

Communicating Climate Change to Tonga



Presentation by Siosifa Pomana
to MEIDECC Department of Climate Change
Communication Division
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全球能源互联网发展合作组织



GREEN
CLIMATE
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International Atomic Energy Agency
Atoms for Peace and Development



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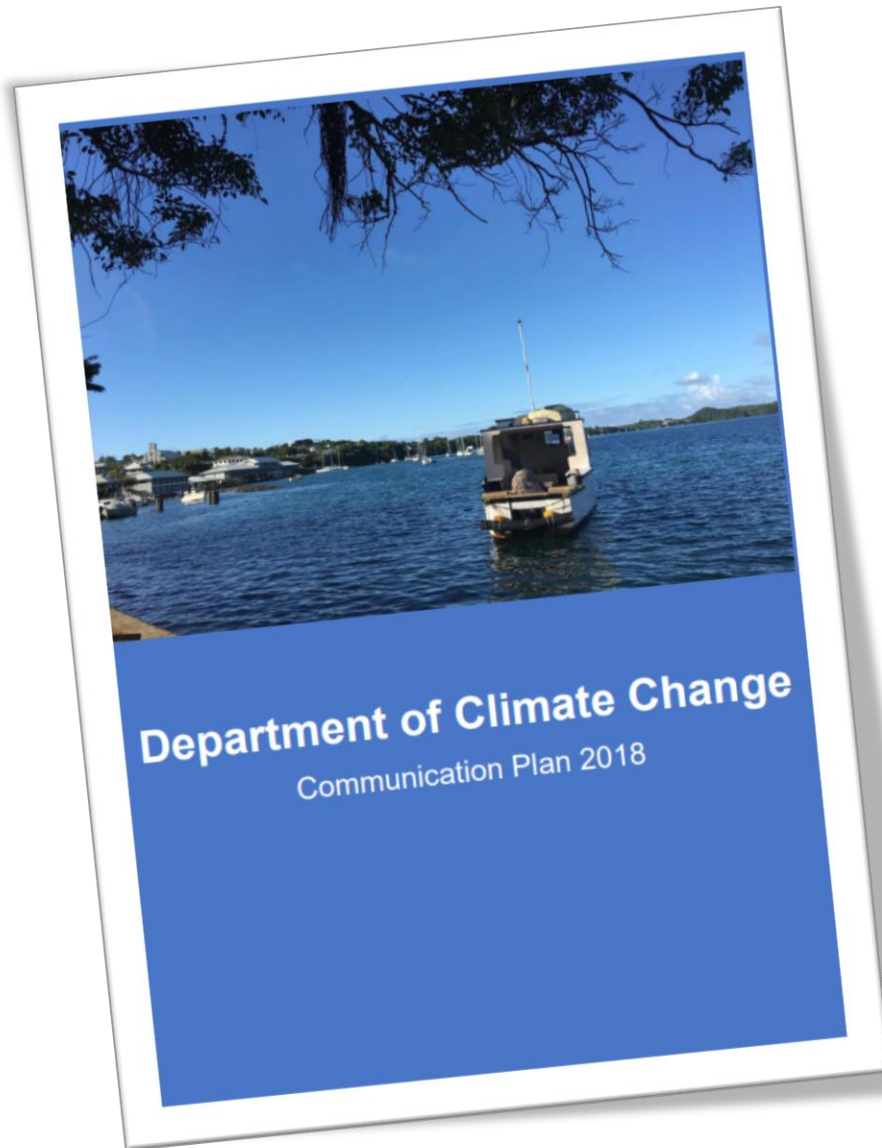




CONTENT

- 1. Consultancy - Capacity Building**
2. Capacity Needs Assessment Learnings & Recommendations
3. Function of the Communication Information Division - Recap
4. Communications Plan 2018 – Analysis
5. Discussion

My Assignment



- Do a Capacity Needs Assessment based on the Comms Plan
- Report the results
- Do trainings & offer technical assistance to comms officers

CAPACITY BUILDING


TRAINING


SKILLS

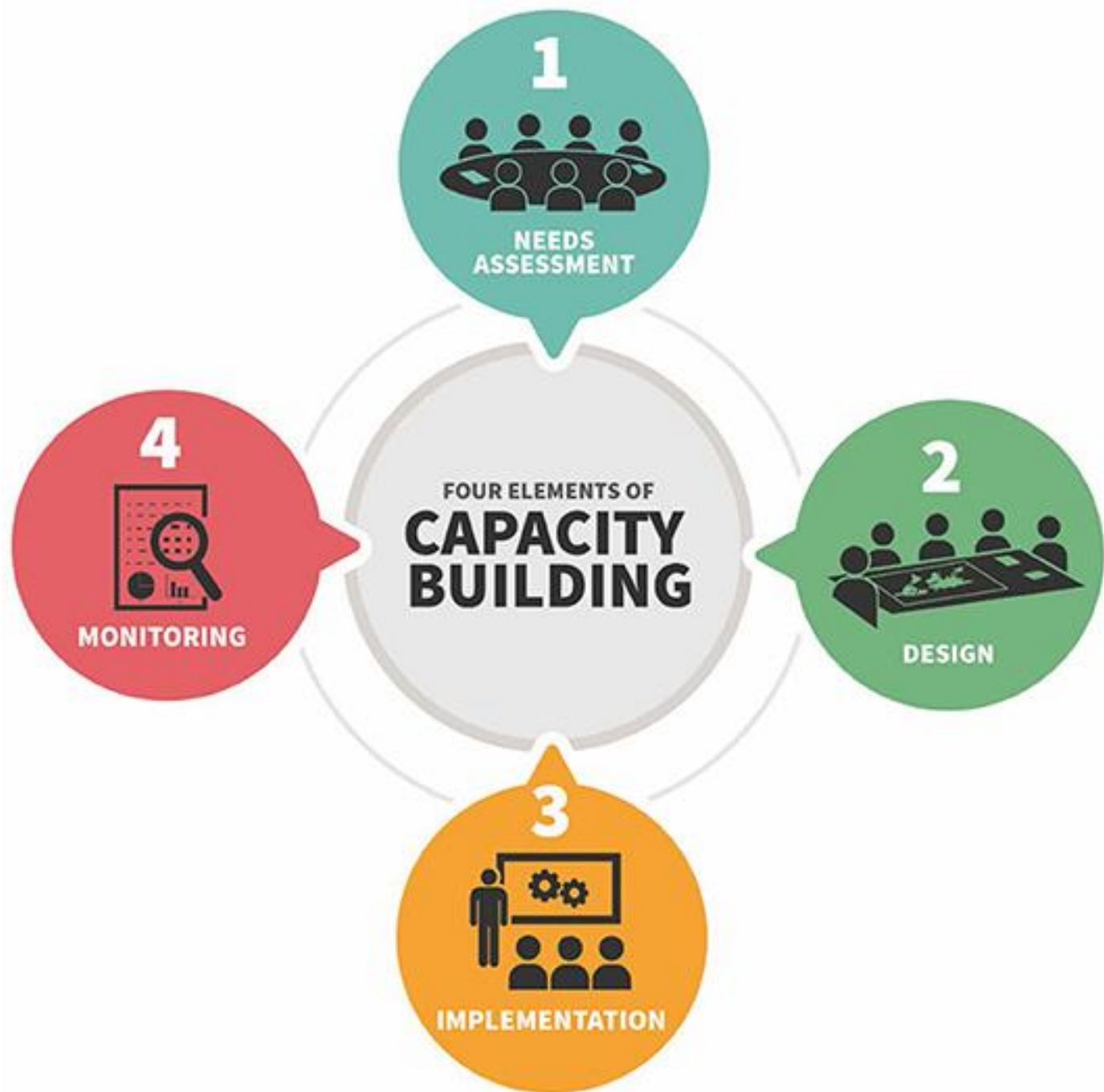

LEARN


COACHING


KNOWLEDGE


DEVELOPMENT


SUPPORT

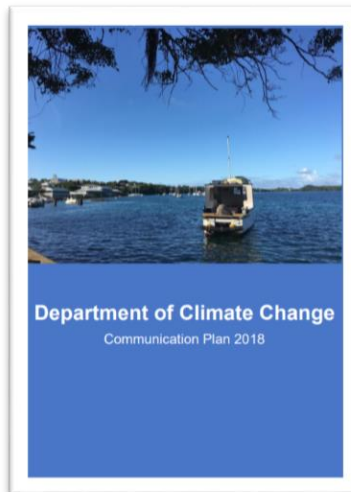




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1. Needs detailed comms strategy planning for each campaign
2. Needs comms team capacity building
3. Needs human resource, equipment and funding
4. Needs proactive leadership & teamwork



Learning

There's a **good plan** but it needs a **good team** (with supported capacity) to get **good results**

Based on the Social and Behaviour
Change Communication Capacity
Assessment Tool

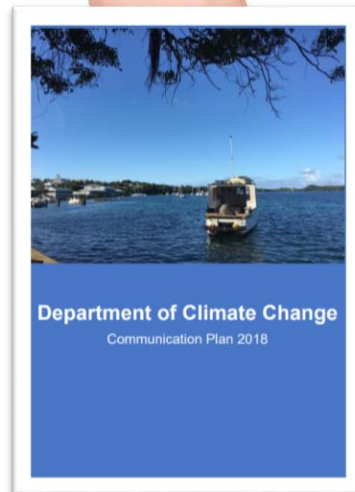
Recommendation

- Provide communication-related training for the comms officers
- Do regular research or surveys
- Review the Comms Plan and develop a detailed communications strategy

Revise the Comms Plan
communication objectives and
align to SMART principles

Use the key elements of effective
materials and message design

Monitor & evaluate the Comms
Plan activities





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Function of the Corporate Communication Division

- 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 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.





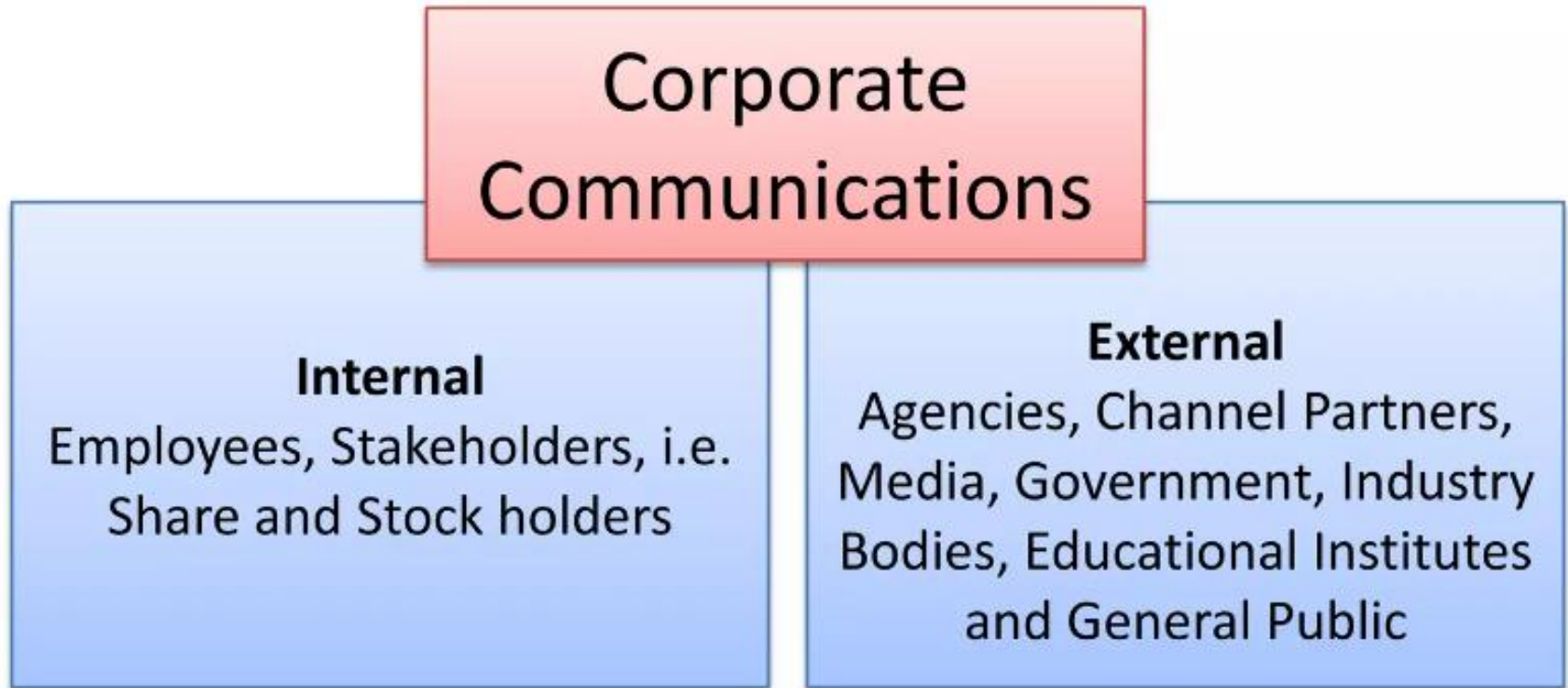
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3. Function of the Communication Information Division - Recap
- 4. Corporate Communication –Recap**
5. Communications Plan 2018 - Analysis
6. Managing Corporation Communication
7. Challenges of
8. Corporate Communication Tools
9. Corporate Communication Strategy Framework
10. Conclusion



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

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 thin 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



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Key Corporate Communication Terms

Terms	Definition
Mission	Overriding purpose in line with the values or expectation of stakeholder
Vision	Desired future state; the aspiration of the organisation
Strategies	The outward expression of a brand –including its name, trademark, communications, and visual appearance
Corporate Image	The immediate set of associations of an individual in response to one or more signals, messages from or about a particular organisation at a single point in time
Corporate Reputation	An individuals collective representation of past images or an an organisation established over time
Market	A defined group for whom a product is or maybe in demand (and for whom an organisation creates and maintains products and services)
Communication	The tactics and media that are used to communicate with internal and external groups
Integration	The act of coordinating all communications so that the corporate identity is effectively and consistently communicated to internal and external groups.



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Communication Plan Components

Audience



Identify audience for the project including:

- Residents
- Clusters
- Committees
- Working Groups
- Board of Directors
- Internal Staff
- Media
- Other Key Stakeholders

WHO?

Message Type



Determine Messaging type (may vary by audience):

- Letter
- Face-to-Face*
- Status Report
- Project Update

WHAT?

Delivery Method



Determine appropriate delivery method:

- Meeting*
- Informal Presentation
- Formal Presentation
- Mail/Email
- RA News
- Reston magazine
- Website

HOW?

Schedule



Determine frequency:

- Daily
- Weekly
- Monthly
- Quarterly
- Milestone
- As-Needed

WHEN?

Message Source



Determine source of message:

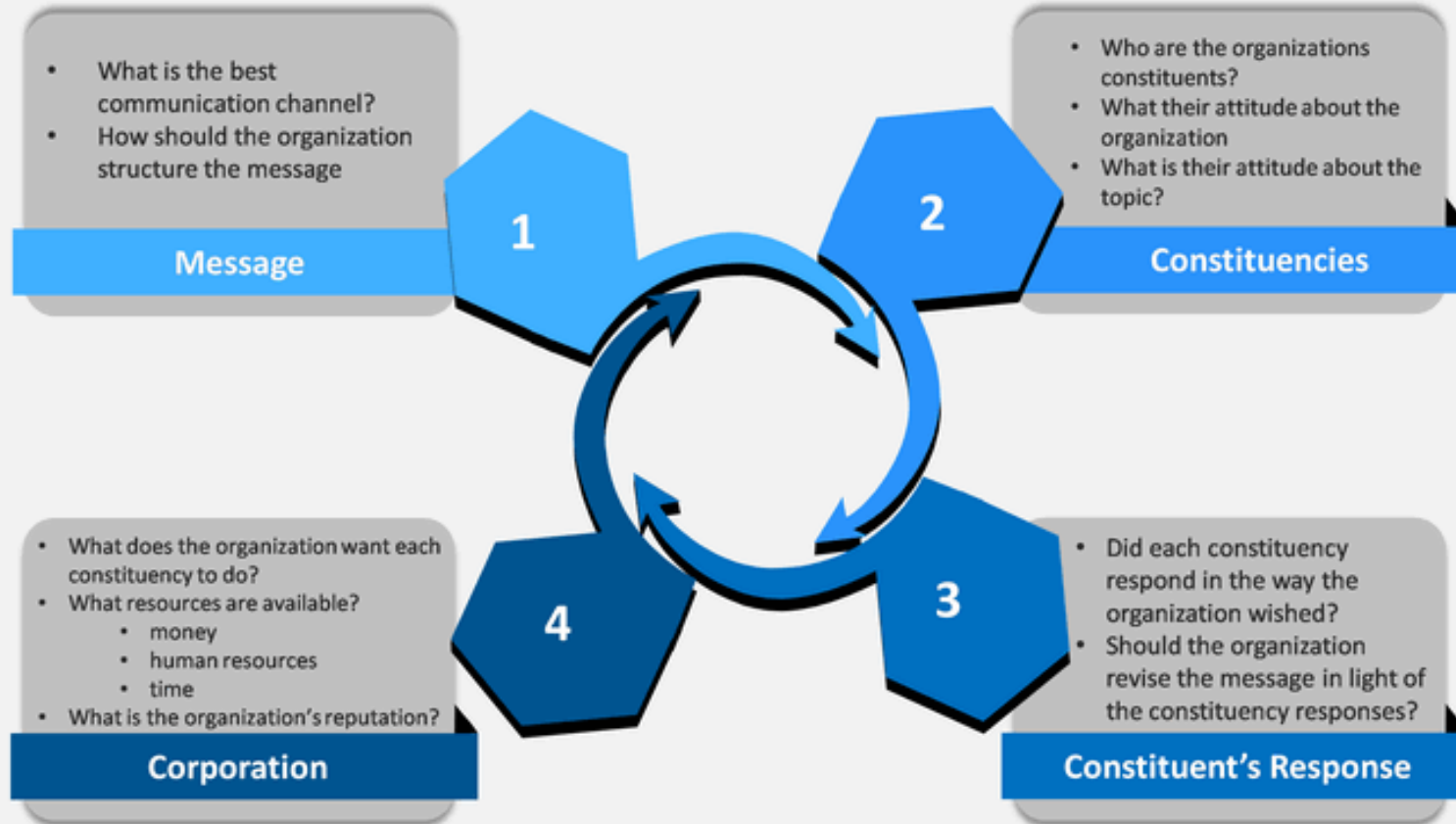
- RA Board
- CEO
- Director of Capital Projects
- Project Manager
- Consultant
- Communications Team

OWNER?

*Prioritize opportunities for 2-way communication

CORPORATE COMMUNICATION STRATEGY

Corporate Communication Framework



COMMUNICATIONS PLAN

Key Stakeholders

List of key stakeholders who need to be involved. How do their needs differ? Who can provide input? Should there be a “fast response team”?

Example: Establish higher frequency of sync meetings between Communications, HR, Corporate Health Management, Workers Council, and Management to enable quick decision making and fast learning cycles.



Key Activities

What activities and campaigns can be used to deliver the message? Which non-critical activities should be stopped?
Example: Weekly status briefing, ask the CEO, Thank you channel, on-site Q&A, virtual town halls, fast feedback and response channel for health and safety issues, community building activities

Communications Team

What are the communications team's key resources? How could they be extended by external help and local part-time content owners?
Example: Strengthen local content owner communities



Communication Goals

What are the main goals of internal communication activities? What do we want employees to do/say/feel differently?

Example:

- o Clarity the current situation and the planned way forward
- o Employees feel safe in their work environment
- o There is up-to-date and clear guidance about changing responsibilities, activities, and policies
- o High trust in leadership
- o Strong sense of community and shared purpose, despite widespread work from home
- o Stop any kind of fake news



Key Messages + Stories

What are the main messages for all employees? What are specific messages for individual segments and personas?

Example: How do we as an organization overcome this crisis and what are the top priorities right now?



Communication Channels

What channels will be used to communicate with which target personas? How could channels be improved to support communication goals

Example: Intranet, employees app, digital signage. Etc.



Target Personas

Who are you communicating with? How do their needs differ? Which moments matter for them?

Example: Factory workers need full understanding about health and safety measures, need easy way to ask questions and make suggestions to improve procedures at their workplace. An important moment will be the first return to their workplace after the lockdown.

Other segments: home office workers, field service staff, high risk area staff (i.e. healthcare workers), etc.



Communication Budget

What is your communications cost structure? What changes to the budget are needed and why?

Example: Save budget on non-critical activities, faster retirement of inefficient and slow communications channel, faster launch of new digital channels.



Track Results and Measure

How do you define success? What are output and outcome metrics?

Example: Output (regular CEO status updates), outcome (pulse survey shows strong trust in leadership, low number of health and safety concerns)





MARKETING



ADVERTISING



PR



BRANDING

Communication Plan 2018 - Scope

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.

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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

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Communication Plan 2018 – Assumptions/Constraints

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

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 – **Branding and Visual Identity**

- *Guidelines using logo and tagline*
- *Tagline* ‘Improve resilience to impacts of climate change’
- *Fonts*
- *Photos*
- *Photo Releases*

Communication Plan 2018 –

Audience Analysis

Interest in climate change is 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	<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 meetings and site visits inquiries,
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 meetings and site visits inquiries,
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Communication Plan 2018 – Audience Analysis

	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,

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Communication Plan 2018 – 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

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Communication Plan 2018 – Communication Activities and 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 – Evaluating Communication Effectiveness

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

Communication Plan 2018 – Evaluating Communication Effectiveness

<p>Progress of programme according to objectives</p>	<p>Progress towards achieving objectives</p> <p>Are objectives still relevant</p>	<p>Information about key indicators</p> <p>Observation</p>	<p>Modify strategy objectives if necessary</p> <p>Feedback</p> <p>Identify need for review or evaluation</p> <p>Identify need for improvements in monitoring system</p>
<p>Programme Management</p>	<p>How are decisions made?</p> <p>Are the people supposed to be involved really involved?</p> <p>Do the partners and target groups affected by the programme still feel a sense of ownership of the programme?</p>	<p>Number of participation.</p> <p>Access to the communication strategy planning, and tools</p> <p>Opportunities for participation offered by the activities</p> <p>The mechanisms used to encourage participation and the proportion of targeted audience</p> <p>Number of meetings</p> <p>Discussion with relevant groups</p> <p>Observation</p>	<p>Require to change management style</p> <p>Identify need to change methods to encourage more participation.</p> <p>Identify problems in relationship between partners /target groups/staff involved in the work and address them</p>

Communication Plan 2018 – Evaluating Communication Effectiveness

<p>Background Information on target audiences and context</p>	<p>Has there been any significant political, economic, social or environmental developments affecting the target audiences/groups?</p> <p>Have there been any developments affecting the programme?</p> <p>How is the target audience changing in terms of the characteristics/attributes/ behaviors the programme is hoping to influence?</p>	<p>Surveys</p> <p>Sources of information about economics, politics etc.</p> <p>Meetings with other agencies/partners</p> <p>Government officials</p> <p>Observation</p>	<p>On-going collection of baseline data, which can be used to evaluate progress</p> <p>Respond to changing situations</p> <p>Keep in touch with relevant work by Government and partners/agencies</p>

Communication Plan 2018 – Evaluating Communication Effectiveness

COMMUNICATIONS 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.
Affecting behavior among the targeted audience through active participation	Timely successful dissemination of communication material	Log of disseminated materials.	Dissemination to Senior I&C Coordinator on monthly basis. 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			

networks
knowledge sharing in
coordination and
fostering collaboration

Communication Plan 2018 – Roles and Responsibilities

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

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

Discussion



United Nations
Climate Change

The different

+1.5 °C

futures that

+2 °C

lie ahead.

+3 °C

