

Climate Change Education and Awareness Strategy



2012-2015

Cambodia Climate Change Alliance (CCCA)

Implemented by: Supported by:



Ministry of
Environment



European Union



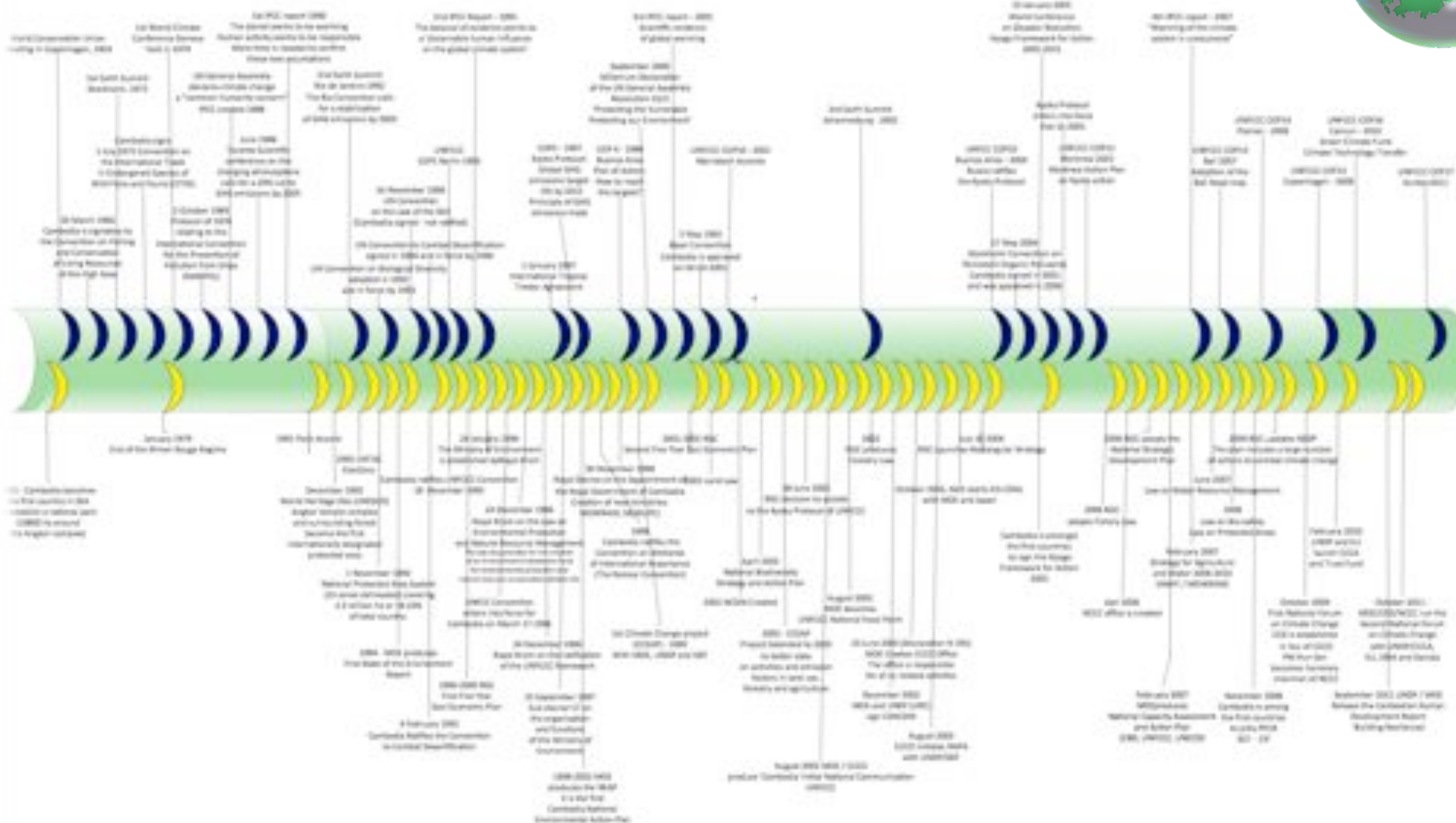
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Histogram of Policies and Strategies and programs that shaped the national response to Climate Change in Cambodia





ABOUT THIS PRESENTATION

Expected outcomes of this presentation:

To explain the main points of the strategy to key stakeholders

To increase participation of stakeholders in the definition of priority activities for NCCC and start thinking about Communication Action Plans by sectors and cross sectors

Brief description of the next hour +

- Presentation of the strategy
- Q&A
- Discussions on priority objectives of Action Plan

After this presentation:

- CCE&AS Final Strategy is endorsed by key stakeholders and NCCC
- A process is started to develop leading communication activities and 'CAPS'



ABOUT THE STRATEGY

- Based on over 10gb of reports and analytical documents, regional and local.
- Informed by direct meetings with key stakeholders and inputs of the SNF.
- The Strategy was drafted in November and produced and the Action Plan in Early December.
- It follows the template suggested by the Directive 433 of the council of ministers for policies, strategies and action plans.
- The strategy and its action plan cover a set of actions from 2012 to 2015.



INTRODUCTION

- The Climate Change Education and Awareness Strategy responds to the **urgent needs**
- The CCE&AS is a supporting strategy to the **CCCSP** - designed to help implement **a sector approach**.
- It is fit with **all the existing climate change policies and existing national strategies** at national level, key regional CC communication strategies and key available audience surveys in Cambodia.
- It is produced with an accompanying **Communication Action Plan (CAP)** to put into motion a medium term response to Cambodia's Information needs on Climate Change.



VISION:

‘SUSTAIN CLIMATE CHANGE EDUCATION IN FORMAL AND NON FORMAL EDUCATION FOR A CLIMATE RESILIENT SOCIETY’

In this vision, the state structures and systems provide a sustainable enabling environment for Knowledge and Information:

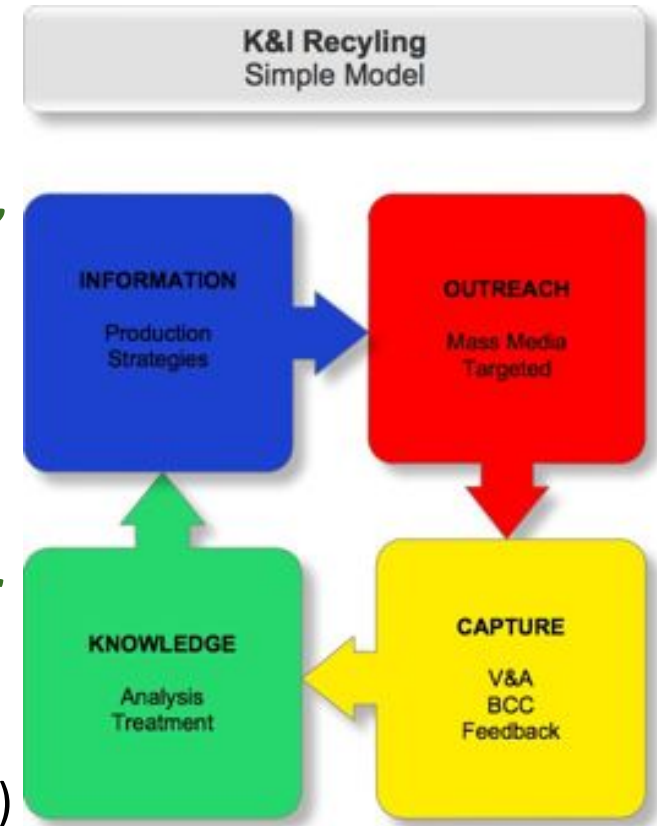
OVERALL GOAL: ‘TO PROMOTE KNOWLEDGE AND INFORMATION FOR CLIMATE CHANGE ADAPTATION AND MITIGATION’

The current knowledge and information gaps are reduced with enhanced communication practices to combat against climate change

The strategy overall goal

'Apply the 3Rs to Communication for Climate Change

- 1) *'Reduce Barriers to climate change Education'*
(Develop new and adapt old structures ie K&M platform)
- 2) *'Re-use Information systems'*
(Promote an information supply chain through systematic approaches and standard operating procedures)
- 3) *'Recycle knowledge with strategic behaviour change communication campaigns'*
(Increase flow of knowledge and information services / outputs with stakeholder and beneficiary participation)



PROCESS:



This strategy addresses two distinct communication aspects:

-Knowledge refers to the mass of scientific data needed to inform policies and strategies.

-Information refers to the production of targeted communications, for public release.

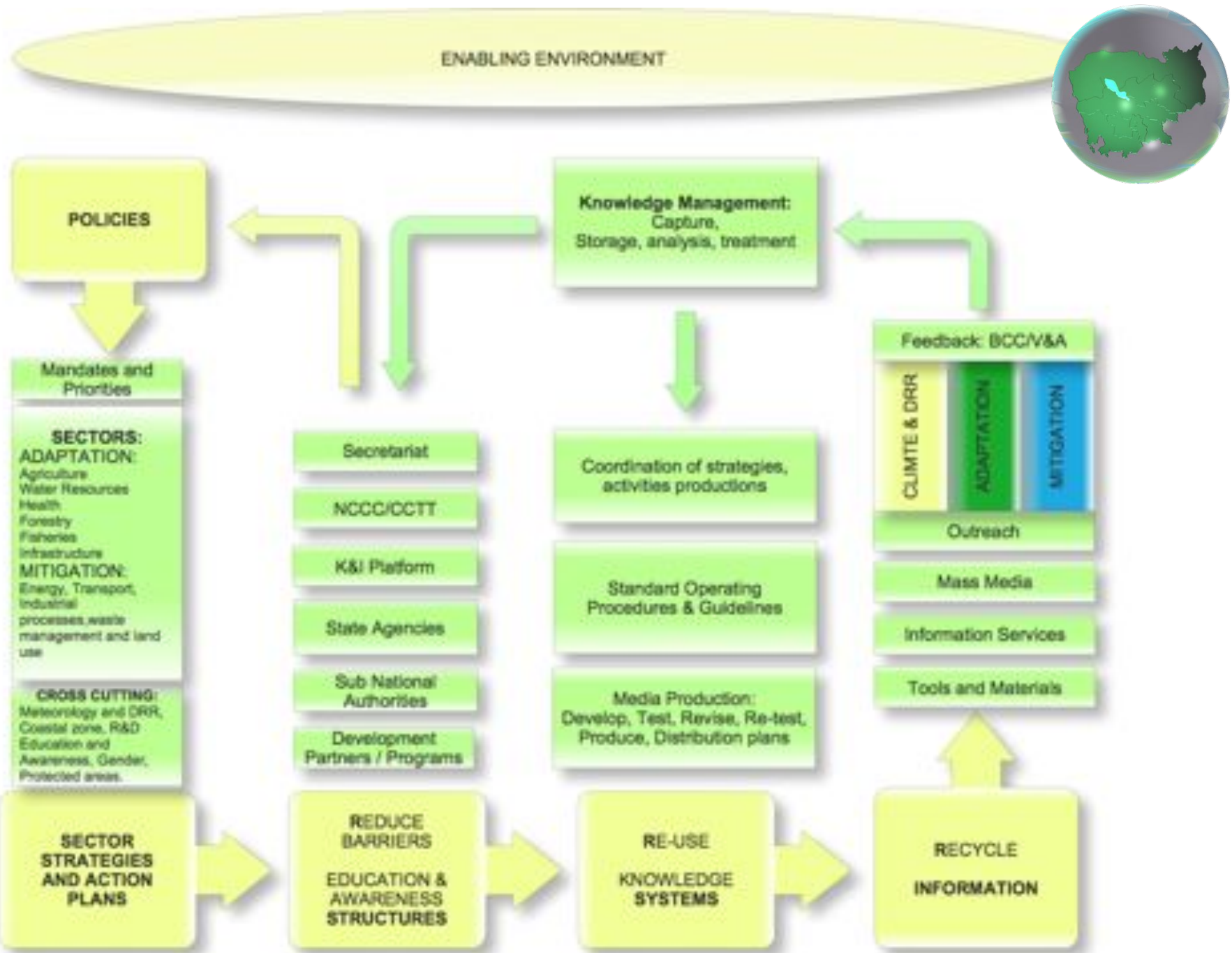
The CCE&AS is aligned with regional communication frameworks as it similarly defines three distinct areas for the development of communications:

-Structures: ie a K&I Platform, devoted sector communication focal persons/groups

-Systems: ie guidelines and methods for communications

-Knowledge and Information tools: ie materials, activities and campaigns.

The impetus behind this thinking is to ensure **an enabling environment** for national Education and Awareness activities to take place.





AIMS:

The strategy is based on the long established principles of environmental education: **Formal and Non Formal Education.**

-It aims to **develop a strong core (the K&I platform) and a brand** for Climate Change Education and Awareness. The KP aims to transform this knowledge into practical information packages and campaigns by sectors and for varied targets.

-It aims to **mainstream Climate into the National Curriculum** but also to developing **R&D to generate knowledge**

-It aims to improve methods and materials to **deliver information to the general public using classic mass media** and targeted populations using **SBC / BCC methodologies.**



KEY CHALLENGES:

-There is a very **low base of information available** to the key audiences and to the general public about Climate Change.

-Climate Change is not clearly defined as it is a very complex issue, and **there are numerous scientific uncertainties** that reduce the scope for a clear-cut response.

-The CCE&AS aims to **face the challenge of a coordinated communication response** that includes all the NCCC members (over 19 Ministries and state agencies)

-The CCD Result 2 Unit needs to coordinate and manage communications as guided by the CCCEAS – ie **the K&I platform**.

-The sectors and cross sectors will implement their own **Communication Action Plans**



KEY OPPORTUNITIES:

- There is a growing concern and **a high perception of risk** among specific populations that provides a highly conducive environment for behavioural media approaches.
- There is a very **high level political support** and many policies in place to tackle Climate Change.
- The development community shows **a clear intent** to urgently develop climate related programs and activities.
- There is **good potential to create a central Climate Change Knowledge and Information Platform.**
- The CCCSP sets the stage for a sector based approach with the inputs of the NCCC members and it is geared to expand in specific **geographical areas of priority.**

TARGET AUDIENCES



Key Targets/ Beneficiaries:

The Most Vulnerable
Farmers
Women and Children.

Climate change gatekeepers:

National Authorities
Sub-national Authorities
Local Communities.

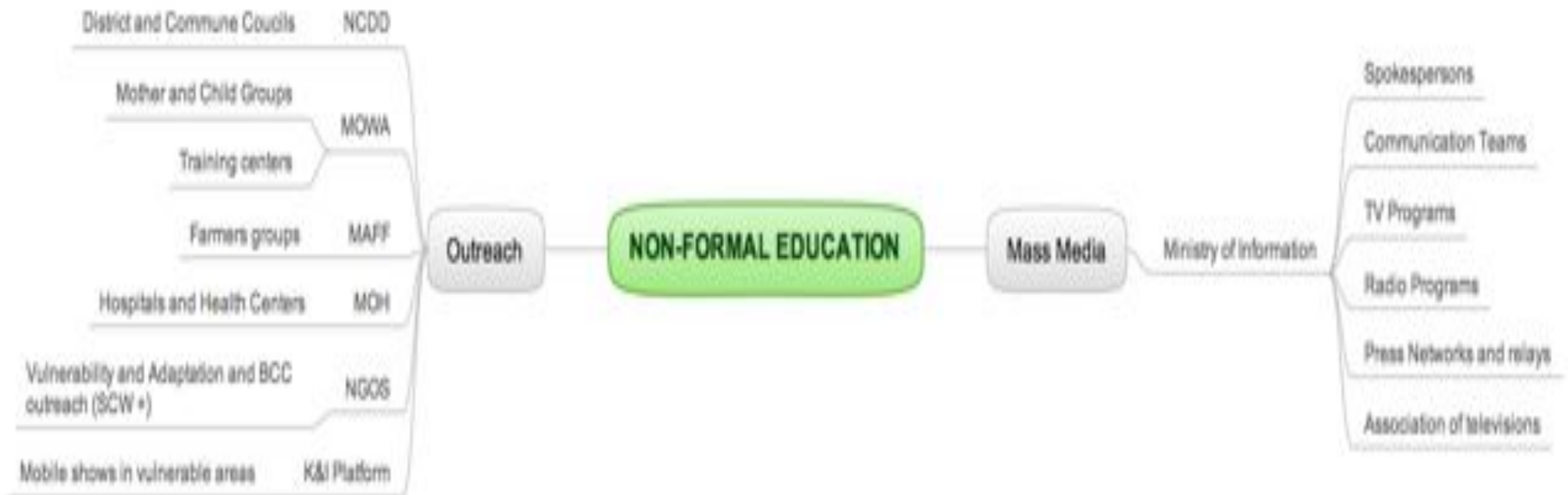
Social change drivers:

Media
Private sector
Youth

FORMAL EDUCATION CHANNELING



NON FORMAL EDUCATION CHANNELING



Sectors



ADAPTATION SECTORS

Agriculture (crops and live-stock)
Water Resources
Health
Forestry
Fisheries
Infrastructure

MITIGATION SECTORS

Energy production
Transport
Industrial processes
Waste management
Land use change and
& Forestry

Cross Sectors



CROSS CUTTING SECTORS

Meteorology

Disaster Risk Reduction

Research & Development

Education and Awareness

Gender

Coastal Zones

Protected Areas

There is a good number of opportunities to align some key cross cutting interventions: R&D, E&A, Gender, D&D, DRR

Structural Activities:



Establishing new structures to develop climate change knowledge and Information systems

Upgrade and consolidate existing structures to support the treatment and analysis knowledge and information provision.

Systemic Activities:



Develop communication methods, guidelines, standard operating procedures

Develop new mechanisms to increase and improve research within state agencies

Expand delivery of information through formal education and non-formal education state channels.

Knowledge and Information Activities:



Support the implementation and impact of Early Warning information systems through mass media and sub-national channels

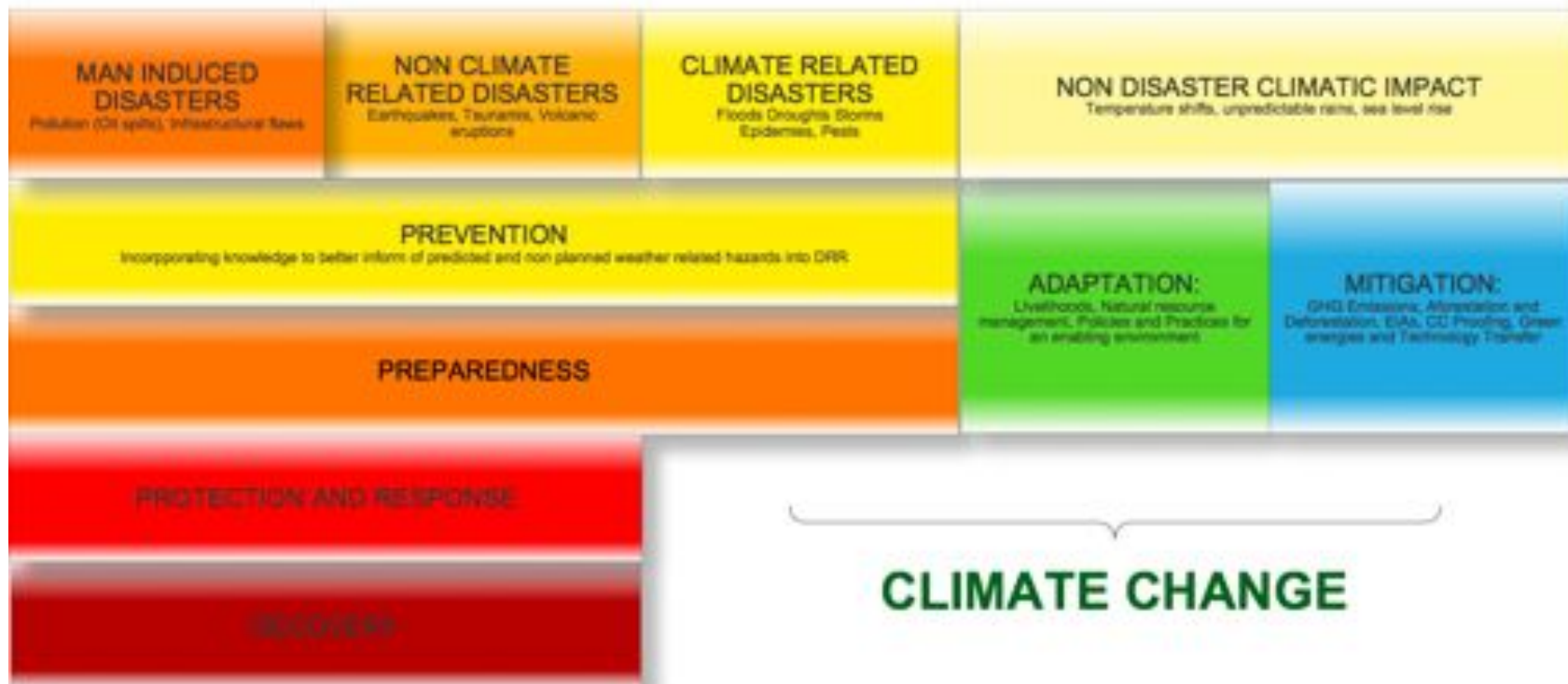
Consolidate a base of materials across the sectors for a coordinated communication response.

Implement and extend targeted outreach campaigns

INFORMATION OVERLAPS DISASTER RISK REDUCTION AND CLIMATE CHANGE



DISASTER RISK REDUCTION



Priority Action:



-Responding to the most urgent needs:

Coordination of climate knowledge + gain on risk perceptions
Outreach for Climate change and related Disasters

Addressing Vulnerability and Resilience

Food security

Water resources

Shelter

Health

Security

Natural resources



2012

2013

2014

2015

Phase 1 Consolidation	Phase 2 Campaign on Vulnerability and Resilience	Phase 3 Campaign on Adaptation / Mitigation	Phase 4 Targeted BCC Adaptation / Mitigation
<p>Build on KAP, CHDR and SNC for pilot Information-Campaigns</p> <p>Launch Knowledge Platform</p> <p>Initial Sector based packages and CC CAPS development</p> <p>Gain on risk perceptions and promote a General understanding of ecosystems and GHG</p>	<p>Initiation of CAPS and SBC at subnational level</p> <p>Knowledge Platform and Mass Media Extensions</p> <p>Initiate knowledge generation through participative approach with rural communities</p> <p>Address vulnerability and support building resilience</p>	<p>Extension of Knowledge systems at subnational level</p> <p>Launch cross sector SBC campaigns, subnational</p> <p>Normalising mass media campaigns and outreach</p>	<p>Re-Focus SBC to key targets</p> <p>Increased focus on mitigation and technology transfer</p> <p>Generation of new baseline survey</p> <p>Assesment and development of new CC Media Strategy</p>

Integrating M&E in the Communication Process to generate knowledge and information:



PRODUCTION	MANAGEMENT	PLANNING AND ADVOCACY
Develop Test Revise Re-test Produce Distribute	Train field workers Mobilise partners / participants Manage and maintain networks Adjust Program Measure Output / Outcomes Assess Impact	Disseminate Impact Determine future needs Revise and Redesign program



Simple and achievable indicators used to measure impact (based on KAP and findings from key perception surveys)

Structure indicators:

- Number of Ministerial bodies engaged in communication activities
- Number of new structures developed for communicating climate change
- Number of policy changes made as a result of implementation of communication activities

System and media indicators:

- Number of visitors to the online platform
- Attendance to events and outreach
- Reach and Frequency of communication outputs
- Exposure of the audience to E&A activities
- Brand Recognition
- Message recall rate



Knowledge Objective and indicators used:

- More than 70% can state a cause for the changes that are happening
- More than 20% understand climate change and mention industrial pollution as a cause
- More than 30% of people know in advance before an extreme event
- Less than 55% say they can not find information to respond

Belief Objectives and indicators used:

- Less than 22% say they do not know if Cambodia will be affected in the future
- Less than 59 % think they are unable to respond
- More than 5% say they need more information to respond
- More than 28% saying/believe that their communities have the resources do respond to cc.
- Less than 59% of farmers say their actions do not contribute to GHG
- Climate change is ranked in the top five concerns of people

Behavior change Objectives and indicators used:

- Less than 8% people say they do nothing
- More farmers (14%) have tried new techniques
- More than 11% say that the changing climate has helped them adopt new beneficial technologies or systems & some see opportunities to adapt
- Every individual has planted a tree during the year of the pilot campaign year - 14 million trees.

NEXT STEPS:

- 1) Finalise strategy with inputs from the stakeholders**
 - 2) Implement existing communication work plans**
 - 3) Launch the Knowledge platform, (ie starting with a brand for NCCC and a set of common sector based information packages)**
 - 4) Design and Integrate Communication Action Plans (CAP) for NSDP i.e.: a CAP looking at Formal and Non-formal education with cross cutting actors, mechanisms and channels: MOWA, MOEd; MoInfo; NCDD, NCDM.**
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- 1) Initiate training of trainers for sub-national and targetted campaigns**

THANK YOU !



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