



# **COMPONENT 3:** **COMMUNICATIONS** **and KNOWLEDGE MANAGEMENT**

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**PACIFIC ADAPTATION TO CLIMATE CHANGE**  
[www.sprep.org/climate\\_change/pacc](http://www.sprep.org/climate_change/pacc)



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# Outline

- Link between Communications and KM
- Communication Action Plan
  - Where are we now
  - Areas we need to improve
- Revisit Action Plan
- Communications and KM Tools



# Define

## Communications

- Is the exchange of thoughts, messages or information as by speech, visuals writing or behaviour
- Is complete when the receiver understands the message from the sender
- Is effective when it generates the desired effect



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# Define

## Knowledge Management

Is the management of knowledge (i.e. the know how and understanding possessed by an individual) through systematic sharing that can enable one to build on earlier experience and avoid repetitive mistake.



## Communication

- Internet
- Publications
- Public Service Broadcasts and videos
- Events
- Spokesperson

## Tools

### KM

- Database/Library/PCCP
- Project Website
- Intranet / Extranet
- Story telling
- Publications e.g. Case Studies, Assessment Reports, Guides
- Mentoring, etc



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# Link

- Communications is a medium of sharing knowledge
- For example Lessons Learnt are published materials that someone wrote to communicate the lessons learned from a problem. This knowledge (or know how) will help others use the same practice





# Communication Action Plan



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# Where are we now?

COMPONENT 3 IMPLEMENTATION	Number of Countries DDA/IP	Country Percentage	Number of Countries YTS	Country Percentage
Communication Action Plan	14	100%	0	0
Project Visibility	14	100%	0	0
CCA Awareness	12	86%	2	14%
Schools / Education	5	36%	9	64%
Knowledge Management	14	100%	0	0

DDA: Done Document Available; IAP: Implementation About to Progress; IP: In Progress; NA: Not Applicable; IC: Implementation Completed; YTS: Yet To Start; R: Replication; RC: Review Completed; TBD: To Be Decided;



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# End Goal

- Results and lessons from the PACC Project are shared regionally and globally
- Bring together knowledge generated through the project as the basis for a strategic regional approach to climate change adaptation among PICT
- **“To enhance the resilience of PICT to the impacts of climate change”**





# Areas we need to improve?

- Strengthen knowledge management and communications support on the 3 components of the project
- Strengthening the focus on outreach and education activities
- Documenting real results/transformational change on the ground.





# GROUP DISCUSSIONS

## Revisiting Action Plan



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# PACC Components

1

- MAINSTREAMING

2

- PILOT DEMONSTRATION

3

- TECHNICAL SUPPORT & COMMUNICATIONS



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# Review Action Plan

Goal/Objective of your project	Desired Communication Outcome	Target Audience (for communication)	Key Message (s)	Communication Channels	Communication activities, products	Resources and partners
These are the goals of the project – not of the communication strategy	What you want to achieve from the communication you will do?	Clearly define target audiences to make sure you adapt messages accordingly: decision makers, donors, media, scientists, members...?	What is it you want the audience to know/learn?	How does this audience get its information? Who has "influence" over them?	What tools or products do you need in order to deliver the message (via the identified channels)?	Budget required Other partners who can assist
MAINSTREAMING						
PILOT DEMONSTRATION						
COMMUNICATION – sharing results and lessons to the region and global; Medium to bring together new knowledge generated.						



1.

## Desired Communication Outcome

- Under each component, what do you want to achieve from the communication you are doing?



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# 2.

## Target Audience

- Clearly define target audience
- Quantify your audience (for M&E purposes)



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# 3.

## Key Message

- What do they currently think?
- What is it you want your audience to know/learn?



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**SPREP**  
Secretariat of the Pacific Regional  
Environment Programme



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# 4.

## Communication Channels

- How does this audience get its information?
- Who has “influence” over them?



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5.

## Communication activities, products

- What tools do you need in order to deliver the message (via the identified channels)?



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# 6.

## Resources and partners

- Budget required; other partners who can assist



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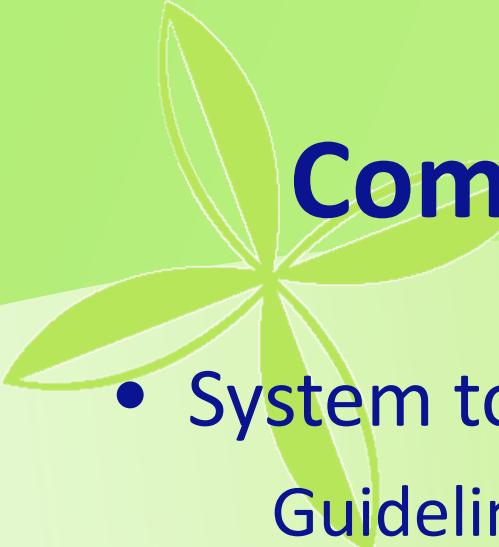
# Review Action Plan



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# Communication & KM tools

- System to gather and archive PACC materials  
Guideline on how to search and access PACC Publications from the SPREP Virtual Library
- System to display and share PACC materials  
Relooking at the PACC Website and the need to populate
- Guide to writing success stories



## Guideline on how to search and access PACC publications from SPREP's Virtual Library

1. Go to SPREP website: [www.sprep.org](http://www.sprep.org)
2. Click on Resources > Virtual Library
3. Screen below appears

4. Box under Keyword – type: PACC and click ‘Submit Query’
5. Search results appear like screen below and should found 64 records;

6. Browse through each record and click on the hyperlinks (URLs) to access full text documents if available.
7. Contact the Information Resource Centre: [irc@sprep.org](mailto:irc@sprep.org) if there are any issues.

## PACC SUCCESS STORY GUIDE

Capturing success stories from a human interest angle

### What is a human interest story?

Is a feature article that is not closely tied to a recent news event and is more indepth. It goes into detail about the life of an individual or individuals in relation to a specific issue.

### How is it different from a news story?

It is quite possible to write a feature in the style of a news story however feature stories do tend to take a more narrative approach, perhaps using opening paragraphs as scene setting narrative hooks instead of the delivery of the most important facts.

## SHARE YOUR STORY

This is to guide when putting articles together for your newsletters. If a media/communications person is writing stories for you, this should give you an idea of what areas you want covered in the article.

Story telling is a classical tool to communicate your message and share/transfer the knowledge or the know-how.

Your stories should capture experiences and lessons learnt from your implementation activities communicating them to the national and broader regional audiences.

Many of you may not have the news or feature writing skills, thats fine, please utilise the local media organisations. Outsource this support to local free lance journalists.

## EXAMPLES

### EG 1: NEWS STORY from a human interest angle

## Project brings relief to farmers



Retired mineworker Mosese Talea, one of the farmers who benefitted from the Qaraniki Creek dredging project, proudly points to his cassava field which is now free from flooding.

Carried out in the Qaraniki Creek last year, the project aimed to provide quality land for farming through better drainage and sea defence and increased agricultural activities.

The project was carried out under the Pacific Adaptation for Climate Change Project in association with Department of Agriculture's Land Water Resource Management Division.

Project co-ordinator Jone Waqanidrola said Qaraniki Creek, the main estuary of the Rewa delta area, was identified as an area to demonstrate measures to reduce vulnerability and enhance adaptive capacity for crop production.

"A total of 21,500 cubic metres of dredged material were removed from the mouth of Navoloa River to Nakelo floodgates and currently we are analysing the impact of dredging on water flow and its impact on the water table in the projects," he said.

He said this opened up more low-lying areas for farmers and created more fertile lands for agricultural products for food security.

Mosese Talea, a retired gold mineworker, said: "We were not able to plant any crops in our low-lying farms due to salt water intrusion into our crop fields during high tides, so our farming land has been left idle for a number of years."

He said dredging had brought a big relief to the farmers and he says the onus is on them to retain these agricultural lands for future generations.

"We have also noticed less impact of flooding in our area and we understand that this has all been possible through the dredging works that have been carried out," he said.

The PACC Project consists of 14 member countries; it is implemented by the United Nations Development Programme (UNDP) in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP). It is funded by the Global Environment Facility (GEF) and the Australian Agency for International Development with support from United Nations Institute for Training and Research (UNITAR) Climate Change Capacity Development (C3D+) Programme.

## EG 2: Family man happy with newly installed solar purifiers



Fredrick Cook, a father of nine would go a long way in ensuring there is quality water for him and his family. Like other small islands in the Pacific, Mr Cook's island home Nauru faces water problems and has many water safety and conservation concerns.

Under the Pacific Adaptation to Climate Change Project newly installed solar purifiers have helped address these concerns and for Mr Cook, this has helped supply more quality drinking water for him and his family.

"We're very happy with the results of the Solar Water Purifiers, we use the water for drinking and cooking and we are looking forward to having the water outlet directed to our water tank."

He added they now collect at least 30 to 40 litres of drinkable water daily.

Solar Water Purifier use direct sunlight to convert any source of contaminated water such as sea water and bore water into drinkable water using no filters and electronics.

In September 2011, the first of twenty Purifiers were installed in the district of Aiwo. The project needed to first test the success of the Purifiers by installing them in a few households such as Mr Cook's feedback and proved this innovative intervention very useful and helpful.

Aiwo was chosen due the high level of ground water contamination and phosphate dust levels.

PACC Project National Coordinator Ms Mavis Depaune said that the solar purifiers are currently on trial and it's been almost eight months since they were installed for the Aiwo community, and they are seeing positive results of the initiative.

"The Solar Water Purifiers are working well and are providing a safe, clean and viable source of water for use in the community."

Prior to installation last September community members were trained by a Sunsure Water Consultant Mr Steve Watts to caring and maintaining the solar water purifiers.

Like most equipment exposed to harsh and unforgiving conditions, the Purifiers need proper care to ensure it maintains durability also allowing the PACC team field workers to assess its success.

PACC Nauru continues to trial the solar purifiers in Aiwo and results from that will assist the project in replicating it in other areas of the island.

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### EG 3: More in depth human interest story

## Kivori Village, Confronting the Reality of Climate Change



THE TERM 'CLIMATE CHANGE' is not just an abstract to the people of Kivori, it is their daily challenge. Located some 130 kilometres west of Port Moresby, Papua New Guinea, the community is a six hour drive from the capital, but much longer on a wet day that tends to worsen the impossible muddy road.

The Kivori community is a pilot site for the Pacific Adaptation to Climate Change (PACC) Project, nationally implemented by the Department of Agriculture and Livestock of PNG, with the United Nations Development Programme (UNDP) as its implementing agency in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP), and funded by the Global Environment Facility (GEF).

Over the years Kivori have suffered from two extreme weather conditions, flooding on one hand and drought on the other. It has now reached a point where these two extremes have become impossible to predict its seasons.

"The impact of climate change is evident in the four villages of Kivori – Kivori Poe, Kivori Kui, Hereparu and Meauri," says PACC Project Manager from SPREP, Taito Nakalevu.

"They have mentioned that in a lot of the interviews and also the core group discussions that climate change not only changes how they do things like planting and so on, it is also changing where they are actually planting. So the issue of unpredictability becomes a real problematic one for them."

"Before they were able to know the seasons and where and when to plant and so on, but at present it is no longer the case, because the wet seasons go into the dry seasons and the dry seasons comes into the wet season. This is where unpredictability comes in and it affects the way people do things."

He added that this becomes a huge challenge for communities like Kivori where cash do not come easy, and they do not have the opportunity to market their produce in Port Moresby due to the poor road conditions and transportation, all put together equates to the very high vulnerability the community is facing.

With the support of the PACC Regional Unit of SPREP, the DAL PNG has begun the Project in Kivori firstly carrying out the Socioeconomic Assessment in the four villages.

PACC National Coordinator Mika Andrews said the findings confirm that the villagers are aware of the change in climate, and not only has drought been in existence in the villages but it has lengthened over a period of time.

"The people have been born into an area where there is drought experience every year but they say the drought has lengthened and so forth, the impacts of climate change are real in the lives of the people at Kivori."

"Our trip here was to conduct a household survey on the Socioeconomics situation of the people of Kivori who are under the PACC Project. We are one of the 13 countries who are taking part in this project; that is why we are here collecting data."

He added, "We were not able to cover all the households because of the time, but we have a good number to make our survey non-questionable in terms of the number of people that we covered in each village."

As the PACC Project kick-starts this year, the PACC Regional and National team are considerate of every aspect and complexities of the peoples' livelihood and surrounding. After carrying out the socioeconomic assessment, the Project team realizes the multitude of problems they face daily, needing careful consideration when designing the PACC Programme for Kivori.

Ronda Airi, a mother and a nurse in her Kivori community says: "The ground, the sandy type, and when it is a bit of dry season maybe a week, you will see the crops leaves are getting yellow especially the one along here. A lot of work is done on gardening, cutting the grass, digging, weeding the roots out and planting, it takes a lot of time on that and you have to have money to buy food. When it rains, there is a lot of heavy rain, the ground is wet and the food starts getting rotten."

"And when young people go and steal from other people, it does hurt me because to my case there's no one helping me in my gardening. And when I see my bananas or yams is dug out by a person who did not do the hard work and goes around and steal, that brings me anger and I keep complaining why am I here."

57-year-old Anna Bera says it has been a struggle to survive through the seasons, bringing more economic problems to her doorstep.

"When dry season comes it is very hard, we plant on the shade of the sago palms. (During extreme rainfall conditions) our bridge the flood comes and wash it away and the roads and the transports are too hard to go and come, we find it very difficult, it's very hard especially we ladies, men is okay, but us we find it so hard.

We find it hard for money for school fees and buying clothes and our goods to carry to the market. Because no transport we sometimes carry our goods to the Trans (Highway) and we take the other PMV (Public Motor Vehicle) from there and we go for market."

Bera pays K20 for her fare to the city to do her marketing, and the cost of her cargo is K10 per bag.

"We don't earn very much from the market, sometimes if we are lucky we'll earn K50 or K60 and sometimes even K100." After consultations with the four villages of Kivori, Nakalevu says, "They face droughts, floods, and also various pests, attacks on their crops and they have bandicoots, pigs, wallabies and even frogs, and it is actually causing a lot of problems to their crops affecting their production. On top of that, the Kivori communities are also facing non-climatic related problems, like transportation, for example, is a major issue here; and mismanagement of programmes that have come in. There is also a lot of law and order problems that are creeping up because of unemployment and lack of opportunities for cash employment.

"So these are some of the things the PACC Project will need to take into consideration when designing the PACC Programme for Kivori. These are issues that are very complex in nature and some of them are not project related issues and cannot be dealt with by the project and that the communities themselves will have to deal with these problems. I think this is where ownership needs to come in to the whole equation, so that the people can own the programme and also be able to assist in the sustainability of the whole programme into the future. Otherwise these whole PACC Project will suffer the same fate other project have faced over the years where things are stolen, there are things that are broken down."

He added that it is a challenge for the PACC Project, particularly for the DAL as the implementing agency of the PACC Project in PNG and for Andrew, the PACC National Coordinator to look at how best the project will need to come up with a programme that fits into the daily livelihood and improve the livelihood of the people of Kivori.

"That is the most important aspect of this project. It is a challenge but to be able to deal with this harsh environment here then the PACC Project stands ready to support the Kivori community and DAL, particularly the regional office, to try and move this programme forward."

The PACC Project encompasses three key development sectors, Food Production and Food Security, Coastal Management and Water Resource Management.

PACC PNG is enhancing its adaptive capacity in the area of Food Production and Food Security. Further assessments will continue by the DAL on the village of Kivori before the actual on-the-ground implementation is carried out by the end of the year.



#### GUIDE:

1. LEAD Sentence.  
Provide a brief summary of what your story will be about. As much as possible mention the Who, What, Why, When, Where and How.
2. What is the issue?  
i.e. the underlying vulnerability or adaptive capacity issue this project intends to address such as flood risk, water supply, crop production.
3. How is this issue being addressed i.e. the intervention that has taken place

4. Response from the community  
i.e. community perspective on the response. Ensure you include a few technical details on the response and implementation process of the response measure; and as much as possible, avoid jargons.

**Please illustrate the response measure with any photos taken at the site/illustrative sketch/chart of the response measure taken.**

5. Results and Impacts  
Please describe how the above intervention helped enhance the resilience/impacted the livelihood of the target beneficiaries and communities

**Please illustrate this with quotes from interviews with community members, project stakeholders involved at different levels. Include images, showing the results of the intervention.**

6. Success Factors  
i.e. in this section talk about the experiences and lessons learnt. Why do you think this intervention can be considered successful? Why is it worthwhile/describe challenges encountered in the process/ and the solutions to overcome these difficulties/challenges.
7. Next Steps  
Describe what are the planned/follow up actions to continue and further improve the process.