



PACMAS

Pacific Media Assistance Scheme

Climate Change Communication

IMPACT BRIEFING



International
Development

Australian Broadcasting Corporation



Key Highlights

159



159 news stories relating to climate change and the environment were produced and broadcast by mainstream media (Radio, TV and Print) throughout the region.

Training, mentoring and support on covering climate change issues provided to 12 journalists, 30 journalism students and 66 Pacific youth.



26



2231

Youth produced 26 pieces of video, audio and print climate change content. Online videos received approximately 2231 views¹ via various platforms.

Climate change content and training addressed PACMAS cross cutting issues; disability, youth and gender.



¹ Views as of project completion October 2014

Climate Pasifika http://climatepasifika.blogspot.com.au/2012_06_23_archive.html.



Background

Climate change is a significant issue affecting Pacific island communities in diverse ways. The Pacific region is one of the most vulnerable to the impacts of climate change due to its geography and topography. As the Intergovernmental Panel on Climate Change (IPCC) 4th assessment report suggests, small island states are "the most vulnerable countries in the world to the adverse impacts of climate change"². Despite these vulnerabilities, the connectedness, knowledge and innovation of Pacific island people and cultures continues to inform regional adaptation strategies and policies aimed at reducing the impacts of climate change.

Media and communication can play a vital role by providing voice to affected communities, linking citizens with policy makers and promoting informed and meaningful discussion about climate change prevention and adaptation strategies for the Pacific on local, regional and global platforms.

Climate change is a key strategic area of focus for PACMAS. Between July 2012 and September 2014 PACMAS implemented five Innovation Fund (IF) activities and one Strategic Activity focused on climate change communication and environment. This evaluation provides a meta-analysis of the impact of the six completed activities.

2 The global mechanism and IFAD, 2012: 1



Methodology

The evaluation involved an analysis of all data and reports submitted by implementing partners of the six activities. The activities involved participation and targeting of seven countries including Cook Islands, Fiji, Kiribati, Samoa, Solomon Islands, Tuvalu and Vanuatu.

The qualitative and quantitative data has been combined and analysed to understand the impact of PACMAS activities relating to climate change communication in the region.

There are limitations to the scope of this analysis. The level of information provided by each activity implementing partner varies across the six activities depending on the scale, scope and reporting on each activity. The evaluation was conducted in October–November 2014, so any ongoing PACMAS activities relating to climate change were excluded from this analysis.

In order to understand the sustained impact of these activities on target beneficiaries, further research has been planned. This includes engaging with relevant stakeholders at organisational, practitioner, audience, and policy maker levels.

This is an interim research briefing based on existing reports and data. Information gaps in this report will be explored further and the report updated with key areas of impact and challenges particularly at policy and audience levels.

Gender, Health and Climate Change – Students from Loto Taumafai school in Samoa explain how we can work together to take action Against Climate Change. (Image by Loto Taumafai)



Key Areas of Impact

The impact of the six completed activities relates to two key areas – *Media Capacity Building and Media Content* as well as to cross cutting issues including youth, gender and disability.

The key areas of impact are summarised below:

- 1 Media Capacity Building & Media Content** – Increased capacity of journalists, journalism students and youth to produce innovative and quality media content about climate change and the environment.
- 2 Media Capacity Building & Media Content** – Enhanced news coverage of regional and international events relating to climate change and the environment provided information to citizens and increased accountability of leaders.
- 3 Media Content** – Online & social media content increased opportunities for citizens to participate in discussion about climate change and environmental issues that affect them.
- 4 Cross cutting issues** –
 - a. Youth and communities have been empowered to make and advocate for change through media and communications content and community outreach.
 - b. Promoted gender equal participation in media and communications sector.
 - c. Increased media content about the relationship between climate change impacts and gender.
 - d. Inclusion of people living with a disability in activities & content about climate change impacts, facilitated increased voice and representation.

A2C2 participants in Vanuatu interviewing community members on the effects of climate change



1 Increased capacity of journalists, journalism students & youth to produce climate change content

The PACMAS Baseline Study (2013) revealed gaps that exist in the provision of locally produced media and communications content that translates complicated climate science and policy decisions into language and themes for all Pacific communities. According to government stakeholders, youth engagement and understanding of climate change issues was perceived to be low.

PACMAS capacity building activities provided training, mentoring and support to 12 journalists, 30 journalism students and 66 Pacific youth. The details of content produced are outlined in Table 1 and 2 in the following sections.

Media practitioners were given training on climate change communication – translation of terms and concepts, and broader media skills through on the job training for coverage of international events. Activities exposed participants to new techniques including multi-media strategy for event coverage for creating climate change content including online and social media platforms. Participants reflected on skills gained and networks established through the process:



“Establish contacts with delegates, experts, NGOs, major groups (youth/gender/indigenous peoples), private sector and other stakeholders”

MEDIA PRACTITIONER, RIO 20+³

“For Pacific journalists – familiarize yourself with your national, regional and negotiating group (Alliance of Small Island States (AOSIS) positions”

MEDIA PRACTITIONER, RIO 20+


3 PACMAS in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP) supported three Pacific island journalists to cover the Rio 20+ United Nations Conference on Sustainable Development held in Rio de Janeiro, Brazil from 20 to 22 June 2012.

Clip exploring drought and water conservation in Tuvalu produced by Priya Chand, University of South Pacific student



Why do you look so worried Grandpa?

The confidence of practitioners to produce meaningful content on climate change improved as a result.

 *“(the activity has) ... given me more confidence in my skills as a media professional as it has shown me that others see potential in my skills and are willing to give me opportunities to grow in my field”.*

MEDIA PRACTITIONER, RIO 20+


Three PACMAS activities had a strong focus on increasing the capacity of youth and journalism students to produce content about climate change and the environment. Youth were trained in media and communications skills, peer to peer communications and climate change thematic knowledge.

Activities enabled youth and students to effectively produce a variety of content relating to climate change. In total, youth produced 26 pieces of video, audio and print content. Content was produced in both English and local language and communicated simple climate science, the impact of climate change and local adaptation techniques. These media outputs show the variety of content that can be created on local issues in the Pacific by youth and engaging them in the broader movement for climate change awareness in the region.

The content was broadcast to their peers, to national policy makers, regional audiences and international audiences. Video content attracted approximately 2231 views via various online platforms. Short films produced on climate change adaptation also reached international audiences via the United Nations Action4Climate⁴ film competition. The films were shown around the world at high level meetings and the Cannes film festival.

4 <http://www.connect4climate.org/competition/action4climate>

In a separate activity, Fiji National University (FNU) and University of the South Pacific (USP) journalism students improved their own capacity to produce news content on climate change issues as a result of being mentored to provide coverage of a regional environmental event. The activities have strengthened skills, knowledge and networks of youth⁵.

 *“There should be flow in my writing style and don’t be afraid to give my recording to other people to listen to my interview”.*

USP JOURNALISM STUDENT, SPREP⁶

“As evident in the articles produced during the start and end of the conference the student’s level of confidence and professional aptitude increased immensely in their approach to gathering and writing the stories”.

MEDIA MENTOR, SPREP

2 News coverage of regional and international events

The PACMAS Baseline Study highlighted the need to build the capacity of Pacific media and communications professionals to better report on events, policy decisions and ongoing issues around climate change and the environment. PACMAS Climate Change activities addressed PACMAS goals and helped to bridge the gaps identified as part of the baseline study by conducting activities to support media strengthening around climate change.

The activities generated substantial news coverage of significant regional and international events relating to climate change and the attainment of Millennium Development Goal 7 targets. In total, **159 news stories** relating to climate change and the environment were produced and broadcast by mainstream media and online platforms throughout the region.

Table 1. Activity breakdown of news stories produced

Activity	Partner Organisation	News Stories Produced	Media Outlets
Rio +20 United Nations Conference on Sustainable Development	Secretariat of the Pacific Regional Environment Programme (SPREP)	76	Samoa Observer, PACNEWS, One News TV, Fiji TV, Solomon Star, Island Sun, National Express, SIBC, CI News
Fifth Regional Meeting of Heads of Agriculture and Forestry Services (HOAFS), Web 2.0 training	Secretariat of the Pacific Community (SPC)	10	The Fiji Times Ltd, Fiji TV Limited, New Dawn FM, EMTV, Kingdom TV, SIBC, Island Sun, Tonga Broadcasting Commission
Conservation and Environmental Management Meeting	SPREP, Fiji National University (FNU), University of the South Pacific (USP)	73	Bionesian Blog, Conference Bulletin, SPREP Website, PEIN Facebook.
Total news coverage		159	

5 To PACMAS knowledge, as of December 2014, five youth involved in PACMAS activities had since joined Pacific Youth Environmental Network (PYEN) where they will continue sharing information on the environment to their peers throughout the Pacific. Three students have since entered the media workforce in Fiji.

6 SPREP – Secretariat of the Pacific Regional Environment Programme.



Themes addressed through PACMAS supported **news content** included:

- The Pacific message on sustainable use, development and management of ocean resources
- The scale and scope of managing Pacific challenges like climate change and biodiversity conservation and the need for institutional support
- Managing strategic risks to agriculture and forestry in the Pacific
- Conservation and environmental management

By reporting on the themes, this content provided voice and accountability for Pacific citizens around issues of climate change prevention and adaptation. For example, journalists provided an analysis of what Pacific representatives were pursuing at international events.



“... Commenting on this, the Director of the Environmental Monitoring and Governance Division at the Secretariat of the Pacific Regional Environment Programme (SPREP), Mr. Sefanaia Nawadra said, ‘We are small island countries, or sometimes we refer to ourselves as large ocean states, with our main resource or asset being the ocean and the economies that we can derive from it ... to this end, Pacific countries are advocating stronger recognition of oceans issues at the Conference, with the hope that this will be reflected in the outcomes document’ ...”

(CONTENT EXAMPLE, RIO 20+, 14 JUNE 2012).

This type of content gives audiences increased access to the discussion and debates of high level meetings and information on how their leaders are representing them. There are many more examples of this available in the content collected as outputs of these activities.

Media practitioner blogging as part of Web 2.0 training with Secretariat of the Pacific Community (SPC)



3 Targeting citizen discussion through online & social media

Social media is changing the way Pacific Islanders participate in debates around issues that affect them⁷. PACMAS activities increased coverage of climate change and the environment via online media including; blogs, Twitter and Facebook. In total, the activities generated **240 online contributions** across web 2.0 platforms.

The use of online platforms by participants allowed Pacific citizens to engage in and respond to the discussions and debates about the issues. As part of an activity implemented with the Secretariat of the Pacific Regional Environmental Programme (SPREP), Fiji National University students were mentored and supported to cover the 2013 Pacific Islands Conference on Nature Conservation and Protected Areas in Suva. As a result, **40 articles** were adapted as blog posts for the SPREP Facebook page. The page received **18,000 views** within the two week period.

Table 2. Activity breakdown of online and social media produced

Activity	Partner Organisation	Online Media Contribution
Rio 20+	SPREP	19 Blog posts
Fifth Regional Meeting of Heads of Agriculture and Forestry Services (HOAFS).	SPC	1 ⁸ online news story
Conversation and Environmental Management Meeting	FNU/USP/SPREP	40 Facebook posts (& 73 ⁹ online contributions)
Action Against Climate Change	Apidea	107 Facebook posts
Total online contribution		240

7 PACMAS (2013) Baseline Study (State of the Media Report) Page 36 accessed 24 October 2014 <http://www.pacmas.org/profile/pacmas-state-of-media-and-communication-report-2013/>

8 Each participant created personal twitter and blog accounts which were functional during the activity. Data on content created not available.

9 73 news contributions have already by counted in the news section, but are considered here as part of the online contribution.



“The use of Facebook for the conference gathered a reach of over 10,000 which is indicative of the immediacy and untapped potential of social media”

MEDIA MENTOR, SPREP

The Action Against Climate Change (A2C2) Facebook page that was set up as part of the PACMAS activity. Over the course of the activity the pages published an estimated 107 posts and received 360 likes. However, the sustainability of this Facebook page is limited without ongoing inputs. It has been suggested that the page is taken over and combined with the PACMAS online resources. This is recommended to protect the sustainability of activity gains.

These forums for information sharing and discussion were in addition to the production of mainstream media content. The combined approach highlights the role that online and social media platforms can play in extending opportunities for meaningful public discussions about climate change and the environment.

PACMAS activities also combined face to face communication with social media to promote sustained community advocacy. This is illustrated by a number of activities. A2C2 conducted showcase events to reach out to decision makers and continue discussions which were initiated online in a face to face environment. In another example, *Small Voices of Samoa* conducted workshops on conservation within Samoan schools. The workshops communicated strategies and changes young people can make to protect their environment. The organisation used social media to facilitate ongoing youth participation after the workshops had taken place and recorded increased participation by youth on their Facebook page.

4 Cross cutting issues addressed including youth, gender and disability

The PACMAS baseline study reported that women continue to be underrepresented in leadership and decision making roles within media organisations and across policy making organisations in the Pacific – including in relation to climate change. While many media organisations in the region have good participation rates for both women and men – there remain gendered dynamics to leadership and functionality within organisations. Further, the study identified the need to engage youth to produce more local content to raise awareness of the impacts of climate change on marginalised communities, including people living with a disability.

a) Youth and communities empowered

Climate change messaging targeted audiences through community outreach and video documentary. These activities generated content with direct advocacy and behaviour change messaging to address climate change at a local level. They focused on micro level changes that audiences, including youth, could make in their own lives to protect the environment. For example, documentary style content was produced and broadcast in the Cook Islands to demonstrate how to convert appliances to energy efficient models, to use energy efficiently, recycling and conservation of resources.

An activity in Samoa provided **319 youth** with ideas about how they could participate in environmental conservation in their own lives and a platform for them to join an online movement to continue advocacy around these issues. Other activities used “peer to peer” communication to encourage communication which meets the needs and interests of youth, and to engage them in the telling and listening of their own stories. While other activities generated news coverage that highlighted the need for action at national and regional policy levels – this content empowered audiences to take action on climate change at an individual and community level. The personal engagement and learning of youths involved demonstrates the potential to engage the next generation through these activities.



“...Learning about issues that I was covering as I go along and meeting Island Leaders was very empowering...”

YOUTH REPRESENTATIVE, RIO 20+

“... (During) the two weeks in Rio, I learnt more there than years of education would ever offer. The lessons I learnt are priceless”.

YOUTH REPRESENTATIVE, RIO 20+

Clip from PACMAS activity
Action against Climate
Change on gender and
climate change, produced
by Lycee College



b) Gender

PACMAS climate change activities have strengthened equal participation in the Pacific media sector and have increased access to content focused on gendered aspects of climate change impact and adaptation. 60% of the participants¹⁰ involved in capacity building activities were female. Young women and men were equally engaged in the production of youth lead media.

Four pieces of content focused explicitly on gender issues in the context of climate change and reflected on the gendered nature of the effects of climate change. For example, one of the films produced by Lycee College in Vanuatu discussed the different ways that climate change can affect men and women and the role that each community member can play in adaptation.

The activities also promoted women's voices in public discussion about climate change. Two activities included participation from young Pacific leader and Samoan change maker, Briana Fruean. The support for this young female environmental advocate has enhanced her ability to continue to influence her peers and Pacific communities around climate change issues and to act as a role model for other young Pacific people.

c) Disability

PACMAS climate change activities were disability inclusive in two key ways. Content produced explored the link between climate change, disaster and the effects on people living with a disability. The content raised awareness about the different impacts of climate change on communities. The content also featured students living with a disability exploring aspects of sign language within film to communicate key messages. Youth from the Loto Taumafai school for children with disabilities were involved in media and communications capacity building and climate change awareness sessions in Samoa which informed their own involvement in production of video content relating to climate change.

¹⁰ N=42



References

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University of the South Pacific

Cook Islands Renewable Energy Development Division

Cook Islands Television

Small Voices of Samoa

Apidae Development Innovations

For further information please contact PACMAS Monitoring & Evaluation Team via:
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Further information:

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