

# sNAPshot

## Strategic Communications in Peru's National Adaptation Plan (NAP) Process

Country Brief 4B

### Introduction

At least 120 countries have launched National Adaptation Plan (NAP) processes to build their resilience to climate change impacts (United Nations Framework Convention on Climate Change [UNFCCC], 2019). NAP processes are an effective, important vehicle for advancing adaptation efforts as well for facilitating learning within an individual country and between different countries.

Information sharing is a key enabling factor for effective NAP processes, and many governments are choosing to develop NAP communications strategies. Clear, purposeful communication with government and non-government stakeholders throughout the NAP process helps raise awareness of adaptation and the NAP process, clarify stakeholders' roles, prioritize adaptation measures, raise adaptation's profile in the media, and inspire action. By creating and implementing a communications strategy to support the NAP process, NAP teams can build a participatory, inclusive dialogue in order to share



Minister Fabiola Muñoz at the 2018 First Peruvian national Communicators Workshop.

information to encourage stakeholders' active involvement in national adaptation planning and implementation.

Building on an earlier [overview brief](#) on strategic communications for NAP processes, this *sNAPshot* highlights a selection of communications activities and good practices that the Peruvian Ministry of Environment's (MINAM) Directorate of Adaptation to Climate Change and Desertification has undertaken to support national adaptation planning and action with support from development partners, including the NAP Global Network.<sup>1</sup>

<sup>1</sup> This program of support for Peru's NAP process was offered through the [United States In-Country NAP Support Program](#), funded by the US State Department and implemented by the International Institute for Sustainable Development, host of the NAP Global Network Secretariat.

## Box 1. Peru's NAP process

Peru's NAP process has been instrumental in the development of adaptation goals and commitments in its first Nationally Determined Contribution (NDC). The country's NDC lists five priority sectors for adaptation: Water, Fisheries and Aquaculture, Forestry, Agriculture, and Health. Taking its direction from the adaptation goals of the NDC, the NAP process in Peru is a strategic tool for planning and implementing concrete actions to reduce risks and build resilience in the face of the adverse effects of climate change. A NAP document has been developed through support from the NAP Global Network and will be launched in 2020, with time horizons to 2030 and 2050.



WATER



FISHERIES AND  
AQUACULTURE



FORESTRY



AGRICULTURE



HEALTH

## Peru's NAP Communications Strategy Objectives: Empowering stakeholders through communication

A communications strategy to support Peru's NAP process was developed in 2016 with the overall objective of promoting opportunities for dialogue in order to drive action. This strategy is working to achieve the following goals, among others:

- Building high-level political support for the NAP process.
- Building strong links between the NAP process and adaptation in the NDC.
- Fostering a broad participatory and inclusive dialogue to engage stakeholders in climate action.
- Emphasizing how adaptation can provide opportunities to advance Peru's development goals.

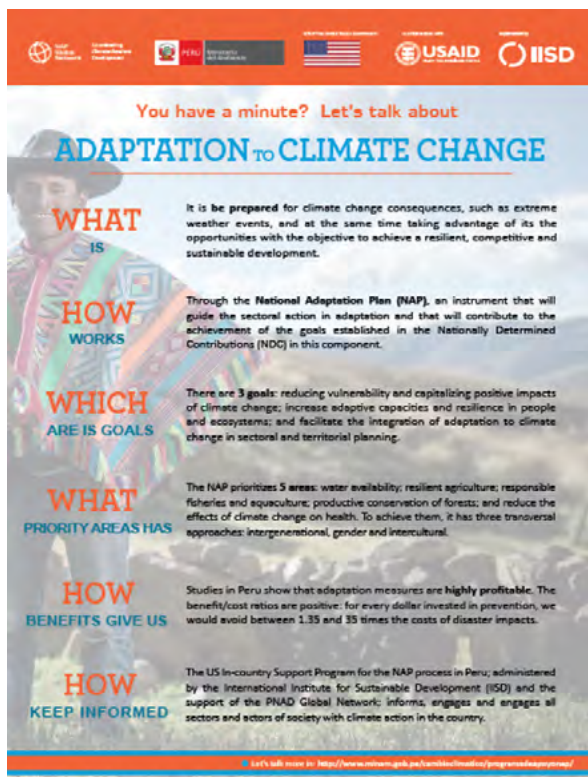
- Raising awareness of the NAP process among rural and urban populations, including civil society groups and private sector actors.
- Leveraging the existing interest in and knowledge of climate change among journalists and communicators (including from government ministries and from Indigenous organizations across the country) to advance the NAP process.

Complementing these objectives, the communications strategy outlined guiding principles for communication, including an **intercultural approach** (including the engagement of Indigenous groups), an **intergenerational perspective** (using Traditional Knowledge and modes of communication alongside newer channels that may have greater appeal to youth) and to carefully **recognize gender** dynamics and tailor the design of communications activities accordingly.

To achieve the above objectives on awareness raising, MINAM has used a diverse range

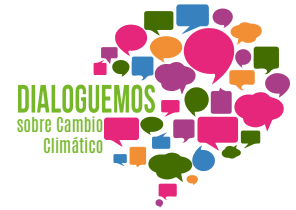
of communications materials, including press releases, radio spots aired in several languages, videos, infographics, social media, a children's comic book, brochure, workshops, and posters. This campaign included a series of policy briefs under the tagline "Have a Minute? Let's Talk About Climate Change Adaptation" outlined responses for common questions, for example that for each PEN 1 Peruvian (USD 0.30) invested in preparing for climate change, Peruvians can save PEN 10 (USD 3.05) in prevented disaster impacts (Republic of Peru, 2016).

MINAM also used slogans to promote climate action, such as "Adaptation is the first step to ensure development," which was the President's key message during the response to the "El Niño" phenomenon (El Niño–Southern Oscillation, or ENSO) in 2017 that caused 163 deaths and led to widespread damage across the country.



## Fostering Dialogue: “The sum of all voices multiplies actions”

To promote stakeholder engagement, the communications strategy prioritized mechanisms and processes to create dialogue. Notably, the *Dialoguemos sobre Cambio Climático* (“Let’s talk about climate change”) process that launched in 2017 engaged stakeholders from all of Peru’s 24 regions.



Another stream of *Dialoguemos* enabled government and civil society to jointly shape the regulation of the Framework Law on Climate Change (FLCC) adopted by Peru’s Congress in 2018, raising the bar for public policy consultation, and engaging stakeholders from across sectors and levels of government in the national efforts on climate change adaptation and mitigation.

## Changing the Message, Not the Climate: Peru’s National Communicators Workshops

MINAM has built a network of climate change communicators across Peru through two national workshops.

The [First Peruvian National Communicators Workshop](#) (DGCCD MINAM, 2018) took place under the *Dialoguemos* process and convened 21 regional journalists, champions, and communicators from 21 regions. This workshop collected input on the FLCC and highlighted how communicators could share stories and information about climate change

in order to help citizens engage in the national effort toward low-carbon and climate-resilient development.

The [Second Peruvian National Communicators Workshop](#) took place in June 2020 as a virtual event due to the global COVID-19 pandemic. The virtual platform allowed for broader participation, with over 200 communicators taking part, and emphasized possibilities of using virtual tools for communications capacity building. WhatsApp and email groups were formed so that the network of communicators who participated can keep this network of climate change communicators actively generating knowledge, communications products, and learning.

Peru's then-Minister of the Environment, Fabiola Muñoz, took part in both workshops, demonstrating high-level political support for climate change communications.

The national workshops were inspired in part through MINAM communications staff's participation in NAP Global Network peer learning events, including a national-level dialogue for journalists on the NAP process in Saint Lucia in 2017 and global-level [Targeted Topics Forums](#) hosted by Fiji and Tanzania (Santillán, 2018).

## Engaging Indigenous groups in Peru's NAP process

Under the *Dialoguemos* process, the Peruvian government is working to engage Indigenous groups in national climate action. MINAM's communications strategy has supported this effort through a campaign with [51 radio spots](#) aimed at raising awareness of climate change adaptation, with 31 airing in the five

most widely spoken Indigenous languages in Peru. MINAM also organized a [workshop for Indigenous communicators](#) with the objective to share lessons on climate change in Indigenous languages.

MINAM's communications strategy also includes [guidelines](#) (DGCCD, 2019) for the development of communication products about climate change considering the use of gender, intercultural, and intergenerational approaches. These guidelines are currently being used by many organizations throughout the country and across Latin America.

Alongside the FLCC, Peru has also launched an Indigenous Climate Platform, giving Indigenous peoples' organizations a right and a mandate to inform climate action and policies, including the NAP process, with their perspectives and priorities. Peru is the first country in the world to establish such a platform.

## Key Lessons

**Communications activities should be developed to achieve clear objectives to support the NAP process and climate action.** Peru's NAP communications strategy prioritized activities and products to advance the NAP process—such as building political will, raising awareness, and building links with adaptation in the NDC. The communication strategy has been successful in enriching and contributing to the success of national processes to formulate adaptation measures in the NDC, enact the FLCC, and support comprehensive management of climate change action.

**The NAP process should establish ongoing dialogue.** National adaptation planning and implementation require the collaboration of all stakeholders, and Peru's Dialoguemos process

shows how a NAP communication strategy can help foster and activate dialogue across regions and stakeholder groups—even in the midst of the pandemic.

**Diversity is a strength: A diversity of communications products is needed.**

Various styles, messages, and even languages should be deployed in order to reach persons of different ages, genders, ethnic backgrounds, and formal education and income levels, as well as persons with different access to (or interest in) media outlets. In Peru, radio spots, videos on social media, meetings, press releases, and briefs, as well as various languages, have been used to keep citizens informed, interested, and keen to get involved in climate change action.

**Everyone has an important message to contribute.** Peru's experience shows that official messages from the Minister of Environment go a long way in raising awareness; but so do stories told by farmers, bus drivers, Indigenous youths, or health workers about their responses to climate change impacts. Grounding the topic of climate change in experiences and stories that are relevant to many individuals will help empower them to get involved in climate action.

**Government communicators should learn from NAP process communications experiences from around the world in order to adopt good practices.** Peru's NAP communications strategy benefitted from drawing on international lessons and experiences from countries such as Saint Lucia, Fiji, and Tanzania, as well as other Latin American countries like Mexico and Colombia. The sum of these exchanges fueled the creativity and implementation of successful communications initiatives that emphasized

adaptation as a global challenge that must be addressed through international cooperation.

**Journalists and communicators are important allies for the government-led NAP process.** Peru's NAP communications experience has been that spreading messages from the government alone is not enough—journalists and other non-government communicators need to be part of the effort to increase understanding about climate change adaptation and build a national dialogue about it.

## Conclusion

The Government of Peru, led by MINAM, has taken a participatory and inclusive approach to communications to support the NAP process, fostering dialogue on adaptation across sectors and across different parts of Peruvian society, guided by gender equality, intercultural, and intergenerational principles.

MINAM's NAP communications strategy has used a diversity of messages and communications channels to reach diverse audiences to achieve its objectives; notably, fostering genuine participation from civil society stakeholders—including Indigenous groups—to make their voices heard in the NAP process.

As Peru prepares to publish its first National Adaptation Plan, the inclusive, participatory approach that the government has taken to communications has laid the foundation for ownership of adaptation actions by stakeholders across the country.

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### About the NAP Global Network and sNAPshots series

The NAP Global Network was created in 2014 to support developing countries in advancing their NAP processes, and help accelerate adaptation efforts around the world. sNAPshots highlight examples of how countries are currently approaching different aspects of the NAP process. If interested in participating the NAP Global Network, please [sign up online](#).

The opinions, findings and conclusions stated herein are those of the authors and do not necessarily reflect those of the Network's funders.



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