Communicating Youth Action on Climate Change

Communicating Actions on CBA
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CBA

- Along term processing focusing on climate info, long term, combining soft and hardware, social aspects at the community level
Is communication vital in CBA?

• Linking the different areas of work: eg Climate-resilient livelihoods + DRR
• Working with multiple stakeholders and levels
  – Two – way knowledge exchange
  – Social learning
  – Integrating CBA in policy and planning processes
• Monitoring and evaluation –
  -what is the progress? Lessons? do you do reports to share with other people not just to donors? coz we are accountable to stakeholders? How accountable are you to other stakeholders?
• Communication, coordination, collaboration, don’t have attack pple eg govt not always important—not always fighting, but collabo can be more effective, sustained advocacy and communication (continuous communication with policy makers, informal relationship with policy makers eg not always banners.
Cont’d
Continuous and iterative learning-

– what are the changes/ progress & what does that mean? eg gender roles?

– What changes to the process are needed?

– Adoption and replication by others
  – good practice? Lessons
Key elements for successful communication

1. Who is your audience?
2. What is the purpose of communication?
3. What are the main messages?
4. What are the key questions raised by your audience?
5. What is expected out of the communication?
Who is your audience? background

- What are the ongoing processes and who is involved? this Will determine audience to target
- Policymakers
  - Formulating or implementing policy
- Practitioners in
  - Adaptation, DRR, resilience, sustainable development, different sectors
- Donors
  - Multilateral e.g. UNFCCC funding mechanisms (GCF, AF), UN Agencies, WB, AfDB etc.
  - Bilateral e.g. USAID, DFID, GIZ, CIDA, EU etc.
- Need upfront emissaries to initiate communication and help in:
  - Understanding the audience dynamics eg KYCCBA
- Determining the audience’s interests – what do they want to hear? E.g. policy formulation – long term societal benefits, impacts to the country’s economy
- Policy makers are much older, so do your msgs get to the right people, do they also discriminate eg youth at the community level?
What is the purpose of communication?

Related to audience and on-going or upcoming processes

• Lobbying for change e.g. inclusive/participatory policy & planning processes, targeting most vulnerable
• Input into processes e.g. CC policy and bill, NAPs
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• Presenting good practice for adoption/replication?
• Calling for funding e.g. pledges to the GCF
• Imagine you are a policy makers, what are their needs from the youth? noise or well articulated? old messages in publication or something new?
What are the main messages?

• **What is it you want to say?** Relation to your purpose e.g. Calling for CBA funding.

• “**CBA is a cost effective approach to developing adaptive capacity and building resilience; the social, economic and environmental benefits outweigh the costs of implementation in virtually all scenarios**”

• **On use of climate information..”**Be climate resilient -use the forecast”...(very catchy but what does it mean?
CBA messages

- Links: to CBA brief
- Climate communication brief
- NEF report - adaptation makes sense invest one dollar u get 4-6 dollars depending on capacities ie social and economic -cost benefit analysis
Key things:

• Are the messages prepared and in what form?
  – Movies e.g. ALP community digital photo-stories;
  – Briefs e.g. CBA brief, Economics policy brief, PSP brief
  – Blogs e.g. Emma’s blog(link)
  – Tweets/FB
  – SMS
  – Instagram

• Will content get attention?
  – From known to unknown: What is the agenda/issues on the table? Audience’s interests? Do we have messages related to these?
  – Who is going to present and in what forum?
  – Fluency, promoting dialogue

The policy makers might want something different
Key questions raised by your audience

• Explaining your main messages:
• What is CBA? Why CBA?
  Empowering vulnerable communities, local governments & service providers to
  – Understand and analyze climate impacts,
  – Make informed and anticipatory decisions on priority adaptation actions,
  – Continually adjust their livelihood and risk management strategies in response to new and uncertain circumstances.
Who is involved?

– Levels – community, local/county, national, regional, international
– Sectorial – agric., water, livestock, finance, planning...
– Multi-stakeholder – local knowledge, science, technical, policy
Key questions raised by your audience? Cont’d

• Explaining your main messages: use this as a bad example of advocacy message

• What do you get out of CBA?
  – Adaptive capacity – using climate information for: flexible & forward looking decision making and planning, innovating new solutions to manage new risks & uncertainty-BAD eg
  – Climate smart/ climate resilient development-catchy but what does it mean?
What evidence do you have?

--Observed impact of CBA on changes in knowledge, attitude and practice e.g. diversification? fund raising?
– Is the evidence robust? Over what timescale, spatial scale? Information from 1 project, 1 organization or many?
– What is the significance of evidence and relation to your main messages?
– Catalyse more discussion? Action?
  – By who and when?
Share learning?

• **Platforms**- one-on-one/online/video-conferencing

• In case of a meeting, formulate scenarios and arguments for each scenario e.g. if
  – NO: what can be argued to counter it?
  – YES: what to do to prompt it?
  – WAIT: what to do to come back to the discussion table?

• Build in feedback on what was shared
  – Agreement? Disagreement?
  – Changes in what we did, how we did it?
  – Info that can help you change the way things are done eg can you use the info later.
Curving out CBA niche for the youth?

- Create an environment for youth as go-to on certain issues - fish and chips - if you need something you go to the youth and how it fits into the bigger picture.

- What are the adaptation/CBA issues specific to youth?
  - How different are they from those already on the agenda? E.g. gender,
  - Finance etc. - Financing, are people ready, structures in place? Linkages, NEMA/KMS are they talking to each other? PSP, capacity building, coordination, too many networks who is who? Communication among each other
  - Info that can help you change the way things are done eg can you use the info later.

  - Will also determine content of communication

- Will determine who to target, allies.
Thank you!