The Republic of Uganda

MINISTRY OF WATER AND ENVIRONMENT

NATIONAL CLIMATE CHANGE COMMUNICATION STRATEGY (2017/2021)

September 2018

FOREWORD

The Uganda National Climate Change Communication Strategy (UNCCCS) 2017 -2021 comes at a time when climate change is affecting the national development process. In this case, the UNCCCS 2017-2021 gives us the opportunity to explore ways to effectively reach out to all stakeholders in Uganda about adaptation to and mitigation of climate change. UNCCCS 2017-2021 is based on the Uganda National Climate Change Policy (NCCP) and Implementation Strategy framework. The policy and strategy are directly enhancing the linkage between climate change and development in Uganda.

The UNCCCS 2017-2021 is also based on findings collected from many national stakeholders during consultative meetings by a team of experts. The wide range of consultations with various stakeholders will enable better utilization of this UNCCCS to benefit all Ugandans.

Though the Ministry of Water and Environment (MWE) developed the national policy framework, there was a need for the UNCCCS to closely align with developments that are occurring at the local, national and global levels relating to climate change responses. The UNCCCS critically outlines a plan for how communication concerning climate change should be done. This a very important and timely strategy.

There has been growing realization by the Government of Uganda (GOU) and other stakeholders that there is a need for better dissemination of climate change adaptation and mitigation information across the country to motivate changes in communities' attitudes and behaviors towards climate change to enhance sustainable development. Likewise, there is a need for better coordination among stakeholders at all levels regarding climate change communications.

To that end, the MWE Climate Change Department (CCD) partnered with the Feed the Future Uganda Enabling Environment for Agriculture Activity (EEA),an activity of the United States Agency for International Development (USAID),to develop the UNCCCS.

MWE-CCD appreciates and thanks USAID for the support it provided through EEA.

In addition, MWE thanks the Uganda National Meteorological Authority (UNMA), Ministry of Agriculture, Animal Industry and Fisheries (MAAIF), Ministry of Health (MOH), Ministry of Finance Planning, and Economic Development (MOFPED) and Ministry of Local Government (MOLG) for every effort committed to this work.

I am hopeful that this UNCCCS will greatly provide an enabling environment for improved livelihoods and welfare in the face of growing negative impacts of climate change in agricultural development, trade, and health as well as developing mitigation and adaptation capacities in-country and building resilience to climate change.

FOR GOD AND MY COUNTRY

HON SAM CHEPTORIS
MINISTER OF WATER AND ENVIRONMENT

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ABBREVIATIONS and ACRONYMS

CBO   Community Based Organization
CCD   Climate Change Department
CCU   Climate Change Unit
CDM   Clean Development Mechanism
EAC   East African Community
EEA   Feed the Future Uganda Enabling Environment for Agriculture Activity
EIA   Environmental Impact Assessment
GHG   Green House Gas
GOU   Government of Uganda
IK   Indigenous Knowledge
INC   Initial National Communication
INDC   Intended Nationally Determined Contributions
IPCC   Intergovernmental Panel on Climate Change
KAP   Knowledge, Attitudes and Practices
KAPBs   Knowledge Attitudes, Practices and Behaviours
LDCs   Least Developed Countries
LPG   Liquefied Petroleum Gas
LULUCF   Land Use, Land-Use Change and Forestry
MAAIF   Ministry of Agriculture, Animal Industry and Fisheries
M&E   Monitoring and Evaluation
MDA   Ministries, Departments and Agencies
MDG   Millennium Development Goal
MOFPED   Ministry of Finance, Planning and Economic Development
MOH   Ministry of Health
MOLG   Ministry of Local Government
MRV   Monitoring, Reporting and Verification
MWE   Ministry of Water and Environment
MWT   Ministry of Works and Transport
NAADS   National Agriculture Advisory Services
NAP   National Agricultural Policy
NAPA   National Adaptation Programme of Action
NCCC   National Climate Change Commission
NCCP   National Climate Change Policy
NDP   National Development Plan
NEMA   National Environment Management Authority
NGO   Non-Government Organization
OVCs   Orphans and Vulnerable Children
PLWHAIDS   People Living with HIV/AIDS
PWDs   People with Disabilities
REDD+   Reduce Emissions from Deforestation and Forest Degradation
UNCCCS   Uganda National Climate Change Communications Strategy
UNMA   Uganda National Meteorological Authority
USAID   United States Agency for International Development

CHAPTER 1

1.0   INTRODUCTION

1.1.   Background

The Uganda National Climate Change Communication Strategy (UNCCCS) 2017-2021 is a result of a long-term partnership between the Ministry of Water and Environment (MWE); development partners; and line ministries, government departments and agencies. The key development partner involved in developing this UNCCCS 2017-2021 is the United States Agency for International Development (USAID) through its Feed the Future Uganda Enabling Environment for Agriculture Activity (EEA). The task to develop the strategy was executed by the MWE's Climate Change Department (MWE-CCD). The strategy outlines a comprehensive action plan that should be followed while communicating about climate change issues in Uganda.

The UNCCCS 2017-2021 derives its mandate from and is intended to communicate the objectives of the National Climate Change Policy (NCCP) framework. There has been growing realization by the Government of Uganda (GOU) and other stakeholders of the existing gap in communication, coordination, and dissemination of climate change adaptation and mitigation information. There is critical need to change communities' attitudes and behaviors towards climate change to enhance sustainable development. However, there are several challenges in achieving effective communication of climate change issues to all target audiences. As such, the strategy is also intended place greater urgency on climate change impacts and responses to motivate desired behavior changes.

MWE-CCD, working closely with the relevant ministries, departments and agencies, local governments, civil society and private sector organizations, and research institutions, the media, development partners, seeks to provide comprehensive action plan on how to communicate about climate change and how to respond to it through the UNCCCS. The implementation of this strategy will help to improve livelihoods throughout Uganda.

1.2.   Linking Climate Change Policy to the Communication Strategy

Uganda is a landlocked nation with substantial natural resources, including fertile soils, regular rainfall, and sizeable mineral deposits of copper, cobalt, gold and other minerals. Over 80 per cent of the population is rural and depends on rain-fed agriculture, which is vulnerable to the adverse impacts of climate change. The climate of Uganda is a widely available natural resource that directly impacts on other crucial natural resources such as water, forests, agriculture, ecotourism and wildlife. With the increased frequency of droughts and floods, which are serious extreme climate events, the threat to the national natural resource base is real with potentially negative impacts on social and economic development. This communication strategy strives to provide an avenue for interventions that will enable national adaptation to climate change to become a reality.

As Uganda grapples with the challenges of curbing the effects of climate change at the national level, the entire global community is faced with the challenges that climate change poses to the world. Providing measures to mitigate the impacts of climate change requires collective action by the nations of the world under agreed principles of actionable intervention to reduce carbon and other green gas emissions to the atmosphere. For instance, the universally agreed National Adaptation Programmes of Action (NAPAs) provide a process for Least Developed Countries (LDCs) to identify priority

activities that respond to their urgent and immediate needs to adapt to climate change, especially for those where further delay would increase vulnerability and costs at a later stage. Uganda has already developed its NAPA, which require urgent implementation, to address the adaptation challenge summarized in two groups:

Climate Related Hazards: flooding (flash) * drought and low flows * landslides * sand/dust storms * heat waves * forest fires

Main Human Vulnerabilities and Livelihood Impacts: reduced agricultural production * water shortage and/or groundwater depletion * increased disease and/or other health problems * food security * loss of forest area or production * loss of land or degradation

Priority adaptation projects derived from above are:
a. Climate Change and Development Planning Project
b. Community Tree Growing Project
c. Community Water and Sanitation Project
d. Drought Adaptation Project
e. Indigenous Knowledge (IK) and Natural Resources Management Project
f. Land Degradation Management Project
g. Strengthening Meteorological Services
h. Vectors, Pests and Disease Control Project
i. Water for Production Project

The UNCCCS will enhance the coordinated management of Uganda's critical natural resources that affect the nation's weather and climate. Uganda's climate has historically been an important factor in the country's development, but adverse changes are occurring. There is increased frequency of severe extreme weather events such as erratic rainfall, mudslides, landslides, floods, prolonged dry spell and drought leading to loss of lives, crops and damage to property. Climate change is affecting productivity. For instance, the growth rate of agriculture, a major sector of the economy, declined from 3.8 percent to 1.5 percent per annum during the period from 2004 to 2015. In 2016, the agriculture sector experienced significant crop losses at farm level, especially due to climate-related shocks. In addition, the UNFCCC report on Uganda's implementation of the NAPAs report recognizes climate change as a cause of the persistent decline in agricultural performance in general.

Furthermore, greenhouse gas (GHG) emissions are overriding the climate's natural variability and leading to potentially irreversible climate change. There are efforts underway in Uganda and the global that are aimed at reducing pollution and greenhouse gases, but Uganda will need new technologies to achieve sustainable development and transition to a low-carbon economy. As part of development agenda, the NCCP was formulated to offer a framework for adapting to and mitigating climate change risks and vulnerabilities.

The NCCP guides all activities and interventions aimed at adaptation and mitigation of climate change. The goal of the policy is to ensure a harmonized and coordinated approach towards a climate-resilient and low-carbon development path for sustainable development in Uganda. The UNCCCS is in line with the policy. The NCCP's directions aim at addressing key concerns of adaptation, mitigation, research and observation. According to the policy, the most important strategies to address climate change are adaptation and mitigation. It should be noted that although the policy gives priority to climate change adaptation over mitigation, both are important. Under adaptation, the policy focuses on agriculture and livestock; water, fisheries and aquaculture; forestry; wetlands; biodiversity and ecosystem services; energy; health; wildlife and tourism; human settlements and social infrastructure; transport and works; disaster risk management; cross-cutting priority issues

and vulnerable groups. Under mitigation, the policy focuses on energy generation; energy utilization; waste management; land use and land-use change; reduced emissions from deforestation and forest degradation+ (REDD+); Industrial sector; transport; agriculture; forestry; wetlands; cross-cutting priority issues: technology transfer and the large-scale diffusion of clean, low carbon technologies; monitoring, detection, attribution and prediction.

1.3. Rationale of Strategy

Communicating climate change issues is mandated under the NCCP. As stated in the guiding policy principles, the policy calls for proper support for the information sharing, research, education, awareness raising and capacity development for a range of stakeholders (government, academics, civil society and private sector) contributing to the national development process, from the local level to the national level. As a response to the policy's requirement, the UNCCCS is therefore intended to clearly define a roadmap for effective communication of climate change issues in Uganda.

1.4. Purpose of Strategy

The primary goal of the UNCCCS is to establish a comprehensive hands-on plan for how to communicate climate change adaptation and mitigation issues to a heterogeneous national audience in a clear, concise and effective manner. The UNCCCS will help to mobilize action towards common climate change interests among the public, vulnerable communities and other stakeholders in Uganda.

1.5. Scope of the Strategy

The scope of UNCCCS is linked to the implementation of the NCCP and its strategy, aimed at supporting behavioral change among various stakeholders in the country. The UNCCCS is aligned with the National Vision 2040, National Development Plan II, the National Communication Strategy, the NCCP and its Implementation Strategy and the Draft Communication Strategy for MWE.

1.6. Approach and Methodology

The UNCCCS was developed using an integrated multi-disciplinary approach to development communications given the heterogeneity and diversity of the target audiences. The UNCCCS integrated aspects of social marketing, participation, communication for behavioral impact and action. The methodologies were aimed at ensuring that the process of developing the UNCCCS was participatory and engaging among stakeholders through national consultations; allowed for active participation in message design, tools and materials development, and in defining communication channels; and relevant, inclusive and gender responsive in terms of socio-cultural practices and levels of knowledge, attitudes, practices and behaviors (KAPBs).

1.7. Steps Undertaken in Developing Strategy

The UNCCCS was developed through a series of actions. These included: 1) adoption of guiding principles; 2) review of literature (policy documents, action plans, reports, others related to climate change in Uganda); 3) conducting a situation assessment and analysis; 4) conducting national consultations with key stakeholders; 5) communication needs assessment; 6) drafting of the UNCCCS; 7) review, validation and adoption; and 8) planning for implementation, monitoring and evaluation.

1.8.   National Consultation on the Strategy

Several consultative workshops were held across the country. The purpose of the consultation was to collect views, comments, recommendations and discussions from stakeholders. Feedback received indicated that climate change communication is an urgent issue for Uganda, although there have been few efforts made to-date. Thus, there is urgent need for action in this direction.

The consultative workshops were attended by key stakeholders from local governments, civil society, and experts from the environment and climate sectors in Uganda. As ways of collecting views, data collection was done using focus group discussions, online survey questionnaires and key informant interviews. These consultative workshops and online administered questionnaires provided the required input to complement the research and expert input that had already been done by the consultant.

CHAPTER 2

2.0   SITUATIONAL ASSESSMENT AND ANALYSIS

2.1.   Overview

This chapter gives a brief overview of the current situation about climate change communication. The situation analysis was conducted to deeply understand the underlying issues that affect effective communication about climate change and variability in Uganda. The findings indicate that there are existing opportunities but also gaps to address. Basing on a participatory development communication perspective, the findings are derived from participatory, qualitative and quantitative approaches.

2.2.   Understanding the Situation

The situation assessment and analysis helped in identifying key issues and needs among likely key target audiences. The key target audiences are categorized as follows policy (government ministries, departments and agencies – MDAs); international development agencies; academia and schools; district, municipal, town councils; civil society (NGOs, FBOs, CBOs); farmers and farmer groups; private sector (SMEs, business, trade and industry); media; youth, women and people with disabilities; residents; civic leaders; environmental professionals; cultural and religious leaders. The views and opinions expressed by the above categories of people, highlight a diverse and rich understanding of climate change communication in Uganda. Key focal issues and needs were identified and are categorized as: knowledge, attitude and practice (KAP) of how communication is being done; nature of communicating climate change issues (content, availability, frequency); relevance of communication (information, messages, barriers); accessing climate change communications (mode, access points, feedback loops); challenges and recommendations.

### 2.2.1. Level of Understanding Key Climate Change Aspects

The findings explain the varying abilities and skills of stakeholders in terms of information, communication, and knowledge management of climate change issues. There is varying ability to communicate what climate change means by various stakeholders. 48.1 percent of the stakeholders have a high ability to communicate the meaning of climate change to their given audiences. A small number cannot. In terms of explaining what climate change risks are, 50 percent reported high ability and 1.9 percent said they have very low ability to do it.

As a measure of simplifying technical information into usable information products, 51.9 percent have low ability while 32.7 percent said they have high ability to simplify the information. Simplifying this information involves turning climate change information into usable products for end users, especially farmers and the general public. The kind of information encompasses risk data and information on dry spell; crop failure; floods/landslides/death; soil erosion; pests and diseases; reduced /erratic rainfall; deforestation; and wetland destruction.55.8 percent reported high ability to communicate climate change risks to farmers. It should be noted that21.2 percent of stakeholders reported to have low ability to pass on information about climate smart agriculture. The table below shows the various responses by targeted stakeholders.

Table 1: Level of Understanding Key Climate Change Communication Issues

KAPBs: Knowledge, Attitude, Practices, Behaviors	Very high	High	Low	Very low	Not sure
Communicating what climate change means to farmers in their diversity	48.1%	44.2%	5.8%	1.9%	0.0%
Explaining what climate change risks are	44.2%	50.0%	3.8%	1.9%	0.0%
Simplifying tech info into usable info products	11.5%	32.7%	51.9%	3.8%	0.0%
Ability to communicate risks to target audiences	32.7%	55.8%	9.6%	1.9%	0.0%
Explaining to farmers to understand the problems and apply mitigation and adaptation	32.7%	50.0%	13.5%	3.8%	0.0%
Explaining the expectations of desired behavior change	21.2%	57.7%	15.4%	3.8%	1.9%
Passing on information about climate smart agriculture	32.7%	44.2%	21.2%	1.9%	0.0%

Figure 1: Level of Understanding Key Climate Change Communication Issues
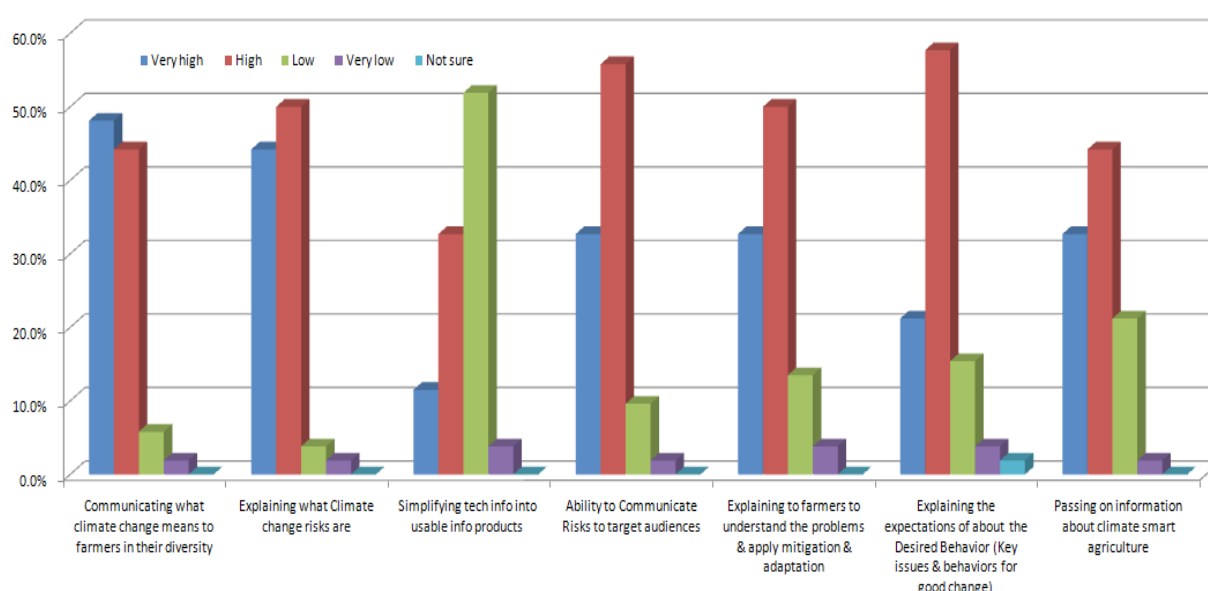
2.2.2. Nature of Communicating Climate Change Issues

The situation findings further indicate that stakeholders had varying opinions about the nature of communicating climate change issues as far as sharing information; availability, frequency, and awareness are concerned. A high number of stakeholders, standing at 32 percent, reported that there was low availability of climate change information; 20 percent said very low, while 12 percent report high availability. Sharing of information also varies from one stakeholder to another. 48 percent reported low levels of sharing climate change information. The frequency of sharing the information is very low and low at 44 percent and 40 percent respectively. Access to climate change information for planning and decision making was low at 54 percent compared to 10 percent of stakeholders who said access was very high.

The ability to interpret the information accessed was low at 40 percent, either due to language or other reasons. Only 6 percent of the stakeholders are aware about any climate change vulnerability study ever conducted. 50 percent reported low awareness about the various types of climate information available. 4 percent of stakeholders reported very high availability of climate change services (weather and climate data). Only 6 percent reported very high availability of information on extreme weather conditions (floods, dry spells and mudslides); 2 percent reported high availability of information on soil erosion and water availability projections. 52 percent of stakeholders reported low availability of information on weather forecast events (temperature and rainfall) for end users such as farmers.

About the content of information, in terms of high end value of text, statistics, info-graphics, imagery, audio-visuals, etc., findings show that only 4 percent of stakeholders acknowledged availability to be very high. 12 percent reported very high availability of various information materials on climate change for end users. 6 percent reported that there is very high availability of various source of information on climate change. It should be noted that the nature of communicating climate change in Uganda is grossly affected by these factors, as table below shows.

Table 2: Stakeholder opinion on the nature of climate change communication in Uganda

Nature of communicating climate change issues	Very low	Low	High	Very high	Not sure
Availability of climate services	20%	32%	36%	12%	0%
Sharing information	18%	48%	22%	12%	0%
Frequency of sharing information	40%	44%	8%	6%	2%
Access to Climate Change Information required for planning	26%	54%	10%	10%	0%
Ability to interpret the information accessed	26%	40%	18%	12%	4%
Awareness about limitations to access information	26%	34%	28%	2%	10%
Climate change vulnerability assessment conducted	34%	32%	1%	6%	18%
Types of Information available	18%	50%	20%	4%	8%
Availability of climate services (weather and climate data)	30%	46%	16%	4%	4%
Information on Soil Erosion and water avail projections	34%	48%	14%	2%	2%
information on Extreme Weather conditions (floods, dry spells, mudslide)	24%	46%	22%	6%	2%
Information on Weather forecast events (temp and rainfall)	16%	52%	26%	4%	2%
Content of information (Text, Statistics, Info-graphics, Imagery, audio-visuals, etc.)	32%	44%	12%	4%	8%
Type of information materials available	28%	46%	12%	4%	10%
Sources of Information	26%	46%	20%	6%	2%

Figure 2: Stakeholder opinion on the nature of climate change communication in Uganda
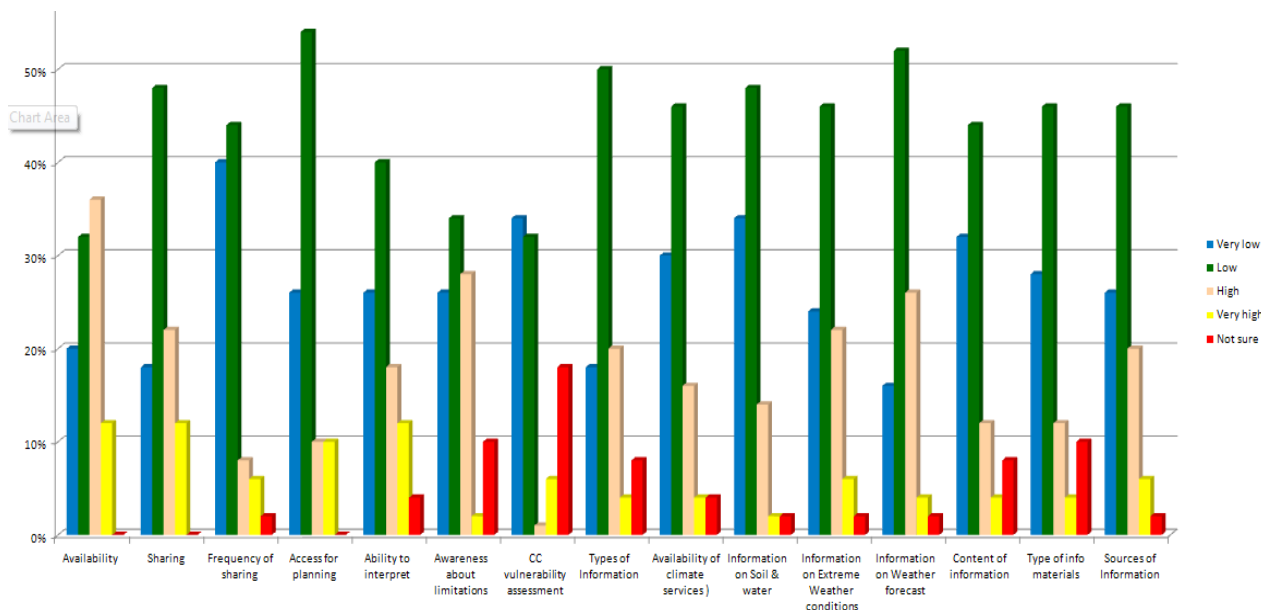
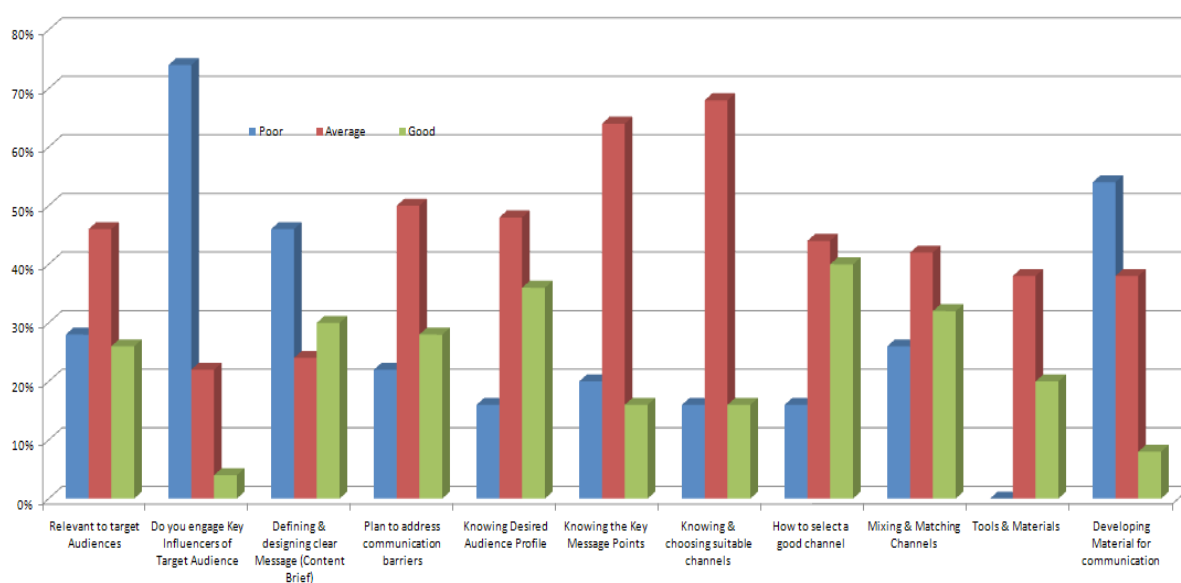## 2.2.3. Relevance of Climate Change Communication

The situation findings indicated that the relevance of communicating climate change issues on adaptation and mitigation varied among stakeholders. The relevance of climate change information to the target audience has a direct impact on the behavioral change expected. According to the findings, 26 percent of the stakeholders rated that the relevance communications made to be good for target audiences. The level of engaging key influencers during communication actions was rated to be 74 percent poor and 4 percent good.

In terms of defining and designing clear content and messages, 46 percent of stakeholders said it was poor compared to 30 percent who said it was good. On every communication made, there must be an expected outcome. The findings show that 36 percent of stakeholders rated the level of knowing what to expect from audience, i.e. the desired audience profile, to be good. Only 16 percent rated the level of knowing key message points to be good. 68 percent rated the level of knowing how to choose suitable channels and tools for communicating to their audiences. Other findings were on how to select a good channel of communication and weighing its viability vis-à-vis target audience; mixing and matching channels of communication; tools and materials to use in communicating and developing material for communication, as shown in table below.

Table 3: Showing Level of Relevance of Climate Change Communication

Relevance of communication	Poor	Average	Good
Relevant to target Audiences	28%	46%	26%
Engaging Key Influencers of Target Audience	74%	22%	4%
Defining and designing clear Message (Content Brief)	46%	24%	30%
Plan to address communication barriers	22%	50%	28%
Knowing Desired Audience Profile	16%	48%	36%
Knowing the Key Message Points	20%	64%	16%
Knowing and choosing suitable channels	16%	68%	16%
How to select a good channel	16%	44%	40%
Mixing and Matching Channels	26%	42%	32%
Tools and Materials	42v	38%	20%
Developing Material for communication	54%	38%	8%

Figure 2: Showing Level of Relevance of Climate Change Communication

2.2.4. Accessing Information on Climate Change Communications

The situation findings indicate that there are various modes used in climate change communication. The most commonly used modes are print materials, phone texts, phone call, radio, TV, audio-visual CD, word of mouth (one-on-one), community meetings and dialogues, websites, social media, computer based (offline), mixed channels and others.

Findings further indicate that radio; word of mouth and community meetings were used very often to communicate climate change information, compared to TV, print materials, SMS, phone, and social media. Other modes that were used but not often include TV, print materials, and website, SMS, social media and audio-visual CD. Among the modes that were not used at all, were phone calls and offline computers. Modes of communications that can be made viable included SMS and use of mixed channels. 14 percent of stakeholders reported to be not sure on use of audio-visual CDs.

Table 4: Modes Used to Access Climate Change Communications Information

Level of accessing information on climate change communication	Used very often	Used but, Not often	Not used at all	Can be made viable	Not sure
Word of mouth (one on-one)	68%	20%	2%	6%	4%
Community meeting	40%	44%	2%	12%	2%
Radio	76%	18%	2%	2%	2%
TV	26%	50%	16%	4%	4%
Print materials	30%	46%	8%	10%	6%
Phone call	10%	24%	38%	12%	16%
SMS	8%	34%	30%	20%	8%
Website	14%	36%	36%	10%	4%
Social media	12%	44%	14%	12%	18%
Audio- visual CD	8%	32%	32%	14%	14%
Computer based (Offline)	4%	36%	34%	8%	18%
Mixed channels	22%	36%	2%	26%	14%

2.3.   Development and Focal Problems to be Addressed by UNCCCS

The UNCCCS aims at addressing the development and focal problems faced in climate change communication in Uganda. The development problem is the overall major undesired situation under the NCCP. Additionally, the focal problems are causes of the main problem. The focal problems are highlighted in situation analysis framework above. In developing the UNCCCS, the above are directly linked to climate change communication interventions, objectives, activities, outputs and inputs. These directly translate into communication entry points, as categorized below:

Table 5: Development and Focal Problems Identified

DEVELOPMENT PROBLEMS based on Uganda National Climate Change Policy directions, priorities and key actions	FOCALPROBLEMS AND NEEDS in climate change communication (identified during Situation Assessment and Analysis)
- Low levels of adaptation - Limited mitigation efforts - Increased vulnerability and risk - Limited awareness about national policies, legislation, action plans and strategies - Limited climate change education and training - Limited public awareness - Limited capacity development and training - Poor communication, information and knowledge management - Poor access and utilization of climate information by decision makers - Limited use, transfer and diffusion of appropriate climate technology - Low adoption of climate smart agriculture - Lack of climate information systems - Barriers faced by vulnerable communities - Limited positive change in behaviors, attitude, perception and practices - Inappropriate messages, tools and channels of communication - Lack of two-way information, education and communications (IEC) system - Poor information, content, medium/language, materials and equipment - Lack of functional strategy on climate change communication - Limited role of intermediary mechanism (key influencers and champions)	- Poor skills and abilities in information, education and communications (IEC) of climate change issues - Ineffective use of modes of communication (print materials, SMS, mobile, radio, TV, audio-visual CD, word of mouth, community meeting, website, social media, computer, mixed channels and others) - Poor communication skills - Limited availability of climate change information - Poor content of information - Limited availability of usable information products - Inadequate information materials available - Diverse audiences, with diverse preferences and needs - Limited sources of Information - Limited awareness about type of information available - Limited dissemination and sharing of information - Low frequency of sharing - Limited access to information for planning and decision making - Inability to interpret and translate communications - Failure to understand the desired behaviors of audiences - High communication barriers - Limited access to climate services (weather and climate data) - Limited information on soil erosion and water availability projections - Limited information on extreme weather conditions - Poorly defined and designed messages (content briefs) - Lack of simplicity of technical information - Limited relevance of communication to target Audiences - Negative impact of key Influencers and champions - Limited skills to determine key message points and discussion themes - Limited skills in identifying suitable channels and tools of communication - Limited skills in mixing and matching channels of communication - Limited skills in developing materials

The communication objectives of UNCCCS are based on the above development and focal problems explained. The above problems give the cause-effect relations as far as climate change communication is concerned in Uganda.

CHAPTER 3

3.0 COMMUNICATION STRATEGY AND ACTIVITY PLAN

3.1. Introduction

The UNCCCS offers a coherent narrative of actions aimed at achieving specific objectives towards effective communication of climate change issues to members of the general public, particularly vulnerable communities. This strategy has therefore been developed to assist with how to address the communication gap. The strategy therefore responds to the findings of the situational analysis as well as the policy framework and is feasible in relation to the resources available , the timeframe; and effectiveness, i.e. it makes the best use of the available resources in order to achieve the set objectives.

3.2. Guiding Principles of the Strategy

The communication strategy is based on the key principles of development communications. These principles are consistent with the UNFCCC Article 6, the NCCP, and Uganda's development plans, i.e. NDP II and the sector plans.

UNFCCC Article 6	**Education, Training and Public Awareness** • Promote and facilitate at the national and, as appropriate, sub regional and regional levels, and in accordance with national laws and regulations, and within their respective capacities: • The development and implementation of educational and public awareness programmes on climate change and its effects; • Public access to information on climate change and its effects; • Public participation in addressing climate change and its effects and developing adequate responses; and • Training of scientific, technical and managerial personnel; **Cooperate in and promote, at the international level, and, where appropriate, using existing bodies:** • The development and exchange of educational and public awareness material on climate change and its effects; and • The development and implementation of education and training programmes, including the strengthening of national institutions and the exchange or recommendation of personnel to train experts in this field, in particular for developing countries.
Uganda National Climate Policy	**Common Policy Priority 3:** • Support education, awareness raising and capacity development for a range of stakeholders (government, academics, civil society and private sector) contributing to the national development process, from the local level to the national level

Based on the above, the underlying communication focus of all the key players is to create awareness; behavioral change; information and knowledge; practice; and participation and action. Therefore, the guiding principles of the UNCCCS are as follows:

Guiding Principle 1: Create Awareness	The strategy aims at creating maximum awareness among the public and all niche audiences in Uganda.
Guiding Principle 2: Achieve Behavior change	The strategy aims at achieving behavioral change. All the activities shall be focusing on achieving positive behavioral change among the public and niche audiences in Uganda.
Guiding Principle 3: Share Information and Foster Knowledge Development	All stakeholders shall share information, knowledge development and materials and tools among the public and niche audiences in Uganda.
Guiding Principle 4: Stimulate Practice	The strategy aims at stimulating practice and building capacity and skills among public. It aims at making every Ugandan practice at least some aspect of adaptation and mitigation.
Guiding Principle 5: Promote Participation and Action	The strategy promotes participation and action by various players at all levels within Uganda (international, national, regional, district, sub county, parish, village). The strategy addresses the critical information, education and communication needs of all audiences.
Guiding Principle 6: Promote National Development, Democracy, Good Governance and Accountability	The strategy is consistent with the government commitment to national development and ensuring democracy, good governance and accountability. The strategy is consistent with the laws of Uganda and Constitution.

3.2.1. Overall Objective of UNCCCS

To effectively increase and improve the level of awareness, interest, positive attitudes, behaviors and practices towards climate change adaptation and mitigation among the public, vulnerable communities and stakeholders in Uganda in next five years 2017/2021.

3.2.2. Specific Objectives of UNCCCS

1. To provide adequate information, education and communication services for effective management of climate change vulnerabilities and risks among the public, vulnerable communities and stakeholders in Uganda by 2021.

2. To increase access and utilization of climate change information, knowledge and learning among members of the public, particularly vulnerable communities and key stakeholders in Uganda by 2021.

3. To establish two-way communication mechanisms that are appropriate in terms of mode, channels, and language that is locally friendly at community, local and national level to benefit the public, vulnerable communities and stakeholders in Uganda by 2021.

4. To provide appropriate, relevant and accurate information, content and materials for diverse audiences on climate change among the public, vulnerable communities and stakeholders in Uganda by 2021.

5. To enhance the capacity, competences and skills of stakeholders in Uganda in climate change communication by 2021.

6. To effectively build collaborations, partnerships and coordination mechanisms for informing, educating and communicating about climate change adaptation and mitigation issues at community, district and national levels by 2021.

3.3. Overall Desired Outcomes (Key Issues and Behaviors, Attitudes, and Practices)

The UNCCCS aims at achieving desired outcomes through changing behaviors, attitudes and practices among the target audiences. These desired outcomes include:

- Highly motivated target audience that is aware, interested, with positive attitudes, better behaviors, good practices and willing to comply to government concerns about climate change adaptation and mitigation.
- The public, vulnerable communities and stakeholders motivated and desiring to take action
- Target audiences easily accessing, utilizing and sharing of climate information and products
- Better decision making and improved practices among policy makers, local governments, farmers, and other end users
- Proper feedback and learning among audiences
- Competent and trained communicators that reach out to end users
- Strong institutional communication systems that are transparent, accountable and demand- and solution-driven

3.4. Target Audiences and Characteristics

The UNCCCS addresses communication needs of two types of audiences, i.e. primary and secondary audiences. The primary audience includes those people whose behaviors contribute to the success of the climate change adaptation and mitigation. The secondary audience includes actors who cannot be ignored during communication such as key influencers, champions, barriers and institutions.

Table 6: Target Audiences and Their Characteristics

Primary target audience	Audience characteristics
- General public - Farmers - Fisher folk - Vulnerable communities - Women - Youth - People with disabilities - Men - School going children - Policy makers - Opinion Leaders - Scientists, researchers - Civil servants; - Business Community	- Urban, rural, peri-urban, remote locations e.g. mountains, semi-arid areas - Ethnicity diversity (56 tribes, diverse culture, language, preferences and needs) - Various literacy and education levels (reading, writing, listening) - Demographics (age, sex and gender; women, men, youth, disability, children) - Social status (class, rich, poor) - Occupation (farmers, non-farmers) - Psychological and psychographic as follows **Attitude:** People with positive and negative attitudes **Lifestyle:** People who are conservative or liberal about climate change **Involvement:** Low and high involvement e.g. leaders, civil servants **Motivation:** People who are motivated and interested in climate change **Perception:** People who perceive climate change as critical or not **Role players:** Communicators, animators, change agents, (attitude, lifestyle, involvement, motivation, perception, role players)

Secondary audience	Audience characteristics
• Development Partners • Media • Education institutions • Traditional leaders • Opinion leaders • Cultural leaders • Law enforcement agencies	• Actors who cannot be ignored during communication by communicators. • They can be go-betweens. • They influence primary audiences. • They amplify the messages sent and they champion them • They can be barriers to communications • They are individuals or institutions

3.5. Key Influencers (Means and Level of Influence)

The UNCCCS also focuses on communication needs of key influencers, who affect the behaviors of primary audiences with varying levels of influence.

Table 7: Major Key Influencers on target audience

Key Influencer	Level of influence	Means of influence / channels
• Development partners (Donors)	• Extremely high	• Funding terms and conditions • Word of mouth • Interaction groups, e.g. workshops • Electronic, e.g. Internet, social media, TV, radio • Documentation / literature / research / partnership / academics
• Media and Journalists	• Extremely high	• Electronic, e.g. Internet, social media, TV, radio • Word of mouth, expert opinions • Documentation (Print) /literature
• Leaders (traditional opinion, cultural, civic ,political, religious leaders)	• Extremely high	• One-on-one interaction / word of mouth • Interaction groups e.g. social events, drama • Electronic, e.g. Internet, social media, TV, radio • Documentation (Print) / literature / oral history
• Service providers (Civil society, Civil servants, Educators, Trainers, Academicians, teachers, researchers, schools, institutes, universities)	• Extremely high	• One-on-one interaction / word of mouth • Interaction groups, e.g. community events • Electronic, e.g. Internet, social media, TV, radio, etc. • Drama on environment • Documentation / literature / academic / research / trends • Enforcement, expert opinions, experience, etc.

3.6. Communication Entry Points

All communications to be made will address underlying problems by identifying the major entry points. The UNCCCS focuses on the four levels of perceptions held by target audiences.

All climate change communications shall build on the following perceptions vis-à-vis information to be communicated:

a. OPEN KNOWLEDGE (What we know and they know)
b. THEIR HIDDEN KNOWLEDGE (What they know and we do not know)
c. OUR HIDDEN KNOWLEDGE (What we know and they do not know)
d. BLINDNESS (What we do not know and they do not know)

3.7. Message Design

All messages shall be turned into discrete units of transmission through various sensory abilities of sight, sound, touch, taste, and smell. All messages will define the content ("what") and the delivery ("how").

3.7.1. Type of Messages and Attributes

All communications shall have either a) primary messages or/and b) secondary messages.
<u>Primary messages</u> are interpreted impression of data and information aimed at engaging, informing, educating, motivating, inspiring the target audiences to hear, understand, remember, and use, etc.
<u>Secondary messages</u> are the "extra added" elements of visual aids to the message aimed at restating, clarifying, strengthening or illustrating the real primary message. They may include graphics, pictures, sounds, models, videotapes, info-graphics, etc. All messages shall have the following attributes:

Table 8 Showing the Message Attributes

Message Attribute	Description of attribute
Concise	Focus on three to five key messages per topical issue. Write one to three sentences for each key message; should be read or spoken in 30 seconds or less.
Strategic	Define, differentiate, and address benefits
Relevant	Balance what you need to communicate with what your audience needs to know
Compelling	Design meaningful information to stimulate action
Simple	Use easy-to-understand language; avoid jargon and acronyms
Memorable	Ensure that messages are easy to recall and repeat; avoid long, run-on sentences
Real	Use active voice, not passive; do not use advertising slogans
Tailored and User Friendly	Communicate effectively with different target audiences by adapting language and depth of information, translation, visual aids were appropriate, indigenous knowledge

3.7.2. Salient Elements of Messages

All messages shall contain four salient elements: a) key facts; b) desired change; c) key message point and theme (support statement); and d) ultimate lasting impression of message, i.e. a take away message. (Please Note: A take away message is not a slogan. Rather, it is a clear, obvious and easily understood full range of thoughts, feelings and attitudes about the behavior, attitude, perception, product, service proposed in the message. It is a belief and feeling that the audience will get from the communication.)

3.7.3. Messages Under UNCCCS

The messages under the UNCCCS are categorized into two types:
a.   Messages for communicating climate change adaptation, and
b.   Messages for communicating climate change mitigation
The tables below give detailed descriptions of the take-away messages under UNCCCS.

3.7.4. ADAPTATION MESSAGES (Agriculture Sector)

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Key fact *Current issue, problem, situation about climate change vis-à-vis adaptation*	• Land is underutilized below its potential. • Land is yielding less, land getting scarce. • Soils are old and tired, fertility is reducing. • Limited land ownership and poor land use. • Limited water for production, changing rainfall patterns and temperatures. • Poor pastures Limited emphasis of indigenous knowledge (IK) by extensions officers and planners.	• Quality seeds are scarce. • Planting materials are not enough. • Cost of seed is too high and unaffordable • Poor germination of seed. • Poor timing of purchase and planting. • Poor breeds. • Credibility of the sources of seed.	• Poor agronomic practices. • Untimely weeding. • Poor and non-existent fertilizer application for both organic and inorganic types. • Non-existing irrigation. • Too high plant population (density). • Poor mulching. • Poor timing of harvesting. • Untimely planting and weeding.	• Poor pest and disease surveillance. • Limited application of pesticides and fungicides. • Limited bio control practices. • Poor quality adulterated pesticides. • Indiscriminate application.	• Poor post harvesting practices (drying, storage, clean, prevention of pests, organic / inorganic materials, seed moisture, appropriate storage). • High post-harvest losses.	• Failure to maximize market opportunities (immediate, medium, distant markets). • Poor product standards (quality output, exchange information, prices, trends, packaging for market, confidence and trust. • Market information.

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Desired Change in Behavior, Attitude, Knowledge and Practice	• Learn how to utilize your land better: climate smart agriculture. • Restore soil fertility using modern technologies. • Avoid land fragmentation. • Reinvest to conserve your land for to produce better. • Get accurate rainfall forecasts in time. • Use conservation agriculture approach. • Sustainable Agricultural practices.	• Access good quality seeds and breeds. • Strengthening seeds system; breeding, multiplication, and distribution. • Get proper quality seeds and breeds.	• Timely planting. • Irrigation. • Good and modern farming practices give better yields.	• Integrated pests and diseases management. • Learn to control pests and diseases • Use modern eco-friendly practices.	• Adopt better post-harvest technology. • Learn good methods of managing your harvest.	• Value addition. • Good financial management. • Get good markets for your products.

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Key Message Point and Theme (Statement)	• Using your land better increases yields, your farm income and family life improves Understanding rainfall patterns and forecasts helps you produce more and better quality products.	• Competitive farmers use quality seeds and breeds. • Get reliable suppliers of seeds and breeds.	• Learn to use irrigation to improve yields. • Learn modern farming practices.	• Get involved, fight pests and diseases. • Learn good pest and disease control measures.	• For better profit, you need to manage your harvest well. • Add value.	• Produce for market.

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Nature of Message Content *(Ultimate and Lasting Impression of the message)*	**Information, Knowledge, Facts and Truth** (figures, farm plans, trends, projections, skills) on farm land, soil, rainfall, temperature, pastures, indigenous knowledge, timely forecasts, situation reports, future scenarios, news, events, policy, law and regulation).	**Information, Knowledge, Facts and Truth** (figures, varieties, prices, source/ suppliers, advise, trends, projections, skills, forecasts, situation reports, future scenarios, news, events, policy, law and regulation).	**Information, Knowledge, Facts and Truth** (skills, best practices, farm plans, organic skills, indigenous knowledge, forecasts, situation reports, future scenarios, news, events, policy).	**Information, Knowledge, Facts and Truth** (figures, brands, history, trends, projections, skills, prices, source / suppliers, methods, applications).	**Information, Knowledge, Facts and Truth** (figures, estimated yields, methods, trends, projections, skills).	**Information, Knowledge, Facts and Truth** (buyers, export market, prices, trends, projections, skills, prices, standards, requirements).
	Visual Aids (Posters, Leaflets, TV, Banners)	**Visual Aids (Posters, Leaflets, TV, Banners)**	**Visual Aids (Posters, Leaflets, TV, Banners)**	**Visual Aids (Posters, Leaflets, TV, Banners)**	**Visual Aids (Posters, Leaflets, TV, Banners)**	**Visual Aids (Posters, Leaflets, TV, Banners)**

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Target audience	Primary Audience:	Primary Audience:	Primary Audience:	Primary Audience:	Primary Audience:	Primary Audience:
	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.	Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups.
	Key influencers:	Key influencers:	Key influencers:	Key influencers:	Key influencers:	Key influencers:
	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, seed companies, influencers.	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, agro-input dealers.	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, law enforcers, agro-input dealers.	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers.	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers.	NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers.

AGRICULTURE SECTOR	PRODUCTION	SEEDS	AGRONOMY	PESTS and DISEASES	POST HARVEST	MARKETS
Communication Entry Points	**In all message content, state:** What WE know and THEY know? What THEY know and WE do not know? What WE know and THEY do not know? What WE do not know and THEY do not know? **Is the Message:** Concise, Strategic, Relevant, Compelling, Simple, Memorable, Real, Tailored, and User Friendly?			**Message / Content briefs** For every communication or materials to be made, the communicator will use a message brief or content brief. • **The Key Message**: Key issue the message is addressing. • **The Promise:** Most important benefit delivered in message. • **The Support:** Major Reason(s) why to believe the promise. • **The statement of Ultimate and Lasting Impression:** What the audience will ideally have after hearing the message. • **The Desired User Profile:** How intended audience perceives someone who changes behavior towards waste). • **The Key Message Points:** Key pointers / words to appear in all communications.		

3.7.5. ADAPTATION MESSAGES (Other Sectors)

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
LIVESTOCK				**Primary Audience:**
- Over grazing. - Land pressure. - Decreased communal pastoral land. - Increased pests and diseases. - Droughts and dry spells. - Inadequate early warning systems.	- Reduced over grazing. - Better use of grazing lands. - Well managed. communal pastoral lands. - Better coping. behaviors towards pest and diseases. - Better coping towards drought. - Well-functioning and utilized early warning system.	- Stop overgrazing. - Invest in modern livestock business. - Use your communal land well. - Learn modern farming skills.	**Information, Knowledge, Facts and Truth** (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, Information on pests and diseases that affect livestock, policy, law and regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc.)** Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).	Pastoralists, public, private sector, schools, farmers, selected eco-zones, cattle corridor, vulnerable groups, industrialists, miners, refugees.
				Key influencers:
				NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, law enforcement, local governments, politicians, religious and cultural leaders.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
WATER				**Primary Audience:**
• Reducing availability of safe water (quality, quantity and security); water scarcity affecting production and domestic use. • Population growth, environmental degradation and climate change. • Limited and inadequate water harvesting; inefficient water utilization. • Limited conservation and protection against degradation of watersheds and/or catchment areas, river banks and water bodies. • Limited knowledge of and coping mechanism for extreme events such as floods and drought.	• Increased knowledge in water harnessing and harvesting. • Use of efficient ways to harvest and conserve water. • Proper utilization of water resources for both production and domestic use. • Coping with extreme weather conditions like floods, drought. • Include indigenous knowledge in planning for climate change adaptation.	• Harvest rain water using locally efficient and affordable technologies. • Use water properly for your needs e.g. drip irrigation. • Floods can be avoided through conservation of water catchment areas) • Drought is a disaster, plant more trees. • Use unwritten laws towards water protection and access.	**Information, Knowledge, Facts and Truth** (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, policy, law and regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc.)** Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).	Public, private sector, schools, fisher folks, farmers, pastoralists, 11 eco-zones, vulnerable groups, industrialists, miners, refugees.
				Key influencers:
				NGOs, CBOs, NEMA, extension staff, ministry, parastatals, donors, dealers, law enforcement, local governments, politicians, religious and cultural leaders

Key fact	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content	Target audience
(Current issue, problem, situation about climate change vis-à-vis adaptation)			*(Ultimate and Lasting Impression of the message)*	
FISHERIES AND AQUACULTURE				**Primary Audience:**
• Increasing degradation, decreasing water levels, water weeds (hyacinth), pollution of Aquatic ecosystems (lakes, rivers, fish). • Declining fish catches and fish stocks. • Increased illegal fishing including poisoning. • Slow adoption of aquaculture, cage farming and resilient fishing practices. • Underutilization of economic incentives to diversify livelihood options.	• Communities protecting water resources. • Strengthening Beach Management Units (BMUs). • Stopping polluting water. • Stopping illegal fishing. • Using modern fishing methods and practices. • Investing in fish farming (Growing more fish).	• Fish is wealth, learn to fish responsibly. • Stop water pollution. • Stop Illegal Fishing Invest in fish farming, its profitable (Grow more fish).	**Information, Knowledge, Facts and Truth** (Figures, Trends, Predictions, Future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc.)** Music, dance and drama ,Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up on-farm demos.	Public, Fisher folks, Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups, Industrialists, Miners, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments, Politicians, Religious and Cultural Leaders.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
FORESTRY				**Primary Audience:**
• Decreasing forest cover; Reduced forest products; Over-exploitation of wood resources. • Loss of indigenous tree species and biodiversity. • Increased adoption of aliens (invasiveness). • Clearing for settlements and cultivation; Overgrazing; Wildfires; Charcoal burning urban forest degradation. • Slow adoption of farm forest conservation. • Slow biomass energy. • Pests and diseases out breaks. • Extreme events. • Land tenure and gender issues.	• Reduced tree cutting. • Planting more trees. • Using alternative non-wood energy. • Stopping bush burning. • Stopping overgrazing. • Protecting forest cover. • Using conservation forest practices. • Using green solutions. • Trading in carbon. • More gender inclusive land tenure laws. • Encourage use of renewable energy (energy saving stoves, solar and biogas) in institutions and homes. • Encourage use of renewable energy (energy saving stoves, solar and biogas) in institutions and homes. • Carry out enrichment planting for indigenous species (e.g. Ficus natalensis, Musizi, Muvule, Mahogany, Prunus Africans).	• Plant more trees. • Stop cutting trees. • Preserve environment. Use other alternatives at home and at work. • Stop overgrazing. • Stop bush burning. • Invest in modern agro forestry. • Learn green skills. • Cut a tree and plant two.	**Information, Knowledge, Facts and Truth** (Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Public, Foresters, Fisher folks, Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups, Industrialists, Miners, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
WETLANDS				**Primary Audience:**
- Decreasing wetlands cover - Increased encroachment - Poor wetland protection and restoration. - Poor conservation of ecosystems. - Over harvesting of wetland resources. - Reclamation of wetland resources.	- Protecting wetlands. - Stopping encroachment. - Restoring wetlands. - Conserve ecosystem resources (birds, insects).	- Protect wetlands. - Restore wetlands. - Stop encroachment. - Conserve birds and insects.	**Information, Knowledge, Facts and Truth** (Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Public, Foresters, Fisher folks, Farmers, Pastoralists, 11 Eco-zones, Vulnerable groups, Industrialists, Miners, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
DISASTER RISK MANAGEMENT				**Primary Audience:**
• Frequent and extreme events such as droughts, floods and landslides. • Prevalence of socio-environmental conflicts. • Increased human insecurity . • Inefficient early-warning systems and preparedness. • Limited relief and community support in emergencies. • Limited capacity to manage risk.	• Better ways of managing emergencies. • Coping with effects of floods, landslides, drought. • Reducing conflicts . • Improving human survival. • Improving early-warning and preparedness . • Supporting affected communities. • Learn to prepare yourself in cases of disasters. • We can avoid floods. • Resolve conflicts, Live in Harmony. • Donate to victims. **Information, Knowledge, Facts and Truth** (Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.			Public, Vulnerable communities, women, men, youth, PWDs, Fisher folks, Farmers, Pastoralists, Refugees. **Key influencers:** NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments. Media.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
ENERGY				**Primary Audience:**
• Predominant use of biomass energy (firewood, charcoal). • Increasing energy demand. • Electricity supply affected by reduced water levels in dams and reservoirs. • Limited protection of Water catchments. • Very limited use of alternative renewable energy sources (solar, biomass, mini-hydro, geothermal and wind). • Limited use of energy-efficient cook stoves and LPG.	• Reduced use of firewood and charcoal. • Saving electricity • Protecting water catchment areas. • Using renewable energy. • Using solar energy. • Using biogas. • Using wind energy. • Using geothermal. • Using energy saving stoves. • Buying and using LPG.	• Stop using charcoal, save Environment. • Protect lakes. • Use solar. • Use biogas. • Use energy saving stoves. • Use of slogans e.g preserve trees for the environment.	**Information, Knowledge, Facts and Truth** (Benefits, Opportunities, Types, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, Stickers, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Public, Farmers, Vulnerable communities, women, men, youth, PWDs, Fisher folks, Farmers, Pastoralists, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
BIODIVERSITY AND ECOSYSTEM SERVICES				**Primary Audience:**
• Affected biodiversity hotspots. • Violation of restricted areas in fragile ecosystems e.g. rangelands, hills and mountains. • Limited payment for ecosystem services. • Compromising integrity of ecosystems.	• Protect biodiversity. • Responsible utilization of grasslands, hills, mountains. • Protecting restricted areas. • Reporting bad practices and violations. • Enforcing law and order.	• Protect mountain resources. • Report abuse.	**Information, Knowledge, Facts and Truth** (Benefits, Opportunities, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Public, Farmers, Vulnerable communities, women, men, youth, PWDs, Fisher folks, Farmers, Pastoralists, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
WILDLIFE AND TOURISM				**Primary Audience:**
• Increasingly affected national parks, wildlife reserves, community wildlife areas, historical sites. • Threatened wildlife and biological diversity. • Fragmented ecosystem Affected habitats of animal and bird species. • Disruptive utilization of resources. • Rampant conflicts.	• Protecting national parks. • Protecting wildlife. • Conserving historical sites. • Protect animals and birds. • Prevent conflicts. • Preserve Your Culture, Protect Environment.	• Protect Wildlife. • Promote Tourism. • Invest in Eco-Tourism.	**Information, Knowledge, Facts and Truth** (Benefits, Opportunities, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Public, Tourists, Farmers, Vulnerable communities, women, men, youth, PWDs, Fisher folks, Farmers, Pastoralists, Refugees.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Dealers, Law Enforcement, Local governments.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
VULNERABLE GROUPS				**Primary Audience:**
• Limited adaptability among Poor, PWDs, Youth, PLWHAIDS, Older persons, Elderly, OVCs, Refugees, marginalized communities (Isolated, remote areas e.g. islands, mountains, semi-arid) • Limited empowerment to adapt • Limited skills to cope.	• Learning to cope and adapt to impacts • Becoming empowered (Voice, skills, resources)	• Be empowered, live safely with changing environment • Voice your concerns, speak out • Plan for vulnerable to live smart	**Information, Knowledge, Facts and Truth** (Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation) **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites	Poor, PWDs, Youth, PLWHAIDS, Older persons, Elderly, OVCs, Refugees, women, men, youth, ethnic grouping , Fisher folks, Farmers, Pastoralists
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
HEALTH				**Primary Audience:**
• Increased impacts human health and wellbeing • Incidences of disease outbreaks e.g. cholera • Limited rapid responses to control epidemics • Limited supply of safe water • Poor sanitation and hygiene	• Improved human health and wellbeing • Reduced disease outbreaks • Accessing and using clean water • Having proper sanitation and hygiene	• Be healthy, Live in Safe Environment • You can prevent Cholera • Use clean and safe water • Build a Pit Latrine • Be clean, Clean Your Environment	**Information, Knowledge, Facts and Truth** (Diseases, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides) **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites	Poor, PWDs, Youth, PLWHAIDS, Older persons, Elderly, OVCs, Refugees, women, men, youth, ethnic grouping , Fisher folks, Farmers, Pastoralists
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
HUMAN SETTLEMENTS AND SOCIAL INFRASTRUCTURE				**Primary Audience:**
• Poorly planned housing and infrastructure Disorderly human settlements and land utilization • Affected human life, animals and property • Limited efforts to relocate vulnerable communities	• Well planned housing • Using green technologies • Orderly settlements and human habitants • Proper drainage • Relocating vulnerable communities to better areas • Well plan towns and cities	• Plan your house in a better and safe way • Use environmentally friendly technologies • Live in orderly settlements • Plan your town and city, Get Involved	**Information, Knowledge, Facts and Truth** (Diseases, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides) **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama ,Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites	Poor, PWDs, Youth, PLWHAIDS, Older persons, Elderly, OVCs, Refugees, women, men, youth, ethnic grouping , Fisher folks, Farmers, Pastoralists, Slums dwellers
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
TRANSPORTAND WORKS				**Primary Audience:**
• Threatened transport infrastructure such as roads, bridges, railways. • Demand for cheaper, more efficient and more reliable transport services.	• Well planned transport systems. • Using safe roads. • Using environmentally friendly transport.	• Planned Transport is Good for everyone. • Safe Roads, Better Lifestyles. • Use environmentally friendly transport. • Adopt green solutions .	**Information, Knowledge, Facts and Truth** (Diseases, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides). **Visual Aids (Posters, Leaflets, TV, Banners, etc)** Music, dance and drama, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.	Poor, PWDs, Youth, PLWHAIDS, Older persons, Elderly, OVCs, Refugees, women, men, youth, ethnic grouping , Fisher folks, Farmers, Pastoralists, Slums and urban dwellers, travelers.
				Key influencers:
				NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments.

3.7.6. MITIGATION MESSAGES

Key fact (Current issue, problem, situation about climate change vis-à-vis adaptation)	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content (Ultimate and Lasting Impression of the message)	Target audience
LULUCF (Land Use, Land-Use Change and Forestry) sector				**Primary Audience:**
• Increasing GHG emissions • Emissions from conversion of forests to agricultural land among others. • Limited technology for GHG emissions. • Limited research. • Human activity increases GHG emission. • Limited demarcation for industrial use Poor urban planning. • Ineffective laws, regulations and enforcement.	• Reduced GHG emissions. • Increased use of green technology. • Increased research • Managing human activity against GHG. • Planning industrial and urban areas. • Increased practice of conservation agriculture, better land use management. • Increased conservation of protected zones. • Reduction and stopping encroachment of fragile ecosystem. • Reduced bush burning.	• REDUCE emissions. • Protect Human lives. • Use your Land Properly • Practice conservation agriculture. • Practice sustainable land use management. • Conserve protected zones • Stop encroachment of fragile ecosystem. • Stop Bush Burning • Alternative Livelihoods	**Information, Knowledge, Facts and Truth** (Opportunities Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides). **Visual Aids** (Posters, Leaflets, TV, Banners, MAPs, Photos, documentaries, stories, drama, Info-graphics, Animations, Simulations, Illustrations, Arts, etc.	Public, Fisher folks, Farmers, Pastoralists, Slums and urban dwellers, rich, industrialists, drivers, vulnerable communities, Refugees, women, men, youth, ethnic groupings. **Key influencers:** NGOs, CBOs, FBOs Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments , Cultural and religious leaders.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
Reduced Emissions from Deforestation and Forest Degradation+ (REDD+)				**Primary Audience:**
• Limited conservation of existing forests (natural forests). • Ineffective regulation • Less implementation of REDD+ programmes. • Limited funding from carbon markets. • Ineffective mechanisms to regulate the implementation of REDD+ projects. • Limited equitable benefit sharing schemes. • Limited information about REDD+ initiatives.	• Protecting existing natural forests. • Regulating REDD+. • Funding REDD+. • Investing in carbon markets. • Sharing information on REDD+ • Sharing opportunities on REDD+?	• Protect Natural Forests • Restore Natural forests • Seek funds and support • Share information on REDD+ • Practice agro-forestry • Practice forest based enterprises • Plant more tree • Community participation • Sustainable incentives for REDD+ • Use fuel saving stoves. • Stop bush burning. • Alternative livelihoods.	**Information, Knowledge, Facts and Truth** (Opportunities Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides). **Visual Aids** (Posters, Leaflets, TV, Banners, MAPs, Photos, documentaries, stories, drama, Info-graphics, Animations, Simulations, Illustrations, Arts, etc.	Public, industrialists, Fisher folks, Farmers, Pastoralists, Slums and urban dwellers, rich, industrialists, drivers, vulnerable communities, Refugees, women, men, youth, ethnic groupings, Forest Adjacent Communities. **Key influencers:** NGOs, CBOs, FBOs Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments, Cultural and religious leaders.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
ENERGY GENERATION				**Primary Audience:**
• Limited investment in clean energy. • Limited public–private partnerships. • Limited access to incentives for industries. • Limited tax incentives to invest in cleaner energy generation. • Limited use of alternative renewable energy sources such as solar, biomass, wind and bio-fuels, as well as their associated technologies. • Need to regulate the oil and gas sector and use of fossil fuels to reduce GHG emissions.	• Investing in clean energy. • Creating public–private partnerships. • Accessing incentives for clean industries. • Advocating for tax incentives. • Supporting clean industries. • Using alternative renewable energy.	• Invest in clean energy. • Make good partnerships. • Utilize incentives. • Buy from clean industries. **Waste is Wealth**	**Information, Knowledge, Facts and Truth** (Opportunities Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides). **Visual Aids** (Posters, Leaflets, TV, Banners, MAPs, Photos, documentaries, stories, drama, Info-graphics, Animations, Simulations, Illustrations, Arts, etc.	Public, farmers, Fisher folks, Pastoralists, Slums and urban dwellers, rich, industrialists, drivers, vulnerable communities, Refugees, women, men, youth, ethnic groupings. **Key influencers:** NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments.

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
ENERGY UTILIZATION				**Primary Audience:**
• Limited energy conservation • Limited use of efficient building technologies • Poor enforcement of building codes e.g. maximizing natural daylight in buildings • Limited use of energy saving lighting • Limited use of efficient firewood, charcoal stoves • Limited subsidies or tax waivers for homes • Need to reduce deforestation by providing alternative clean energy sources and efficient appliances for energy use, management and conservation.	• Conserving energy at home and work • Applying eco-friendly building solutions • Enforcing building codes • Using energy saving solutions at home and work • Using energy saving cooking solutions • Reducing deforestation	• Use energy saving lights • USE ENERGY SAVING STOVES • Use Efficient cars • Energy saving lights are good for your health • Build your house on plan, save the environment • SUSTAINABLE MANAGEMENT OF TREES • DON'T cut down trees, plant more trees • GREEN the environment	**Information, Knowledge, Facts and Truth** (Opportunities Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation, Guides) **Visual Aids** (Posters, Leaflets, TV, Banners, MAPs, Photos, documentaries, stories, drama, Info-graphics, Animations, Simulations, Illustrations, Arts, etc.	Public, farmers, Fisher folks, Pastoralists, Slums and urban dwellers, rich, industrialists, drivers, vulnerable communities, Refugees, women, men, youth, ethnic groupings, Estate Developers **Key influencers:** NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement, Local governments, Estate Developers

Key fact *(Current issue, problem, situation about climate change vis-à-vis adaptation)*	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content *(Ultimate and Lasting Impression of the message)*	Target audience
COMMUNICATION ENTRY POINTS	**In all message content, state:** What WE know and THEY know? What THEY know and WE do not know? What WE know and THEY do not know? What WE do not know and THEY do not know? **Is the Message:** Concise, Strategic, Relevant, Compelling, Simple, Memorable, Real, Tailored, and User Friendly?		**Message / content briefs** For every communication or materials to be made, the communicator will use a message brief or content brief. • **The Key Message**: Key issue the message is addressing • **The Promise:** Most important benefit delivered in message • **The Support:** Major Reason(s) why to believe the promise • **The statement of Ultimate and Lasting Impression:** What the audience will ideally have after hearing the message • **The Desired User Profile:** How intended audience perceives someone who changes behavior towards waste) • **The Key Message Points:** Key pointers / words to appear in all communications	

3.7.7. Communication Tools/Materials and Channels

Primary target audience	Communication tools and materials	Channels of communication	Source of information	Frequency and timing

General public, farmers, pastoralists, fisher folk, vulnerable communities, women, children, youth, people with disabilities, traders, exporters, ethnic groupings, slum- and urban dwellers, rich, industrialists, drivers, refugees, women, men, youth, estate developers, forest adjacent communities, indigenous communities, the poor	• Reading materials (fliers, banners, reports, posters, calendar, brochures, guides, handbooks, stickers, info-graphics, pictures, images)
	
	• Promotional materials
	   o Arm bands
	   o Stationery
	   o Outdoor displays
	   o Signage
	   o Billboards
	   o Talking Compounds
	
	• Phone call, SMS,
	
	• Face-to-face and personal talk
	
	• Online
	
	• Audio-visuals, documentaries
	
	• Talk shows, announcements, adverts, notices
	
	• Music, dance and drama
	
	• Curricula
		• Word of mouth (one on-one)
		
		• Community and social events (meetings, burials, public celebrations, exhibitions, fairs, etc)
		
		• Television and radio
		
		• Printed materials
		
		• Outdoor displays
		
		• Social Media (Whatsapp, Facebook, etc)
		
		• Community meeting
		
		• Radio, TV and audio- visual CD
		
		• Mobile phone (call, SMS, help lines, APPs)
		
		• Websites, social media
		
		• Computer-based (Offline)
		
		• Mixed channels
			MDAs
			
			District departments
			
			CSOs
			
			Development partners
			
			Research institutes
			
			Online databases, websites
			
			Mobile APPs
				Before, during, after seasons, school terms, financial year,
				
				Hourly
				
				Daily
				
				Weekly
				
				Monthly
				
				Quarterly
				
				Annually
				
				Every 2 years

Secondary audience	Communication Tools and materials	Channels of Communication	Source of information	Frequency and Timing

Key influencers:
 	
CSOs (NGOs and CBOs, FBOs, pressure groups, etc), extension staff, ministry, parastatals, donors, dealers, policymakers, political leaders, religious leaders, opinion leaders, scientists and researchers, civil servants, media and journalists, traditional leaders, and schools and tertiary institutions
	• Reading materials (fliers, banners, reports, posters, calendar, brochures, guides, handbooks, stickers, Info-graphics, pictures, images)
	
	• Promotional materials
	  o Arm bands
	  o Stationery
	  o Outdoor displays
	  o Signage
	  o Billboards
	  o Talking Compounds
	
	• Phone call, SMS
	
	• Face-to-face and Personal talk
	
	• Online
	
	• Audio-visuals, Documentaries
	
	• Talk shows, announcements, adverts, notices
	
	• Music, dance and drama
	
	• Curricula
		• Word of mouth (one on-one)
		
		• Community and social events (exhibitions, fairs, workshops, conferences, etc)
		
		• Television and radio
		
		• Printed materials
		
		• Websites and social media
		
		• Radio, TV and audio- visual CD/ DVD
		
		• Mobile phone (call, SMS, help lines, mobile APPs)
		
		• Computer-based (Offline)
		
		• Mixed channels
			MDAs
			
			Universities
			
			Lead agencies e.g. projects
			
			Research institutes
			
			Enforcement agencies
			
			Online databases, websites
			
			Mobile APPs
			
			Policy and Law
				Before, During, After seasons, school terms, financial year,
				
				Hourly
				
				Daily
				
				Weekly
				
				Monthly
				
				Quarterly
				
				Annually
				
				Every 2 years

CHAPTER 4:

4.0   IMPLEMENTATION PLAN

4.1.   Key Institutions and Stakeholders

No	Institutions and stakeholders	Key functions played in communicating climate change information
1	Ministries, Departments and Agencies (MDAs)	Information generation; be authentic source of information, content and materials; create appropriate channels of communication; Translate; Regulate and implement policy obligations; be consumers and users; monitor and evaluate
2	Local Government Authorities (LGAs)	Generate and re-generate information at lower government levels (village, parish, sub county, district, county / region, LC1, 2, 3, 4). Be authentic source of information, content and materials; create appropriate channels of communication; translate; regulate and implement policy obligations at lower governments; be consumers and users
3	Development Partners	Regenerate information; be supporting authentic source of information, content and materials; create appropriate channels of communication; Catalyze and rebrand information for specific audiences; be consumers and users
4	Civil Society Organizations	Regenerate information; be supporting authentic source of information, content and materials; create appropriate channels of communication; Catalyze and rebrand information for specific audiences; be consumers and users
5	Private sector	Regenerate information; be supporting authentic source of information, content and materials; create appropriate channels of communication; Catalyze and rebrand information for specific audiences; be consumers and users
6	Media	Regenerate information; be supporting authentic source of information, content and materials; create appropriate channels of communication; Catalyze and rebrand information for specific audiences; be consumers and users
7	Academic and research institutions	Information generation; be authentic source of information, content and materials; create appropriate channels of communication; translate; regulate and implement policy obligations; be consumers and users
8	Individuals, Households, Communities, Institutions	Responsible users, sharing, feedback (1 or 2 way sided)
9	Cultural and Religious Leaders	Provide or/and enhance indigenous knowledge, re-generate information, disseminate and mobilization
10	Opinion Leaders and Elders	Provide or/and enhance indigenous knowledge, re-generate information, disseminate and mobilization
11	Youth, Women, Farmers, Vulnerable groups; Schools	Access and utilize the information, education and communication materials, tools, channels, and information products. Make positive behaviors, practice, attitudes, practice, skills, knowledge, participation and action towards climate change adaption and mitigation.

4.2. Information and Material Flow

All information shall have a source and users, who are the target audiences. The major sources of climate change information will be ministry, departments and agencies (MDAs). As a two-way communication, appropriate channels that enable interaction and feedback shall be used (as shown above). The respective MDAs and stakeholders shall manage the following during communication:

- What information (basing on message, content and context as shown above);
- Size and type of information
- Production and conveyance of information;
- Timing the production, release and receipt of information;
- Information movement—how information is sent;
- How feedback is received;
- Where are the materials made? By who? When? Where does it come from? Where does it go? At what cost?

4.3. Reporting Arrangements

All reporting shall be based on the current government reporting systems for both central and local governments, policy frameworks and laws. The key line ministries shall manage the reporting details of specific tasks in communicating climate change.

4.4. Coordination of the Strategy

The overall responsibility to coordinate the UNCCCS falls under MWE and respective departments of local governments. The focal point is MWE-CCD. At local government level the Natural Resources Department will be the focal point. The focal point will ensure creation of proper synergies and mechanisms in implementing the strategy.

4.5. Resource Mobilization

The GOU shall mobilize resources for putting into operation the strategy. The Government shall lead the mobilization of financial, human and physical resources. Other sources of resources shall include private sector, international funding mechanisms, development partners, civil society and communities.

4.6. Monitoring and Evaluation Plan

Given that all respective MDAs and local governments have their own monitoring and evaluation plans, the UNCCCS shall be implemented basing on the existing M&E frameworks under MWE. The proposed M&E plan for UNCCCS is aimed at streamlining the key IEC outputs, outcomes and impact in all monitoring and evaluation frameworks. The key M&E indicators of UNCCCS as follows:

Table 9: Indicator Plan for UNCCCS

Indicators	Indicator plans (Definition / Breakdown) Outputs, Outcomes and Impact
Frequent, timely, appropriate and user-friendly communications made	Information materials generated and shared per intended audiences, by monthly, quarterly, annually, bimodal • Type of information materials (Volume in number, Translated, Disability; Nature- verbal, non-verbal, face-to-face e.g. workshops) • Frequency of disbursement of this information • Channels used (by Region, Languages, Gender, Location); Events, etc • Type of users (Disaggregated – sex, age, gender, location e.g. district and region, Occupation, Social status
Effective capacity building and training undertaken to achieve UNCCCS goals and objectives	Human Capacity related activities conducted (Training workshops, seminars, conferences, field visits, Media programs, projects, etc) • Baseline activities e.g. needs assessment • Name of activity; No. of beneficiaries; resources used; Disaggregated – sex, age, gender, location e.g. district and region, Occupation, Social status; amount; etc) • Infrastructural capacity related activities conducted (Equipment, Materials, Sites e.g. centers; Vehicles, etc) • Name, location, no of beneficiaries, funds (Disaggregated – region, district, users' profiles • Technical capacity related (organizational systems e.g. M and E system, funding, etc)
Well informed – satisfied users who make better decisions at all levels to enhance domestic and production use of climate change information	Ugandan based users of climate change information well informed in time and satisfied with services offered • No. of users satisfied with climate change communications (Disaggregated – sex, gender, occupation, sector, location, year, etc) • Level of impact caused by UNCCCS

4.7. Implementation Budget (5-year 2017-2021)

Table 10 Action Plan

No	Key actions	Cost (thousand UGX)					
		Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
1	Develop ministerial and sub sector communication action plans	375,000	50,000	25,000	25,000	25,000	500,000
2	Support local governments to develop their action plans	424,000	424,000	424,000	424,000	424,000	2,120,000
3	Strengthen communication capacity of units in MDAs and LGs (equipment and tools, training personnel, financing).	1,710,000	1,710,000	1,710,000	1,710,000	1,710,000	8,550,000
4	Build infrastructures for climate change communication (content production units) in underserved areas (esp. Karamoja, Albertine Region, Kalangala Islands, Mt. Elgon, Mt Rwenzori, etc.)	1,312,000	1,312,000	1,312,000	1,312,000	1,312,000	6,560,000
5	Develop and disseminate communication contents, materials and new channels e.g. mobile Apps, Web Apps for each climate change response-strategy (adaptation and mitigation).						
	a)Agriculture and Livestock Sector (Production, Seeds, Agronomy, Pest and Diseases, Post-Harvest, Markets) Livestock; Water; Fisheries and Aquaculture; Forestry; Wetlands; Disaster Risk Management; Energy; Biodiversity and Ecosystem Services; Wildlife and Tourism; Vulnerable Groups; Health; Human Settlements and Social Infrastructure; Transport and Works	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	50,000,000
	b) LULUCF (Land Use, Land-Use Change and Forestry); Reduced Emissions from Deforestation and Forest Degradation+ (REDD+); Energy Generation; Energy Utilization; Transport; Waste Management; Industrial Sector	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	25,000,000
	c) Establish a content and material development unit under Climate Change Department and intermediary units at local governments	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	6,000,000
6	Translate critical information, content, materials into all 56 languages in Uganda	1,178,000	1,178,000	1,178,000	1,178,000	1,178,000	5,890,000
7	Support and Establish new public and private information access points (Physical and virtual points e.g. websites integrated with Databases, Mobile and Social Media, Cafes, Hubs, libraries, social networks, etc.	1,424,000	1,424,000	1,424,000	1,424,000	1,424,000	7,120,000
8	Mainstream climate change communication in all MDAs and LLGs	560,000	560,000	560,000	560,000	560,000	2,800,000
9	Establish and operate a conditional grant for Local Governments in Climate change communications	7,120,000	7,120,000	7,120,000	7,120,000	7,120,000	35,600,000
10	Establish Public-Private-Partnership funding mechanism on communication for CSOs, private sector, education institutions, farmers,	3,902,400	3,902,400	3,902,400	3,902,400	3,902,400	19,512,000
	TOTAL in Uganda Shillings / UGX	**34,205,400**	**33,880,400**	**33,855,400**	**33,855,400**	**33,855,400**	**169,652,000**
	Total in US Dollars (1 USD = 3,600 UGX)	**9,502,000**	**9,411,000**	**9,404,000**	**9,404,000**	**9,404,000**	**47,126,000**

In summary, the UNCCCS is a simplified framework on which climate change communications in Uganda should be based. The UNCCCS derives from the NCCP. With support from USAID through EEA, the process of developing this strategy was well conducted to identify all the opinions and views of stakeholders across the country. It should be noted that the UNCCCS will enhance farmers' productivity through improved communications.

The UNCCCS serves as pipeline on which all communications should pass through. To make the UNCCCS operational, there is need to implement the action plan stated herewith together with accompanying commitments to allocate resources. The most critical aspect is of developing materials at all varying target audiences basing on the UNCCCS. The strategy in its self enables the specific communication material developers to pick key message points and themes. Its therefore of great importance to build capacity of local governments, civil society and private sector to in communicating climate change in Uganda.

5.0   APPENDICES

5.1.   Appendix 1: SWOT Analysis for Climate Change Communication in Uganda

STRENGTH (Internal)	WEAKNESS (Internal)
• Availability of climate change adaptation and mitigation information on better practices. • Numerous channels of communication. • Readiness of the masses to change attitudes, behaviors and practices if effective and efficient climate change communication is done. • Availability of technical personnel in climate change communication. • Political will to support climate change communication.	• Climate change action is usually unfunded priority. • Climate change issues are not mainstreamed in the government' s plans and budgets. • Lack of enough technical personnel for climate change communication. • Diversion of resources meant for climate change adaptation and mitigation to other sectors. • Lack of convincing and cheap alternatives to those involved in activities that adversely affect the environment. • Limited internal capacity to mobilize resources for climate change action.
OPPORTUNITIES (External)	THREATS (External)
• Availability of climate funds that can be tapped in to support climate change communication in Uganda. • Ready technology from partners for replication in Uganda. • Development partners ready to support climate change related efforts in the country. • Trainable human resource for climate change communication action.	• Least appreciation of climate change issues by influencers and champions. • Misconception and misrepresentation of climate change by some politicians and religious leaders. • Climate change deniers. • Over reliance on indigenous and traditional knowledge by some sections of the society for climate action and prediction. • Negative perceptions by the public about the meteorologists in Uganda.

5.2. Appendix 2: Stakeholders for National Consultations

Zone	District	Category
Zone 1-Central, Near Estern and West Nile regions	Wakiso, Kampala, Nakasongola, Mukono, Buikwe, Kayunga, Kyankwanzi , Lugazi, Nakaseke, Kalangala, Kiboga, Luweero, Hoima, Masindi , Adjumani, Koboko, Maracha, Nebbi, Zombo Jinja, Luuka, Kamuli	Media, District Local governments, CSOs, Private sector enterprises, large scale farming estates, Meteorological experts, Production department, natural resources, local leaders, communication departments, Administration, Community Outreach, Agriculture, Research and Innovation, Training
Zone 2- Western and South-western Uganda	Isingiro, Kasese, Kabale, Hoima, Rukungiri, Bundibugyo, Kagadi, Kibaale, Kakumiro, Mbarara, Bushenyi, Kabarole, Kamwenge, Kasese	Media, District Local governments, CSOs, Private sector enterprises, large scale farming estates, Meteorological experts, Production department, natural resources, local leaders, communication departments, Administration, Community Outreach, Agriculture, Research and Innovation, Training
Zone 3- Far Eastern and North East and Northern Uganda	Lira, Gulu, Alebtong, Agago, Lamwo, Dokolo, Moroto, Abim, Kotido Mbale, Soroti, Serere, Nakapiripirit, Kapchorwa, Kween,	Media, District Local governments, CSOs, Private sector enterprises, large scale farming estates, Meteorological experts, Production department, natural resources, local leaders, communication departments, Administration, Community Outreach, Agriculture, Research and Innovation, Training
Zone 4	Civil Society Organizations	Mainly CSO working within climate, agriculture, health and livelihoods development in rural areas
Sector	Broad sector including public interviews through online survey and face to face interviews with Focus Group Discussions widely conducted	Media, District Local governments, CSOs, Private sector enterprises, large scale farming estates, Meteorological experts,
All sectors for validation meeting	Broad participatory validation of the consultation process	Experts and active sector specialists in farming, communication, health, and local governments

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