

Communicating Climate Change to Tonga

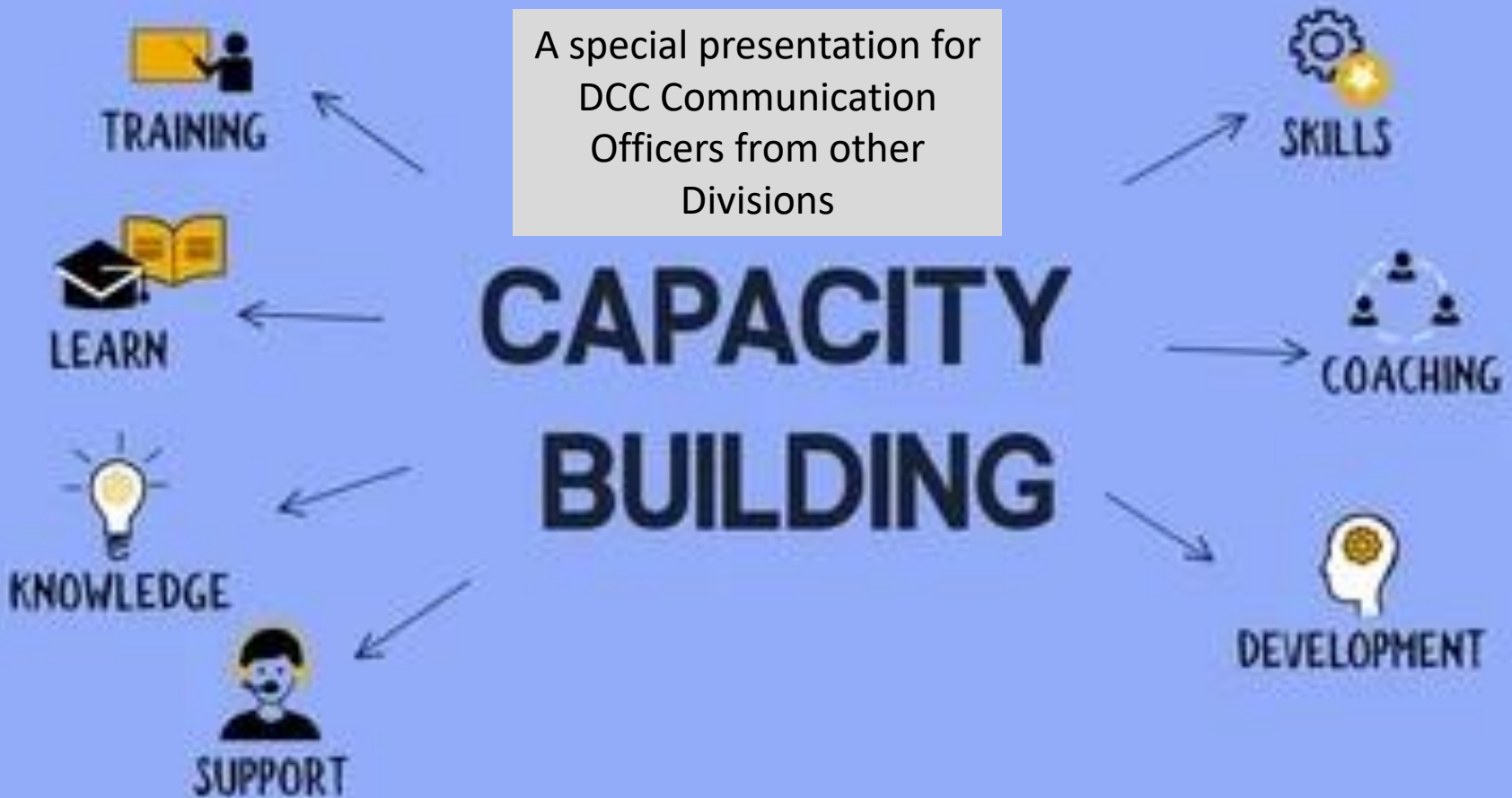


Presentation by Siosifa Pomana
to MEIDECC Department of Climate Change
Communication & Information Division
December 19 2022



A special presentation for
DCC Communication
Officers from other
Divisions

CAPACITY BUILDING



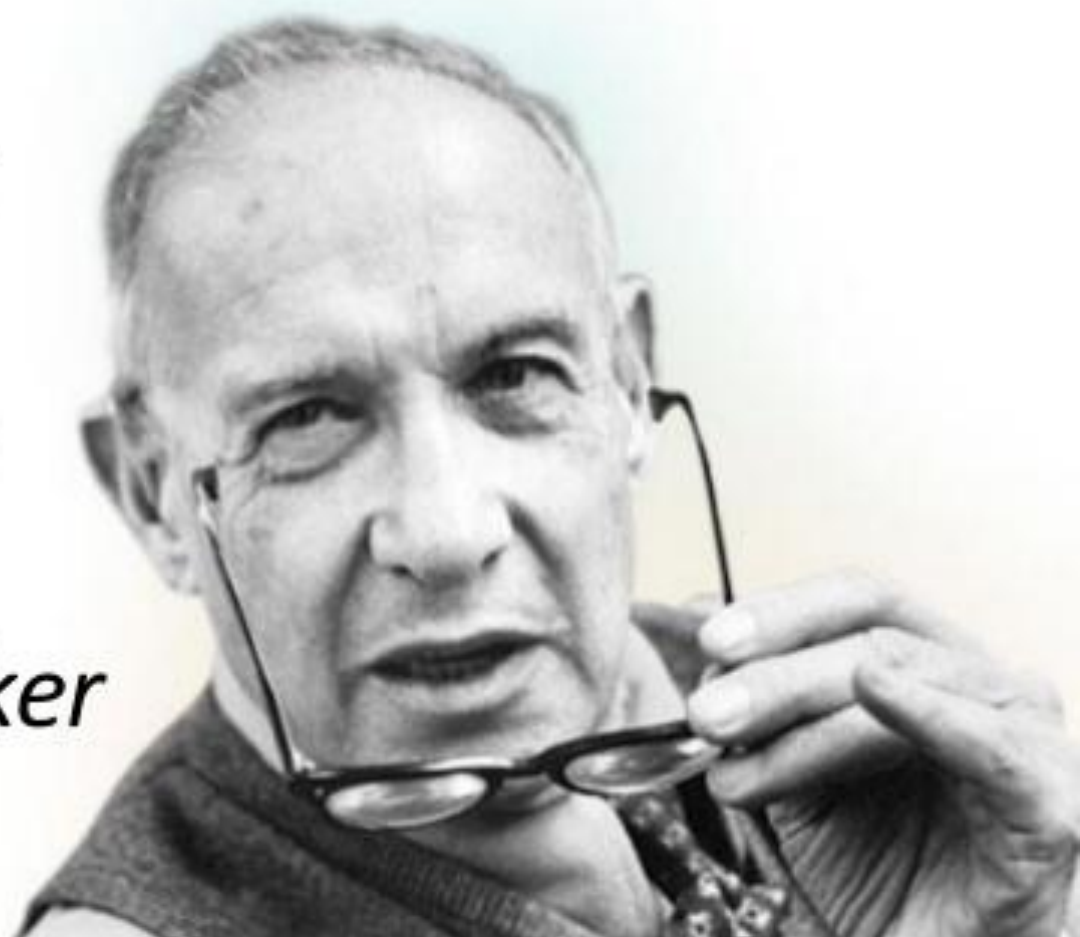


CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

“The most important thing in communication is hearing what isn't said.”

– *Dr. Peter F. Drucker*



THE SINGLE
BIGGEST
PROBLEM IN
COMMUNICATION
IS THE
ILLUSION
THAT IT HAS
TAKEN PLACE.

George Bernard Shaw





The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

— *Sydney J. Harris* —

AZ QUOTES

quotespedia.info

Of all of our inventions for mass communication, pictures still speak the most universally understood language.

Walt Disney

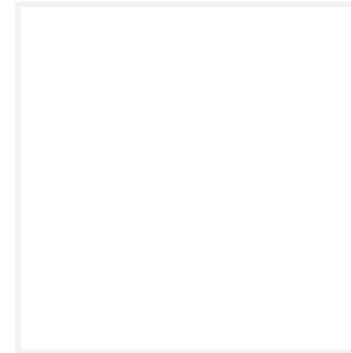




CONTENT

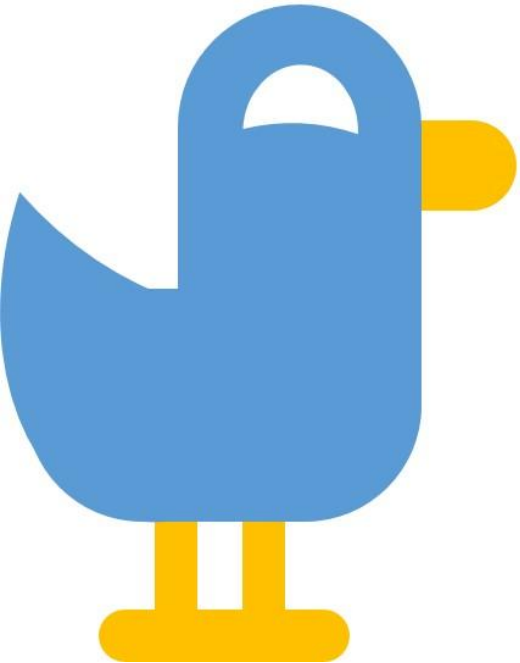
1. Communication

2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion



what is
Communication?

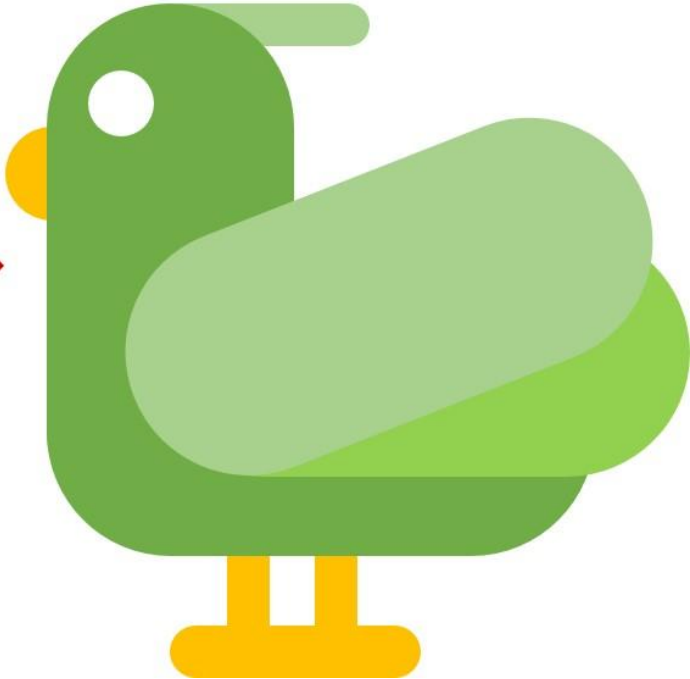
Sender



Information



Receiver



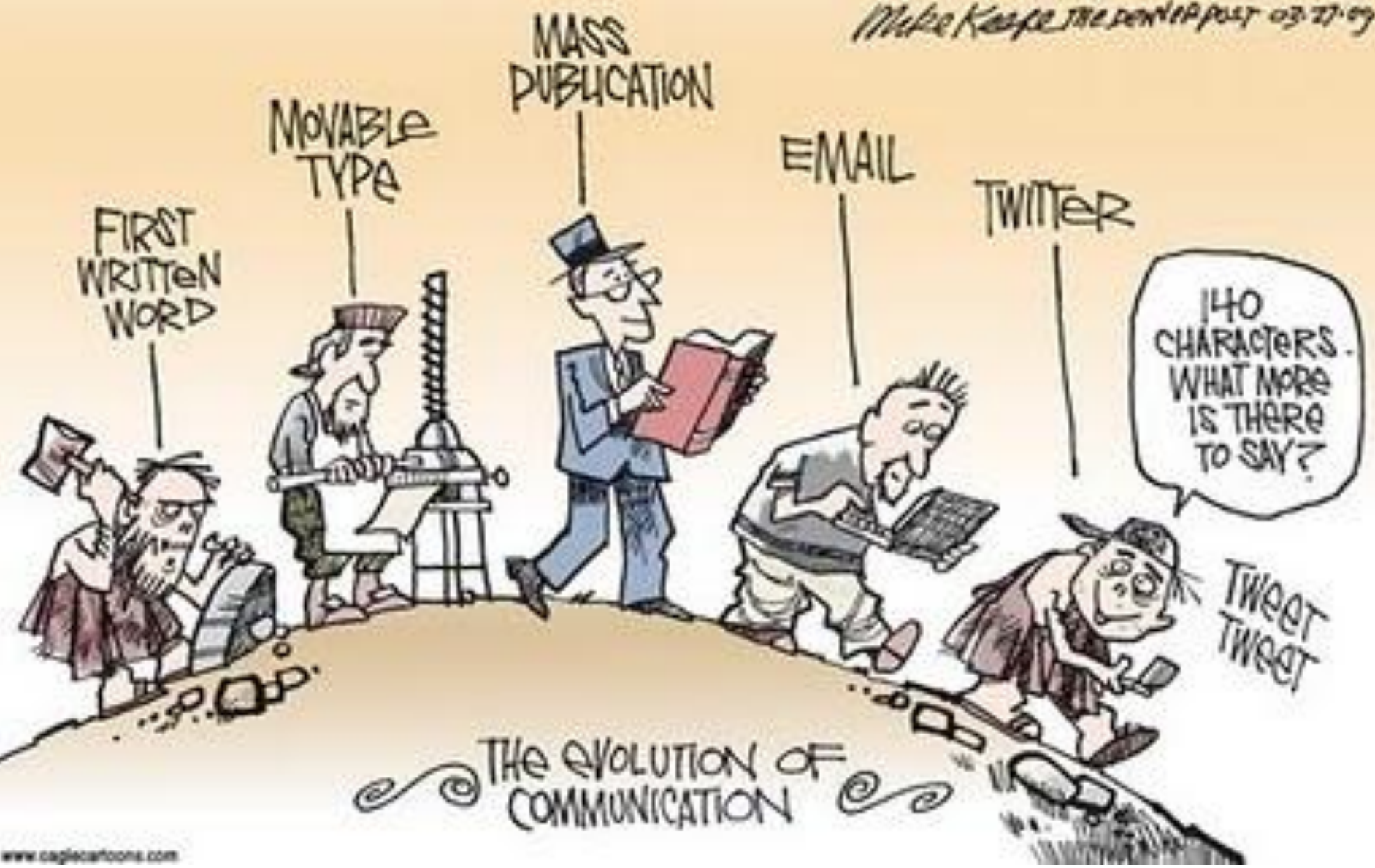
IN THE MOONLIGHT
YOUR TEETH LOOK
JUST LIKE PEARLS.

WHO'S PEARL, AND
WHAT WERE YOU
DOING IN THE
MOONLIGHT
WITH HER?!



© 2004
All rights reserved. © 2004

Mike Keepe THE DENVER POST 03-27-09

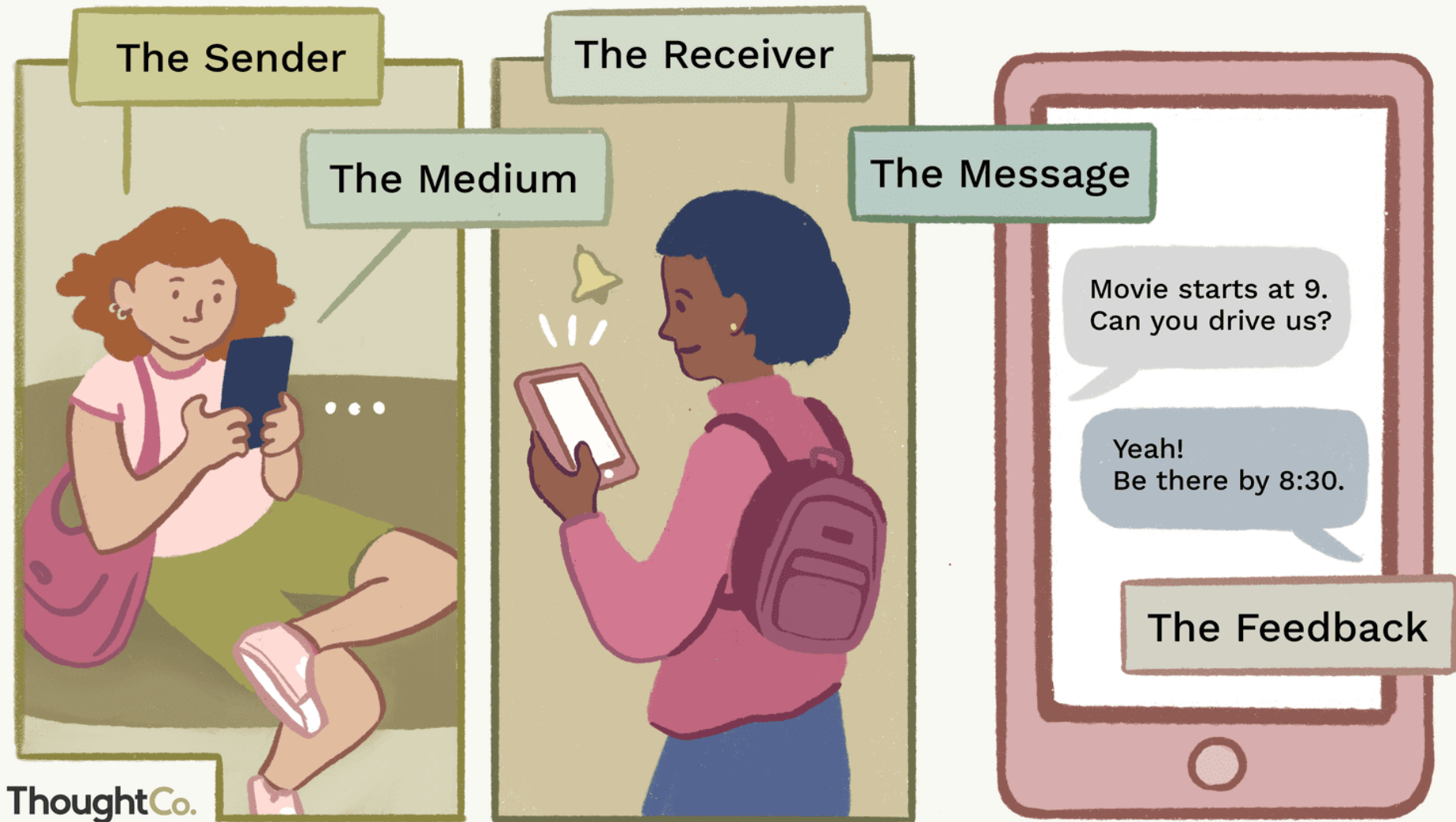


WHAT IS COMMUNICATION?

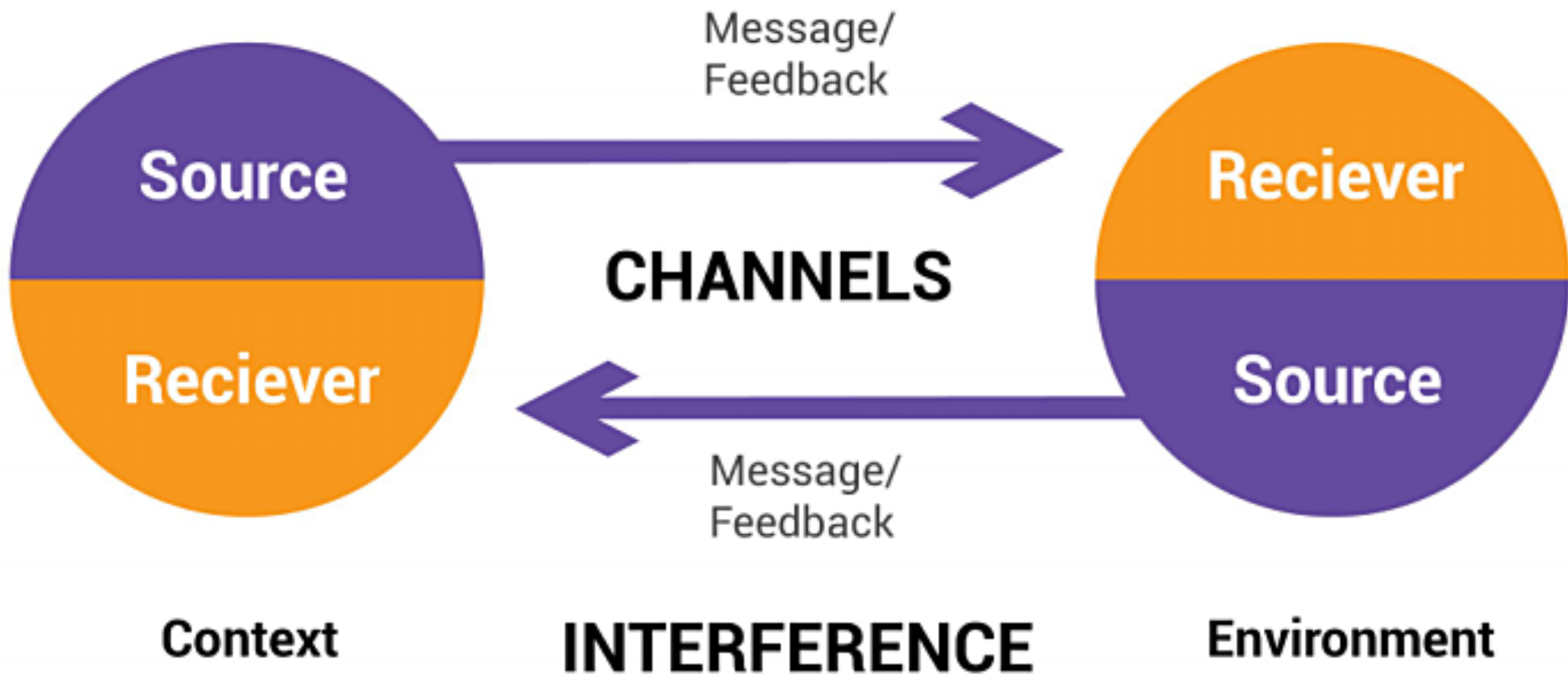
Communication is the process of sending and receiving messages through verbal or nonverbal means.



Elements of the Communication Process

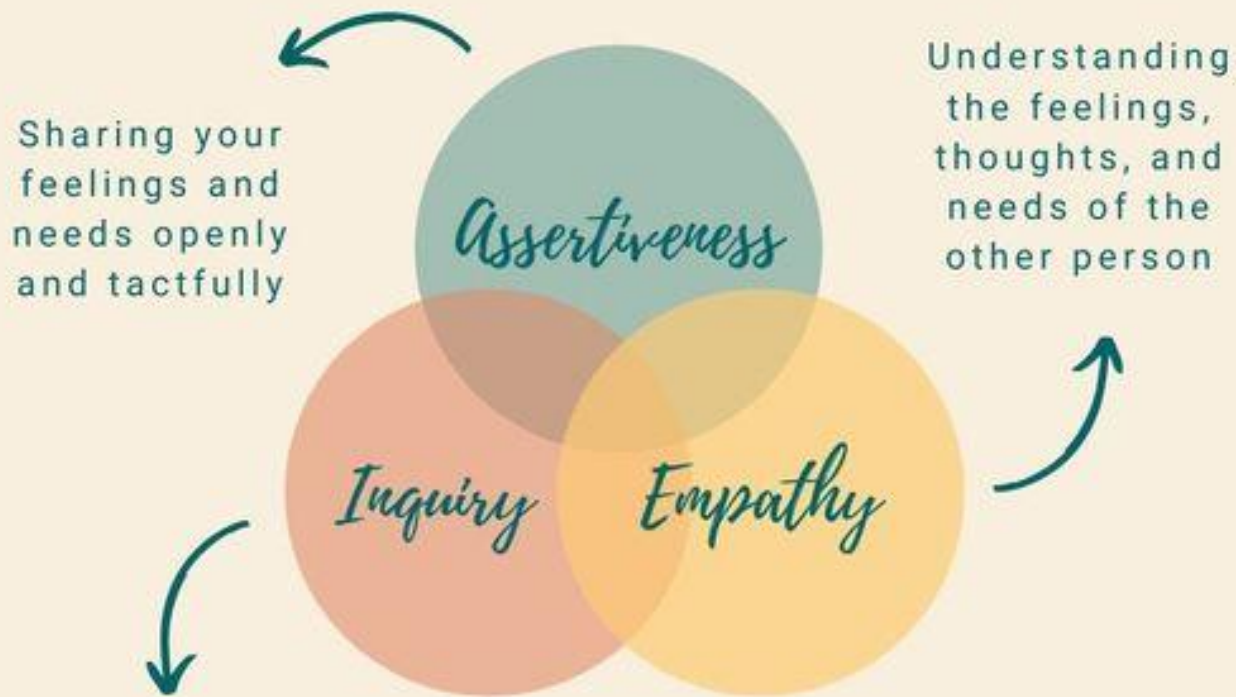


Communication Process



The three principles of

Effective Communication



Asking gentle, probing questions to find out more about the other person's feelings, thoughts, and needs

7C's Of Good

Communication



1 Clear

Focus on one topic or goal at a time, try not to achieve too much at once. May it easy to understand.

2 Considerate

Take the audience into consideration. Think about your audience's view point, requirements and problems.

3 Concrete

Be clear and specific rather than general. Support with specific facts and figures.

4 Correct

Accuracy of facts. Correct grammar, spelling and punctuation. Use the right level of language: formal, informal, substandard.

5 Concise

Convey the message using the fewest possible words. Underline and highlight the main message. Include only relevant material. Get to the point. Stick to the purpose of the message.

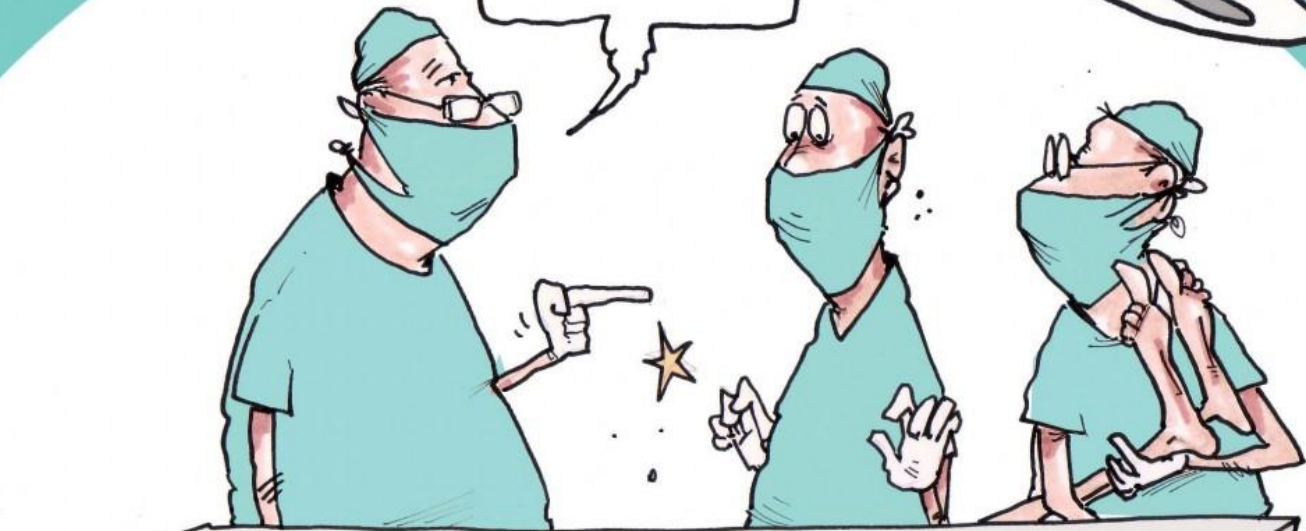
6 Complete

Include all the facts. Leaves no question in the audience's mind.

7 Couteous

Positive, focused, polite, respectful.

...AND THAT
IS WHY WE
LIFT ON
THREE...



COMMUNICATION



CONTENT

1. Communication
- 2. Corporate Communication**
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

Corporate Communication

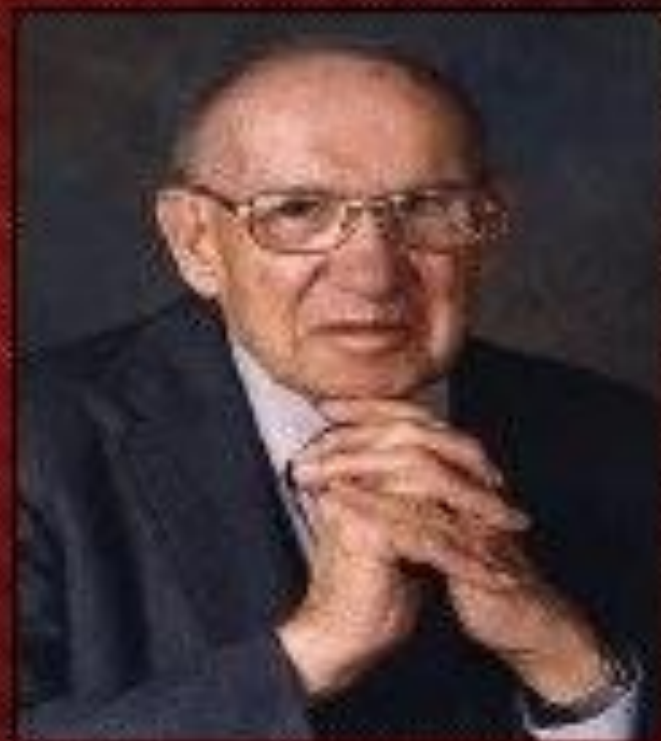




Communication

Peter Drucker

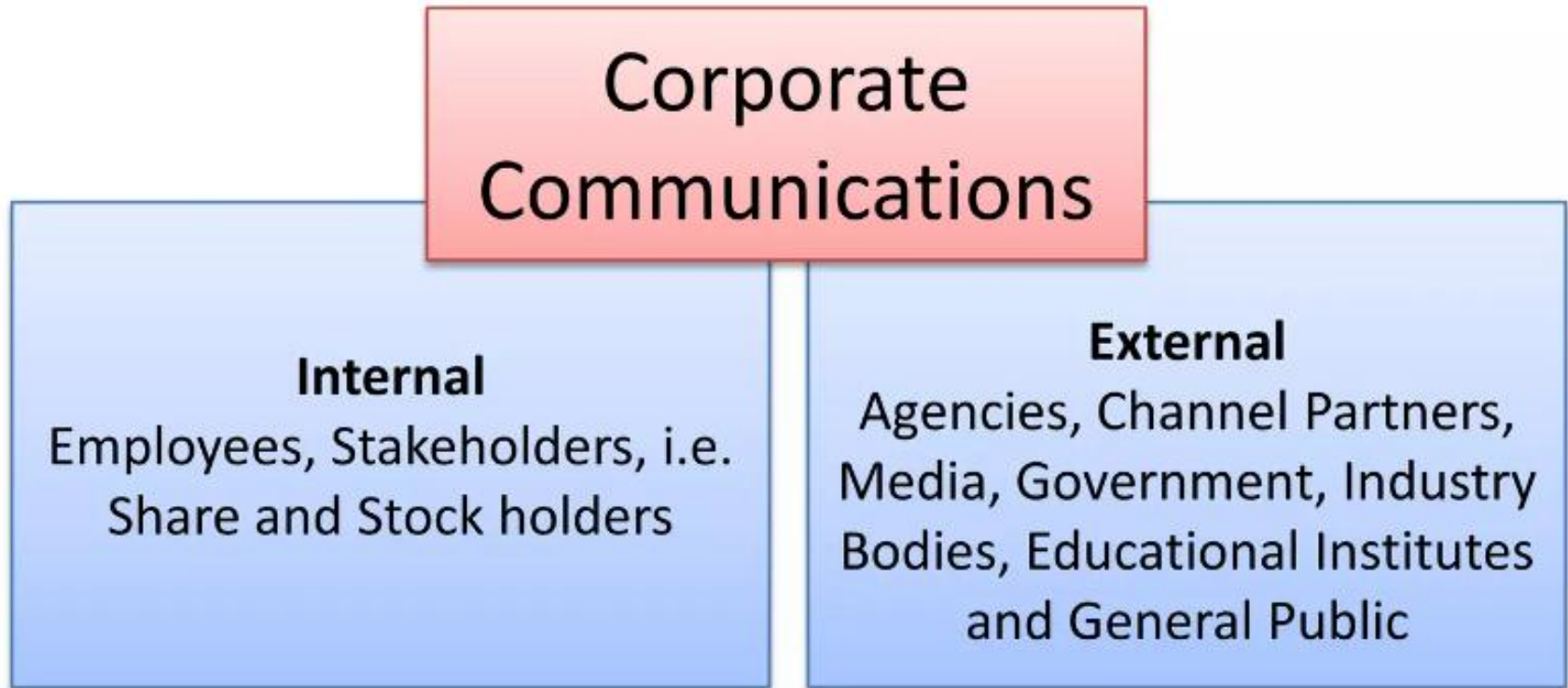
- Peter Drucker, the father of modern management, once said that 60% of all management problems are the result of poor communication.





Corporate Communication is the process of managing and directing all the communication activities of an organisation to achieve its planned goals

The Stakeholders



Corporate Communication is managing and directing an organisation's internal and external communication activities



MARKETING



ADVERTISING



PR



BRANDING



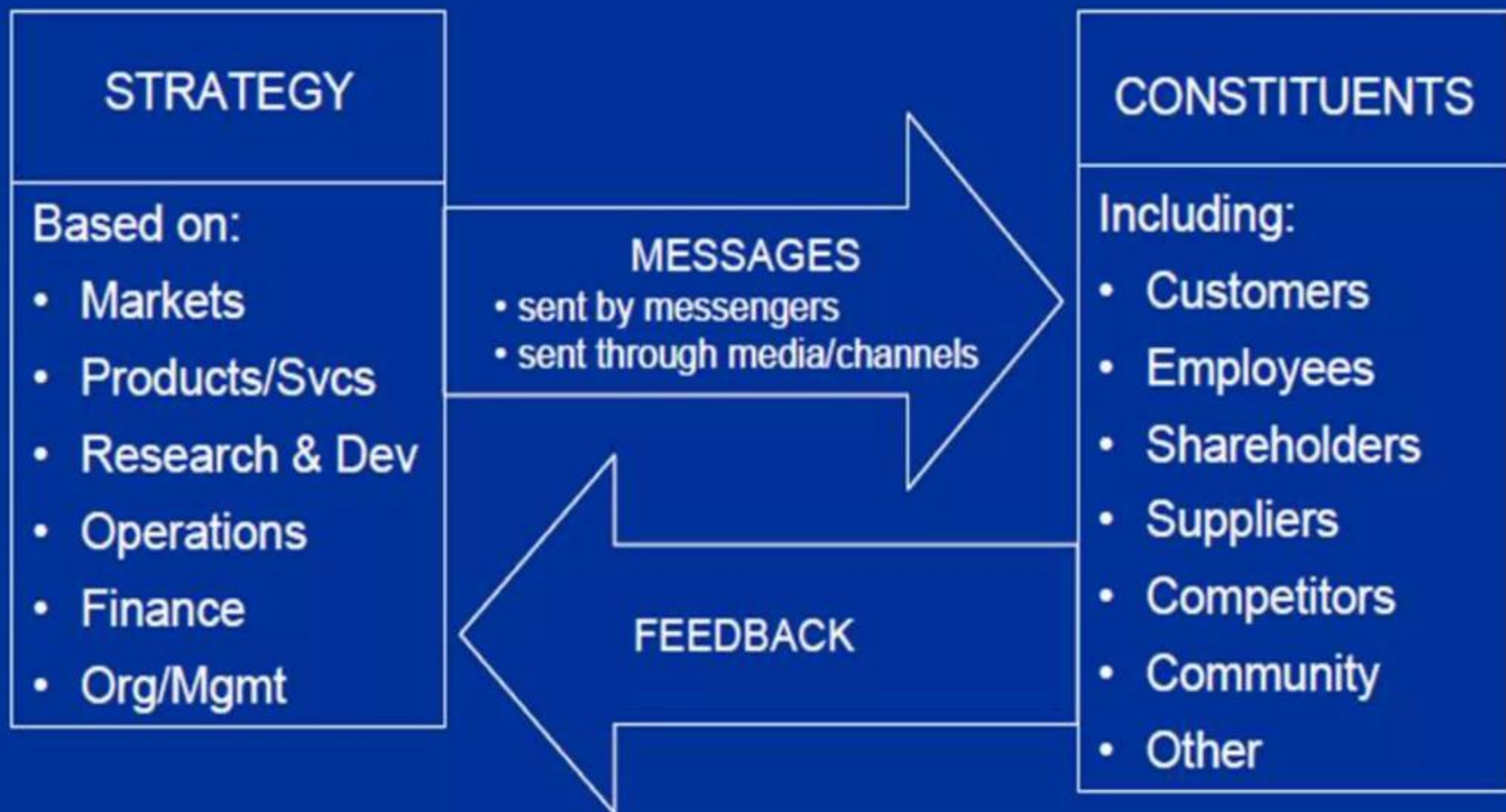
CONTENT

1. Communication
2. Corporate Communication
- 3. Internal & External Communication**
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

Structure of Corporate Communication



Framework for Strategic Communication





Government of Tonga

Tonga Climate Change Policy

A Resilient Tonga by 2035



GOVERNMENT OF TONGA

JOINT NATIONAL ACTION PLAN 2 ON
CLIMATE CHANGE AND DISASTER RISK MANAGEMENT
2018 - 2028



Department of Climate Change

Communication Plan 2018

Department Teams



CLIMATE FINANCE

Sustainable Access and management of Climate Change



POLICY AND PLANNING

Effective coordination and implementation of climate change plan, policy and legislation



VULNERABILITY AND ADAPTATION

Conducted survey and assessment of Vulnerable Areas



MITIGATION

Mitigation activities and national climate change reports



COMMUNICATION AND INFORMATION

Maintained and regularly updated the Resources and implemented the Climate Change



NATIONAL OZONE LAYER PROTECTION

Ozone Layer Protected



OUTER ISLANDS



CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
- 4. Functions of Corporate Communication**
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

Corporate Communication Functions



Government of Tonga

Tonga Climate Change Policy

A Resilient Tonga by 2035



- Corporate identity & image
- Marketing communications
- Media relations
- Investor relations
- Internal communications
- Corporate advertising and advocacy
- Government relations
- Corporate Social Responsibility

Corporate Communication Functions

- **Inform – informing about developments daily**
- **Profile – developing a story to sway opinion**
- **Socialise – socialising to convince and win support**
- **Support core functions – communicating department information**



Department of Climate Change

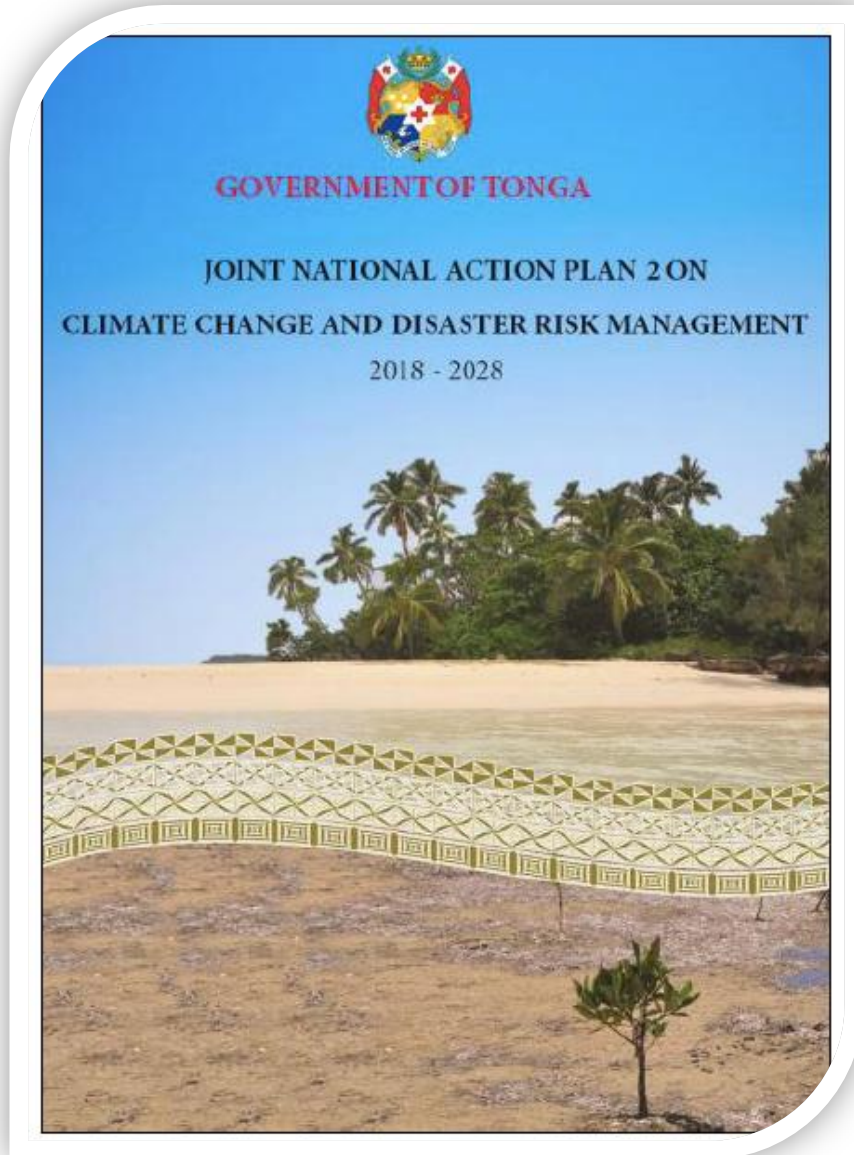
Communication Plan 2018



CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
- 5. Managing Corporation Communication**
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

Proactive Management of Corporate Communications with Stakeholders



- Employees
- Media
- Government
- Non-Profit
- Special interest groups
- Businesses



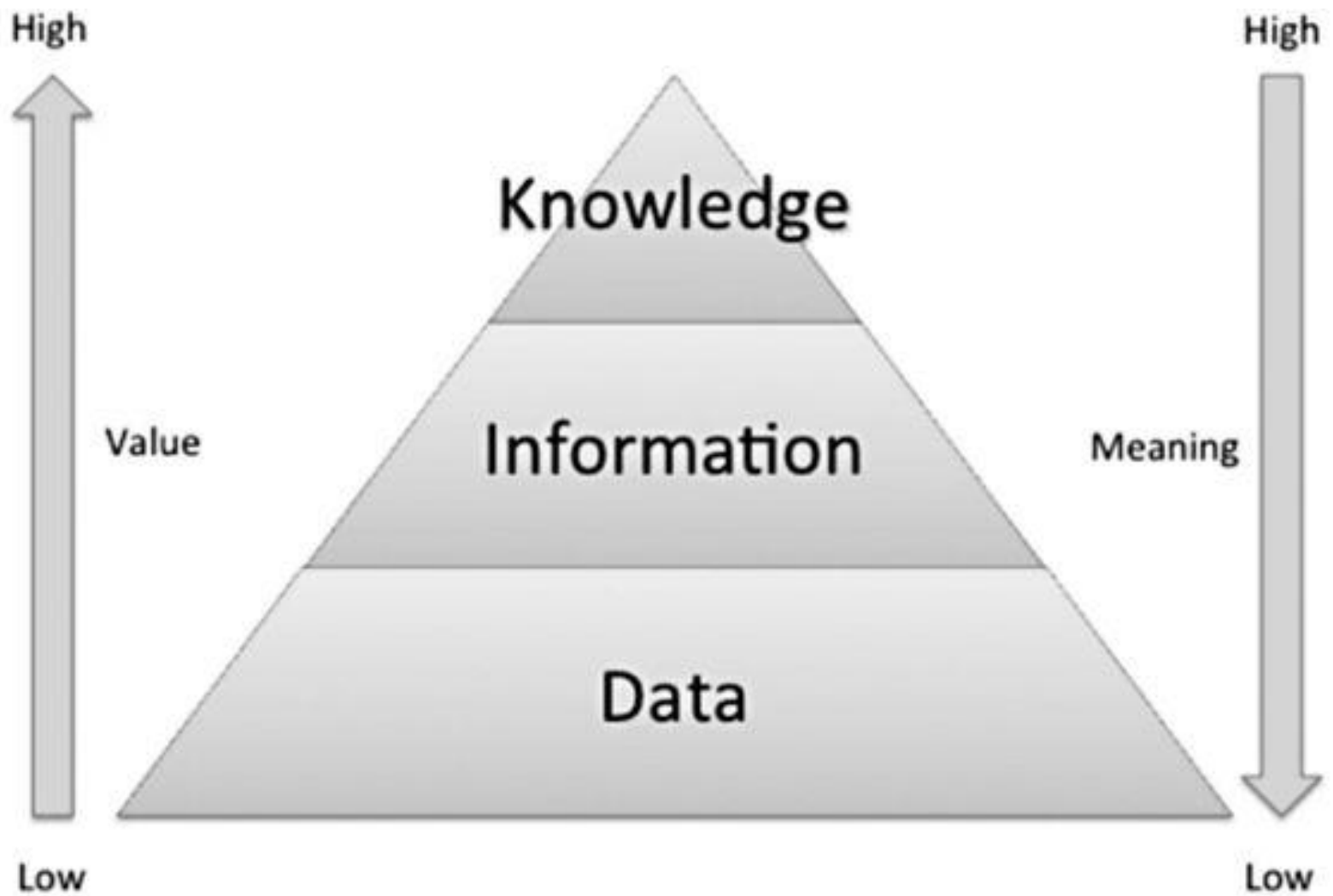


Figure 1. Data, Information, and Knowledge Hierarchy (Chaffey and Wood 2005)



Kingdom of Tonga

**Third National
Communication on
Climate Change
Report**

December
2019



CONTENT

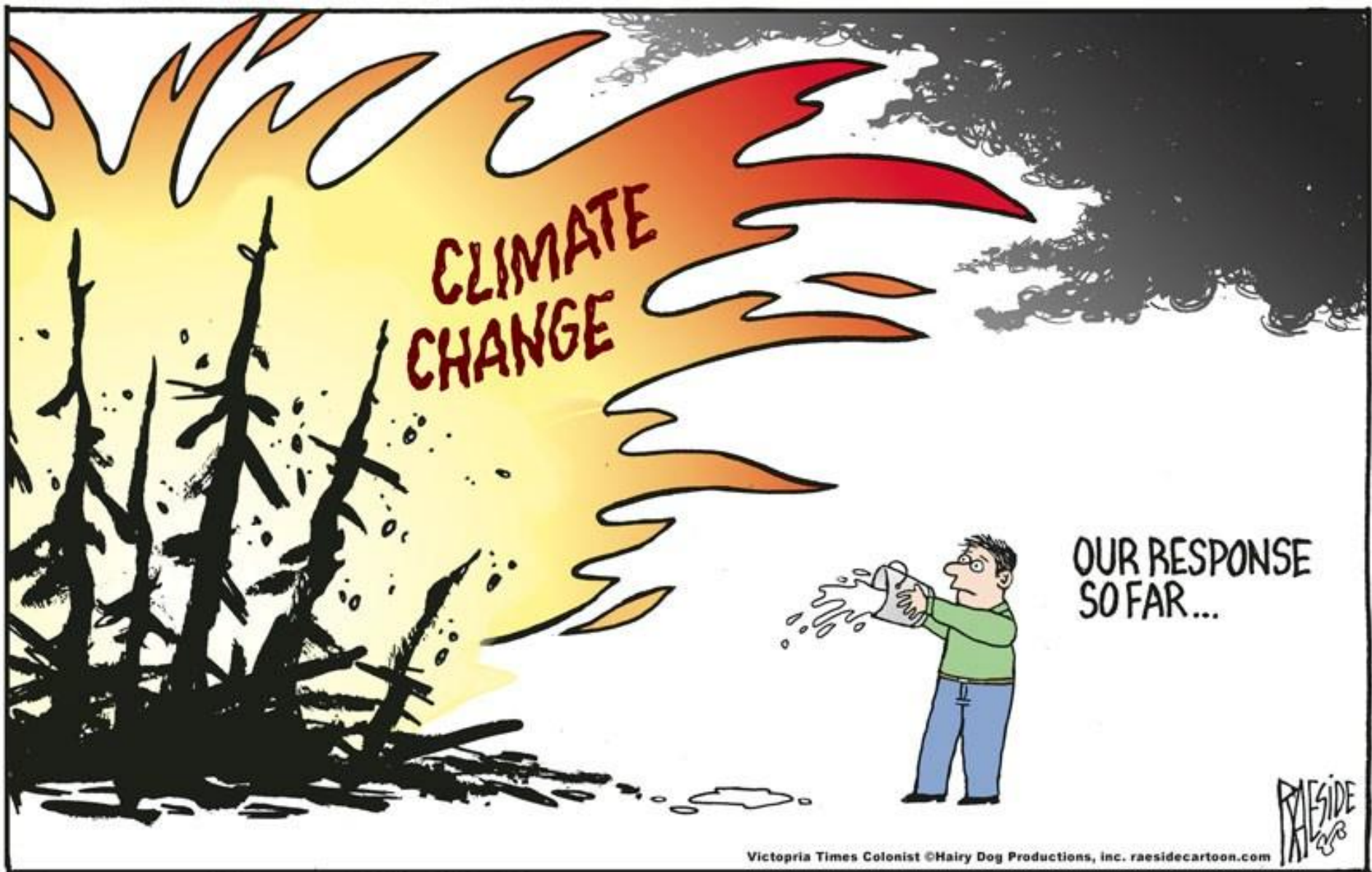
1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
- 6. Challenges of Corporate Communication**
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

AFTER EDEN

by Dan Lietha



The world's first language barrier problems actually came much earlier than the Tower of Babel.



**CLIMATE
CHANGE**

**OUR RESPONSE
SO FAR...**

RAESIDE
2008

Challenges of Corporate Communication



1. Information over/under load
2. Inconsistent use of communication channels
3. Complicated messages
4. Contradicting information

Effective Corporate Communication



1. Aligns stakeholders with your mission
2. Builds relevant key messages for stakeholders
3. Creates transparency between stakeholders
4. Engages audiences through awareness, marketing and public relation campaigns



Department of Climate Change

Communication Plan 2018



Government of Tonga

Tonga Climate Change Policy

A Resilient Tonga by 2035



Communicating Climate Change



United Nations
Climate Change

The different



+1.5 °C

futures that



+2 °C

lie ahead.



+3 °C

Communicating Climate Change



United Nations
Climate Change

Educate

+1.5 °C

Mobilise

+2 °C

Action.

+3 °C



*"If we want this relationship to work,
we'll have to start communicating.
I'll go first-- get your feet off the table."*



CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
- 7. Corporate Communication Tools**
8. Corporate Communication Strategy Framework
9. Function of the Communication Information Division
10. Conclusion

Communication tools used by the two

TYPES OF CORPORATE COMMUNICATIONS

CAREERCLIFF.COM

INTERNAL CORPORATE COMMUNICATIONS

- The company's mission statement
- Employee manuals and handbooks
- Employee newsletters, e-newsletters and e-mails
- Information contained on the company intranet
- Trainings and seminars
- Unwritten communication such as corporate cultural norms
- Communication given to shareholders (who may also be consumers)

EXTERNAL CORPORATE COMMUNICATIONS

1. Annual reports
2. Websites
3. Facebook, Twitter and other social media
4. White papers, case studies, by-lined articles
5. External newsletters and email blasts
6. Mass media advertising and direct mail
7. Blogs
8. Brochures and printed sales materials
9. Promotional items



source: tradepressservices.com

A Venn diagram consisting of two overlapping circles. The left circle is green and labeled 'Internal Comms'. The right circle is red and labeled 'External Comms'. The overlapping area in the center is yellow and contains a list of communication methods. The circles are separated by a white border.

Internal Comms

- Intranet
- Emails
- Meetings
- Training
- Newsletters
- Phone Calls

- Websites
- Social Media
- Flyers
- Events
- Photography

External Comms

- Advertising
- News Releases
- Conferences
- Speaking
- Engagements

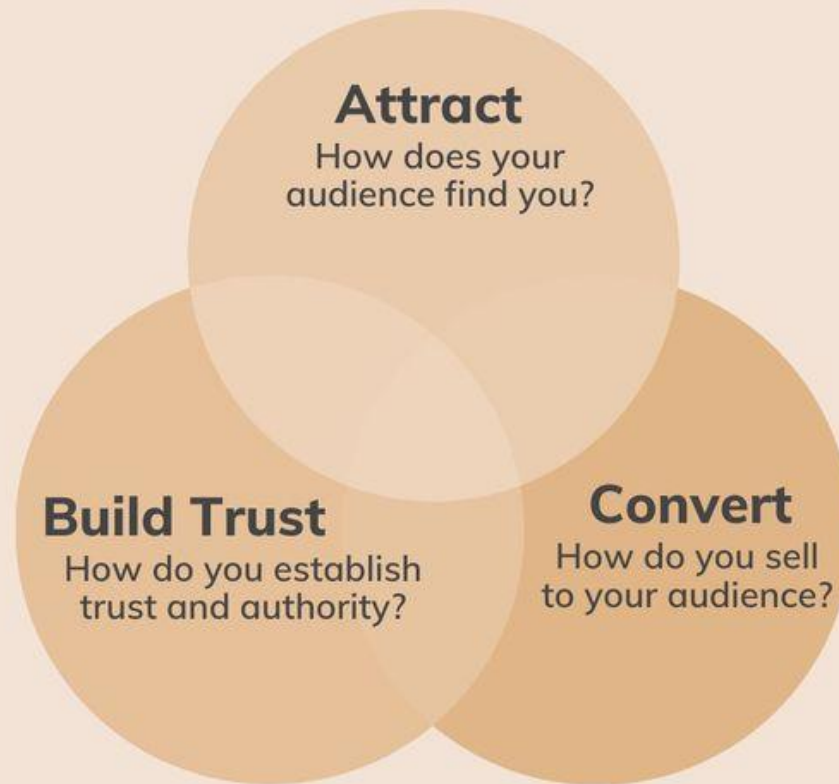


CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
- 8. Corporate Communication Strategy Framework**
9. Function of the Communication Information Division
10. Conclusion

SOCIAL MEDIA

CHANNEL STRATEGY





Communication Strategy

The questions it answers





CONTENT

1. Communication
2. Corporate Communication
3. Internal & External Communication
4. Functions of Corporate Communication
5. Managing Corporation Communication
6. Challenges of Corporate Communication
7. Corporate Communication Tools
8. Corporate Communication Strategy Framework
- 9. Function of the Communication Information Division**
10. Conclusion

Communication and Information Division

Output 7.06: Maintained and regularly updated the resources and implemented the climate change communication plan

Sub-Output 1: National Climate Change System and Application

Sub-Output 2: Climate Change Communication and Awareness

Sub-Output 3: National Climate Change Support and Maintenance

Division's Responsibilities: Effective management of climate change information system, data security and integrity, databases and backup systems with support in different level and monitor to make sure the safety of the department resources. To conduct and provide national climate change awareness annually programs.



Communication and Information Division

Output 7.06: Maintained and regularly updated the resources and implemented the climate change communication plan

Sub-Output 1: National Climate Change System and Application

Sub-Output 2: Climate Change Communication and Awareness

Sub-Output 3: National Climate Change Support and Maintenance

Division's Responsibilities: Effective management of climate change information system, data security and integrity, databases and backup systems with support in different level and monitor to make sure the safety of the department resources. To conduct and provide national climate change awareness annually programs.



Function of the Corporate Communication Team

- Plays critical role in the Department
- Manages internal & external communications
- Builds the Department's image and reputation
- Facilitates how stakeholders relate and belong to the Department
- Connects with the media
- Drives the Department Communication Plan



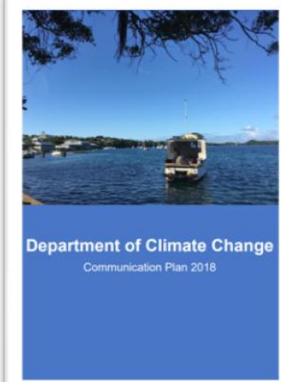
Communication Plan 2018 - Objectives

- 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



Department of Climate Change
Communication Plan 2018

Communication Plan 2018 – Target Audience



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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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

Communication Plan 2018 – Target Audience



	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 meetings and site visits inquiries,
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 meetings and site visits inquiries,
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 meetings and site visits inquiries,

--	--	--	--

Communication Plan 2018 – Key Messages

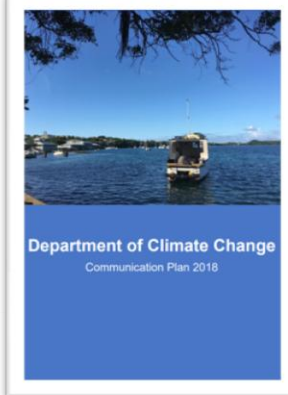


Table 3 Key Messages from DCC

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”

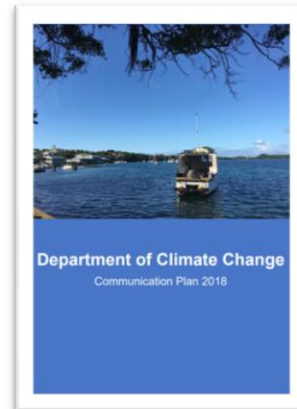
Pillar 3: Increase national capacity to respond and adapt to climate change

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”

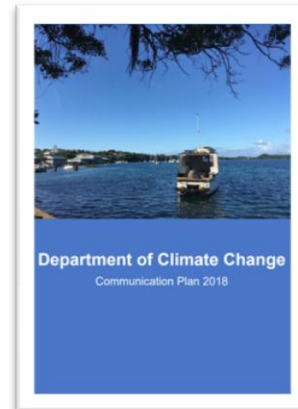
Communication Plan 2018 – Communication Activities & Events



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

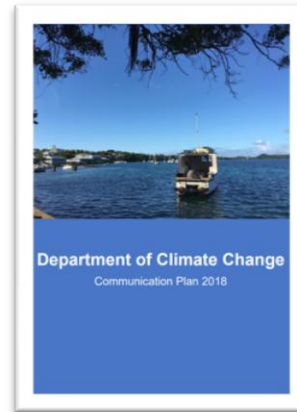
Communication Review	Ensuring the communication plan is up to date and is working effectively both internally and externally.	Internal and External Audience	1 year to review, 2 year to generate new CP
----------------------	--	--------------------------------	---

Communication Plan 2018 – Communication Activities & 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

Communication Plan 2018 – Budget



List of Activities	Details	Annual Timeframe	Estimated Cost (USD)
Print Material for Promotional and for Information	<ol style="list-style-type: none"> Tee Shirts: 100x with messaging in English and Tongan (for special events and for schools) USB Wristbands: 100x 4. Posters: 200x Brochures: 500x in English and Tongan Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA, V&A or Gender analysis Newsletters: detailing success story and achievements (could be electronic newsletter to be uploaded into the website/portal). 	Q3 & Q4	10,000
Awareness and Education:	<ol style="list-style-type: none"> School Forums and Competitions: organize school forums and competitions on climate change adaptation. Special Events (World Environment Day, etc): allocate and distribute materials and school quiz School visits: lecture and talks Community Outreach: hold information, feedback and consultation sessions Awareness consultations with Government, NGOs & Private Sectors 	Q1 and Q4	25,000
TV and Radio	<ol style="list-style-type: none"> Radio programmes and talk back show (twice a month) TV Programs (twice a month) TV Documentary (1) 	Q4	20,000
Knowledge Management	<ol style="list-style-type: none"> 1x File collection of T-CCTF and CC general news clippings, copies of videos & feedbacks, etc Website regularly updated 	Q4	5,000
Total Budget			60,000

Communication Plan 2018 – Branding and Visual Identity

- *Guidelines using logo and tagline*



- *Tagline* 'Improve resilience to impacts of climate change'
- *Fonts* – **Arial**, **Verdana**, Times New Roman

- *Photos*



- 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)

- *Photo Releases*

- *Materials & Templates*



Government of Tonga

Tonga Climate Change Policy

A Resilient Tonga by 2035



‘A Resilient Tonga’

The key message to
communicate

TOGETHER

Effective Communication Campaigns



Success for Communication Professionals today involves

- Multitasking,
- Managing and
- Integrating corporate communications
- Having a combination of skills in advertising, marketing communications, marketing, and public relations



Summary



