



Effective Communication for Climate Services

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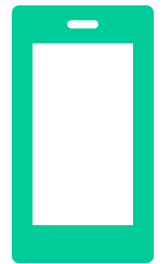
Outline



Communication in the Early warning value chain



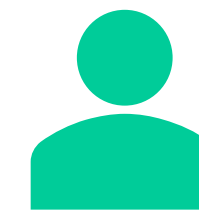
Major challenges in climate services communication



Communication channels



What does effective communication mean ?

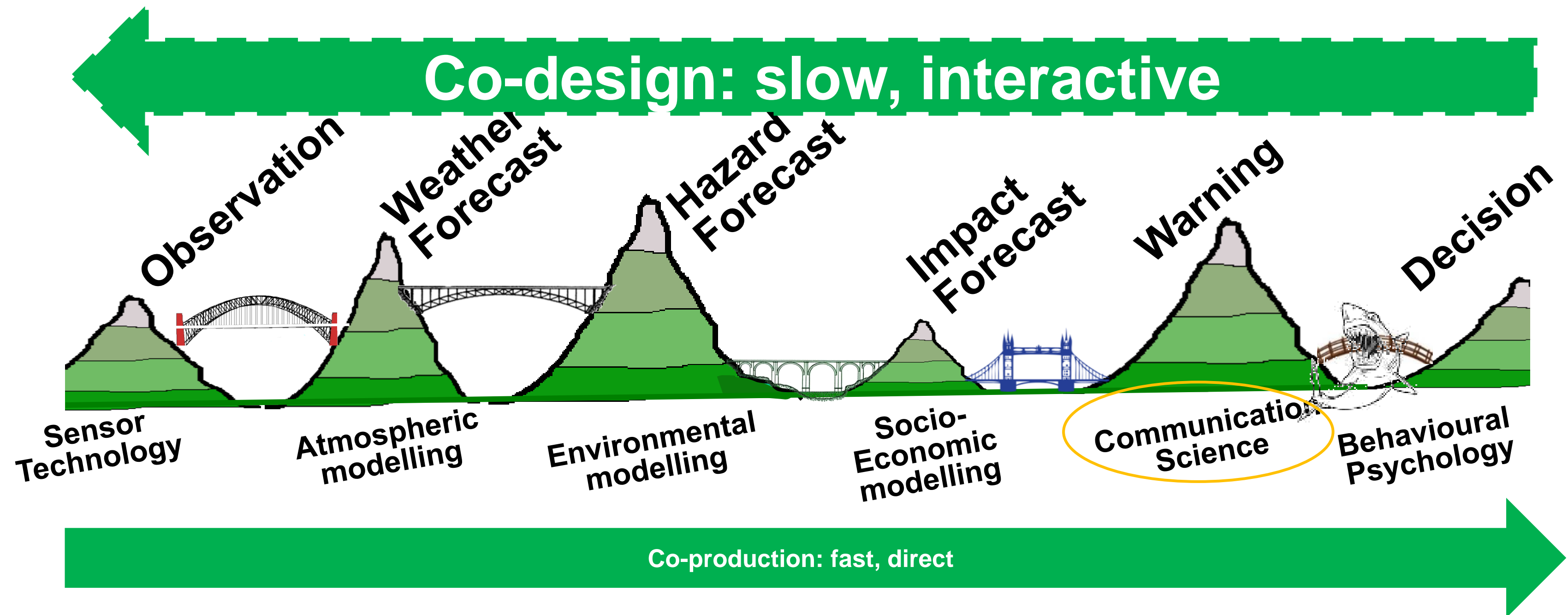


Integration of feedback mechanism and User Engagement



Best practices

Communication in the early warning value chain



Bridges represent necessary Partnership
Mountains are needed expertise to operate warnings

Common Challenges in Climate Services Communication

Structured communication strategy

Technical Jargon / habits

Untargeted messaging / Audience needs

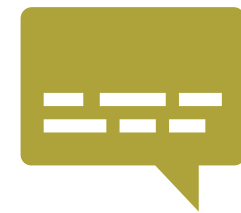


Communication channels

Lack of user engagement

Collaboration

What is effective communication?



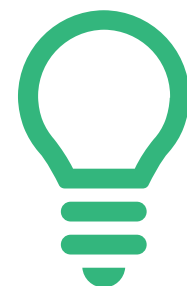
Clarity and Simplicity



Timeliness



Engagement and
Feedback Mechanisms



Innovative and interactive



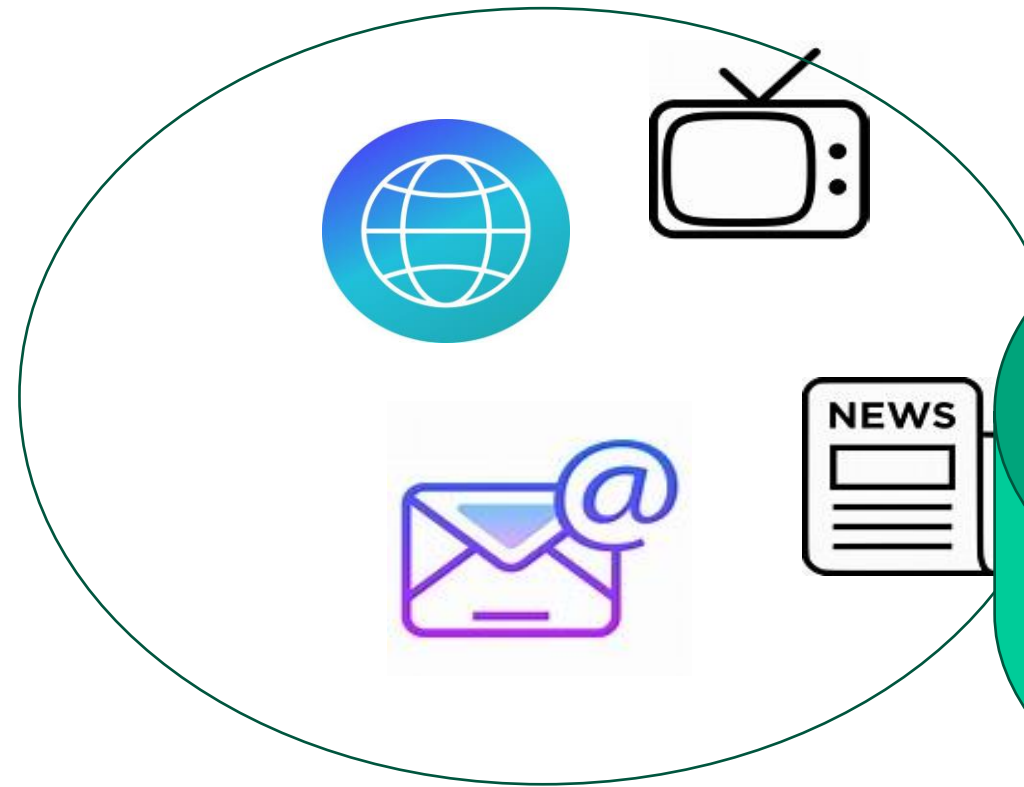
Usability



Transparency and
honesty

Communication channels

Traditional communication channels



- More formal message and Targeted to officials, institutions, decision makers, public

Digital Communication channels



- More interactive and cover a larger audience

End User
format

Feedback Mechanism ?

Clear feedback mechanisms

Analyze feedback data and
identify user needs

Integrate user's need in climate
services

Monitor the improvement



The feedback mechanism is crucial for climate service providers to gather ground realities, ensure information reaches users, and verify its effective use

User engagement

Webinar

Training

Social media
Interaction

Blog

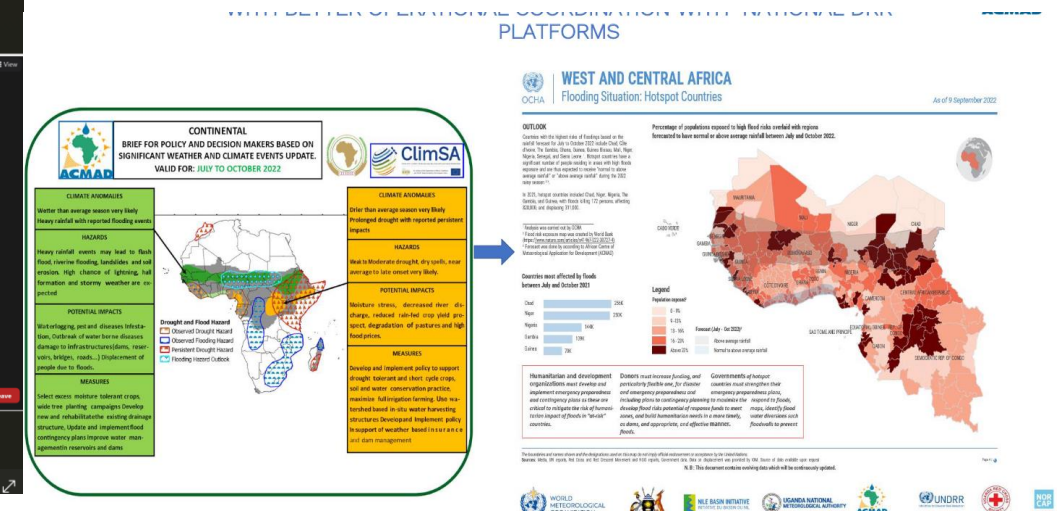
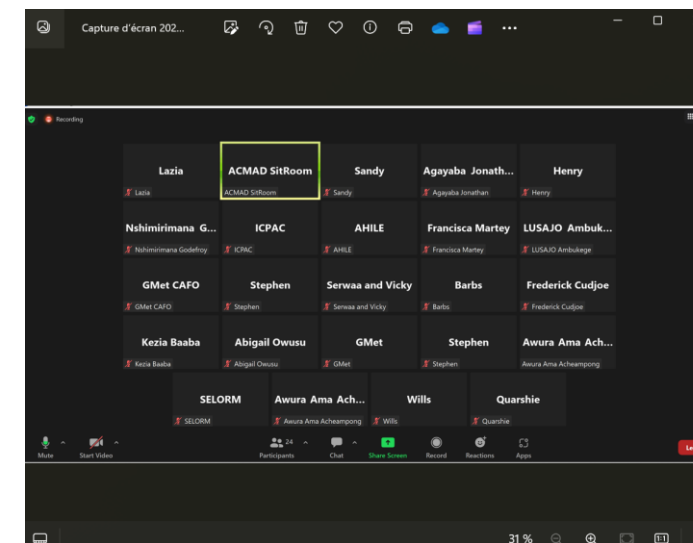
Briefing

partnership
& trust



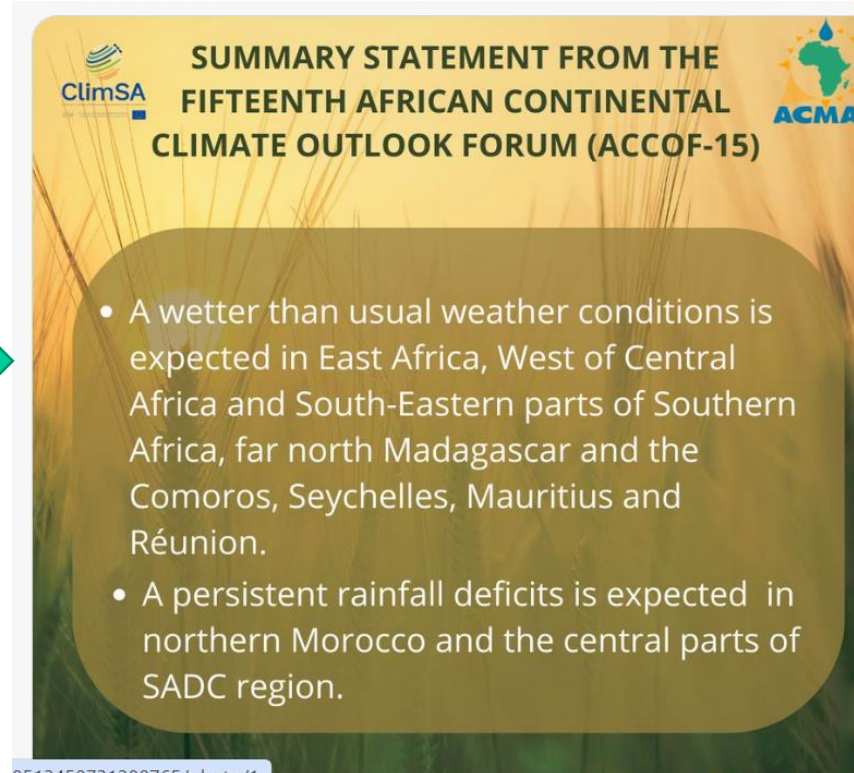
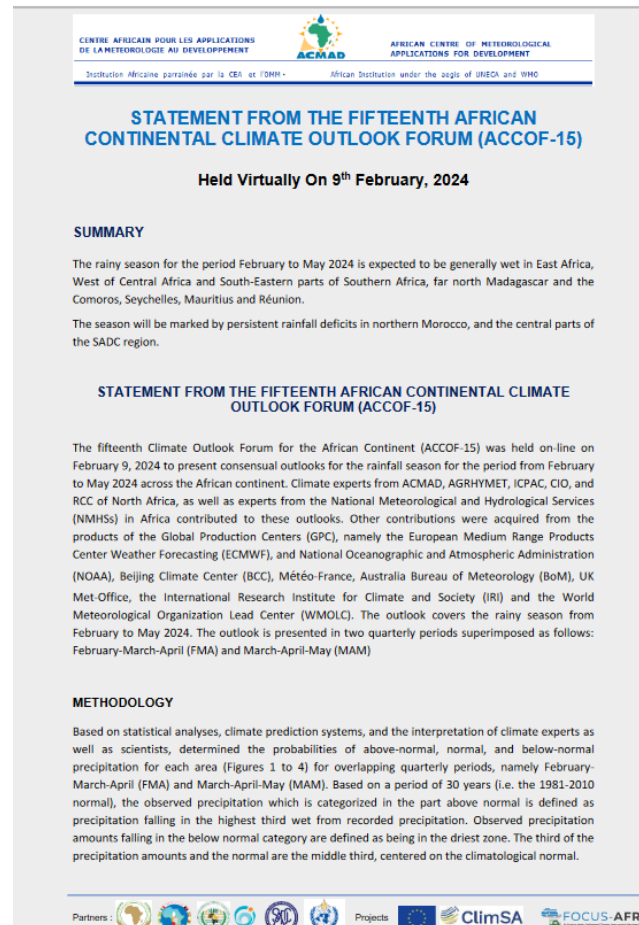
Best practices

- Briefing with NMHSs
- Special briefings and statements with humanitarian actors / UN agencies
- Webinar Policy dialogue Days
- Africa Drought advisory User engagement sessions
- Collaboration with partner on building information note

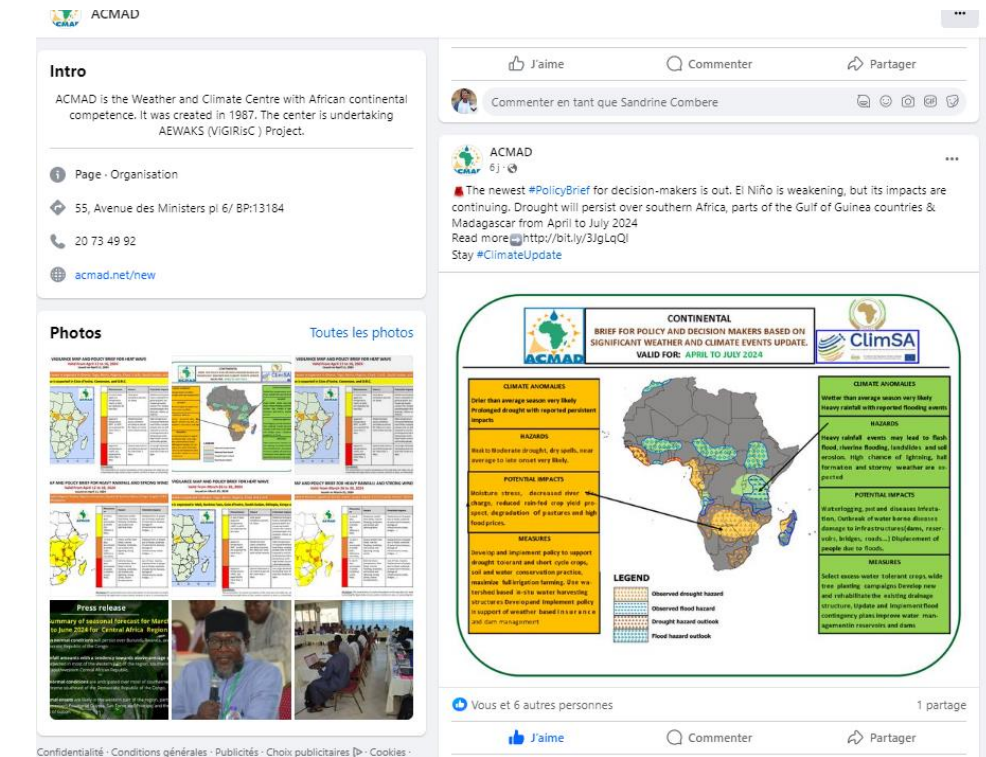




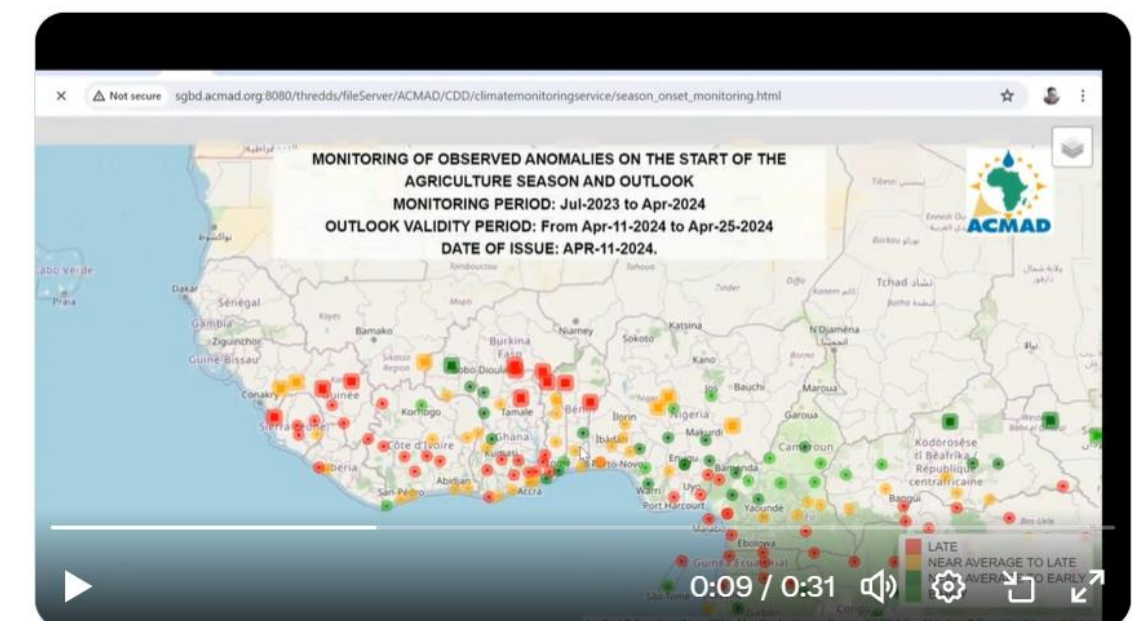
Best practices



🌍 Today we are thrilled to join [@meteo_niger](#) in commemorating [#WorldMetDay](#)! 🌶️ In a world 1.5°C warmer than pre-industrial times, African Climate Services stands at the frontline of climate action to combat the effects of climate change 🌱 [#ClimateAction](#) [#Africa](#) [#climateservices](#)



As predicted at [#PRESAGG24](#), a late [#Onset](#) of rainy season was observed over most of southern part of Gulf of Guinea countries 🌱 Expecting a similar trend in the northern part Details 📄 [bit.ly/4cZ0joA](#) 🤔 Do you want to monitor onset over [#Africa](#) 📄 [bit.ly/4ayaMp9](#) Traduire le post



Way Forward

- Leverage on digital tools to boost communication and increase the audience
- Leverage on social media platform for communication
- Innovate and make the information more friendly with visual content and videos and targeted to users needs
- Organize More online user engagement sessions on climate information interfaces
- Train journalist on understanding climate information and supporting the awareness raising on the benefit of using climate services





THANK YOU

