



**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



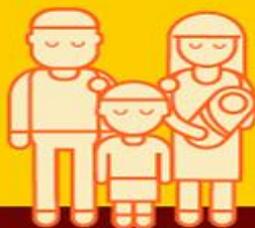
Small island or coastal town



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

Search ...

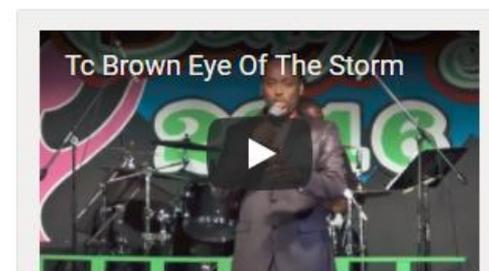
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#1point5toStayAlive – the EXTENDED Music Video – 2017



We Changing The Climate – Nintus Magre (Song)



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
Measurable,
Attainable,
Relevant to the objectives
Timebound





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



Country case studies



CLIMATE CHANGE
grenadapts
ECCAS-PROJECT



Grenada Adapts to Climate Change. Now!

Practice
Climate-Smart
Agriculture



Recycle
Your Garbage

Conserve
Water



Use Renewable
Energy

Protect Our
Mangroves



Preserve Our Forests



Protect
Our Reefs



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
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HENRY COWELL REDWOODS

PRAIRIE CREEK
VISITOR CENTER

CLOSED DUE TO
FIRE IN 2048

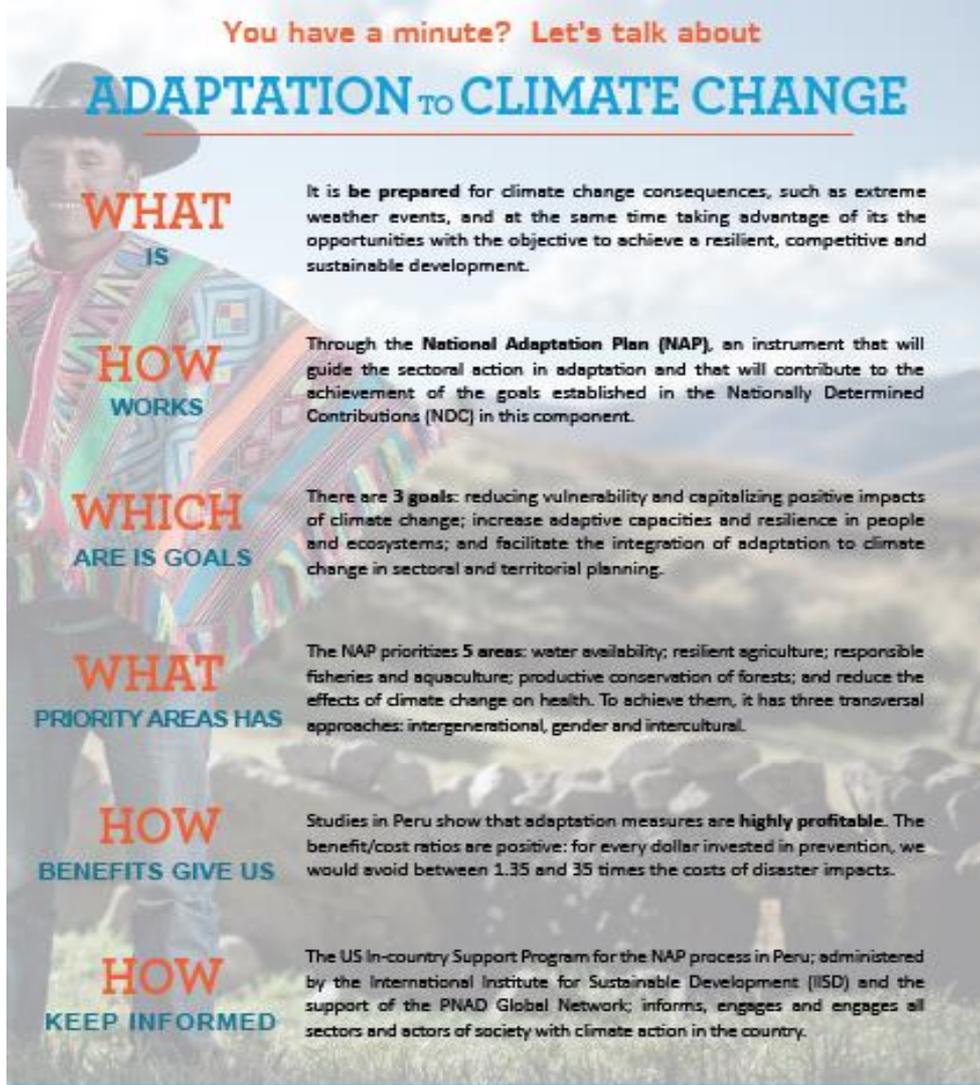
REDWOODS

NATIONAL PARKS SERVICE CALIFORNIA STATE PARKS

WATER
RUN OFF
TIL SOIL
ERODE



Peru



MAP Global Network
Coordinating Government Development

PERU Ministerio del Ambiente

USAID
U.S. Agency for International Development

IISD

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 to: <http://www.minem.gob.pe/cambioclimatico/programaapoyonap/>



**“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

www.napglobalnetwork.org

info@napglobalnetwork.org

Twitter: @NAP_Network

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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

