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National Adaptation Plan (NAP) Process Communications Workshop Report

**United States In-Country
National Adaptation Plan (NAP)
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Ethiopia is in the process of finalizing its national adaptation plan (NAP) document and is now looking towards implementation. On August 31, 2017, the NAP Global Network held a workshop that focused on approaches to communicating Ethiopia's NAP process to international audiences.

The workshop was attended by staff from the Communication and Awareness Directorates of Ministry of Environment, Forest and Climate Change (MEFCC) and technical climate change experts from MEFCC.

The workshop's aim was to:
- Develop key messages for international audiences.
- Identify communications channels for these audiences.
- Create an action plan of next steps for communicating Ethiopia's NAP process.

The workshop opened with a review of international approaches to NAP process communications, including examples from adaptation one-page briefs in Peru, a public awareness campaign in Grenada, a platform for sharing adaptation information with sub-national governments in South Africa, and a climate information drought-forecasting tool in Jamaica.

The following session focused on developing key messages for international audiences. Participants were asked to consider the different approaches to phrasing messages (e.g. as a fact or result, as a problem and solution, or as a call to action). In groups, they developed messages designed for the following international audiences:

- UNFCCC
- Multilateral donors
- Bilateral development partner and other donors
- Peers working on the NAP process in a neighboring country

Participants drafted a range of possible messages that they presented to the full group, including:
- "Help us build a climate-resilient economy"
- "Let's collaborate across borders to build resilience"
- "Climate action now!"
  "Implementing adaptation options is an urgent priority"
- "Ethiopia needs technical and financial support from development partners"
- "Adaptation to save life, to drink twice and eat thrice"

A number of participants noted the NAP process building on the Climate-Resilient Green Economy Strategy as a demonstration of Ethiopia's dedication to climate action.

The following group work session focused on identifying message supports. These supports included statistics and other quantitative data that demonstrate broad national trends, human interest stories that illustrate how these trends affect individuals, and soundbites to reiterate messages and make them memorable.

A number of participants emphasized statistics and stories related to drought as message supports, and that the over-arching goal for climate change adaptation in Ethiopia is to save lives of those vulnerable to climate change impacts.

The third workshop session focused on communications channels for disseminating messaging about Ethiopia's NAP process to international audiences. Possible communications channels discussed included the MEFCC website, newsletters, the Climate-L listserv, webinars, infographics, video, technical policy briefs, informal blogs and social media.

In the final exercise, participants identified priority communications channels to promote messaging on their NAP process to international audiences. The priority channels discussed were:

1. Publishing the NAP document and a news item about its launch on the MEFCC website, as well as development partners' websites such as UNFCCC's NAP Central.
2. Preparing policy briefs on topics related to the NAP Process (e.g., an overview of Ethiopia's NAP process, mainstreaming efforts, specific sectoral actions, etc.) through a collaboration between technical and communications staff.
3. Sharing information via social media, including making use of existing pages such as the MEFCC Facebook page.

A next step needed for the above is deciding on a division of responsibilities between technical and communications staff for implementing these communications activities.

In addition to identifying international audiences, the group also discussed priorities for communicating with national audiences. It was noted that internet usage is limited in Ethiopia, so while web-based communication channels are important for international audiences, other channels such as radio, television and print media are very important, as well as making use of established word-of-mouth channels (e.g., communicating climate change adaptation messages to clan leaders who can disseminate messages throughout their clans). Linguistic diversity among national audiences was noted as a potential challenge, and potentially seeking financial support from a development partner for a dedicated national communications campaign was discussed.

In summary, participants contributed useful ideas and thinking towards the development of a communications strategy for Ethiopia's NAP, identifying international and national audiences, developing key messages and message supports, and identifying priority communications channels to reach target audiences.