



Communication and climate change adaptation: challenges and efforts

**Communication for Sustainable
Development Initiative – CSDI**

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Communication for Development & Climate Change Adaptation

- Climate Change Adaptation (CCA) and sustainable NRM require multi-stakeholders action, innovation and a process of social learning for adaptive livelihoods
- **Communication** is a key for CCA and NRM
- **Communication for Development** is central to enable rural people and institutions to:
 - assess and agree on needs and priorities
 - document and share relevant knowledge and information
 - foster multi-stakeholder dialogue and action



Communication for Development & Climate Change Adaptation

Communication approach to CCA

A ComDev approach to CCA is the systematic design and use of participatory communication methods and media to share information and knowledge among all stakeholders in a particular agro-ecological context in order to ensure attitudes and actions that result in sustainable resource use, including suitable adaptation options to climate variability.

Methodology

- Situation/problem assessment
- Participatory rural communication appraisal
- Participatory communication strategy and messages design
- Communication methods and materials development
- Implementation and monitoring of strategic, targeted communication interventions
- Evaluation of outcomes/impacts in terms of changes in attitudes, knowledge levels and practices



Communication for Development & Climate Change Adaptation

- Communication for Development strategies and activities can support CCA in rural areas by:
 - facilitating equitable access to knowledge and information
 - promoting peoples' participation and collaborative NRM
 - improving linkages between research, extension, advisory services and farmers for technology innovation/adaptation
 - enhancing community based adaptation processes and disaster risk management
 - bridging the gap between global information, local knowledge and communities
 - strengthening dialogue between institutions and farmers



Communication for Sustainable Development Initiative (CSDI) – Objectives

CSDI: a global programme on communication for NRM and CCA

- Effective applications and management of ComDev strategies, tools and services for CCA and NRM
- Improved capacities and partnerships in communication for sustainable CCA and NRM.



CSDI – Expected outputs

- Innovative communication strategies and services
- Environmental communication strategies, plans and tools implemented in at least 3 countries
- Improved knowledge and skills on environmental communication (studies, e-fora, knowledge platforms)
- Environmental communication projects and initiatives designed and promoted
- Strategic partnerships on ComDev for CCA and NRM



CSDI – Activities

- **Methodologies and tools**

Approaches, best practices, and training materials on ComDev for CCA

- **Knowledge sharing and Partnerships**

Networking and partnerships for mainstream ComDev services through regional and thematic. **Regional Platforms** for capacity building and advocacy: Near East; Onda Rural; Central America; Indigenous People

- **Support to field projects**

Communication Action Plans

- Congo
- Bangladesh
- Jamaica
- Bolivia/Central America

Technical Advise to field projects upon request

- Andean region
- Near east



Communication Action Plan in Democratic Republic of Congo

- Support to the rehabilitation of the National Agricultural and Forestry Research System
- Priority issues: Agro forestry and Manioc production
- Improving Research, Extension, and farmers linkages through ComDev



Communication Action Plan in DRC

Formulation Process

- Multi-stakeholder consultations on knowledge and communication needs and priority topics
- Assessment of Knowledge, Attitudes and Practices
- Participatory strategy design and Action Plan
- Launching of the Action Plan



Communication Action Plan in DRC

Objectives

- Improving the linkages between research, extension, and communication through communication services on NRM and CCA issues
- Scale up pilot activities at the national level



Communication Action Plans in other areas

- Caribbean region: support to Communication strategies for Disaster Risk Management and CCA with CARIMAC
- Bangladesh: Support to CCA programme (LACCII) through communication initiatives



Next steps

- Support to field projects
- Develop and test ComDev model for CCA
- Systematize best practices for ComDev services for CCA
- Support knowledge networks and a global virtual consultation on ComDev for CCA



Next steps

- International workshop on Community Based climate change adaptation (Feb 09)
- Global study on R/E/Communication systems and CCA
- Consolidate and expand the CSDI partnerships



Thank you!

