Department of Climate Change

Communication Plan 2018

Government of Tonga

Department of Climate Change

Communications Plan

ACRONYMS

CP		Communication Plan
CRSP		Climate Resilience Sector Project
DCC		Department of Climate Change
DEFRA		Department for Environment, Food and Rural Affairs (United Kingdom)
EE		Energy Efficiency
INC		Initial National Communication
INDC		Intended Nationally Determined Contributions
JNAP		Joint National Action Plan
MEIDECC		Ministry Meteorology, Energy, Information, Disaster Management, Environment, Climate Change & Communication
NGO		Non – Governmental Organization
RE		Renewable Energy
SIDS		Small Island Developing States
SDG		Sustainable Development Goal
SNC		Second National Communication
TNC		Third National Communication
TSDF		Tonga Strategy Development Framework
UNFCC		United Nations Framework Convention on Climate Change

Contents

1. INTRODUCTION

Climate change is expected to bring about an increase in the frequency and intensity of extreme events such as droughts, cyclones, extreme rainfall, and extreme temperature/heat waves. Threats to marine ecosystems (such as coral bleaching, beach and coastal erosion, ocean acidification) and terrestrial ecosystems (such as soil erosion, salt water intrusions in low lying coastal areas, reduced soil fertility), and increased pests and disease are also anticipated. Whilst Tonga, as a very low emitter of greenhouse gases, is an insignificant contributor to climate change, the country is the second most vulnerable country in the world to the impacts of climate change and natural disasters (WorldRiskIndex[1]).

The Department of Climate Change (DCC), MEIDECC has led in promoting climate change awareness within Tonga and globally specifically on the impacts of climate change and climate variability in Tonga. In addition, the DCC has led in numerous climate change and resilience projects throughout the years. Tonga submitted the NDC formerly known as the INDC to the Secretariat of the UNFCCC during the 21st session of the Conference of the Parties to the UNFCCC, which was convened in Paris, France, November 2015. The NDC details Tonga's commitment to reducing its greenhouse gas emissions and increasing investment in climate resilience. Tonga's NDC also links to its TNC, JNAP II and Climate Change Policy.

Public Awareness programs launched with various sectors Government, Non-Government, Private sectors, Public sectors and Civil Societies continue to amplify the Climate Change Policy Goal – A resilient Tonga by 2035. The department has also forged systematic observation and research evident in its INC, SNC and soon to be released TNC to name a few. Finally, a note worthy area of progress through habitual capacity building both internally and externally with scholarships launched from CRSP. The Department works strategically, cooperatively and collegiately with global organizations to address the challenges that face Tonga.

Like many SIDS, Tonga has limited capacity and potentials to respond and address climate change impacts and related natural disaster risks. Therefore, actions to raise public awareness and to promote behavior changes and adopt appropriate practices are very crucial for achieving sustainable and resilient development for Tonga.

By raising awareness, promoting understanding of Climate Change issues in Tonga we hope to highlight climate change variability, Tonga's vulnerability to the adverse effects of climate change, climate related disaster impacts and actions taken at different levels to address climate change and related natural disasters.

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[1] http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/

1.1   Purpose of this Document

This Communications Plan outlines the overall approach for raising awareness and understanding about climate change and climate variability that the Department of Climate Change will undertake. The climate change and climate variability risks undermining the survival of the Tongan people, their livelihood and environment as a consequence of climate change; require effective communication strategies. This will play a large part in shifting attitudes and behaviors of the target audience and is critical to the overall success and sustainability of the efforts of the department.

The Communications Plan presents a systematic and targeted approach to communicating climate change to its stakeholders. It will draw from experiences and lessons learnt from past awareness campaigns where the Department was involved in. Communication approaches are to align closely with the National Climate Change Policy, JNAP 2 and the Tonga Strategy Development Framework (TSDF). In order to ensure consistency of messages generated from the Department it is recommended that all future climate change communications should follow guidelines and approaches in this plan.

The Department of Climate Change is responsible for the implementation and updating of this plan. All climate change projects under the department are to use and build on this Plan to guide their communication tasks and efforts.

Each communication approach is to target indentified audience to ensure the appropriateness of delivery. In general, these are the envisaged audiences:
- General public
- Government agencies
- Communities
- Schools & Higher Academic Institutions
- NGOs
- Civil Society
- Private Sectors
- Churches
- Donors
- Regional and International agencies

Key stakeholders were identified and categorized based on expected roles in Climate Change communications.

In the process of defining the target audience, audience priority are identified namely by those that are most important, those that have medium importance yet are less critical and those which communications efforts will have very little impact on. *Refer to Section 2.3-Audience Analysis* to find out relevant target audience who can affect the outcome of the awareness campaigns and have a greater impact on the success of initiatives from the Communications Team.

1.2   Scope of this Document

The overall goal as stated previously, is to create a community that is well informed about climate change and therefore enabling communities to make globally responsible choices.

The challenge arises when trying to engage people in the climate change discussion in order to break down some of the barriers that exist and to connect people to the role that their attitude and lifestyle plays in causing the problem and working towards solutions. Table 1 below, is adapted from DEFRA's "Tomorrow's Climate, Today's Challenge" communication guide which highlights the shifts in attitudes that need to be achieved in order to face the challenge of engaging with people.

Table 1 Shifting audience behavior

CURRENTLY	WORKING TOWARDS
Limited application and linkages at a personal level	Understanding climate change impact on lives and livelihoods.
Not including/incorporating climate change as an important issue or a priority in decision making	Empowered to address and include climate change in everyday decision making.
Misinterpretations, and misperceptions due to misleading media information	Providing the correct information and in its correct context thus promoting understanding and behaviour changes.
Awareness material has limited relevancy for audience	Communication programmes and messages are tailor made, use appropriate language to raise the level of awareness and involvement/participation in relevant programmes.
Limited trust in information provided.	Trusted sources are incorporated into awareness materials and targeted specifically to stakeholder groups.

1.3   Communications Objectives

The overall Communication strategy is intended to be a living, dynamic document and to be updated to reflect the continually evolving nature of our work and to take advantage of new events and evolving project plans. Therefore, the objectives of this document will work towards the following:

- Increase public awareness, knowledge, understanding and participation on climate change and is inclusive of women, youth, the disadvantaged and rural remote communities.

- Affecting behavior among the targeted audience through active participation

- Enhancing access to reliable information

- Building network; fostering collaboration, coordination and knowledge sharing in networks

1.4   Assumptions and Constraints

There are several constraints and assumptions that are being considered by this communication plan. Communication activities should adhere to Communication schedule and occur in accordance to the scheduled timeline so as to not exceed authorized budget, incur excessive costs or create schedule delays.

Table 2 Assumptions/Constraints and Mitigation measures

ASSUMPTIONS/CONSTRAINTS	POSSIBLE ACTIONS
Lack of resources for the implementation of this plan	Each project is to cover communications in its budget allocation.
Limited media partnership for communications aside from partnership with Department of Information and Communication, MEIDECC.	To develop and maintain partnerships through media networking outside of MEIDECC. This will assist in spreading the messages quickly.
Awareness materials (printed materials are not translated into Tongan vernacular)	To establish a budget for translating of messages into Tongan language which is easy to understand by key stakeholders.
Lack of awareness leads to misunderstanding on reducing vulnerabilities to climate change.	Changing behavior will require changing the way we communicate and deliver the messages of climate change and its impacts. It should be initiated from the Department of Climate Change.
Budget proposed will be enough to cover the expenses of Communications Management Plan	Constant review of Communications Management Plan including timely reviews of budget

2. COMMUNICATIONS PLAN

The Communications Plan outlines project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities. All activities are summarized in a Communications Schedule and Budget is attached as appendices to this document.

2.1 Key Messages

A well-constructed communication strategy that is clear, concise and comprehensive ensures the right people receive the right information and influence those in leadership to follow suit. Therefore, the Climate Change Communications Plan has been developed to align with the Climate Change Policy and supports the mission, values and vision of the Department of Climate Change. There are four pillars in which this document wants to convey which are as follows:

Table 3 Key Messages from DCC

Pillar 1: Heighten public awareness and understanding of climate change

    Message 1: "Climate change is real and the effects are long term"

Pillar 2: Mainstream and institutionalize climate change preparedness

    Message 2: "It is possible to adapt and minimize the impacts of climate change and;

    We could further reduce our green house gas emissions through accessing RE and through EE"

Pillar 3: Increase national capacity to respond and adapt to climate change

    Message 3: "Greater risks and damages will accompany having a "do nothing" approach"

Pillar 4: Achieve significant changes in public attitudes towards climate change

    Message 4: "It is our collective role to reduce our vulnerabilities to climate change"

2.2 Branding and Visual Identity

2.2.1 Guidelines using logo and tagline

A powerful visual identity is established through the consistent use of its official logo sanctioned for use of Tonga Government Organizations in documents and printed materials all across DCC. The core element of the visual identity will be the official Government of Tonga seal as its logo. It will accompany every product generated by the DCC from letterheads, job advertisements, reports to its affiliated project websites. No other symbols or marks accompanying the logo will be used in conjunction or in place of it.

Logo will be provided by I&C Division upon request, templates for memos, reports and such are also available and will be provided upon request as well.

2.2.2 Tagline

"Improve resilience to impacts of climate change"

The tagline is adopted from the TSDF Organizational Outcome 5.4, in which the DCC has used in years past. For printed materials that need a tagline will accompany aforementioned logo.

2.2.3 Fonts

Typography of printed materials for external and internal use should be strong, clear and simple. A well designed, thought out typography lends to the distinction of our communication efforts as well and adding character. Consistent and extensive use of these typographs will help build DCC's identity and will play an integral part of the visual identity.

The following fonts have been chosen

Arial regular	Verdana regular	Times New Roman regular
Arial bold	**Verdana bold**	**Times New Roman bold**
Arial Italics	*Verdana Italics*	*Times New Roman Italics*
Arial bold Italics	***Verdana bold Italics***	***Times New Roman bold Italics***

Body of text should always be justified so the text is distributed evenly between the margins, it will provide your document with clean crisp edges making it look more polished.

2.2.4 Photos

There are oceans of photographs available to us in hard copies and even more online, made easier with the introduction of social media and smart phones. The role photography plays in communication is as vital as the essence of the messages being relayed to the target audience. Images are used to sell products, sway public opinion and report events taking place in DCC. They remove borders and unite many with a common cause. Images are effective because they capture people's attention and leave a lasting impression. It is an effective tool in raising global awareness of climate change issues faced by communities of Tonga.

Photography is essential to the Communications work because of its inherent role in presenting information and evoking an emotional response from readers. It is used as an advocacy tool to bring to life the issues people face in climate change, and to draw attention to initiatives that help them. The types of photographs we use are

While collecting for the DCC Photo Bank, the ultimate goal is to ensure the people's dignity and humanity are being safeguarded while creating a window into their lives. The issues that concern issues of climate change people face must be at the forefront of our advocacy work. The photographs must always:

- Portray subjects with dignity and humanity, never as objects of pity

- Increase awareness of climate change issues as defined by the people

- Avoid harming, exploiting or endangering the subjects or the groups they represent

- Be of high technical quality (ideally taken by accomplished professional photographers)

- Contain complete caption information (if photographer is hired use credentials)

It is crucial to exercise care when publishing or distributing images of vulnerable people or groups protecting their dignity and with the aim not do no harm with these images especially concerning children. If they do not want to be photographed, their wishes must be respected. It is also important not to offend any political, social or cultural group or appear to align DCC with any such group. Subjects of photography should be handled with care and utmost sensitivity. Ensure that photographs taken send appropriate messages and does not provide an opportunity to be taken out of context. It is not acceptable to publish or distribute photographs out of context or using misleading content in connection with them.

Important notice: Whenever possible, verbal consent should be obtained from the person being photographed

Photography Themes

- Climate Change Adaptation

- Climate Change Mitigation

- Training, education and literacy

- Community development

- Anti-desertification and reforestation

2.2.5 Photo Releases

Photographs taken in the field will be compiled and stored in the DCC Photo Bank for use in its documents and reports. Be mindful of the subjects and the photograph in which will be taken, permission to take their photos and use it for DCC purposes should be explained beforehand. Attain their consent and photo releases. Attached in Appendix B is a copy of photograph agreement release and license to use photographs.

2.2.6 Other Materials and Templates

For additional needs of templates pre-designed and endorsed by the Director of DCC, contact the I&C Division for assistance.

2.3   Audience Analysis

Climate change issues affects a wide array of national social, environmental and economic structures. To achieve Climate Change communications management, it requires the involvement and engagement of key stakeholders who need to understand the causes and impacts of Climate Change at a national, household and individual level as well as their roles in risk reduction, adaptation and mitigation. The key stakeholders have been identified and categorized based on their expected roles in disaster risk management communications as highlighted at the beginning of this communications plan. They have been mapped according to their active awareness and interest in Climate Change as mapped out in the Table below.

Stakeholder	Rationale	Communication Vehicles	Feedback Mechanisms
Internal Stakeholders/Enabling Stakeholders *(those with power and resources to strengthen capacity for:*			
Minister of MEIDECC and CEO	They are responsible for implementation of international, multilateral and bilateral agreements on climate change and sustainable development. To act as focal points therefore they need to be well prepared with accurate information.	Newsletter, posters, awareness materials, presentations	• Email • Meetings • Training • Formal interviews
MEIDECC and Department of Climate Change and line Ministries	The seniors of each department that has bilateral, multilateral relation to donors and sponsors can encourage, influence and increase investment to climate change related projects and activities.	Newsletter, posters, awareness materials, presentations	• Email • Meetings • Training • Formal interviews
External Stakeholders			
Educational Institutions	These institutions play a large part in educating the children and also sharing of information through academic research that will also inadvertently reach regional and international levels. Any academic research can be of use to the Department including contributing innovation, therefore a two way road can be established with this stakeholder.	Presentation, Meeting, Workshop, Site visits	Interviews, official/unofficial inquiries, meetings and site visits
Religious Institutions	The Tongan society relies heavily on direction from their religious leaders therefore aiming the communications to include these religious leaders will also enable a fast track of message penetration	Presentation, Meeting, Workshop, Site visits	Interviews, official/unofficial inquiries, meetings and site visits

	to the people. These leaders are considered opinion leaders especially in regards to the Tongan demographic, cultural values and beliefs.		
N.G.Os, Civil Society, Private Sectors, General Public, communities, Youth & Women groups, Disability Groups	They set national development and play an important role in driving development of climate change initiatives. Their opinions are important feeding back to the Department the issues they themselves experience at the forefront of Climate Change and Disaster Risk. Affecting behavioral changes will come about working hand in hand with these groups.	Presentation, Meeting, Workshop and Site visits	Interviews, official/unofficial inquiries, meetings and site visits
Policy makers, government officials, town officers etc	Their knowledge concerning their communities and by strategically placing their voices to address their needs and increase their interests in climate change.	Presentation, Meeting, Workshop and Site visits	Interviews, official/unofficial inquiries, meetings and site visits
Media and media networks	They transform and interpret information and disseminate to wider general population. Enable community mobilization; generate interest groups supporting communication campaigns.	Presentation, meeting, workshop and site visits.	Interviews, official/unofficial inquiries, meetings and site visits

2.4   Communication Activities and Events

Activity/Event	Purpose	Audience	Timing
Electronic Media	Develop interaction of target audience and engaging online media to enhance awareness and access reliable information. Social media will be able to track and record feedback from the audience.	Internal & External audience	Regularly
Newsletter publication and dissemination	Enhance awareness on Climate Change issues, provision of testimonials and stories from the field and FAQs.	Internal Audience	Quarterly
Brochures, posters, printed awareness material	Enhance awareness, build trust, networking with audience, provides trustworthy information	External Audience	Quarterly
Talk back radio show	Targeting specific messages to community and allows for instant feedback. Other announcements from the Department can be made.	External Audience	Quarterly
TV spots, Documentaries	Enhance awareness, build trust, networking with audience, provides trustworthy information. Opens dialogue with audience	External Audience	Quarterly
TV program panel discussion	Enhance awareness, build trust, networking with audience and provides trustworthy information.	External Audience	Quarterly
Toolkits	Provides reliable information that is updated and made available to those without access to information from the web.	External Audience	Quarterly
Communication Review	Ensuring the communication plan is up to date and is working effectively both internally and externally.	Internal and External Audience	1 year to review, 2 year to generate new CP

2.5 Special Activities or Events

Activity/Event	Purpose	Audience	Timing
Awareness Week	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
Mobile Text	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
Annual Roundtable	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	External Audience	Annually
Project/Product/ Service Launch	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	**External Audience**	Ad hoc basis
Outer Island Travel Workshops	Raising Awareness with audience, building network, provision of trust worthy information. Encouraging community participation	**External Audience**	Quarterly

2.6   Evaluating Communication Effectiveness

An effective Communications Plan is not a one-way event to constantly barrage the stakeholders with information and material. It is vital for the success of communications, development of effective partnerships to develop a monitoring system in place to evaluate effectiveness.

At the end of each awareness event, initiate an evaluation process to determine the outcome of the event. This provides valuable insight to what additional events should be included and should cease therefore maximizing efficiency of public awareness messages. As a final step, reporting of the event should be compiled which may include but not limited to the following information:

Primary research prior to events should be performed in order to objectively study event results and allocate measurable reports of performance of events. In order to produce desired information, it is recommended that the research process is either at a qualitative or quantitative approach and it should be created from the very beginning. Qualitative research methods can include focus groups, one on one in depth interview or at home visits will provide an overall view of the target audience's behavior and attitudes before and after an event. However, these findings can be very limited as it cannot be translated into figures or percentages. Figures in which can be translated into trending graphs   .

The following are also tools that can be utilized to track and monitor effectiveness of communications.

WHAT TO MONITOR	INFORMATION COLLECTED	INFORMATION SOURCE	INFORMATION USE
RESULTS OF ACTIVITIES	What has been done? What has not been done but was planned to be executed? What problems have been encountered during activity? How were the problems addressed? Has the situation changed? Any other information relevant to the programme?	Regular record of activities Periodic reports Records of meetings, workshops with programme partners and target audience Participants reviewed Newspapers, radio and online and social media feedback Informal discussions Observation Surveys	Helps to plan for future work/activities Identify successes Identify opportunities to build on strengths Identify problems and weaknesses, plan strategies Review priorities Identify training needs for both the team who are the implementers and target audience. Identify need for further information, research and possible tailoring of work
PROGRAMME INPUTS	What is needed and where it can be found (e.g) artist and drama groups, Frequency of activities needed and availability Cost of activities	Stakeholder/Partners reports Reports from Government	Plan and schedule activities Monitor costs and budget accordingly

Progress of programme according to objectives	Progress towards achieving objectives Are objectives still relevant	Information about key indicators Observation	Modify strategy objectives if necessary Feedback Identify need for review or evaluation Identify need for improvements in monitoring system
Programme Management	How are decisions made? Are the people supposed to be involved really involved? Do the partners and target groups affected by the programme still feel a sense of ownership of the programme?	Number of participation. Access to the communication strategy planning, and tools Opportunities for participation offered by the activities The mechanisms used to encourage participation and the proportion of targeted audience Number of meetings Discussion with relevant groups Observation	Require to change management style Identify need to change methods to encourage more participation. Identify problems in relationship between partners /target groups/staff involved in the work and address them
Background Information on target audiences and context	Has there been any significant political, economic, social or environmental developments affecting the target audiences/groups? Have there been any developments affecting the programme? How is the target audience changing in terms of the characteristics/attributes/ behaviors the programme is hoping to influence?	Surveys Sources of information about economics, politics etc. Meetings with other agencies/partners Government officials Observation	On-going collection of baseline data, which can be used to evaluate progress Respond to changing situations Keep in touch with relevant work by Government and partners/agencies

Drawing back to the objectives of the Communication Plan, the following table will help measure and evaluate the success of the Communication Teams efforts.

COMMUNCATIONS OBJECTIVES	SUCCESS INDICATOR	VERIFICATION	TIMING
Increase public awareness, knowledge, understanding and participation on climate change and is inclusive of women, youth, the disadvantaged and rural remote communities.	Presence of DCC stories in wider media network outside of MEIDECC channels and websites.	Media monitoring – collecting online and media articles mentioning DCC.	Collection on daily/weekly basis and reporting to Director of DCC. Dissemination to Senior I&C Coordinator on monthly basis.
Affecting behavior among the targeted audience through active participation	Timely successful dissemination of communication material	Log of disseminated materials.	As disseminated
Enhancing access to reliable information	Presence in global media network communication materials such as UNFCCC publications etc		
Building network; fostering collaboration, coordination and knowledge sharing in networks			

2.7   Roles and Responsibilities

The Department of Climate Change will appoint the core team of Climate Change. The team composition will vary according to the main operational needs of the team, which operates communication and subject matter experts. The ideal team will consist of appointed Communication officials from the Department of Climate Change are:

Title	Roles and Responsibilities
Climate Change Senior Communications Officer	**Oversees message development**
	Oversees broad and specific team functions
	Ensures required resources are acquired for team members and assigned duties
	Communicates with officials in Department of Information and Communication
	Coordinates team schedules, meetings with other entities
Communications Officer	**Develop communication work plan and budget**
	Communicating with the public to increase awareness
	Preparing and delivering presentations to partners and stakeholders
	Designing media strategies and plans
	Partnering with news media to optimize coverage and publicity
	Organizing press conferences for Department of Climate Change officials to disseminate information
	Identifying and creating public relations opportunities
	Developing promotional and educational material for distribution
	Organizing promotional activities and events
	Responding to public inquiries
	Maintain and sustain Climate Change portal

APPENDIX A: COMMUNICATIONS BUDGET

List of Activities	Details	Annual Timeframe	Estimated Cost (USD)
Print Material for Promotional and for Information	1. **Tee Shirts:** 100x with messaging in English and Tongan (for special events and for schools) 2. **USB Wristbands:** 100x 4. 3. **Posters:** 200x 4. **Brochures**: 500x in English and Tongan 5. **Fact sheets:** 200x to include facts from assessment findings i.e. CBA, SEA, V&A or Gender analysis 6. **Newsletters**: detailing success story and achievements (could be electronic newsletter to be uploaded into the website/portal).	Q3 & Q4	10,000
Awareness and Education:	1. **School Forums and Competitions**: organize school forums and competitions on climate change adaptation. 2. **Special Events (World Environment Day, etc)**: allocate and distribute materials and school quiz 3. **School visits:** lecture and talks 4. **Community Outreach**: hold information, feedback and consultation sessions 5. Awareness consultations with Government, NGOs & Private Sectors	Q1 and Q4	25,000
TV and Radio	1. Radio programmes and talk back show (twice a month) 2. TV Programs (twice a month) 3. TV Documentary (1)	Q4	20,000
Knowledge Management	1. 1x File collection of T-CCTF and CC general news clippings, copies of videos & feedbacks, etc 2. Website regularly updated	Q4	5,000
Total Budget			**60,000**

Budget is subject to revision annually with endorsement of revised Communication Plan from Director of DCC.

APPENDIX B: PHOTOGRAPH RELEASE

Ministry of Meteorology, Energy, Information, Disaster Management, Environment, Climate
Change & Communications
P.O. Box 1380, Nukuʻalofa, Tongatapu, Kingdom of Tonga
Telephone: (+676) 26-514

PHOTOGRAPH RELEASE.

I hereby declare myself to be the owner of the copyright of the attached photograph(s) and grant to the Department of Climate Change (DCC), its successor(s), assignee(s), licensee(s) and anyone acting with DCC's consent, a non-exclusive, free of charge, perpetual license to use the attached photograph(s), singularly or in conjunction with other photographs, for publishing, promotion, display or internet use throughout the world, by incorporating them in all domestic and foreign publications, promotional campaigns, or for other business purposes.

Further, I hereby agree to release and hold harmless DCC and any of its staff from and against any claims, damage or liability arising from or related to the use or reproduction of the photographs, by DCC or by third parties, with or without DCC's consent, and I agree to be bound by the above conditions.

Signed _____

Date _____