

**W2SIP ICPAC/NECJOGHA Climate Communications Workshop GHACOF51,  
Entebbe, Uganda  
9<sup>th</sup>– 10<sup>th</sup> February 2019**

**Preliminary Workshop report**



**Summary**

A Climate Communications Workshop jointly coordinated by ICPAC and NECJOGHA with additional facilitation by Met Office and CARE took place 9-10<sup>th</sup> February 2019 at the Golf View Hotel, Entebbe, Uganda. There were 26 participants, most supported by W2SIP, 9 were supported by the WISER Weatherwise project and non-IGAD countries were supported with assistance from ACMAD. The countries represented were: Burundi, Djibouti, Ethiopia, Kenya, Rwanda, South Sudan, Sudan, Somalia, Tanzania and Uganda.

Key workshop activities included:

- Introduction to and learning from ICPAC's communications strategy;
- An introduction the principles of coproduction in developing climate services;
- Writing exercises on communicating forecasts and advocacy for coproduction;
- Climate science basics: drivers of year-to-year fluctuations in the seasons and the meaning of terciles;
- Learning on use of twitter and other social media and sharing of country experiences;
- For the first time, the GHACOF51 consensus was shared under embargo and participants assisted to interpret it and prepare media articles.

A full programme is at Annex 1. Feedback indicated the workshop was successful: all respondents agreed that the workshop had met their expectations, with 70% strongly agreeing. The feedback also gave useful guidance on the content of future workshops, e.g. more time on practicing preparation of social media content. More details on feedback are provided below



## Climate Communications Workshop: Feedback Survey

All 26 participants were requested to complete a feedback survey. Of the 26, 13 responded (50%) with most answering all 10 questions, about 50% if the respondents were from media organisations and 30% from weather and climate organisations. Statistics of the responses is provided in the graphics and brief summary of the main results is below.

**Overall assessment:** all respondents agreed that the workshop had met their expectations, with 70% strongly agreeing.

**ICPACs communication strategy:** most respondents (77%) felt the learning on ICPAC's communications strategy would help them a lot in their work with the rest indicating it would be of moderate help.

**Understanding on coproduction:** all respondents felt their knowledge of coproduction principles was now good, with just under half indicating it was strong enough to teach a colleague.

**Benefit of communications exercises:** about half of respondents found the exercise in communicating GHACOF consensus messages helped a lot and about half that it helped moderately; most felt the exercise preparing advocacy articles on coproduction only moderately reinforced learning.

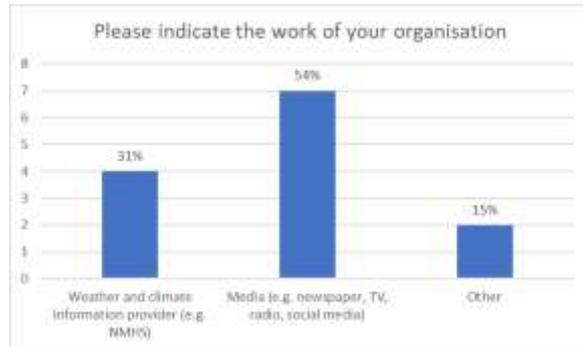
**Climate science session:** most respondents (about 70%) felt the exercises on drivers of year-to-year fluctuations in seasonal rainfall and on the definitions of terciles had helped their understanding a lot. For most of the rest it helped moderately.

**Use of twitter and social media:** all participants agreed that the learning and sharing had inspired them to try new ideas in their own work, 46% of respondents strongly agreed.

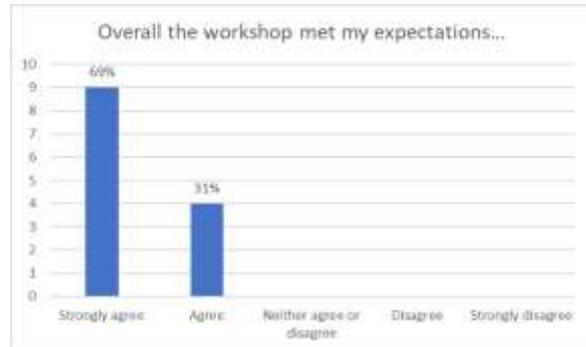
**Opportunity for early discussion of GHACOF51 consensus:** All respondents agreed that this assisted in understanding and preparation of an accurate media article, 68% strongly agreed.

**Plans to publish media articles on the consensus:** About 60% of respondents had already published at least 1 media article on the consensus for MAM 2019, with the rest having plans to do so.

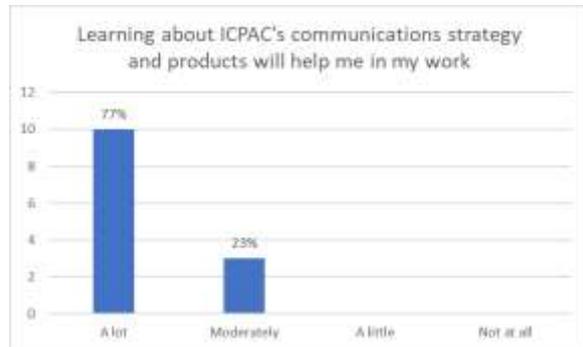
**Comments:** regarding activities thought to have worked well those mentioned more than once were: all (both?) activities; the coproduction learning and the learning on terciles. Regarding those thought not have worked less well two respondents indicated a need for more time. One of these specified more time on preparing social media content (this may tie with only 46% strongly agreeing this session helped); one mentions the difficulty of preparing articles as a group exercise – so this activity may need to be reframed in future workshops. One respondent mentioned the lack of certificate – we could introduce this next time.



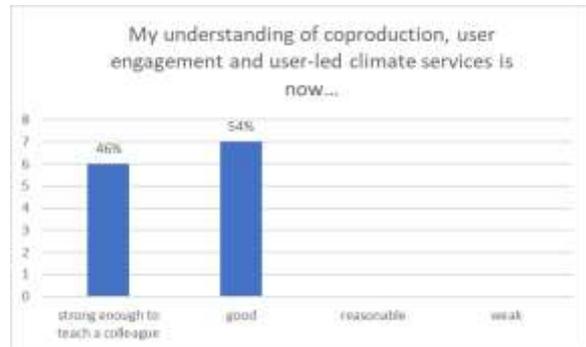
Q1



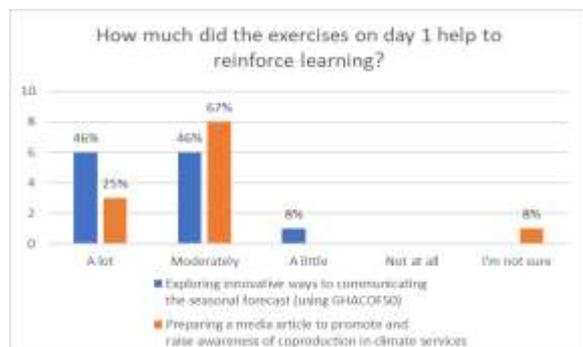
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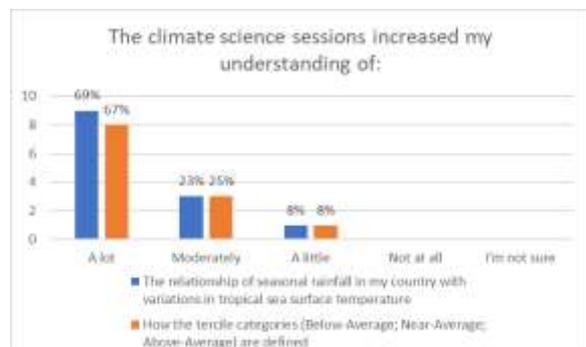
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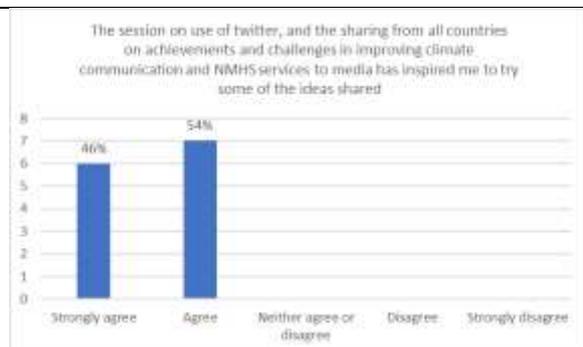
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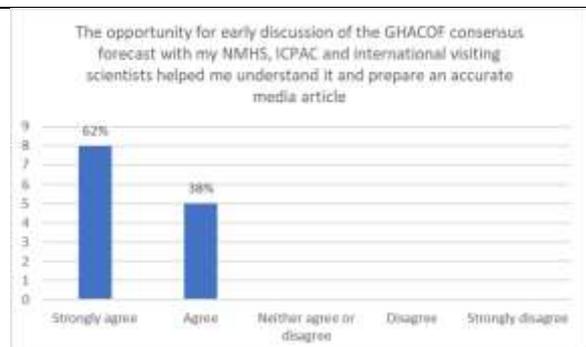
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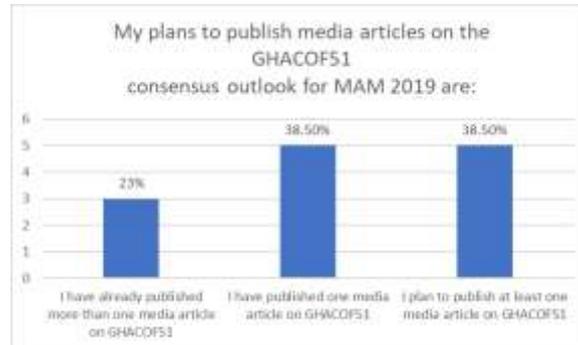
Q6



Q7



Q8



**Q9**

**Q10**

Please list one or two activities you found useful (that worked well) and one or two that were less useful (that worked less well)

Activities that worked well	Activities that worked less well
Media Workshop	Awareness
Group discussion	-
Coproduction	Both activities worked well
1. Understanding weather changes by arranging individuals according to their length comparing them to the weather changes. 2. Using of documentaries to elaborate circumstances.	Doing a story in a group took a lot of time since everyone wanted to participate and no one could take responsibility
Coproduction	---
All the activities were useful	None
Discussions about climate change with other colleagues	---
Interactions on the use of Twitter and presentation on Coproduction.	We received no Certificate after workshop.
Practical exercise of below normal, normal and above normal	None
Terciles training	Seasons session
The session was very interactive and with qualified facilitators	I suggest next time more practical exercises on creating content of social media. The presentations were useful but still enough trainings are needed.



## ANNEX 1: Workshop programme

### IGAD CLIMATE PREDICTION AND APPLICATIONS CENTRE (ICPAC)

W2SIP/NECJOGHA Greater Horn of Africa Climate Communication Workshop  
GHACOF51, ENTEBBE, UGANDA  
9<sup>th</sup>- 10<sup>th</sup> FEBRUARY 2019

Program	
8 <sup>th</sup> February 2019	Arrival of Participants and Check in
<b>Day One: Saturday February 9<sup>th</sup> 2019</b>	
8:00-9:00	Arrival and Registration of Participants
9:00-10:00	<b>OPENING CEREMONY</b>
	<ul style="list-style-type: none"> <li>❖ Welcome remarks by Uganda Communications Manager, UNMA</li> <li>❖ Self-introduction of Participants</li> <li>❖ Overview of workshop activities and objectives</li> <li>❖ The WISER Weather Wise project</li> <li>❖ Remarks on Communication Updates in the region Patrick Luganda</li> </ul>
10.00-10:30	<b>HEALTH BREAK AND GROUP PHOTO</b>
10:30-13:00	<b>Communicating Climate Information - Deeper Understanding &amp; Advocacy</b>
10 :30-11 :00	❖ ICPAC's communication strategy
11 :00-11 :30	❖ Introduction to Coproduction of Climate products
11.30-12 :00	❖ Discussion & Questions and Answers session for deeper understanding of coproduction
12 :00-13.30	<ul style="list-style-type: none"> <li>❖ Breakout writing groups to prepare:               <ol style="list-style-type: none"> <li>1) Innovtive way to communicate GHACOF statements (OND 2018 as example)</li> <li>2) Short, motivating advocacy articles on coproduction.</li> </ol> </li> </ul>
13:30-14:30	<b>LUNCH BREAK</b>
14:30-15:30	❖ Plenary review of prepared advocacy articles – share ideas, light group editing



15:30-16:00	<b>Health Break</b>
16:00-17:30	Climate Science exercise: what drives year-to-year change in the seasons?
<b>Day Two: Sunday February 10<sup>th</sup> 2019</b>	
8: 30- 09:00	<i>Registration</i>
09.00-09:30	❖ Brief Recap - NECJOGHA
9:30- 11:00	❖ Use of twitter and other social media in communicating climate information
11:00-11:30	<b>Health Break</b>
11:30-12:30	❖ Round table presentations from each country on media services provided and challenges faced by media
12:30-13:30	❖ Discussion
13:30-14:30	<b>Lunch</b>
14:30-17:00	<ul style="list-style-type: none"> <li>❖ Introduction to the current climate situation</li> <li>❖ Round-table on how participants report the GHACOF consensus forecast</li> <li>❖ Discussion, Questions &amp; Answers session</li> <li>❖ Working with ICPAC jointly develop media statements. A first joint coproduction exercise</li> </ul>
17:00-17.30	<ul style="list-style-type: none"> <li>❖ <b>CLOSING WORKSHOP CEREMONY WITH HEALTH BREAK</b></li> </ul> <p><i>Our trainers will guide participants through the Climate Outlook Forum to generate stories and hands on experience sharing. Briefing and Debriefing room available near the main forum conference hall.</i></p>

