



**NAP  
Global  
Network**

# **Strategic communications in National Adaptation Plans**

Cebu, the Philippines  
November 2018



## Objectives of this Deep Dive Session

- To explore how strategic communications can support National Adaptation Plans
- To present examples of communications strategies related to climate change adaptation
- To share approaches to identifying audiences, developing key messages, and selecting appropriate communications channels.



What are the different kinds of communications needs in the NAP process?

- Why and how should we adapt?
- Why and how should we be involved in the NAP process?
- What kinds of information do we need to adapt?

Note: Adaptation communications under the UN Framework Convention on Climate Change will not be covered here



## What are strategic communications?

A **approach** to communications in which **key messages** are tailored for **priority audiences** and delivered through the most appropriate **communications channels** to reach those audiences.

Taking this approach can improve how governments engage citizens throughout their NAP process.

Involves the creation of a long-term, continuous strategy, as well as shorter-term communications campaigns on specific topics



## Why are strategic communications important to the NAP process?

Can help support the achievement of goals at different stages of the NAP process:

- Initiation and development of the NAP process
- Implementation of adaptation actions identified through the NAP process
- Communicating the results of adaptation actions during M&E





- **Prioritize audience**
- **Develop key messages**
- **Identify communications channels**
- **Choose metrics to measure impact**



## Prioritizing your audience

**Who do you want to reach? What is your call to action—what do you want your audiences to do?**

Be specific: There is a large diversity of actors with varied values and priorities.

This will evolve: Priority audiences, and how and why you communicate with them, may shift throughout the phases of the NAP process.



## Key messages

Repetition is key to good communications. But that doesn't mean repeating the same exact message.

### Message 'supports' add variety

- **Statistics**—meaningful numbers
- **Human Interest Stories**—Real-life examples involving people
- **Memorable Phrases**—A concise phrase that expresses your message

Message supports should be chosen based on what resonates with your audience.



# WHETHER YOU LIVE IN A...



Rural village



Small island or coastal town



Big city

## CLIMATE CHANGE THREATENS YOUR HEALTH

**Drought,** floods and heat waves will increase.



**Vector-borne diseases**, like malaria and dengue virus will increase with more humidity and heat.

### Basic necessities will be disrupted...



#### FOOD

Hunger and famine will increase as food production is destabilised by drought.



#### AIR

Pollution and pollen seasons will increase leading to more allergies and asthma.



#### WATER

Warmer waters and flooding will increase exposures to diseases in drinking and recreational waters.

Between **2030** and **2050** climate change is expected to cause

# 250 000 ADDITIONAL DEATHS PER YEAR

due to malaria, malnutrition, diarrhoea and heat stress.



World Health Organization

last year (and again a few months ago) the sea swept over the road, through the Kaimwata's home, across their cabbages and into the well. Now nothing grows.



Kiribati islander Tokeman Tekaakau's house is threatened by the rising tides. Video: Guardian/Rémi Chauvin



Set against scientific warnings of a future of catastrophic climate change events (such as [typhoon Haiyan](#) and [hurricane Sandy](#)) the loss of a vegetable patch seems insignificant. But for Kaimwata's children the link between food, water and rising sea levels is profound and the margin between life and death could be as fine as the ability to grow a few cabbages.



Government of  
Saint Lucia

# CLIMATE CHANGE IN SAINT LUCIA

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(Song)

Tc Brown Eye Of The Storm



## Communications channels

What types of media do your priority audiences already use?

Are key documents related to the NAP process available to national stakeholders via a website or in print?

Have government officials built relationships with journalists from print and broadcast media?

Are spokespeople for the NAP process identified?



Choosing  
metrics to  
measure impact

Specific  
**M**easurable,  
**A**ttainable,  
**R**elevant to the objectives  
**T**imebound





- **Prioritize audience**
- **Develop key messages**
- **Identify communications channels**
- **Choose metrics to measure impact**



# Country case studies





# Grenada Adapts to Climate Change. Now!



# SEE AMERICA



COAST REDWOODS

WORLD'S  
TALLEST TREES

JEDEDIAH SMITH REDWOODS  
DEL NORTE COAST REDWOODS  
REDWOOD NATIONAL PARK  
PRAIRIE CREEK REDWOODS  
GRIZZLY CREEK REDWOODS  
HUMBOLDT REDWOODS  
RICHARDSON GROVE  
MUIR WOODS  
NATIONAL MONUMENT  
BIG BASIN REDWOODS  
HENRY COWELL REDWOODS  
PRAIRIE CREEK  
VISITOR CENTER

BUILT BY THE CCC  
IN 1933

## REDWOODS

NATIONAL PARK SERVICE CALIFORNIA STATE PARKS

# SEE AMERICA



COAST REDWOODS  
HISTORIC SITES

ONCE HOME TO  
WORLD'S  
TALLEST TREES

JEDEDIAH SMITH REDWOODS  
DEL NORTE COAST REDWOODS  
REDWOOD NATIONAL PARK  
PRAIRIE CREEK REDWOODS  
GRIZZLY CREEK REDWOODS  
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MUIR WOODS  
NATIONAL MONUMENT  
BIG BASIN REDWOODS  
HENRY COWELL REDWOODS  
PRAIRIE CREEK  
VISITOR CENTER

CLOSED DUE TO  
FIRE IN 2048

## REDWOODS








NATIONAL PARKS SERVICE

CALIFORNIA STATE PARKS

**WATER**  
**RUN OFF**  
**TIL SOIL**  
**ERODE**



# Peru



You have a minute? Let's talk about

## ADAPTATION TO CLIMATE CHANGE

**WHAT IS**

It is **be prepared** for climate change consequences, such as extreme weather events, and at the same time taking advantage of its the opportunities with the objective to achieve a resilient, competitive and sustainable development.

**HOW WORKS**

Through the **National Adaptation Plan (NAP)**, an instrument that will guide the sectoral action in adaptation and that will contribute to the achievement of the goals established in the Nationally Determined Contributions (NDC) in this component.

**WHICH ARE IS GOALS**

There are **3 goals**: reducing vulnerability and capitalizing positive impacts of climate change; increase adaptive capacities and resilience in people and ecosystems; and facilitate the integration of adaptation to climate change in sectoral and territorial planning.

**WHAT PRIORITY AREAS HAS**

The NAP prioritizes **5 areas**: water availability; resilient agriculture; responsible fisheries and aquaculture; productive conservation of forests; and reduce the effects of climate change on health. To achieve them, it has three transversal approaches: intergenerational, gender and intercultural.

**HOW BENEFITS GIVE US**

Studies in Peru show that adaptation measures are **highly profitable**. The benefit/cost ratios are positive: for every dollar invested in prevention, we would avoid between 1.35 and 35 times the costs of disaster impacts.

**HOW KEEP INFORMED**

The US In-country Support Program for the NAP process in Peru; administered by the International Institute for Sustainable Development (IISD) and the support of the PNAD Global Network; informs, engages and engages all sectors and actors of society with climate action in the country.

Let's talk more in: <http://www.minem.gob.pe/cambioclimatco/programadeapoyonap/>



**“Do you  
have a  
minute?  
Let’s talk  
about  
climate  
change?”**

## **One-page summaries about climate change adaptation**

- **Audiences:** Policymakers, civil society
- **Key message:** We need to prepare for climate change in Peru
- **Communications channel:** Policy brief



## Peruvian National Communicators Workshop



The Peruvian Minister for the Environment, Fabiola Muñoz (centre), spoke with 21 journalists from 21 different regions in Peru



# Lessons Learned

## Creating an on-going dialogue

- After the workshop comes the most important step: staying in touch and maintaining communication between communicators so that the messages and lessons continue.

## Identifying opportunities

- In Peru, as in many parts of the world, climate change is seen as a threat and as bad news: rainfall, retreating glaciers, flooding, catastrophes, etc. But rarely is climate change seen as a chance to be prepared, a chance to grow in a sustainable way, a chance to improve our crops, a chance to promote group work, with the country united as a single force.





**NAP  
Global  
Network**

Coordinating  
Climate-Resilient  
Development

**February 2018**  
Christian Ledwell

# sNAPshot

## Strategic Communications for National Adaptation Plan (NAP) Processes

### Overview Brief

This Overview Brief introduces the topic of strategic communications to support National Adaptation Plan (NAP) processes. A number of separate *sNAPshot* briefs provide further detail on approaches specific countries have taken to strategic communications in their NAP process.

Countries preparing for climate change impacts are developing and implementing their individual National Adaptation Plan (NAP) processes, each of which is intended to be flexible and iterative while identifying the priorities of a broad range of stakeholders. The myriad of potential impacts of climate change mean that a diversity of actors should be involved in all countries' NAP processes, making clear and purposeful communication with stakeholders within and outside of government a necessity. A strategic approach to communications—in which key messages are tailored for priority audiences and delivered through the most appropriate communications channels to reach those audiences—can improve how governments engage citizens throughout their NAP process. It can ensure that their views are reflected in the adaptation actions that are prioritized, while engaging stakeholders in the implementation and the monitoring and evaluation (M&E) of these adaptation actions.

Countries have taken diverse approaches to their communications activities around NAP processes. Some communications activities have focused on communications about climate change adaptation and the NAP process per se, with goals such as raising awareness of climate change to promote





# NAP Global Network

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**Financial support provided by**



**Federal Ministry  
for Economic Cooperation  
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## Group activity

1. Join a group to look at one broad audience category:  
a) **National policymakers**, b) **bilateral dev't partners**, c) **media**, d) **private sector**, or e) **affected communities**
2. Make a list of specific audiences within the broad audience category (10 mins)
3. Pick one specific audience that you've listed, and develop a key message for that group about the NAP.
4. Develop message supports (a slogan, key statistic, or story that illustrates the message)
5. List 3-5 communications channels that your audience uses

