Kiribati Climate Change and Climate Risk Communications Strategy

2014-2018

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Acronyms

CATIS   Communication and Access to Information Strategy
CSA   Community Service Announcement
EU   European Union
FAQs   Frequently Asked Questions
GCCA:PSIS   Global Climate Change Alliance: Pacific Small Island States
GIZ   Deutsche Gesellschaft fuer Internationale Zusammenarbeit
KAP   Kiribati Adaptation Project
KJIP   Kiribati Joint Implementation Plan for Climate Change and Disaster Risk Management
KNEG   Kiribati National Expert Group
MELAD   Ministry of Environment, Lands and Agriculture Development
MEYSD   Ministry of Education, Youth and Sport Development
MHMS   Ministry of Health and Medical Services
MPWU   Ministry of Public Works and Utilities
NewZAID   New Zealand Aid Programme
NGO   Non-Government Organisation
OB   Office of the Beretitenti (President)
ODA   Overseas Development Assistance
SPC   Secretariat of the Pacific Community
SPREP   Secretariat of the Pacific Regional Environment Programme
UN   United Nations
UNESCO   United Nations Educational, Social and Cultural Organisation
UNICEF   United Nations Children's Fund
USP   University of the South Pacific

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1. Background and introduction

Climate change is recognised as one of the most challenging issues to sustainable development in Kiribati. The Office of the Beretitenti/Office of the President (OB) of the Government of Kiribati has indicated the need to increase awareness and understanding of climate change and climate risk, and their effects on key development sectors (such as water, food security and health) to strengthen the resilience of i-Kiribati to adapt to its adverse impacts.

Reflecting the Government's 'whole of country' approach, OB, line ministries, development partners and Non-Government Organisations (NGOs) have together developed the Kiribati Joint Implementation Plan for Climate Change and Disaster Risk Management (KJIP). The KJIP identifies and prioritises national and community actions within each sector, and indicates the level of investment required to support these initiatives. Facilitated through development partners and regional agencies, this process is coordinated by the OB and overseen by the Kiribati National Expert Group (KNEG), an advisory panel comprised of representatives from government ministries, NGOs and key partners.

Central to the KJIP is the understanding and appreciation of the role of strategic communications in achieving broader development goals. Within the KJIP, education and communications lend support, and facilitate the broader objectives of this leading document. This includes outlining the coordination mechanism, resources and tools required, and highlighting potential opportunities across government Ministries, development partners and NGOs.

To date, there has been extensive work undertaken in Kiribati to increase awareness and understanding of climate change and climate risk. The history of climate change education in government Ministries, most notably the Ministry of Environment, Lands and Agriculture Development (MELAD), and various development partners, has laid a strong foundation for future work.

Building on the lessons learnt, this Strategy aims to highlight the role of strategic and targeted communications activities to enable, enhance and educate target audiences to connect the impacts of climate change and climate risk to existing development concerns within their households, villages and Kiribati as a whole.

Whilst closely aligned to the objectives of the KJIP, this Communications Strategy also seeks to address specific needs undertaken through an independent assessment. While this Strategy supports the KJIP, it should not be viewed as the key communications initiative to promote the KJIP. This itself is a separate activity to be undertaken through the KJIP Secretariat and endorsed by the KNEG.

A guiding principle of this Communications Strategy is collaboration and cooperation and where possible, links and potential partnerships have been highlighted. These are indicative only and formal initiatives are dependent on further consultation and dialogue between stakeholders.

This Strategy is a "living document". It is recommended that it is updated regularly (every 6-12 months) to reflect the changes within the policy framework and overarching sustainable development initiatives it could support. If need be, future versions of this Strategy can be closely aligned with specific operational plans for the implementation of the KJIP.

The "new wave of climate leadership": The Majuro Declaration for Climate Leadership

The development of the KJIP coincides with a time of renewed interest in climate change and disaster risk management in the region. In September 2013, Pacific leaders endorsed the Majuro Declaration for Climate Leadership, the key document produced at the Pacific Islands Forum Summit.

Signed by 15 countries in the region (including Australia and New Zealand) the declaration presents an increased opportunity to promote the needs of countries highly vulnerable to the impacts of climate change and climate risk, such as Kiribati.

Continuing the spirit of cooperation and collaboration reflected in the Majuro Declaration and many regional and international agreements before that, this Communications Strategy will also promote the need for Kiribati to showcase key lessons to its neighbours who may be experiencing similar impacts of climate change.

Is it anticipated that this Strategy, and accompanying documents, can provide support and guidance to strengthen the capacity of decision-makers (at government and village levels), media, NGOs and the general public to build the resilience of i-Kiribati people to adapt to the adverse impacts of climate change and climate risk.

How to use this Strategy

This Strategy is a five-year framework, a guiding document to support the development and implementation of communication initiatives. Its overarching objective is to highlight the priority communications goals in terms of climate change and climate risk in Kiribati, and to provide mechanisms and resources to enhance and encourage collaboration and cooperation in these areas. Annual Implementation Plans can be developed from the Strategy based on organizational objectives, funding/budget and capacity.

This document presents a Strategic Approach comprised of seven Strategy components. Each component presents a number of activities. Depending on timing, capacity or available resources, these activities could be undertaken in succession, or as stand-alone actions. All activities can be tailored to suit the target audience and operating context. Where applicable, the activities have been linked to the relevant KJIP Strategy area. Section 10 also indicates potential partnerships that could support the development of these activities. These partnerships are subject to further discussion by the OB and KJIP Secretariat.

How this strategy was developed

This Strategy was developed through a number of consultations including interviews with representatives of line ministries, development partners and supporting agencies, NGOs and the general public.

Its development was further guided by an extensive review of key policy documents, most notably the KJIP. Other key documents included policy and information documents prepared by regional agencies such as the Secretariat of the Pacific Community (SPC), the Secretariat of the Pacific Regional Environment Programme (SPREP) and development partners.

The strategy was developed on behalf of the Global Climate Change Alliance: Pacific Small Island States (GCCA: PSIS) project, which is funded by the European Union (EU) and implemented regionally by SPC.

2. The Communications Climate

A changing climate
The Kiribati climate is changing. Steadily increasing emissions of greenhouse gases have lead to an enhanced greenhouse effect resulting in global warming.

This is resulting in a number of global and local effects:

Temperatures have increased: Annual and seasonal maximum temperatures have increased in Tarawa since 1950. These temperature increases are consistent with the global pattern of warming.

Annual rainfall has decreased: Since 1951, there has been an increasing trend in annual and wet season rainfall for Kiritimati. Rainfall in Kiribati is very variable from year to year. Tarawa received, in the wettest years, more than 4000 mm rainfall, while in the driest years only 150 mm. This is similar in Kiritimati and has enormous impacts on water availability and quality, crop production and health.

Ocean becoming more acidic: Oceans absorb about one quarter of the carbon dioxide emitted from human activities each year. As the extra carbon dioxide reacts with seawater it causes the ocean to become slightly more acidic. Data shows that since the 18th century the level of ocean acidification has been slowly increasing in Kiribati's waters.

Sea level has risen: As ocean water warms it expands, causing the sea level to rise. The melting of glaciers and ice sheets also contributes to sea level rise.

Source: the Pacific Climate Change Science Program/KJIP

The Sustainable Development Challenge
Kiribati currently faces a number of sustainable development issues relating to food security, coastal resources, health, water and sanitation, infrastructure and disaster risk management. The onset of climate change impacts will further exacerbate these challenges.

For many years, the key messages about climate change in Kiribati have been the effect of sea level rise on Kiribati's land, its people and its future. There is now a general consensus that Kiribati faces a number of challenging issues relating to people's well being that demand immediate attention. Most specifically is the concern that Kiribati's water supply and food production systems are unable to meet the most basic needs of i-Kiribati communities. The current population rate and urban growth is placing increasing pressure on Kiribati's limited and fragile resources. Health issues relating to water and sanitation are also of great concern.

A summary of these sustainable development challenges is outlined below:

- **Water.** Kiribati's fresh water source is dependent on precipitation. Changing precipitation patterns due to climate change are increasing the need for greater water use and conservation measures. Increasing population and urbanisation are placing pressure on water supplies. In some cases, the fresh water consumption rates are already exceeding the estimated sustainable yield of groundwater sources.

- **Poor waste and sanitation management**. The contamination of groundwater due to these issues has resulted in cholera in and diarrheal diseases.

- **Natural environment.** Ocean and land-based habitats are degraded due to combined weather variability, climate change impacts and demands – the natural environment is partly deteriorated.

- **Food security.** Changing climate impacts on traditional food systems, reducing productivity and creating higher dependence on imported food.

- **Lack of employment.** In remote rural areas there is a high dependency on subsistence agriculture and coastal fisheries, a lack of employment opportunities and economic development as well as a lack of access to government services in health, education, transport and communications.

Source: Adapted from KJIP

Kiribati Joint Implementation Plan for Climate Change and Disaster Risk Management (KJIP)

The KJIP presents a comprehensive, integrated strategy that aims to maximize existing resources and present priority needs and funding areas. Designed to encompass a ten-year period, the KJIP is considered the key vehicle for the integration of climate change and disaster risks into all sectors, promoting a whole of country approach across Government, civil society, development partners and key agencies.

Vision & Goal

The Vision of the KJIP:

I-Kiribati culture is unique; and heritage and identity is upheld and safeguarded through enhanced resilience and sustainable development.

The Goal of the KJIP:

Increase resilience to climate change and disaster risk through a whole of country approach.

KJIP strategies and communications

The KJIP identifies the following 12 major strategies (see Table 1). Strategy 7 is most closely related to this Communications Strategy, with Actions and Sub-actions of the other Strategies also referring specifically to communications (including building capacity, developing tools and strengthening existing communication initiatives).

Table 1: KJIP Strategies

Strategy 1 Strengthening good governance, policies, strategies and legislations	Strategy 2 Improving knowledge and information generation, management and sharing	Strategy 3 Strengthening and greening the private sector including small scale business
Strategy 4 Increasing water and food security with integrated and sector-specific approaches and promoting healthy and resilient ecosystems	Strategy 5 Strengthening health-services delivery to address climate change impacts	Strategy 6 Promoting sound and reliable infrastructure development and land management
Strategy 7 Delivering appropriate education, training and awareness programmes	Strategy 8 Increasing effectiveness and efficiency of early warnings and disaster and emergency management	Strategy 9 Promoting the use of sustainable renewable sources of energy and energy efficiency
Strategy 10 Strengthening capacity to access financing and monitor expenditures and maintain strong partnerships	Strategy 11 Maintaining Kiribati existing sovereignty and unique identity	Strategy 12 Enhancing the participation and resilience of vulnerable groups

3. Situation analysis

Table 2 provides an analysis of the key Strengths, Challenges, Needs and Opportunities in relation to the development and implementation of this communications strategy.

Table 2: Situation Analysis – communications context

Strengths	Opportunities
• Strong media leadership: President/leadership team and OB media team media-savvy, experienced and committed to strategic communications • Strong Kiribati culture, identity and pride • Established and robust traditional village structures • Commitment by OB and government ministries to promote a 'whole of country' approach in response to climate change and climate risk • Communication and access to information seen as an important priority by the OB (as evidenced by its inclusion in policy documents) • Strong foundation of climate change education and communications in Kiribati to build on	• High-level support for increased climate change and climate risk communications • KJIP identifies communications as key strategy • Strong overarching OB communications framework (Communication and Access to Information Strategy - CATIS) • Existing national and regional climate change communication and engagement initiatives • Existing coordination mechanisms to build on (KNEG) • Willingness of partners to collaborate on overarching partnership initiative • Increased focus on the role of communications to engage stakeholders and promote behaviour change at the village level
Needs	Challenges
• Consolidate and build on existing initiatives • Common and consistent messages to target audiences • A communication partnerships initiative to promote 'whole of country' approach • Coordination between divergent issues on climate related topics between Government ministries, partners and villages • Focus on changing behaviour at community level • Simple, accessible materials on climate change, climate risk reduction and its connection to sustainable development for a range of audiences	• 'Climate change' is an abstract concept that needs to be connected to everyday events/value sets of target audiences • Traditional climate change communication focused on the provision of statistics and information as a way to motivate and educate people to take action on the ground • Positive messages required to promote collaboration and action • Implementing strategy within highly responsive environment • Resource restraints • International and regional media interest placing high demands on OB • The willingness and availability of financial and technical Overseas Development Assistance (ODA) is high, the absorptive capacity of Kiribati is low (hence the need to collaborate and strengthen capacity)

4. Goals and Objectives it would be good to link these G&O to the situation analysis

This Communications Strategy outlines four goals to be achieved within a five-year period (2014-2018). To support the achievement of the Goals, 20 objectives have been developed (Table 3). Each objective has a measurable element in which to evaluate against. The objectives can be revised to suit the operating environment, capacity, timelines and budget.

Table 3: Communications Goals and Objectives

Goal 1: Enhance understanding of climate change and climate disaster risk reduction and the impacts among all stakeholders	
Objective 1.1	Centrally coordinated, supported and resourced Climate Change Communications position at OB or KJIP Secretariat by year 1
Objective 1.2	Annual KJIP Communications Plan endorsed and at least 50% activities implemented by years 2, 3, 4
Objective 1.3	Basic climate change and climate risk/sustainable development materials developed and available by year 2
Objective 1.4	Increased awareness of villages and community sector by 25% by year 2
Objective 1.5	Increased awareness of international community and development partners by 25% by year 2
Goal 2: Enhance relationships among 'partners' including development partners, faith-based organizations, schools, non-governmental organisations (NGOs), and communities to support their climate change awareness initiatives (to promote behaviour change)	
Objective 2.1	Communications partner mechanism established by year 1
Objective 2.2	At least two sector partnerships established and initiatives developed by year 2
Objective 2.3	At least three initiatives under Strategy 7 of KJIP coordinated by year 3
Objective 2.4	Funding to support community-based awareness raising activities increased by 25% by year 3
Objective 2.5	Behaviour change campaign coordinated and implemented by year 4
Goal 3: Maintain a high profile of government's climate change initiatives	
Objective 3.1	Media engagement plans developed for at least 50% of international and regional meetings attended each year by President/OB
Objective 3.2	Climate change related communication activities within line Ministries increase by at least 30% by year 2
Objective 3.3	Increased international and regional media awareness of the KJIP by 30% by year 2
Objective 3.4	Increased awareness of selected villages by 25% by year 3
Objective 3.5	Increased awareness of international community and development partners by 25% each year through to year 5
Goal 4: Strengthen communication capacity, procedures and collaboration across government departments	
Objective 4.1	Internal information on the impacts of climate change and climate risk on sustainable development developed by year 1
Objective 4.2	At least 25% of policy and technical staff from line Ministries attend communications training by year 2
Objective 4.3	50% of Ministry workers indicate an increased awareness of KJIP Secretariat and coordination processes within line Ministries by year 2
Objective 4.4	Communication activities within line Ministries increase by at least 50% by year 3
Objective 4.5	Climate change and climate risk considerations integrated in at least 50% of Ministerial operational and sector plans by year 4

5. Target audiences

It is important to acknowledge from the outset that a climate change communication strategy for Kiribati is dependent on the segmentation of target audiences and ensuring that messages are framed to suit the value sets, motivations and incentives that drive each target group.

Table 4 lists three key components:
1. Target audience (who this strategy hopes to reach through various communication channels and tools)
2. Segmentation (further breakdown of target audience)
3. Communication needs

Table 4: Target audiences

Target audience	Segmentation	Key communication needs
Regional and international partners	- International governments - Development partners - Regional agencies - Multilateral agencies - International NGOs - International media	- Clear and targeted information that presents Kiribati's climate change and climate risk response priorities - Ease of access to relevant policy, technical and project data and information - Opportunities for dialogue
Government of Kiribati Ministries	- Secretaries and policy advisors - Members of KNEG	- Understanding of sustainable development and climate change issues in relation to Ministry policies and operational plans - Integration of climate change and disaster risks into annual Sector Operational Plans and Ministerial Operational Plans and budgeting - Understanding of cross-cutting nature of sustainable development and climate change and available opportunities for collaboration across Ministries with development partners - Donor funding priorities and opportunities for collaboration
Media	International, regional and national media	- Access to interviews, information (policy and technical) - Key contacts for specific sectoral information - Consistent messages focussed on impacts - Timely, consistent and frequent contact regarding Kiribati's priority

		actions in response to the impacts of climate change and climate risk
Donor bodies and partners working in Kiribati	• Existing donor bodies • Representatives of key climate related projects in Kiribati • Potential future donors	• Access to information • Awareness of key policy documents (such as KJIP) • Knowledge of development and implementation mechanisms (such as KNEG) • List of existing and future climate change and climate risk related projects • Opportunities to collaborate and share information and lessons learnt
Villages	• Urban and village councils • Village heads/leaders • Elderly/mums and dads	• Increased awareness of impacts of climate change and climate risks • Knowledge of government policy and priority actions • Priority actions that communities can take at household/village level to strengthen resilience to the impacts of climate change and to reduce climate risk • Increased access to user-friendly, translated and engaging materials to support village-based initiatives to raise awareness and promote change
Youth	• Young people and children	• Opportunities through school and extra-curricula activities (youth groups, church, sporting groups) to access resources and support to develop climate change awareness campaigns for their schools and local communities • Increased access to opportunities to enhance quality of basic education through targeted initiatives with government, development partners and multilateral and regional bodies

6. Key messages

Table 5 presents the overarching messages that can be further refined and tailored to suit the specific needs of each target audience, channel, tool and budget.

Table 5: Key messages

Key messages*	Primary audiences	Secondary audiences
Climate change will increase the impact of issues like water, food security and health	All	
The international community (countries/donors/partners/media/NGOs) plays an integral role in the sustainable development of Kiribati Kiribati requires the support of the international community to provide technical and financial resources to support its sustainable development	Development partners, government ministries, international and regional agencies and media	Villages, youth, partners (NGOs, faith-based organisations)
The KJIP coordinates adaptation and disaster risk reduction activities in Kiribati	Development partners, government ministries, international and regional agencies and media	Villages, youth, partners (NGOs, faith-based organisations)
There are simple actions you can take to make yourself, your household and your village strong against the impacts of climate change	Villages, youth, partners (NGOs, faith-based organisations)	Government ministries, media, development partners, international and regional agencies
Strong people, strong villages reduce the impacts of climate change and reduces disaster risk	Government ministries, development partners (NGOs, faith-based organisations), media	Development partners, international and regional agencies
There are many opportunities to collaborate and strengthen national efforts to increase sustainable development as a response to climate change and to reduce climate risk	Ministries, donors, partners (NGOs, faith-based organisations)	Development partners, international and regional agencies
Climate change is happening now and we need to explore ways to reduce risks and maximise benefits for sustainable development	Villages, youth, partners (NGOs, faith-based organisations)	Government ministries, media, development partners, international and regional agencies

* There are a number of potential messages outlined in Key messages and Learning Outcomes for Education on Climate Change and Disaster Risk Reduction in the Pacific Region Guidance for Educators in Formal and In-Formal Education that could be tested for Kiribati audiences.

7. Communications channels and tools

Communication channels are the ways or vehicles that target audiences receive information. Communication tools are the actual products that can be developed and directed at target audiences through communication channels. When selecting communication channels and tools, it is always best to start from the perspective of the target audience and their 'media diet' to determine the most effective way to communicate key messages.

National communication channels and tools

Table 6 describes the key communication channels and tools that could prove effective to target audiences in Kiribati.

Table 6: National communication channels and tools

Communication channels in Kiribati	Potential communication tools
Traditional media	
Radio	News radio, radio programs, talkback, Community Service Announcements (CSAs), advertising, songs
Newspapers/publications	Feature articles, regular columns, opinion pieces, Letters to the Editor, advertising, regular children's/youth segments, inserts, photo bank
DVDs	Films, animated films, documentaries
Web/electronic	
Website	www.climate.gov.ki is a great example of how a website can centralize information and news
Email	Email is a good internal communications tool
Social media	
Facebook	Facebook page, Facebook forums
Venues	
Workplaces	Newsletters, forums, posters, information booklets, briefings, competitions and award programs, promotional material
Maneabas	Meetings and forums, drama and singing performances
Church	Newsletters, posters, information booklets, meetings, messages read out every week after the services
Community 'hubs' (where people gather such as health clinics, hospital, banks/supermarkets, sporting venues, schools)	Meetings, drama and singing performances, printed materials such as posters, promotional material (such as t-shirts, caps, stickers etc.), competitions and award programs, events and festivals
Forums	Organised public forums which could include community meetings, briefings, singing and dancing, distribution of information and promotional materials

Transit	
Roadside	Billboards, performances, fundraising partnerships
Transport (buses)	Messages/logo on outside of buses; performances/program within buses
Transport hubs (bus-stops, airport)	Billboards, performances

Regional and international communication channels and tools

Table 7 describes the key communication channels and tools that could promote the regional and international target audiences.

Table 7: Regional and international communication channels and tools

Communication channels	Potential communication tools
Traditional media	
Radio	Radio programs, talkback, CSAs, advertising
Newspapers/publications	Feature articles, regular columns, opinion pieces, Letters to the Editor, advertising, regular children's/youth segments, inserts
TV and DVDs	TV news and programs, DVD presentations, documentaries
Social media	
Facebook	Facebook/Twitter/YouTube/LinkedIn campaigns add constant presence throughout events and a good way to connect with target audiences including media
High-level meetings	
Events	Side-events, launches, presentations
Media	Media events, briefings, partnerships, media kits and supporting material, photos, footage, key technical spokespeople, photo bank
General public relations	Representatives well briefed on key messages and priorities; clear, targeted and engaging support materials; follow-up procedures and strategies to leverage opportunities
Publications	
Published materials	Reports, briefings, fact-sheets, news-digests
Reports	Scientific, technical reports and briefing materials
Web/electronic	
Web site	Information 'hub' with focused webpages, publications available online, linked campaigns through website, contacts etc.

8. Strategic approach

Communication principles

The Strategic Approach of this Communications Strategy (Table 8) is based on a number of principles:

- **Build on existing and future work.** There is currently a large volume of work being undertaken by various agencies across many sectors that is considered relevant to climate change and climate risk within Kiribati.

- **Consolidate, coordinate and collaborate.** The various activities would be further enhanced and supported through an endorsed and resourced communications strategy and plan. This Strategy aims to present a coordination mechanism to build on the existing and future initiatives. The absorptive capacity of government ministries within Kiribati signals the critical importance to develop partnerships.

- **Strong professional, consistent design across all KJIP materials:** Clear, consistent, highly engaging, translated (if necessary) materials that promote the key messages, priorities and contacts, available.

- **Give climate change a 'face'.** Given the abstract notion of climate change and climate risk, it is important to bring these issues down to the everyday. Promote the 'change-makers' and 'champions' working in this area in Kiribati.

- **Focus on values and changing behaviour.** Move beyond the assumption that 'information leads to behaviour change'. Start small. Recognise the complex mix of barriers and incentives that impact on people's adoption of behaviours.

- **Link climate change and climate risk reduction to 'everyday life'.** Focus on daily needs and existing development issues that will be exacerbated by the onset of climate change, including water, food security and health. Information on the causes of climate change should be a supporting element, not the key content.

- **Communications as a 'primer' or an 'enabler'.** Use communications to support partnerships, engagement and policy and project coordination.

- **Communications lays the foundation for behaviour change.** Information and communications alone won't lead to behaviour change, but they are key elements to support the promotion of ideal behaviour. There is a mix of barriers and incentives that will lead audiences towards adopting key behaviour.

  The Strategic approach is based on seven Strategy components:
  Strategy component 1: Coordination
  Strategy component 2: Branding/identity
  Strategy component 3: Stakeholder engagement
  Strategy component 4: Media engagement
  Strategy component 5: Promote 'whole of government' approach
  Strategy component 6: Raise awareness of sustainable development/climate change issues
  Strategy component 7: Engage communities and promote partnerships

Table 8: Strategic Approach

	Strategy component	Description/priority	Communications Objective/s	Outcome/s (adapted from KJIP)
1	Coordination	Establish key Climate Change Communications Advisor through the KJIP Secretariat	Communication Objectives 1-4	*Climate change and disaster risk management communication initiatives coordinated in a collaborative manner across sectors.*
2	Branding/identity	Develop and seek endorsement for 'branding/identity' that can be used by partners to strengthen key messages of cooperation and collaboration	Communication Objectives 2 & 3	*Strengthened awareness and clarity around the role of OB in the coordination and management of climate change and climate risk initiatives through the KJIP Secretariat.*
3	Stakeholder engagement	Undertake targeted activities to engage key stakeholders and partners	Communication Objectives 1-4	*Increased awareness of priority areas requiring technical, capacity and funding support.*
4	Media engagement	Formally document and endorse key messages for regional and international target audiences	Communication Objectives 1-3	*Capacity of media outlets, government departments, NGOs and faith-based organizations to deliver messages on CC and DRM are strengthened.*
5	Promote 'whole of government' approach	Highlight the government's approach to mainstream climate change and climate risk across all ministerial policies (across internal and external target audiences)	Communication Objectives 1 & 4	*Increased integration of climate change and climate risk responses integrated into government policies and operational plans.*
6	Raise awareness of sustainable development/climate change issues	Increase general awareness of the connection between climate change and sustainable development issues against the KJIP key priority areas	Communication Objectives 1 & 3	*The i-Kiribati population is well informed and all stakeholders have access to up to date and accurate information focused on key sectors that will strengthen their resilience to the impacts of climate change and reduce climate risk.*
7	Engage communities and promote partnerships	With formal partners, identify 3-5 key sectors to engage community and develop and implement campaign that focuses on changing behaviour at community level	Communication Objectives 1-3	*Communities with island councils manage and implement climate change adaptation and disaster risk reduction measures as integral part of their development efforts and inclusive of vulnerable groups.*

9. Implementation Plan

Table 9 lists specific activities under the seven Strategy Components. Each cluster of activities can be implemented successively or tailored to suit priorities and budget. Each activity is aligned with the relevant KJIP strategy.

Table 9: Implementation Plan

Strategy component 1: Coordination		KJIP Strategy
Outcome: Climate change and disaster risk management communication initiatives coordinated in a collaborative manner across sectors.		
Activity 1.1	Establish Climate Change Communications Advisor at the KJIP Secretariat	**Strategy 1**
Activity 1.2	Establish Kiribati Climate Communications Technical Advisory Team (comprised of representatives from development partners and regional bodies)	**Strategy 1**
Activity 1.3	Establish cluster of online-volunteers in communications and media (climate change/sustainable development) to provide communications backstopping support to KJIP Secretariat, KNEG and partners	**Strategy 1**
Activity 1.4	Develop and endorse annual KJIP Communications Plan including priority activities, budget and coordination	**Strategy 1** **Strategy 7**
Strategy component 2: Branding and identity		
Outcome: Strengthened awareness and clarity around the role of OB in the coordination and management of climate change and climate risk initiatives through the KJIP Secretariat.		
Activity 2.1	Develop and seek formal endorsement of KJIP Secretariat logo and supporting materials promoting the KJIP including website (see Activity 2.2), information booklet/fact sheets, power-point presentation	**Strategy 1** **Strategy 7**
Activity 2.2	Develop website for KJIP Secretariat to include information on climate change and climate risk in Kiribati (including key national policy documents and frameworks). See www.nab.vu (National Advisory Board on Climate Change and Disaster Risk Reduction, Government of Vanuatu). This could be an extension of the existing KAP website (www.climate.gov.ki)	**Strategy 2** **Strategy 7**
Activity 2.3	Develop internal guidelines and training for Ministries and partners on how to use logo and provide access to KJIP information materials	**Strategy 1**

Strategy component 3: Stakeholder engagement

Outcome: *Increased awareness of priority areas requiring technical, capacity and funding support.*

Activity 3.1	Develop 'Climate Partners' initiative to identify, engage and collaborate with key Ministerial, development partners and regional and international bodies working in climate change and climate risk reduction in the Pacific region.	**Strategy 1** **Strategy 7**
Activity 3.2	Launch 'Climate Partners' initiative at high-level meeting including media conference, briefings and training sessions.	**Strategy 1** **Strategy 7**
Activity 3.3	Develop 3-4 'Climate Partners' forums (nationally, regionally and internationally), collaborate on national radio program, promotional material to support 'Climate Partners' initiative (Media Release, information kit, posters, badges, t-shirts, stickers, caps, banners etc.)	**Strategy 1** **Strategy 7**
Activity 3.4	Work with 'Climate Partners' to document and promote climate communications best practices, case studies and lessons learnt and promote to national, regional and international media and partners.	**Strategy 2**

Strategy component 4: Media engagement

Outcome: *Capacity of media outlets, government departments, NGOs and faith-based organizations to deliver messages on CC and DRM are strengthened.*

Activity 4.1	Develop a media calendar of key climate change related events throughout the year for national, regional and international media.	**Strategy 7**
Activity 4.2	Develop a standard media kit (include Fact Sheets, Frequently Asked Questions - FAQs, case studies or profiles, high-res quality photos, DVDs, power-point presentations) for use during high-level presentations from government, OB/KJIP Secretariat.	**Strategy 1** **Strategy 2**
Activity 4.3	Develop OB Media and Communications Guidelines that formalises and endorses policies and procedures for media management and spokespeople within OB and KJIP Secretariat (to include templates of key media documents including Media Releases, Media Advisories and Alerts, Media Protocols, FAQs)	**Strategy 1** **Strategy 7**
Activity 4.4	Consolidate and build existing media contact database and consider enlisting 'regional and global media partners' for key events and initiatives	**Strategy 1** **Strategy 7**
Activity 4.5	Develop a 'Media Guide for Climate change and Climate Risk in Kiribati' with Climate Communications Technical Advisory	**Strategy 1**

	Team (see Activity 1.2)	**Strategy 7**
Activity 4.6	Develop media photo-bank/video-clips for use by KJIP Secretariat/OB and media to support articles and other features.	**Strategy 1** **Strategy 7**
Activity 4.7	Implement media training for official spokespeople, Secretaries and Ministerial representatives (including selected KNEG members), with a particular focus on climate change and climate risk reduction/sustainable development	**Strategy 1** **Strategy 7**
Activity 4.8	Coordinate media training (with a specific focus on climate change and sustainable development issues) for five international media representatives	**Strategy 1** **Strategy 7**
Activity 4.9	Coordinate at least one annual 'Media Roadshow' for regional and international media to travel to Kiribati to learn about climate change, disaster risk management/sustainable development issues	**Strategy 1** **Strategy 7**
Activity 4.10	Implement 'Kiribati Climate Media Fellowship' program in which up to ten national, regional and international media are invited to participate in year-long program (mostly online) which includes training and opportunities to participate in key media events	**Strategy 7**
Activity 4.11	National, regional, international media to attend training or field visits during Independence Week (theme focussed on 'Strong Kiribati' concept – see Strategy component 7).	**Strategy 5**

Strategy component 5: Promote 'whole of government' approach		
Outcome: Increased integration of climate change and climate risk responses integrated into government policies and operational plans.		
Activity 5.1	Hold quarterly ministerial training forums focussing on climate change/sustainable development issues, the role of the KJIP and how the ministries are working together	**Strategy 2** **Strategy 7**
Activity 5.2	Train ministerial representatives in climate change communications including how to prepare a Communications Strategy and basic develop communications tools (working closely with the Climate Communications Technical Advisory Team – see Activity 1.2)	**Strategy 2** **Strategy 7**
Activity 5.3	Establish quarterly internal newsletter (printed and/or electronic)	**Strategy 2** **Strategy 7**

Activity 5.4	Prepare lessons learnt/case studies on six key focus areas under the KJIP including food security, Water, Sanitation and Hygiene (WASH), coastal protection, education, health and environment (and use to promote to media – see Activity 4.2)	**Strategy 2** **Strategy 4** **Strategy 7**
Activity 5.5	Profile five KNEG members in a 'Changemakers' series (focus on representatives from key ministries) in the media including newspapers, internal newsletters, posters and radio	**Strategy 1** **Strategy 7**
Activity 5.6	Develop guidelines on how to work with vulnerable groups when communicating climate change and climate risk management	**Strategy 12**

Strategy component 6: Raise awareness of sustainable development/climate change issues		
Outcome: *The i-Kiribati population is well informed and all stakeholders have access to up to date and accurate information focused on key sectors*		
Activity 6.1	Consolidate and analyse baseline studies into perceptions and attitudes towards climate change and climate risk reduction across key target audiences	**Strategy 7**
Activity 6.2	Develop innovative and engaging climate change and climate risk reduction materials for general audiences including brochures, radio programs, billboards, posters, interactive singing and dancing performances, short animated video, powerpoint presentations, picture cards, bus-campaigns	**Strategy 5** **Strategy 7**
Activity 6.3	Establish an 'Innovative Climate Communications Fund' in which NGOs and community-based organisations can access funding to support innovative, low-cost communications and education initiatives	**Strategy 7**
Activity 6.4	With the Kiribati Climate Communications Technical Advisory Team (see Activity 1.2), determine the feasibility of highlighting Kiribati as a leader in climate change communications among Small Island Developing States on regional and international levels	**Strategy 7**

Strategy component 7: Engage communities and promote partnerships		
Outcome: *Communities and island councils manage and implement climate change adaptation and disaster risk reduction measures as an integral part of their development efforts which are inclusive of vulnerable groups.*		
Activity 7.1	Work with 'Climate Partners' and key stakeholders to develop and formalise a plan and activities for a year-long campaign – 'Strong Kiribati' (including the selection of two to three key behaviours, around key sector issues – water, health etc. to be promoted during the campaign)	**Strategy 5**
Activity 7.2	Media launch of 'Strong Kiribati' campaign and announcement of competition to develop logo, mascot and theme song for campaign	**Strategy 5**
Activity 7.3	Official launch and introduction of campaign logo, mascot and theme song	**Strategy 5**
Activity 7.4	Launch school campaign/partnership that focuses on supporting the climate change syllabus through extra-curricula activities and competitions and develop materials to support 'Strong Kiribati' campaign (include teacher training initiatives)	**Strategy 7**
Activity 7.5	Train-the-trainer initiatives comprised of representatives from island councils and villages who will be trained on everyday behaviour change in key focus areas/disaster risk reduction	**Strategy 4** **Strategy 5**
Activity 7.6	Profile national 'Champions' or 'Heroes' to drive promotional campaign (including representatives from all the following target audiences: Ministerial – KNEG member, village councils, youth). The 'Heroes' could be a high-profile i-Kiribati.	**Strategy 4** **Strategy 5**
Activity 7.7	Film/radio project, 'Storytellers', capturing the legends and stories of Kiribati culture and traditions – could be elder/youth opportunity	**Strategy 5** **Strategy 7** **Strategy 12**
Activity 7.8	Support at least two community-based behaviour change campaigns on key climate issues (e.g. food security, Water, Sanitation and Hygiene (WASH), coastal protection, education, health and environment)	**Strategy 4** **Strategy 5** **Strategy 6**

10. Partnerships

Table 10 provides some examples of potential partnerships that could be further explored. Not all implementation partners have been listed. This matrix needs to undergo further consultation in light of priorities, timeline and budget. It is anticipated that the OB/KJIP Secretariat in partnership with the Ministries and development partners will finalise.

Table 10: Potential partnerships

Key sector	Implementation partner (to be finalised by OB) (Lead government ministry/ development partner)	Scope of partnership opportunities
Health	Ministry of Health and Medical Services (MHMS) SPC, EU	Strengthening community-based awareness of the connection between improved health and the resilience of i-Kiribati to minimize the risks presented by the onset of climate change.
Coastal protection	Ministry of Environment, Lands and Agricultural Development (MELAD) SPC/SPREP Kiribati Adaptation Project (KAP) III/World Bank/Australian Government – Department of Foreign Affairs and Trade/NewZAID	Cooperation on key communication tools including, website, newsletters, social media, knowledge management, media management and capacity building.
Basic education/climate change curricula	Ministry of Education, Youth and Sport Development (MEYSD) GIZ/SPREP Australian Government – Department of Foreign Affairs and Trade	Institutional capacity-building initiative with a focus on strengthening basic education and enhancing quality education.
Food security	Ministry of Environment, Land and Agriculture Development (MELAD) SPC/FAO Australian Government – Department of Foreign Affairs and Trade	Village-based initiative to train farmers on innovative agricultural practices to secure food sources as a response to the impacts of climate change.
Water, Sanitation and Hygiene (WASH)/Health	Ministry of Public Works and Utilities (MPWU) SPREP Asian Development Bank UNICEF	Working with villages to address sanitation needs and to promote positive hygiene behaviours to improve health of children and families.
Climate change and disaster risk reduction education and communications	OB/KJIP Secretariat/MELAD SPC, SPREP, GIZ, USP, UNESCO, UN, EU, Australian Government – Department of Foreign Affairs and Trade	Potential joint education and communications activities in climate change and climate risk reduction education and communication in the Pacific.

11. Monitoring and Evaluation

Monitoring and evaluation processes are critical to the success of communications initiatives. From the outset of a communications plan, it is important to build in mechanisms to assess the effectiveness of the activities in projecting Key Messages to the Target Audiences. Throughout the plan, monitor the effectiveness of communication channels and tools to ensure they are appropriate to the context and capability of the operating environment.

The extent of the Monitoring and Evaluation Framework as part of this Communications Strategy is dependent on the level of resources, capability and planning to undertake the assessment activities. Some guiding questions below can support the thinking around monitoring and evaluation.

• What is to be monitored and evaluated
• What activities are needed to monitor and evaluate
• Who is responsible for monitoring and evaluation activities
• When monitoring and evaluation activities should occur (timing)
• How monitoring and evaluation is carried out (methods)
• What resources are required

Evaluation can be undertaken of every communications activity, attached to specific outcomes, or facilitated as 'milestones' throughout the life of the Strategy (eg: every month, quarter, year).

The Monitoring and Evaluation Framework (Table 11) can be used to support monitoring and evaluation efforts.

If possible it is important to establish baselines. A baseline is a 'starting point' from which to measure the activities against.

Table 11: Monitoring and Evaluation Framework

What is being monitored/evaluated?	How will it be monitored/evaluated?	Timing (when)	Methods (how)	Resources
E.g. Media Release	*Qualitative analysis i.e. are the key messages reflected throughout the subsequent publicity?*	*Following publication*	*Media monitoring/Google Alerts/internet searches*	*Time (estimated 1 hour per Media Release)*
E.g. Public forum	*# of people from line Ministries attending the Forum* *25% increase in awareness of xx following attendance at forum*	*Before/during or after forum* *Following forum*	*Attendance numbers recorded* *Small survey of randomly selected line Ministry officials*	*Time* *Materials for surveys*