

## CONCEPT NOTE

Pre-CCDA III Media Workshop

Theme: **Media as ClimDev Partners in Africa's Transformative Development**

Media Training Workshop

20 October 2013

UNECA Addis Ababa, Ethiopia

### **I- Background and perspective**

Africa's economic progress since the start of the 21st century has been on a positive trajectory, underscoring the continent's huge potential to improve the welfare of its populations and lift millions out of poverty. At a macro level, many African countries have embarked on conscious economic and political transformation and are implementing strategies and programmes aimed at promoting economic growth, poverty reduction and general improvement of citizens' welfare. However, sustaining the momentum would require African countries to studiously confront a number of challenges.

Climate change represents a fundamental challenge to the sustainability of Africa's growth momentum. It is imperative therefore, that African countries invest in mechanisms to mainstream climate change into their development strategies, to stave off its possible negative impacts. Commensurate efforts must also be made to identify and exploit the opportunities that climate change presents. To achieve this, there must be a concerted effort by all key players. Climate and social scientists, development economists, policy makers and users of climate information must all work in tandem to design innovative strategies.

This is an opportune time to deliberate on the strategic importance of tapping into the opportunities offered by climate change.

Hence, the theme chosen for the Third Conference on Climate Change and Development in Africa (CCDA III), to be held in Addis Ethiopia from 21-23 October 2013: ***"Africa on the Rise: Can the Opportunities from Climate Change Spring the Continent to Transformative Development?"***

The Third Climate Change and Development in Africa (CCDA-III) conference presents an opportunity for stakeholders to deliberate on Africa's development in the context of climate change. It is an annual conference, organised under the auspices of Climate for Development in Africa (ClimDev-Africa), a joint programme of the African Union Commission (AUC), the United Nations Economic Commission for Africa (UN-ECA) and

the African Development Bank (AfDB). The programme seeks to address the need for improved climate data and information for Africa, as well as to strengthen the use of such information for decision-making by supporting analytical capacity, knowledge generation and sharing.

CCDA-III aims to provoke debate among experts and stakeholders in development policy and practice on how opportunities in climate change can enhance Africa's transformative economic growth and development agenda. Stakeholders include researchers, scientists and practitioners, i.e. the consumers of scientific information and policies. CCDA-III seeks to explore various options for mainstreaming best policy practice, informed by empirical and scientific assessments, to build strategies to respond to the impact of climate change and to promote dialogue between the three main constituencies.

## **II – Role of the media**

The media cannot, and should not, remain on the sidelines of this transformation. Indeed, there is agreement among professionals and at policy level that the media are part of the overall strategy to harness Africa's resources for the sustainable development of the continent.

This is why right from the initial stages of the AUC/ECA/AfDB joint initiative on climate change, ClimDev-Africa, the media have been brought in as key partners. But, for the media to play their role, they must be fully conversant with what is going on in a sector that is more often than not shrouded in technical jargon.

The seeming lack of media interest in climate change and development issues may be due to a lack of knowledge of the sector. Nevertheless, over the past three years, ClimDev-Africa has learnt that bringing colleagues together on the eve of its annual conference, CCDA, can make a difference. First, it helps media practitioners to come together and exchange experiences on the achievements and challenges. It also helps the Commission to build the kind of coalition that strengthens the reach of its knowledge products across the Region.

As in the last two conferences, the ClimDev-Africa communication team (drawn from the communication directorates of the AUC, ECA and AfDB) has organised a one-day training workshop for reporters and editors to share experiences on climate change reporting.

## **III - Goal**

The goal of the training workshop is to encourage and sustain accurate reporting on climate change to support the endeavours of African communities, and drum up support for the ClimDev-Africa Special Fund.

## **IV - Learning objectives**

The objectives of the one-day session are that media participants should:-

1. Gain knowledge of the enormity of the impacts of climate change on Africa and the role that the media can and should play in the development of the continent;
2. Acquire reporting techniques (through peer learning) to engage in reporting and radio-TV programming on the subject within respective newsrooms;
3. Develop an interest in news stories that reinforce the need for good governance in the climate change and development sector;
4. Improve analytical skills for interpreting government and institutional reports on climate change;
5. Improve their ability and willingness to prioritise Africa's agenda, initiatives and programmes in the news media.

### **Topics to be discussed**

- The impact of climate change on social and economic transformation processes in Africa
- ClimDev-Africa as a novel initiative
- The media as partners

### **Expected outcomes**

1. Improved knowledge of the enormity of climate change impacts on Africa and the role the media can play in enhancing the adaptive capacity of local communities;
2. Enhanced reporting techniques (through peer learning) to engage in reporting/radio-TV programming on the subject within respective newsrooms;
3. Greater interest in news stories that reinforce the need for good governance of climate change coping strategies;
4. Improved analytical skills to interpret government/institutional reports on climate change;
5. Improved ability and willingness of journalists to prioritise Africa's climate change and development agenda in the news media.

### **Main beneficiaries**

1. Journalists from the African media who will gain new knowledge and increased interest in reporting climate change Issues.
2. ClimDev-Africa in general and each of its components will gain individually in visibility

3. ClimDev-Africa Special Fund that needs greater visibility for resource mobilization.
4. Potential users of climate services across Africa who will know that those services exist in Africa

## **Budget**

The budget will cover:

- Travel and DSA for 40 journalists
- Travel and DSA for 2 facilitators

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