



# **NAP Global Network**

Coordinating  
Climate-Resilient  
Development

**Strategic communications for  
NAP processes**  
Christian Ledwell  
February 2018





# Communicating why the NAP process matters





# Kenya in a froth as drought spurs switch to 'camelcinos'

by [Hannah McNeish](#) | [@HannahMcNeish](#) | Thomson Reuters Foundation

Tuesday, 10 May 2016 15:15 GMT



## ABOUT OUR CLIMATE COVERAGE

We focus on the human  
and development impacts  
of climate change

Share:



## When it's too dry for dairy cows, what do you do? Switch to camel milk

ISIOLO, Kenya – It took 70 dairy cows dying from repeated droughts to convince Fatuma Yousef to try a new business model: camels.

As increasingly fierce, frequent and lengthy dry spells hit northern Kenya, raising dairy cattle has gotten



# What counts as communications on adaptation?

- Raising awareness about climate change
- Behavior change communications
- Communication of weather data and climate information, including early warning systems
- Adaptation communications under the UN Framework Convention on Climate Change



# Strategic communications

A **strategic approach** to communications—in which **key messages** are tailored for **priority audiences** and delivered through the most appropriate **communications channels** to reach those audiences—can improve how governments engage citizens throughout their NAP process.





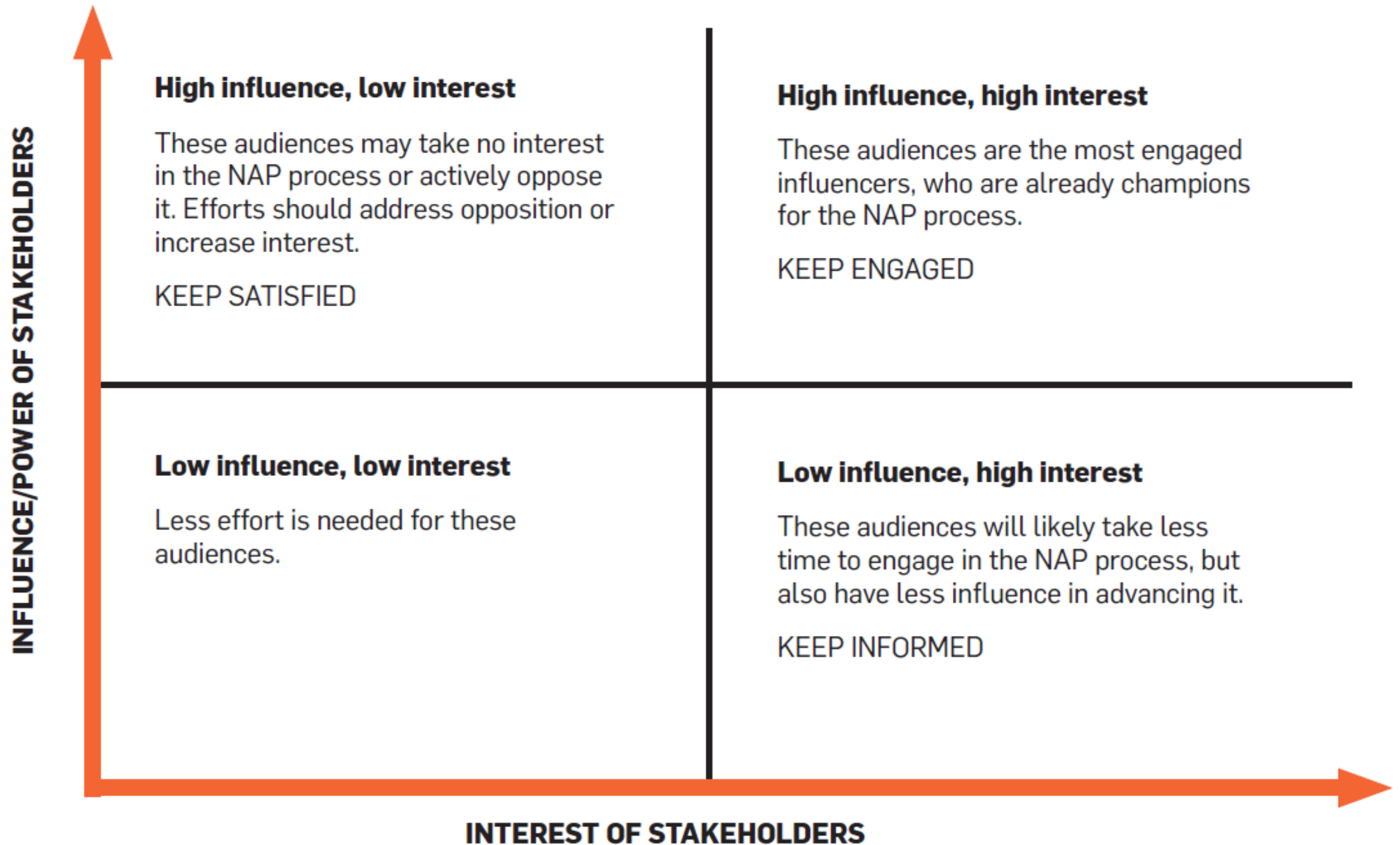
# Prioritizing Audiences

**Who do you want to reach? What is your call to action—what do you want your audiences to do?**

Be specific. We often talk about groups (the general public, policy-makers, the private sector, the media) that cover a large diversity of actors with varied values and priorities.



# Prioritizing Audiences: Stakeholder Influence-Interest Grid



# Key messages

Repetition is key to good communications. But that doesn't mean repeating the same exact message.

## Message 'supports' add variety

- **Statistics**—meaningful numbers
- **Human Interest Stories**—Real-life examples involving people
- **Memorable Phrases**—A concise phrase that expresses your message

Message supports should be chosen based on what resonates with your audience.





# Statistics

#ClimateChange

## WHETHER YOU LIVE IN A...



Rural village



Small island or coastal town



Big city

## CLIMATE CHANGE THREATENS YOUR HEALTH

**Drought, floods and heat waves** will increase.



**Vector-borne diseases**, like malaria and dengue virus will increase with more humidity and heat.



## Basic necessities will be disrupted...



### FOOD

Hunger and famine will increase as food production is destabilised by drought.



### AIR

Pollution and pollen seasons will increase leading to more allergies and asthma.



### WATER

Warmer waters and flooding will increase exposures to diseases in drinking and recreational waters.

Between **2030** and **2050** climate change is expected to cause

# 250 000 ADDITIONAL DEATHS PER YEAR

due to malaria, malnutrition, diarrhoea and heat stress.



World Health Organization



last year (and again a few months ago) the sea swept over the road, through the Kaimwata's home, across their cabbages and into the well. Now nothing grows.

# Human Interest Stories



Kiribati islander Tokeman Tekaakau's house is threatened by the rising tides. Video: Guardian/Rémi Chauvin



Set against scientific warnings of a future of catastrophic climate change events (such as typhoon Haiyan and hurricane Sandy) the loss of a vegetable patch seems insignificant. But for Kaimwata's children the link between food, water and rising sea levels is profound and the margin between life and death could be as fine as the ability to grow a few cabbages.



Canadian-German Pilot Programme

INTEGRATED CLIMATE CHANGE  
ADAPTATION STRATEGIES (ICCAS) IN GRENADA

CLIMATE CHANGE  
**grenadapts**  
ICCAS-PROJECT



Climate change is  
So let's  
get

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CLIMATE CHANGE  
**grenad**



NATIONAL CLIMATE CHANGE ADAPTATION ACTION  
PLAN

October 2016

Environment Division  
ICCAS



**Memorable  
phrases and  
soundbites**



# Communications Channels

What types of media do your priority audiences already use?

Are key documents related to the NAP process available to national stakeholders via a website or in print?

Have government officials built relationships with journalists from print and broadcast media?

Are spokespeople for the NAP process identified?

Read more: <http://bit.ly/2oalvA7>





# Choosing Metrics to Measure Impact

Metrics should meet SMART criteria and be

- **Specific**
- **Measurable,**
- **Attainable,**
- **Relevant to the objectives**
- **Timebound**



# Example of how strategic communications can align with stages of the NAP process







# NAP Global Network

**[www.napglobalnetwork.org](http://www.napglobalnetwork.org)**

**[info@napglobalnetwork.org](mailto:info@napglobalnetwork.org)**

**Twitter: @NAP\_Network**

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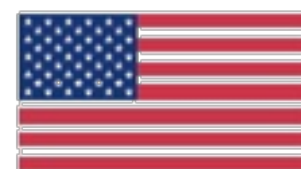


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