



# FIRST MEETING OF THE "CLIMATE SERVICES FOR INCREASED RESILIENCE IN THE SAHEL" PROJECT TEAM

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**Developing communication strategies for  
climate services in the target countries:  
needs and opportunities**

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# CONTENT

- WHAT DO WE KNOW? LESSONS FROM THE METAGRI COMMUNICATIONS ACTIVITIES AND THE GFCS NATIONAL ACTION PLANS EXERCISE
- WHAT IS SPECIFIC TO EACH OF THE 3 TARGET COUNTRIES ?
- WHAT IS COMMON TO THE 3 TARGET COUNTRIES ?
- NEEDS
- OPPORTUNITIES
- IMPORTANCE OF A REGIONAL PERSPECTIVE

# WHAT DO WE KNOW ?

Lessons from the METAGRI communications activities and the GFCS national action plans exercises :

- Recognition of the importance of communication by all stakeholders
- Recognition of ad hoc communication activities in most cases not derived from articulated communication strategies

# WHAT DO WE KNOW ?

- Little or no knowledge of the basics of communication among met experts
- Little or no knowledge of the basics of met science among communication specialists
- Recognition of the need to sensitize end users on the wide potential of climates services



# WHAT DO WE KNOW ?

- Recognition of the necessity to facilitate access to information and climates services – a web site designed for that purpose and the use of social media are a must
- Combining METAGRI and GFCS initiatives can strengthen and speed up implementation of national communication strategies

# What is specific to each of the 3 target countries ?

## SENEGAL

- Communications activities performed with support from WMO/METAGRI and other partners (e.g. "Meteo media day" ; Collaborative management for a sustainable fisheries future in Senegal COMFISH/USAID (warning messages sent by sms partnership with Orange - around 1000 fisher folks receiving the sms alerts )

## SENEGAL

- Scaling out useful climate services for increased resilience and productivity in Senegal, with support from CCAFS and WAAP/ISRA
- Choice of 2 main communication channels to reach end users : mobile phones and rural radio
- Video and TV used for institutional communication and visibility

## SENEGAL

- Capacity building for communication specialists (3 training sessions for rural radio actors) linked to contractual arrangements with URACS , the network gathering all community radios in the country
- Involvement of all institutions responsible for food security at the regional level through the GTP



## Burkina Faso

Source : “Meteo media day” deliberations, October 2015, with support from METAGRI

- Revamping of the DGM web site to facilitate access to information by media- launching of the new web site planned for December 2015
- mailing list including public and private media DGM willing to add email addresses of the “Meteo media day” participants

## Burkina Faso

- A study by a local media consultancy firm identifies business models making the publication of climate services by some newspapers profitable

## NIGER

- Daily forecasts on the tv
- Seasonal forecasts, publications from the GTP sent to a mailing list
- Special bulletins prepared for the press in case of emergency
- No collaboration with rural radios after 2 "Meteo media days" (Niamey and Maradi, January 2015 )

# What is common to the 3 target countries?

- Lack of human and financial resources to position communication for end users of climate services in the organizational chart of NMHS
- Recognition of the need for met experts and communication specialists to master ICT tools
- Acknowledgement of the difficult working conditions of the media, especially rural/community radios



# Needs

- Capitalize the lessons from ad hoc communication activities to elaborate a comprehensive communication strategy for the provision of climate services ; such a strategy is different from institutional communication which remains critical for visibility

It includes :

# Communication strategy

- Mapping of the different categories of users of the climate services
- Identification of their communication needs
- Identification of the communicational assets of the geographical zones of implementation of the projects (e.g.: existence of rural/community radios, availability of mobile phone networks, use of social media, internet access, newspapers in local languages.... )

# Communication strategy

- Identification of capacity building needs – organization of training sessions
- identification of most cost effective communication channels – negotiation of broadcast/dissemination and collection of feedback contracts
- Confection of messages relevant to the different categories of end users

# Communication strategy

NB : The confection of messages requires a glossary of the most used terms in provision of climate services in official and national languages

- Confection of monitoring and evaluation tools

The strategy define a vision translated into periodic work plans taking into consideration the priorities and the available resources



# Opportunities

- The 3 targeted countries have organized their national consultation workshop to define the Framework for climate services
- Communication needs are clearly expressed in the documents produced during the consultation and the related activities are identified and budgeted

# Opportunities

- e.g. : sensitization campaigns to increase the awareness on the importance of climate services ; use of the power of networks, especially networks of communication specialists in the targeted countries ; Taking advantage of the competition among mobile services providers to negotiate profitable partnerships for sending sms, voice communication in floats etc..

# Opportunities

- GFCS Africa is prepared to provide support for the elaboration and validation of communication strategies, and for hiring communication specialists for the implementation of the strategy
- Some sectors included in National Frameworks for Climate Services (e.g. Health) have experience in communication for development strategies and need less sensitization

# Opportunities

- Ongoing projects may be approached for support to communication activities e.g. : Projet Alerte aux Canicules au Sahel et à leurs impacts sur la santé ACASIS
- Renforcement de l'information climatique et des systèmes d'alerte précoce en afrique pour le développement de la résilience et de l'adaptation au Changement climatique au Burkina Faso
- Building resilience and adaptation to climate
- Extremes and disasters (BRACED)



# Importance of a regional perspective

- Building from successes in the target countries will facilitate elaboration of guidelines and scaling up
- The scarce resources for communication must be managed in order to allow an even implementation in all countries covered by GFCS and METAGRI
- Some material ( e.g. training, MoU) can be produced at the regional level and adapted with few adjustments at the national level