



## **AUC-CLIMSA Communications Working Group (ClimComWG) Workshop**



**Theme: Join forces to promote climate  
Services in Africa**

**#TheAfricaWeWant #ClimSA #ClimComWG**

**Date: 04 – 07 June 2024,  
Venue: Mombasa, Kenya**



## 1. Introduction

Africa is facing the impacts of climate related challenges. The Continent will be more and more affected by climate variability and change. These effects are already being felt in various locations of Africa. Increasing temperatures, droughts, changing rainfall patterns, and increased climate variability are some of the effects. In order to adapt to the changing climate, improved climate services at national, regional and continental scale is of great importance.

Regional Climate Centers and national pilot countries have their own communications experts and communication focal persons. The joint efforts of communications experts is crucial in spreading climate and related information for adaptive decision support at national, regional and continental scale in Africa. Hence, this workshop launches the official establishment of CLIMSA Communications Working Group (ClimComWG). The working group promotes working together in communicating climate information under the ClimSA Programme in Africa.

The Intra-ACP Climate Services and Related Applications Programme (AUC-CLIMSA) at the African Union Commission uses Climate Information to support African decision-makers and planners in designing and implementing national, regional, and continental policies and development plans for sustainable development in Africa and contributes towards the realization of Africa's Agenda 2063.

The programme is funded by the European Union and implemented by the Regional Climate Centres under the political support of the Regional Economic Communities (RECs) and the AUC.

The AUC-CLIMSA Programme has tentatively scheduled the ClimSA Communications Working Group workshop in Mombasa, Kenya from 04-07 June 2024.

## 2. Objectives of the Workshop

The ClimSA Communications Working Group Workshop has the following objectives. These include to:

- Officially establish the ClimSA Communication Working Group
- Create a platform whereby Communications Experts of AUC, RCCs and nation focal countries to exchange information and share best practices
- Harmonise the media relation and social media messages of the CLIMSA Programme at national, regional and continental scale
- Contribute to the AUC-CLIMSA Communication and Visibility Strategy  
Harmonize branding and visual identity at national, regional and continental scale



### **3. Expected output**

The expected output of the AUC-CLIMSA Communications Working Group.

The ClimSA Communication and Visibility Strategy endorsed. The ClimComWG will be established:

- Best practice and experiences of climate communication actions shared and exchanged among experts (especially on content development, media relations, social media) at national, regional and continental scale,
- Capacity gaps identified and possible capacity development actions proposed
- Visual and graphic identities of the AUC-CLIMSA Programme is harmonized at national, regional and continental scale.

### **4. Composition of participants**

The composition of participants of the first ClimComWG includes Communication Experts/focal person from AUC (1), RCC (5). The AUC-CLIMSA Programme Coordinator and TAT Team Leader will be at the workshop to guide and steer the workshop. Hence the total participants will be 13 persons.

### **5. Date and Venue**

The ClimComWG is scheduled to be held 04 to 07 June 2024 in Mombasa, Kenya.



## (ClimComWG) Workshop Agenda

Day 01	Agenda Item	Moderator
09:00-10:30	<b>Session 01: Opening</b> <ul style="list-style-type: none"> <li>➤ Head of delegation remark &amp; AUC expected outcomes</li> <li>➤ All participants introduce themselves</li> <li>➤ Workshop Outcomes</li> <li>➤ Message from host nation</li> </ul>	-Dr. Ulrich Diasso, AESA-ClimSA Technical Advisor Team Leader  -All  -Dereje Kefyalew, AESA-ClimSA Monitoring & Evaluation Officer  -Diana Chacha, AUC-ClimSA Policy Officer, Communication, Visibility, Knowledge Management Officer  -ICPAC Officer
<b>10:30- 11:00: Group Photograph and Tea Break</b>		
11:30	<ul style="list-style-type: none"> <li>➤ Review the agenda</li> <li>➤ What is ClimComWG, &amp; Outcomes</li> <li>➤ About ClimComWG elections</li> </ul>	Diana Chacha, AUC-ClimSA Communication, Visibility, Knowledge Management Officer
11:30-14:00	<b>Session 02: Role &amp; Type of Strategies</b> <ul style="list-style-type: none"> <li>➤ Walkthrough of AUC-Climsa Communication Strategy</li> <li>➤ Walkthrough of ICPAC Communication Strategy (Programme &amp; Project level)</li> <li>➤ Walkthrough of ECCAS Communication Strategy (Pilot Country)</li> <li>➤ Walkthrough of ACMAD Communication Strategy (Continental level)</li> </ul>	Diana Chacha, AUC-ClimSA Communication,  Paula Machio, ICPAC Communication Expert  Alphonse, ECCAS Communication Expert  ACMAD Communication Expert

	<p><b>Session 03: Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>➤ Stakeholder mapping and communication channels</li> <li>➤ End user engagement</li> </ul>	ICPAC Communication Expert
<b>14:00-15:00: Lunch Break</b>		
15:00-16:00	<p><b>Session 04: Forms of Communication</b></p> <ul style="list-style-type: none"> <li>➤ How &amp; when traditional media is used</li> <li>➤ How &amp; when digital media is used</li> <li>➤ How &amp; when Mix media/Multimedia media is used</li> <li>➤ How &amp; when communication during Forums/workshops</li> <li>➤ Measuring &amp; reporting</li> </ul>	IOC Communication Expert
<b>16:00-16:15: Tea Break</b>		
16:15-17:00	<ul style="list-style-type: none"> <li>➤ Recap of the Day</li> <li>➤ Lessons learned</li> <li>➤ Closing of Day 01</li> </ul>	All
<b>Day 02</b>	<b>Agenda Item</b>	<b>Moderator</b>
09:00-10:30	<p><b>Session 05: Media engagement</b></p> <p>Best practices and mechanisms</p> <ul style="list-style-type: none"> <li>➤ Media Relations,</li> <li>➤ Media Selection,</li> <li>➤ Press Release Events,</li> <li>➤ Physical, Hybrid, Virtual Meetings,</li> <li>➤ Measuring &amp; reporting</li> </ul>	Molalet Tsedeke, AUC-DIC, Media Relations Expert
<b>10:30-11:00: Tea Break</b>		
11:00-12:30	<p><b>Break out session: Peer Learning</b></p> <ul style="list-style-type: none"> <li>➤ Challenges, lessons learned and possible solutions/template exchange</li> <li>➤ Develop templates</li> </ul>	All
12:30-14:00	<p><b>Session 05: Media engagement</b></p> <p>Best practices scenarios and mechanisms/tools in</p> <ul style="list-style-type: none"> <li>➤ How &amp; when Traditional media</li> </ul>	AGRHYMET Communication Expert

	<ul style="list-style-type: none"> <li>➤ What does effective two way communication look like</li> <li>➤ Measuring &amp; reporting Communication impacts</li> </ul>	
<b>14:00-15:00: Lunch Break</b>		
15:00-16:00	<b>Session 06: National, Regional &amp; Global Visibility</b> <ul style="list-style-type: none"> <li>➤ Role and responsibilities of communication (national, regional, global)</li> <li>➤ Impact/outcome of effective communication</li> </ul>	SADC-CSC Communication Expert
16:00-17:00	<ul style="list-style-type: none"> <li>➤ Recap of the Day</li> <li>➤ Lessons learned</li> <li>➤ Closing of Day 02</li> </ul>	
<b>Day 03</b>	<b>Agenda Item</b>	<b>Moderator</b>
09:00-09:30	ClimComWG Elections	Diana Chacha, AUC-ClimSA Policy Officer, Communication, Visibility, Knowledge Management Officer
09:45-11:00	<b>Session 07: Story Development</b> <ul style="list-style-type: none"> <li>➤ Visual, sound bits, print outs</li> <li>➤ Case studies/Testimonial collection and distribution plan</li> </ul>	RCCs Communication Experts: AGRHYMET
<b>11:00-11:15: Tea Break</b>		
11:15-13:00	<ul style="list-style-type: none"> <li>➤ Producing content for Climate Communications &amp; Visibility</li> <li>➤ Multi-Media Content Productions for climate services</li> </ul>	RCCs Communication Experts
13:00-14:00	<b>Gender Mainstreaming in Climate Services</b> <ul style="list-style-type: none"> <li>➤ Video from ARC</li> <li>➤ Open floor discussion</li> </ul>	Diana Chacha, AUC-ClimSA Policy Officer, Communication, Visibility, Knowledge Management Officer
<b>14:00-15:00: Lunch Break</b>		
15:00-16:30	<b>Break out session: Peer Learning</b> <ul style="list-style-type: none"> <li>➤ Challenges, lessons learned, and possible solutions/template exchange</li> </ul>	All



	➤ Development of templates	
16:30-16:45	Conclusions and Recommendations	All
16:45-17:00	AUC Closing remarks	Dr. Ulrich Diasso, AESA-ClimSA Technical Advisor Team Leader
<b>Day 04</b>	<b>Session title</b>	<b>Moderator</b>
10:00-14:00	Field Trip: ➤ Meteorology Center ➤ Climate product, Agromet Station	Mtwapa Station, Kilifti County