



CAPACITY BUILDING REPORT

From the Department of Climate Change, MEIDECC,
Communication Officers' One-to-One Technical Trainings



**DEPARTMENT OF
CLIMATE CHANGE**
Ministry of MEIDECC



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Table of Contents

ACKNOWLEDGEMENTS

1. INTRODUCTION

1.1 Training objectives

1.2 Training participation

1.3 Training program

2. TRAINING PRESENTATIONS

3. CONCLUSION

3.1 Recommendations

3.2 Follow-up actions

ANNEXES



1. INTRODUCTION

1.1 Training objectives

The overall objective of the training was to build the capacity of each individual communication officer at the MEIDECC Department of Climate Change on how to enhance their responsibilities in support of the Communication and Information Division responsibilities.

The objective was achieved through lectures and discussions, and practical demonstrations. The participants were also given copies of the training material for reference and follow up action.

1.2 Training participation

The training was focused only on the staff from the Communication and Information Division since they are the core team driving the Division's responsibilities. A list of participants is given in Annex 1.

1.3 Training program

The training was conducted over 2 hourly sessions on 3 separate days in January 2023 as time allowed for the participants to meet. The program for the sessions is outlined below with each staff concerned. The major issues addressed included:

Session 1: Communication Campaign - Creative Brief – Haunani Ngata

This training was committed to the designing and developing of a communication campaign aligned to the Division's Communication Plan. This training was also shared with each of the other staff members for the Division during their one-to-one sessions in order for each member to understand how each of their individual roles inter-link to drive actions to achieve objectives.

Session 2: Communication Campaign – Communication Plan & Press Release – Susana Liavaá

This session focused on the mechanics and applications of the Press Release with reference to the Division's active communication campaign from time to time and particular relationship with the local media. We also discussed the overall management and support to the team leader in driving the Communication Plan activities, in particular the monitoring and evaluation aspect.

Session 3: Communication Campaign - Social Media & Content Calendar – Norma Taukapo

This training part was focused on developing the social media content calendar aligned to the Division's current communication plan from time to time. The content calendar will allow for better management of the various social platforms.



Session 4: Communication Campaign – Website & Video Production – Luke Veikoso

This session discussed website design and analytics and also the development of a creative brief derived from the Division’s active communication plan from time to time. We also discussed, in general, the available tools and equipment to gather, produce and store climate information.

Session 5: Communication & Information Division Annual Management Plan –Haunani Ngata

This was an additional session concerned with reviewing the current Annual Management Plan with recommendations for amendments to the Plan.



2. TRAINING PRESENTATIONS

There was a total of 1 presentation delivered in parts and in accordance with the relevant responsibility for each communication officer.

The presentation was build upon the design and development of a communication campaign and how each individual's responsibility contributes to forming an effective communication campaign aligned to the Communication Plan and Department's corporate plan.

The presentations allowed for in depth discussion and practical demonstration between the facilitator and each participant during the one-to-one sessions. A copy of the presentation was shared with the participants afterward.

The complete copies of all the presentations delivered form Annex 2, which are provided in PDF soft copy format separate to this report.



3. CONCLUSION

3.1 Recommendations

The major recommendations from the 1-1 sessions include the following:

Lack of expertise

The following gaps were identified as being responsible for lack of capability:

- Inadequate training for the each of the communication officers on the impacts of their individual communication responsibilities on the overall communication of climate change in relation to the public's engagement and understanding of climate issues;
- Insufficient financial support for the purchase of the relevant resources required to support each of the officers' responsibilities as required from time to time.

Strategy for solving this problem:

- Engage relevant Communication expertise to reinforce specific capacity building activities related to each role and responsibility per Communication Plan, and to support the team's individual contribution to drive of communication events;
- Provide leadership and team capacity building specific training for the officers in addition to training on corporate communication and management of information;
- Mobilise financial resources for the relevant communication equipment and support, and also related technical training.

Lack of monitoring and evaluation system

The following gaps were identified as being responsible for lack of M&Es:

- Lack of surveillance per each of the staff role and responsibility on the impact of climate communication activities on the target audiences;
- Absence of a monitoring and evaluation system for the communication activities carried out by each staff.

Strategy for solving this problem:

- Introduce a monitoring and evaluation system as part of the process for Communication Plan and annual management plans;
- Train each officer on M&E and ensure it is part of their individual portfolios under the annual management plans' reporting indicators.



Lack of alignment between Communication Plan and the Annual Management Plan

The following gaps were identified as being responsible for lack of alignment between Communication Plan and the Annual Management Plan:

- Inadequate training for the Head of Division and the staff on the relationship between the Communication Plan and the Annual Management Plan.

Strategy for solving this problem:

- The following recommendations were discussed with the Head of Division on how to enhance the integration of the Communication Plan with the current Annual Management Plan:
- Define the scope of the Division responsibilities; (i) climate change info (& communication) system (ii) data security & integrity (iii) databases and backup;
- Clarify which staff are assigned to each Division responsibilities (which should link to the Job Descriptions for each staff);
- Align the sub-outputs to the Division responsibilities + budget or align the sub-outputs to Communication Plan campaigns/activities/channels/stakeholders + budget. The latter option is recommended;
- Introduce a new sub-output for staff capacity building on communication & information management;
- Introduce a new sub-output for stakeholder management;
- Introduce a new sub-output for the monitoring & evaluation of communication + information activities (for level of impact/effectiveness);
- Move the revision of the Communication Plan to the supporting sub outputs planning activities.

3.2 Follow-up actions

The follow-up actions listed below will support the consolidation and effectiveness of the communication officers' application of the required communication knowledge and skills in their responsibilities:

- Conduct regular training to review progress of previous consultations and interactions;
- Improve the interaction between communication officers with their internal and external stakeholders;
- Implement annual management and action plans in alignment with the Division's Communication Plan.



ANNEX 1

List of participants

1. Haunani Ngata
2. Susana Liava'a
3. Norma Taukapo
4. Luke Veikoso

Note: Siutaisa Fakauho was not present during the one-to-one training sessions.



ANNEX 2 - Presentations

List of Presentations

1. Capacity Building Part 4 1-1 Training





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