



**PRE-CCDA-V MEDIA WORKSHOP, 26<sup>TH</sup> -28<sup>TH</sup> OCTOBER, 2015  
VICTORIA FALLS, ZIMBABWE  
DRAFT CONCEPT/AGENDA**

### **Background**

Media across the globe has been slow to pick up on critical climate changes issues and the work and concerns of the civil society voice are rarely brought to the limelight. This is indeed the case in Africa, where few journalists are reporting in-depth analysis of climate change issues and mainstream news editors consider climate change stories as too scientific to make the headlines.

A key part of PACJA's overarching strategy is to increase the capacity of the media in African countries to address and report on climate change issues. Specific objective 4 in PACJA's strategy towards a new climate change agreement states that we should ensure increased and positive media coverage.

Since 2013, we have been leading the following major activities to increase high-quality climate change reporting in Africa:

- **Pan African Media Alliance on Climate Change (PAMACC):** A group of journalist ambassadors from across Africa which leads on conducting exemplary climate change reporting. By mobilizing these expert and focused journalists to cover key climate change issues and attend key climate change summit meetings, PACJA also increases media coverage of key civil society campaigns and advocacy.
- **African Climate Change and Environmental Reporting Awards (ACCER):** These prestigious awards launched by PACJA – attract a wide range of African media to cover climate change issues and rewards outstanding environmental journalists. The Awards not only profile high quality climate change journalism but also engage and reach out to new and upcoming climate change reporters.
- **The ACCER Awards Finalists Academy (TAAFA):** In partnership with CDKN we have developed this innovative fellowship scheme, using ACCER finalists to ensure increased, in-depth and quality reporting and media coverage of environmental and climate change issues with a key focus on Africa.



PACJA's role in communicating Africa's civil society voice on climate change to the masses becomes increasingly critical during the latter part of 2015 – leading up to UNFCCC climate change negotiations in Paris in December 2015. PACJA and CFI are developing training to enhance journalists' knowledge, understanding and reporting capacity on crucial climate change issues and Africa's standpoint focusing on the climate change negotiations.

This proposed 3-days training workshop for African environmental and science journalists will share critical knowledge of climate change issues and equip journalists with the confidence to report on them fairly and accurately. This training will help participants learn to write stories that are both powerful and accurate, and that bring home the likely impact of climate change and COPs agenda to the lives of their audiences.

### **Beneficiaries**

18 journalists from a range of multi-media platforms, representing the five African regions. The training will be offered to PAMACC, other journalist networks from Africa as well as to around ten new journalists from target media outlets, where climate change reporting is particularly scarce. PAMACC journalists will share their knowledge on COP-reporting with CFI journalists.

### **Key objectives**

- To ensure quality in reporting on climate change issues, with a particular focus on the impact on vulnerable sectors of society and the African civil society voice
- To support journalists' understanding of the Global climate negotiations and the position of the African Group of Negotiators in the UNFCCC
- To enhance journalists reporting and develop their planning for COP21
- To train a new pool of journalists focusing on climate change and to create a platform where journalists of various experience interact and share best practice on climate change and environmental reporting
- To reinforce journalists' skills on technical reporting to a wide and mainstream audience that might be entirely unaware of climate justice issues



### Proposed training content

**Day 1 – 26<sup>th</sup> October: journalists take part in Civil Society workshop (organised by PACJA – facilitators yet to be finalised.)**

9:00-9:30	<p><b>Welcome and introduction</b></p> <p>Welcome from the organisers</p> <p>Links to CCDA V</p> <p>Introduction to the workshop &amp; objectives</p>
9:30-11:00	<p><b>Session 1 : Setting the scene for Paris – key challenges and opportunities</b></p> <p>From iNDCs to a credible improvement cycles that keep us on track for a 1.5 – 2°C adaptable world.</p> <p>Winning and equitable narratives – International, regional and local perspectives from Africa</p>
11:00-11:15	<p>Coffee break</p>
11:15-13:00	<p><b>Session 2: The Legal Package of 2015 Climate Agreement</b></p> <ul style="list-style-type: none"> <li>- What the agreement could look like in legal terms: Understanding the legal implications at international and national levels</li> <li>- The potential new sets of rights, risks, opportunities and responsibilities for a range of different constituencies and stakeholders, present and future generations, and non-nation state actors such as cities, NGOs and businesses.</li> <li>- Implementation challenges – getting the right administrative and legislative framework</li> </ul>
13:00-14:00	<p>Lunch break</p>
14:00-15:30	<p><b>Session 3: Building a more climate resilient society – nailing down the adaptation ask in the Paris Agreement</b></p> <p>Presentations on :</p> <ul style="list-style-type: none"> <li>- The Global Goal on adaptation</li> <li>- Adequacy and continuous improvement</li> </ul>

	<ul style="list-style-type: none"> <li>- Better governance and monitoring and evaluation</li> <li>- Dealing with loss &amp; damage</li> <li>- Getting it right on gender and climate change in Paris</li> </ul>
15:30-16:00	Coffee break
16:00-17:00	<p><b>Break-out sessions</b></p> <p><u>Break-out session A:</u> Effective resilience from international to community level</p> <p><u>Break-out session B:</u> Adaptation-Mitigation: the co-benefits</p> <ul style="list-style-type: none"> <li>- The agriculture and land-use sector</li> <li>- Renewable energy</li> </ul> <p><u>Break-out session C:</u> preparing, decoding and Implementing iNDCs</p> <p>Each session will be moderated with panellists</p>
17:15-18:00	<p><b>Wrap up of the day and messages for CCDA V</b></p> <p>5-10 minutes report from each session, followed by a moderated panel discussion identifying the key recommendations from the first day of workshop to feed into CCDA V</p> <p>Key takeaway messages</p>
19:00	<b>Dinner</b>



Day 2 – 27<sup>th</sup> October: Media



workshop

9:00-9:30	<p><b>Welcome from the organisers – CFI &amp; PACJA</b></p> <p>Introduction to the workshop &amp; objectives</p> <p>Participants introductions and setting expectations</p>
9:30-11:00	<p><b>Session 1: Setting the scene for Paris – key challenges and opportunities for the media</b></p> <p>Three PAMACC journalists share their experiences of attending and covering previous COP21 events.</p> <p>Journalists break out and discuss and feedback on key challenges and opportunities for journalists covering COP21</p>
11:00-11:15	Coffee break
11:15-13:00	<p><b>Session 2: What could the Paris climate deal look like?</b></p> <p>A facilitator from the African Group of Negotiators reports on progress at recent UNFCCC talks at Bonn and explores the possible outcomes of a deal at Paris</p> <p>Journalists break out and discuss scenarios for covering the climate deal and how they would build stories around the outcome</p>
13:00-14:00	Lunch break
14:00-15:30	<p><b>Session 3: What makes or breaks a story at COP21?</b></p> <p>Presentations from two PAMACC journalists on the stories they wrote/recorded at previous COP. They discuss evaluate the merits and shortcomings of their work.</p> <p>Journalists break out and look at a selection of African media stories covered at previous COP including Durban, Copenhagen and Lima. They analyse and feedback on the strengths and weaknesses of each piece and rank them.</p>
15:30-16:00	Coffee break
16:00-17:00	<p><b>Session 4: Reporting back and summing up</b></p> <p>Journalists report back to the wider group on their analysis of stories.</p> <p>Journalists draw up a checklist of key qualities COP21 stories should have, and key qualities</p>



	journalists should have.
17:15-19:00	Free time
19:00	Dinner and evening talk/ activity?

Day 3 – 28th October

9:00-9:30	<b>Welcome and recap of day one</b>
9:30-11:00	<p><b>Session 1: The National context &amp; INDCs</b></p> <p>This session will explore how the journalists will tailor their stories to their national context while covering the global agreement.</p> <p>Journalists break into groups and critically discuss their respective country’s INDC pledges. How will they incorporate these in their stories? They feedback on the key national issues they would focus their stories on.</p>
11:00-11:15	Coffee break
11:15-13:00	<p><b>Session 2: Busting the climate change jargon</b></p> <p>This session will allow journalists to explore some of the jargon and technical language they face as climate change specialists and how to translate these for a mainstream audience.</p> <p>PAMACC journalist shares key examples of working around the jargon.</p> <p>Journalists break out and draw up lists of key jargon and terminology they face and alternative explanations.</p>
13:00-14:00	Lunch break
14:00-15:30	<p><b>Session 3: Planning for COP21</b></p> <p>PAMACC journalists present on:</p> <ul style="list-style-type: none"> <li>- How to best prepare for COP – what can be done in advance?</li> <li>- Day-to-day activity during COP. What does a typical day involve? How should they organise themselves?</li> <li>- Importance of side events</li> <li>- Who’s who at COP? PAMACC journalists outline the most interesting figures and</li> </ul>



	<p>spokespeople to secure interviews with. (CAHOSOCC reps/ AGN)</p> <ul style="list-style-type: none"> <li>- What happens after COP? How to maximise coverage beyond the conference.</li> </ul>
15:30-16:00	Coffee break
16:00-17:00	<p><b>Break-out sessions</b></p> <p>Journalists will look at draft COP programme and list of side events and then break into groups:</p> <p><u>Break-out session A</u>: Effective preparation for COP21</p> <p><u>Break-out session B</u>: How to organise your schedule during COP</p> <p><u>Break-out session C</u>: Submitting stories and coverage post-COP</p> <p>Each session will be moderated with panellists</p>
17:15-18:00	<p>5-10 minutes report from each session, followed by a moderated panel discussion identifying the best way forward for the group</p> <p>Key takeaway messages</p>
19:00	Dinner + networking

#### Day 4 - 29 October

*Journalists attend sessions from the conference – programme yet to be announced*

<http://www.climdev-africa.org/ccda5>

#### Day 5 - 30 October

*Journalists attend sessions from the conference – programme yet to be announced*

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