

THE UNITED REPUBLIC OF TANZANIA

VICE PRESIDENT'S OFFICE



**NATIONAL CLIMATE CHANGE COMMUNICATION  
STRATEGY (2012-2017)**



DIVISION OF ENVIRONMENT

OCTOBER, 2012

## FOREWORD

Climate change has the potential to impact negatively on almost all sectors of the economy. Tanzania like other African countries has been experiencing impacts of climate change which includes severe floods, frequent and prolonged droughts, sea level rise, declining crop yields, loss of livestock, decreased water availability as well as increase in vector and water-borne diseases.

In recognizing the devastating impacts of climate change, the Government has put in place a number of initiatives in order to address the challenges of climate change. Some of these initiatives include enactment of the Environmental Management Act, 2004; development of the National Adaptation Programme of Action (NAPA), 2007; MKUKUTA II; National Adaptation Strategy and Action Plan (NASAP), 2009; and National Climate Change Strategy (NCCS), 2012. There are also various sectoral initiatives that aim at addressing the impacts of climate change and strengthen resilience of communities.

Despite these initiatives, the level of awareness and understanding of climate change issues among stakeholders is still very low at all levels. One of the major reasons for this is the absence of national climate change communication mechanism to enable effective communication of climate change knowledge.

This National Climate Change Communication Strategy is intended to enhance climate change awareness in the society. It focuses on six thematic areas namely, general knowledge on climate change, adaptation, mitigation, climate change research, gender and financing. The Strategy provides a framework for generating and delivering key climate change messages to targeted audiences within the context of the national communication channels and procedure.

I therefore call upon all stakeholders at all levels in the country to use effectively this Communication Strategy in climate change. The effective use of communication strategy will ensure a better understanding of the implications of climate change to the Tanzanian community and how best to benefit from the initiatives related to mitigating climate change at national level and globally.



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## **ACKNOWLEDGEMENT**

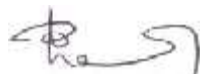
The preparation of this National Climate Change Communication Strategy involved various stakeholders whose efforts and inputs are worth mentioning.

First of all, I extend my appreciation to the National Task Force, under the coordination of the Vice President's Office, for their commitment during drafting of this Strategy. The members of the Task Force were drawn from various Ministries, Departments and Agencies including the Ministry of Agriculture, Food Security and Cooperatives; Ministry of Community Development, Gender and Children; Ministry of Education and Vocational Training; National Environment Management Council (NEMC); and Tanzania Meteorological Agency.

I am grateful to the National Steering Committee of the Africa Adaptation Programme (AAP) for their guidance and advice during the preparation of this Strategy. I am also thankful to Eng. Ngosi C. X. Mwiha, Deputy Permanent Secretary; Dr. J. Ningu, Director of Environment; and Mr. R. S. Muyungi (Assistant Director responsible for Climate Change) of the Vice President's Office, for their supervisory role in the development process of the Strategy.

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Finally, I take this opportunity to express my sincere gratitude to all stakeholders who in one way or another contributed in the preparation of this Strategy.



Sazi B. Salula  
**PERMANENT SECRETARY**  
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## ABBREVIATIONS

AAP	Africa Adaptation Programme
CBOs	Community Based Organizations
CCA	Climate Change Adaptation
CDM	Clean Development Mechanism
CD-ROM	Compact Disc - Read Only Memory
COSTECH	Tanzania Commission for Science and Technology
CPCT	Cleaner Production Centre of Tanzania
CSOs	Civil Society Organizations
CTI	Confederation of Tanzania Industries
DAS	District Administrative Secretary
DED	District Executive Director
DEMO	District Environmental Management Officer
DoE	Division of Environment
EMA	Environmental Management Act
ERB	Engineers Registration Board
FBOs	Faith-Based Organizations
FDCs	Folk Development Colleges
IPPs	Independent Power Producers
LGAs	Local Government Authorities
MAFC	Ministry of Agriculture, Food security and Cooperatives
MCDGC	Ministry of Community Development, Gender and Children
MCST	Ministry of Communications, Science and Technology
M&E	Monitoring and Evaluation
MDAs	Ministries (Government), Departments and Agencies
MDGs	Millennium Development Goals
MEAs	Multilateral Environmental Agreements
MEM	Ministry of Energy and Minerals
MEMO	Municipal Environmental Management Officer
MKUKUTA	<i>Mkakati wa Kukuza Uchumi na Kupunguza Umaskini Tanzania</i>
MLFD	Ministry of Livestock and Fisheries Development
MNRT	Ministry of Natural Resources and Tourism
MoF	Ministry of Finance
MHSW	Ministry of Health and Social Welfare
MIT	Ministry of Industry and Trade
MLHSD	Ministry of Lands, Housing and Human Settlements Development
MT	Ministry of Transport
MoW	Ministry of Water
MoWs	Ministry of Works
NAMAs	Nationally Appropriate Mitigation Actions
NAPs	National Adaptation Plans
NAPA	National Adaptation Programme of Action
NASAP	National Adaptation Strategy and Action Plan
NHBRA	National Housing and Building Research Agency

NCCCS	National Climate Change Communication Strategy
NCCFP	National Climate Change Focal Point
NCCSC	National Climate Change Steering Committee
NCCS	National Climate Change Strategy
NCCTC	National Climate Change Technical Committee
NEAP	National Environmental Action Plan
NEMC	National Environment Management Council
NEP	National Environmental Policy
NGOs	Non-Governmental Organizations
NHC	National Housing Corporation
NLUPC	National Land Use Planning Commission
NSGRP	National Strategy for Growth and Reduction of Poverty
PMO-RALG	Prime Minister's Office – Regional Administration and Local Government
PPP	Public Private Partnership
RAS	Regional Administrative Secretary
REA	Rural Energy Agency
REDD	Reduced Emissions from Deforestation and Forest Degradation
RS	Regional Secretariat
SIDO	Small Industries Development Organization
STAMICO	State Mining Corporation
TAFIRI	Tanzania Fisheries Research Institute
TAFORI	Tanzania Forest Research Institute
TANAPA	Tanzania National Parks
TANESCO	Tanzania Electric Supply Company Limited
TANROADS	Tanzania National Roads Agency
TAWIRI	Tanzania Wildlife Research Institute
TBA	Tanzania Buildings Agency
TCCIA	Tanzania Chamber of Commerce, Industry and Agriculture
TCME	Tanzania Chamber of Minerals and Energy
TEMDO	Tanzania Engineering and Manufacturing Design Organization
TFS	Tanzania Forest Services
TIC	Tanzania Investment Centre
TIRDO	Tanzania Industrial Research and Development Organization
TMA	Tanzania Meteorological Agency
TMAA	Tanzania Minerals Audit Agency
TPSF	Tanzania Private Sector Foundation
TTB	Tanzania Tourism Board
UNDP	United Nations Development Programme
UNFCCC	United Nations Framework Convention on Climate Change
UWSAs	Urban Water Supply and Sewerage Authorities
VEO	Village Executive Officer
VPO	Vice President's Office
WEO	Ward Executive Officer

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## **CHAPTER ONE INTRODUCTION**

### **1.1 Background**

Climate change is one of the greatest global environmental and developmental challenges. It has the potential to impact negatively on almost all sectors of the economy. In African continent, climate change and variability pose a major threat due to both weak adaptive capacity, which is further exacerbated by limited coping strategies and the existing low levels of development. Tanzania like other African countries has been experiencing impacts of climate change which includes frequent and prolonged droughts, declining crop yields, loss of livestock, lower water availability and quality severe floods, sea level rise, and an increase in vector and water-borne diseases. All of these have resulted in severe socio-economic impacts; for instance, the drought which occurred in the year 2005/06 caused famine and led to loss of livestock in semi-arid areas; and water shortage for hydropower generation leading to power rationing and unpredicted black outs. In addition, serious floods of 2009 and 2010 in Kilosa and the floods of 2011 in Dar es Salaam led to displacement of thousands of people, loss of life, destruction of properties and infrastructure such as railways, roads and bridges.

It is certain that the country will continue to face tremendous development challenges for many years to come as a result of climate change and variability. These challenges will further be exacerbated by a decline in the natural resource base as population growth exerts pressure on available resources, as well as a volatile global economy. Climate change will thus be an additional pressure on development especially if measures to reduce the underlying vulnerabilities are not introduced in time. In the worst case scenario, climate change may reverse development gains of the past decades.

In recognizing the devastating impacts of climate change, the Government has put in place a number of initiatives which, among other things, address the challenges of

climate change. Some of these initiatives include enactment of the Environmental Management Act of 2004, development of the National Adaptation Programme of Action (NAPA) of 2007, MKUKUTA II and the National Adaptation Strategy and Action Plan of 2009. In addition to these, the Government has put in place the National Climate Change Strategy to enable Tanzania to effectively adapt to climate change and participate in global efforts to mitigate climate change with a view to achieving sustainable development. There are also various sectoral initiatives that aim at addressing the impacts of climate change and strengthen resilience of communities.

Despite these initiatives and other Government efforts, the level of awareness and understanding of climate change issues is still very low among stakeholders, including Government Ministries, Departments and Agencies; Local Government Authorities; Civil Society Organizations; private sector; media; communities; religious leaders; politicians; and development partners. It is important therefore to enhance communication of climate change information to the society. Some of the climate change issues that need to be communicated to stakeholders include the science of climate change, its impacts to the society and its implications to community livelihoods and the economy, as well as adaptation and mitigation measures.

The availability of climate change information and communication in Tanzania is still inadequate. A lot of data and information related to climate is being collected but there is lack of effective coordination of their dissemination. Therefore, there is a need to have effective mechanisms for climate change information and communication. Effective communication and knowledge sharing about climate change and its impacts is crucial for the development of appropriate adaptation and mitigation measures. Such a situation calls for a well thought climate change communication strategy.



## **1.2 Rationale of the Strategy**

Climate change has impacted nearly all dimensions of socio-economic development and yet there is still low level of awareness and a number of myths on climate change at national, regional, district, village and community levels. The unfolding crisis demands urgent, efficient and coordinated responses. The Climate change challenge requires a widespread mobilization for action individually and collectively and this takes time and resources. In spite of the extraordinary increase in climate change information available at the different scales, and outreach being undertaken by various actors at national level, there is still insufficient information on climate change available about the challenges and potential solutions for climate change, and to bring about the changes in attitudes and lifestyles needed to tackle it. This is partly contributed by inadequate climate change communication mechanisms at national and local levels. It is envisaged that the NCCCS will contribute to effective communication of climate change information at all levels.

The Strategy is therefore aiming at fulfilling the national and international obligations on climate change issues. The national requirement is provided for under Section 75 (a) of the Environmental Management Act, 2004 which requires the Minister responsible for Environment to take measures to address climate change. Furthermore, The Strategy fulfills the international obligation, particularly Article 6 of the United Nations Convention on Climate Change (UNFCCC) which addresses public awareness, education and training.

The National Climate Change Communication Strategy (NCCCS) is also serving as a tool to facilitate the implementation of the National Climate Change Strategy (2012) which stresses, among other things, strategic actions to enhance public awareness and information management on climate change.

### **1.3 Overall Objective of the Strategy**

The overall objective of the Strategy is to facilitate effective communication on climate change information at all levels in order to enhance management of climate change impacts and explore associated opportunities.

### **1.4 Specific Objectives of the Strategy**

To achieve the stated overall objective, the following are the specific objectives of the Strategy:-

- a) To raise the level of awareness of the community at all levels on the opportunities and threats brought by climate change;
- b) To enhance the capacity of the community for designing and taking appropriate measures on climate change adaptation;
- c) To enable the community to benefit in climate change mitigation in the context of sustainable development; and
- d) To enable the community share best practices and lessons learned from adaptation and mitigation to climate change,
- e) To better coordinate the various information flows and information networks amongst the various stakeholders to better address adaptation needs and participate in mitigation opportunities for the benefit of the country,
- f) To forge well informed partnerships and networks to ensure a win-win situation amongst the private sector, academia, research institutions, government organs and other actors within and outside the country, and
- g) To equip Tanzanians and other climate change actors and decision makers engaged at the technical and policy level with timely and relevant information they can use in making informed decisions and choice.

## **1.5 Methodology for Developing the Strategy**

This Strategy was developed in a participatory manner by involving different stakeholders. The document was drafted by National Task Force from Ministries, Departments and Agencies. Literature review and stakeholder consultations were used in the development process. Various communication strategies and relevant national policies and legislation within and outside the country were used.

The document was further subjected to a wider national stakeholders consultative workshop for discussion and review with representation from public and private sectors, civil society organizations, development partners as well as media practitioners. The views of stakeholders were incorporated to finalize the Strategy Document.

## **1.6 Scope of the Strategy**

The Strategy focuses on communication of general knowledge on climate change; adaptation; mitigation; climate change research; gender and financing. The Strategy provides a framework for delivering key messages on climate change issues to targeted audiences. The main focus of this strategy is on how to communicate using systematic and effective approaches at national and lower levels linking to regional and international communication strategies.

## **1.7 Target Audience**

This strategy targets the following broad categories of audience at different levels:-

- a) **International:** UN Framework Convention on Climate Change, UNEP, UNDP, FAO, IFAD, AfDB, GEF, Embassies and their related development organs such as DANIDA, DFID, JICA, CIDA, and other international organs working in the area of climate change and sustainable development.

- b) **National:** Ministers; Parliamentarians; Permanent Secretaries; Commissioners; Directors; Heads of Agencies and Independent Departments; Researchers; Academicians; Private institutions and entities, University students and other members of higher learning institutions; Technical Officers; National level Civil Society Organizations (CSOs); Folk Development Colleges (FDCs); Vocational Training Centres; Development partners;; Trade unions; media; and the general public
  
- c) **Regional:** Regional Commissioners; Regional Administrative Secretaries (RAS); RAS Office Technical Staff; Regional level CSOs; and media ;
  
- d) **District:** District Commissioners; Councilors; District Administrative Secretaries (DAS), District Executive Directors (DED); LGA Technical Staff; District level CSOs; and media; and
  
- e) **Ward:** Ward Executive Officers; Ward Technical Staff; Religious leaders; community leaders; Ward level CSOs; media; community members; secondary school students; and primary school pupils.
  
- f) **Village/Mtaa:** Village Executive Officers; Religious leaders; community leaders; Village leaders; community members; village level CSOs; media; secondary school students; and primary school pupils.

## **CHAPTER TWO STRATEGIC CONSIDERATIONS**

The Strategy aims at ensuring learning and raising awareness of the community at all levels on how to adapt to the impacts of climate change. It is also meant to strategically facilitate sharing of best practices on climate change in the country as well as to prepare the nation, region, district, village and community to take appropriate measures on adaptation and participate in mitigation in the context of sustainable development.

From the year 2012 to 2017, the Government will enhance its efforts in mobilizing decision makers, Civil Society Organizations, academic and research institutions, Private Sector Players, Development Partners and communities so as to have a nation , that is well informed of climate change at all levels and thus able to make informed decisions on adaptation and mitigation. In doing so, the Strategy identifies key considerations and key themes that will be used to achieve the overall objective of the Strategy.

### **2.1 Approaches of the Strategy**

The Strategy provides a framework for generating and delivering key messages on climate change issues to various audiences in Tanzania at different levels. The following are the key considerations of the Strategy which provide a general guide in devising/preparing appropriate messages for communicating climate change:

- a) *Emphasize the sense of urgency* – Climate change and its associated impacts needs to be communicated at different levels as a matter of urgency. The individuals, communities and organizations need information necessary to help them adapt and respond to climate change in this era of unpredictable weather. Efforts will be invested in developing appropriate climate change technology in locally relevant ways that can help to provide insight into the reality of the changes that most people in Tanzania are experiencing;

- b) *Link Climate Change to Sustainable Development* – The Strategy emphasizes that climate change should be perceived and communicated as a socio-economic, geo political, security and environmental issue as opposed to traditional conception where it was communicated as a complex, scientific environmental issues;
- c) *Promote and demonstrate best practice* – The Strategy stresses on promoting and demonstrating best practice as a way of facilitating learning at different levels and informing policies. Promoting models of best practices on adaptation and mitigation at community level that can be scaled up and replicated at different levels and areas through communication;
- d) *Information communication to decision makers* – The Strategy facilitates provision of information on climate change to decision makers/leaders so as to facilitate informed decision making process on matters relating to adaptation and mitigation at different levels including to community and religious leaders;
- e) *Enhance the capacity of media on climate change* – The Strategy intends to enhance the capacity of the media in order to equip them with adequate knowledge and thus, ensure that climate change issues are appropriately communicated at different levels; and
- f) *Facilitate public engagement* – The Strategy promotes public participation in exchange of ideas and information on Climate Change through various fora including social media. Fora for public engagement and clear key messages need to be developed and communicated at national, regional, district, village and community levels. It should also facilitate private sector, research and academic institutions participation in adaptation and mitigation actions through various partnerships from a better informed perspective.

## **2.2 Key Themes for Strategy**

The effects of climate change are not instantaneous and therefore not easily perceived by general public. It is also accepted that reversing climate change will take a long time, even after action is taken. These issues make it difficult to engage people in action to combat climate change. In the rolling out of this Strategy, particular attention will be paid to understanding the audiences' mentality, level of understanding of climate change, interests, values, and concerns. Accordingly, the message content, and language will be tailored to address their specific information needs, pre-existing knowledge, and concerns.

Key themes to guide communication are based on the multifaceted and dynamic nature of climate change effects on socio-economic aspects and sustainable development. In addition, human vulnerability as well as costs of climate change, and especially of inaction, both support the urgency of the messages and to counter complaints; and opportunities deriving from the international response to climate change.

The following specific themes will provide guidance for communications:

- a) General knowledge on climate change;
- b) Adaptation;
- c) Mitigation
- d) Climate change research;
- e) Climate change financing; and
- f) Gender.

## **2.3 Information Generation, Management and Key Messages**

### **2.3.1 Information Generation**

Climate change information is expected to be generated at different levels. At national level, information on climate change will be derived from policies, multilateral and

bilateral environmental agreements; research reports; national and international meetings' reports; and Government directives. At regional, district and community levels, information on climate change will be generated from best practices in pilot areas; community experiences on climate change adaptation; indigenous knowledge; and documented evidences of climate change affected sites.

### **2.3.2 Information Management**

In implementing this strategy the key actors will adhere to the key components of information management systems which include; people, culture, process, content, technology and storage as explained below:

- a) **People:** Key actors and target audience will be identified and their effective participation and empowerment will be given priority;
- b) **Culture:** In the implementation of the Strategy, due consideration will be given to indigenous knowledge, cultural beliefs and perception in communicating climate change issues to ensure its effectiveness;
- c) **Process:** Generation and coordination of climate change information and communication activities will be done at each respective levels from village to national levels while at the national level, the Vice President's Office will be the overall coordinator;
- d) **Content:** Information packaging will be based on key messages whose framework will be developed specifically for each target audience. The information packaging will also take into consideration information needs and interests of each target audience;



- e) **Technology:** All possible tools will be explored and used in generating and communicating climate change issues while considering target audience, cultural setting , ethics and values; and
- f) **Storage:** Different information storage facilities including database, resource centers; museums; libraries; and online social networks will be used.

### **2.3.3 Key Messages**

Implementation of the strategy will be guided by key messages as provided in Implementation Matrix (Section 2.6). These messages are only generic with the aim of providing a broad framework for developing specific messages. Each stakeholder will have an opportunity to develop specific messages that suit specific audiences and context.

These messages should be:

- a) Solution-oriented;
- b) Short, simple and clear;
- c) Credible and trustworthy; and
- d) Present best information, tools and options.

## **2.4 Communication Channels, Dissemination and Information Flow**

### **2.4.1 Communication Channels and Dissemination**

Communication channel is a medium through which a message is transmitted to the intended audiences. Some of the specific channels include electronic media (television; radio); print media (newspapers, brochures, leaflets, newsletter, billboard, journals, banners, fact sheets); social media (e-mail, facebook, twitters, my space; blogs); websites; meetings; drama, cinema and dances; speech; community outreach; and telephone.

Each communication channel is appropriate and effective to a given time, audience and setting. It is therefore important to consider the advantages and disadvantages of a channel when deciding on possible options. For instance when intending to change attitude, it is recommended to choose more than one channel to reinforce messages. The following is the overview of channels that will be used in the Strategy:

*a) Electronic Media*

Television, radio and cinema provide broad reach and have so far proven to be effective in increasing awareness of relevant issues amongst specific segments of the population. These mass media channels provide an easy, accessible and cheap means of communicating information to the end user and soliciting feedback. Radio remains the most popular, viable, accessible and cost-effective means of communication for urban and rural people in Tanzania. It overcomes barriers of distance, illiteracy and language diversity better than any other media. Ultimately, these channels should be used to create a dialogue with listeners and amongst listeners themselves, actively inviting people to contribute through mass media programmes on poverty versus climate change.

*b) Print Media*

Print media are essential channels for communicating climate change issues. It includes channels such as newspapers, newsletters, brochures, posters, calendars, T-shirts, wheel covers, billboards, bus/wall displays and diaries. These channels convey information and key conclusions generated through the format of the publications. However, they have to be adjusted to specific audiences and distributed electronically and made available on the internet, and through CD-ROM compilations. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

*c) Social Media*

Social media are popular channels used for communication and interaction in facilitating exchange of ideas and accessing various publications. MDAs and other stakeholders are expected to use their websites to communicate climate change issues. Social media such as Blogs, Facebook, My Space and Twitter link audiences to internet resources and possibly a forum for discussion on climate change.

*d) Community Information Centers, Outreach and Fora/Platform*

To provide cost-effective information services in places where computers, phone lines or the Internet is not often accessible, the Climate Change Communication Strategy looks into the possibility of strengthening community information centres, outreach and fora/platform with up-to-date technology. Assessment will be made of what is already in place, working through for example youth information centres, teacher training centres, women information centres, and district libraries to increase their capacity to provide and gather information on climate change. Other relevant fora will be established for sharing information and used for communicating climate change issues.

*e) Meetings and social gathering*

Meetings and social gatherings are platforms where the public gather with the aim of acquiring knowledge on some issues which affect people's well-being. The knowledge acquired can be provided in form of speech or religious teachings. Through these avenues, communication on climate change issues and knowledge sharing can be made.

f) *Drama, Songs and Dances*

Interaction is critical to exchanging ideas, ensuring concepts are accurately understood and fostering new ideas. Art and cultural forms such as theatre, drama, songs and dances will provide such opportunities. These can be performed in thematic workshops and other awareness raising events both at the national and regional levels.

#### **2.4.2 Information Flow**

Climate change information is expected to flow from global, national, regional, district and community level and vice versa. It should also flow horizontally among members of a given level. It is therefore important to sustain smooth information flow over time by enhancing the capacity of media practitioners. Equally, there is a need to make use of a trusted, consistent, credible and recognized voice on climate change.

#### **2.5 Key Events and Opportunities**

There are key events which provide opportunities for communicating climate change issues. These include international, national, regional and local platforms and commemorations. Some events which take place annually that can be used for communicating climate change issues include:

- a) World Wetlands Day (02 February);
- b) Africa Environment Day (03 March);
- c) International Women Day (8th March);
- d) World Meteorological Day (23 March);
- e) National Water Week (March);
- f) World Malaria Day (25 April);
- g) International Worker's Day (1st May);
- h) International Family Day (15 May);
- i) World Environment Day (05 June);

- j) International Child Day (13 June);
- k) World Day to Combat Desertification and Drought (17th June);
- l) Dar es salaam International Trade Fair (Sabasaba Day - 7, July)
- m) Farmer's Day (Nanenane 8 August);
- n) International Day for Preservation of the Ozone Layer (16 September);
- o) World Food Day (16th October);
- p) International Day for eradication of Poverty (17th October);
- q) Climate Change day (November each year)
- r) Climate Change Conference of the Parties; and
- s) Annual events of national professional associations (Engineers; Surveyors; Veterinarians and Animal Scientists; Quantity Surveyors; Nurses); and
- t) Public Service Week (Utumishi Week)

## 2.6 Strategy Implementation Matrix

The Strategy Implementation Matrix describes the strategic framework for communicating climate change information. It covers theme/issues; key messages to be delivered to the audience; target audience; media and channels of communication; and responsible actors for each theme.

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
<b>1. GENERAL KNOWLEDGE ON CLIMATE CHANGE</b>	<ul style="list-style-type: none"> <li>i) General knowledge on climate change, its causes and impacts, vulnerability, adaptation and mitigation strategies as well as associated opportunities.</li> <li>ii) Linkages of climate change and sustainable development</li> </ul>	General public; religious leaders; journalists; community leaders; schools, politicians and other policy and decision makers	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings; workshops; seminars and outreach; drama and songs; websites; social media; letters; local and international exhibitions; promotional materials; climate change champions and influential leaders.	VPO; MoEVT; NEMC; LGAs; RAS, CSOs; Private sector; Higher Learning Institutions; TMA; Media and other MDAs
<b>2. ADAPTATION</b>	<p><b>2.1 Agriculture and food security:</b></p> <ul style="list-style-type: none"> <li>i) Impacts of climate change on agricultural production</li> <li>ii) Best agricultural practices (farming systems, storage and processing);</li> <li>iii) drought tolerant and early maturing crop varieties;</li> <li>iv) crop diversification;</li> <li>v) efficient irrigation technologies such as drip irrigation;</li> <li>vi) crop insurance;</li> <li>vii) early warning system;</li> </ul>	MDAs, LGAs CSOs, private sector, media and farming communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; farmers exchange visits within and outside the country; local and international exhibitions; demonstration plots; promotional materials; climate change champions and influential leaders.	MAFC; Agricultural Research Institutions; LGAs; TMA; Higher Learning Institutions; CSOs; Cooperative Union, Private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<ul style="list-style-type: none"> <li>viii) Traditional/indigenous knowledge and</li> <li>ix) Change in food consumption behaviour.</li> </ul>			
	<p><b>2.2 Livestock</b></p> <ul style="list-style-type: none"> <li>i) Impacts of climate change on livestock</li> <li>ii) Sustainable livestock keeping</li> <li>iii) Sustainable pasture and range management systems</li> <li>iv) Land use planning</li> <li>v) Livestock insurance</li> <li>vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</li> <li>vii) Impacts on community livelihood</li> <li>viii) Diseases tolerant Livestock breeds</li> <li>ix) Early warning system</li> </ul>	MDAs, LGAs, CSOs, private sector, media and livestock keeping communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; livestock keepers exchange visits within and outside the country; livestock demonstration centres; letters; local and international exhibitions; promotional materials; climate change champions and influential leaders.	MLFD; Livestock Research Institutions; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs
	<p><b>2.3 Forestry</b></p> <ul style="list-style-type: none"> <li>i) Impacts of climate change on forestry</li> <li>ii) establishment of seed bank of endangered tree species,</li> <li>iii) Conservation of forest biodiversity and control of invasive species</li> <li>iv) Establishment of woodlots</li> <li>v) Community based forest</li> </ul>	MDAs, LGAs CSOs, private sector, media and communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; exchange visits within and outside the country; demonstration plots; letters; local and international exhibitions; promotional materials; climate change	MNRT; TAFORI; TFS; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>management best practices</p> <p>vi) Afforestation and reforestation</p> <p>vii) Sustainable forest consumption,</p> <p>viii) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge.</p>		<p>champions and influential leaders.</p>	
	<p><b>2.4 Water</b></p> <p>i) Impacts of climate change on water resources</p> <p>ii) Conservation of water catchments and water sources</p> <p>iii) Rainwater harvesting technologies</p> <p>iv) Water use efficient technologies</p> <p>v) Alternative sources of water (such as deep boreholes)</p> <p>vi) Importance and role of Water user associations</p> <p>vii) Importance of rehabilitation and construction of dams</p> <p>viii) Conservation of recharge areas for ground water resources</p> <p>ix) Waste water recycling</p> <p>x) Importance of water and sanitation,</p> <p>xi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous</p>	<p>MDAs, LGAs, CSOs, private sector, media, water user associations and communities; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; exchange visits within and outside the country; demonstration of water use efficient technologies; letters; local and international exhibitions; promotional materials; climate change champions and influential leaders.</p>	<p>MoW; Research institutions; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs</p>



Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	knowledge. xii) Early warning system			
	<b>2.5 Fisheries</b>  i) Impacts of climate change on fisheries ii) Sustainable fishing practices iii) Environmentally friendly and adaptation technologies in fish catch, processing and storage iv) Aquaculture v) Protection and conservation of aquatic ecosystems vi) Alternative/diversified means of livelihoods for fisheries communities vii) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge viii) Early warning system	MDAs, LGAs, CSOs, private sector, media ; communities ; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders.	MLFD; TAFIRI; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs.
	<b>2.6 Coastal and Marine Environment</b>  i) Impacts of climate change on coastal and marine environment ii) Coastal and beach erosion control systems iii) Livelihood diversification for coastal communities iv) Alternative sources and	MDAs, LGAs, CSOs, private sector, media; coastal communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters; exchange visits within and outside the country; local and international exhibitions; demonstration areas; promotional materials; climate change champions and	MNRT; MLFD; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>technologies to enhance fresh water availability</p> <ul style="list-style-type: none"> <li>v) Sustainable coastal land use planning</li> <li>vi) Protection and conservation of coastal and marine ecosystems.</li> <li>vii) Restoration of coastal and marine ecosystems (planting of mangroves and coral reefs)</li> <li>viii) Decentralization of coastal systems management.</li> <li>ix) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</li> <li>x) Early warning system</li> </ul>		influential leaders.	
	<p><b>2.7 Human health</b></p> <ul style="list-style-type: none"> <li>i) Impacts of climate change on human health</li> <li>ii) Public health care systems response to climate change-related health risks.</li> <li>iii) Disease surveillance and design of diseases control programmes (e.g. preventive and curative procedures).</li> <li>iv) Early warning system</li> <li>v) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge on human</li> </ul>	MDAs, LGAs, CSOs, private sector, media; communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; hospitals and health centres; local and international exhibitions; promotional materials; climate change champions and influential leaders	MoHSW; Human health Research Institutions; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>diseases management and control</p> <p>vi) Importance of International Health Regulations (IHR).</p> <p>vii) Early warning system</p>			
	<p><b>2.8 Wildlife</b></p> <p>i) Impacts of climate change on wildlife</p> <p>ii) Protection and conservation of wildlife habitats</p> <p>iii) Appropriate methods for conservation of climate change threatened species.</p> <p>iv) Community based wildlife management practices e.g. Wildlife Management Areas (WMA)</p> <p>v) Wildlife migration</p> <p>vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</p> <p>vii) Early warning system</p>	<p>MDAs, LGAs, CSOs, private sector, media; communities; tourists; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders.</p>	<p>MNRT;TAWIRI;TANAPA; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs</p>
	<p><b>2.9 Industry</b></p> <p>i) Impacts of climate change on industry</p> <p>ii) Energy efficient technologies</p> <p>iii) sustainable consumption and production practices</p> <p>iv) Environmentally friendly fuel</p>	<p>MDAs, LGAs, CSOs, private sector, CTI; TCCIA; media; communities; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international</p>	<p>MIT; LGAs; TIRDO; SIDO; COSTECH; CPCT; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs</p>

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	switching technologies v) Sharing of any best practices and lessons learnt.		exhibitions; promotional materials; climate change champions and influential leaders.	
	<b>2.10 Energy</b> i) Impacts of climate change on energy ii) Diversification of energy sources iii) Alternative energy sources iv) Energy efficient technologies and practices v) Co-generation of electricity in industries vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge vii) Early warning system	MDAs, LGAs, CSOs, private sector, CTI; TCCIA; media; communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	MEM; TANESCO; REA; LGAs; TCME; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs
	<b>2.11 Infrastructure and Human Settlements</b> i) Impacts of climate change on infrastructure and human settlements ii) Use of building codes and standards adaptive to climate change. iii) Integrated planning in infrastructure designing, development and use of appropriate technologies iv) Construction and	MDAs, LGAs, CSOs, private sector, NHBRA; media; ERB; CRB; communities; Politicians; and development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	MoWs; MLHHSD; TBA; TMA, TANROADS; NHC; LGAs; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>rehabilitation of infrastructure</p> <p>v) Land use plans</p> <p>vi) Acquisition and use of efficient technologies in households and public facilities.</p> <p>vii) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</p>			
	<p><b>2.12 Tourism</b></p> <p>i) Impacts of climate change on tourism</p> <p>ii) Eco-tourism</p> <p>iii) Integrated and participatory conservation of tourist sites</p> <p>iv) Diversify tourism destinations which are less sensitive to climate change</p> <p>v) Alternative livelihood to tourism dependent communities</p> <p>vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</p>	<p>MDAs, LGAs, CSOs, private sector, media; communities; tourists; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders</p>	<p>MNRT; TTB; TANAPA; LGAs; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs</p>
	<p><b>2.13 Land use</b></p> <p>i) Impacts of climate change on land use</p> <p>ii) Use of master plans</p>	<p>MDAs, LGAs, CSOs, private sector, media; communities; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters;</p>	<p>MLHHSD; NLUPC; Land Tribunals; LGAs; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and</p>

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<ul style="list-style-type: none"> <li>iii) Sustainable land management technologies</li> <li>iv) Effective land use planning at all levels</li> <li>v) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</li> </ul>		conferences, seminars, workshop, exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	other MDAs
<b>3. MITIGATION</b>	<b>3.1 Energy</b> <ul style="list-style-type: none"> <li>i) Use of renewable energy in the national grid and off-grid</li> <li>ii) Switching to cleaner energy sources</li> <li>iii) Exploitation of geothermal and clean coal</li> <li>iv) Energy efficient technologies and practices in demand and supply sides</li> <li>v) NAMAs on demand and supply sides</li> <li>vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</li> </ul>	MDAs; LGAs; CSOs; private sector; TANESCO; CTI; TCCIA; media; communities; Politicians; and Development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; drama and songs; websites; social media; letters; scientific papers; symposium; conferences, seminars, workshop, debates; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	MEM; TANESCO; REA; TIRDO; TEMDO; IPPs; CEM LGAs; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; and Media other MDAs
	<b>3.2 Industry</b> <ul style="list-style-type: none"> <li>i) Cleaner production practices and technologies</li> <li>ii) Diversification of energy sources and fuel switching technologies</li> <li>iii) Establishment of environmental and energy</li> </ul>	MDAs; LGAs; CSOs; private sector; CTI; TCCIA; media; communities; Politicians; and Development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; drama and songs; websites; social media; letters; scientific papers; symposium; conferences, seminars, workshop, debates; exchange visits within and outside the country; local and international	MIT; TIRDO; TEMDO; LGAs; Higher Learning Institutions; CPCT; TPSF; CSOs; private sector; VPO; NEMC; Media and other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	management systems iv) Adoption of energy efficient technologies v) NAMAs on appropriate production technologies vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge		exhibitions; promotional materials; climate change champions and influential leaders	
	<b>3.3 Transport</b>  i) Switching to cleaner fuels in transport facilities. ii) Use of mass transport facilities iii) Infrastructures for and promoting use of non-motorized transport. iv) Urban transport planning to facilitate efficient and low GHG modes of transportation v) Efficient transport systems vi) NAMAs on transport systems vii) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge	MDAs; LGAs; CSOs; private sector; media; communities; Politicians; and Development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; drama and songs; websites; social media; letters; scientific papers; symposium; conferences, seminars, workshop, debates; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	MoT; MoWs; LGAs; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs
	<b>3.4 Mining</b>  i) Cleaner production practices and technologies ii) Diversification of energy	MDAs, LGAs, CSOs, private sector, TIC; miners media; communities; politicians; and	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media;	MEM; LGAs; TCME; STAMICO, TMAA, Mining companies, Artisanal miners, COSTECH; CPCT;

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	sources and fuel switching technologies iii) Adoption of energy efficient technologies iv) Exploitation of, 'clean coal' v) Sharing of best practices and lessons learnt	development partners	conferences, seminars, workshop, letters; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	academic and research Institutions; CSOs; private sector; VPO; NEMC; RAS, and other MDAs
	<b>3.5 Waste management</b>  i) Generation and utilization of energy from wastes. ii) Methane recovery in Landfill and wastewater treatment. iii) Onsite sorting, Recovery, recycling and reuse of materials from solid wastes iv) Environmentally sound waste disposal technologies v) NAMAs in waste disposal facilities vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge	MDAs; LGAs; CSOs; private sector; media; communities; Politicians; and Development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; drama and songs; websites; social media; letters; scientific papers; symposium; conferences, seminars, workshop, debates; exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	PMO-RALG; LGAs; MoW; Urban Water Supply and Sewerage Authorities (UWSAs); MIT; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media, and other MDAs
	<b>3.6 Livestock</b>  i) Best manure management practices that reduce emission ii) Appropriate technology for animal feed stuff production iii) Range land management iv) waste management in	MDAs, NARCO, LGAs, CSOs, private sector, media; livestock keeping communities; farmers; Politicians; and development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters; scientific papers, symposia, conferences, seminars, workshop, debates exchange visits within and outside the	MLFD; Livestock Research Institutions; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs



Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	livestock production and processing v) Utilization of manure for biogas production vi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge		country; local and international exhibitions; promotional materials; climate change champions and influential leaders	
	<b>3.7 Forestry</b> i) Afforestation and reforestation ii) Carbon financing opportunities in the forestry sector iii) Household and institutional woodlots to reduce pressure on natural forests iv) Forest carbon assessment and monitoring v) Reduction of emission from deforestation and forest degradation vi) Sustainable management of forest vii) Conservation of carbon stocks viii) NAMAs in forest management ix) Compliance to forest laws x) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge	MDAs; LGAs; CSOs; private sector; media; communities; farmers; Politicians; and development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters; scientific papers, symposium, conferences, seminars, workshop, debates exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	MNRT; TAFORI; LGAs; TFS; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; and Media other MDAs

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p><b>3.8 Agriculture</b></p> <ul style="list-style-type: none"> <li>i) Contribution of agriculture on emission reduction (Mitigation benefits associated with increased productivity)</li> <li>ii) Best agricultural practices and technology</li> <li>iii) Opportunity associated with climate change mitigation;</li> <li>iv) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</li> </ul>	<p>MDAs, LGAs, CSOs, private sector, Research and Higher Learning Institutions; media; communities; Politicians; and development partners</p>	<p>Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; community meetings and outreach; drama and songs; websites; social media; letters; scientific papers, symposium, conferences, seminars, workshop, debates exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders</p>	<p>MAFC; Agricultural Research Institutions; LGAs; TMA; Higher Learning Institutions; CSOs; private sector; VPO; NEMC; Media and other MDAs</p>
<p><b>4. CLIMATE CHANGE RESEARCH</b></p>	<ul style="list-style-type: none"> <li>i) Adaptation and mitigation options</li> <li>ii) Sustainable and integrated natural resources management systems.</li> <li>iii) Sustainable management of coastal and marine environment</li> <li>iv) Drought-tolerant, early-maturing and pest-resistant crop varieties and livestock;</li> <li>v) Climate change related diseases and other health risks.</li> <li>vi) Appropriate technologies for adaptation and mitigation.</li> <li>vii) Developing new and make use of available models for predicting the impacts of climate change and</li> </ul>	<p>MDAs; LGAs; CSOs; Academic and Research Institutions; private sector; media; communities; Politicians; and Development partners</p>	<p>Radio; TV; cinema; flyers; posters; factsheets; newspapers; booklets; drama and songs; websites; scientific papers; social media; lectures; letters; meetings; symposium; conferences, seminars, workshop, exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders</p>	<p>MCST; COSTECH; MDAs; LGAs; Research and Higher Learning Institutions; CSOs; private sector; Media and development partners</p>

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>estimating adaptation and mitigation cost.</p> <p>viii) Innovations and technologies on eco-friendly energy resources,</p> <p>ix) Climate Change and chemicals management</p> <p>x) Gender and climate change</p> <p>xi) Sharing of any best practices and lessons learnt e.g. traditional/indigenous knowledge</p>			
<b>5. FINANCING</b>	<p><b>Climate Change funding options:</b></p> <p>i) Bilateral climate change finance</p> <p>ii) Multilateral climate change finance</p> <p>iii) Carbon trading and financing</p> <p>iv) Accessibility of climate change finance</p> <p>v) International NGOs</p> <p>vi) Loans (on climate change mitigation projects) and grants</p> <p>vii) Corporate social responsibility</p> <p>viii) Regional and national climate change funds</p>	MDAs; LGAs; CSOs; private sector; Financing institutions; media; communities; Politicians; and Development partners	Radio; TV; cinema; flyers; posters; diaries; newspapers; booklets; drama and songs; websites; social media; letters; symposium; conferences, seminars, workshop, exchange visits within and outside the country; local and international exhibitions; promotional materials; climate change champions and influential leaders	VPO; MoF; NEMC; LGAs; Higher Learning Institutions; CSOs; private sector; other MDAs; Media and Development partners
<b>6. GENDER AND VULNERABLE GROUPS</b>	<p>i) Impacts of climate change on gender and vulnerable groups</p> <p>ii) Participation of women and</p>	MDAs, LGAs, Disadvantaged groups, CSOs, private sector; media; communities;	Radio; TV; cinema; flyers; posters; newspapers; booklets; community meetings and outreach; drama and songs;	MCDGC; VPO; MDAs; LGAs; Higher Learning Institutions; CSOs; private sector; NEMC;

Theme/ issue	Key messages	Target audience	Means/ tools/ channels of communication	Responsible Actor
	<p>other vulnerable groups in planning, decision making and implementation of climate change initiatives</p> <p>iii) Gender mainstreaming</p> <p>iv) Empowerment of Women and other vulnerable groups</p> <p>v) Sharing of gender sensitive best practices and lessons learnt</p>	<p>Politicians; and development partners</p>	<p>websites; social media; conferences, seminars, workshop, farmers exchange visits within and outside the country; demonstration plots; local and international exhibitions; promotional materials; climate change champions and influential leaders</p>	<p>Media and other MDAs.</p>

## CHAPTER THREE IMPLEMENTATION OF STRATEGY

### 3.1 Implementation Arrangements

The implementation of the Strategy requires commitment and involvement of different organizations and individuals at all levels. The Vice President's Office has the overall mandate for overseeing the implementation of the Strategy and will, consistent with the Government communication procedure and the requirements under the UNFCCC, be responsible for the communication of climate change information at the international level. The authenticity of the information related to national climate change actions and requirements in the country will be provided in this context and the right to information will observe the provision of the EMA, 2005 in this regard. . While the Strategy provides key messages, responsible actors will develop and communicate specific messages relevant to its mandate. The following are the roles and responsibilities of key institutions and stakeholders in the implementation of the Strategy:

- a) *Ministries, Departments and Agencies (MDAs):* At national level, various Ministries, Departments and autonomous Agencies are responsible for implementing the Strategy by drawing key identified messages. This is in line with the current Government initiatives of enhancing accountability, integrity and transparency in public affairs. The Vice President's Office will collaborate with MDAs in an effort to mainstream messages and issues related to climate change in the implementation of the Strategy. Research and Higher learning institutions are expected to conduct research on climate change and share the findings with different organizations and stakeholders at all levels. The Vice President's Office and other MDAs are expected to build capacity of other implementers on matters related to climate change communication;

- b) *Regional Secretariats (RS)*: At regional level, RS is responsible for coordinating the implementation of the Strategy. It is also responsible for provision of feedbacks across all other levels;
  
- c) *Local Government Authorities (LGAs)*: At district level, the District Executive Director (DED) is responsible for implementation of the Strategy. The Director has a duty of developing specific messages on climate change and communicating them within their areas of jurisdiction. DED is also responsible for providing feedbacks across all other levels on what is going on regarding climate change in the relevant Council and district in general. Secondary schools are expected to participate in research and dissemination of climate change information and share the findings with different organizations and stakeholders. Folk Development Colleges (FDCs) are also expected to provide and communicate information and best practices to the community on climate change;
  
- d) *Ward, Village and Community*: At ward, village and community levels, Ward Executive Officers, and Village Executive Officers are responsible to communicate and provide feedbacks to climate change issues. This includes identification of best practices and sharing them across sectors. Community and religious leaders are encouraged to facilitate and communicate climate change information;
  
- e) *Media, Private sector and Civil Society Organizations (CSOs)*: Mass media including news media are expected to communicate information and best practices on climate change at different levels. CSOs are also expected to communicate and raise awareness on climate change issues at different levels.
  
- f) *Academic and research institutions*: These institutions are expected to communicate their climate change work as much as possible through the agreed

channels so as to provide comprehensive contribution to the national climate change agenda as elaborated in the national climate change strategy.

Whereas different actors or implementers of the Strategy have specific roles, it is expected that different audience segments would provide feedback to each other through various channels to facilitate smooth communication flow in the implementation of the Strategy as summarized in Figure 1.

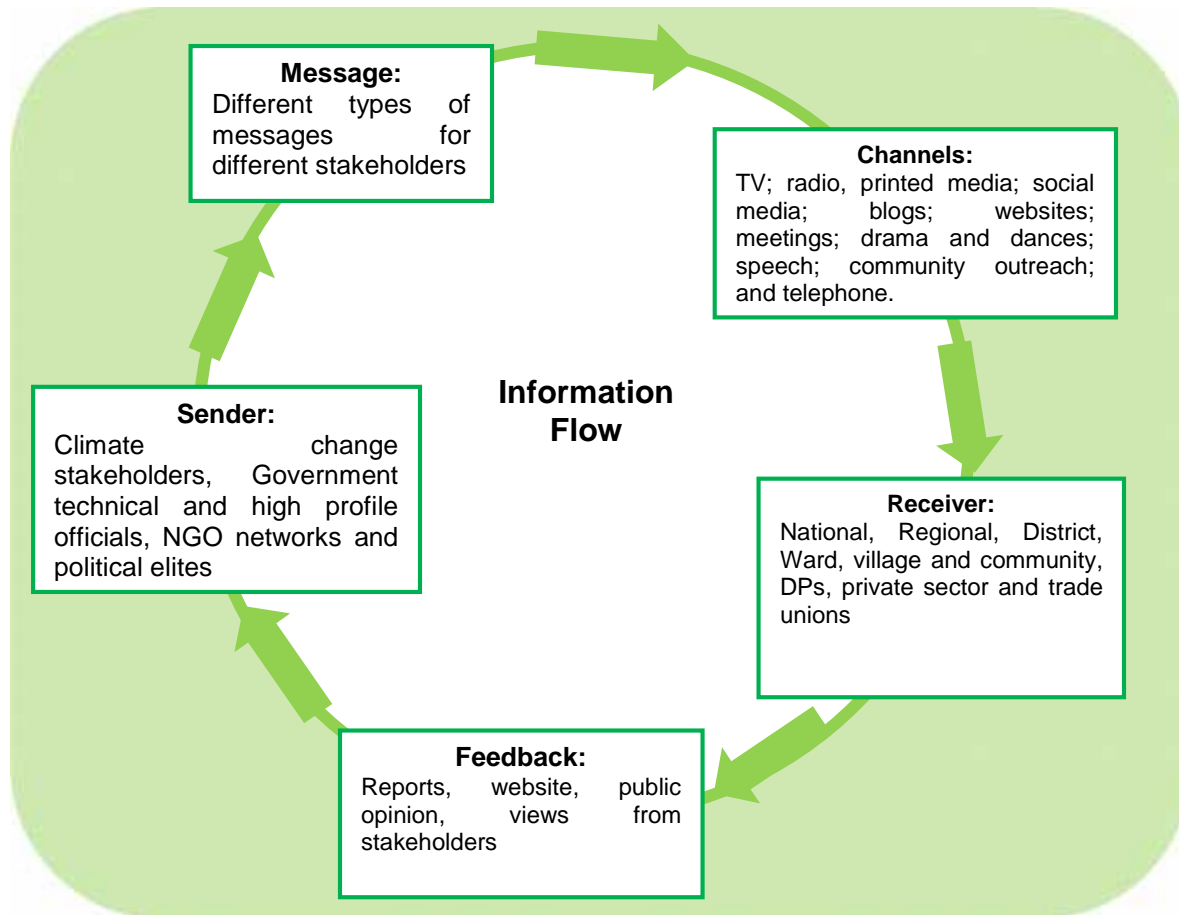


Figure 1: Information flow in the implementation of climate change issues

### **3.2 Coordination of the Strategy**

Since implementation of specific communication interventions and activities will be done in the respective Government Ministries, Departments and Agencies; and Local Government Authorities; the overall coordination of the NCCCS is under the Vice President's Office. The VPO will ensure synergy between this Strategy and the National Climate Change Strategy as well as other national climate change related plans and programs such as National Adaptation Programme of Action (NAPA), National Adaptation Plans (NAPs), National REDD Program and Nationally Appropriate Mitigation Actions (NAMAs).

### **3.3 Resource Mobilization**

Resource mobilization is critical for making this Strategy operational. Financial, human and physical resources will be mobilized from the Government, private sector and international funding mechanisms. Moreover, Development Partners are expected to complement the Government efforts and initiatives in terms of financial and technical support.

### **3.4 Reporting Arrangements**

The reporting arrangement in the implementation of the NCCCS follows the established Government reporting system as well as the provisions of the Environmental Management Act, 2004. According to EMA, Sector Ministries are obliged to submit to the Vice President's Office bi-annual reports concerning the state of their environmental segment and the measures taken to maintain and improve the environment. Additionally, EMA requires Environmental Management Officers (City, Municipal, District or Town) to prepare periodic reports on state of local environment. Furthermore, EMA requires local government authorities to prepare Environmental Action Plans. In this



context, LGAs through RAS and MDAs are supposed to submit the implementation reports of the Strategy to the Vice President's Office bi-annually.

### **3.5 Monitoring and Evaluation**

Monitoring and evaluation is important for measuring performance in various areas of the strategy. The monitoring and evaluation processes will follow Government procedures. This will be guided by the institutional arrangement provided by EMA. The Vice President's Office will be the overall coordinator for monitoring and evaluation while sector ministries, LGAs and RAS will monitor and evaluate the implementation of the strategy at their specific sectors and localities.

The following are output and outcome indicators which will be used for monitoring and evaluation of the Strategy:

#### **a) Output indicators**

- i) Number and type of channels used;
- ii) Number and type of messages disseminated;
- iii) Number and type of audience reached;
- iv) Number of events conducted;
- v) Frequency of communication;
- vi) Number and type of interventions on climate change adaptation and mitigation;
- vii) Number of best practices and lessons learned on adaptation and mitigation to climate change; and
- viii) Number of research reports

**b) Outcome indicators**

- i) Level of awareness of the community on climate change;
- ii) Resilience of the community to the impacts of Climate change;
- iii) Participation of communities in mitigation activities; and
- iv) Benefits of communities through participation in mitigation activities.