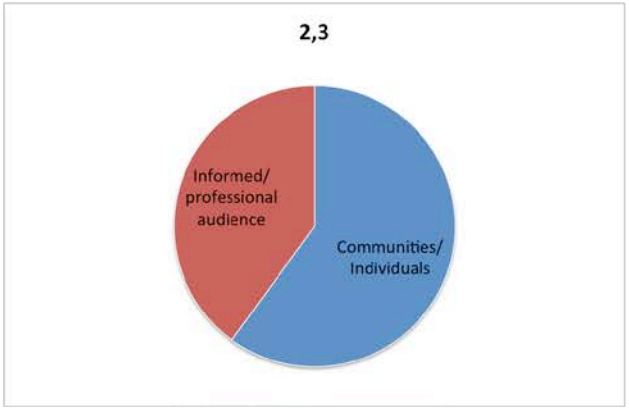

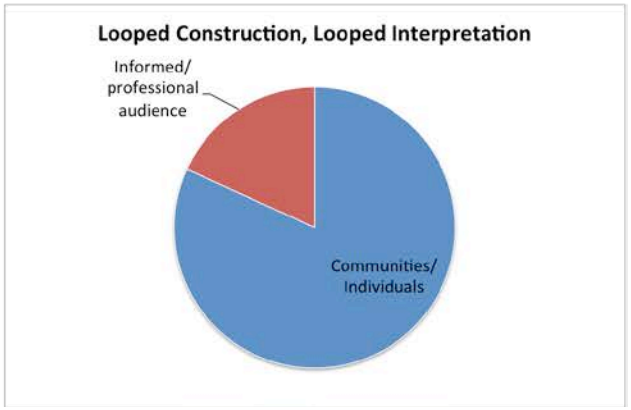

---------- CONSTRUCTION ---------->

Annex III – Examples of good practice cited by survey respondents

Country/Organisation (where noted)	Initiative
Tanzania	Farmer field schools/demonstration plots
Multiple	Use of community radio
India	Post-tsunami disaster preparedness campaigning for school children
Ethiopia	Mobile video and edutainment for community youth
Bangladesh	Use of local folk songs
N/A	Training of youth to be climate champions
N/A	Communications presented by local speakers (indigenous community leaders)
Amazon Basin	Building capacity within Amerindian communities to produce their own visual communication media through participatory video and photo stories
N/A	Visual presentations of local impacts of climate change
Various (FARA)	Use of FARA as a strategic platform for research influence
Burkina Faso	Farmers' workshops at the onset of rainy season, presenting information and opportunities for learning and reflection, but not "recommendations".
Ghana (Ghana Community Radio Network; IDS; AfricaAdapt)	The Climate Airwaves project. Communities in the catchment areas of three Community Radio areas were given the opportunity/the backbone to reflect and articulate the impact of climate change on their lives and indeed their way of life and to engage with "duty-bearers" and prevent them from turning their backs on them.
Zimbabwe	CC training course for Agritex which included understanding on CC; challenged misconceptions of CC; provided practical tools that extension staff could make use of.
Eastern Africa (ALIN)	Joto Afrika, the briefing presents climate change info in a very simplified way. We have torn down the scientific language, we also produce videos of some of the articles featured.
Malawi	The radio listening clubs which I see operating in Malawi continue to be a key way of engaging service providers, beneficiaries, resident expertise and political representation to negotiate the science, needs and solutions.
N/A	Much of my work has been in provided scenarios of climate change. Here well presented graphics that can be used off the shelf are useful, as are easy to use data products or summaries.
Bolivia, Congo	The work of CSDI in Bolivia, at the national level, includes

(FAO)	communication support in communication to national agricultural policies and projects; at the local level, it has been using ComDev methods to design and implement Local Innovation and Communication Plans (PLICs in Spanish). PLICs are the result of community consultations and the use of different communication processes and tools directly managed by farmers and rural communities. In Congo, after a significant experience working with rural radios the project is developing activities to increase knowledge on population and institutions on climate change.
Latin America (CIAT)	Coffee climate vulnerability analysis has received a lot of attention

Annex IV – Survey respondents

Default Report

Displaying **31** of **31** respondents

Response Type:
Normal Response

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Web Link
(Web Link)

Custom Value:
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IP Address:
41.190.68.156

Response Started:
Friday, February 10, 2012 10:41:24 AM

Response Modified:
Friday, February 10, 2012 11:08:12 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Myra Wopereis

Company: - FARA

Job title: - Director

Country: - Ghana

Email Address: - mwopereispura@fara-africa.org

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

south and north priorities and conditions are very different. in the south, climate change is not well understood, tools and approaches to predict and assist the communities are very limited. communication of knowledge rely a lot on people to people communication especially within communities. access to knowledge and climate predictions are still very limited

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	4

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

researchers - better understanding of climate change; ability to advise farming communities on how to better cope with climate change. farmers - ability to cope with changes in climate. access to information and knowledge (advise) as well as resources to better cope decision makers - better understanding of implications of climate change on economic development. how to invest or support communities to better cope

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - opportunities for dialogue exchange: Africa agriculture science week in June 2013; online discussions; knowledge exchange fair by AfricaAdapt in 2013

Climate change-related agriculture and food security concerns? - Ministerial Dialogues sponsored by FARA annually

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

the first is more general that targets wider and broader stakeholders, the second is more specific to people and institutions , it has direct effect or impact to farming communities

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

few barriers that we could mention - access to tools (which is best for specific needs) - capacity to use tools (skills, infrastructure and coordination of access) - well formatted,aggregated and categorized information to target the specific needs of communities

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

local - specific and should emphasize on cultural practices of communities, use more people to people direct communication. regional - use of focal points to gather similarities and differences of communities; use of appropriate tools to reach out; support on capacity strengthening national - use of framework with key elements that covers the similarities of regions for economies of scale; recognition of diversity (gaps and niches) to encourage exchange across the nation. uses more integrated tools (F2F, internet, radio, TV)

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

successful communications are those that can change behaviour of its target audience. FARA as a strategic platform in AFrica is a good example. within a short period of time (<5 years) it has influenced how research agenda are shaped, and invested upon. ARD has been put back in the agenda of development aid

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

both - one cannot achieve much without the other. the first is to ensure coherence and engagement of the right people while the other is to ensure sustainability and spread of impact.

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Displaying **30** of **31** respondents

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(Web Link)

Custom Value:
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Response Started:
Thursday, February 9, 2012 6:40:50 PM

Response Modified:
Thursday, February 9, 2012 11:22:23 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Carla Roncoli

Company: - Emory University

Job title: - Adjunct Professor, Associate Director

Country: - USA

Email Address: - carla.roncoli@emory.edu

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

We want to (1) increase resilience while also (2) contributing to mitigation. (1) is of far greater urgency in the global south (ex Africa), though (2) is a key issue in emerging economies - China, India, and others. But mitigation efforts - such as carbon management - can also translate in greater adaptation and development opportunities - if supported by appropriate policy and institutional frameworks.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	3
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

Comments: Building instituitons and partnerships that meaningfully involve stakeholders and have legitimacy and credibility among them, and who can facilitate knowledge management and social learning (5)

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

I work with all kinds of stakeholders In Africa. Their priorities are different in terms of content and channels of communication, but more than information farmers and resource managers need policies and institutions that support adaptive learning and capacity to thrive in an uncertain environment. Decision makers need partnerships that support learning and negotiation platformsthat allow for transparency and accountability in information dissemination, decision-making, and resource allocation.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Lots of workshops and conferences on CC, with the "usual suspects" and often rehashing the same information. But few fora that allow for the voices of the less prominent, powerful, groups to be heard. The Climate Outlook Fora begun with that goal but the potential has not been realized bc of the overly technical focus of the COP (neglect of policy-political issues)

Climate change-related agriculture and food security concerns? - there are official early warning systems but the do not engage the most vulnerable as actors equipped with agency and knowledge. There is no forum for an open discussion of broader issues such as the relationship between food security and food sovreignty, or beyond "food", between vulnerability and governance.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

If the purpose of CC communication is to influence decision making and foster resilience, one needs to focus on the implications and impacts of CC (rather than mere climatic trends) and on the interdependence of climate risks with social and economic drivers that structure vulnerabilities. In addition adaptive decisions at the local level tend to operate within a climate variability - rather than CC - time-frame, especially for African farmers and communities who face more immediate threats and livelihood concerns. Communication should avoid "prescriptive" solution but facilitate stakeholder reflection about potential adaptive responses, including their unintended effects for other groups, sectors, scales, etc.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

There are barriers pertaining to the information itself (relevance, parameters, presentation format), to access (channels, timing, social norms, etc.), to audiences' ability to understand it (education, language, framing, etc.) and to incorporate it into decisions (resources, options, power, etc.). Among them I think some of the greatest barriers are the salience of the information itself (timescale, parameters, uncertainty) and how it compares to the many other risks and stresses faced by farmers and other resource managers in the Global South. For ex. In the Sudan-Sahel region, where I work, planting time is a time when farmers face many pressing demands on their time, energies, and resources. They must make key decisions of livelihood significance in highly uncertain conditions. Information that is difficult to access, untimely, irrelevant, ambiguous, or (perceived as) unreliable compounds the uncertainties and further adds unnecessary stress.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Ugh.. this is a very very broad questions, and it is not entirely clear to me whether it means. But within the African communities I have worked in communication always entail some level of responsibility and accountability. One does not simply announce an impending predicament (say, drought) and quit the scene, leaving people to fend for themselves... Divulges uncertain information - or pretending to know more than one does, is considered "reckless" and dishonest. Without generalizing too much, I would say that within those communities, communication is deeply embedded in interpersonal relations, and has a moral and cultural dimension that is more explicitly recognized and directly engaged than in supra-local communication strategies. But this is not to say that morality is not an aspect of national and global communication strategies, but not in a way that is as closely linked to the social identity and shared experience of those involved.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

One is attention to the process of "meaning-making" , that is how information is interpreted and incorporated into existing systems of knowledge, thought, practice and morality An example is the one I have often written about where African farmers understand "poor rainfall" in terms of "premature end of the rainy season" rather than reduced quantity of seasonal rainfall, because their cultural understanding of rainfall centers on rain being a "process" rather than a "quantity". Another is avoiding "prescriptive" solution but rather facilitating stakeholder experimentation and social learning around adaptive responses, including unintended consequences for other groups, sectors, landscapes, etc. My experience is about seasonal climate forecast communication - rather than CC - we held farmers workshops at the onset of rainy season (Burkina Faso), presenting information and opportunities for learning and reflection, but not "recommendations" . But we had to work hard at preventing extension and development agents who were assisting with the workshop from "advising" farmers about what to do given the predicted climate scenarios.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

A strong synergy of both priorities is needed. The former is pointless without the latter. But the latter may be inadequate and obsolete within a few years. Communication strategies should not be isolated from policy and programmatic approaches that foster flexibility, resilience, and innovation. And from efforts to enhance capacity, not only for experimentation and adaptation but also for reflection, transformation, and self-determination. This points to the political - rather than merely technical - aspects of communication, whether communicating about climate, agriculture, natural resource management, or food security, we are talking about vulnerabilities that are shaped by broader forces, power imbalances, and entrenched interests.

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Displaying **29** of **31** respondents

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(Web Link)

Custom Value:
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Thursday, February 9, 2012 4:25:31 PM

Response Modified:
Thursday, February 9, 2012 4:55:06 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Wilna Quarmyne

Company: - Ghana Community Radio Network (GCRN)

Job title: - Administrator/Coordinator

Country: - Ghana

Email Address: - administrator@ghanacommunityradio.org; COPY to wilnaq@yahoo.co.uk

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

We communicate climate change in the global south because it involves issues that are a matter of life and death for many. Not communicating climate change means deeper poverty, eradication of basic livelihoods, displacement of communities with no alternatives. We communicate climate change to help our communities understand that they are not responsible for the fundamental causes of climate change – they have not done anything that needs to appease the ancestors and all their efforts at stopping bush-burning, planting trees etc are necessary but wholly insufficient. We communicate climate change to enable them to have the can-do-and-will-do attitude and ability to address climate change both in their immediate environment and in the larger, national and global platform. In the north, we communicate climate change to try to get people to understand that consumerist lifestyles and economies are the root of the global crisis and to get those who will listen to try to effect change, not only in their individual practices but more fundamentally in restructuring the allocation and management of resources. Overall, we communicate climate change to get all to understand that climate change is rooted in a system for managing resources that privileges today and a few over the future and the welfare of all. We communicate climate change to get all – the global south and the global north - to understand that changing the system needs creative, collaborative responses for a more just order.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	1
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	2
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	3

Comments: 4 - Asserting and prioritizing, on an ongoing basis, the knowledge and experience of those most affected and vulnerable in the national and global frameworks for climate change policy and action // 5 - Eliciting, valuating and taking into account the knowledge and exprerience of those most affected by and vulnerable to climate change

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

We are working most with deprived rural communities – peasant farmers, who include women who work on but have no access to land and are moreover primarily responsible for household food security, and other basic livelihood groups – fisherfolk, informal traders, artisans etc. The Millennium Development Goals are shorthand for their priority needs, but even those do not, cannot, capture the state of deprivation of many. Underlying these is the need to be taken into account in shaping their lives – what we might sum up as the Right to Communicate: not only to speak, but to have what you say make a difference.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide

specific examples):

Climate change communications processes? - While it may seem biased on our part, we find that the only avenue for true dialogue in our context is participatory Community Radio. That is because dialogue is between equals and dialogue requires communication resources. Community Radio is the only communication resource where all are accorded the Right to Communicate.

Climate change-related agriculture and food security concerns? - As above.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes. Communicating climate change may simply mean communicating it as a phenomenon – leaving it to the individual to make what s/he might out of it: dispute its reality, be moved to take action or adopt a fatalistic attitude. Communicating for adaptation/behavioural change facilitates recognition that the challenge of climate change is one that must and can be addressed globally, each according to h/er situation, including h/er part in its origins and capacity to redress its impact.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

The first barrier is the “target” approach to climate change information/communication, as opposed to generating/validating the knowledge/experience of the most affected and vulnerable communities. Another barrier is a “one-size-fits-all” approach, where the analysis and solutions of/in the north are seen automatically to apply to the south. The combination of these two factors leads to policies that are generated from outside with little bearing to what may be useful in helping communities to adapt to climate change.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

A recent study on climate change reporting in three countries, including Ghana, found that "mainstream" media reported climate change only when there were events - conferences etc - focusing on it. Community Radio continuously addresses what is most important to its priority groups from their own point of view/in their own voices; instead of being treated as one-off, stand-alone issues, development challenges are treated holistically, within the fabric of community life in its national/global context.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you’ve seen or been a part of producing.

The Climate Airwaves project, which is a partnership between GCRN, the Institute of Development Studies and Africa Adapt, is a good example. For lack of time in completing the survey, one might say that the features/critieria have been written up elsewhere. To sum up, one might say that communities in the catchment areas of three Community Radio areas were given the opportunity/the backbone to reflect and articulate the devastating impact of climate change on their daily lives and indeed their way of life and to engage with "duty-bearers" and prevent them from turning their backs on them. This was done through a combination of field interviews and focus group discussions and community fora involving "duty-bearers" which were packaged into programmes broadcast and rebroadcast at prime time. Through this process, climate change issues were brought first into the community domain, enabling the least voiced, eg women and youths/chidlren, also to highlight their experiences alongside traditional authorities/men, and into the larger public domain involving government officials/responses. These experiences were carried to yet another level through inputs into the National Climate Change Policy Framework and engagements with climate change researchers/scientists.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Strengthening capacity for using existing knowledge - because those who are most affected have to be strengthened most with the resources to address their situation, both through acting on its immediate manifestations and advocating for larger changes. However, strengthening such capacity in itself requires new innovations in communication.

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Normal Response

Collector:
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Custom Value:
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IP Address:
217.33.57.130

Response Started:
Thursday, February 9, 2012 10:59:25 AM

Response Modified:
Thursday, February 9, 2012 1:40:28 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Hilary Warburton

Company: - Practical Action

Job title: - Head of Reducing Vulnerability Programme

Country: - UK

Email Address: - hilary.warburton@practicalaction.org.uk

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

1. Justice & Equity: People in south impacted by CC even though their GHG emissions are much lower than north. Awareness needed to put pressure on north to mitigate GHGs & to compensate those affected in south. 2. Understanding & knowledge to adapt: Communications around what CC is, it's impacts & differences between CC & climate variability, in order to enable people to plan ahead more effectively and develop strategies to adapt. 3. Communication is 2-way: the north needs to be aware of the impacts of climate in the south, & there is a need to facilitate the communications from the south, especially the poor, back to the north to enable their voices to be heard

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	2
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	4
Comments: Communicating information with forecasts, probabilities & uncertainties that people can understand	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Farmers - seasonal forecasts; information on how to assess risks of good/bad seasons; information on more alternative farm & off-farm options suitable to differing weather patterns (including options on recovery following crop losses) Decision-makers - government officials and other NGOs: good understanding of what CC is (everyone has heard about it; basic information is still lacking, especially at middle levels); understanding of differences between CC & climate variability; understanding of predictions & probabilities & unknowns; understanding of impacts other than temperature rise; knowledge of who or which groups will be impacted most by CC and in what way; understanding of differences between CC mitigation activities (biochar, tree planting, renewable energy) and CC adaptation; knowledge of practical options including development processes rather than just techno-fixes

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Farmers - through agricultural extension agents; Decision-makers - through CC networks and involvement in national CC processes; also potential via schools & mass media eg radio

Climate change-related agriculture and food security concerns? - same as above

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes, it gets confusing to conflate them. Communicating CC is about understanding what CC is, the urgency of the situation & what is causing it - ie people in north generating too much GHGs. Message is clear that north have responsibility to mitigate emissions. Communications for adaptation requires more detailed information on impacts, who is vulnerable, importance of dealing with uncertainty; no regrets options, DRR etc. It is important for decisions on what to do, and the impacts on the poor feed into the message about the urgency of mitigation. But clearer to keep separate.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

1. Lack of clear information on what CC is & how to interpret predictions that are for 20-30 years ahead. 2. Confusion between mitigation & adaptation - partly due to carbon markets & "rewards" for southern countries mitigating carbon (eg through tree planting) rather than tackling the emission problem in the north. 3. Confusion between CC, climate variability & other reasons for low yields. Results in a tendancy to blame all problems on climate change rather than analysing and tackling the underlying problems. 4. No resources or incentives to communicate with marginalised communities or meso-level government. Information gets stuck at national levels - often confined only to ministry responsible for CC (usually environment or energy). 5. Lack of joined up thinking in government. Information is stuck in one ministry & other departments affected (eg agriculture, transport, health) are not included, or do not have easy access to clear information. 6. Information on CC is not delivered with specific audiences in mind, so does not always appear useful because people don't know what they can do with the information.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

See above - too often communication messages are a "one size fits all" appraoch. From our recent experience in Zimbabwe, working with extension agents: first to discover what people already know, then build communication on that. Include context & understanding of CC, but spend most time on things relevant to audience, eg seasonal forecasting, calculating risks of bad seasons, working out what can be done / options, technologies / appraoches. This information is specific to the audience. We have worked in Nepal at national level: not sure about specific communications strategies, but messages have focused on raising awareness of the impacts of climate on the poor and the importnace of a local, participatory appraoch to adaptation that utilitises local knowledge. (as opposed to top-down technical/infrastructure fix).

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

1. Identify target audience and the purpose of communication - eg for international policy change; for informing practice or programming; for determining national priorities etc. 2. Understand what people already know and what is important to them & build on from there 3. Use local, relevant examples 4. Take care over use of predictions, risk & uncertainty to prevent misunderstanding 5. Be clear what the purpose of the information is for - what can people actually do with the information afterwards? Successful example: CC training course for Agritex in Zimbabwe. Included understanding on CC; challenged misconceptions of CC; provided practical tools that extension staff could make use of.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

There is enough existing knowledge to do a lot more in communications. I'm not sure I see the problem as either new innovations in communications or use of existing knowledge. To me, the important thing is more clarity on what and why the communication is happening and who the target audience are. Once that is sorted, then the appropriate information and medium can be found - whether it is local radio for reaching rural people, or inputs to education syllabus or networks to encourage joined up governemnt to include CC impacts in all developemnt planning.

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
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IP Address:
197.254.7.30

Response Started:
Thursday, February 9, 2012 11:40:41 AM

Response Modified:
Thursday, February 9, 2012 1:17:59 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Eric Kisiangani

Company: - Practical Action

Job title: - Programmer Officer

Country: - Kenya

Email Address: - eric.kisiangani@practicalaction.or.ke

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

The reasons could be different: 1. The challenge facing many individuals who depend on environmental resources for survival is inadequate access to information that guide their actions under unreliable weather 2. To raise awareness: Majority of Kenyans do not view climate change as a high priority issue as compared to food security or land ownership 3. There is a paucity of tools and established methodologies to help determine climate risks in the local or district contexts, 4. Inadequate capacity among non-technicians who neither have the time or the expertise to interpret the available data on the internet or other platforms.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

Comments: Building capacities of local individuals who are respected and trusted among their communities as sources of information.

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

1. Farmers (Pastoralists) 2. Policy/decision makers 3. Frontline extension personnel either in government or NGOs 4. Service provider groups (veterinarians, pharmacists, seed providers)

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change-related agriculture and food security concerns? - This area has more opportunities. Key concerns are around food, occupation (agriculture, livestock), health and water. They can only relate to climate change depending on the extend it affects survival strategies, food, water and health.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes, there is a difference. Communicating climate change implies providing climate information - seasonal forecasts, scenarios, models. Communicating for adaptation implies disseminating tools and methodologies/technologies/practices that help people adapt and do things differently.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

1. The uncertain nature of climate change is a hinderance 2. Technical forms in which climate climate data is presented, 3. High levels of illiteracy 4. Multi-levels of information brokers along the information chain - distorted messages

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

1. At local level (Community) use of theatre might be effective on impacts on food, water etc 2. At local level relating the climate messages to livelihoods might be more effective 3. At national levels - relate climate climate information to economic impacts, (jobs, financial implications) 3. At regional level - loss of revenue to county government etc.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

1. Relevancy of the message to the needs of the target group. 2. Context specific 3. Timely based on an event e.g a drought

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

1. Strengthening existing capacity to use existing information, - there a lot of under-utilized data. 2. Partenerships

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
80.240.205.22

Response Started:
Wednesday, February 8, 2012 10:35:13 AM

Response Modified:
Thursday, February 9, 2012 8:34:39 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Esther Lungahi
Company: - Arid Lands Information Network
Job title: - Project Officer
Country: - Kenya
Email Address: - Elungahi@alin.net

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

1.Majority of people in the global south have no idea of what climate change is.when they see climate changes they relate it to myths 2.Developing countries bear the most burden on the effects of climate change hence need to be build capacity on adaptation 3.Developing countries have weak structures and policy in place that can tackle climate change 4.The north-are mostly aware of climate change and what to do 5.To help developing countries better adapt to effects of climate change 6.Since developing countries are poor,people will tend to destroy the environment further for survival e.g destruction of forests for settlement thus need to know their role in climate change

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5
Comments: Repackaging climate change information into simpler language and other formats to reach all audiences especially farmers- 5	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Farmers-relevant information on adaptation packaged in the most effective way for them to understand.And financial and resources support to be able to replicate best practices on adaptation. Researcher-Feedback from grassroots/farmers on research findings.And linkages with local indigenous knowledge Decision makers-Recommendations on relevance policy to be put in place.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Existing organised groups eg,farmer field scools,Focal groups,stakeholders,women groups and community Knowledge Centres.,
Climate change-related agriculture and food security concerns? - Existing institutions involved on food security issues,and existing agriculture policy ,existing farmer groups and community knowledge centres

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes. Climate change is wider approach and entails so many components.Adaptation is a smaller component of CC and specific for a given target area/group.It entails research of the relevant adaptation strategies to be communicated to,understanding the behaviour of the group,and challenges exist .To replicate best practices needs a lot of time in understanding and support for the uptake.It also entails convincing target group that it has worked elsewhere possibly getting testimonies for them to accept the practice.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

1.Language-Climate change information is scientific 2.Scanty information on CC exist and also not available for dissemination for example research institutions have done lots of research and kept on the shelves 3.Relevance of climate change adaptation practices to target audience 4.Resources for implementing adaptation practices

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Locally=Different communities have different ways of communicating which include traditional ways for example,in Maasai communities in Kenya,they use elders if you want to pass information and people believe everything which they are told ,its the most effective way.Other ways include local gatherings,horn blowing,smoke etc Regionally and Nationally are mostly similar since the information is targeting a great mass audience thus need to use media like Radio,Television,internet,forums

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

1.Need to understand the target audience (literacy level,challenges facing,info gaps) 2.Need to communicate relevant information 3.Need to use appropriate channels for communicating I am a chief editor of climate change briefing called Joto Afrika,the briefing presents climate change info in a very simplified way-we have torn down the scientific language ,we also produce videos of some of the articles featured,a recent case highlights an article on tubular biogas usage and we did a video of the same,we disseminated the video to the communities-farmers who were very happy because they could understand what was in the video and most of them are now have shown great interest of replicating the same,they could remember reading the same article on Joto Afrika

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

1.Strengthening capacity for using existing knowledge is the highest priority since,its easier to build on existing knowledge than creating new which might not be embraced or accepted or even misinterpreted. 2.Since already in existence at least wecan have success stories which can be build on and replicated further

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
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IP Address:
182.160.99.219

Response Started:
Tuesday, February 7, 2012 3:23:37 AM

Response Modified:
Tuesday, February 7, 2012 3:54:50 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Nick Perkins

Company: - IDS

Job title: - Head of Research Comms

Country: - UK

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

We communicate to reduce the adverse impact this will have on quality of life. Communication is a key part of the process for generating, articulating and sharing knoweldge for mitigation and adaptation. The priorities will vary from one context to another, even within the global south - and north.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	3
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

Comments: There is an important opportunity here, not explicitly recognised in the above, which is about using communication to co-generate knowledge and workable solutions, from an intra-disciplinary group of stakeholders

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Researchers, decision makers and the media. I think the priority is for these groups to establish sustainable structural relations which will facilitate response to a range of needs and opportunities.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - PANOS Relay programme sets up exchanges and training for the three groups above.

Climate change-related agriculture and food security concerns? - Africa Adapt is perhaps the most specific example I can think of for bringing these groups together around these issues. Although from my perspective there is clearly a link between this and the climate change communications processes

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

The first is focused on content - it sounds largely descriptive and may cover a range of areas relating to demonstrating the phenomenon of climate change as it may manifest. It may also include content which has implications explicit or otherwise for adaptation and behaviour change. The second is focused on a process, communicating for social change

suggest a specific set of principles about the way communication is concieved, delivered and assessed.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

On one hand, having accurate information which can be made real and relevant (making meaning of climate science) while on the other hand valuing the information which is precieved to be real and relevant (making meaning of local knowledge)

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

I think that the main difference in strategy is driven by urgency. Where the consequences are serious and immediate action is required, it is necessary to use more directive communication methods. For instance, community radio stations are trained to use traditional bulletins when there is a health outbreak. However, regardless of scale if you want to have sustained change in behaviour the principles of dialogue and participation will need to be applied. For instance, I have seen how the polio eradication campaign in India and Nigeria faltered because although the scale of implementation was large, the immunisation campaign could not be sustained over a number of years without acknowledgement of local contexts and participation.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

An awareness of context, the involvement of local stakeholders in a way that drives local ownership. The radio listening clubs which I see operating in Malawi continue to be a key way of engaging service providers, beneficiaries, resident expertise and political representation to negotiate the science, needs and solutions.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

The challenge here is the emphasis placed on "new" in the innovations. There are already a number of initiatives which are not mainstream in communication practice in the sector globally but which could strengthen the capacity for using existing knowledge. It strikes that the question leads to another challenge- what is the right balance between generating 'new' knowledge and applying existing knowledge. For me the point is to have a balance.

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
198.54.202.250

Response Started:
Monday, February 6, 2012 4:45:59 PM

Response Modified:
Monday, February 6, 2012 5:07:42 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Mark New

Company: - University of Cape Town

Job title: - Professor / Director

Country: - South Africa

Email Address: - mark.new@acdi.uct.ac.za

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

1. To make the argument for mitigation, as an integral part of development, and the need for planning to adapt to unavoidable climate change. 2. The emphasis might be different, where adaptation is seen as more relevant, but communication on both mitigation, adaptation and their interactions is necessary. 2. To raise

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5
Comments: Training and capacity building - training the communicators - 5	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Decision makers - clear information that is of sufficient (and no more) detail for decision at hand, fit for purpose and actionable. Researchers - data availability.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - There are many web-based fora, but they are scattered and hard to find in one place. Climatiq is an example of a site that collates rather than creates information.

Climate change-related agriculture and food security concerns? - Ditto - too many sites, with too much overlap.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes, but that should be obvious. CC is about climate and how it may change, impacts is about how climate change might affect things on the ground, adaptation is about how to deal with the impacts, or at least enhance resilience to impacts. One feeds into the other...and complexity and uncertainty increases as one moves from climate though to adaptation.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Literacy - standard "Northern" print and web approaches don't reach as wide a potential audience, especially among older people Education - alternative explanations are needed for those without a good high school and university background

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

National - can be quite generic and broad brush Local - need to relate to specific experiences and potential impacts at this scale, but what can be said with confidence at local scale (at least in a deterministic sense) is more limited.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Much of my work has been in provided scenarios of climate change. Here well presented graphics that can be used off the shelf are useful, as are easy to use data products or summaries.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Mainly strengthening capacity to use existing knowledge - this is very weak in Africa. But if new approaches can help strengthen capacity, then go for it.

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
168.202.41.209

Response Started:
Wednesday, February 1, 2012 8:14:16 AM

Response Modified:
Wednesday, February 1, 2012 11:06:58 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - federica matteoli

Company: - FAO

Job title: - Communication for Development Officer

Country: - Italy

Email Address: - federica.matteoli@fao.org

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

It is crucial to identify information and communication systems, particularly for poor smallholder farmers, in order to have access to scientific and technological advances that can support their agricultural decision-making. As a result, research must be reported and communicated in such a way that policy makers can support the adaptation of the food systems to climate change.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

Comments: Share knowledge between local population with research. 5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Main project stakeholders are national research and extension services, communication centers and networks, development programmes and institutions, NGOs, farmers, indigenous peoples organizations, rural communities and grass-roots organizations in developing countries. All of these stakeholders have three priority needs: 1. Having information and share knowledge, 2. strengthening capacities on develop climate change strategies and activities, and 3. technical assistance on how implement field projects especially at the beginning of the increase of capacities. we have to keep in mind that all these stakeholders are different and the three priorities should be tackled in different ways.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - there are no many possibilities to engage in a dialogue on these specific topics but networks have very good potentials. There are many conferences where institutions or organizations at the global level can dialogue on them but at the field level, the situation is very different. for farmers organizations or researchers in small universities is very difficult to interact and find solutions. The project FAO communication for sustainable development initiative (CSDI) tryed to use rural radios on linking researchers and farmers to dialogue and share solutions.

Climate change-related agriculture and food security concerns? - there are no many possibilities to engage in a dialogue on these specific topics but networks have very good potentials. There are many conferences where institutions or organizations at the global level can dialogue on them but at the field level, the situation is very different. for farmers organizations or researchers in small universities is very difficult to interact and find solutions. The project FAO communication for sustainable development initiative (CSDI) tryed to use rural radios on linking researchers and farmers to dialogue and share solutions. In this case, extension services could help but in many countries they are collapsed.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

The different is enormous. Communicating climate change is a process where information about climate change are shared in many cases in a unilateral way. Communicating for adaptation/behavioral change involves multistakeholder action, innovation and social learning. Usually, it involves small-scale, low-cost and simple technologies made possible by whatever resources local communities have. It emphasises the need to build local capacity and begins with the identification of adaptation practices by the affected communities themselves. This is done through the use of participatory learning methodologies that link sound local knowledge with scientific knowledge, as well as with rural services

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

The greatest barriers in getting climate change information to target audiences are: lack of knowledge on communication methods and low interest of governments to increase information on CC in the population.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Communication strategies change depending on the situations and on the stakeholders involved. Climate change implies new challenges for research and technology development as well as knowledge and information exchange. It brings with it the need to identify suitable adaptation options in response to food crises. Despite the obstacles, there are human and institutional capacities which enable those involved to investigate vulnerabilities and adaptation options and effectively communicate them to the farming communities and the public at large in some developing countries. While limited at present, these capacities in research, extension and communication applied to climate change should become strategic assets for enhancing adaptive capacity. These assets can then be tapped to improve food production systems and natural resource management and thereby lessen vulnerability to climate change and food crises among the developing nations. Enhancing rural knowledge institutions to adequately generate knowledge and information related to these new challenges, and then share this with the affected people is, therefore, a strategic path for reducing vulnerability to climate change. Adaptation strategies in many cases require support for decision-making and capacity building efforts through social learning processes. For example, successful local adaptation to climate variability and change requires multiple pathways with well planned, interrelated, short- and long-term measures, most of which are considered “knowledge intensive.” Within this framework, capacity building efforts are essential to enable knowledge institutions to assist small farmers in confronting the new challenges of climate change adaptation. But selecting among livelihood options for different agro-ecological and farming systems often stretches the “adaptive-response” capabilities of research institutions, extension services and producer organizations. Hence, local adaptation practices should involve communities through communication and dialogue. These adaptation practices should also include working with the farmers to test technologies and livelihood options, generate sound economic and marketing practices and disseminate knowledge. This requires the use of a range of extension and communication methods such as demonstrations, orientation meetings, field days, workshops and farmer field schools. A holistic approach to rural knowledge institutions should likewise be promoted to enable local communities to deal with issues related to climate change in a coherent and integrated manner. The approach also implies the integration of local knowledge with scientific know-how, the active involvement of community leaders and key stakeholders in decision-making as well as capacity building efforts on communication approaches and methods applied to climate change. Communication aspects can very well include the use of the new information and communication technologies (ICTs).

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you’ve seen or been a part of producing.

A communication approach to climate chnage implies the systematic design and use of participatory communication processes, strategies and media to share information and knowledge among relevant stakeholders in a particular agro-ecological context, to enhance people's resilience and offer livelihood options to cope with climate change. For example, the FAO project CSDI has permitted to: strengthening the capacities of local institutions, extension systems, NGOs and other service providers in planning and implementation of communication strategies and services; assessing the institutional linkages required to mainstream communication approaches and services into environmental and development policies; and developing a model for a broader application of ComDev practices to other contexts. The work of CSDI in Bolivia, at the national level, includes communication support in communication to national agricultural policies and projects; at the local level, it has been using ComDev methods to design and implement Local Innovation and Communication Plans (PLICs in Spanish). PLICs are the result of community consultations and the use of different communication processes and tools directly managed by farmers and rural communities. In Congo, after an significant experience working with rural radios the project is developing activities to increase knowledge on population and institutions on climate change.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

The two priorities are linked, Is not possible to increase knowledge without strengthening capacity for using existing knowledge and the new innovations in communication are essential to cope with new issues such as climate change.

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Response Type:
Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
79.173.150.34

Response Started:
Thursday, February 9, 2012 3:38:00 PM

Response Modified:
Thursday, February 9, 2012 4:13:05 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Peter Laderach
Company: - CCAFS CIAT
Job title: - Researcher
Country: - Nicaragua
Email Address: - p.laderach@cgiar.org

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

South north difference is southern focus is getting ready for adaptation action. Northern focus is to raise awareness but with a particular focus on raising funds

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	2
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	3
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Farmers - understanding of what climate change is; how farmers can adapt e.g. mitigation strategies that also include adaptation strategies Decision makers - often lack information on potential impacts (knowledge of climate change issues is generally good but predicted impacts are needed to be able to work on adaptation strategies)

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - CC aware groups discuss dissemination in formats they want - e.g. flyers, presentation. Similar for decision makers and technicians to their own groups

Climate change-related agriculture and food security concerns? - Farmer co-ops, often meet for other reasons (CC is not a topic which would gather people). So CC issues is introduced as part of for example "improving coffee yield"

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Communicating climate change can be done quite generally. Adaptation is more contextual (linked to local environment) and needs to be represented in a way local stakeholders can understand

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Often first problem is models and data don't exist for impact - so difficult to communicate something you don't have. Once there is data, high level decision maker communication is relatively easy, but disseminating to farmers is more difficult - need appropriate formats, trusted knowledge brokers etc

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

see above - local very different from national. Communities that grow rice need communication that "links to their world". Then at scale this becomes more complicated in terms of communicating - different landscape, environments, crops

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

(1) relevance to audience e.g. coffee climate vulnerability analysis has received a lot of attention by CIAT because it is a very important commodity for many livelihoods in Latin America

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Encouraging new innovations because CC topic is layered above much of what SD has done so far so need to work on new approaches

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
62.8.85.97

Response Started:
Thursday, February 9, 2012 12:44:25 PM

Response Modified:
Thursday, February 9, 2012 12:53:53 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Patrick Kamotho
Company: - Bunge La Mwanainchi
Job title: - National Coordinator
Country: - Kenya
Email Address: - kamotho7@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Reasons vary from locality in north its about winter while in south its about desertifications.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	1
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	1

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Activists and Human Rights Defenders whom are passionate to learn about climate change.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Daily forums
Climate change-related agriculture and food security concerns? - Agriculture and food security in Africa continent

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

No idea.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Infomation access and best practises.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Cross board via TV/Radio

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

No Response

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

new startegies are needed.

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Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
58.97.183.239

Response Started:
Thursday, February 9, 2012 7:31:08 AM

Response Modified:
Thursday, February 9, 2012 9:15:02 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Dr. Mazharul Aziz
Company: - Department of Agricultural Extension (DAE)
Job title: - Deputy Project Director
Country: - Bangladesh
Email Address: - mazharulaziz@yahoo.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Knowledge development, capacity building, common platform

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

farmers and IPM/ICM clubs a) basic cc science b) funds for adaptation c) early warning and forecasting

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - basic science
Climate change-related agriculture and food security concerns? - adaptation options, funds

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

knowledge gap about basic science of CC

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

knowledge, fund

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Global position Social Cultural

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Information, Education & Communication materials Local folk song for awareness raising

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

a) Fund, voice raise against carbon emission of developed countries b) coordination among the agencies involving in CC related issues

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
122.162.141.109

Response Started:
Tuesday, February 7, 2012 3:10:35 AM

Response Modified:
Tuesday, February 7, 2012 3:21:49 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Basheerhamad Shadrach

Company: - Voice to the Voiceless Trust

Job title: - Managing Trustee

Country: - India

Email Address: - shaddy.shadrach@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

The rationale for communication on climate change is still not proven by the scientific community. While one group feels the necessity to focus on the issue, there are others, who think that the changes witnessed over the last eighty years are not new phenomenon. That said, the focus on climate change communication for the poorest nations with limited resources will need to be different from that of the communication efforts focussing the resource rich nations.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	4

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

While there is a lot of efforts on the farmers I find, there is equal amount of efforts required for other institutions at the grassroots as well. As far as the decision-takers are concerned, there is hardly any attempt to sensitise them despite the billions spent.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - On issues relating to adaptation coupled with systemic changes in backend and frontend processes

Climate change-related agriculture and food security concerns? - Again, adaptability issues are of paramount concern. While the focus today is on the scientific issues, there are soft systems issues too that need attention. Also, there are issues with relate to markets.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

The difference is in the practice; and in systems that we can help to change. Climate change issues can not be changed;

but adaptation and behavioural change is dynamic based on numerous conditionalities

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

I think the research efforts are limited to the North where the buzz word is a funding opportunity for the many research stations and the academics. We need to reverse the paradigm where the funding is offered to the South (with some advisory support offered by the academic system in the North)

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

At every level, there needs targeted communication efforts. And, even at the local level, the issues change from province to province; district to district; and, village to village.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Haven't seen any other than certain efforts undertaken at the very local level where grassroots level young people are being trained to become climate change managers

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

The communication efforts in the South would need to become a movement. I dont see this happening for the next ten years at least until the money dries up; and the North continues to speak on behalf of the South. Unless, we keep the grassroots at the centre (i.e., giving them the opportunity to design programs), nothing is likely to change. The subject is good for PhD candidates and certain academics who jump the bandwagon as per the availability of funds

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Response Type:
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Collector:
Web Link
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Custom Value:
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IP Address:
41.202.225.153

Response Started:
Saturday, February 4, 2012 10:12:46 AM

Response Modified:
Monday, February 6, 2012 2:22:05 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Danny Gotto

Company: - Action for Community Development

Job title: - Programs Coordinator

Country: - Uganda

Email Address: - gdanny2000@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

We run projects that prepare indeginous communities to adapt to changing climatic conditions. We share indeginous knowledge which are easy to use by the local communities. The reasons/priorities may be different because for us we focus on agriculture which is the main source of livelihood of the people. Water resource management, and health.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	4
Comments: Generating indeginous knowledge that people can easily adapt to rather than foreign practices	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

farmers, need more prarioty that decision makers. We have been so frustrated by politicians who seem only focus on keeping themselves in power rather than empowering communities to withstand climate change. My view is that communities need to be given capacity to solve their own problems without reliance on leaders who are corrupt and less focused.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - People appreciate the problem at hand and a willing to engage and learn anything that can help them over come the climate change problem

Climate change-related agriculture and food security concerns? - The ever increasing effect of climate to agriculture production has proved to people that something needs to be done. This creates a big opportunity for dialogue

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

I don't see the difference, communicating for climate change should be focused on adaptive strategies and behaviour

change by indeginous communities. Local need to see their contribution to the problem. They need to own the problem for them to accept any interventions.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

In my country Uganda, we have a big language problem. One needs to convert information materials into various language due to poor literacy levels. Notable also in infrastructure for instance in other parts of the world ICTs can play a greater role which is not the case in Uganda. However the radio coverage is increasing which creates a good opportunity. There is still a big gap in creating broken down less scientific information materials that reflect indegious contexts. The political elites have not grasped the need to aggressively intervene to address climate change in Uganda.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

We have found the radio as a mass media approach more effective. However people still need the traditional approach of one on one to disseminate information. Therefore there is need to integrate various forms of communication rather than sticking to one.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

The approach that involves the indeginous people. For example when we launched our program that involved water shed management, we went on radio and started sending messages using experts. But this didn't yeild and impact until we had to train local people whom we used to come on radio and say the same things. We used people's own respected persons who had grasped what we wanted to communicate.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

I think it should be a blend of both. But much emphasis needs to be put on strengthening for using the existing knowlege. But dissemination of this knowledge might require new innovations in communication so as to be effective.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
120.28.64.75

Response Started:
Monday, February 6, 2012 12:02:06 PM

Response Modified:
Monday, February 6, 2012 12:16:27 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Imelda Abano

Company: - Philippine Network of Environmental Journalists

Job title: - President

Country: - Philippines

Email Address: - pnej@mail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

There is a need to communicate climate change effectively in the developing countries as people experience first-hand its damaging effects. Media play a vital role in informing the public not just on climate change mitigation and adaptation but also on disaster risk reduction. This is particularly important in the Philippines for instance where the country is listed as the top country hit by disasters.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

All sources including policymakers,scientists,researchers, ordinary people. Science-based data with effective and sustainable environmental projects and disaster risk management. Not to mention, an open communication with the media and the public

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - We have been conducting climate change and disaster risk management workshops for journalists in order for them to be effective in their reporting.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Communicating climate change which is credible, understandable and relates to peoples' everyday lives may eventually lead to behavioural change.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Lack of credible scientists; lack of appreciation by editors on the subject; lack of funding in conducting an in-depth report

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

No Response

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

No Response

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

No Response

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Displaying **17** of **31** respondents

Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
78.151.142.185

Response Started:
Monday, February 6, 2012 11:39:31 AM

Response Modified:
Monday, February 6, 2012 12:00:38 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Dr Andrea Berardi

Company: - The Open University

Job title: - Lecturer in Environmental Information Systems

Country: - UK

Email Address: - andrea.berardi.ou@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

I would argue that the reasons/priorities are very different in the global south compared to the north. In the north, the priorities are all to do with "contraction and convergence" and developing green technologies to replace existing higher GHG emitting technologies. In the south, the discourse is more about permitting development, even if this may result in higher GHG emissions, in order to alleviate property and mitigate/adapt to the effects of climate change, which will disproportionately affect the poorest.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	3
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	2

Comments: I would prioritise the dissemination and communication of community-owned solutions ,in other words, capacities should be built to empower communities to share their own solutions. This has a lot to do with the type of information developed (more visual and less textual) rather than just its content.

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Indigenous communities (Amerindian tribes within the Amazon)

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - our €1.9 million European Commission project aims to have a major impact in this area.

Climate change-related agriculture and food security concerns? - only as part of the above.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

In our case, "adaptation" is the main theme of discussion when it comes to communicating climate change.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

-- the lack of a communications infrastructure e.g. television; Internet; distribution of printed material; -- the inappropriate nature of the commonly available communication material (text-based material presented to an oral-visual culture).

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

The differences are significant but I've got limited time to explore these here. Communication strategies at community level works best when it is embedded within the cultural context using local examples. It works best when it is informal, oral, visual and repeated over time. As one moves up the scale of decision-making, there is a shift towards the dominance of more formal, text-based, authoritative, scientific material which is integrated within the political decision-making process.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

The work which we have carried out successfully focuses on building capacity within Amerindian communities to produce their own visual communication media through participatory video and photo stories. It's a long-term engagement strategy that involves building trust and listening to feedback.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Our priority is to lobby for the appreciation of community-produced media by decision-makers at all levels of governance. I would categorise this under the "new strategies/approaches" area.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
119.2.105.241

Response Started:
Monday, February 6, 2012 11:09:58 AM

Response Modified:
Monday, February 6, 2012 11:35:29 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Dago Tshering

Company: - Royal Society for Protection of Nature

Job title: - Research Officer

Country: - Bhutan

Email Address: - dtshering@rspnbhutan.org

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

The level of awareness and advocacy in global south is comparatively lower than the north. However, this trend is slowly disappearing with the effort of the emerging climate change enthusiast. Although, the impact of the climate change is global but because of our limited capacity in the south and constraint by resources, the response to the climate impact is handicapped.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Our work is mostly in the area of ecosystem and livelihood development. For the farmers, the day to day priority is more important than preparing for the future climate change impacts.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Awareness

Climate change-related agriculture and food security concerns? - Research and on farm trails.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

While the climate change impacts are realized and known but it is increasingly important to explore and invest into adaptation strategies immediately.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

1. The limited access to information. 2. Low level of literacy. 3. Limited resources (human capacity)

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Communication needs consideration of the language, caste and creed , culture, traditional beliefs which are very specific to individual communities. The strategies should be independently developed based on the scale to make it more meaningful and appropriate for understanding and adaptability.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

No Response

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

We need both approaches to get the feel of the new innovations and at the same time in respecting the existing system.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
202.79.55.139

Response Started:
Monday, February 6, 2012 6:00:01 AM

Response Modified:
Monday, February 6, 2012 9:01:29 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Apar Paudyl

Company: - Practical Action Consulting

Job title: - Project Development Officer

Country: - Nepal

Email Address: - apar.paudyal@practicalaction.org.np

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Yes. To bridge the technological innovation in response to climate change that happen mostly in the north and learn from each other responses to cope with impact of climate change.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

We are working closely with reseracher, farmers and decison maker. I think the most important now is to communicate the knoweldge to farmers. Since there has been many established farmers groups, they need precise information on what and how they should be changing their practices and fulfill the adpatation deficit they are having looking at the future climate change scenarios.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - We can now operate through goverments and CSOs to channel information towards farmers groups to instituionalize. Futhermore we can build local stakeholders capacity building to address the local problems and arrive at solutions.

Climate change-related agriculture and food security concerns? - Yes Farmers groups need timely knoweldge and information on these cahnges realted to agricutlure and food security. They can be networked in such a way that the problems they witnessed can be timely solved.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes there is difference. perhaps communites and farmers in better access to services areas knew about climate change

but they need more information so that they can change their behvaior as a response for adapatation.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Acess to finance, acess to information,

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Networking is effective ways to all situation or scales provided that there is good faciliator to capature what the needs are and what futher should be carried out.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Produciton of new knoweldge and dissemination to target group. This requires action resreach and guide to adapt with changes as per the local condition. More knoweldge centers are required that unify and collectes information to be readily avaialbe for end users.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Sectoral strategies needs to integrated. Such as water being the most imporant sectors cross cuts with agriculture, energy and disasters. If we can work more on these sectors that often provides livilihoods to the majority of poor and vulnerable.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
41.202.225.155

Response Started:
Monday, February 6, 2012 7:23:55 AM

Response Modified:
Monday, February 6, 2012 7:46:02 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Abel Niyibizi

Company: - Petro Systems Limited

Job title: - Project Manager

Country: - Uganda

Email Address: - niyibizi.abel@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Creation of awareness and promotion and dissemination of mitigation and adaptation technologies. reasons are similar, but priorities are different.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Farmers in rural settings with water stress issues. Their priority needs are identification of appropriate technologies for harvesting water for agricultural use, identification of climate-resilient crop varieties, improving communications especially in the dissemination of meteorological information. Others are Researchers like Syndicate Research Associates whose major objective is contributing to the existing climate adaptation and mitigation technologies

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Using wireless network communiocations technologies to disseminate climate information

Climate change-related agriculture and food security concerns? - Identification of fast yielding crop vatieties and those which are drought-resistant

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

There is no clear demarcation between the two. Climate change adaptation technologies are communicated using similar methods as general communications for climate change

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Language barriers, illiteracy levels, inadequate capacity to adapt due to insufficient finances and over dependency on natural resources for survival. Others are culture and gender issues, political instability

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

They target different audiences, use different media and require different infrastructure and facilities

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Opportunities for scaling up the technologies among the different uptake pathways, for ease of multiplication or scaling-up. They communications are also supposed to be versatile enough to accommodate the diverse needs of the target audiences

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

I would take the former because, communications are similar both in the north and the south and since the north is moving fast in innovations, then we in the south must follow suite in order to ensure that the communications technologies applied are relevant and meet integrity requirements

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
182.72.114.34

Response Started:
Monday, February 6, 2012 3:41:14 AM

Response Modified:
Monday, February 6, 2012 4:23:32 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Balasubramanian D

Company: - French Institute of Pondicherry

Job title: - Manager - Information Systems

Country: - India

Email Address: - balu.d@ifpindia.org

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Priorities are lot different in terms of vulnerability and ability to devise, implement mitigation and adaptation measures.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	3

Comments: Coherent policy & measures can be supported by above - 5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

researchers & farmers. For researchers an overarching interdisciplinary knowledge platform is a felt need primarily as data is spread across different domains. For farmers, as climate change issues and appropriate management of natural resources is not yet a clear picture, may be information is the key.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change-related agriculture and food security concerns? - Promotion of demonstrated Conservation Agriculture practices.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Climate change is still far removed from lived experiences for farmers, as more pressing issues of livelihood bears them down. It has to be a unified strategy to address livelihoods in which climate change has to find its deserved place.

7. Based on your experience, what are some of the greatest barriers in getting climate change

(including adaptation) information to targeted audiences, specifically in the global south?

Withdrawal of state from agricultural extension and fractured, short lived communication efforts. Lack of convincing, beneficial, alternative models demonstrated on field.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Heavily stratified societies such as the Indian one, needs appropriate strategies for say big farmers and small, marginal farmers. For small farmers it is the immediate livelihood question which comes first, pushing adaptation practices to the back, though they are also the most vulnerable to climate change. For the big farmers who are better connected to market, access to information and adaptation is relatively easier. Communication strategies for these two groups shall vary enormously as priorities are different.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Proven practices followed and those which has yielded tangible results among fellow community members is thus far the best communication which has had lasting impact.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Beyond these two. A holistic approach involving all stakeholders who contribute to the collective knowledge from their own perspectives and practices, which can lay the foundation for change. Approaches such as 'Strengthening capacities and innovative communication' needs to be critically viewed to avoid a possible top-down flow. Localised, community centric, multi-stakeholder, participatory approaches would allow one to effectively address immediate and long term issues related to climate change in the South.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
186.2.144.130

Response Started:
Sunday, February 5, 2012 5:34:16 PM

Response Modified:
Sunday, February 5, 2012 5:56:44 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Helder Pérez

Company: - Bay Islands Foundation

Job title: - Vice-president

Country: - Honduras

Email Address: - helder.perez@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

I'm a citizen of the global south and I know that our idiosincrasies and needs are different than the northern ones. Our rural communities lack of basic services like running water, electricity and basic medical care, so our priorities in that sense are very different as well. I believe that climate change communication in latin america should take these things into consideration.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Decision makers and key stakeholders such as the chief of police, the fire department, religious leaders and the elders.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - people are very receptive and curious about climate change

Climate change-related agriculture and food security concerns? - loss of productivity, beach loss and salinization of underground water.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

To talk about climate change one must first understand the human behaviour (how we deal with threats mostly).

7. Based on your experience, what are some of the greatest barriers in getting climate change

(including adaptation) information to targeted audiences, specifically in the global south?

The greatest challenge is to get people to overcome fear and the overwhelming reality that there are things we won't be able to save, such as Caribbean lowland coastal towns. That is tricky.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

It's all about priorities. A local farmer cares more about his land than the problems of the city. So, in order to get him involved, we have to build a link between climate change and what he truly knows/ cares.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

successful climate change communications, from experience, are those that take into consideration the reality of the people: their religion, their native language, the crops they grow and their migration patterns. I've seen people's eyes shine when I show slides of climate change effects in their backyard.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Definitly improve the communication strategies to get people's attention. Once people realize what's at stake, they will start looking for solutions.

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Displaying **11** of **31** respondents

Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
110.39.177.204

Response Started:
Sunday, February 5, 2012 12:56:53 PM

Response Modified:
Sunday, February 5, 2012 1:16:45 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Usman Qazi

Company: - Self Employed

Job title: - Consultant

Country: - Pakistan

Email Address: - usmanqazi_2000@yahoo.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

The south needs to be prepared to respond to CC challenges, regardless of who is mainly responsible for its severity and magnitude. The nature of challenges makes communication in the south diferent from that in the north

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5
Comments: Area specific research on likely impact - 5	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Governmental decision makers. They need to identify the situation specific impacts of CC and the options for response/mitigation

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - online groups, news media and seminars

Climate change-related agriculture and food security concerns? - online groups, news media and seminars

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

The former, I believe, is more academic in nature while the latter should be practical and applied

7. Based on your experience, what are some of the greatest barriers in getting climate change

(including adaptation) information to targeted audiences, specifically in the global south?

Often the contents of the communication is global in its scope and abstract. It is seldom the case that area specific and practical information is communicated.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

In diverse and vast countries, the communication needs to cater to the local ecology and livelihoods, so that national, regional and local planners can be helped to formulate practical strategies and programmes

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Any communication that is reflective of local reality (as opposed to abstract, macro level information) is more likely to be successful. I have seen the people to be more receptive to such communication in Pacific Islands, because it refers to what they experience and observe every day

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Both, I believe. The content as well as the mode of communication needs to be customised for specific areas in south

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
186.45.166.84

Response Started:
Saturday, February 4, 2012 11:21:30 PM

Response Modified:
Saturday, February 4, 2012 11:59:37 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - NRWPTT

Company: - Network of Rural Women Producers

Job title: - President

Country: - Trinidad and Tobago

Email Address: - president@nrwptt.net

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

If South as in Latin America and the Caribbean then it is most important as the region suffers the impact of natural disasters every year, and climate change has change our way of life in agriculture, rain fall, coastal communities, crops and life stocts, fish catch

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

We are working with The Natural Disasters Youth Summit, where young people learn and share information to all interested parties since 2004, they host an annual summit in different parts of the world, for example past conferences were in Taiwan, Japan, Trinidad and Tobago, The Netherlands, Senegal, we are of the view information is the priority need.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Example, our secondary students were able to share information on their study on water testing, air polution, and how the effects of climate change impacts on our lives, via their television interviews, and workshops presentations, we believe these interviews should have been repeated over a long period, to have the message reach all.

Climate change-related agriculture and food security concerns? - This is critical in our region as our food import bill is much to large for the regional economy, because of the loss of vital crops, due to changes in the weather pattern, and or loss due to landslides, flooding, and farmers not being able to keep up to date with their losses.

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

There maybe a difference however messages to educate in a language that is understood by the man in the street, the farmers, the house wife, rural communities to bring about behavioural change is critical.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

There is the need for the constant reminder that climate change is here it is not going anywhere and we must change our ways Barriers are lack of knowledge not understanding it's a joke its been with us a long time so what! it is only when we feel it in our pockets, that we begin to understand.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

We must seek the normal, and unusual way of communicating, using every possible avenue, captive audience on a train, bus, aircraft, ship, taxis, billboards, to send the message

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

When the polulation begin to take heed, and act accordinly, taking better care of the environment, our forest, the ocean our immidiate space

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

All the above is considered high priority, our very survival depands on it

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
196.46.120.92

Response Started:
Saturday, February 4, 2012 3:33:53 PM

Response Modified:
Saturday, February 4, 2012 4:53:55 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - SAMWELI EDWARD MUGOGO
Company: - MLINGANO AGRIC. RESEARCH INSTITUTE
Job title: - AGRICULTURE RESEARCH
Country: - TANZANIA
Email Address: - semugogo@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

They are different. In the global south we are dealing with poor resources, food insecure smallholder farmers with limited informatuion and knowledge on modern farming technologies leading to land degradation and desertification.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5
Comments: Information on Local/indeginous knowledge 4	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Smallholder farmers, Extension staff, Researchersr, NGOs and local policy makers,

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Groups are less interested in climate change
Climate change-related agriculture and food security concerns? - Groups are more interested on how climate change affect agricultural production and food security and methods on how they can overcome the constraints

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Communicating for adaptation/behaviour change involves getting farmers and other groups to undestand climate change and its effects on their livelihoods and how they can take steps to reduce the effects of climate change,

7. Based on your experience, what are some of the greatest barriers in getting climate change

(including adaptation) information to targeted audiences, specifically in the global south?

Relevant information knowledge and technologies on climate change and adaptation methods.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

At local level training and participatory field demontrations of different proven technologies are very important. At regional and national levels collecting, collating and validating different technologies in different environment is more important

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Participatory field demonstrations, farmers fields schools and farmer to farmer training/demontration and visits.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Encouraging new innovations in communications because we are dealing with different biophysical conditions and groups with diverse socio-economic conditions.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
120.56.171.213

Response Started:
Saturday, February 4, 2012 2:01:25 PM

Response Modified:
Saturday, February 4, 2012 2:40:13 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Dr. Rajendra Kumar

Company: - Dept. of Information Technology, Govt. of India

Job title: - Director

Country: - India

Email Address: - kumarr@alum.mit.edu

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

The reasons and priorities are different: 1. Climate change is a global phenomenon and affects all countries without regard to geographical boundaries. However, global south may experience greater adverse impacts due to its lower levels of preparedness to deal with the consequences of climate change; 2. Capacity building to deal with the adverse consequences of climate change require much higher levels of attention in the south; 3. Many developing countries are themselves contributing to climate change as their economies grow. Hence, dealing with climate change (for example, mitigation and adaptation measures) needs to receive much greater focus in the south than it is receiving currently.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	4

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

Policy makers. Their priority needs are to obtain information that is relevant to the specific situation of the country in addressing climate change.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - Regular interactions with media and stakeholder consultations and meetings

Climate change-related agriculture and food security concerns? - Nodal ministry at the federal level and institutionalized advisory bodies in the concerned ministries

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

Yes, communicating climate change as a global phenomenon require different strategies compared to communicating for

adaptation/behavioural change as the latter are more specific to the local situation in the country. Also communicating for adaptation/behavioural change is harder in developing countries as there is a perception that developing countries are much less responsible for climate change compared to the developed ones.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

The greatest barriers are as follows: 1. It is very difficult to get political support for climate change issues in the south as there is a perception that developing countries are not responsible for and are not major contributors to climate change; 2. It is also difficult to get broader support from the intelligentsia, media, and other stakeholders as there is a perception that the priorities for the developing countries are different and they should focus more on economic development, poverty alleviation, etc. than on dealing with climate change.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

1. Communication needs to focus more on adaptation while addressing local and regional communities. It also needs to be more specific on how to deal with the adverse impacts of climate change rather than on abstract concepts that might seem relevant to them in the distant future but not immediately. There needs to be specific step by step guidelines on what the local communities need to do for climate change. 2. Communication strategies also needs to be different for different stakeholders, such as for policy makers and implementers, political leaders, NGOs, and the public.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Targeted strategies for the specific audience in mind work best for climate change communication. Climate change communication needs are also different for different audiences. For example, after the Tsunami in Dec. 2004, much greater efforts have been made in educating school children and local communities about disaster management in coastal states in India.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Strengthening capacity should follow effective communication about climate change. The levels of awareness about climate change are much less than optimal in the south. Strengthening capacity can be sustained only when there is much greater awareness about the need to deal with climate change more effectively.

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Normal Response

Collector:
Web Link
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Custom Value:
empty

IP Address:
49.244.56.224

Response Started:
Friday, February 3, 2012 12:32:58 PM

Response Modified:
Saturday, February 4, 2012 9:46:06 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Parshuram S Niraula
Company: - Centre for Environment Education Nepal
Job title: - Founder Chairman
Country: - Nepal
Email Address: - psn_ceen@yahoo.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

we need to communicate to all wherever human have reached, since this is a small earth facing problems...whether small or big.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	1
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5
Comments: 10	

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

teachers/students and farmers

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - education and awareness
Climate change-related agriculture and food security concerns? - awareness and adaptation

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

they go side by side.....awareness must lead to action!

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

illiteracy and poverty.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

far flung areas without proper roads and communications network.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

teachers training and infusion of cc into the existing curriculum

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

education, education and education with action and adaptation, also mitigation!!

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
84.135.34.123

Response Started:
Saturday, February 4, 2012 8:00:30 AM

Response Modified:
Saturday, February 4, 2012 8:36:11 AM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Tamene Hailegiorgis
Company: - TAM Consult
Job title: - Manager
Country: - Ethiopia
Email Address: - tamconsult1@ethionet.et

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

the impacts of climatic change affect all, all has to be aware and move to action.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	3
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	2
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	1

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

farmers and their priority need is how best to increase their livelihood sustainance.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - the are IT technologies, mobile networks, mass media to be used
Climate change-related agriculture and food security concerns? - changing climnate, non-predictablity of rains, frequent crop damage by hails, frost occurances, extreem tempratures...

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

comm for adaptation/behavioral change must be targeted, than mere communication or providing informtion. It should be also adapted to each target group needs and problems.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

there are no capacities in human resouce, finance, technological infrastructe and system. The informtion are not tailored to the specific conditions of the South. The neeed of remote areas should be considered. Language barriers should be overcome.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

Language Accessiblity Informtion and/or IT structure Livelihood basis

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

mobile vedeo in rural areas drams, edutainment activities by youth groups

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

knowledge managment and communication best practice sharing finance and supporting innovative projects accessing inputs adaptable to climatic change providing info materials

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
41.221.102.16

Response Started:
Friday, February 3, 2012 2:33:02 PM

Response Modified:
Friday, February 3, 2012 9:03:41 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Precious Chizonda
Company: - Farmer Voice Radio
Job title: - Deputy Country Director
Country: - Malawi
Email Address: - preciousidae@yahoo.co.uk

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Different from the north. We need first of all to understand/awareness, then motivation to act and coalition for action

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	5
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

farmers - need information on adaptation and mitigation decision markers - concerned with the socio-economic aspects

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - willingness to receive information and act
Climate change-related agriculture and food security concerns? - weather variability for rain fed dependent farming systems

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

No difference because climate change also involves behaviour change to adapt to new conditions

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

Inadequate information on climate change Limited access to technologies Poor priority setting

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

1. They follow a hierarchy bottom up and then top down e.g. local floods are reported from local to national 2. Predicted event are reported from national or regional to local e.g. drought

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

1. Relevance to local livelihood e.g. how local life would be affected (agriculture) and advising what needs to be done

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Strengthen capacity for using the existing knowledge because there is underutilisation of what is already there hence fully utilising already existing knowledge would provide an incremental knowledge build up that could also be taking into account what is already there and can work.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
189.178.28.223

Response Started:
Friday, February 3, 2012 3:25:53 PM

Response Modified:
Friday, February 3, 2012 3:47:29 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Alfonso Gumucio
Company: - FAO
Job title: - international consultant
Country: - Mexico
Email Address: - alfonso.gumucio@gmail.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

Northern organisations communicate climate change in the South because in the North nobody listens

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	1
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	3
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

decision makers - priority is to involve stakeholders in the design of communication strategies, guided by communication specialists

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - many opportunities, but only of specialized communication staff (not "communications", the "s" changes the meaning) is in charge
Climate change-related agriculture and food security concerns? - some opportunities in countries where agriculture is still a priority for governments

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

there are differences in content, but in terms of strategies, a communication specialist knows that the communication processes that involve people into planning, implementing and evaluating, are similar

7. Based on your experience, what are some of the greatest barriers in getting climate change

(including adaptation) information to targeted audiences, specifically in the global south?

the greatest barrier are bureaucrats that think they know about communication, so they launch useless media "campaigns" because that is the only thing they associate with the word "communication"

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

very different from "campaigns", communication strategies conceive a gradual and long term participation process that takes into account local, regional and national priorities, culture, traditions, social networks and policies

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

Again, its communication, not "communications" (please refer to the dictionary)... Successful communication processes are only possible when communities at different scales (local, regional, etc) take ownership of the communication process, so it doesn't depend entirely on external inputs (technical assistance and funding). Otherwise it is not sustainable and has no effect in the long run.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

Partnerships, participatory approaches and communications strategies are not "new innovations". The "innovation" jargon may be currently in fashion, but communication as a participatory process involving knowledge management, strengthening local capacity and using adapted technology (community radio has a long history) have been around for many years but have not got the support that "new" technologies get in terms of funding, with scarce results.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
200.87.156.210

Response Started:
Friday, February 3, 2012 3:03:16 PM

Response Modified:
Friday, February 3, 2012 3:24:50 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - Carmen Capriles

Company: - Reacción Climática

Job title: - Coordinator

Country: - Bolivia

Email Address: - carmen_capriles@yahoo.com

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

We want more people specially youth to take on account the global warming problem and what it means for us as a vulnerable country to climate change.

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	5
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	4
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

We work with young people especially women, within indigenous and social movements.

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - The groups we work with have a strong participation in the COP´s we also are part of YOUNGO

Climate change-related agriculture and food security concerns? - There is big concern about food security and water we promote strategies for adaptation in the rural areas mostly with the indigenous groups..

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

First is important to understand the problem what it means climate change and specially global warming, then we can get to adaptation measures, for example our main source of water comes from the melting of glaciers, but this glaciers are disappearing do to global warming so we must identify measures that will guarantee the water supply. But if people do not understand what is going on is very difficult to ask for a change of behavior about saving water policies.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

The first main barrier is poor knowledge our target audience has on the issue, so is very important to start talking about the basic concepts making sure that they are understood, the other barrier is that we don't have enough resources to reach a bigger audience.

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

You have to pick a strategies according to your audience, for example in communities is very important reaching first the authorities, then grassroots and the most important tools are based on pictures and images, more than words.

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

The criteria we use to determine the success of our communication is if we notice is being reproducing our messages within the community we are working with and if people are taking measures about it.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

The higher priority in the South should be to address more resources so more people can understand the problem and what is going on, as well as the solutions that are being propose for this matter.

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Response Type:
Normal Response

Collector:
Web Link
(Web Link)

Custom Value:
empty

IP Address:
205.254.147.8

Response Started:
Friday, February 3, 2012 1:42:07 PM

Response Modified:
Friday, February 3, 2012 1:49:28 PM

1. (optional) Please provide your name, organisation, job title, country and email address. If you provide your email address we may contact you to request further information about your thoughts or experience.

Name: - jeff summers
Company: - US Dept of Energy
Job title: - senior scientist carbon sequestration
Country: - USA
Email Address: - jeff.summers@hq.doe.gov

2. Why do we communicate climate change in the global south? Are the reasons/priorities the same as in the north, or different?

No Response

3. What needs to be done better in climate change communications in the global south? Please rank from 1-5 with 5 being the greatest need for improvement.

	Numerical Rank
Dissemination of Information (either en masse or in targeted situations)	4
Knowledge Management (organizing, categorizing, gathering and collating specialist information)	2
Communication Strategies (finding strategies to enhance understanding and uptake of information and research)	5

4. Can you please identify the stakeholder group with which you are currently working most with in the global south (e.g. researchers, farmers, decision makers, etc.) and what you feel their priority needs are?

researchers, collect additional data on climate effects on benthic organisms

5. What opportunities exist for the groups you are working most with to engage in a dialogue regarding problems and potential solutions on the folowing (where possible, please provide specific examples):

Climate change communications processes? - outreach with NGO on mitigation strategies for CO2
Climate change-related agriculture and food security concerns? - NA

6. Is there a difference in communicating climate change versus communicating for adaptation/behavioural change? If so, how would you explain that difference?

population perception about later are vague and have difficulty grasping or appreciating urgency or have empathy for plight of species.

7. Based on your experience, what are some of the greatest barriers in getting climate change (including adaptation) information to targeted audiences, specifically in the global south?

beliveing that there is a problem

8. How are communication strategies different in different communities, situations or scales (local, regional, national)? Please note a few differences based on your experience.

No Response

9. What features/criteria help determine successful climate change communications? Please give an example of a successful communication that you've seen or been a part of producing.

engaging groups in the process, and showing them not only will climate imporve but will result in cost savings for them.

10. What do you consider to be of higher priority in the South? Encouraging new innovations in communication (i.e. new strategies, partnerships, approaches) or strengthening capacity for using existing knowledge? Why?

capacity building. it is an easier task to start with.

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