



# Report on Capacity Development and Engagement for Media and Climate Science Practitioners Forums in the Horn of Africa Drylands



Isiolo | Addis Ababa | Hargeisa

2023



## Executive Summary

IGAD Climate Prediction and Applications Centre (ICPAC) and its partners under the Down2Earth project conducted a series of Capacity Development and Engagement forums for Media and Climate Science Practitioners in the Horn of Africa Drylands (HAD) in Isiolo, Addis Ababa and Hargeisa. The objective of the engagements were; i) Creating a learning forum through exchange of ideas between journalists and science experts on climate change, food security and water scarcity reporting; and ii) Strengthening the capacity of journalists to develop Seasonal Media Action Plans (SMAP) and implement them. Over seventy five (75) journalists and media practitioners across the three HAD areas were trained on: Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues; Application of climate and water terminologies relevant for daily local media reporting; Seasonal Media Action Plans (S-MAPs); Massive Open Online Course (MOOC) on Reporting on Climate Change; Press conference management and mmedia feedback mechanism and tools.

Key outcomes from the capacity development forum are highlighted below.

- Media practitioners in the region are already disseminating climate information but further capacity strengthening should go towards engaging on climate and water terminologies and especially understanding what terms mean to end-users. In general, using the commonly understood terminologies from the end-user's side to relay climate information can foster uptake.
- Contextualizing the training based on the targeted community dynamics and needs is central towards increasing information uptake
- For example, In Isiolo county, the most commonly used language for reporting is Kiswahili together with other local languages (Borana/Turkana/Meru/Samburu). In Addis Ababa, Amharic is commonly used while Oromia is common in Mieso while in Somaliland, Somali is predominantly used. This shows that the importance of disseminating climate information in these languages cannot be overemphasized. In addition to this, radio remains the most used medium of communication that reaches most people. Social media is also used especially for urban and suburban dwellers mostly young people.
- Effective and clear communication by scientists enhances information outreach and breach the knowledge gap that exists. This impacts the uptake of the information when end-users clearly understand the specific impacts for example, a forecast pointing towards above normal precipitation.
- SMAPs provide a realistic way of planning for seasons by journalists. These plans if followed up and implemented have the potential to result in increased reporting and dissemination of climate information.
- The importance of disseminating information in local languages cannot be overemphasized – uptake of information in local languages understood by the target



audience is much higher for instance as compared to using English in all three countries.

- There is also the understanding that local journalists are best placed to report about the issues happening in their locality and what impacts climate change might be having on these areas since they know the contexts and understand the local language, culture and dynamics to ensure accurate reporting and dissemination of information.
- There is great potential of local media practitioners in reporting impact stories of various hazards. Participants demonstrated this when presenting on how to communicate a flooding scenario (reaching out to the local chiefs, local government, livestock experts, health practitioners etc as well as forecasters to provide expert views).
- The training presents some recommendations that can be followed through by ICPAC and other stakeholders. Further capacity strengthening should go towards engaging on climate and water terminologies and especially understanding what terms mean to end-users; Improving communication between scientists and media experts is important for ease of understanding of technical terminologies; Tools for learning such as the Massive Open Online Courses (MOOCs) on climate reporting etc have to incorporate local contexts and experiences for these to be useful and more relatable to the target audience; It is therefore imperative that these journalists are engaged to ensure better dissemination of information as well as enhanced generation and reporting on climate stories.
- Additionally, there is need to put together a mechanism for monitoring and documenting the outcome and impact of the trainings. This will enable further learning better planning for dissemination and engagement with media and end-users by the project.

The workshops enabled a further [mapping of media practitioners](#) in the region. This network is critical for future dissemination of climate information. As a result of these engagement, journalists are currently active in communicating and disseminating information via their media outlets and on the social media platforms on climate change issues.

The training has provided a clear need to develop training manual on communication and dissemination strategy in local languages across the HAD regions. Such materials will support continuous engagement even beyond the project timelines. Further, development of a stakeholder database for each region is necessary to enhance/streamline collaboration and sharing of information within the region. Some videos providing insights into the forums in [Isiolo](#), [Addis Ababa](#) and [Hargeisa](#) were put together and detailed reports on the forums are included below.



## Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
<b>1. Introduction .....</b>	<b>6</b>
<b>2. Objectives of the Workshop .....</b>	<b>6</b>
<b>A. ISIOLO .....</b>	<b>7</b>
<b>A.1 Summary .....</b>	<b>8</b>
<b>A.2 Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues .....</b>	<b>9</b>
A.2.1 Opening Session .....	9
A.2.2 Mapping out workshop outcome & expectations.....	9
A.2.3 Application of climate and water terminologies relevant for daily local media reporting .....	9
A.2.4 Local language dynamics in communication .....	11
A.2.5 Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security) .....	11
A.2.6 Reporting Impact storylines .....	11
<b>A.3 Strengthening communication and impact reporting within local journalism .....</b>	<b>11</b>
A.3.1 Case scenarios reporting .....	12
A.3.2 Seasonal Media Action Plan (SMAP) .....	12
A.3.3 Understanding feedback mechanism/communities' response .....	14
A.3.4 Remarks by the County Commissioner .....	16
A.3.5 Existing structures in the county with regards to Early Warning System. ....	16
A.3.6 Reporting Exercises/Case Scenarios .....	16
<b>A.4 Sustainability strategies and continuous engagements .....</b>	<b>17</b>
A.4.1 Demonstration of MOOC and other tools for effective media engagement.....	17
A.4.2 Workshop Evaluation .....	17
<b>A.5 Conclusion and way forward .....</b>	<b>18</b>
A.5.1 Closing Session.....	18
A.5.2 Way Forward and Recommendations .....	18
<b>A.6 Annexes.....</b>	<b>20</b>
A.6.1 List of Participants .....	20
A.6.2 Agenda .....	21
<b>B. ADDIS ABABA .....</b>	<b>22</b>
<b>B.1 Summary .....</b>	<b>23</b>
<b>B.2 Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues .....</b>	<b>24</b>
B.2.1 Opening Session .....	24
B.2.2 Mapping out workshop outcome & expectations.....	24
B.2.3 Down2Earth project Communication strategy.....	25
B.2.4 Application of climate and water terminologies relevant for daily local media reporting .....	25
B.2.5 Local language dynamics in communication .....	26



B.2.6	Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security) .....	27
B.2.7	Reporting Impact storylines .....	27
<b>B.3</b>	<b>Strengthening communication and impact reporting within local Journalism .....</b>	<b>27</b>
B.3.1	Case scenarios reporting .....	27
B.3.2	Seasonal Media Action Plan (SMAP) .....	28
B.3.3	Understanding feedback mechanism/communities' response .....	29
B.3.4	Science Museum.....	30
<b>B.4</b>	<b>Sustainability strategies/continuous engagements .....</b>	<b>31</b>
B.4.1	Demonstration of how MOOC and other tools for effective media engagement .....	31
B.4.2	Press Conferences .....	32
B.4.3	Workshop Evaluation .....	32
<b>B.5</b>	<b>Conclusion and way forward .....</b>	<b>33</b>
B.5.1	Closing Session.....	33
B.5.2	Way Forward and Recommendations .....	33
<b>B.6</b>	<b>Annexes.....</b>	<b>36</b>
B.6.1	List of Participants .....	36
B.6.2	Agenda.....	37
<b>C.</b>	<b>HARGEISA.....</b>	<b>38</b>
<b>C.1</b>	<b>Summary .....</b>	<b>39</b>
<b>C.2</b>	<b>Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues .....</b>	<b>40</b>
C.2.1	Opening Session .....	40
C.2.2	Mapping out workshop outcome & expectations.....	40
C.2.3	Down2Earth project Communication strategy.....	41
C.2.4	Application of climate and water terminologies relevant for daily local media reporting.....	41
<b>C.3</b>	<b>Strengthening communication and impact reporting within local Journalism .....</b>	<b>43</b>
C.3.1	Case scenarios reporting .....	43
C.3.2	Seasonal Media Action Plan (SMAP) .....	44
C.3.3	Understanding feedback mechanism/communities' response .....	45
C.3.4	Press conference management.....	46
<b>C.4</b>	<b>Sustainability strategies/continuous engagements .....</b>	<b>47</b>
C.4.1	Demonstration of how MOOC and other tools for effective media engagement .....	47
C.4.2	Workshop Evaluation .....	47
<b>C.5</b>	<b>Conclusion and way forward .....</b>	<b>48</b>
C.5.1	Closing Session.....	48
C.5.2	Way Forward and Recommendations .....	49
<b>C.6</b>	<b>Annexes.....</b>	<b>52</b>
C.6.1	List of Participants .....	52
C.6.2	Agenda.....	53





## **1. Introduction**

The Down2Earth project seeks to address the multi-faceted challenges of water scarcity and food insecurity under climate change in Horn of Africa Drylands, by facilitating community-centered adaptation and resilience to climate change. In a bid to strengthen climate science communication, the project works to build the capacity of journalists and communicators for effective communication of usually jargon-laden and highly scientific climate information to end users.

Strengthening the capacity of targeted media practitioners to produce relevant, accurate, culturally sensitive content with a particular focus on water scarcity, food insecurity, and climatic adaptation by rural communities is a key priority of the project. Leveraging on existing initiatives such as the Season Media Action Plan (SMAP), helps in mainstreaming weather and climate information within the day-to-day activities. The major obstacle to achieve this has been that climate products produced by climate scientists comprise scientific terminologies that are complex for use by ordinary practicing journalists and communicators. Furthermore, there is a lack of coordinated efforts to transfer climate information to the end users. This impairs and jeopardizes the positive effects that would be derived from climate information. This also reverses the advantages of climate information that would re-enforce activities that can inspire change and ultimately contribute to better agriculture productivity, enhanced livelihoods and improved household nutrition.

Co-production provides linkages and bridges the gap between science and media practitioners. This is critical in delivering reliable, co-produced and accessible seasonal and other climate services to the end users. In view of the above, ICPAC and other partners organized science-media workshops aimed at fostering better collaboration between science and media practitioners for effective communication and delivery of information on climate change, food security and water scarcity challenges in the HAD areas of Somalia, Kenya and Ethiopia.

## **2. Objectives of the Workshop**

- i. Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues
- ii. Understanding Effective Media Engagement tools and Platforms
- iii. Sustainability strategies/continuous engagements to improve dissemination and communication mechanism

This report provides details on how the workshops were delivered and highlights the outcomes from the workshops. These will form a basis for future engagement with media while implementing the activities in the Down2Earth project.



## A.ISIOLO



## A.1 Summary

The Isiolo workshop which was conducted from 16 – 18<sup>th</sup> August 2023 was attended by over 30 participants (journalists and scientists). Participants reported that they had gained skills and additional knowledge from the different sessions and also through engaging and sharing ideas with each other. In working together to report during the group exercises and case scenario's participants got a chance to reflect on the various media dissemination platforms such as radio, TV and social media platforms and how to leverage these for maximum output in terms of dissemination and feedback. The Down2Earth Project whose aim is the translation of climate information for decision making by end-users to address water scarcity and food security will thus draw from this in disseminating the final outputs from the project.

The Seasonal Media Action Plan (SMAP) developed by the journalists if implemented will lead to increased coverage and further spotlight climate impacts in Isiolo as well as what communities are doing to adapt to climate change.

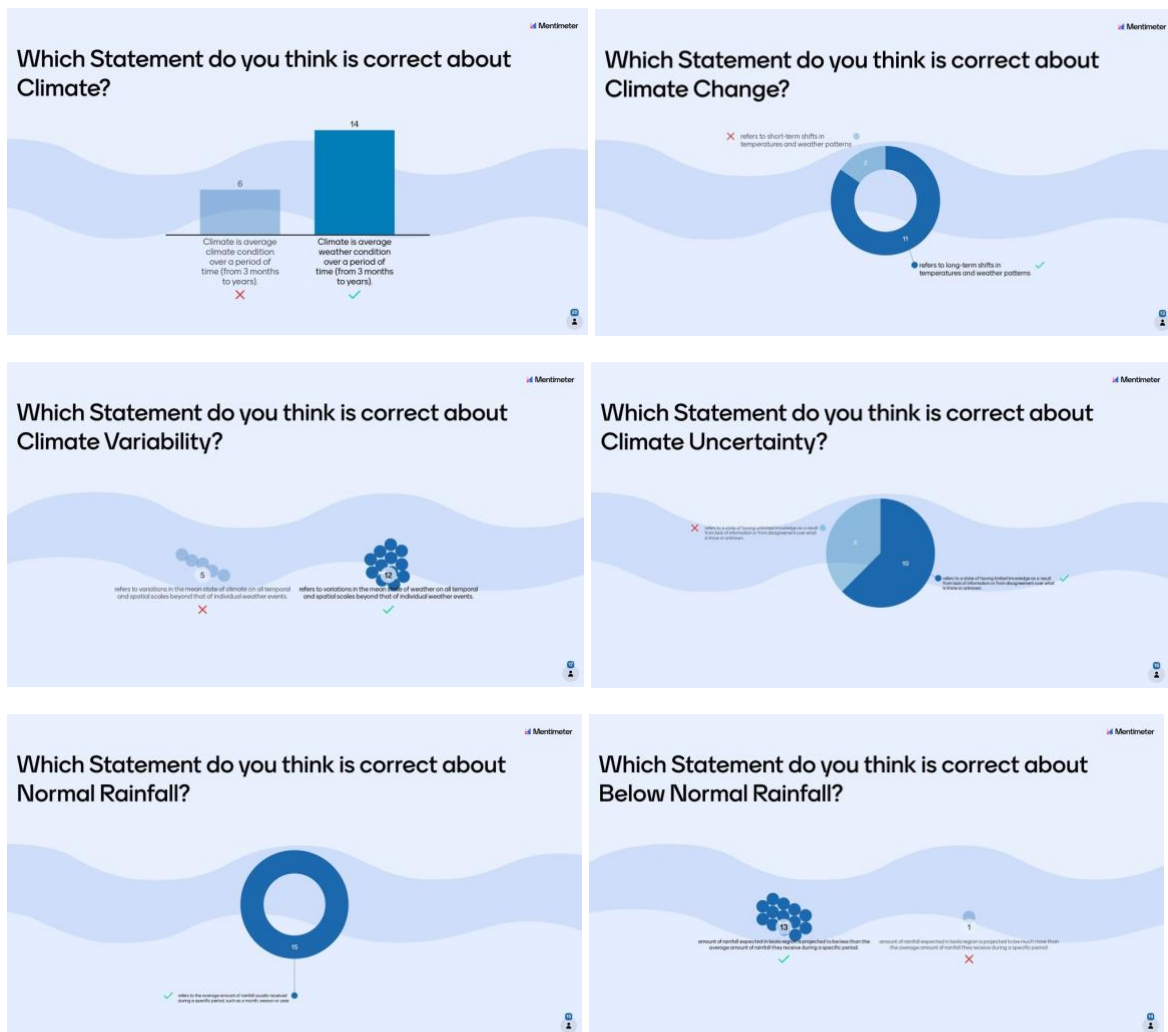
Key outcomes from the training were to map existing media and other stakeholders in Isiolo for more coordinated engagement and reporting on climate. Financial support to journalists would also be welcome to increase reporting on climate. Journalists also called for involvement and engagement of media editors in future trainings since they are responsible for decision making on stories which get covered/reported as well as the allocation of resources for this.







on the questions asked, the answers given, and the number of people who participated in the exercise. This is also shown below.



The main terminologies covered at this session include climate change, climate variability, the distinction between weather and climate, above normal rainfall, Indian Ocean Dipole (above average rainfall caused by a positive Indian ocean dipole), below average rainfall (associated with a negative Indian Ocean Dipole), La Niña and El Niño, extreme weather and climate events, projections, forecasts, greenhouse gases, and uncertainty among others. There were also discussions around deterministic forecast vs probabilistic forecast.

### Key terminologies related to water resources and hydrological forecasts

The session focussed on discussing terms such as hydrology, hydrological cycle, hydrological analysis, watershed (catchment), precipitation, infiltration capacity, groundwater, artificial recharge (manmade recharge for groundwater), surface runoff, streamflow, hydrological risks (flood, drought), water scarcity, food security, hydrological models (tools used to simplify and simulate real world water systems e.g. through Down2Earth project, CUWALID model is being developed), hydrological forecast & prediction, probability and probability range, climate mitigation vs adaptation, and climate resilience.



#### **A.2.4 Local language dynamics in communication**

The session focused on the languages used in Isiolo. These are: Kiswahili, Borana, Meru, Turkana and Samburu. It was agreed that local language reporting ensures the audience understands what one is reporting and helps bring the attention of people to an impending hazard. It provides proximity, in how the news is relayed to the audience while making the story more interesting while at the same time helping establish strong connections between the audience and reporters. It is also easy to reach more people thus leaves no one behind.

Participants observed that while they can now use the knowledge gained to better translate and communicate effectively local language translation at times affects the meaning of the wording and terminologies. This is compounded by the fact that there is inadequate expertise to consult on technical terminologies, illiteracy level poses difficulty in understanding terminologies and that documented information that relates to African ASALs directly and especially for children, is lacking e.g., audio-visual materials for African children thus difficult for them to relate. There is a further issue of lack of resources to conduct local reporting and document climate stories.

#### **A.2.5 Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security)**

The participants deliberated and reported on climate impacts namely water scarcity and food insecurity. The groups reporting was done using two main languages: Kiswahili and Borana.

#### **A.2.6 Reporting Impact storylines**

This session showed a trailer of the film '[Between the Rains](#)' that was set to premier at the Africa Climate Summit. The film focuses on the impacts of climate change has had on one of the pastoralist communities, how it affects community relations, and how it eventually leads to conflicts and even death. The film which has premiered abroad has brought about awareness about Ngaremara area and the associated climate impacts and most people would like to come to Isiolo and find out how they could assist the community to cope with the adverse impacts of climate change.

Different journalists also shared some links to the stories they have produced which can be found [here](#).

### **A.3 Strengthening communication and impact reporting within local journalism**

Day 2 started with a recap of the first day. Participants recalled the session on translating information into local languages for better understanding by local communities. They also highlighted some key terminologies in climate and water e.g., the hydrology cycle that were covered.



### **A.3.1 Case scenarios reporting**

During this session, the journalists and scientists were divided into groups where they reported on a hazard from their locality in their language. There were two groups one reporting in Borana and the other in Kiswahili.

The group reporting in Borana language interviewed the water officer on the ongoing floods. The group reporting in Kiswahili held interviews with the meteorology department, the public health officer, a community member on what they have experienced including the loss of livestock, property as well as the waterborne diseases.

These culminated into interesting discussions on reporting early warning where it was agreed that this also has to include expert input and actions community members and other stakeholders ought to take. In terms of awareness creation, it is important for media to be on the lookout for the happenings and to be able to report on this beforehand. Normally there are three scenarios', reporting before and creating awareness; reporting when an event happens then reporting after it has happened.

Before the event e.g., floods, the community members are advised to move to higher ground etc; once it happens you have to look at what is affected and after things have normalized there is still need to evaluate and see what more ought to be done to reduce the impacts in future.

### **A.3.2 Seasonal Media Action Plan (SMAP)**

Planning for a season is done in the hope that the season will go a particular way. Communities plan for the next season so media has to plan the way that communities do this for instance the way pastoralists plan to migrate with their livestock in a particular season. The main purpose of SMAP is to sensitize media and other stakeholders on the expected season. To develop a good SMAP, journalists have to be able to use their platforms to ask questions that help inform the communities.

Some important aspects to note about the SMAPs are:

- Some community members believe in traditional forecasters more than the scientific weather forecasts by government thus there is need to actually understand and work with them in understanding how this works and being able to integrate.
- Co-production and co-ownership are important elements.

In light of the above therefore, if media can work with government experts, other stakeholders and communities including the traditional forecasters then the season is well planned for any eventualities. Under such scenario, it is thus possible to have a plan that encompasses all stakeholders for example seed sellers to ensure that the farmers have good information and use it for a good season.



To be able to reach local communities, media can engage with civil society by going to the villages alongside civil society community projects to report on these as well as engage the communities. It is worth noting that in Taita Taveta county this has been successfully trialled and currently the media continues to closely collaborate with civil society.

The main purpose of SMAPs is to sensitize media and other stakeholders on the expected season. To develop a good SMAP, journalists have to be able to use their platforms to ask questions for instance, 'chini ya watan wakulima ama wafugaji wafanye nini?'<sup>1</sup>. This helps to inform the communities.

It is also important to understand how people consume and use media information. In Isiolo county for instance, radio stations such as Angaaf and Garba Tulla radio could be popular with specific types of audiences, online and social media more popular amongst youth etc. How to reach different audiences should thus be a key consideration.

The importance of using and sharing the information across platforms was also highlighted. An important point for discussion was about sustainability of climate reporting and whether good programming or availability of funds came first. While there is not an express answer for this, journalists were advised to consider ways in which they would achieve their objectives with or without availability of funds considering partnerships and other ways of incorporating climate reporting. Other ideas that can enhance visibility and attract funding can be engaging in climate story challenges, award schemes, story grants etc.

There is need to have platforms where perspectives and stories are shared to enable peer-to-peer sharing and cross-learning – this way there are opportunities to further develop skills and enhance reporting.

The four pillars of an SMAP include understanding the media landscape encompassing the social, economic & cultural conditions; engagement in seasonal forecasts releases, media engagement & training on concepts and the co-design and co-production of downscaled SMAPs.

The Kenya Meteorology Department in Isiolo noted that for the PSPs – traditional forecasters were engaged in discussions and planning for the season. So far, the county has worked with the Turkana, Samburu and Borana community forecasters. The traditional forecasts in most instances aligns with the meteorological forecasts and when they work together, they are able to own the process as well as better disseminate the seasonal outlook.

It is however important to note that traditional forecasters face some challenges as a result of changes in indicators – e.g., acacia trees, animals, insects, birds etc now behave differently due to climate change among other factors.

Additionally, it is important to document traditional knowledge as well, even as knowledge from the climate scientists appears to be given priority. When disseminating climate

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<sup>1</sup> What should farmers do when the forecast shows below normal rainfall?





information, it is imperative to note that forecasts are probabilistic thus it is up to the decision makers to be able to use the information to come to a decision.

For SMAPs, each media has to decide what to do/what is possible in a given season at specific timescales. The idea with the SMAP is to have conversations going on throughout the season.

The SMAP developed by the participants is shown below.

Month	Week	Activity	Key Broadcast Indicator	Media			
				NEWSPAPER	FM RADIO	SM	TV
June	1	Talk to the weather department in Isiolo county	News bulletin	n/a	Radio Angaaf, Shahidi, Ibse and Nagaa radio	Facebook posts	Citizen TV
	2	A visit to weather station to see key indicators that promoted to their findings	Talk shows and newspaper columns	Daily nation	Radio Angaaf and radio Shahidi	Facebook posts	KTN News
	3	Field visit in regards to flooding in Iresabor	Radio announcements	Press point	All FM stations in Isiolo	Twitter	Tv 47
	4	Visit county special programme to find out what measures they are taking distributes basic necessities; food items and non-food items.	News bulletin / radio talk show	Tukio news	All FM stations in Isiolo county.	Twitter	
July	1	Interview with the meteorological department on whether there is likelihood of more flooding due to above rainfall	Radio talk shows / columns	Press point	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Facebook page	Citizen
	2	Visit to the health department to understand whether there has been any disease outbreak and their response.	Radio talk shows / newspaper column	Daily nation	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Facebook	KTN
	3	Get back to the residents to assess damages caused after the heavy rainfall causing floods.	News bulletin / newspaper column	Press point	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Facebook posts	Tv 47
	4	Visit Ngo's what humanitarian assist they can give to the affected residents.	News bulletins / Vox pops/ newspapers columns	Daily nation	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Facebook posts	Tv 47
August	1	Have an interview with the meteorological department on weather status in the next 2 weeks period.	News bulletin	N/a	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa. Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Twitter	Citizen
	2	Visit livestock keepers and farmers on how they are likely to be impacted.	Talk shows	Press point/ daily nation	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	Facebook post	KTN
	3	Visit the office of the county executive committee member for agriculture on how they intend to support farmers by giving certified seeds and practicing best farming activities.	News bulletins / newspaper columns, radio program	Daily nation/ press point	Radio Angaaf, garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	KTN news
	4	Do a live interview	Radio program	Daily nation/ press point	Radio Angaaf, garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	Tv 47
September	1	Have a conference with the meteorological department based on weather changes; rainfall in Isiolo county	Newspaper columns	Kenya news agency	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	Citizen
	2	Interview farmers in the field; reach out.	Radio talk show	Daily nation	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	KTN
	3	Interview with NGO's, county agriculture officers and other stakeholders.	News bulletin and programs	Press point	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	Citizen
	4	Have a live interview	Radio program	Press point	Radio Angaaf, Garbatulla radio, Ibse radio, radio Shahidi and Nagaa.	All	TV 47

### A.3.3 Understanding feedback mechanism/communities' response

*'Feedback is the oxygen for what we do' - Collison*



All feedback whether positive or negative is good. With positive or negative criticism there is a chance to change for the better. This is especially important when dealing with lives and livelihoods.

Responding to feedback is thus critical and there are various ways through which this can be done. These include:

1. Call-ins: for radio – you have to explain the context first to get feedback
2. For pictures on social media use a description so that you can get informed feedback. This also applies for when action is expected e.g., from policymakers etc
3. Testimonies from users – verifiability, credibility, enables self-correction, working with stakeholders at the grassroots,
4. Voice SMS – better for dissemination in local languages.
5. Interviews – e.g., with the met director, users etc.

Collecting feedback from social media can be done via Facebook surveys, direct messages, Insta stories etc.

**Kobo Toolbox** – This is a free tool that journalists can use to derive feedback. This tool can be used to design questionnaire that can be sent to users/listeners. The tool is easily accessible via mobile phones and usable with limited internet access and can be adapted to different languages depending on the audience.

**Letters to the editor** are also a way of deriving feedback but could be adapted to voice notes sent to a WhatsApp for instance (extensively used in Senegal) instead of letters which are no longer popular.

### **Feedback management**

To be able to get feedback consider the following aspects:

- Provide information that can generate feedback.
- Have great content.
- Promote community inclusion.
- Respond to feedback.

Discussions centred around the forecast and when they are issued. The county directorate for meteorological services noted that three forecast products are normally issued. These are: seasonal, monthly and weekly forecasts. The challenge lies in the dissemination of the forecasts thus media should be more involved in sharing the forecasts so that community members and other stakeholders can be able to use this in their decision making. The Isiolo County Meteorological office uses WhatsApp to disseminate climate information widely. Some journalists also have platforms where events that happen or information in the county relating to weather and climate is normally shared for dissemination.



It was also noted that flood data and information is also important for example streamflow affected by rainfall in the highlands (e.g., Mt Kenya and Aberdares) and so on which has an impact for areas in Isiolo county.

#### **A.3.4 Remarks by the County Commissioner**

The Isiolo County Commissioner, Mr. Geoffrey Omoding, made time to attend the workshop on the second day since he had been unavailable during the opening session. In his remarks spoke about the importance of information dissemination. He noted that by roping in media to build capacity for reporting on weather and climate – a lot of issues are resolved including the climate change challenge, water issues, conflicts etc. He added that it is important that when climate issues are addressed there is also need to address other issues affecting communities such as conflicts etc.

The media has a role to get the correct and reliable information because incorrect information can be distorted and lead to adverse impact for the end users. It follows therefore that skills garnered at the workshop will support the community. He added that as government there is need to ensure that all areas are secure, and that media is not at risk of attacks thus has put in place measures to ensure safety and security of the journalists as they do their work.

He added that there is also the value of experiencing and sharing the best practices from across the region since countries in the region have shared issues and can benefit and learn from each other. It would thus be interesting to engage journalists from the three countries in one training so that they can share experiences.

#### **A.3.5 Existing structures in the county with regards to Early Warning System.**

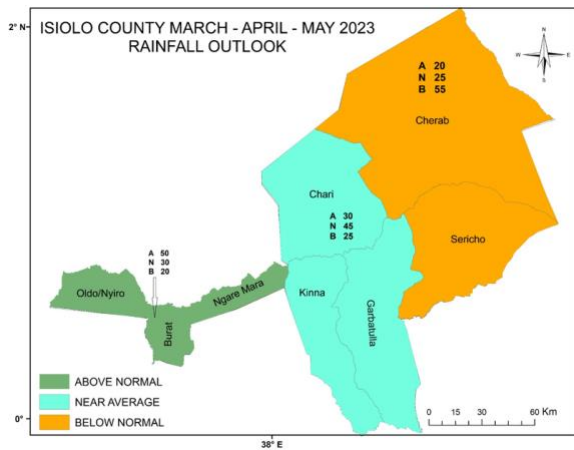
This session focussed on [Community Based Observation Network](#) (CBON) in Isiolo which is a community-based platform where community observers collect data transmitted to the system, the data is used for decision making. This targets pastoralists and women groups.

The platform relays information on the impacts of weather conditions at that time, what has been done and what has not been done.

#### **A.3.6 Reporting Exercises/Case Scenarios**

Case scenario of MAM 2023 forecasts and it's impacts to various sectors (Water, Livestock, Food security) was presented. The 3 climatic zones in Isiolo were also presented (Isiolo North, Isiolo South and Ol Donyiro). It was explained that forecasts are given per ward, using percentiles and write-ups accompany the forecasts to explain the rainfall outlook. It was explained that these forecasts can be issued per any desired duration ranging from minutes





to days to months and that annual mean temperatures go hand in hand with annual mean rainfall.

Journalists took time to report on the scenario's given after discussions in two groups. They presented this in Kiswahili and Borana where they interviewed a number of stakeholders who gave insights about the upcoming season and indicated measure their respective agencies had taken to protect

livelihoods as well as what actions community members were expected to take in light of the forecast.

#### A.4 Sustainability strategies and continuous engagements

##### A.4.1 Demonstration of MOOC and other tools for effective media engagement

The participants took part in the MOOC prior to the workshop thus the session was meant to give an overview to enhance their understanding of various basic and key terminologies applied to climate change which they had encountered. There was a focus on the element of solution-based journalism where journalists should strive as much as possible to incorporate solutions in their reporting rather than focussing on problems.



### PROOF OF COMPLETION

This is to prove that

**Collins Luke**

Has successfully completed

**A solutions journalism approach**

16th August 2023



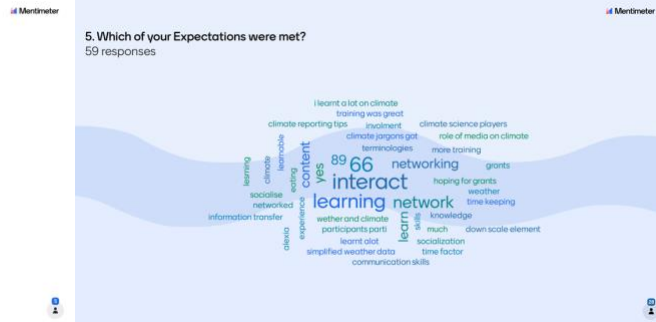
*An example of certificate of completion from MOOC*

##### A.4.2 Workshop Evaluation

As the workshop came to an end the participants were asked to provide feedback on the content and other aspects of the workshop via Mentimeter. The results indicate that overall, the participants were satisfied by the content of the workshop and the facilitation.



Which session(s) did you find most interesting? (comment on each as applicable)  
14 responses



## A.5 Conclusion and way forward

### A.5.1 Closing Session

In his closing remarks, the Deputy County Commissioner acknowledged D2E project support in convening the training which has provided greater opportunity for journalists to generate more impact stories on climate change and adaptation in Isiolo which remains heavily impacted by climate change. The Deputy County Commissioner reiterated that, ‘reporting is important to uncover the truth, but capacity building helps journalist to know how to do this better’.

### A.5.2 Way Forward and Recommendations

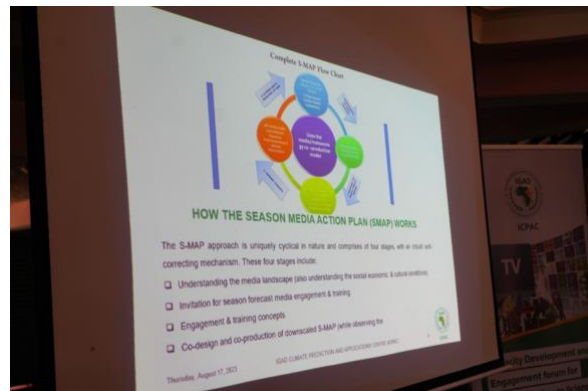
Participants reflected on some of the topics covered at the training workshop. Most of the participants noted that the session on terminologies, SMAPs, feedback, case scenario reporting among others had been among the most interesting and they had learnt a lot from these. Most participants acknowledged that they had gained knowledge and skills during the three days of training and that this would be beneficial for their work. Majority felt more confident that they would now be more capable to use media to raise awareness and report on climate issues. A summary video of the training can be found [here](#).

One of the main recommendations highlighted by the participants was the call for enhanced empowerment of local journalists with greater focus aligned to various key sectors in Isiolo. For better engagement, the project should consider working with already established networks of journalists on climate change issues. There are also many networks of journalists, development actors and humanitarian agencies, climate change experts, government agencies and NGOs working in Isiolo that are not mapped thus efforts should be made to map them for better coordination in future. Participants also called for further support for journalists including through providing grants and funds for them to be able to do more climate reporting.





# Isiolo Photo Collage



## A.6 Annexes

### A.6.1 List of Participants

MEDIA TRAINING WORKSHOP IN ISIOLO KENYA FROM 16-18 AUGUST 2023

ATTENDANCE LIST							
INFORMATION DETAILS OF PARTICIPANT							
No	Name of Participant	F / M	Organis ation / Country	Email Address	Day 1 16/8/2023	Day 2 17/8/2023	Day 3 18/8/2023
1	MOSES THOMAS	M	Kenya TV	thomas.moses@gmail.com	✓	✓	✓
2	KENNETH KIPROCH	M	Claremont Makheri	kenandkimbri@gmail.com	✓	✓	✓
3	Yvonne Mwangi	F	Kenya TV	Yvonnemwangi@gmail.com	✓	✓	✓
4	Khalid Hassanali	M	CRIC	khalid.hassanali@cric.int	✓	✓	✓
5	Collins Mwangi	M	Kenya TV	collinsmwangi@gmail.com	✓	✓	✓
6	WALTER WATIMU	M	KNMG	walter.watimu@gmail.com	✓	✓	✓
7	Mabel Gonyea	M	Kenya TV	mabel.gonyea@gmail.com	✓	✓	✓
8	BETH LUKE	F	Kenya TV	beth.luke@gmail.com	✓	✓	✓
9	Osman Bageja	M	Kenya TV	osmanbageja@gmail.com	✓	✓	✓
10	George Kibici	M	Kenya TV	george.kibici@gmail.com	✓	✓	✓

MEDIA TRAINING WORKSHOP IN ISIOLO KENYA FROM 16-18 AUGUST 2023

ATTENDANCE LIST							
INFORMATION DETAILS OF PARTICIPANT							
No	Name of Participant	F / M	Organis ation / Country	Email Address	Day 1 16/8/2023	Day 2 17/8/2023	Day 3 18/8/2023
1	WALTER WATIMU	M	Kenya TV	walter.watimu@gmail.com	✓	✓	✓
2	JERRY MUKIRO	M	Kenya TV	jerry.mukiro@gmail.com	✓	✓	✓
3	BENNY MUKIRO	M	Kenya TV	benny.mukiro@gmail.com	✓	✓	✓
4	George Ches	M	Kenya TV	george.ches@gmail.com	✓	✓	✓
5	Pauline Nyong'o	F	WRA	nyongopauline@gmail.com	✓	✓	✓
6	Joyce Juma	F	WRA	joyce.juma@gmail.com	✓	✓	✓
7	Hadija Libani	F	WRA	hadija.libani@gmail.com	✓	✓	✓
8	Hadija Mohamed	F	WRA	hadija.mohamed@gmail.com	✓	✓	✓
9	Laura Muthoni	F	WRA	laura.muthoni@gmail.com	✓	✓	✓
10	Mohamed Wale Kase	M	WRA	mohamed.walekase@gmail.com	✓	✓	✓

MEDIA TRAINING WORKSHOP IN ISIOLO KENYA FROM 16-18 AUGUST 2023

ATTENDANCE LIST							
INFORMATION DETAILS OF PARTICIPANT							
No	Name of Participant	F / M	Organis ation / Country	Email Address	Day 1 16/8/2023	Day 2 17/8/2023	Day 3 18/8/2023
1	Abdullah Mwangi	M	WRA	abdullah.mwangi@gmail.com	✓	✓	✓
2	HARON SHAMU	M	WRA	haron.shamu@gmail.com	✓	✓	✓
3	ABRHAM LAKISHA	M	WRA	abraham.lakisha@gmail.com	✓	✓	✓
4	MARSHI MAHUSA	M	WRA	marshi.mahusa@gmail.com	✓	✓	✓
5	HUSSEIN MBERE	M	WRA	hussein.mbere@gmail.com	✓	✓	✓
6	MWANGI J. KENNETH	M	WRA	mwangi.j.kenneth@gmail.com	✓	✓	✓
7	Daniel Kalusa	M	WRA	daniel.kalusa@gmail.com	✓	✓	✓
8	Eva Wangari Mwangi	F	WRA	eva.wangari.mwangi@gmail.com	✓	✓	✓
9	HENRY MURITHI	M	WRA	henry.murithi@gmail.com	✓	✓	✓
10	Abdullah Omar	M	WRA	abdullah.omar@gmail.com	✓	✓	✓

MEDIA TRAINING WORKSHOP IN ISIOLO KENYA FROM 16-18 AUGUST 2023

ATTENDANCE LIST							
INFORMATION DETAILS OF PARTICIPANT							
No	Name of Participant	F / M	Organis ation / Country	Email Address	Day 1 16/8/2023	Day 2 17/8/2023	Day 3 18/8/2023
1	Lucy Kibici	F	WRA	lucy.kibici@gmail.com	✓	✓	✓
2	AGUSTA NIKIYA	F	WRA	agusta.nikiya@gmail.com	✓	✓	✓
3	Richard Ochi	M	WRA	richard.ochi@gmail.com	✓	✓	✓
4	HARON SHAMU	M	WRA	haron.shamu@gmail.com	✓	✓	✓
5	Kenneth Mwangi	M	WRA	kenneth.mwangi@gmail.com	✓	✓	✓
6	Yvonne Mwangi	F	WRA	yvonne.mwangi@gmail.com	✓	✓	✓
7	Peter Mwangi	M	WRA	peter.mwangi@gmail.com	✓	✓	✓
8	CHRISTOPHER Mwangi	M	WRA	christopher.mwangi@gmail.com	✓	✓	✓
9	ANNE M. Mwangi	F	WRA	anne.m.mwangi@gmail.com	✓	✓	✓
10	Agatha Wanjiku	F	WRA	agatha.wanjiku@gmail.com	✓	✓	✓

MEDIA TRAINING WORKSHOP IN ISIOLO KENYA FROM 16-18 AUGUST 2023

ATTENDANCE LIST							
INFORMATION DETAILS OF PARTICIPANT							
No	Name of Participant	F / M	Organis ation / Country	Email Address	Day 1 16/8/2023	Day 2 17/8/2023	Day 3 18/8/2023
1	COLLEEN KORE	F	WRA	colleen.kore@gmail.com	✓	✓	✓
2	Abebe Tadego	M	WRA	abebe.tadego@gmail.com	✓	✓	✓
3	Winnie Khumbwa	F	WRA	winnie.khumbwa@gmail.com	✓	✓	✓
4	EZEKIEL MWITI	M	WRA	ezeziel.mwiti@gmail.com	✓	✓	✓
5	ANTHONY KATHURIA	M	WRA	anthony.kathuria@gmail.com	✓	✓	✓
6	Geoffrey Ombao	M	WRA	geoffrey.ombao@gmail.com	✓	✓	✓
7	JOSEPH K. KIRAGU	M	WRA	joseph.kiragu@gmail.com	✓	✓	✓
8							
9							
10							



## A.6.2 Agenda

Time/Day:	Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues	Facilitators
16/08/2023		
08.30-09.00	<ul style="list-style-type: none"> <li>Introduction and Registration (<b>Agusta Nkinga</b>)</li> </ul>	
09.00-09.30	<ul style="list-style-type: none"> <li>Remarks (<b>Abebe Tadege</b>)</li> <li>Opening remarks (<b>Hon. Ali Wario Sarite</b>)</li> </ul>	Facilitator: John Nguyo Rapporteur: Alexia
09.30-9.45	<ul style="list-style-type: none"> <li>Mapping out workshop outcome &amp; expectations (<b>Winnie Khaemba</b>)</li> </ul>	
09.45-10.00	<ul style="list-style-type: none"> <li>Down2Earth project Communication strategy (Mr. <b>Abebe Tadege</b>)</li> <li>Q/A</li> </ul>	
10.00 -10.30	Tea/coffee break and group photo	
10.30-11.30	Application of climate and water terminologies relevant for daily local media reporting ( <b>Khalid/George/Hannah</b> )	Facilitator: Winnie Rapporteur: Alexia
11.30-12.30	Local language dynamics in communication (Interactive session, <b>Joyce</b> )	Facilitator: Mary Wangui/Hannah
12.30-13.00	Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security; <i>Experiences are to be drawn from National experts, and community experts</i> )	Rapporteur: Pauline
13.00-14.00	Lunch Break	
14.00-15.30	<b>Reporting Impact storylines</b> <ul style="list-style-type: none"> <li>Participants to come up with video clips/Audio or News Articles highlighting stories they have done</li> <li>Wrap up the day</li> </ul>	Facilitator: Moses Thurania Rapporteur: Alexia
15.30-16.00	Summary/ Closure/Tea-Coffee Break	
17/08/2023	<b>Strengthening communication and impact reporting within local Journalism</b>	
09.00-09.10	<b>Recap day 1</b>	Facilitator: George Otieno
09.10-09.40	<ul style="list-style-type: none"> <li>Case scenarios reporting (Individuals exercise on reporting a common classical hazard from their locality)</li> <li>Participants to be grouped according to locality or any other criteria (<b>Joyce/Betty</b>)</li> </ul>	Facilitator: Khalid Hassaballah Rapporteur: Winnie Khaemba
09.40-10.00	<i>Plenary Reporting Exercise from each person</i> ( <b>Joyce/Betty</b> )	
10.00-10.40	<ul style="list-style-type: none"> <li>Introduction to Seasonal Media Action Plan (SMAP)</li> <li>Groupwork exercise on (SMAP). (<b>Collison/Joyce</b>)</li> </ul>	
10.40-11.00	Tea Break	
11.00-12.00	<ul style="list-style-type: none"> <li>Presentation of Groups' SMAP plan</li> <li>Q/A</li> </ul>	
12.00-13.00	Understanding feedback mechanism/communities' response: Tools used for Feedback mechanisms and how D2E can plug into this for sustainability ( <b>Interactive sessions</b> ). ( <b>Collison Lore</b> )	Facilitator: Hosea Kendagor Rapporteur: Alexia/Agusta
13.00-14.00	Lunch Break	
14.00-15.00	<ul style="list-style-type: none"> <li>Case scenario of MAM2023 forecasts and it has impacts to various sectors (Water, Livestock, Food security). (<b>John Nguyo</b>)</li> <li>Each journalist to demonstrate how they are going to report that to community with some specific advisories to take</li> <li>Q/A and Wrap</li> </ul>	Facilitator: George Otieno Rapporteur: Pauline Nyamu
18/08/2023	<b>Sustainability strategies/continuous engagements Aimed at improving dissemination and communication mechanism</b>	
09.00-09.10	Recap Day 2	Facilitator: Hadija Liban Halake
09.10 – 10.30	Demonstration of how MOOC and other tools can be effective media engagement platform. ( <b>Collison Lore</b> ) <ul style="list-style-type: none"> <li>Reporting skills</li> </ul>	Rapporteur: Betty Luke
10.30 – 10.45	About the D2E project (Abebe)	
10.45-11.00	Tea/Coffee Break	
10.30 – 10.45	About the D2E project (Abebe)	Facilitator: Winnie/Khalid
11.00-12.00	<ul style="list-style-type: none"> <li>Workshop Evaluation (Alexia)</li> <li>Issuance of certificates (Abebe)</li> <li>Way forward and closure of the workshop</li> </ul>	Facilitator: Winnie/Khalid Rapporteur: Alexia
12.00-12.30	Vote of Thanks/End of workshop	Facilitator: John Nguyo Rapporteur: Moses Thurania





## B.ADDIS ABABA



## **B.1 Summary**

The Addis Ababa workshop took place from 24-26<sup>th</sup> August 2023. With over 25 participants, the forum proved to be an engaging space for scientists and journalists. The session on local language dynamics was particularly insightful pointing to the fact that translating climate information into local languages is not as straightforward and requires further reflection and nuance to capture the actual meaning for effective communication.

Participant reporting sessions from the groupwork were also insightful, providing a window into how climate information is communicated and how different stakeholders engage in dissemination of this information. This is especially key considering that the aim of the D2E project is to have climate information clearly disseminated for informed decision making by end-users.

The SMAP development session also provided an opportunity for journalists to collectively develop a plan for the season. This plan which is planned for implementation could result in continued collaboration by the journalists, better dissemination of climate information and an increase climate reporting in Ethiopia.

Some key outcomes from the sessions were the call for further support to journalists to enhance their reporting of climate stories through grants, awards etc. The call for a glossary and toolkit on weather and climate terminologies should be followed through as this will result in better reporting and engagement on climate issues by not only journalists but also the general public.





## **B.2 Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues**

### **B.2.1 Opening Session**

The opening Session was moderated by Ms. Hirut Alemu who welcomed the Guest of Honour the Ethiopian Meteorological Institute Director General Mr. Fetene Teshome and the D2E ICPAC PI Mr. Abebe Tadege and all participants to the training.

Mr. Abebe laid out the purpose of the training meant to build the capacity of journalists and scientists in fulfilment of one of the tasks to be implemented by the project on capacity building and knowledge at the project sites. He outlined that climate reporting is important because climate is resource-based, climate extremes have risks or are a source of risks and due to human-induced climate change. He noted that climate change is likely to impact civilization or end humanity if effects are not mitigated. He mentioned that it is the role of journalists to report on this and make it known.

Mr. Fetene Teshome the DG, EMI begun his remarks by welcoming everyone to Addis Ababa. He went on to note that climate extremes like heatwaves, wildfires, landslides etc. are destroying lives and livelihoods in not only Ethiopia but in the region. He called for action plans to support the vulnerable and mitigate climate change. He recalled that media plays a role in disseminating climate information to the public which is very important thus clear consistency on the message is critical. He added that the meteorology department and media houses should make use of the accurate scientific information to report on climate change.

Furthermore, accuracy and reliability are key as these have a huge impact on user / public uptake and media has to work towards reliability to be trusted by the public when sending out information. The dissemination of information is important to the whole country including rural communities at the grassroots level. Relevant, timely and accurate information on food, water and adaptation strategies enable them to make decisions key for adaptation to climate change. The DG also took the opportunity to invite participants to the Science Museum where EMI was exhibiting. He concluded by expressing optimism that the workshop would further equip journalists and officially declared the meeting opened.

### **B.2.2 Mapping out workshop outcome & expectations**

This was conducted via Mentimeter where participants were able to write down their expectations. In summary, participants expected to learn more on climate stories and how to produce more news related to climate, understanding of terminologies, to learn from the other participants on how they report on climate issues in this region and above all networking between the climate scientist and the media practitioners. These are shown below.



In one word, what is your expectation for this training?  
44 Responses



### B.2.3 Down2Earth project Communication strategy

An overview of the project was provided noting that it covers Isiolo in Kenya, Mieso in Ethiopia and Odweyne in Somalia as the key focus areas of study. The project which runs from 2020 - 2024 has 6 work packages and 14 consortium partners. This includes Climate analytics whose focus is on policy analysis and the Addis Ababa University contributing to communication and dissemination. The role of ICPAC in the project is on adaptation and as the implementing partner on developing models and tools, capacity building, dissemination of results. It was explained that the expected project outcomes and outputs included capacity building and trainings which necessitated the workshops.

The communication and dissemination plan for the project includes the introduction, the objectives, focus areas of messaging, target audience, tools for dissemination and implementation and later the implementation plan. It was explained that the aim of the project is to present climate information in a meaningful and understandable way with a focus on water scarcity and food insecurity. So far, the project has produced papers, reports, workshops, webinars and databases that have been implemented and has installed automatic weather stations in Somalia.

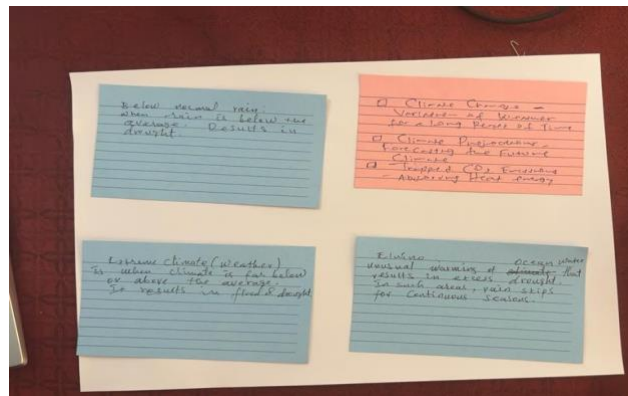
A [video](#) summarizing the D2E was played to participants to get a clearer understanding of the project.

### B.2.4 Application of climate and water terminologies relevant for daily local media reporting

The need to have a consistent messaging about climate issues is important amongst journalists. But this can only happen with clear understanding of basic key terminologies. The exercise aimed at gauging the knowledge depth of the participants. Climate terminologies exercises were done in 4 groups under the round table method explaining the following terminologies (climate uncertainty, below normal, above normal, normal rainfall, climate variability, observation, climate and weather forecasts, climate information, El Niño, La Niña, extreme climate/ weather information, climate change, climate projection, greenhouse



gases). The participants needed clarity on some terminologies and the timeframes between the occurrences which was further explained to the participants in Amharic for better understanding.



Generally, there is basic understanding of these climate terminologies across the various participants. Participants defined the terminologies based on visual expression/impact information with local context specific. It is, however, worth noting that mixed expressions on some terminologies like Climate change; Climate Projections, climate variability (La Niña, El Niño), probabilistic forecasts (Above, Below, Normal forecasts) and timescales between weather, climate, climate change.

In the second part, terminologies related to water resources were explained. These include: hydrological cycle, watershed, hydrological change/trends and variability, hydrological risks, hydrological drought, water scarcity, food security hydrological forecast, prediction vs. the hydrological forecast projection, probability, probability range, mitigation, adaptation and climate resilience.

To demonstrate the probability range, a survey on the depth of the boreholes situated in Addis was taken from the participants and a range from the answers given. On the difference between resilience and adaptation, it was explained that adaptation is linked to climate change and resilience is linked to a hazard.

On the importance of either adaptation or mitigation it was agreed that in African countries adaptation is more important and in the developed world (high polluting countries) mitigation is more important but they both run parallel and co-benefits should be sought in implementing either.

### **B.2.5 Local language dynamics in communication**

The session started with a definition of what a last-mile user is and what the different journalists report about. It was noted that all reported issues relate to climate and weather thus it is important to understand clearly and pick an angle before disseminating the information to the last mile. To reach the last mile user local language is key so as to clearly communicate climate information, climate change, water security and food insecurity issues.



It was noted that the main challenge is not language but trust in information that is issued. The language used for terminologies has improved but challenges with trust still persist.

### **B.2.6 Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security)**

Participants discussed water scarcity and food security in two groups after which they presented their findings and came to a consensus that the information given could be understood by the end users. Discussions and feedback for this was around having focused stories and choosing an angle to communicate for proper dissemination.

### **B.2.7 Reporting Impact storylines**

In this session, participants shared various climate stories they had produced ranging from articles, videos as well as audio and a discussion on if these captured and communicated information clearly. These can be viewed [here](#).

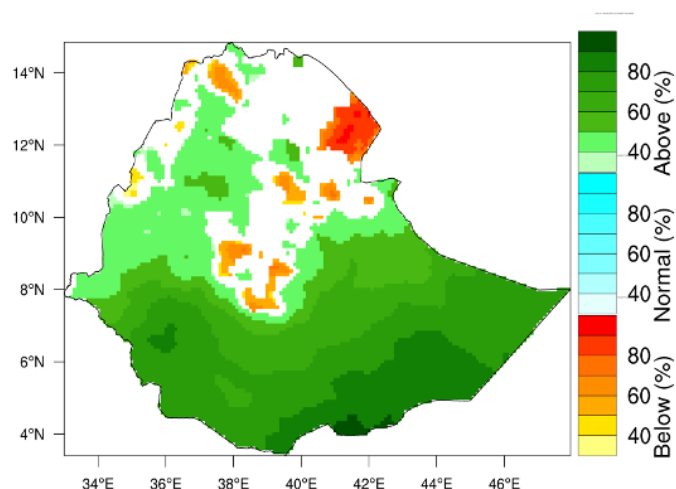
## **B.3 Strengthening communication and impact reporting within local Journalism**

The participants expressed their satisfaction in learning and sharing of ideas and new knowledge ranging from climate terminologies, water and hydrological resources among others. The translation of information into local languages, however, remains a big issue. They also reflected that there is need to understand that climate and weather are embedded in all sectors.

There is also need to go beyond the surface that participants discussed– especially when it comes to agenda pushed by some stakeholders – so as to be able to report accurately. It was also mentioned that participants learnt how to produce inclusive new stories on climate and other environmental issues.

### **B.3.1 Case scenarios reporting**

This was based on the OND 2023 Forecast where rainfall is expected to be above normal in most areas. Enhanced rainfall will lead to flooding and below normal will lead to famine. The journalists prepared stories to disseminate this forecast to their audiences.



### **Group 1 Presentation: Floods**

The group interviewed officials to hear more about their plans to avert the impending disasters. Speaking to the minister of water it was highlighted that they were working to strengthen infrastructure. They also spoke about building walls to stop the floods and there were also plans to build dams and water storage facilities. Additionally, water treatment chemicals would be distributed.

They were aware of the potential damages and were working to reduce impacts e.g. loss of livestock etc. Some measures indicated for communities were preparing long-term animal fodder for those relocated from the areas affected, dispatch of animal health officers to address any health challenge that crop up, machinery to collect crops that are already mature to avoid further losses, storage of some of the crops and livestock samples in gene banks so they do not perish. It was also mentioned that the media had engaged multi-stakeholders from government to community level to sensitize them on impending hazards and possible impacts based on forecasts issued.

### **Group 2 Presentation: Drought**

Media identified key stakeholders for the interview and reached out to them. Interviews were conducted with the water minister who said that as long as there was a water shortage the government would make efforts to reduce drought impacts especially for livestock. The minister announced that water catchment works had been undertaken and use of water in the highlands was being monitored with communities advised to use water from the highlands sparingly.

Livestock herders were asked to resettle cattle in areas where there is ample water to reduce the impacts on livestock and communities to use water wisely. According to the minister, the ministry was working to ensure that communities are not adversely affected by the drought.

As regards Malaria, people were advised to be aware and protect themselves and use the mosquito nets supplied for communities for them to be safe. Information was key for them to have the early warning and plan accordingly.

Disaster commissioner: briefed on the readiness of the government to reduce impact in affected areas. According. There is synergy where govt agencies are working together to reduce the impacts of disasters that may result.

On lack of food for livestock there were plans for the provision of animal fodder and the agencies were working to ensure the safety of livestock and people.

### **B.3.2 Seasonal Media Action Plan (SMAP)**

Communities plan around seasons thus it is important that journalists adopt a similar approach. This is why Seasonal Media Action Plans (SMAPs) are a key tool for the dissemination of climate information. It was discussed that to be able to develop an SMAP



journalists should first understand the medial landscape, engage with scientists during and beyond the release of forecasts, clearly understand terminologies and their implications then work together to co-create an SMAP.

Below is the SMAP developed by participants.

SEASON MEDIA ACTION PLAN (S-MAP) October- December (OND) SEASON 2023- Mieso, Ethiopia							
Month	Week	Activity	Key Broadcast Indicator	Media			
				NEWSPAPER	FM RADIO	SM	TV
October	1	Interview and press release (MET) Land preparation visits (farm visits)	News	The Report	FM Addis 97.1 OBN, Sheger Radio Ethiopia Radio	All	AMC Walta TV OBN
	2	Panel discussion (Agriculture, dev partners, and MET) Interview with officials on the field	Programme News	N/A	Ethiopia Radio OBN	N/A	Mesh TV OBN
	3	Phone in (farmers) Field visit	Programme News	N/A	Sheger Radio OBN Ethiopia Radio	N/A	OBN Walta TV
	4	Vox pop (farmers) Press release	News Development story (Follow up)	AL-AIN Addis Business	Ethiopia Radio OBN	All	AMC OBN Walta TV
November	1	Field observation Interview with The Ministry of Agriculture and Met	Feature article News	Ethiopia Today	Sheger OBN Ethiopia Radio	All	OBN Walta TV
	2	Interview with farmers (farm inputs- fertilizer and seeds)	Documentary News	N/A	OBN Ethiopia Radio	All	AMC OBN Walta TV
	3	Q & A (farmers and input suppliers, development agencies) Interview with Met	Feature news News	Ethiopia Insider	Ethiopia Radio OBN	All	OBN Walta TV
	4	Picture (farms visits) Panel discussion with	Photo story News	Addis Business	OBN	AL-AIN	OBN

### B.3.3 Understanding feedback mechanism/communities' response

The main message of the session was that feedback is very important to journalists. One of the participants explained that for their TV channel, they conduct research to get feedback using of social media, YouTube and even Facebook posts.

Feedback management for weather and climate includes:

1. Call-ins for both TV and Radio
2. Social media (Facebook surveys, social media contests, Instagram stories)

The use of captions in photos (including information on where and what is happening) definitely generates feedback.

For testimonies from weather and climate information dissemination, it is appropriate to have a farmer representative on board which helps gauge the pulse of the users from different sectors. Testimonies are useful as a self-correcting mechanism for stakeholders and to improve the level of trust in climate information. Physical visits would also be essential to practically ascertain reports ensuring credibility and verifiability. In cases where facilities such as transport are not available from the media house it is important to have linkages with the grassroot reporters to provide credible information.





It was noted that use of voice SMS services to prevent language barriers and miscommunication in the information is also critical for rural users who may not be able to read/write. Question and answer interviews are also another way to get feedback, but they need to be credible for trust and believability of the information.

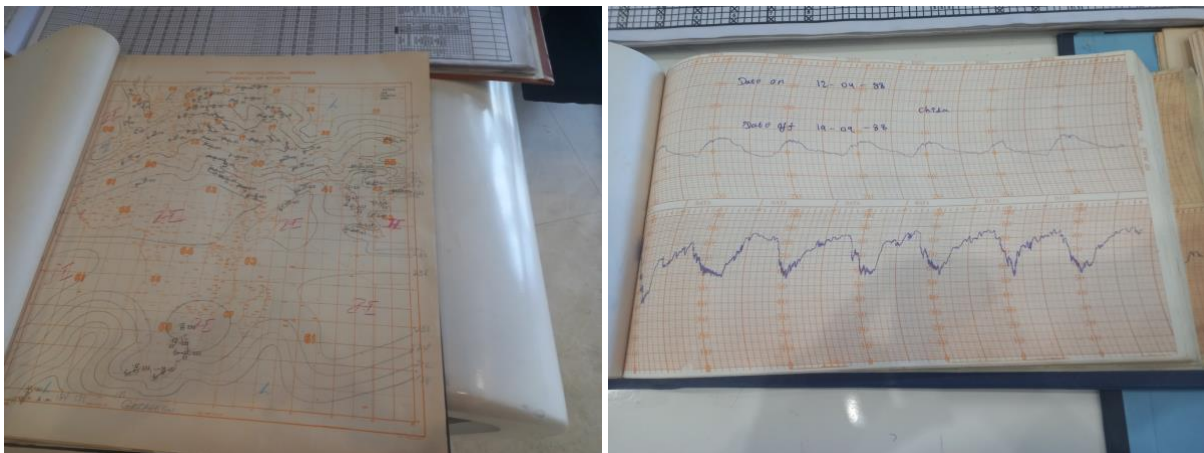
Further, it is important to have surveys and satisfaction indexes as a way to get feedback from the public. This can be done via tools such as Kobo toolbox. Other ways of getting feedback can be through the use of letters to the editor which is not commonly used therefore media houses should have a system to record the letters as audio/voice notes.

Finally, community inclusion and responses to feedback is important to the public to have a sense of inclusion in media communication.

#### **B.3.4 Science Museum**

At the invitation of Mr. Fetene Teshome, DG – EMI participants visited the Science Museum where EMI was participating in an exhibition alongside the Ministry of Water and Ministry of Energy. The exhibition presented a rich array of the evolution of meteorological services dating back to manual reading and logging of weather and climate information to the current digital transmission and logging of data and information.

Participants had a chance to see the various instruments currently used by EMI and were able to engage experts present on current applications of modern equipment and the ongoing work at EMI.





## B.4 Sustainability strategies/continuous engagements

### B.4.1 Demonstration of how MOOC and other tools for effective media engagement

The session discussed the MOOC as a good engagement and learning tool for journalists on climate change issues. The MOOC is developed to focus on response to social issues, insights from people, evidence from reports and limitations in stories. The MOOC is to empower journalist with information to come up with solutions to problems in the society.



#### PROOF OF COMPLETION

This is to prove that  
**Hirut Alemu**

Has successfully completed  
**What is climate change?**

18th August 2023



#### PROOF OF COMPLETION

This is to prove that  
**Mekonnen Teshome Tollera**

Has successfully completed  
**A solutions journalism approach**

17th August 2023



## B.4.2 Press Conferences

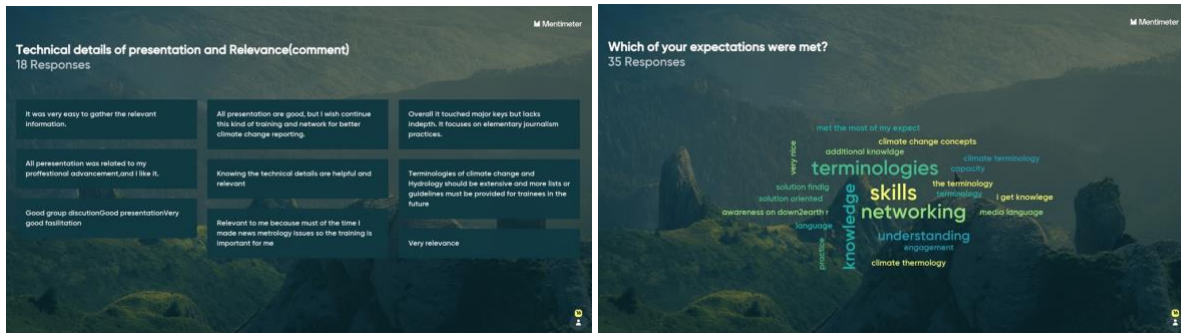
Many press conferences are a valuable source of information but information is given to all attending press which hinders getting exclusive information that can draw quick attention to inform breaking news. Journalists are encouraged to develop their own stories from such general information shared. The press conferences can sometimes hinder getting access to further information or technical details thus journalists need to prepare based on previous information on the topic before attending press conferences so as to be able to ask relevant questions.

## B.4.3 Workshop Evaluation

At the end of the workshop, the participants were asked to provide feedback on the content and other aspects of the workshop via Mentimeter. The results indicate that overall, the participants were satisfied with the content of the workshop and the facilitation.







## B.5 Conclusion and way forward

### B.5.1 Closing Session

In concluding the session, the EMI representative Ms. Hirut thanked all participants for a great session and called on them to put into use the knowledge they had gained from the workshop and liaise with EMI at any given time when reporting climate stories. EMI, she continued, would increase their engagement with media and find ways to support them in disseminating climate information.

Mr. Abebe commenced by noting the importance of seasonality saying this cannot be overemphasized. The SMAP developed at the forum should thus be followed through and implemented by the team. He also reminded participants that the next Ethiopia Meteorological Institute seasonal forecast would be held on 31<sup>st</sup> August at the Science Museum and all journalists participating at this training should plan to attend and report on this. He added that the MOOC was a good tool for reference that the journalists could always refer to and refresh their knowledge and ideas on climate reporting.

He promised that the organizing team and the D2E consortium in general would follow up on the recommendations made and be able to actualize some.

He went on to thank the government of Ethiopia specifically EMI which was very supportive of the training and participated in the deliberations. He thanked D2E funders and partners in the consortium as well as the participants who developed very good content as part of the training and will hopefully generate more news items and reporting on climate in future.

### B.5.2 Way Forward and Recommendations

Overall, the workshop was a great success with participants sharing experiences and learning from each other. The visit to the science museum was also an eye-opener with journalists seeing first-hand how forecasts are generated and being able to engage with experts at the exhibition booths. Feedback given to journalists about their climate stories was also helpful in enabling journalists to improve their stories in future and be able to communicate better.

As the workshop came to an end participants gave some recommendations as follows:



- Translation of weather/climate terminologies to local language such as Amharic sometimes makes it difficult for understanding. EMI could consider developing a small booklet on key terminologies in local languages.
- The workshop organizers should consider creating support for journalists in terms of finance and capacity building leveraging on the existing platforms by ICPAC.
- Development of online glossary terminologies/having a glossary of terms online for editors and others to be able to easily access and use when reporting climate stories.
- For future workshops site visits should be organized for journalists to get a climate story and report about it/especially on dryland areas to develop their skills in real time.
- Support from interested organizations will be great to help journalists gather training from projects onsite and generate more stories through such collaborative efforts.
- For sustainability and maintaining momentum, a network between journalists here and ICPAC and other partners would be great.
- Financial constraints to move around in dryland areas to do interesting stories on climate change and water/food scarcity persist thus journalists will require further support for increased climate reporting.





# Addis Ababa Photo Collage



## B.6 Annexes

### B.6.1 List of Participants

CAPACITY DEVELOPMENT AND ENGAGEMENT FORUM FOR MEDIA AND CLIMATE SCIENCE PRACTITIONERS IN THE HORN OF AFRICA DRYLANDS, ADDIS ABABA, ETHIOPIA 24 - 26 AUGUST 2023

NO	NAME	F/M	ORGANIZATION	E-MAIL	24 AUG 2023	25 AUG 2023	26 AUG 2023
1	Barbara Olwanke	F	IGAD-ICPAC	barbara.olwanke@igad.int			
2	Ninaai Benson	M	ICAD-ICPAC	ninaibenson@gmail.com			
3	GELAYE EMANA	F	EBC	gelayemana@gmail.com			
4	Berhanu Alemu	M	EBC	berhjour@gmail.com			
5	Murtye Abate	M	EBC	murtye77@gmail.com			
6	Betele Temesgen	M	EBC	btemesgen@gmail.com			
7	Wirtu Alemu	F	FMS	wirtu@fms.gov.et			
8	Aderaw Minayel	M	AMECO	aderawmin@gmail.com			
9	Tamara Mesfin	F	Addis Ababa	tamaramesfin@gmail.com			
10	Kemeket Demeke	F	Mesh Production	kemeketdemeket@gmail.com			
11	Amanuel Yemmal	M	Ethiopia Insider	amanuelyemmal@gmail.com			
12	Kassaye Demerie	F	Al Ain	kassayedemerie@gmail.com			
13	Tibset Tesfaye	F	Warena News	tibsettesfaye@gmail.com			
14	Mekonnen Tesfome	M	A.D Media	mekonnen23@gmail.com			
15	Ashenafi Mitiku	M	AEAE/AdisCom	ashenafim@gmail.com			
16	Ashenafi Endale	M	The Reporter	ashenafimedi@gmail.com			
17	Awit Asratike	M	Ethiopia Today	awitawitike@gmail.com			
18	Negatu Millu	M	Shagerim	negatumi@gmail.com			
19	Melissa Dwa	F	IGAD-ICPAC	melissadwa@gmail.com			
20	Collison Lave	M	Davis DS	collisonl@gmail.com			
21	Winnie Khambra	F	CA/Daan 2 earth	winnie.khambra@daan2earth.org			

CAPACITY DEVELOPMENT AND ENGAGEMENT FORUM FOR MEDIA AND CLIMATE SCIENCE PRACTITIONERS IN THE HORN OF AFRICA DRYLANDS, ADDIS ABABA, ETHIOPIA 24 - 26 AUGUST 2023

NO	NAME	F/M	ORGANIZATION	E-MAIL	24 AUG 2023	25 AUG 2023	26 AUG 2023
1	Khalid Hassaballah	M	ICPAC	khalid.hassaballah@igad.int			
2	Ababa Tadege	M	ICPAC	ababatadege@gmail.com			
3	Joseph Kirdos	M	ICPAC	joseph.kirdos@igad.int			
4	George Obes	M	ICPAC	george.obes@gmail.com			
5	Berhanu Getachew	M	DBA	berhanugetachew@gmail.com			
6	Joyce Desgand	F	KPA	joyce.desgand@gmail.com			
7	Fetene Teshome	M	EMI	feteneteshome@gmail.com			
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## B.6.2 Agenda

Time/Day:	Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues	Facilitators
24/08/2023		
08.30-09.00	<ul style="list-style-type: none"> <li>Introduction and Registration (<b>Barbara Olwande</b>)</li> </ul>	
09.00-09.30	<ul style="list-style-type: none"> <li>Remarks (<b>Abebe Tadege</b>)</li> <li>Opening remarks Guest of honour (Ato Fetene, Director General of Ethiopian Meteorological Institute (EMI) and PR of Ethiopia with WMO)</li> </ul>	Facilitator: Hirut Alemu Rapporteur: Melissa Ouya
09.30-9.45	<ul style="list-style-type: none"> <li>Mapping out workshop outcome &amp; expectations (<b>Winnie Khaemba</b>)</li> </ul>	
09.45-10.00	<ul style="list-style-type: none"> <li>Down2Earth project Communication strategy (Mr. <b>Abebe Tadege</b>)</li> <li>Q/A</li> </ul>	
10.00 -10.30	Tea/coffee break and group photo	
10.30-11.30	Application of climate and water terminologies relevant for daily local media reporting ( <b>George Otieno/Khalid Hassaballah</b> )	Facilitator: Winnie Khaemba Rapporteur: Melissa Ouya
11.30-12.30	Local language dynamics in communication (Interactive session, <b>Collison Lore</b> )	Facilitator: Winnie Khaemba Rapporteur: Melissa Ouya
12.30-13.00	Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security; <i>Experiences are to be drawn from National experts, and community experts</i> )	Rapporteur: <b>Barbara Olwande</b>
13.00-14.00	Lunch Break	
14.00-15.30	<b>Reporting Impact storylines</b> <ul style="list-style-type: none"> <li>Participants to come up with video clips/Audio or News Articles highlighting stories they have done</li> <li>Wrap up the day</li> </ul>	Facilitator: <b>Mekonnen Teshome</b> Rapporteur: <b>Melissa Ouya</b>
15.30-16.00	Summary/ Closure/Tea-Coffee Break	
25/08/2023	<b>Strengthening communication and impact reporting within local Journalism</b>	
09.00-09.10	<b>Recap day 1</b>	Facilitator: <b>George Otieno</b>
09.10-09.40	<ul style="list-style-type: none"> <li>Case scenarios reporting (Individuals exercise on reporting a common classical hazard from their locality)</li> <li>Participants to be grouped according to locality or any other criteria (<b>Joyce/Hirut</b>)</li> </ul>	Facilitator: <b>Khalid Hassaballah</b> Rapporteur: <b>Winnie Khaemba</b>
09.40-10.00	<i>Plenary Reporting Exercise from each person (Joyce/Hirut)</i>	
10.00-10.40	<ul style="list-style-type: none"> <li>Introduction to Seasonal Media Action Plan (SMAP) OND 2023 as example</li> <li>Groupwork exercise on (SMAP). (<b>Collison Lore /Joyce</b>)</li> </ul>	
10.40-11.00	Tea Break	
11.00-12.00	<ul style="list-style-type: none"> <li>Presentation of Groups' SMAP plan</li> <li>Q/A</li> </ul>	
12.00-13.00	Understanding feedback mechanism/communities' response: Tools used for Feedback mechanisms and how D2E can plug into this for sustainability ( <b>Interactive sessions</b> ). ( <b>Collison Lore</b> )	Facilitator: <b>Joyce Jelagat</b> Rapporteur: <b>Melissa Ouya</b>
13.00-14.00	Lunch Break	
14.00-15.00	<ul style="list-style-type: none"> <li>Case scenario of OND 2023 forecasts and it has impacts to various sectors (Water, Livestock, Food security). (<b>George Otieno</b>)</li> <li>Each journalist to demonstrate how they are going to report that to community with some specific advisories to take</li> <li>Q/A and Wrap</li> </ul>	Facilitator: <b>Khalid Hassaballah</b> Rapporteur: <b>Melissa Ouya</b>
26/08/2023	<b>Sustainability strategies/continuous engagements</b> <b>Aimed at improving dissemination and communication mechanism</b>	
09.00-09.10	Recap Day 2	Facilitator: <b>Ashenafi Endale</b> Rapporteur: <b>Melissa Ouya</b>
09.10 - 10.30	Demonstration of how MOOC and other tools can be effective media engagement platform. ( <b>Collison Lore</b> ) <ul style="list-style-type: none"> <li>Reporting skills</li> </ul>	
10.30-11.00	Tea/Coffee Break	
11.00-12.00	<ul style="list-style-type: none"> <li>Workshop Evaluation (<b>Melissa Ouya</b>)</li> <li>Issuance of certificates (<b>Abebe Tadege</b>)</li> <li>Way forward and closure of the workshop</li> </ul>	Facilitator: <b>Winnie Khaemba</b> Rapporteur: <b>Melissa Ouya</b>
12.00-12.30	Vote of Thanks/End of workshop	Facilitator: <b>Hirut Alemu</b> Rapporteur: <b>Melissa Ouya</b>





## C. HARGEISA



## C.1 Summary

The meeting in Hargeisa took place from 28-30<sup>th</sup> August 2023. The media science engagement attended by over thirty (30) participants and experts provided an opportunity for the exchange of ideas and defining the roadmap for future media-science interactions. Amongst topical issues covered, the participants expressed higher affinity for the following: Season Media Action Plan(S-MAP), Press conference management, Massive Open Online Course (MOOC) on climate reporting, and understanding climate and water terminologies among others. The interactions clearly have provided enhanced capability amongst journalists to correctly communicate and report climate change stories to the public. The peer-to-peer learning encouraged the exchange of views and sharing experiences amongst the journalists besides creating an opportunity for local networking with fellow journalists working on related subject matters. The extensive explanation by facilitators on technical terminologies provided critical re-enforcing in the understanding of climate and water terminologies. Participants have expressed their enhanced ability to understand and share with the public meteorological and water-related issues. *“Journalists are rarely trained here in Hargeisa; I have never been part of such a training dedicated to improving my understanding and on how to report climate change and related impacts’ said Faysal Fadhfadhle.* The completion of MOOC training coupled with active participation within the three days of training by journalists clearly enhanced the skill and knowledge of media practitioners in reporting and communication. With a social engagement platform already in place, the journalist continues to interact and actively share information and raise awareness within Somaliland and beyond. There is a need to have national attention on reporting climate change issues. Further, training of media CEOs and owners is important. On-the-job training and short-term attachment to journalists in some well-known institutions should be considered. Such engagements need to be encouraged frequently to enhance understanding of climate change issues and clarity to certain confusing climate terminologies as can be seen in this report. The training, however, has highlighted a need to develop and tailor training materials in the local language for ease of understanding. To broaden the network of journalists and enhance their skills, the select journalists across Horn of Africa Drylands (HAD) could be engaged in fora such as national climate outlook forums (NCOFs), Greater Horn of Africa Climate Outlook Forum (GHACOF) and Participatory Scenario Planning (PSPs).





## **C.2 Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues**

### **C.2.1 Opening Session**

In his opening remarks, Mr. Abebe Tadege the ICPAC D2E PI expressed his excitement at coming to Hargeisa for the workshop and hoped that the three days ahead would have an impact and meet the participants' expectations. He announced that the Down2Earth project brochures had already been shared and the bookmark had a QR code that could be used to access more information and details about the project. A presentation on the project to assist the participants in understanding more about the project and why the training was held was shared.

It was further explained that the Down2earth project aims at the translation of climate information into multilevel decision making to support, social adaptation, policy development, and resilience to water scarcity in the Horn of Africa drylands. The geographical scope of the project is Mieso in Ethiopia, Odweyne in Somalia, and Isiolo in Kenya. The project duration is from September 2020 to 2025 with a funding level of 6.65 million euro through the EU Horizon 2020 program and 1.6 million euros allocated to ICPAC for climate services. The role of ICPAC as an implementing partner is to build capacity through training journalists on climate reporting but also climate scientists, and hydrologists, adopting and implementing models and tools, and disseminating the results.

It was noted that there are 52 stations only in Somalia for weather and climate under the FAO SWALIM and 2 AWS under ICPAC but 10 more have been installed by ICPAC this August. The AWS installations are important in Somalia as they do not yet have a national meteorological service in place.

### **C.2.2 Mapping out workshop outcome & expectations**

The aim of this session was to have journalists freely interact and share lessons and experiences in their careers. The session began with mapping out expectations from participants. Top priority expectations could be summarized as understanding climate change and water terminologies, knowledge exchange/sharing, techniques of communicating change and water issues as well as reporting.



### C.2.3 Down2Earth project Communication strategy

The communication and dissemination plan of the project seeks to widely disseminate information about the project especially its outputs. Achievements in this regard include the website, scientific publications and technical reports, social media, webinars, newsletters, research summaries events and policy briefs, leaflets, banners, and brochures, and Events (internal and external) and training workshops.

### C.2.4 Application of climate and water terminologies relevant for daily local media reporting

The participants went through knowledge sharing and exchange on key water and climate terminologies. The aim of the exercise was to share diversity in knowledge about the basic climate terminologies and water and how they can effectively communicate and report them to community with clarity. Fourteen climate terminologies were randomly selected, four groups with basic questions asked of their understanding of those terminologies. Each group had 5mins to finalize and move to the next table for a new set of questions.



<b>Table 1</b> <ul style="list-style-type: none"><li>▶ CLIMATE CHANGE.</li><li>▶ CLIMATE PROJECTIONS.</li><li>▶ GREENHOUSE GAS.</li></ul>	<b>Table TWO</b> <ul style="list-style-type: none"><li>▶ CLIMATE VARIABILITY.</li><li>▶ OBSERVATION.</li><li>▶ CLIMATE AND WEATHER FORECAST.</li></ul>
<b>Table THREE</b> <ul style="list-style-type: none"><li>▶ CLIMATE UNCERTAINTY</li><li>▶ ABOVE NORMAL RAINFALL</li><li>▶ BELOW NORMAL RAINFALL</li><li>▶ NORMAL RAINFALL</li></ul>	<b>Table FOUR</b> <ul style="list-style-type: none"><li>▶ CLIMATE INFORMATION</li><li>▶ ELNINO</li><li>▶ LANINA</li><li>▶ EXTREME CLIMATE/WEATHER</li></ul>

*Table Group exercise to understand Key water and climate terminologies.*

From the group exercise, participants expressed general understanding of climate terminologies with certain degree of variability which is expected based on the local context. As much as this is anticipated within such a group of expertise, the confusion in certain terminologies is a danger and can convey wrong information to the public. Six out of fourteen common climate terminologies were not well responded to, and our expression was not well captured. This presented an opportunity to offer clarity and in-depth explanation. Those



terminologies that were not well understood are highlighted below. Climate terminologies help journalists to gauge the pulse of users.

- Climate predictions.
- Weather forecasts.
- Climate variability.
- Climate change.
- El Niño and La Niña.
- Probabilistic forecasts (Above, Below and Normal) forecasts.

A brief session for feedback was used to clarify the terminologies that were unclear.



### C.2.5 Reporting Impact storylines

During this session, participants shared the [climate stories](#) including video clips, articles and audio. After each there were discussions to provide feedback to the respective journalists. The session aimed at sharing lessons and experiences targeted the understanding of each other's different experiences in reporting climate impact stories in the community. The session facilitated by one of the participants presented a great opportunity for feedback from fellow participants. Participants shared feature videos of the work, involving climate change, drought impacts, flooding, desert locusts, food, and water scarcity in Somaliland. Great skill was displayed by journalists on environmental issues and their associated impacts on people like flooding.

Journalists are developing and reporting issues around climate change and their associated impacts in Somaliland. The local media has been actively engaging in the national government's intervention to support and cushion the communities against the vagrant of climate change and extremes. The lack of well-established platforms for media interactions with journalists limits the full exploitation of potential and demotivation.

One of the videos was based on drought, a Climate Change impact for the World Humanitarian Day. The video was about the effects (drought) and how it affects the people, then how ADO has supported the community to become resilient in the face of drought. Some feedback from participants about this video was as follows:



- *Clarify the village:* This was shot in Bell Village due to water scarcity and food insecurity.
- Photos that show the contrast to make it more pictorial rather than words only should be used.
- Have a scope on the range from the regional, national, and down to the local.
- Put some figures, facts and statistics in the video. For example, droughts have happened with much frequency compared to historical occurrences.
- Regarding the pictures, they should have captions.
- Good video in terms of composition but at the beginning it should have an introductory script and have a topic or have a voiceover to explain this.
- On the technical – avoid the shaky part of the video. Have long shots, close-up shots, and all that.

Another video was about the locust invasion. Participants felt that this was well produced and wanted to know why the journalists chose the story. The video aimed to seek humanitarian agencies to intervene in the locust invasion of the crops since it greatly affected the communities.

The next video from eastern side of Somalia sought to tell the story of the people highlighting the challenges of food insecurity and water scarcity.

The next video was on *Climate Smart Agriculture*. Overall, the film was well done though the background music affected the quality by distracting the listener. The video highlighted strategies for implementing *Climate Smart Agriculture* in an arid area. This was a more positive story looking at what more the practice of climate smart farming can do.

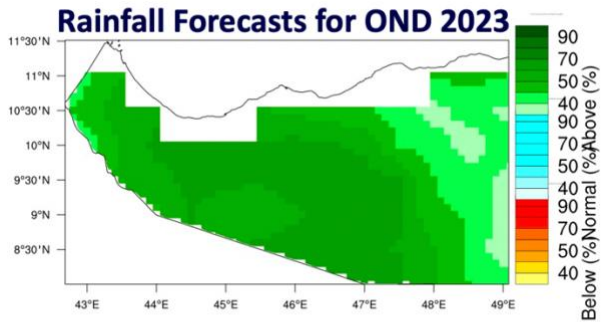
### **C.3 Strengthening communication and impact reporting within local Journalism**

#### **C.3.1 Case scenarios reporting**

The interactive session aims at equipping journalist with knowledge on how to report and communicate climate hazards and related disasters with aim of becoming agents for awareness and information dissemination within the communities. OND 2023 Forecast Somaliland was presented to participants in groups and asked to develop a storyline and how enhanced chances of forecasted hazard events will impact key sectors of the society. In this exercise, three sectors Agriculture, Livestock, and Water were used for journalists to develop sector impacts storylines.







**Water**

- Water scarcity in some districts
- Possibility of flash floods

**Agriculture**

- Abundant food production
- Soaring food prices and cost of living

**Livestock**

- Improved pasture regeneration and water harvesting.
- Animal movements to occur in some areas due to inadequate water and pasture.

The participants' reported the group exercise in local language and responses from peers enriched the discussion and understanding of hazard reporting.

**C.3.2 Seasonal Media Action Plan (SMAP)**

SMAP is a tool to improve communication and feedback systems to provide reliable, timely, and accurate early warning information to decision-makers. The S-MAP relies on credible and believable climate information and should be accurate and authentically sourced. While the forecast is a scientific document on the season’s outlook, the broadcast/reporting is a social activity thus reporting has to be done in a way that can be easily understood. The participants were guided through how to develop SMAP for different sectors and livelihoods in Somaliland. Using a case study for OND 2023, the participants were inducted on the basics of SMAP, with a follow-up on group activity.



**HOW THE SEASON MEDIA ACTION PLAN (SMAP) WORKS**

- ❑ Bringing together all stakeholder representatives into a media and meteorological session, opens up the work approach of each stakeholder and increases trust.
- ❑ Representatives of government ministries, private sector traditional forecasters, DRM, civil society organizations, farmers, pastoralists, local government, sector experts join the meteorological authorities and the media during the session.



**HOW THE SEASON MEDIA ACTION PLAN (SMAP) WORKS**

- The S-MAP approach is uniquely cyclical in nature and comprises of four stages, with an inbuilt self-correcting mechanism. These four stages include:
- ❑ Understanding the media landscape (also understanding the social economic & cultural conditions)
  - ❑ Invitation for season forecast media engagement & training
  - ❑ Engagement & training concepts
  - ❑ Co-design and co-production of downscaled S-MAP (while observing the

The participants were spread into groups to develop S-MAP for the upcoming for OND 2023 season (see Annex section for joint S-MAP). A well-designed S-MAP is an effective tool for journalist to do follow-ups and plans for their reporting. The tool needs to be detailed and specific and align their plans within the season. The finalized SMAP is shown below.





Month	Week	Activity	Key Broadcast Indicator	Media			
				NEWSPAPER	FM RADIO	SM	TV
October	1	Seeking information from the ministry of environment  Broadcasting seasonal news	News Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	All Facebook	SLN TV HCTV
	2	Interpretation (English to Somali)  Panel discussion to make easy to understand	Programme/Article  News	N/A	Radio Hargeisa	Facebook	SLN TV HCTV
	3	Programme broadcasting  Collecting Feedback from listeners	Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
	4	Follow-up  Re-programming for easy understanding	Feedback	Reporting Forms	Radio Hargeisa	Facebook	SLN TV HCTV
November	1	Panel discussion  Reviewing broadcast content	Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLN TV HCTV
	2	Re-programming  Organizing emergency team	Second version programming	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
	3	Panel discussion  Interviews/documentation	Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
	4	Dissemination  Informing the public on roles of different actors; government, relief agencies, etc.	Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
December	1	Interviews  Interview for follow up	Programme	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
	2	broadcasting  Informing public on results	Programme/Article	Horn of Africa Newspaper	Radio Hargeisa	Facebook	SLNTV HCTV
	3	Feedback  Broadcasting on engagements by different actors	Questionnaire/feature story	Reporting forms	Radio Hargeisa	Facebook	SLNTV HCTV
	4	Data analysis on feedback  Develop features stories about lessons learnt	Feature story/article	Horn of Africa newspaper	Radio Hargeisa	Facebook	SLNTV HCTV

### C.3.3 Understanding feedback mechanism/communities' response

Media can work with various groups to develop audio and SMS for information messaging. The feedback survey can be used to get opinion of people about an issue as feedback. Some of the useful feedback tools are: Call-ins, Kobo Toolbox, Radio and TVs, Letters to the Editors, amongst others. The editors can be changed to audio format and people can record opinion of what they think about an issue. Audio can be used for expression of opinion for those who cannot read and write.



## FEEDBACK MANAGEMENT IN WEATHER & CLIMATE

### CALL-INS



- This can be actualized through active relevant radio and TV programs.
- The presenter must first brief his/her listener before going for the feedback.

Wednesday, August 16, 2023

IGAD CLIMATE PREDICTION AND APPLICATIONS CENTRE (ICPAC)

3



# KoboToolbox

### C.3.4 Press conference management

Participants were guided on some tips on effective press conference management on weather and climate. Press conferences are usually called to present the latest development of an issue. It can be a powerful source of information if well utilized. According to one of the participants, journalists tend to maintain professionalism from political inference. Some people limit asking questions so as not to reveal some information. Journalists needs to go further and ask questions in such cases. Press conferences should therefore not be seen as tokenism/gift.

Journalists need to keep names of key speakers in conferences and quote their speeches as a form of accountability. They also need to ensure that their background material is as up to date as possible (i.e., it is not wise to attend a press conference in which meteorologists are updating the forecast without knowing something about the previous forecast).

They should also prepare some questions in advance that should be good enough to provide a story if the announcement itself at a press conference is not very newsworthy. The questions do not have to be on the topic the organizer of the press conference wishes to talk about but have to be relevant. Journalists should also ensure that contradictory information is unclarified.

## CONDUCTING EFFECTIVE PRESS CONFERENCES ON WEATHER AND CLIMATE

### TWO GROUPS

1. Assume you are a media house seeking to cover a press conference on the weather forecast for the season. How would you prepare? What questions would you ask? Practically demonstrate how you would achieve this objective?

Thursday, August 17, 2023

IGAD CLIMATE PREDICTION AND APPLICATIONS CENTRE (ICPAC)

10



## CONDUCTING EFFECTIVE PRESS CONFERENCES ON WEATHER AND CLIMATE

### Merits of a press conference on weather and climate

- The main advantage of a press conference to the meteorological office calling it is that they do not have to repeat themselves to several different reporters at separate interviews.
- It also means that the announcement will have maximum impact by being in all the media at the same time).
- The main advantage to the journalist is that it reduces the chance of individual newspapers or broadcast stations missing the story. It also allows them to share the workload of questioning the interviewee.
- If one reporter forgets or overlooks something, another reporter will probably think of it.

Thursday, August 17, 2023

IGAD CLIMATE PREDICTION AND APPLICATIONS CENTRE (ICPAC)

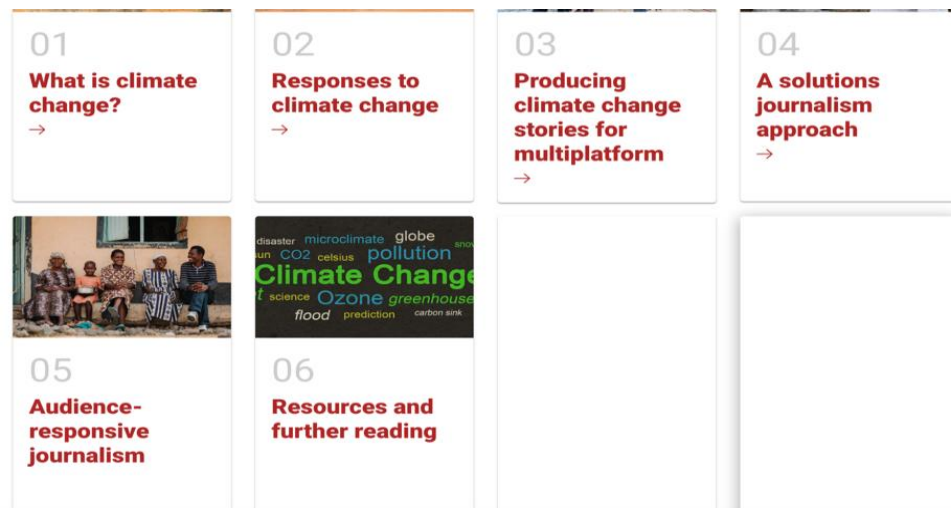
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## C.4 Sustainability strategies/continuous engagements

### C.4.1 Demonstration of how MOOC and other tools for effective media engagement

MOOC is an effective platform for media engagement and learning. Most of the participants went through the MOOC and certificates auto-generated after completing the six modules available here <https://bbcmediaactionilearn.org/course/view.php?id=242#section-3>.



The session focussed on solutions journalism approach which is one of the modules in the MOOC. Journalists were encouraged to provide solutions journalism which entails thinking about and reporting on the way communities try to solve shared problems. The six modules provide a clear understanding to local media practitioners on some basic information on climate change issues and participants receive certificates once they complete a module.



### C.4.2 Workshop Evaluation

During this session, participants were asked to provide feedback on the content and other aspects of the workshop via Mentimeter. The results indicate that overall, the participants were satisfied with the workshop. These results are shown below.





In his closing remarks, Mr. Abebe pointed out that during the workshop, a lot was covered including awareness on the D2E project, the key climate and weather terminologies including water, which assists with better understanding of the concepts, the peer2peer learning, SMAP, and the MOOC which is a useful resource for climate change information. The three key areas useful for climate information are, it is a resource that provides a basis for water, energy, and food security, it shows the extremes of climate floods and drought which are a source of risk to the community as they cause loss and damage to property, and there is human induced climate change which is a critical issue. He stressed that giving attention to climate change information is very important and valuable as it affects the decision-making process. His message for the media participants was: *“if you ignore climate information there is a cost to pay”*.

On behalf of IGAD and ICPAC, he thanked the people and government of Somaliland for hosting the team, Mr. Adan from the Ministry of Information for gracing the workshop and for training us, EU Horizon 2020 for financing the project, D2E Consortium, the Jeess Hotel for hosting us and the hospitality, and the ICPAC and CA staff for organizing the workshop.

The guest, Mr. Abdikarin Adan, the Director General at the Ministry of Information, Culture and Awareness of Somaliland thanked the organizers and participants for organizing and taking part in the training. He added that he hoped that the skills and knowledge gained would go a long way in enabling participants to report more on climate and highlight the climate issues facing Somaliland. He concluded that he looked forward to further collaboration with the Down2Earth project and similar trainings in Hargeisa in future.

### **C.5.2 Way Forward and Recommendations**

This training has elicited greater interest and desire by journalist to communicate and report climate change issues effectively. The greater interest can be seen from the attendance that stood at above 30 participants each day for the three days. The impact of training can be seen in the active continuous interactions and sharing of information on the social media platform which coupled with three-day training and completion of the MOOC exercise no doubt has enhanced the skills of the journalists. This engagement has provided clear focus areas for future consideration. For example, out of the eight thematic/topical issues designed the participants expressed greater interest in only four areas: Seasonal Media Action Plan(S-MAP), Press conference management, Massive Open Online Course (MOOC), and Understanding climate and water technicalities. Future training can only focus on areas where there is much interest and low understanding. A close follow-up is clearly a need to ensure the participants are correctly applying or using the concepts taught and gained.

Journalists were encouraged to be the agents of change and influencers through their stories on climate change like loss and damage, landslides, flash floods, etc. that affect and destroy assets. Beyond the negative impacts, media could also, in equal measure, report some positive impacts of climate change. For example, a documentary of some farmers applying green technology for food production and harnessing energy in the community. This





contributes to food security and a clean environment and needs reporting. The journalist needs to be informed of global issues like loss and damage funds and carbon tax credits that are vital in providing financing for impacted countries. Cognizant of the influence journalists have in their communication; they need to consider key aspects in their communication; prior research on their audience (for targeted issues); the message must be effective and in simple language and ensure feedback (how the audience understands your message).

- There is a need and concerted effort by all agencies to give value to climate information.
- Build the local capacity of journalists as well as media managers so that they can conduct the same in a more localized context and with ease of understanding.
- More future trainings need to be based within the local context and close to the locations where the impact of climate change is really being experienced.
- Exposing local journalists to opportunities for retraining and attachment opportunities for skill enhancement was suggested.
- Involvement of select journalists across the three HAD areas in forums such as NCOFs, GHACOFs, and PSPs for further exposure and social networking.
- Development of modules and guidelines in local language for continuous reference.



## Hargeisa Photo Collage



## C.6 Annexes

### C.6.1 List of Participants

  
**MEDIA CAPACITY DEVELOPMENT AND ENGAGEMENT FORUM FOR MEDIA AND CLIMATE SCIENCE PRACTITIONERS IN THE HORN OF AFRICA DRYLANDS, 28-30 AUGUST 2023, HARGEISA, SOMALILAND**

**ATTENDANCE LIST**

No	Name of Participant	P F M	Organis- ation Country	Email Address	Day 1	Day 2	Day 3
					28/8/2023	29/8/2023	30/8/2023
1	Ababe Tadega	M	ICAC	ababe-tadega@igad.int	Att	Att	
2	Khalid Hassanallah	M	ICAD/ICAPC	khalid.hassanallah@igad.int	Att	Att	
3	Ateya Kore	F	ICAC	ateyakore@icac.com	Att	Att	
4	Fa'isil Mohamed Abd	M	ICAC	fa'isil.mohamed@igad.int	Att	Att	
5	Amichal Aman Mohamed	M	ICAC	amichal.aman@igad.int	Att	Att	
6	David Hussein Shiray	M	ICAC	dsiray@igad.int	Att	Att	
7	Aladdin Andan Saad	M	ICAC	aladdin.andan@igad.int	Att	Att	
8	Musafe Sulayman Ebra	M	ICAC	musafe.sulayman@igad.int	Att	Att	
9	Muhammad Abdi Isma	M	ICAC	muhammad.abdi@igad.int	Att	Att	
10	Muhammad Omar Jama	M	ICAC	muhammad.omar@igad.int	Att	Att	

  
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**ATTENDANCE LIST**

No	Name of Participant	P F M	Organis- ation Country	Email Address	Day 1	Day 2	Day 3
					28/8/2023	29/8/2023	30/8/2023
1	Abdulkadir Ali Yare	M	ICAC	abdulkadir.ali@igad.int	Att	Att	
2	Muhammad Alwan Hassan	M	ICAC	muhammad.alwan@igad.int	Att	Att	
3	Abdulkadir Yusef Hassan	M	ICAC	abdulkadir.yusef@igad.int	Att	Att	
4	Abdirizak Abdul Elm	M	ICAC	abdirizak.abdul@igad.int	Att	Att	
5	Hoorei Ahmed Qasbi	M	ICAC	hoorei.ahmed@igad.int	Att	Att	
6	Ahmed Ader Mohamed	M	ICAC	ahmed.ader@igad.int	Att	Att	
7	Shalige Mohamed Omar	F	ICAC	shalige.mohamed@igad.int	Att	Att	
8	Abdirizak Abdul Elm	M	ICAC	abdirizak.abdul@igad.int	Att	Att	
9	Ninso Omar Hassan	F	ICAC	ninso.omar@igad.int	Att	Att	
10	Fadiya Abdulkadir Yare	F	ICAC	fadiya.abdulkadir@igad.int	Att	Att	

  
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**ATTENDANCE LIST**

No	Name of Participant	P F M	Organis- ation Country	Email Address	Day 1	Day 2	Day 3
					28/8/2023	29/8/2023	30/8/2023
1	Muhammad Hassan	M	ICAC	muhammad.hassan@igad.int	Att	Att	
2	Bayal Badiqa Ahmed	F	ICAC	bayal.badiqa@igad.int	Att	Att	
3	Hanna Chanaa ah Isma	F	ICAC	hanna.chanaa@igad.int	Att	Att	
4	Khalid Mohamed Nuur	M	ICAC	khalid.mohamed@igad.int	Att	Att	
5	Hoda Saeed Jibriil	F	ICAC	hoda.saeed@igad.int	Att	Att	
6	Asya Jama Saeed	F	ICAC	asya.jama@igad.int	Att	Att	
7	Ummu Khair Alhadi Abdir	F	ICAC	ummukhair.alhadi@igad.int	Att	Att	
8	Joyce Janyal	F	ICAC	joyce.janyal@igad.int	Att	Att	
9	Warda Khanda	F	ICAC	warda.khanda@igad.int	Att	Att	
10	Bereen Ninazi	F	ICAC	bereen.ninazi@igad.int	Att	Att	

  
**MEDIA CAPACITY DEVELOPMENT AND ENGAGEMENT FORUM FOR MEDIA AND CLIMATE SCIENCE PRACTITIONERS IN THE HORN OF AFRICA DRYLANDS, 28-30 AUGUST 2023, HARGEISA, SOMALILAND**

**ATTENDANCE LIST**

No	Name of Participant	P F M	Organis- ation Country	Email Address	Day 1	Day 2	Day 3
					28/8/2023	29/8/2023	30/8/2023
1	Muhammad Hassan Jama	M	ICAC	muhammad.hassan@igad.int	Att	Att	
2	Emily Ego	F	ICAC	emily.ego@igad.int	Att	Att	
3	Muhammad Hassan Jama	M	ICAC	muhammad.hassan@igad.int	Att	Att	
4	Chawadha Cusub	M	ICAC	chawadha.cusub@igad.int	Att	Att	
5	Muhammad Hassan Jama	M	ICAC	muhammad.hassan@igad.int	Att	Att	
6	Colleen Koke	F	ICAC	colleen.koke@igad.int	Att	Att	
7	David Kaser	M	ICAC	david.kaser@igad.int	Att	Att	
8	Cijibah Mohamed	M	ICAC	cijibah.mohamed@igad.int	Att	Att	
9	Khanda Mohamed Jama	F	ICAC	khanda.mohamed@igad.int	Att	Att	
10	Nasheed Farman Cali	F	ICAC	nasheed.farman@igad.int	Att	Att	



## C.6.2 Agenda

Time/Day:	Bridging the knowledge gaps in reporting of Climate Change, water scarcity and food insecurity related issues	Facilitators
28/08/2023		
09.00-09.20	<ul style="list-style-type: none"> <li>Introduction and Registration (<b>Emily Ego</b>)</li> </ul>	
09.20-09.30	<ul style="list-style-type: none"> <li>Opening remarks (<b>Abebe Tadege</b>)</li> <li>Opening remarks Guest of honour (Mr. Mohamed Abdilahi Ducaale, Director General of the Ministry of Environment and Climate change)</li> </ul>	Facilitator: <b>Abdirashid Jama</b> Rapporteur: <b>Alexia Mwende</b>
09.30-9.45	<ul style="list-style-type: none"> <li>Mapping out workshop outcome &amp; expectations (<b>Winnie Khaemba</b>)</li> </ul>	
09.45-10.00	<ul style="list-style-type: none"> <li>Down2Earth project Communication strategy (Mr. <b>Abebe Tadege</b>)</li> <li>Q/A</li> </ul>	
10.00-11.00	Application of climate and water terminologies relevant for daily local media reporting ( <b>George Otieno/Khalid Hassaballah</b> )	Facilitator: <b>Winnie Khaemba</b> Rapporteur: <b>Alexia Mwende</b>
11.00 -11.20	Tea/coffee break	
11.20-12.30	Local language dynamics in communication (Interactive session, <b>Collison Lore</b> ) Peer2Peer Learning (Sharing experiences on media reporting, challenges with regards to climate change, Water scarcity and food security; <i>Experiences are to be drawn from National experts, and community experts</i> ) <b>Collison Lore/Joyce Jelagat</b>	Facilitator: <b>Collison Lore</b> Rapporteur: <b>Alexia Mwende</b>
12.30-13.30	Prayer/Lunch Break	
13.30-15.30	<b>Reporting Impact storylines</b> <ul style="list-style-type: none"> <li>Participants to come up with video clips/Audio or News Articles highlighting stories they have done</li> <li>Wrap up the day</li> </ul>	Facilitator: <b>Shadiya Mohd Omar</b> Rapporteur: <b>Alexia Mwende</b>
15.30-16.00	Summary/ Closure/Tea-Coffee Break	
29/08/2023	<b>Strengthening communication and impact reporting within local Journalism</b>	
08.30-08.45	Recap day 1	Facilitator: <b>Mustafe Elmi</b> Rapporteur: <b>Winnie Khaemba/Alexia Mwende</b>
08.45-09.45	<ul style="list-style-type: none"> <li>Case scenarios reporting (Individuals exercise on reporting a common climate hazard from their locality'</li> <li>Participants to be grouped according to locality or any other criteria (<b>Joyce Jelagat</b>)</li> <li>Reporting Exercises/Case Scenarios</li> <li>Case scenario of SON 2023 forecasts and its impacts on various sectors (Water, Livestock, Food security).</li> <li>Each journalist to demonstrate how they are going to report that to community with some specific advisories to take</li> <li>Q/A and Wrap</li> </ul>	Facilitator: <b>Mustafe Elmi</b> Rapporteur: <b>Winnie Khaemba/Alexia Mwende</b>
09.45-10.30	<i>Plenary Reporting Exercise from each person</i> ( <b>Joyce Jelagat</b> )	
10.30-11.00	Tea Break	
11.00-12.00	<ul style="list-style-type: none"> <li>Introduction to Seasonal Media Action Plan (SMAP)</li> <li>Groupwork exercise on (SMAP). (<b>Collison Lore</b>)</li> </ul>	Facilitator: <b>George Otieno</b> Rapporteur: <b>Alexia Mwende</b>
12.00-12.30	<ul style="list-style-type: none"> <li>Presentation of Groups' SMAP plan (<b>All participants</b>)</li> <li>Q/A</li> </ul>	
12.30-13.30	Prayer/Lunch Break	
13.30-15.30	<ul style="list-style-type: none"> <li>Understanding feedback mechanism/communities' response: Tools used for Feedback mechanisms (voxpox/kobotools/Zoom at the grassroots "ZoomMashinani") and how D2E plugs into this for sustainability (<b>Interactive sessions</b>).</li> </ul>	Facilitator: <b>Ahmed Aden</b> Rapporteur: <b>Alexia Mwende</b>
15.30-16.00	Summary/ Closure/Tea-Coffee Break	
30/08/2023	<b>Sustainability strategies/continuous engagements Aimed at improving dissemination and communication mechanism</b>	
08.30-08.45	Recap Day 2	Facilitator: <b>Ahmed Aden</b> Rapporteur: <b>Emily Ego/ Alexia Mwende</b>
08.45-09.45	<ul style="list-style-type: none"> <li>Demonstration of how MOOC and other tools can be effective media engagement platform (<b>Mohamed Gaas, BBC Media Action</b>)</li> <li>Reporting skills (<b>Collison Lore</b>)</li> </ul>	Facilitator: <b>Khalid Hassaballah</b> Rapporteur: <b>Alexia Mwende</b>
09.45-10.30	<ul style="list-style-type: none"> <li>Workshop Evaluation</li> </ul>	<b>Alexia Mwende</b>
10.30-11.00	Tea/Coffee Break	
11.00-11.45	<ul style="list-style-type: none"> <li>Issuance of certificates</li> </ul>	Facilitator: <b>Winnie Khaemba</b>
11.45-12.30	Way forward Vote of Thanks and closure of the workshop	Facilitator: <b>Abdirashid Jama</b> Rapporteur: <b>Alexia Mwende</b>
12.30-13.30	Prayer/Lunch Break	

