REPUBLIC OF MALAWI

Ministry of Environment and Climate Change Management

National Environment and Climate Change Communication Strategy
2012 – 2016

August 2012

FOREWORD

Since the United Nations Conference on Environment and Development (UNCED) in 1992, Malawi has progressively witnessed significant developments in environment and natural resources management. Malawi's approach to socio-economic development underlines the concept of sustainability. Along with the National Development agenda, the country is committed to the improvement of the global environment. As a party to various Multilateral Environmental Agreements (MEAs), the Malawi Government has undertaken various measures towards fulfillment of specific requirements in the MEAs. This includes preparation of various reports and plans such as the National Environmental Action Plan [NEAP] of 1994, Climate Change National Communications, State of Environment and Outlook Reports; as well as the National Adaptation Programmes of Action [NAPA] of 2006. The process of preparing the reports encompasses comprehensive scientific and technical consultations that follow broad-based participatory approaches involving multi-stakeholder institutions in various sectors of the national economy. In the NEAP, the need for increased public environmental awareness and participation in environmental management was identified as a key priority to addressing environmental problems.

The Ministry of Environment and Climate Change Management, through various initiatives and programmes, has progressively supported and continues to support numerous efforts on environment and climate change management. While there are efforts and growing interest to address environment and climate change issues, public awareness still remains low and significant gaps still remain in certain sectors of the national economy. There is, therefore, a great need to bridge the gaps and enhance the national and global understanding on the diverse dimensions of environment and climate change matters.

The National Environmental Education and Communication Strategy (NEECS) was developed in 1994 to facilitate general public awareness on environment and natural resources management. However, the emergence of climate change and other environmental issues has necessitated review and development of a robust strategy to enhance public awareness on environment and climate change matters. The National Environment and Climate Change Communication Strategy (NECCCS) has,

therefore, been prepared with the primary objective of increasing public awareness and promoting positive behavioral change for sustainable development. It has been designed to provide a national vision and framework for action by all stakeholders.

The success of this Strategy depends on the collaboration of all relevant stakeholders in its implementation.

The Strategy offers insight into issues, concerns and opportunities to improve communication on environment and climate change. It is also intended to enhance deep understanding and knowledge on matters concerning environment and climate change to stimulate positive response actions. I believe the NECCCS will enrich the growing efforts by many stakeholders to address critical issues of environment and climate change.

Hon. Catherine Gotani Hara, MP
Minister of Environment and Climate Change Management

PREFACE

The Government of Malawi attaches great importance to environment and climate change issues. Recently, environment and climate change have emerged as major development issues and are severely impacting on people's livelihoods. Malawi has experienced a number of adverse climatic hazards over the last several decades. The most serious ones have been dry spells, seasonal droughts, intense rainfall, riverine floods and flush floods. Some of these, especially droughts and floods, have increased in frequency, intensity and magnitude over the last two decades; and have adversely impacted on food and water security, water quality, energy and the sustainable livelihoods of rural communities.

These challenges, if not adequately addressed, may negatively affect the growth of the country's economy, leading to the loss of socio-economic development. In this regard, Malawi has taken a bold step to address climate change issues by signing and ratifying the United Nations Framework Convention on Climate Change (UNFCCC) and its Kyoto Protocol. At the national level, Malawi developed the National Adaptation Programmes of Action (NAPA) with the overall goal of addressing urgent needs for adaptation. This is in line with the objective of the UNFCCC, which is to achieve "the stabilization of greenhouse gases concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system". This demonstrates the country's total commitment to addressing climate change issues nationally and globally.

Government recognizes that the country is vulnerable to adverse effects of climate change and hence the need to give special attention to environment and climate change in its national development strategy. In view of this, the Malawi Government has prioritized climate change, environment and natural resources management as one of the priorities within priorities of the Malawi Growth and Development Strategy (MGDS II). The MGDS II recognizes that natural resources form a principal source of social well-being and economic development in Malawi. However, these resources are under constant stress from climate change and unprecedented environmental degradation.

In spite of the immensity of the problems and response measures being taken, few people in the country appreciate the causes, impacts and consequences of environmental degradation and climate change and how this links to national development. These may partly be attributed to low literacy levels, low public education and awareness programmes and lack of infrastructures and effective communication strategy on such matters.

Intrinsically, environment and climate change are complex subjects involving new science and concepts that require special efforts for understanding. This calls for an effective tool for communication and delivery of the requisite messages and programmes. In this respect, the strategy contains principles, goals, objectives and strategies for enhancing effective communication and delivery of climate change programmes and activities in the country. It also provides guidelines on communication approaches for advocacy and community mobilisation. The strategy embraces the basic tenet that information and communication are vital for behavioural change. I believe that the strategy will be used by all stakeholders including Government agencies, Non-Governmental Organisations (NGOs), the private sector, civil society, the academia, the media and the general public. It is expected that this Strategy will yield positive and sustainable results in implementation of climate change programmes for the benefit of the Malawi society in both rural and urban areas.

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Secretary for Environment and Climate Change Management

ACKNOWLEDGEMENTS

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Acting Director of Environmental Affairs

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AfDB	African Development Bank
CBO	Community-Based Organisation
CCNRE	Cabinet Committee on Natural Resources and Environment
CIDA	Canadian International Development Agency
CISONECC	Civil Society Network on Climate Change
CU	Concern Universal
CURE	Coordination Union for the Rehabilitation of the Environment
DAES	Department of Agricultural Extension Services
DCCMS	Department of Climate Change and Meteorological Services
DESC	District Environmental Sub-Committee
DDP	Department of Development Planning
DfID	Department for International Development DNPW Department of National Parks and Wildlife
DoF	Department of Forestry
DoWR	Department of Water Resources
EAD	Environmental Affairs Department
ECCC	Environment and Climate Change Communication
E&CC	Environment and Climate Change
EMA	Environment Management Act
ENRM	Environment and Natural Resources Management
EU	European Union
FAO	Food and Agriculture Organisation
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GoM	Government of Malawi
ICEADA	Icelandic International Development Agency
IEC	Information, Education and Communication
JICA	Japanese International Cooperation Agency
KAP	Knowledge, Attitude and Practice
LUANAR	Lilongwe University of Agriculture and Natural Resources
MBC	Malawi Broadcasting Corporation
MDG	Millennium Development Goals
MEAs	Multilateral Environmental Agreements
MEDI	Malawi Entrepreneurial Development Institute
MFPD	Ministry of Finance and Development Planning

MGDS	Malawi Growth and Development Strategy
MIE	Malawi Institute of Education
MIJ	Malawi Institute of Journalism
MoAIWD	Ministry of Agriculture, Irrigation and Water Development
MoEST	Ministry of Education, Science and Technology
MoGCCD	Ministry of Gender, Children and Community Development
MoH	Ministry of Health
MICE	Ministry of Information and Civic Education
MP	Member of Parliament
NAPA	National Adaptation Programme of Action
NATURE	Natural Resource Management and Environmental Support Program
NCE	National Council for the Environment
NSAs	Non-State Actors
NEAP	National Environmental Action Plan
NEECS	National Environmental Education and Communication Strategy
NECCCS	National Environment and Climate Change Communication Strategy
NEP	National Environmental Policy
NGO	Non-Governmental Organisation
NSO	National Statistics Office
ODA	Overseas Development Agency
OECD	Organisation for Economic Co-operation and Development
UN	United Nations
UNCED	United Nations Conference on Environment and Development
PCANR	Parliamentary Committee on Agriculture and Natural Resources
REDD	Reducing Emissions from Deforestation and Forest Degradation
SIDA	Swedish International Development Agency
TCE	Technical Committee on the Environment
TEVETA	Technical Entrepreneurial, Vocational, Educational and Training Authority
UNCED	United Nations Conference on Environment and Development
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNFPA	United Nations Population Fund
UNFCCC	United Nations Framework Convention on Climate Change
UNFPA	United Nations Population Fund

VDCs	Village Development Committees
WB	World Bank
WESM	Wildlife and Environmental Society of Malawi
WWF	World Wildlife Fund

Chapter 1:

INTRODUCTION

1.1   Country Profile

Malawi is located in the southern part of the East African Rift Valley and has a unique and varied natural resource base that includes fertile soils, fresh water and forest resources. The country has a total territorial area of approximately 118,000 km^2 of which 20% is taken up by water bodies, Lake Malawi being the largest. According to the 2008 Population and Housing Census, Malawi has a population of 13,077,160 which has tripled since 1966. This is likely to increase due to rapid population growth which is at the rate of 2.9% (NSO, 2008). The density is 139 persons per square kilometre up from 59 per square kilometer in 1977 making Malawi one of the most densely populated countries in Africa.

Approximately, 85% of the population in Malawi is poor, lives in rural areas and depend on small scale subsistence agriculture. About 60% of the rural and 65% of the urban population live below the poverty line. Urbanization is currently proceeding at the rate of between 6.5% and 15% per annum. Literacy levels are generally low although they have improved from 44 percent for females and 73 percent for males in 1998 to 49 for females and 76 percent for males in 2002.

The Government of Malawi (GoM) is concerned with the degradation of the environment and loss of natural resources in the country. High levels of poverty, illiteracy and rapid population growth were identified as the root causes of environmental degradation which is exacerbated by the severe impacts of climate change (NSEOR, 2008).

1.2   Climate Change and Environmental Management

In Malawi, natural resources and the environment play a very significant role in influencing social and economic development at both household and national levels. Approximately, 80% of Malawians depend on renewable natural resources for their subsistence and household income, and the foundation of the national economy is primarily rain-fed agriculture. The success of many important sectors of the economy relies on environment and natural resources to enhance their productivity.

Whereas Malawi is endowed with natural resources, current trends indicate persistent degradation of the country's natural resources on account of unsustainable use largely arising from high population growth, poverty, inappropriate management practices, incoherent policies, and low enforcement capacity of rules and regulations. This degradation impacts negatively on livelihoods of poor communities by constraining their ability to increase incomes and earn sustainable livelihoods. Climate change is increasingly being recognized as the major environmental problem facing the country and the globe at large. Evidence is building that impacts are being felt in the form of persistent and prolonged dry spells and droughts, floods, increased variability of temperature, rainfall and storms, among others.

Government is aware of the risks rising from climate change at household, national and global levels, and of the need for an urgent response to deal with threats posed by climate change. Key strategies for responding to the challenges include: promoting effective disaster management and emergency response; providing high-quality climate information and tools for risk management; conserving and protecting natural resources and the environment; and promoting effective adaptation mechanisms for vulnerable communities.

The NECCCS has been developed to provide guidance on awareness raising among the communities and other stakeholders on climate change, environment and natural resources management.

The overall goal of this Strategy is to have informed and knowledgeable nation that is ready to manage the environment and climate change effects with responsibility towards present and future generations and the wider international community.

1.3   Context of the Communication Strategy

Environmental degradation and climate change pose a major threat to Malawi because of weak adaptive capacity, which is exacerbated by limited coping strategies and the existing low levels of development. Climate change and variability are having increasing adverse impacts on agriculture and food security, water resources, ecosystems and unique biodiversity, energy, human health, the economy and physical infrastructure as well as the survival of vulnerable populations in Malawi. Associated increased disaster risks are an additional a burden to sustainable development

and impediment to achieving the Malawi Growth and Development Strategy as well as the Millennium Development Goals. Constraints in technological options, limited infrastructure, skills, information and links to markets further heighten vulnerability to climate stresses.

In spite of the increase in environment and climate change challenges, there seems to be insufficient or lack of dissemination of information on the same, hence the need for the National Environment and Climate Change Communication Strategy.

There is need for more innovative messages and communication tools for timely accessing, sharing and utilization of information on environment and climate change, but also to influence behavioural changes consistent with necessary adaptation and mitigation in the context of limited resources.

This Communication Strategy, therefore, serves as an essential tool for focusing national attention and efforts and in mobilizing policy, political, and financial support as well as enhancing public/civil engagement for a comprehensive response to environment climate change in Malawi.

The Strategy provides a platform and methodologies for enhancing access, development, sharing and utilization of environment and climate change information.
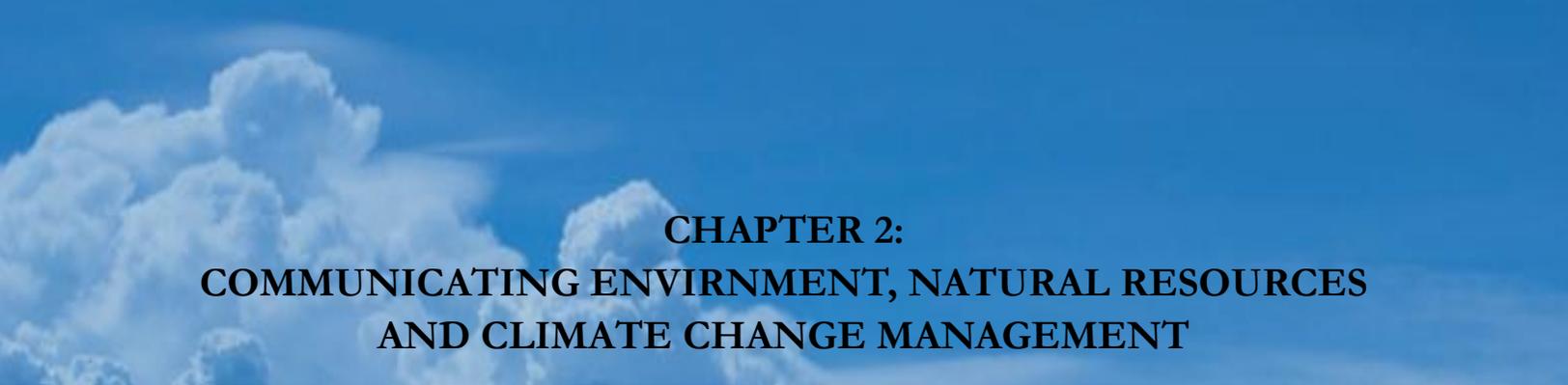
CHAPTER 2:
COMMUNICATING ENVIRNMENT, NATURAL RESOURCES AND CLIMATE CHANGE MANAGEMENT

2.1   Guiding Principles

The Environment and Climate change Communication Strategy is meant to fulfill a dual role of raising awareness of the necessity to mitigate and adapt to climate change and of providing information on the environment and natural resources management.

In the next five years, Malawi will deploy considerable efforts in mobilizing decision makers, experts, major groups of the civil society including NGOs, media, youth as well as partners for action and alternative behaviour consistent with necessary mitigation and adaptation action in the country.

2.2   Vision

The Vision of the Communication Strategy is to have a Malawi that is well informed about environment and climate change and thus able to make informed choices and decisions.

2.3   Mission Statement

To effectively and efficiently provide information and education on environment and climate change management to all stakeholders including the general public.

2.4   Scope

This Strategy provides a framework for delivering key messages and discusses the actions recommended to raise awareness on environment and climate change to specific target audiences.

2.5   Goal

To effectively and efficiently provide information, education, and communication guide on environment and climate change issues that promote positive behavioural change for sustainable development.

2.6   Aims

- To raise the level of awareness on the community, on environmental issues, threats and opportunities brought about by climate change, and to accept responsibility to adapt to, and mitigate against its impacts.
- To provide advice on best practices of how to communicate mitigation and adaptation to climate change.

Fundamentally, the key challenge is how to engage people in the environment and climate change management, in order to break down some of the barriers that exist and to connect them to the role that their attitude and lifestyle plays in causing the problem and working towards solutions. Table 1 below, highlights the desired shifts in attitudes that need to be achieved in environment and climate change matters.

Table 1:   Shifting of attitudes

Where We Are At		Where We Want to Be
People are not clear about causes of environmental degradation and climate change and do not understand what needs to be done to tackle them.	➡	People are clear about causes of environmental degradation and climate change and understand what needs to be done to tackle them.
People do not know that environment problems and climate change will affect them personally.	➡	People understand environmental and climate change issues and see the impact they may have on their lives.
People do not include environment and climate change as important issues when making decisions.	➡	People include environment and climate change when making their decisions and embrace the positive changes that result.

(Adapted from national climate change communication strategy) DEFRA 2006

2.7   Objectives

The main objective of the Communication Strategy is to inform, educate and

communicate the public and ensure popular participation in the management of environment, natural resources and climate change.

This will be achieved through the following specific objectives:

i. Increase public awareness, knowledge, understanding and participation on environment and climate change among various target groups, specifically rural communities and disadvantaged groups including women and youth.
ii. Promote popular participation in the implementation of the environment and climate change ENRM and CC
iii. Enhance institutional and individual capacity for communication in environment and climate change.
iv. Foster collaboration, coordination and networking of NECC communication interventions.
v. Enhance monitoring and evaluation of NECC Strategy
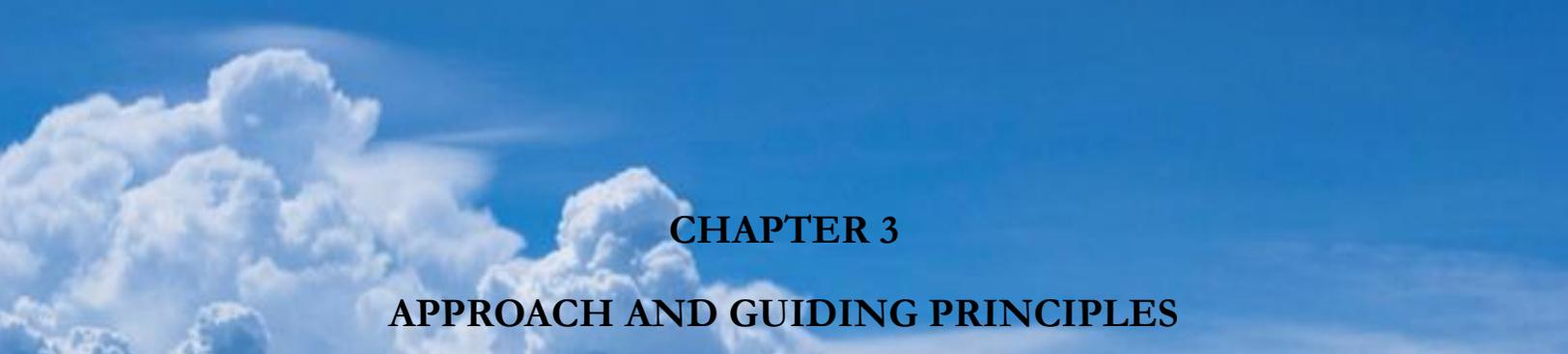
CHAPTER 3

APPROACH AND GUIDING PRINCIPLES

3.1   Approach

The Strategy seeks to successfully communicate key messages on environment and climate change to many different groups including government agencies, NGOs, the private sector, development partners, opinion formers, and the general public. To do so, Government will identify and work with key partners to undertake actions that will create a society that is well informed about environment and climate change.

3.2   Basic Tenets

Environment and climate are complex matters that require special efforts for simplification. The complexity of some of the issues makes them difficult for the masses to understand, and sometimes result in controversy. It is also difficult to detect climatic changes over short time-periods as normal variability may mask important trends. However, the messages that need to be clearly communicated should emphasize that:

- Environment and climate change are real and the effects are long-term.
- It is possible to adapt to the impacts of environment and climate change
- There are risks to the "do-nothing" option
- It is important to recognize the potential conflicts that exist between the long-term changes which environment and climate change bring and the short-term priorities that individuals and organizations often pursue.
- The general public is educated on the importance of environment and climate change and well informed of their roles

3.3   Guiding Principles

Some of the approaches in the roll out of the strategy will include the following:

3.3.1 Sense of urgency

Issues of environmental degradation and climate change and their impacts need to be communicated and emphasized to everyone as matters that requires immediate attention.

3.3.2 Inclusiveness and Participatory Approach

In implementing the strategy, it is important that a wide range of stakeholders/target audiences are included and involved in every step of communication processes.

3.3.3 Policy Driven

Communication messages on environment and climate change should be in line with country policy relating to climate change

3.3.4 Simplicity

Messages should be communicated in manner that they are simple to understand. Efforts should be invested in developing appropriate terminology in local languages so that such pertinent issues can be discussed and understood locally but with a global vision and without losing meaning.

3.3.5 Economic-Environment and Climate Change Link

Communication messages should attach environment degradation and climate change impacts to monetary losses. Similarly, the messages should communicate the economic gains of proper management of the environment and climate with the aim of encouraging conservation and implementation of best practices.

3.3.6 Adaptive Approaches

Communicating environment and climate changes should be based on best practices, indigenous knowledge and benefit from lessons learned

3.3.7 Multiplicity of Communication Approaches

In Communicating environment and climate change, all available modes of communication will be explored and utilized.

3.3.8 Research Driven

Development of environment and climate change messages should be based on recent research findings

3.3.9 Country Driven

Communicating of environment and climate change should be based on identified local needs and priorities.

3.3.10 Complementarity of Activities

Communication should enhance synergies of existing efforts on of environment and climate change

3.3.11 Organisation

Communicating environment and climate change requires good leadership, transparency and accountability

3.3.12 Continuous Improvement

In communicating environment and climate change, best practices and initiatives should be reprogrammed and up scaled through regular monitoring and evaluation

3.3.13 Communicating Differently

In communicating environment and climate change, encourage behaviour that reduces the threat of climate change. Messages need to be positive, desirable, inspirational and provocative for people to take action

3.3.14 Meeting people on their own terms is crucial

It is difficult to create a meaningful link between the wider environment and climate change issues and local or individual action. This does not mean that the specific action is wasted; however, it must be linked to the wider issues. Initiatives that people regard as relevant can then be linked to the wider climate change agenda and to raising climate change awareness

3.4 Target Audiences

The NECCCS targets two sets of key audiences according to their different roles and functions.

3.4.1 Primary audience

This includes decision makers with technical and political expertise:

- Ministers -who are responsible for implementation of the international multilateral and bilateral agreements on climate change and sustainable development, to act as technical focal point and the link to the following; Ministers responsible for Foreign Affairs, Energy, Finance, Development Planning, Agriculture, Health and Transport, Integrated Rural and Urban Development They need to be well informed to effectively make the right decisions. They also need to integrate ready and easy to digest findings and messages into their political agenda of the country

- Negotiators and Experts that need to get accurate scientific information to negotiate/debate efficiently and recommend policy options and alternatives to Ministers and other senior officials.

- Diplomatic Corps/Permanent Representatives who serve as external windows for advocacy and integration with the regional or global community.

- Bilateral and multilateral donors who can encourage and influence an increase in investment in environment and climate change -related programmes and projects.

3.4.2 Secondary Audience

This group includes stakeholders and allies, who can evaluate, interpret, validate, re-transmit information and ultimately influence changes in the society as follows:

- **Parliamentarians:** They usually have a good knowledge of local issues and concerns of their communities and are strategically placed to voice and address their needs. They are increasingly interested in environment and climate change and particularly climate change if approached well.
- **National economic and development institutions**: they help to set national development agenda and have played an important role in the development of the frameworks of national environment and climate change programmes.

- **Media and Media networks and professional organizations**: they transform, interpret information, and reach out to the wider public, mobilising communities and interest groups to back strong initiatives and promote engagement in actions that address the impact of environmental degradation and climate change.

- **Civil society organizations:** major groups such as NGOs, CBOs and other grass roots organizations, children and youth and women who are active in sustainable development issues.

- **Academics and researchers:** they educate and carry out studies in countries on the impacts of climate change on coping capacities. They can contribute to innovative solutions.

- **Development partners:** This includes agencies and institutions whose cooperation and collaboration is needed. Such agencies and institutions include UN agencies, multilateral and bi-lateral cooperation partners, national and regional information and documentation centers; and

- **The general public**: They can learn more about environment and climate change and participate in the solutions, adopt environmental and climate friendly practices and sustainable consumption behaviors.

3.5   Style and Targeting Principles

a)   ***Groups and networks are vital for awareness raising and initiatives.*** This relates to social groups that may already exist, e.g. schools, communities, etc., or to networks that may be established for specific actions/ initiatives. This relates to both individual initiatives and to the linking or 'networking' of initiatives.

b)   ***Change will involve difficult emotions.*** One of the reasons that people back off the subject of environment and climate change is that it is emotionally challenging or disturbing. People need support to address these emotions. Re-enforcing a positive message will go some way to overcoming this problem. Being 'forced' to deal with difficult emotions can be totally counter-productive and can lead to repressed behaviour.

c)   ***Involve the media.*** The media plays an important role in raising awareness. It will be important to create a trusted, credible, recognized voice on climate change. Through the strategies, there is an opportunity to continue to build new relationships

with the media to ensure that opportunities for delivering the desired environment and climate change messages are utilized. .

d) ***Develop a leadership role.*** Malawians need to continue addressing environment and climate change issues as champions at individual, institutional and national levels as a sign of commitment and collective responsibility.

e) ***Feedback is vitally important.*** Reflection and learning must be part of the communication process, be it for awareness raising or action. People do not trust generalized claims, but want hard evidence from someone they trust. Feedback must be meaningful at the individual, group, organizational and, possibly, a wider national or even global level. In certain cases some feedback should be provided at the local level in relation to the global picture in order to demonstrate common and shared vision and responsibility.

3.6   Key Themes and Considerations to Guide Communication

The following specific themes will be emphasized and targeted to provide initial guidance for communication to various audiences:

- Issues surrounding climate change and their impacts/implications for current government policies in the country.
- Key messages of the Malawi common negotiation positions on environment and climate change.
- Key negotiation issues/gaps/ recommended action and messages/International negotiation positions on environment and climate change. Factors affecting the implementation of environment and climate change adaptation and mitigation measures in Malawi.
- Development opportunities arising from REDD + and other environmental issues.
- Elements of Malawi's response to environmental issues and climate change focusing on roles and responsibilities
- To what extent are environment and climate change issues making us rethink our practices of consumption and mobility?
- Clean technologies /Carbon market /green economy or low carbon development strategies.

- Uncovering the complexity of environmental sciences and climate change

Short specific messages will be developed for each audience as part of the targeted approach and communication strategy for action. The messages should be:

- Solution-oriented and targeted
- Clear and practical.
- constructive to provide present best information, tools, options, without agitating a political agenda

3.7 Key Events and Communication Opportunities

The strategy should utilise major national, regional and international, events as platforms to propagate the efforts of stakeholders that address environmental issues and climate change with intention of improving the domestic response capacity.

In this context, national, regional, and international campaigns on special designated days are good opportunities to share information and promote change. In addition, the following opportunities could also be used as communication opportunities:

- **Milestones**, new initiatives, significant events and even a new relationship with a key partner, Community-based initiatives can be used as stages to publicise information, promote best practices and initiatives and deliver key messages.
- **Missions** of high profile personalities: Every major event presents an opportunity to communicate with the public on environment and climate change.
- **Articles**: A target for articles published in the "specialized" press could be established. For example, in relation to interesting missions in a year, experts could write and submit documentaries, including articles to the environmental journals and newspapers focusing on locally important specific issues.
- **New media** such as mobile telephone, Facebook, twitter and YouTube can be used effectively to communicate pertinent environment and climate change issues.

3.8 Effective Management and Sustenance

Awareness-raising takes time. While there is a need for a sufficiently long timescale to allow initiatives to work, a sense of momentum is vital. All of the most successful public awareness campaigns are sustained consistently over a number of years. Initiatives often run out of steam through lack of positive re-enforcement and a sense of pace. During the communication process, the positive messages need to be constantly re-enforced.

- Generic tips for writing effective press release are provided by many communications experts. However, they will consider the following
- Tailored according to the media to be used. E.g. Local papers tend to focus on more on prestige and community issues.
- Building relationships with media offers the opportunity for favourable coverage of critical issues.
- Timing is essential; journalists will not use yesterday's news; thus fresh information should be provided timely

CHAPTER 4

STRATEGIC CONSIDERATIONS FOR COMMUNICATION METHODOLOGIES

4.1   Strategic Considerations

4.1.1   Targeting Audiences

Targeting the communication for the community can often be crucial to increasing awareness. Therefore, the most appropriate media needs to be selected for each community. There is often little statistical difference of climate change awareness between different communities, so selecting particular groupings can be difficult. However, the fact that there is a general low level of awareness means that some approaches may be as useful across the whole population.

4.1.2 Branding and Key Messages

Branding messages is important in helping to develop a recognizable link to the project. The private sector acknowledges the tremendous 'brand value' to be gained from an established identity. Familiarity often brings reassurance and competitive 'edge'. It is therefore important that branding is correct and its use re-enforced

It is necessary to develop messages that:

- Utilize formats that build awareness effectively.
- Develop a single minded proposition that will be attractive to all stakeholders.
- Educate the public on the reasons for changing to illustrate key success factors.
- Encourage positive behavioral changes in the communities for environmental conservation.

The key messages this communication strategy wants to convey are:
- Everyone has a role to play by reducing their contribution to environment and climate change.
- Environmental degradation and Climate change will impact everyone, as such

we all need to adapt.

In addition, the following should also be taken into account:
- Environment and climate change advice can add value and credibility.
- Environment and climate change policies and measures should be integrated with other development and mainstream policies.
- Flexibility in policy-making should be maintained to deal with uncertainty.
- Flexibility in policy and regulation will also allow innovation.
- There are also a number of risks that should be considered:
- Inadequate resources reduce ability to deliver messages.
- Lack of effective partnership for communication of messages can undermine good initiatives.
- Other immediate policy pressures limit incorporation of environment and
- Climate change in other partner's activities.

4.1.3 Public Relations

Maintaining good relations with the public is very important for creating an environment in which the audience is receptive to the message. Public relations practice looks after reputation with the aim of earning understanding and can help to influence opinion and behaviour through:

- Building a strong and positive reputation of the institution and organization over time.
- Engaging the reader, listener or viewer fully and consistently.
- Providing credibility through endorsement of third parties.
- Fostering prestige and reputation amongst community members.
- Attracting media attention thereby promoting the project interventions.
- Displaying commitment to stakeholders (customers, partners and target audience) through demonstration.
- Creating and maintaining respectability in the eyes of the stakeholders.
- Maintaining resources through the goodwill of partners, politicians and managers.

Public relations activities include media briefings, celebrity management, media releases, media launches, community consultation and media coverage evaluation.

4.1.4 Seasonality

Environment and climate change issues are most likely to be raised in people's minds at times of extreme weather – rain storms, floods, droughts, water shortages, hurricanes, heat waves, etc. It is important to be in a position to exploit these times to maximum benefit.

4.2   Using Different Channels

A key part of successful promotion requires knowing the most effective channels of communication to reach the target audience. The advantages and disadvantages of the available options should be considered thoroughly.

The core approach should be to target print and electronic, including social media in order to reach households and businesses effectively. The priority of the communication work is to convey the message that all the people need to know to influence behavioral changes. All forms of media can be used to convey a variety of messages and spur to action in different ways. Media usage needs to be cost effective in their reach of the target audience and the communities as a whole as explained below:

4.2.1 Print Media

Surveys have also shown that the public do like to receive information via printed matter or publications such as posters, leaflets, newsletters, newspapers, etc. As such they are heavily relied upon as a key promotional tool. They are also relatively inexpensive to produce and provide relatively low cost advertising. Posters in particular are suitable for placing in public places. There are however, sustainability questions surrounding the publication of excess numbers of leaflets.

4.2.2 Electronic Media

- ***Television and Radio:*** Television and radio play an important role in communicating messages. However, the cost of using this form of media for advertising can be restrictive. Radio broadcasts especially on local stations are both more affordable and can be used to target more specific audiences.

- **Internet and Social Media:** As the availability of electronic media increases, the internet offers the ability to provide up-to- date and creative information. Websites and social media such as facebook and twitter can have lower cost advantages and can act as a primary focus for campaigns and a source of contact for the target audience. Direct mail can appear "face-less", whereas marketing via direct-e-mail helps overcome this potential barrier. On-line activities also enable closer contact with the audience, enabling awareness building.

4.2.3 Help lines and Interactive Programmes

Helpline provide an excellent means of interacting directly with the target audience and provides an opportunity to monitor customer feedback. A helpline can specifically provide:

- Direct access to advice and support
- Monitoring of effectiveness
- Information
- Recording
- Sign posting to other initiatives.

4.2.4 Stakeholder Engagement

Stakeholder engagement is an effective way of embedding campaign messages and achieving long-term change. Stakeholder engagement allows collaboration, creation of active networks and alliances through establishing contacts. Specifically, stakeholders help provide:

- Requisite contributions and expertise at all levels including multimedia campaign planning, strategy development and implementation of multimedia communication interventions.
- Endorsement for the campaign, extension of the campaign reach and maintaining momentum.
- Reassurance of the target audience that the scheme is official, reputable and trustworthy.

- Financial and in-kind contributions enabling cost effective use of resources (time and money).

Although anyone can be considered a stakeholder, in this context stakeholders are those influential individuals or groups that have a vested interest in the campaign success. They could be financers, contributors, decision makers or influencers.

4.2.5 Direct Engagement

Direct engagement is used to communicate campaign messages directly to the target audience through a number of channels, the most appropriate of which will be derived by the target audience. The success of this methodology will be resource dependent.

Direct engagement can also give the opportunity to engage individuals who in turn could act as ambassadors, supporting the campaign message, and educating in more depth either to those who wish to become more involved or focusing on specific target audiences.

Community groups comprise a group of people who have shared values or a common interest, and are often highly cohesive and close-knit. The close ties between these people mean that they are more likely to follow through their commitment to activities and that appeal to their beliefs and values. Community based activities can be an effective way of tapping into community spirit and pride.

To establish community based initiative it is necessary to identify the range of community groups that are accessible, and to understand their values. This will help target specific messages to engage the group to support your objectives. Community groups that have the following characteristics should be targeted.

- An established community activity.
- A good communications channel
- Clear community boundaries to help monitor impact.

4.2.6 Social Marketing and Advertising

Advertising is a non-personal communication tool with principal aim of creating awareness. Although it doesn't focus on a specific target audience it can have powerful

impact and a wide reach. Traditional awareness raising campaigns rely extensively on advertising using any or a combination of radio, TV, newspapers, posters, leaflets and direct marketing.

Advertising is thought to be a powerful influence on consumers especially when the benefits are aligned with the target audience values and aspirations or the intended action is convenient and tangible. Advertising repetition is important in maintaining awareness. Advertising and awareness raising alone is not strong enough to achieve sustainable behaviour change particularly for social issues. Advertising also has inherent cost implications.

4.3   NECCCS Communication Methods

There are various communication approaches to disseminate NECCCS messages to the public. This section outlines some of the specific approaches that will be used to implement this strategy.

a)   **Traditional Media** (e.g. rites, ceremonies, folklore) - Use of traditional and indigenous media is one of the effective ways to transfer messages especially in rural areas. Traditional activities and ceremonies often have links to environment and climate change and take into account the history of the area, attitudes, perceptions, practices and relationships of the people to the environment and climate change variability. *"Gule Wankulu"* has been used to depict existing environmental problems and explore possible solutions in a variety of ways.

b)   **Drama** - for this approach, humor is often used to transmit messages. This approach is popular, inexpensive, and easy to mount. Drama plays on the radio also reach a wide audience.

c)   **Puppet Shows** - These are feature puppets, which can be made from all kinds of materials, to convey simple messages. Because puppet shows combine sound, colour and human figures they provide entertainment and so attract large crowds, especially in rural areas. Questions, discussions, problems and solutions about the environment and climate change can be dramatized and production is relatively inexpensive.

d)   **Interactive Theatre (Theatre for Development)** - This approach is useful for finding out about new issues and gaining other people's perspectives to similar situations. It is useful for finding alternative solutions to existing problems.

e)   **Exhibits** - A properly managed show of artifacts and pictures, with simple explanations, will enable viewers to learn at their own pace. They allow use of realistic, three-dimensional models that facilitate understanding through use of sight, sound and touch. This approach when mounted can be used over a period of time and can serve a wider population.

f)   **Magazines** – Climate Change and Environment magazines or comics can present various   topics through a variety of methods. For example, games, cross-word puzzles stories and cartoons, which are effective communication tools. These magazines and comics can be placed for use in places, such as schools, libraries and literacy centers.

g)   **Newsletters** - This approach has the advantage of being able to provide information about current events that have environmental implications. Newsletters can also be used to inform readers about topical issues, ongoing studies and projects in Malawi.

h)   **Worksheets** - Individual activity-based worksheets for environmental 'encounters', e.g. explorations, investigations, experiments, projects on different subjects, are useful for ensuring that individuals have productive learning experiences in a variety of settings, such as environmental education centers, parks and reserves, local surroundings, schools.

i)   **Bulletin boards** - A bulletin board that is regularly updated with newsletters, posters and leaflets can be placed in strategic areas such as public offices, schools, colleges, and market centers. This attractive method is a good source of information for the general population. The bulletin board is cost effective and provides access to information for a large audience from a single copy. An exploration into digital technology for bulletin boards on LCD Screen is recommended.

j)	**Posters** - Posters are cost effective and can be used in many different ways. They can convey messages with words and pictures but it is recommended the product should be pre-tested before large-scale production and distribution.

k)	**Games** - Games are always popular and can bring thought and reflection on specific issues and ways of implementing actions. Through the production of games related to climate change and the environment, it is possible to discuss, improve knowledge and better understand the relationship between the use of natural resources and sustainable development.

l)	**Flannel board** - This technique is very effective to visualize environmental issues. The flannel board helps the participants to build the statement of their environment (past and present). By having it visually in front of them, they are able to discover the inter-relationships among the problems and to find solutions by themselves. They can usually identify opportunities and ways of improving their activities in sustainable use of their resources. This technique is also useful as a teaching approach in schools. It has the advantage of being easy to replicate and update, and it is relatively inexpensive as it can be constructed with local materials.

m)	**Radio** - A powerful medium, radio reaches a large number of people. Use of different techniques, e.g. quizzes, competitions, talks, music, radio drama, interviews, jingles, folk stories in different types of programs catering for different age and/or interest groups, can be effective in raising awareness.

**n)	Slide Presentations** - A good series of high quality slides, arranged in a carefully planned sequence, can be an effective communication medium. Understanding by the audience is enhanced by the combination of sound and sight stimuli, yet production cost is relatively low compared to films. Slide presentations afford the presenter the flexibility of adapting the presentation for different levels of audiences by varying the number of slides and the commentary. The slides can also easily be updated as needed.

**O)	Video, Film, Television programming and screening** - These media approaches combine audio (sound) and visuals (picture, sound, colour and motion) and are thus the closest medium to reality. In a movie, a complete process can be

shown in a short time. Environment and climate change issues, development processes, technologies can be captured and shown to the learners at a convenient time and place. They also combine entertainment and education and so have wide appeal. With proper management, they can be used extensively and thus reach larger audience. The major constraint is that they are expensive to produce and to show as they require expensive equipment, electricity and trained manpower.

p)   Demonstrations - This approach in the formal education system can be excellent for the integration of several subjects and activities around climate change and environmental topics. The best projects would be those where the participants actually engage in an activity to protect and/or rehabilitate the environment.

q)   Big-walks- Big walk can be an effective participatory approach in communicating climate change and environment issues by involving key people in society such as chiefs, political leaders, prominent farmers, businessmen, opinion leaders, and others. Those involved can carry placards, chant and sing songs related to climate change and environment to communicate their cause.

r)   Field Trips - This approach can be used to make participants visit environment and climate change hotspots.. These tours will assist communities and stakeholders to learn how others are adapting and copying to adverse environment and climate change effects and take action on the best practices learnt in their respective areas.

4.4   Other approaches
Other effective communication approaches include:
- Media Tours
- competitions/Promotions
- Billboards
- Meetings/workshops/focus group discussions
- Religious meetings
- Road shows

CHAPTER 5

OBJECTIVES, STRATEGIES AND ACTIVITIES FOR THE COMMUNICATION STRATEGY

The specific objectives, strategies and activities for this Strategy have been designed to ensure effective and efficient dissemination of information on environment and climate change in relation to national priorities as follows:

OBJECTIVE	STRATEGY	ACTIVITIES
1. To increase public awareness, knowledge, understanding and participation on environment and climate change among various target groups	1. Utilize all available channels of communication to inform the public about environment and climate change.	1. Conduct media campaign on environment and climate change 2. Conduct various national competitions and campaigns 3. Introduce environment and climate change awards scheme. 4. Commemorate special days on environment and climate change 5. Produce and broadcast environment and climate change theme based programmes, for TV, radio and general distribution. 6. Develop and distribute IEC materials on environment and climate change. 7. Promote use of traditional media (e.g. music, bands, drama, poetry, folklore etc) 8. Update a website for environment and climate change. 9. Conduct advocacy and social mobilization campaigns 10. Conduct training for environment and climate change champions at the group/club and individual level to communicate, disseminate and advocate for environment and climate change.
	2. Increase community and individual participation in environment and climate change management	1. Establish and train environmental conservation clubs in education institutions. 2. Conduct trainings in environment and climate change for local leaders and officers. 3. Conduct demonstrations on environment and climate change.

OBJECTIVE	STRATEGY	ACTIVITIES
2. To promote popular participation in the implementation of the environment and climate change	1. Mainstream and strengthen environment and climate change communication aspect into existing curricula	1. Review primary, secondary and tertiary education curricula to include environment and climate change 2. Train educators on environment and climate change communication skills. 3. Produce teaching tool kits and learning materials for teacher training colleges and specialized teacher trainings 4. Promote and support curricula and research in environment and climate change programmes at the tertiary level 5. Conduct training on IEC message and materials development for journalists, programme producers etc
	2. Increase environment and climate change awareness in educational institutions	1. Establish environment and climate change education centers 2. Produce user friendly materials for learners 3. Establish and strengthen environment and climate change clubs in educational institutions
	3. Strengthen environment and climate change into literacy programmes and extension services	1. Conduct environment and climate change training to extension staff (e.g. Agriculture, Health, Forestry, Fisheries, Wildlife, Community Development, education) 2. Provide technical assistance for production of literacy materials that mainstreams environment and climate change.
3 To enhance institutional and individual capacity for communication in environment and climate change	1. Support key agencies/institutions that provide environment and climate change communication services	1. Strengthen capacities in existing environment and climate change Centers (human power, equip, maintain) 2. Conduct training in environment and climate change for communicators
	2. Develop and implement relevant training in environment and climate change for special groups of people in different strata of society	**1.** Conduct special workshops and/or retreats for high level officers, private sector (e.g. industry) for planning officers, traditional leaders (chiefs, councilors), political and faith leaders, media, city, municipal and district councils staff, National Council on the Environment, Members of Parliament 2. Conduct environment and climate change training workshops for women, technicians, craftsmen, and other groups and the youth 3. Conduct environment and climate change training of trainers on activities using indigenous knowledge

OBJECTIVE	STRATEGY	ACTIVITIES
OBJECTIVE	STRATEGY	ACTIVITIES
4. To foster collaboration, coordination and networking of the NECCCS interventions	1.Identify mechanisms for facilitating and coordinating environment and climate change communication at all levels	1. Review functions of the National Steering Committee on Environment and Climate Change to include communication. 2. Establish education subcommittees on environment and climate change. 3. Strengthen collaboration and networking in environment and climate change communication among stakeholders 4. Strengthen capacity for existing environmental communicators
	2. Identify and utilize existing structures at district and community levels	1. Strengthen District Environment Sub Committees on environment and climate change communication 2. Strengthen structures on environment and climate change at community level.
5. To enhance monitoring and evaluation of the NECCCS	1. Evaluate existing interventions on environment and climate change	1. Conduct knowledge, attitude and practice (KAP) surveys on environment and climate change. 2. Carry out evaluation of existing media interventions on environment and climate change programmes 3. Review and revise communication messages and materials
	2. To provide feedback on environment and climate change interventions	1. Compile semi-annual progress reports 2. Conduct semiannual reviews 3. Conduct phone –in radio/TV interviews on environment and climate change 4. Conduct Surveys/Inventory of published articles in the public media.

CHAPTER 6

IMPLEMENTATION OF THE COMMUNICATION STRATEGY

6.1 Mandates

The Environmental Affairs Department (EAD), in the Ministry of Environment and Climate Change Management (MoECCM) has the mandate to coordinate Environment and Climate Change Communication (ECCC) in Malawi. To discharge its functions effectively, MoECCM needs to have linkages with relevant line ministries, institutions, as well as non-governmental organizations, various interest groups and individuals at community level. As a mechanism for implementing some of these important links, it establishes a country-wide network of environment and climate change focal points from numerous relevant government ministries, non-governmental organizations, district staff, private sector and development partners (Appendix 1). MoECCM should also strengthen coordination at local and national levels;

6.2 Coordination

6.2.1 Local Level Coordination

At local level, committees/groups should be identified, educated, empowered and engaged to be responsible for environment and climate change management. These committees should ensure that environment and climate change is mainstreamed in planning and implementation of local development activities. In addition, these committees should mobilize community resources for implementation of interventions to curb local environmental problems. The capacity of district and community level institutions will be strengthened by ECCC training and provision of resources. Networking amongst various committees needs to be highly enhanced.

6.2.2 National Level Coordination

At national level, the following institutional structures should be strengthened so that they include ECCC;

a.   Cabinet Committee on Natural Resources and Environment (CCNRE)

This is the highest environmental policy and decision-making body. Its objective is to advise the Cabinet on the protection, conservation and sustainable utilization of renewable and non-renewable natural resources and the environment to ensure equitable and enhanced socio-economic development of the people of Malawi. In addition to the above mentioned functions, the CCNRE should also advise and communicate with Cabinet on environment and climate change issues to enable them to better understand climate change and how the country can adapt to its impacts.

b.   Parliamentary Committee on Agriculture and Natural Resources (PCANR)

This is a forum for discussing environmental issues at the legislative level. Its role in decentralized environmental management is to promote the participation of local communities especially women and youth in the management and conservation of natural resources and the environment, based on principles of democracy and good governance. The role of PCANR should be extended to promoting relevant information on Environment and Climate Change issues to the local communities.

c.   Ministry of Environment and Climate Change Management (MoECCM)

This Ministry has the mandate to protect and foster management, development and sustainable utilization of natural resources and environment. This mandate is implemented through its specialized departments of Environmental Affairs and Climate Change and Meteorological Services, Forestry. The mandate of MoECCM should be extended to the coordination of all institutions that are responsible for the flow of simplified ECCC technical information from national to local levels.

Other Departments like Fisheries, Land Resources Conservation, Parks and Wildlife etc. were placed in other Ministries but they also have a mandate to protect and conserve the environment. The mandate of these institutions should also be extended to communicating simplified ECCC technical information to grass-root level.

d.   Environmental Affairs Department

The Environmental Affairs Department (EAD) is charged with the co-ordination of environmental activities in order to promote the sustainable utilization of the environment and natural resources. The EAD's long-term vision is to provide excellent services in cross-sectoral coordination, monitoring, overseeing compliance, and facilitating integration of environmental concerns into sectoral policies, plans and programs to ensure sustainable development. The Department has district offices that oversee implementation of environment and natural resources programmes at district and sub-district levels. These offices are manned by Environmental District Officers who are supported by the District Environment Sub-committee (DESC), which is a sub-committee of District Executive Committee (DEC). The EAD also deals with climate change issues and it should also focus on communication on E& CC to members of the public to enable them to better understand climate change and to adapt to its impacts.

The functions of EAD on ECCC are as follows:

- to promote education, training, research and communication activities in Environment and climate change
- to provide guidance for coordination and implementation of the ECCC Strategy;
- to ensure systematic planning, coordination and monitoring of ECCC in Malawi;
- to monitor and assess the progress and impact of ECCC initiatives;
- to support the commemoration of special environmental days, e.g. World Environment Day, Earth Day, and other related events;
- to facilitate the development of systematic time-phased action plans for ECCC;
- to coordinate ECCC activities and projects to raise the environmental awareness and participation of the general public;
- to facilitate the integration of ECCC into existing extension/outreach services of governmental and non-governmental agencies;
- to facilitate the development and use of ECCC centers for the collection, storage and distribution of ECCC resources;

- to compile and disseminate information on ECCC activities;
- to promote development and review of curricula at primary, secondary, and tertiary levels and in-service training programmes;
- to facilitate the review of existing environmental education resources (e.g. textbooks, materials, study sites) so as to integrate issues of climate change
- to promote research on the impact and quality of ECCC activities

e.   National Council for the Environment

The National Council for the Environment (NCE) membership consists of all Principal Secretaries, private sector and NGOs. The President appoints the chairperson on the recommendation from the Minister of Natural Resources, Energy and Environment. Membership includes the Secretary to the President and Cabinet or his representative and others as spelt out in the Environment Management Act (EMA) Article 10 (1a to i). The Environmental Affairs Department is the Council's Secretariat. The functions of the NCE are as follows;

- to advise the Minister on all matters and issues affecting the protection and management of the environment and the conservation and sustainable utilization of natural resources;
- to provide high-level support for environmental management and protection;
- to review environmental policies formulated by the EAD or others, and advise the Cabinet on actions to be taken;
- to play a role in arbitration and resolving conflicting proposals from bodies and individuals undertaking activities, which impact on the environment;
- to review all ongoing and proposed activities taking environmental concerns into account to ensure that damaging effects on the environment can be minimized or reversed and are consistent with sustainable development practices; and
- to approve Environmental Impact Assessments.

f.   Technical Committee on the Environment

The Technical Committee on the Environment (TCE) is the technical arm of the NCE and consists of more than 18 members in accordance with the Environment

Management Act article 17 (a, b, and c). The Environmental Affairs Department is the committee's secretariat. The functions of the TCE are as follows;

- to examine and recommend on any scientific issue that may be referred to it by the minister, the council, the Director of Environmental Affairs or any lead agency relating to the protection and management of the environment and sustainable utilization of natural resources;
- to carry out investigations and conduct studies into the scientific, social and economic aspects of any activity, occurrence, product or substance which has effect on the environment; and
- to recommend to the council the criteria, standards and guidelines for environmental control and regulation, including the form and content of Environmental Impact Assessments.
- It is recommended that the TCE be strengthened to address specific responsibilities of implementing the National ECCC Strategy. The TCE may in turn, appoint relevant sub-committees to assist in coordination of ECCC.

6.3   Required Resources

The effective implementation of this communications strategy will require important resources both human and financial.

6.3.1 Human Resources

The importance of the Communication Component in Government's work on climate change and the urgency of issues and action required demand that a full-time communications coordinator be appointed, with specific responsibility to ensure that the communications strategy is disseminated, implemented, monitored and evaluated.

6.3.2 Financial resources

Funding implications for the roll out of the strategy are important. Significant resources must be devoted to it over a sustained period if the strategy is to be effective. Major additional funding, dedicated specifically to communicating climate change, must be provided. This should also be coordinated with/ and integrated into existing campaigns and funding mechanisms, both to maximize the effectiveness of getting the message across and to increase the cost-effectiveness spending on any new campaign. Appropriate resources must be provided in each year of the

recommended lifespan of the strategy. It is difficult to be specific on amounts, but the type of campaign and media used will have a major impact on funding required – in particular, any intensive use of television or audiovisual products for the campaign will require significant funding.

Partnerships would also be explored particularly in the business community considering the link between most of their activities and greenhouse gas emissions.

CHAPTER 7

MONITORING AND EVALUATION FOR IMPLEMENTATION OF THECOMMUNICATION STRATEGY

During the course of the development of the EE&C Strategy and Work plan, it became evident that one of the greatest limitations in the selection of future EE&C programs and activities is that monitoring and evaluation of ongoing EE&C activities has generally been lacking. Although many EE&C initiatives are taking place, there is little, if any, knowledge about the impact they have made or are making on the target groups. It is important the strategy is supported by a well formulated M&E plan with adequate financial resources in order to assess the impact of the initiatives in the strategy.

Without valid feedback, it is not possible to make wise decisions about how best to allocate limited resources for EE&C, and about how best to strengthen ongoing initiatives. It is essential, therefore, that elements of simple monitoring and evaluation should be built into future EE&C activities at the time of their design so that the cost element is taken into consideration. It is suggested that the five year work plan for the implementation of the Strategy be used as a Framework for action, but that shorter time-phased action plans be developed with clearly defined time-frames, specified inputs, specific objectives and activities, each with measurable indicators to be used to monitor and evaluate its progress.

Monitoring should be a continuous, regular feature of each activity, and the results used to make needed changes and adjustments to ensure that progress towards achievement of objectives is being made. Simple evaluations should be conducted at appropriate stages of an initiative. If possible, evaluations should be based on impact assessment, for it is real, lasting change that is being sought.

The implementation of the EE&C Strategy will be undertaken with different processes taking place simultaneously and interacting with, and making inputs into others. These processes include development of policies which will facilitate EE&C, capacity-building at different levels for EE&C, institutional development, and implementation of certain programmes and projects. Participatory assessment

procedures, involving the target groups, are most useful, and help to bring about better understanding by all those involved in the project or initiative. For this to be successful, clear objectives and outputs for each activity should be specified and clearly understood by the participants and measurable indicators of progress towards their achievement, identified and agreed upon by all concerned. In the development of this National EE & C Strategy and Work plan, objectives, activities, outputs, and the kinds of possible indicators of progress towards achievement were identified. However, it is only when time-phased plans are made, that measurable objectives and indicators can be specified.

APPENDIX 1: NECCCS IMPLEMENTATION PLAN

OUTPUT 1: PUBLIC AWARENESS, KNOWLEDGE, UNDERSTANDING AND PARTICIPATION ON ENVIRONMENT AND CLIMATE CHANGE AMONG VARIOUS TARGET GROUPS INCREASED									
Strategies	**Activities**	**Year**					**Main Implementer**	**Estimated Cost (MK)**	**Possible Development Partners**
		1	**2**	**3**	**4**	**5**			
1.1Utilise all available channels of communication to inform the public about environment and climate change	1. Conduct media campaign on environment and climate change 2. Conduct various national competitions and campaigns 3. Introduce environment and climate change awards scheme. 4. Commemorate special days on environment and climate change 5. Produce and broadcast environment and climate change theme based programmes, for TV, radio and general distribution. 6. Develop and distribute IEC materials on environment and climate change. 7. Promote use of traditional media (e.g. music, bands, drama, poetry, folklore etc) 8. Update a website for environment and climate change. 9. Conduct advocacy and social mobilization campaigns 10. Conduct training for environment and climate change champions at the group/club and individual level to communicate, disseminate and advocate for environment and climate change.	X	X	X	X	X	MICE, Public and Private media houses, MoECCM, DAES, DNPW, CISONEC, CURE, MFDP, Academia, MoEST, MoH, DoWR, DCCMS	70,000,000	UNDP UNICEF WB UNEP Norway FAO DfID UNFPA USAID Irish Aid, Flanders JICA EU AfDB

OUTPUT 1: PUBLIC AWARENESS, KNOWLEDGE, UNDERSTANDING AND PARTICIPATION ON ENVIRONMENT AND CLIMATE CHANGE AMONG VARIOUS TARGET GROUPS INCREASED									
Strategies	Activities	Year					Main Implementer	Estimated Cost (MK)	Possible Development Partners
		1	2	3	4	5			
1.2Increase community and individual participation in environment and climate change management	1. Establish and train environmental conservation clubs in education institutions. 2. Conduct trainings in environment and climate change for local leaders and officers. 3. Conduct demonstrations on environment and climate change.	x	x	x	x	x	MICE, Public and Private media houses, MoECCM, DAES, DNPW, CISONEC, CURE, MFDP, Academia, MoEST, MoH, DoWR, DCCMS	25,000,000	UNDP UNICEF WB UNEP Norway FAO DfID UNFPA USAID Irish Aid, Flanders JICA EU AfDB

OUTPUT 2 : POPULAR PARTICIPATION IN THE IMPLEMENTATION OF THE ENVIRONMENT AND CLIMATE CHANGE PROMOTED									
Strategies	**Activities**	**Year**					**Main Implementer**	**Estimated Cost**	**Possible Donors**
		1	**2**	**3**	**4**	**5**			
2.1 Mainstream and strengthen environment and climate change communication aspect into existing curricula	1. Review primary, secondary and tertiary education curricula to include environment and climate change 2. Train educators on environment and climate change communication skills. 3. Produce teaching tool kits and learning materials for teacher training colleges and specialized teacher trainings 4. Promote and support curricula and research in environment and climate change programmes at the tertiary level 5. Conduct training on IEC message and materials development for journalists, programme producers etc	x	x	x	x	x	MIE, MoEST, DAES, Tertiary education, MEDI, MoH, MoGCCD, DoWR, Fisheries and Forestry Departments	100,000,000	CIDA, WB, ODA, UNDP, UNESCO, JICA, SIDA, ICEADA.
2.2 Increase environment and climate change awareness in educational institutions	1. Establish environment and climate change education centers 2. Produce user friendly materials for learners 3. Establish and strengthen environment and climate change clubs in educational institutions	x	x	x	x	x	MoEST, DNPW, NGOs, MoGCCD	30,000,000	EU USAID, UNDP, DfID, JICA, GIZ, Irish, OECD,

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2.3 Strengthen environment and climate change into literacy programmes and extension services	1. Conduct environment and climate change training to extension staff (e.g. Agriculture, Health, Forestry, Fisheries, Wildlife, Community Development, education) 2. Provide technical assistance for production of literacy materials that mainstreams environment and climate change.	x	x	x	x		MoEST, DNPW, NGOs, MoGCCD	25,000,000	EU USAID, UNDP, DfID, JICA, GIZ, Irish, OECD,

OUTPUT 3 : CAPACITY FOR COMMUNICATION IN ENRM AND CC ENHANCED									
Strategies	Activities	Year					Main Implementer	Estimated Cost	Possible Donors
		1	2	3	4	5			
3.1 Support key agencies/ institutions that provide environment and climate change communication services	1. Strengthen capacities in existing environment and climate change Centers (human power, equip, maintain) 2. Conduct training in environment and climate change for communicators	X	X	X	X	X	CURE CISONECC, NGOs, DNPW, MICE, MoECCM	40,000,000	USAID UNDP JICA Irish AID
3.2 Develop and implement relevant training in environment and climate change for special groups of people in different strata of society	1. Conduct special workshops and/or retreats for high level officers, private sector (e.g. industry) for planning officers, traditional leaders (chiefs, councilors), political and faith leaders, media, city, municipal and district councils staff, National Council on the Environment, Members of Parliament 2. Conduct environment and climate change training workshops for women, technicians, craftsmen, and other groups and the youth 3. Conduct environment and climate change training of trainers on activities using indigenous knowledge	X	X	X	X	X	CURE, DAES, MoEST, CISONECCNGOs, DNPW, MICE, MoECCM	30,000,000	ODA WB UNDP JICA

OUTPUT 4 : Collaboration, coordination and networking of the NECCCS interventions fostered										
Strategies	Activities	Year 1		Year 2		Year 3	Main Implementer	Estimated Cost	Possible Donors
4.1 Identify mechanisms for facilitating and coordinating environment and climate change communication at all levels	1. Review functions of the National Steering Committee on Environment and Climate Change to include communication. 2. Establish education subcommittees on environment and climate change. 3. Strengthen collaboration and networking in environment and climate change communication among stakeholders 4. Strengthen capacity for existing environmental communicators	x	x	x	x	x	MNREE MDPC, OPC, CISONECC, NGOs, Development Partners, CURE/MIE Line Ministries NGOs	30,000,000	ODA WB UNDP JICA
4.2 Identify and utilize existing structures at district and community levels	1. Strengthen District Environment Sub Committees on environment and climate change communication 2. Strengthen structures on environment and climate change at community level.	x	x	x	x	X	EAD, CISONECC, MICE, DISTRICT COUNCILS	30,000,000	UNDP, WB

OUTPUT 5 : Monitoring and evaluation of the NECCCS enhanced								
Strategies	**Activities**	**Year 1 Year 2 Year 3**					**Main Implementer**	**Estimated Cost**	**Possible Donors**
5.1 Evaluate existing interventions on environment and climate change	1. Conduct knowledge, attitude and practice (KAP) surveys on environment and climate change. 2. Carry out evaluation of existing media interventions on environment and climate change programmes 3. Review and revise communication messages and materials	x	X	x	X	X	MoFDP, EAD, MICE	20,000,000	UNDP, DfID, WB
5.2 To provide feedback on environment and climate change interventions	1. Compile semi-annual progress reports 2. Conduct semiannual reviews 3. Conduct phone –in radio/TV interviews on environment and climate change 4. Conduct Surveys/Inventory of published articles in the public media.	x	X	x	X	x	MoFDP, EAD, MICE	15,000,000	UNDP, DfID, WB

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