Enabling Climate Adaptation: Navigating Communication Pathways

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WHY RISK COMMUNICATION?

- Despite progress in understanding potential impacts of climate change, communicating those impacts in the context of risks to society remains a challenge.

- Information in forms that are not readily used by stakeholders and decision makers, improper interpretation, inaction.

- Lack of understanding of climate risks is a major impediment to address the impacts of climate change and variability.

- Communication pathways to pro-actively engage stakeholders in an effort to create awareness and shared understandings.

- Nurture adaptation decisions and planning processes, means for empowerment, innovation and social transformation.
Advancing Capacity to support Climate Change Adaptation

- The ACCCA project was designed to facilitate learning about future climate risks and support adaptation decisions in 19 pilot actions through 17 countries across Africa and Asia by:

  - Identifying and prioritizing climate risks and climate-influenced decisions faced by stakeholders
  - Understanding critical knowledge gaps and barriers that hinder adaptation decisions and social transformation
  - Developing strategies to communicate climate risks to a range of vulnerable groups in different contexts
  - Building adaptive capacity through in-depth learning about risks and vulnerability
LESSONS LEARNED: KEY CONSIDERATIONS

- Know the local context, local perceptions of climate risks, knowledge baseline
- Two-way dialogue, negotiation of meanings and understandings, collective generation of knowledge
- Engagement in the process, participatory and innovative approaches, create ownership and facilitate learning
- Complex information in locally-relevant terms
- Diverse approaches to engage multiple actors
- Recognizing uncertainty in the process
- Building informal structures to sustain the efforts
Musicals, posters, focus group discussions
Participatory video-making, radio, role-plays, folk theatre
Workshops, training of trainers, brochures
Developing communication pathways:

Step-approach with key questions

1. What are you hoping to achieve during this communication?

2. In order to do this, who do you have to communicate with?

3. How do you introduce yourself and engage on an equal basis in order to understand each other’s context, know-how and intentions?

4. How do you foster two-way dialogue and identify promising approaches for effective climate risk communication to happen?
Developing communication pathways:

Step-approach with key questions

5. Reflect upon what you have learned and consider the content relevant to this specific case.

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7. How will you test if the tools/methods your selected are effective in that context, and revise or change completely based on feedback?
Developing communication pathways:

Step-approach with key questions

8. How would you use the tools and methods to reach a negotiated understanding of the climate risk and what can/will/should be done?

9. Did you achieve what you set up in step 1? What lessons have you learned and how do you follow-up?

10. Is it worth scaling-up or replicating this activity? If so, how would you do it?
CHALLENGES AHEAD

- How to measure effectiveness – social learning, behavioural change, social transformation?
- Is risk communication leading to better adaptation decisions and resource governance regimes?
- How to sustain the efforts and scale-up?
- What is the role of technology and media in this?
Sharing knowledge and learning on climate risk communication
THANK YOU

More info:
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