

2019 -2023

Communication Strategy

Capacity Building Initiative for Transparency
Republic of Liberia

CBIT



Foreword

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1. Overview of the CBIT

As part of the Paris Agreement, Parties to the United Nations Framework Convention on Climate Change (UNFCCC) agreed to establish a Capacity-building Initiative for Transparency (CBIT). The goal of the CBIT is to strengthen institutional and technical capacity of developing countries to meet the enhanced transparency requirements of the Paris Agreement in both the pre- and post-2020 period. These enhanced transparency requirements are defined in Article 13 of the Paris Agreement. Therefore, many other countries that are parties to the Paris agreement including Liberia established its CBIT to build and strengthen its national capacity to implement the transparency elements of the Paris Climate Agreement.

From January 2019, Conservation International (CI) and the Environmental Protection Agency (EPA) supported by the Global Environment Facility (GEF) have led efforts in building and strengthening Liberia's national capacity to implement the transparency elements of the Paris Climate Agreement. Utilizing the transparency framework, the goal of the Capacity Building Initiative for Transparency Unit within the EPA, is to accurately track and report the successes of the implementation of its National Disclosed Contributions committed to reduce greenhouse gas emissions below two degrees Celsius.

The CBIT enables countries to establish or strengthen their in-house capacity to track progress on national commitments made under the Paris Agreement and to produce more comprehensive and accurate reports capturing their implementation in the medium to long-term. The CBIT also supports countries to build capacity to enhance the level of ambition under the Paris Agreement, such as enhancing capacities for the generation of accurate and updated data on emissions in all sectors as well as in the impacts of adaptation measures in increasing resilience of communities and ecosystems.

The specific objectives of the CBIT are:

- To strengthen the capacity of national institutions to track NDC implementation and sustain transparency efforts over time.
- To provide direct technical support to harmonize land use, agriculture, energy, transport and waste sectors data collection and reporting through training and assistance
- To develop integrated Platform for Data Sharing and Policy Making.

1.1. Document purpose and Scope

Communicating climate change in Liberia is still a huge challenge for all stakeholders including policy makers, experts, activists, advocates, communities and citizens. Those who are experts and champions of climate change find it even more daunting to make sustainable impact towards changing perception, myth, inherent socialization, culture, attitudes and behaviors. Efforts that would support policies and actions on mitigation and adaptation nationally determined to reduce greenhouse gas emissions must be through enhanced knowledge, information sharing, dialogue and coordination.

Notwithstanding, those who are duty bearers of accounting for, and promoting the reduction in greenhouse gas emissions as prescribed by the United Nations Framework on Climate Change (UNFCCC) and committed by Liberia through its Nationally Determined Contributions must first understand the policies, actions and the extent of the challenges to enable them develop strategic ways to overcome and account for its implementation. This will require new skills and approaches to communicate climate change policies in the context of reducing greenhouse gas emissions as outlined in Liberia's Nationally Determine Contributions (NDC). The NDC focuses on Land use and land use change targeting a variety of audiences within specify sectors of its hubs.

This communication strategy is a plan for communicating climate change targeting specifically commitments of the Paris Agreement through the implementation and coordination of the NDC Hubs by the Capacity Building Initiative for Transparency. The goal is to increase awareness and communicate the successes about efforts toward achieving the transparency elements of the UNFCCC. It will promote policy implementation, coordination and information sharing while generating dialogue among all Liberians at the national, sectoral, and community levels through an integrated approach.

2. Communication Strategy

2.1. Overall communication objectives

The overall objective of the communication strategy is to generate awareness and discourse in line with Liberia's CBIT.

2.2. Strategic communication Objectives

Objective 1. Increased education and awareness on climate change policies

- Train 5 NDC Hubs personnel and communication units about Liberia climate change policies.
- NDC Hubs develop strategies to raise awareness about climate change.
- NDC Hubs develop and disseminate sector specific messages to relevant target audiences.

Objectives 2.Promote the use of alternative energy sources highlighting models of eco-friendly policies and best practices

- Disseminate radio and social media messages highlighting the use of eco stove, bio digester, solar energy etc.

Objective 3: Educate citizens about sustainable land management through increased awareness on policies that support sustainable land management practices such as protection, conservation, sustainable use of resources (soil, water and biodiversity) and the restoration of degraded natural resources including ecosystem functions.

- Produce and broadcasts serial radio dramas educating citizens about causes of deforestation, forest degradation and sustainable forest management through adaptation of livelihood policies and income generating opportunities.
- Educate citizens about reforestation, its benefits and contributions to reduced greenhouse gas emissions.
- Promote/encourage lowland farming as against shifting cultivation or slash and burn.

Objective 4: Educate citizens about land rights act with focus on community land rights.

- Host community sustainable natural resources management forum with community land management team, civil society and other stakeholders.

Objective 5: promote discourse to strengthen policy on decarbonization of transport energy through policy dialogue.

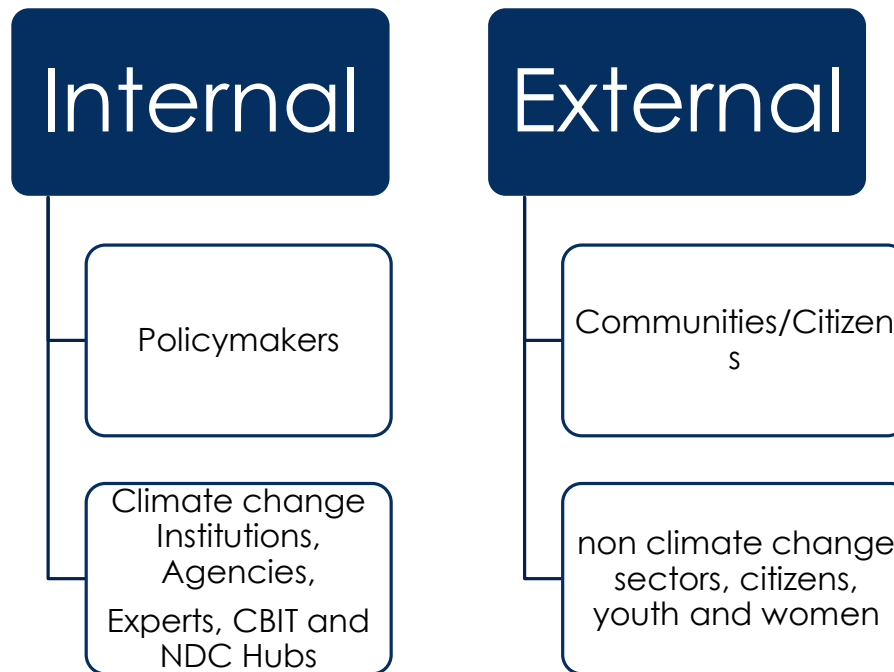
- Increase policy dialogue to generate discourse on decarbonization.

Objective 6: Promote sustainable waste management practices such as the 4R principles.

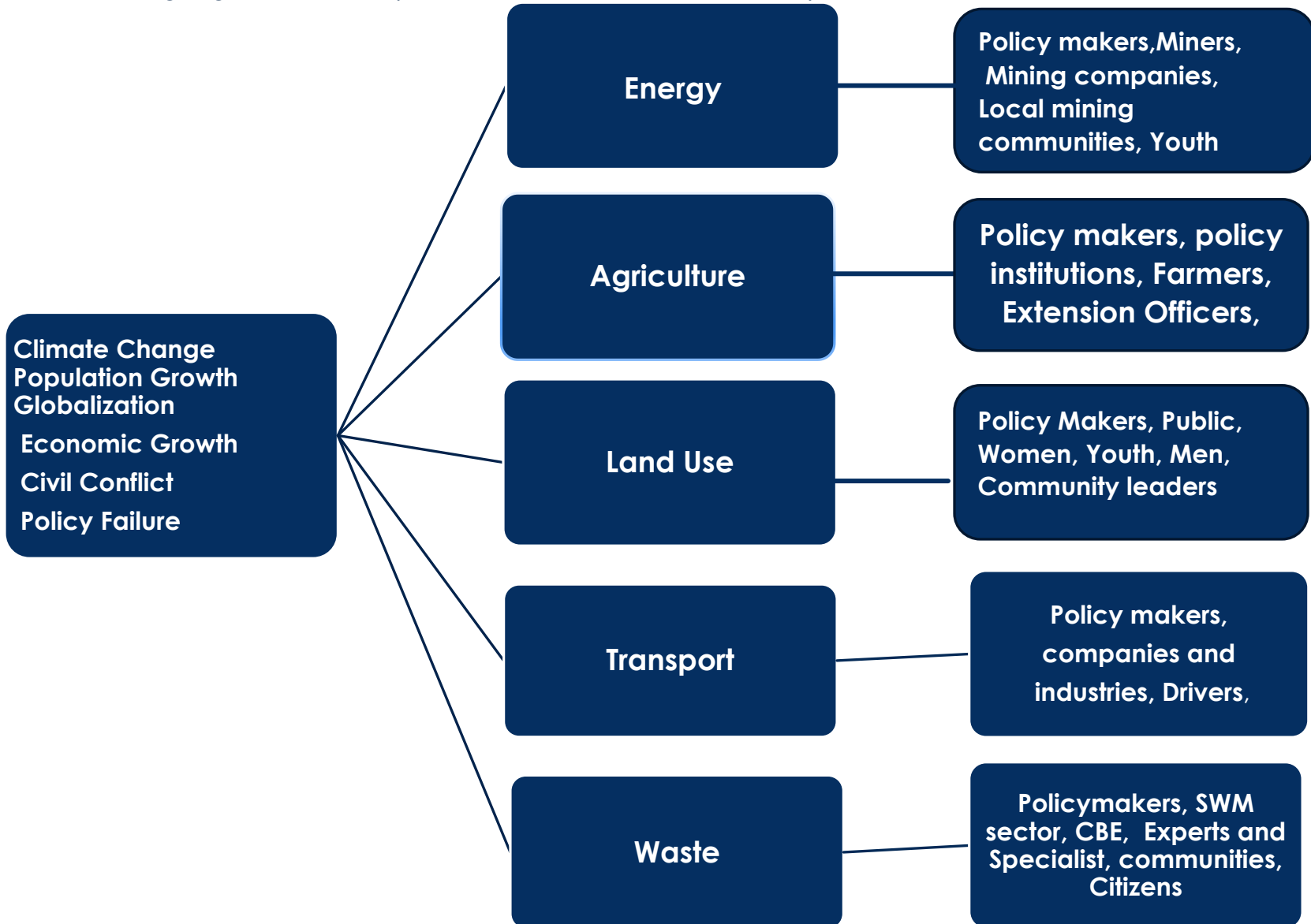
- Promote sustainable waste models through showcasing: composting, recycling and waste to energy initiatives such as biogas waste 2 energy bio digester projects and biogas production.

2.3. Target Groups



The actions within this strategy will take place at two levels of communication: Internally which will include sharing information among policy makers, climate change institutions, agencies including the CBIT and NDC Hubs; the second will include communities, non-climate change sectors and the entire citizenry including women and youth.



2.4. Target group specific (NDC Hub environmental pressure)



2.5. Tools and Channels per target group

Target Group	Audience Description	Tools	Channels
Primary Target Audience	Miners Mining companies, Local mining communities Youth Companies and industries, Drivers	Discussion forums Radio Formats Build board advertising	
Secondary Target Audience	Policy Makers, Experts, CBIT, NDC Hubs etc.	Coordination meetings Use of ICT tools web publications and blogs, e newsletter and social media platforms	

Audience Description

Primary Audience are the receivers of the communication or messages. They are in this case the direct target for change.

Secondary Audience are the influencers those who can inspire or encourage others to take on certain attitudes or behaviors.

2.6. Digital news updates

Utilizing social media networks including SMS texting, information updates from the NDC hubs including the CBIT will be broadcast digitally to specific targets including the secondary audience mentioned in section 2.6 above. Information will include CBIT tracking reports, basic information relating to the operations, project implementation and communication activities of the NDC hubs and the CBIT PMU.

2.7. Project Internal Platform

An internal platform will be created for the purpose of sharing experiences, best practice and building synergies among the hubs and the CBIT. The platform will assist in tracking progress against milestone achievements of the hubs, assessing progress and making appropriate changes to implementation where necessary.

2.8. Project Website

The project website will be used to disseminate information to a global audience about the work of the CBIT including all activities and initiatives taken in line with the CBIT mandate and implementation of project activities. It may include the dissemination of all forms information about CBIT project in Liberia.



2.9. Information and Education Materials(IEC)

To increase the CBIT visibility and communicate, basic information about Liberia's Nationally Determine Contributions simple IEC and other promotional materials about the hubs will be produced: flyers, t-shirts, visibility jackets and aprons, pens, etc. The slogans or messages on items will be customized locally to include principles, slogans about reducing greenhouse gas emissions. It will

highlight Liberia commitments.



2.10. Information Materials

Based on each NDC hub activity simple informational materials such as leaflets, stickers and brochure will be produced to educate and create awareness about reducing GHG emissions. It will target specific audiences which will include youth, adults and target audiences identified above in section above. The informational materials will focus on disseminating core messages that will trigger actions and convinced targets to take on new or change certain attitudes. Other forms of materials will include advertising or build boards with illustrative graphics that will promote climate smart behavior.

2.11. Press kit

The press kit will provide essential information about the CBIT and NDC Hubs. It will include informational and educational materials about Liberia' efforts toward reducing greenhouse gas emissions. CBIT and NDC hubs achievements including major milestones will form part of the press kit. The Press kit will be updated regularly and made available to the media and journalists. It will include the contacts of the CBIT coordinator and communication focal person.

2.12. Press Releases

The EPA communication Unit serves as the clearing house for all press releases and information to be disseminated about any and all efforts made towards achievements of Liberia' NDC implementation. Information for news or press releases will be generated by the CBIT, produced, cleared and distributed by the communication team. Information about activities, events and announcements will be disseminated periodically. The format for the press release remains the same in keeping with that of the EPA standard. Joint Press releases may be disseminated as necessary with the NDC hubs.

3.0. Communication Activities per objectives & Expected Results

No.	Objective / Output/Activities	Expected Results	Indicator	Means of verification	Frequency
1	Increased education and awareness on climate change policies				
1.1.	Train 5 NDC hubs personnel and communication departments about Liberia climate change policies.	NDC hubs personnel and comms. Department are knowledgeable about climate change policies and are empowered to incorporate into daily activities and plans.	Number of NDC hub staff trained, Training module and topics,	Attendance logs, pre and posttest evaluations. Training reports	As may be required
1.2	NDC Hubs develop sector specific strategies for awareness on climate change.	Sector specific strategies are developed and disseminated.	Number of strategies developed and implemented	Number of Strategies developed and implemented	Annually
1.3.	NDC Hubs develop and disseminate sector specific messages to relevant target audiences	Sector specific Messages are developed and disseminated. Messages are targeted and coordinated to have an overarching impact.	Number of messages developed, Number of target audience reached	Number of Sector specific messages developed and published, Number of target audience reached via messaging	Annually
2	Promote the use of alternative energy sources highlighting models of eco-friendly policies and best practices				

2.1.	Disseminate radio and social media messages highlighting the use of eco stove, bio digester, solar energy etc.	Radio and social media messages highlighting the use and benefits of eco stove, bio digester, solar energy etc. are disseminated to specific target audiences	Number of radio and social media messages disseminated or published.	Radio and social media messages, Number of shares, likes, hit counts	Quarterly
3	Educate citizens about sustainable land management through increased awareness on policies that support sustainable land management practices such as protection, conservation, sustainable use of resources (soil, water and biodiversity) and the restoration of degraded natural resources including ecosystem functions.				
3.1	Produce and broadcast serial radio dramas educating citizens about causes of deforestation, forest degradation and sustainable forest management through adaptation of livelihood policies and income generating opportunities	Serial radio dramas produced and broadcast, target audience have a better understanding of deforestation, sustainable forest management and forest degradation and can take action to prevent it	Number of radio dramas produced and broadcast, MSC stories	Broadcast logs, informal audience survey including FGD , success stories	Biannually
3.2	Educate citizens about reforestation, its benefits and contributions to reduced greenhouse gas emissions through the conduct of community forums and radio programming	Citizens are knowledgeable about reforestation and its benefits, including the impact of climate change and sources of GHG emissions,	Number of educational messages distributed, number of community forums held	Change stories, Number of community forums held, attendance logs, participants list	Bi-annually
3.3	Promote/encourage lowland farming as against shifting cultivation or slash and burn	Promotional messages on lowland farming are disseminated to farmers	Number of messages disseminated	Number of messages produced and disseminated	As may be required
4	Educate citizens about land rights act with focus on community land rights				

4.1	Host sustainable community resources management forum in targeted communities with a focus on citizens role in forest preservation/conservation etc. targeting community leaders, CSOs, youth and women, community land management team	Communities are knowledgeable of the importance of forest conservation, can take ownership, responsibility and participate by indulging in practices to preserve the forest and other resources for future generations	Number of forums held, number of participants disaggregated by gender and age,	Reports, attendance logs, participants lists, documented actionable outcomes and commitments	As may be required
5 Promote discourse to strengthen policy on decarbonization of transport energy through policy dialogue.					
5.1	Increase policy dialogue to generate discourse on decarbonization through quarterly public forums on decarbonization hosted jointly by mines and energy and the Ministry of transport facilitated by climate change institutions and experts (CI, EPA)	Policy makers and experts can dialogue and begin to evolve Liberia' roadmap to decarbonization,	Number of policy forums held, number of participants,	Participants list, Reports, documented outcomes and successes	Quarterly
5.2	Hold annual regional symposium as a learning event on decarbonization	Information and regional best practices shared, decarbonization actions/implementations are modeled and showcased	Number of participants, symposium reports covering outcomes and actions	Attendance logs, participants lists, evaluation results,	Annually
6 Promote sustainable waste management practices such as the 4R principles.					

6.1	Produce radio messages on principle of 4rs in 21 local languages and broadcast on 50 community radios in Liberia including emphasis on sorting waste , impact on climate change as a result of emissions	Citizens become knowledgeable about sorting and progressively begin to practice sorting at the source of waste collection or disposal, citizens are aware of the impact of waste on climate change, citizens become knowledgeable of the principle of 4Rs and can practice it	Number of messages produced and broadcast, Number of local languages targeted for production, number of stations broadcasting radio messages	Broadcast logs, Delivery logs	Quarterly
6.2	Produce messages and disseminate via radio: favorable methods of waste disposal, reinforce messages to discourage ill practices of waste disposal such as burying, burning, indiscriminate and illegal disposal in drainages and waterways etc.	Citizens are aware of favorable waste management options, Citizens take on attitudes of sustainable waste management practices,	Number of messages produced and disseminated	Broadcast logs	Quarterly
6.3	Promote sustainable waste models through radio dramas and TV documentaries showcasing: composting, recycling and waste to energy initiatives such as biogas waste 2 energy bio digester projects and biogas production	Citizens are inform about how waste can be transform into other products that are useful and beneficial.	Number of messages and documentaries produced and broadcast	Listeners survey report	Biannually

3.1. Core messages

Liberia is a party to the United Nations Framework Convention on Climate Change. It is committed to reducing greenhouse gas emissions below 2°C. In keeping with Article 13 of the Paris Agreement Liberia has established its Capacity Building Initiative for Transparency (CBIT) to accurately track, account for and report achievements of its National Determine Contributions for reducing GHG emissions. All Liberians have a responsibility for preserving our climate. Take action today and save the climate for future generations.

3.2. Messages per hub

No	NDC Hub/ Sector	Audience	Message
1	Forestry Development Authority	Framers, hunters, citizens	<ul style="list-style-type: none"> • We depend on the trees to protect us from climate change, global warming, assist by preventing forest depletion and resist cutting down the forest Indiscriminately. • Cutting down more trees will destroy our forest. This will make our Community vulnerable to storm, drought, and heavy rains. • Planting more trees will prevent our land from destruction. • Using stove for cooking cannot burn your house, it reduces the use and expense on charcoal. • Save a dime on charcoal, save millions for future generation.
2	Ministry of	Fisherman, fishmongers	<ul style="list-style-type: none"> • Stop harvesting mangroves, they provide homes for

	Agriculture		<p>young fishes.</p> <ul style="list-style-type: none"> Engage in lowland farming in order to save our forest Farm SMART Farm lowland
3	EPA	Men women youth public	<ul style="list-style-type: none"> When you build in waterways and on wetlands you destroy the naturally built environment, it causes flooding. Do not build on wetlands and waterways! Stop building on wet land. It creates flooding.
4	Ministry of Mines and Energy	Miners, Policy makers, Men, youth	<ul style="list-style-type: none"> Promote sustainable mining by halting illegal mining Fuel is expensive, the sun has no cost. Invest in solar energy!
5	Monrovia City Corporation	public, women, men, youth	<ul style="list-style-type: none"> Prevent climate change by reducing your consumption, reusing items that are difficult to decompose, recycle items by returning them to manufacturers or producers. Waste can be a treasure, when items placed in the waste bins are reusable. Not everything is waste give items that are reusable to someone who needs it before it ends up on the streets. Eco stove reduces smoke and reduces the use of charcoal, prevent deforestation use Eco stoves and not charcoal. Separate your waste, they are valuable for producing energy and other products such as compost and energy including cooking gas and small scale electricity. Know your waste, organic waste is waste from food products such as peel of skin from chicken, vegetables or leftover foods. Inorganic waste are bottles, plastics etc. You must separate them before

			they are collected by the waste collectors in your area they will be used to produced other materials that we can use again.
6.	Ministry of Transport		<ul style="list-style-type: none"> Reduce the use of fuel and invest in renewable energy. The use of fuel produces carbon, carbons into the atmospheres can cause change in the climate that may result in flood, drought etc.

4.0. Monitoring and Evaluation Plan

Overall Objective	The overall objective of the communications strategy is to generate awareness and discourse in line with Liberia’s CBIT.				
Objective 1	Increased education and awareness on climate change policies				
Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
5 NDC hubs personnel and comms. Department are knowledgeable about climate change policies and implementing the policies	Number of NDC Hubs knowledgeable and implementing climate change policies	None	5 NDC hubs	Reports	NDC hubs setup not completed
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
50 personnel at NDC hubs and comms. Department are trained about Liberia climate change policies.	Number of NDC hub staff trained. Number of training modules and topics produced.	None	5 hubs	Training reports	Training module and topics developed. NDC Hubs personnel not regular for training

NDC Hubs sector specific strategies for awareness on climate change developed.	Number of sector specific strategies developed	None	1 strategy per Hub	Sector specific strategies	Consultant hired to support the Hubs. Lack of resources to develop the strategy
Sector specific Messages are developed, coordinated and disseminated to have an overarching impact.	Number of messages developed and disseminated	None	5 messages per each hub	Messages developed	
Objective 2	Promote the use of alternative energy sources highlighting models of eco-friendly policies and best practices				
Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Radio and social media messages are disseminated and highlighting the use of eco stove, bio digester, solar energy etc.	Number of radio and social media messages that are disseminated and making impacts	None	4 radio and social media messages	Radio and social media messages	
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Radio and social media messages disseminated on the use of eco stove, bio digester, solar energy etc.	Number of radio and social media messages that are disseminated	None	4 radio and social media messages	Radio and social media messages	
Objective 3	Educate citizens about sustainable land management through increased awareness on policies that support sustainable land management practices such as protection, conservation, sustainable use of resources (soil, water and biodiversity) and the restoration of degraded natural resources including ecosystem functions.				
Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Target audience have a better understanding of deforestation, sustainable	Number of citizens taking action to	None		Evaluation report	Citizens resistant to behavior change

forest management and forest degradation and begin to take action to prevent it	prevent forest degradation.				
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Citizens educated about causes of deforestation, forest degradation and sustainable forest management through serial radio dramas	Number of citizens educated thru serial radio drama	None		Serial radio dramas	
Citizens knowledgeable about reforestation, its benefits and impact of climate change and sources of GHG emissions,	Number of citizens educated	None		Reports	
Promotional messages on lowland farming are disseminated to farmers		None		Promotional messages	
Objective 4	Educate citizens about land rights act with focus on community land rights				
Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Communities are knowledgeable of the importance of forest conservation and are taking responsibilities and are practicing to preserve the forest and other resources for future generations	Number of communities knowledgeable and practicing to preserve the forest and other resources	None		Reports from community meetings and training	Communities not willing to change behaviors
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks

Sustainable community resources management forum in targeted communities hosted with focus on citizens role in forest preservation/conservation etc.	Number sustainable community resources management forum conducted	None	20 forums hosted in 10 counties	Reports for the community management forums	Communities unwillingness to change behaviors
Objective 5	Promote discourse to strengthen policy on decarbonization of transport energy through policy dialogue.				
Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Policy makers and experts conduct dialogue and begin to evolve Liberia' roadmap to decarbonization	Number of dialogues conducted.	None	12 dialogues hosted monthly	Reports and updates from the dialogue	Policy makers and experts willingness to dialogue
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Quarterly public forums on decarbonization hosted jointly by mines and energy and the Ministry of transport to generate discourse on decarbonization	Number of public forums hosted	None	4 public forums hosted	Forums reports and updates	Poor coordination and lack of willingness to commit time to the dialogue
Annual regional symposium hosted and as a learning event on decarbonization, best practices shared, actions/implementations are modeled and showcased	Number of annual regional symposium hosted. Number of best practices shared	None	1 symposium conducted	Symposium reports and updates	
Objective 6	Promote sustainable waste management practices such as the 4R principles.				

Outcome	Outcome indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Citizens are knowledgeable about sorting and progressively begin to practice sorting at the source of waste collection or disposal	Number of citizens knowledgeable and begin to practice	None	2 waste management forums conducted	reports and updates from the forums	Citizens unwillingness to change behaviors
Outputs	Outputs indicators	Baseline	Targets	Means of Verifications	Assumption/Risks
Citizens are aware of the impact of waste on climate change, citizens become knowledgeable of the principle of 4Rs and can practice it	Number of waste management forums conducted	None	10 waste management forums conducted	reports and updates from the forums	Citizens unwillingness to change behaviors Lack of funds to conduct forums
Messages produced and disseminated via radio on favorable methods of waste disposal and discourage ill practices of waste disposal such as burying, burning, indiscriminate and illegal disposal in drainages and waterways etc.	Number of messages produced and disseminated to citizens	None	10 messages produced and disseminated	Messages produced	Citizens unwillingness to change behaviors Lack of funds to conduct forums
Radio dramas and TV documentaries produced to promote sustainable waste models through composting, recycling and waste to energy initiatives such as biogas waste 2	Number of radio dramas and TV documentaries produced	None	20 episode 30 minute radio dramas and 2 TV documentaries produced	Copies of radio dramas and TV documentaries	

energy bio digester projects and biogas production					
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5.0. Implementation Timeline

No.	Objective / Output/Activities	Responsible Persons	Timeframe	Yr1	Yr2	Yr3	Yr4	Yr5	
1	Increased education and awareness on climate change policies								
1.1.	Train 5 NDC hubs personnel and communication departments about Liberia climate change policies.	CBIT/EPA/CI	November 2019 to March 2020	X					
1.2	NDC Hubs develop sector specific strategies for awareness on climate change.	CBIT/ Consultant/NDC hubs	January 2020 to March 2021		X	X			
1.3.	NDC Hubs develop and disseminate sector specific messages to relevant target audiences	CBIT/ Consultant/NDC hubs	June 2020 to December 2021		X	X			
2	Promote the use of alternative energy sources highlighting models of eco-friendly policies and best practices								
2.1.	Disseminate radio and social media messages highlighting the use of eco stove, bio digester, solar energy etc.	CBIT / MoT/MME	November 2019 to October 2022		X	X	X		
3	Educate citizens about sustainable land management through increased awareness on policies that support sustainable land management practices such as protection, conservation, sustainable use of resources (soil, water and biodiversity) and the restoration of degraded natural resources including ecosystem functions.								
3.1	Produce and broadcast serial radio dramas educating citizens about causes of deforestation, forest degradation and sustainable forest management through adaptation of livelihood policies and income generating opportunities	CBIT/EPA/MOA/FDA Consulting firm	February 2020 to 2023		X	X	X	X	

3.2	Educate citizens about reforestation, its benefits and contributions to reduced greenhouse gas emissions through the conduct of community forums and radio programming	CBIT/ FDA	October 2020 to 2022		X	X	X		
3.3	Promote/encourage lowland farming as against shifting cultivation or slash and burn	CBIT/MoA	October 2019 to October 2023	X	X	X	X	X	
4	Educate citizens about land rights act with focus on community land rights								
4.1	Host sustainable community resources management forum in targeted communities with a focus on citizens role in forest preservation/conservation etc. targeting community leaders, CSOs, youth and women, community land management team	CBIT/CI/FDA/LC	October 2019 to October 2023	X	X	X	X	X	
5	Promote discourse to strengthen policy on decarbonization of transport energy through policy dialogue.								
5.1	Increase policy dialogue to generate discourse on decarbonization through quarterly public forums on decarbonization hosted jointly by mines and energy and the Ministry of transport facilitated by climate change institutions and experts (CI, EPA)	CBIT/MoT	January 2020 to November 2022		X	X	X		
5.2	Hold annual regional symposium as a learning event on decarbonization	CBIT/MoT	February 2020 to November 2023		X	X	X	X	
6	Promote sustainable waste management practices such as the 4Rs								
6.1	Produce radio messages on principle of 4rs in 21 local languages and broadcast on 50 community radios in Liberia including emphasis on sorting waste , impact on climate change as a result of emissions	CBIT/MCC	November 2019 to December 2023	X	X	X	X	X	

6.2	Produce messages and disseminate via radio: favorable methods of waste disposal, reinforce messages to discourage ill practices of waste disposal such as burying, burning, indiscriminate and illegal disposal in drainages and waterways etc.	CBIT/MCC	November 2019 to December 2023	X	X	X	X	X
6.3	Promote sustainable waste models through radio dramas and TV documentaries showcasing: composting, recycling and waste to energy initiatives such as biogas waste 2 energy bio digester projects and biogas production	CBIT/ MCC	November 2019 to December 2023	X	X	X	X	X

6.0. Budget

CBIT Communication Strategy Budget					
No.	Description	Quantity (Years)	Unit Cost	Total Cost	Budget Notes
1.1.	Train 5 NDC hubs personnel and communication departments about Liberia climate change policies	5	\$ 15,000	\$ 75,000	Conduct one training per year for the 5 hubs
1.2.	NDC Hubs develop sector specific strategies for awareness on climate change.	5	\$ 5,000	\$ 25,000	Hire consultant to support the development of 5 sector specific strategies for the five NDC Hubs and to provide refreshment for the meetings
1.3.	NDC Hubs develop and disseminate sector specific messages to relevant target audiences	5	\$ 5,000	\$ 25,000	Hire consultant to support the development sector specific messages for the five NDC Hubs and to provide refreshment for the meetings

2.1.	Disseminate radio and social media messages highlighting the use of eco stove, bio digester, solar energy etc.	5	\$ 10,000	\$ 50,000	Sign contract with radio stations and GSM companies to disseminate radio and SMS for the 5 years.
3.1	Produce and broadcast serial radio dramas educating citizens about causes of deforestation, forest degradation and sustainable forest management through adaptation of livelihood policies and income generating opportunities	5	\$ 35,000	\$ 175,000	Payment for production and radio stations to broadcast
3.2	Educate citizens about reforestation, its benefits and contributions to reduced greenhouse gas emissions through the conduct of community forums and radio programming	5	\$ 40,000	\$ 200,000	Conduct 30 community forums each year in the 15 counties. 2 forums per county.
3.3	Promote/encourage lowland farming as against shifting cultivation or slash and burn			\$ -	This will be part of 3.2 activities and funds
4.1	Host sustainable community resources management forum in targeted communities with a focus on citizens role in forest preservation/conservation etc. targeting community leaders, CSOs, youth and women, community land management team	5	\$ 45,000	\$ 225,000	Payment for NDC Hubs team to conduct community resources management forums
5.1	Increase policy dialogue to generate discourse on decarbonization through quarterly public forums on decarbonization hosted jointly by mines and energy and the Ministry of transport facilitated by climate change institutions and experts (CI, EPA)	5	\$ 15,000	\$ 75,000	Payment for experts and quarterly public forums for 5 years
5.2	Hold annual regional symposium as a learning event on decarbonization	5	\$ 20,000	\$ 100,000	Payments for expert and hosting of symposium

6.1	Produce radio messages on principle of 4rs in 21 local languages and broadcast on 50 community radios in Liberia including emphasis on sorting waste , impact on climate change as a result of emissions	5	\$ 25,000	\$ 125,000	payment for production and airing on community radio stations
6.2	Produce messages and disseminate via radio: favorable methods of waste disposal, reinforce messages to discourage ill practices of waste disposal such as burying, burning, indiscriminate and illegal disposal in drainages and waterways etc.	5	\$ 25,000	\$ 125,000	payment for production and airing on radio stations
6.3	Promote sustainable waste models through radio dramas and tv documentaries showcasing: composting, recycling and waste to energy initiatives such as biogas waste 2 energy bio digester projects and biogas production	5	\$ 20,000	\$ 100,000	payment for production and airing on radio stations
				\$ 1,300,000	

7.0. ANNEXES

7.1. Communication strategy development process and outcomes

The process leading to the development of the communication strategy included several consultations with individuals, institutions and thought leaders both from media, climate change specific including the NDC hubs. The consultations included several regional meetings/forums: Bong regional meeting covered stakeholders from Nimba Bong, Margibi, Grand Bassa and Grand Gedeh; Bomi Regional Meeting covered stakeholders from Grand Cape Mount, Bomi, and Gbarpolu Counties; one gender specific meeting with the Female Journalists Association of Liberia and the Montserrado meeting covered media and climate change stakeholders from the NDC hubs, media production houses, journalists specialized or covering climate change, EPA communication unit, CBIT and the leadership of the Press Union of Liberia and the Female Journalists Association of Liberia. Below is a matrix showing the number of attendees disaggregated data per regional meeting:

No.	Meeting	Female	Male	Total Number
1	Bomi Regional Meeting	4	17	21
2	Bong Regional Meeting	6	20	26
3	Gender Specific Meeting	14	0	14
4	Media and Climate Change Stakeholders Meeting	6	17	23

The quantitative data collection focus on the 5 NDC hubs excluding the University of Liberia (hub not fully set up). The response generated were from the Forestry Development Authority, Monrovia City Corporation, Miniseries of Agriculture, Transport, Mines and energy. Below is a disaggregated data of the respondents per hub:

No.	Focus Area	Females	Males	Total Number
1.	Forestry Development Authority	6	3	9
2.	Ministry of Agriculture	2	2	4
3.	Ministry of Mines and Energy	2	3	5
4.	Monrovia City Corporation	8	3	11
5.	Ministry of Transport	2	2	4
6.	Environmental Protection Agency	3	0	3
	Total	23	13	36

7.2. Methodology

The methodological approach to the assessment leading to the strategy development accounted for literature/desk review, Key Informant or semi structure interview, self-assessment, Focus Group Discussion/meetings and Regional Forum Methodologies as described below in detail:

1. Literature Desk/Review

During the review, the consultant obtained reports, data, updates etc. from the CI, EPA, NDC hubs and other relevant sectors to generate information that informed the development of the communication strategy and the ancillary documentation as required under the consultancy. The review took into consideration the CBIT project documents and other climate change related documents including the National climate change strategy for Liberia to inform some aspects of the assessment tool.

2. Key Informant or Semi Structured Interview

The consultant drafted the assessment tools and work closely with Conservation International (CI) and the Environmental Protection Agency (EPA) and the project management unit-CBIT project to review and finalize tools to assess the communication needs and capacity of the CBIT, its PMU and the NDC hubs to understand its communication gaps with the goal of delivering effective interventions that will promote enhancing the public knowledge on climate change and its impact on land use and land use change.

The consultant adapted a one on one interview approach with key informants using the assessment tools to gather information. Where informants were unavailable for a face to face interview, the consultant used technological approach (specifically mobile interview) to engage the key informant in the one on one.

3. Self-Assessment

The tool was distributed to the communication unit at each of the NDC hubs (Forestry Development Authority, Ministry of Transport, Ministry of Agriculture, Ministry of Mines and energy, Monrovia City Corporation). The tool was filled out by the communication unit/team of each of the NDC hubs. The data was entered from the self-assessment and the consultant conducted the analysis of the data gathered to project findings through graphs, content narratives, etc. for the communication strategy, implementation plan and the visual aid.

4. Focus Group Discussion

The FGD were held in the form of regional forums/ regional meetings, the consultant held 3 separate regional meetings of media, EPA and forestry staff at the local level and one national meeting of media and climate change stakeholders including one gender specific with the female journalists association to provide a gender dimension or perspective to climate change that would give consideration to inclusivity regarding women and policy, validate the regional outcomes of the regional meetings and the NDC hub data collected and provide additional information to the to the strategy development. A SWOT and PEST Analysis of the media including a contextual and situational analysis were carried out at each of the meetings or forums.

The meeting included media production houses, national media development organizations and media associations including thought leaders and experts. The meetings focused on analyzing the capacity of the media in climate change and Land use, land use change, and mapped out what has been done towards climate change reporting, awareness and education. Production houses such as New Liberia Media Initiative, Talking Drum Studio/Search for Common Ground, Liberia Media Democratic initiative, Center for Media Studies and Peacebuilding, Press Union of Liberia, Female

Journalists Association of Liberia, and the Association of Liberia Community Radios, including heads of the NDC communication departments formed part of the process.

5. Regional Forum Methodologies

Two regional forums were held at the rural level (local government level) at two different locations: central (Bong county) to cover Nimba, Lofa, Bong, Margibi and Grand Gedeh. The second will take place in Tubmanburg, Bomi county and will include participants from Bomi, Grand Cape Mount, Gbarpolu county. During these regional meetings, the consultant used various methodologies including presentation, lectures, Focus Group Discussions and participatory plenaries.

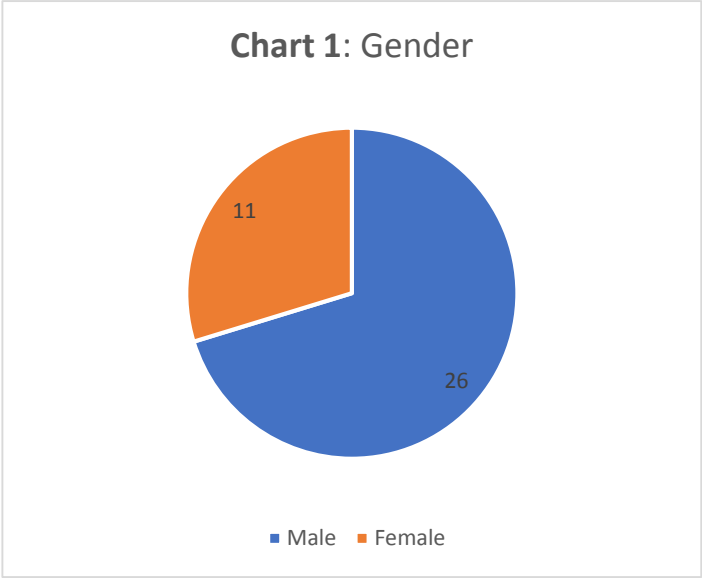
7.3. Gap Analysis Assessment Findings (Graphs, SWOT and PEST)

QUANTITATIVE DATA ANALYSIS

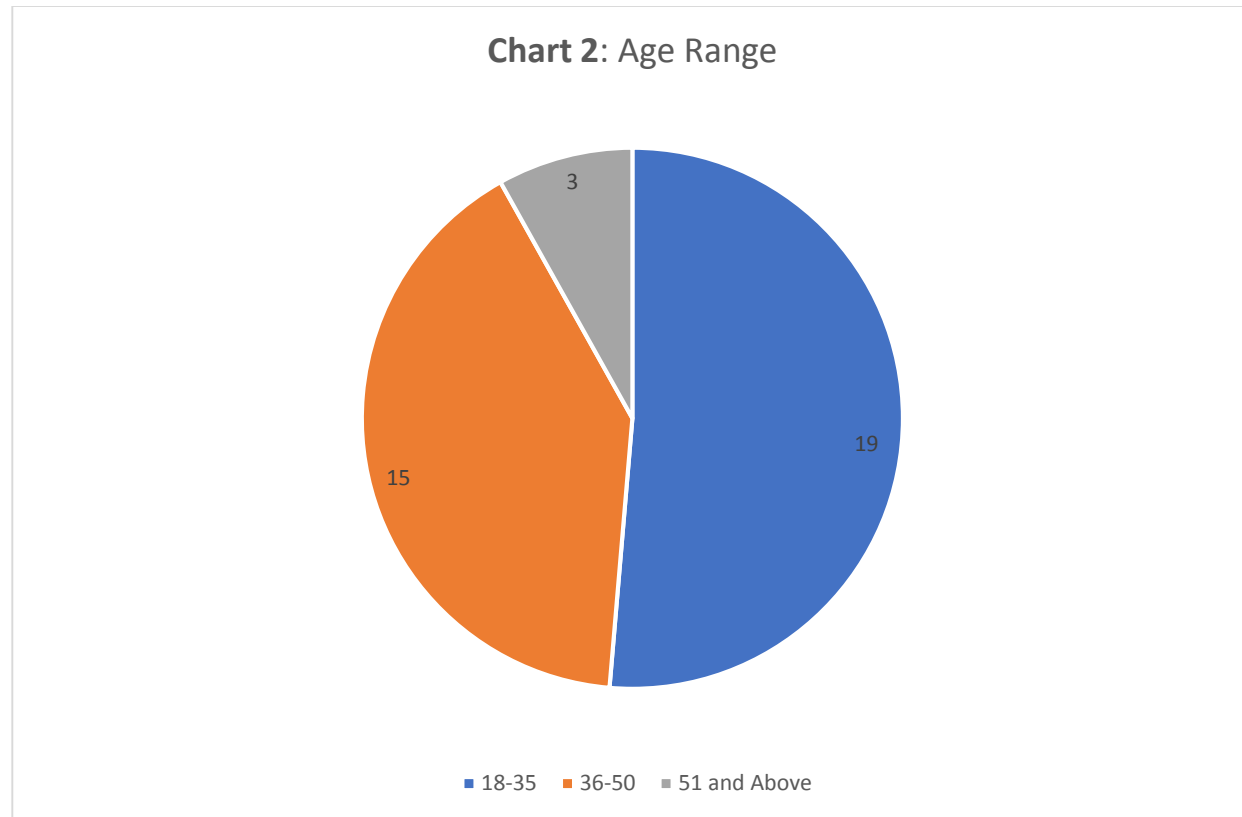
The quantitative survey targeted NDC hubs personnel including the communication departments at each of the hubs. All of the NDC hubs targeted were included in the survey except the University of Liberia which is not yet completed. The incomplete set up of some of the hubs was a limitation but did not pose a major challenge to the process nor does it account for a wide variation to the data analysis results. Instead of a total number of 10 personnel per hub set as a prescribed target to be interviewed by the CBIT, many of the hubs had half of the targeted number besides FDA, MOA and MCC. Generally, the results of the data collected and analyzed showed that there is a need for much targeted and coordinator activities including synergies among key government entities that focus on aspects of climate change or those entities with some level of responsibility for climate action. This will require training of personnel, education, planning and implementing joint activities towards climate change prevention and mitigation. Many of the hubs assessed Survey results were analyzed using Microsoft Excel. Overall results were assessed, and key findings are presented below

SECTION 1: DEMOGRAPHICS AND EDUCATION

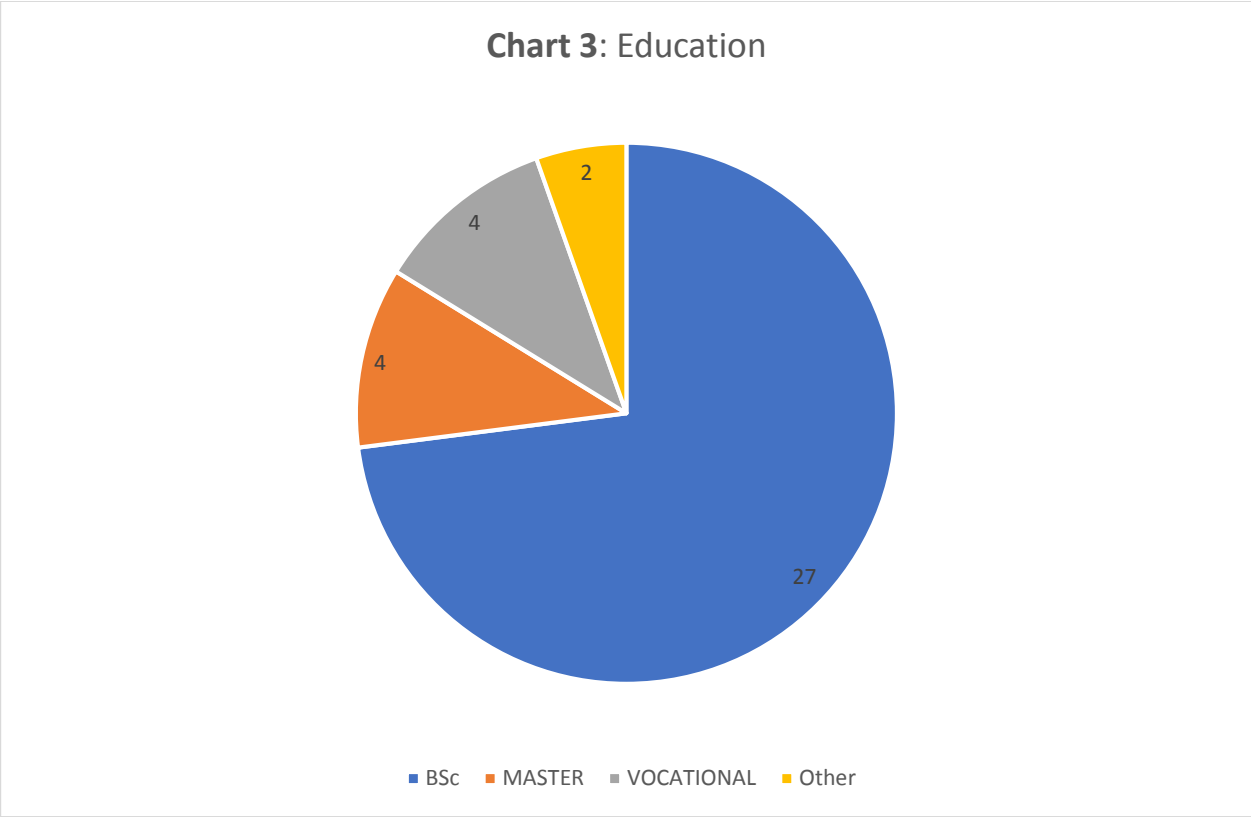
A total of 37 respondents (N=37) were surveyed across the 5 NDC hubs in Montserrat County. Eleven of the respondents are female and 26 are male as shown below in Chart 1.



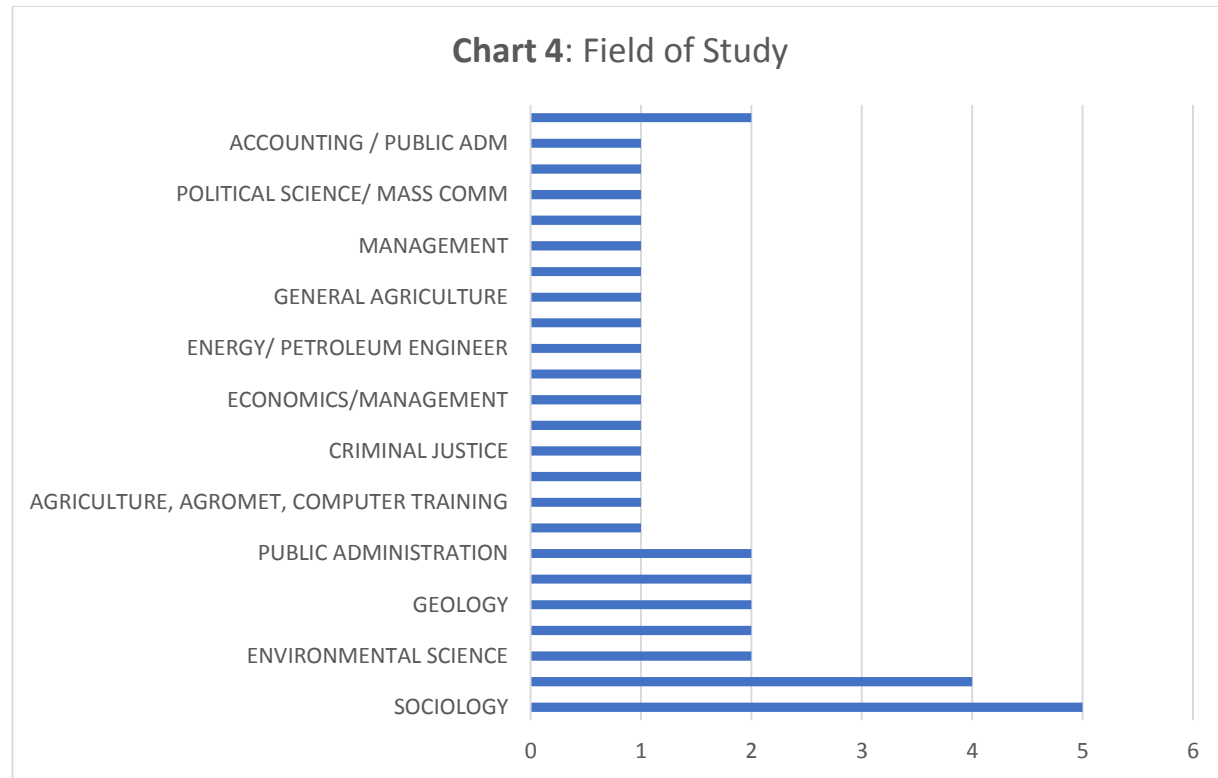
Nineteen (19) respondents are aged 18 – 35 representing 51.3% of the total number of people surveyed; 15 respondents (40.5%) are between the ages 36 – 50; and three (8.1%) respondents are 51 years of age or older (see Chart 2)



Twenty-seven (27) respondents have BSc. degree representing 72.9% of the total number of people surveyed; 4 respondents (10.8%) hold master's degree; 4 (10.8%) respondents have vocational training knowledge; and 2 (5.4%) have other educational knowledge (see Chart 3).

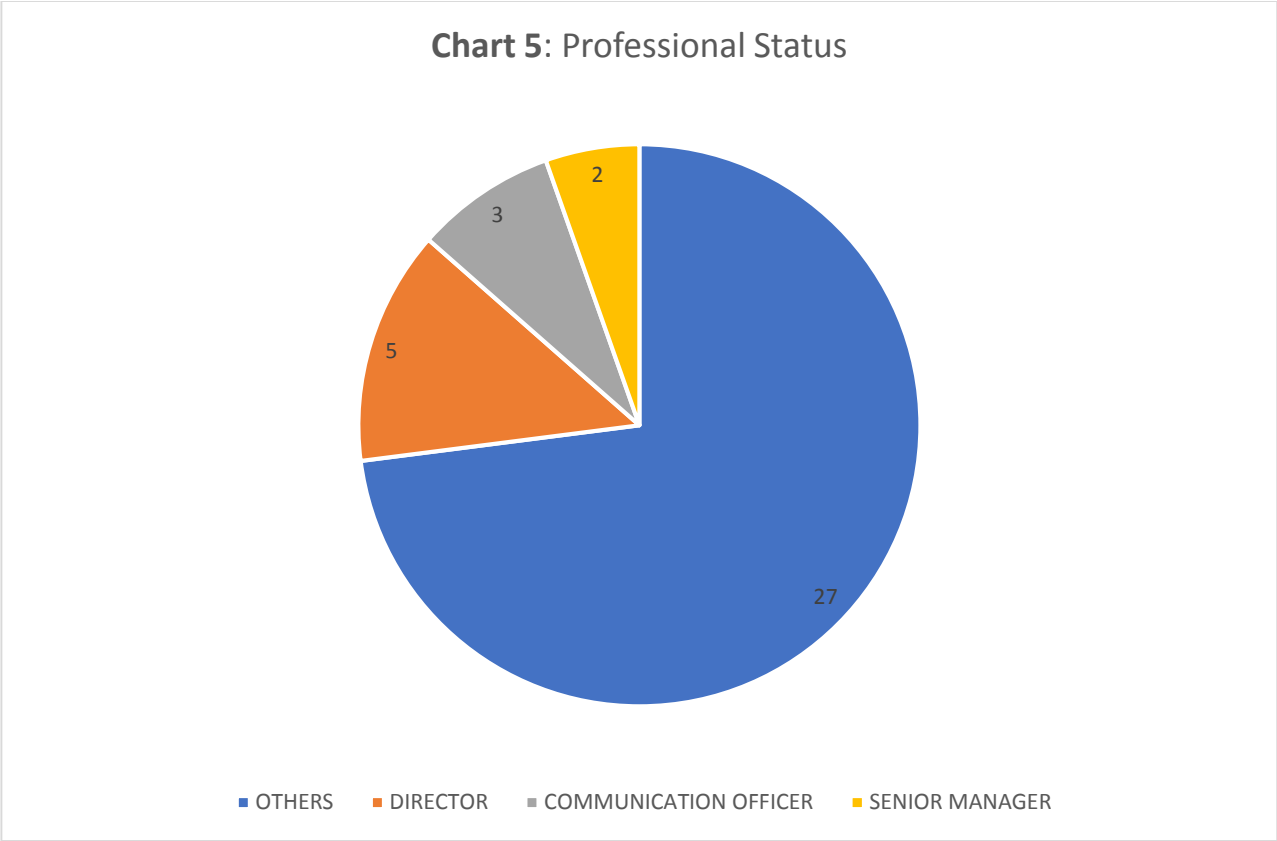


The response from the data showed that of all of the personnel professional hired at the hubs (respondents) only two have read environmental science. Five respondents' field of study is Sociology representing 13.5% of the total number of people surveyed; 4 respondents in Economics (10.8%); two respondents each are in Environmental Science, General Forestry, Geology, Mass Communication and Public Administration, respectively (27%); and the rest are in other areas of study as seen in Chart 4 below.



SECTION 2: Professional Status

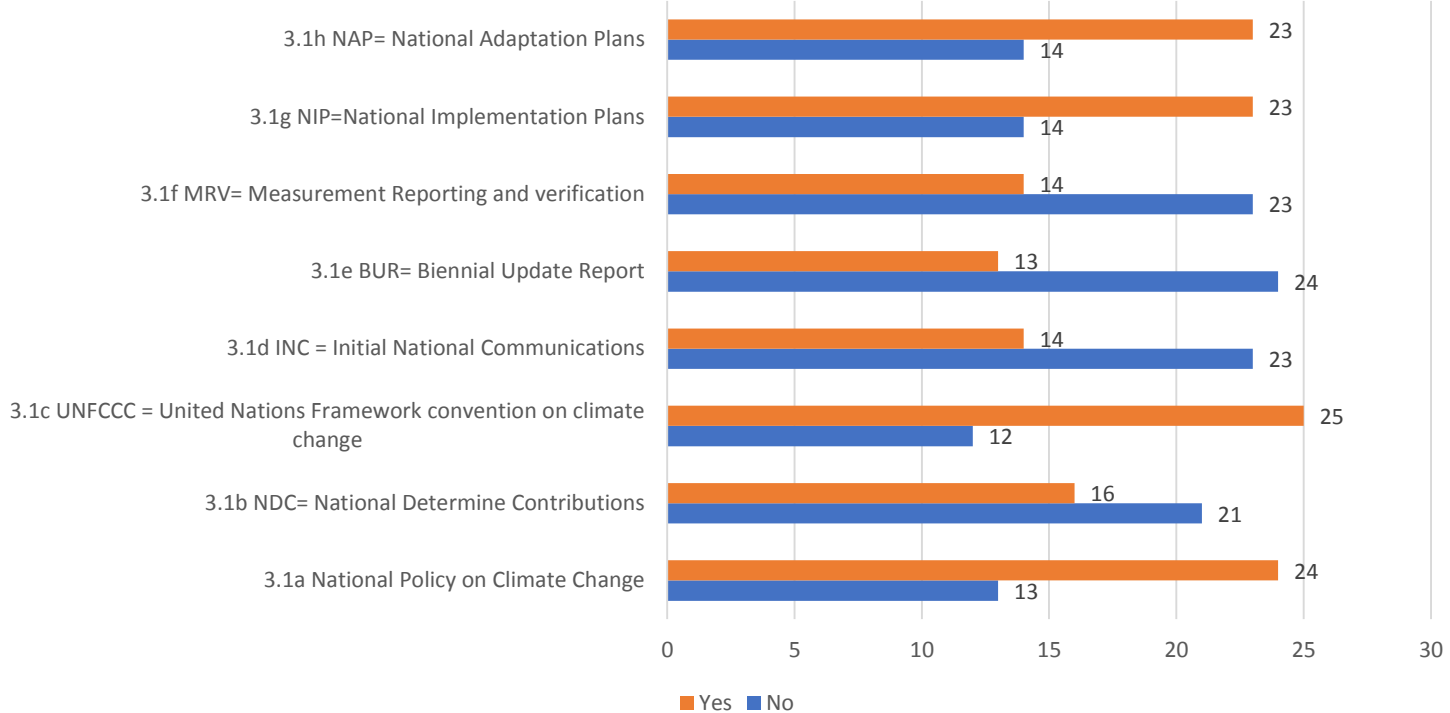
Five of the respondents are Directors constituting 13.5%; three are communication officers (8.1%); two are senior manager; and 27 hold other relevant positions in the organizations surveyed at (72.9%) (see Chart 5).



SECTION 3: KNOWLEDGE ON POLICIES

The knowledge component of the survey aims to assess the respondents' level of awareness and knowledge about the policies or strategies about the Liberian NDC. When asked if they were knowledgeable or have heard about any policies or strategies on climate change in Liberia, 23, which is a majority of the respondents indicated yes (62.2%), and 14 indicated no (37.8%) on several different policies or strategies of the NDC. Breakdown of the responses can be seen in Chart 6, which is also a contrast to section 3.

Chart 6: Knowledge on Liberia's NDC

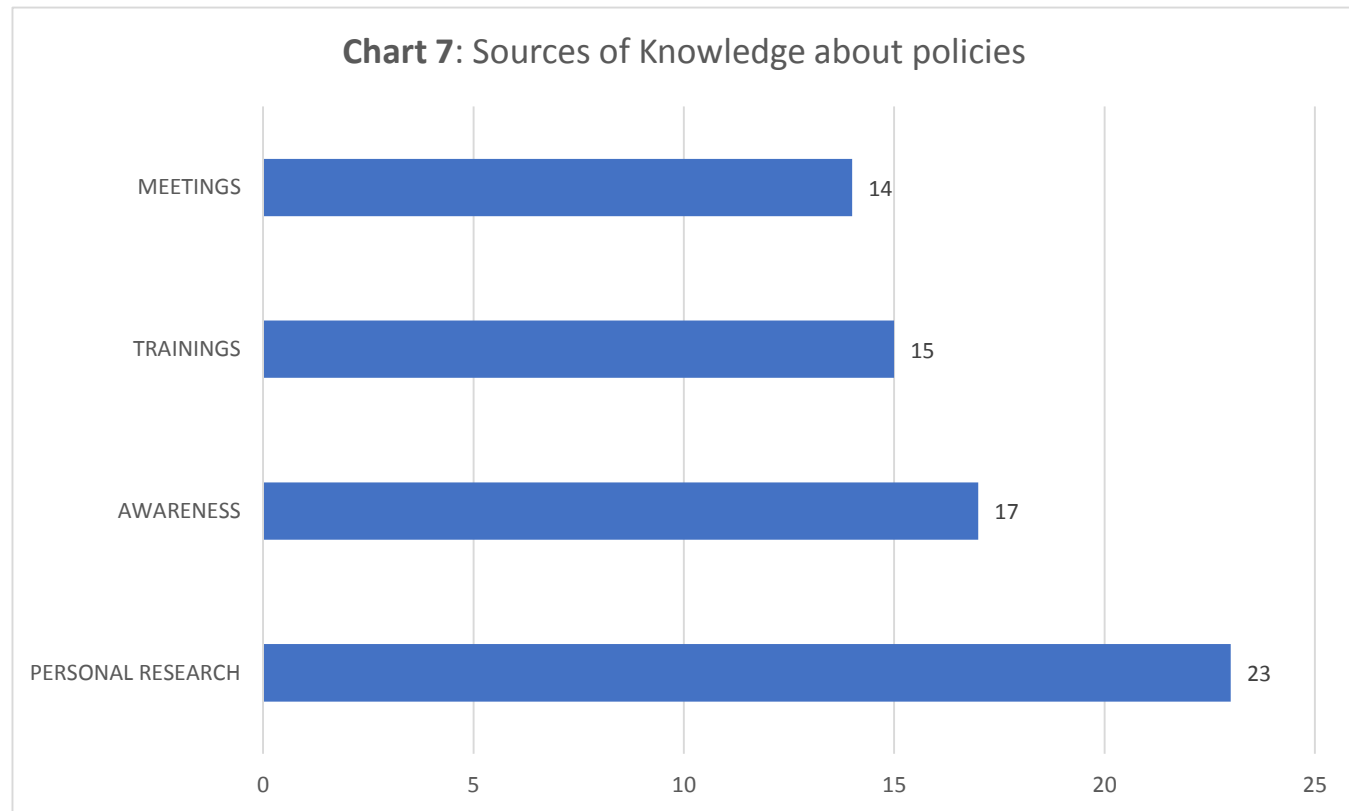


When asked about other climate change policies they knew, 10 of the 37 persons surveyed responded to the question and indicated the following policies/issues in Table 1 below.

Table 1:

3.2 What other climate change policies do you know, or have you heard about?	Response
CLIMATE SMART AGRICULTURE	1
ENERGY AND CLIMATE CHANGE/SUSTAINABLE, ENERGY SECTOR GOALS/TARGET NDC, LIBERIA MITIGATION AND ADAPTATION	1
GLOBAL CLIMATE CHANGE	1
LIBERIA MITIGATION AND ADAPTATION, ENERGY SECTOR GOALS, ENERGY AND CLIMATE CHANGE/SUSTAINABLE DEVELOPMENT	1
POLUTOR PAY PRINCIPLE	1
RASMA POLICY	1
REDD+	1
REDUCTION OF GREEN HOUSE GAS, POLICY ON REDUCTION OF INDUSTRIAL MACHINERY TO REDUCE CARBON, POLICY ON PLANTING MANY TREES TO PRODUCE MORE CARBON	1
UNFCC AND IITS COMPONENT, BIODIVERSITY ON CLIMATE CHANGE, DIVERSIFICATION ON CLIMATE CHANGE	1
WEST AFRICA BIODIVERSITY AND CLIMATE CHANGE PROGRAM	1
Total	10

When also asked how they got to know about the other climate change policies highlighted above, majority of them indicated personal research as seen in Chart 7 below.



SECTION 4: Internal and External Communication

This section of the survey aimed at assessing the respondents' level of awareness and knowledge about the existence of external and internal communications operations within an organization.

When asked if there exists a communication strategy or plan for both external and internal communications within the organization, 19 of the respondents indicated no (51.2%), and 18 indicated yes (48.6%) on several different policies or strategies of the NDC as seen in Chart 8.



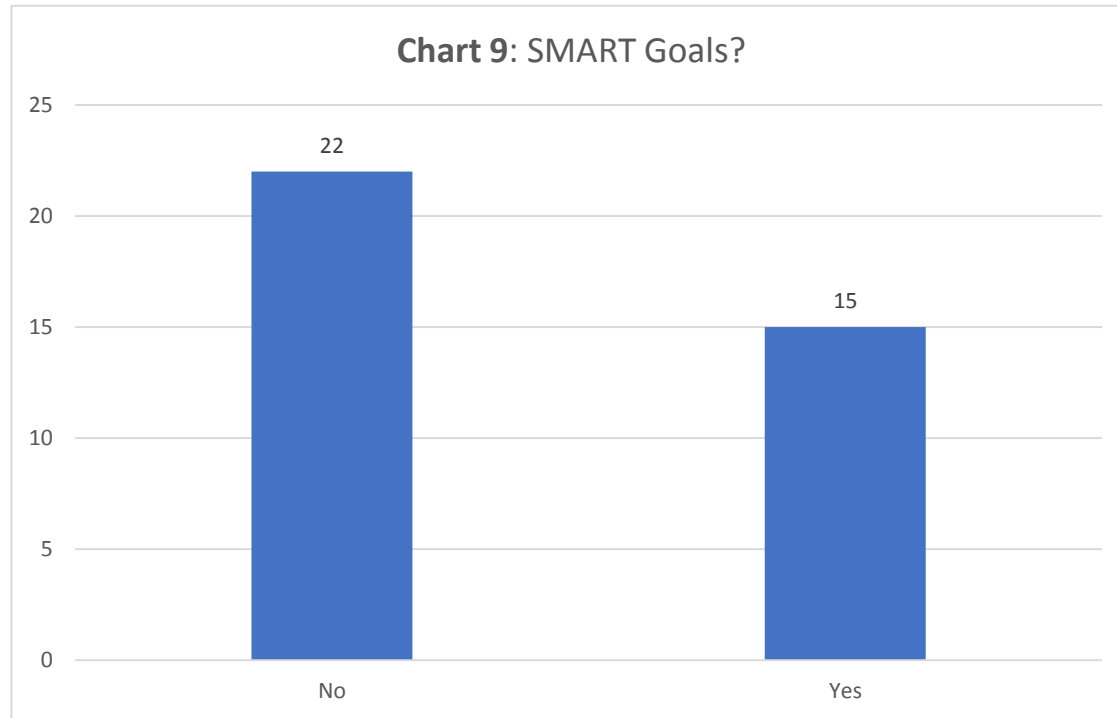
When asked what the 3-5 major goals for internal communications were, only 18 respondents provided answers as seen in Table 2 below.

Table 2

4.2 What were the 3-5 major goals for internal communications?	Total
AWARENESS ON FOREST MANAGEMENT/ HELP CREATE BETTER UNDERSTANDING OF FDA	1
BUILDING STRONG CAPACITY, ACHIEVE BETTER RESULT IN TEAMWORK,	1
CHANGE PEOPLE BEHAVIORS, PEOPLE PARTICIPATION, SUSTAIN SOLID WASTE MANAGEMENT	1
CLEAR UNDERSTANDING OF THE VARIOUS TARGET (WASTE COLLECTOR, SET UP TARGET FOR FORTHCOMING OBJECTIVES, DEVELOP PAPER WORK PLAN	1
CONCISE, ADDRESSED, RECEIVED	1
CORPORATE NEWSLETTER, PRESS RELEASE, BROCHURE	1
EFFECTIVE COMMUNICATION, CHANNELING EFFECTIVE COMMUNICATION, SYNCHROZING INFORMATION DISSEMINATION	1
EFFECTIVE, TRANSPARENT, RESULT ORIENTED	1
FARMERS AWARENESS ON CLIMATE CHANGE	1
FREE FLOW OF WORK, GIVE EMPLOYEES THE BIG PICTURE, PRIORITIZE MESSAGES	1
GOOD GOVERNANCE, TEAMWORK, INFORMATION DISSEMINATION, EFFICIENT ON THE JOB	1
INTER-OFFICE MEMORANDUM, NEWSLETTER	1

PRODUCTION, MEETINGS	
JINGOS, STOP ILLEGAL ENTRY INTO PROTECTED FOREST	1
MANAGEMENT KEEP THE DATA FOR FUURE PLAN, MANAGEMENT USE THE DATA TO KNOW THEIR ACHIEVEMENT, THE INFORMATION GIVEN MUST BE SEND, THE INFORMATION CAN BE USE TO KNOW WHICH COLLECTION POINT PRODUCE MORE WASTE, IT CAN BE USE TO CLEAN THE WASTE IN MONROVIA	1
NEWSLETTER, PUBLICATION, PRESS RELEASE	1
OPEN MEETING/SHARE YOUR PURPOSE/DIVERSITY	1
POSITIVE RESPONSE, GOOD MOTIVATION, STRESS FREE WORKING RELATIONSHIP	1
SHARE ACCURATE INFORMATION, ACHIEVE PROPER AND RELEVANT COMMUNICATION, TO KEEP OTHERS UPDATED ON A DAILY BASIS	1
Total	18

When asked if the goals were SMART, 22 respondents said no (59.5%) and 15 said yes (40.5%) as seen in Chart 9 below.



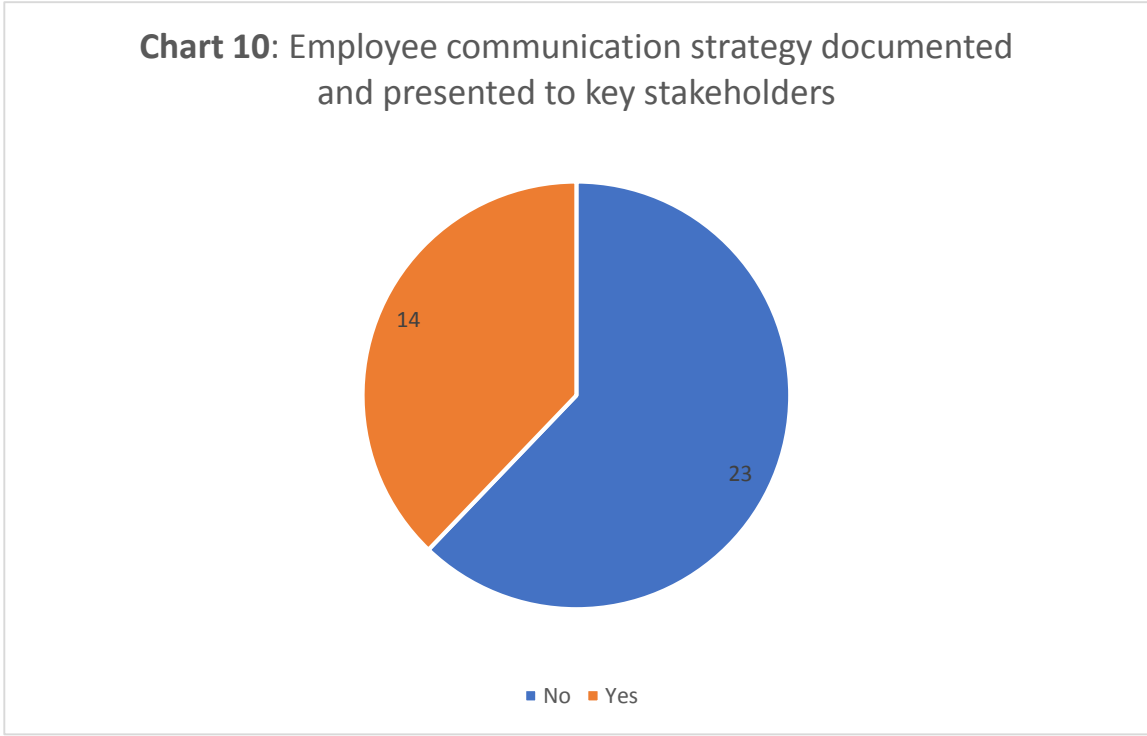
When asked how the internal communication strategy supported their organizations' overall goals, only 14 persons responded by indicating different ways the strategy supported their organizations' goals (see Table 3 below).

Table 3

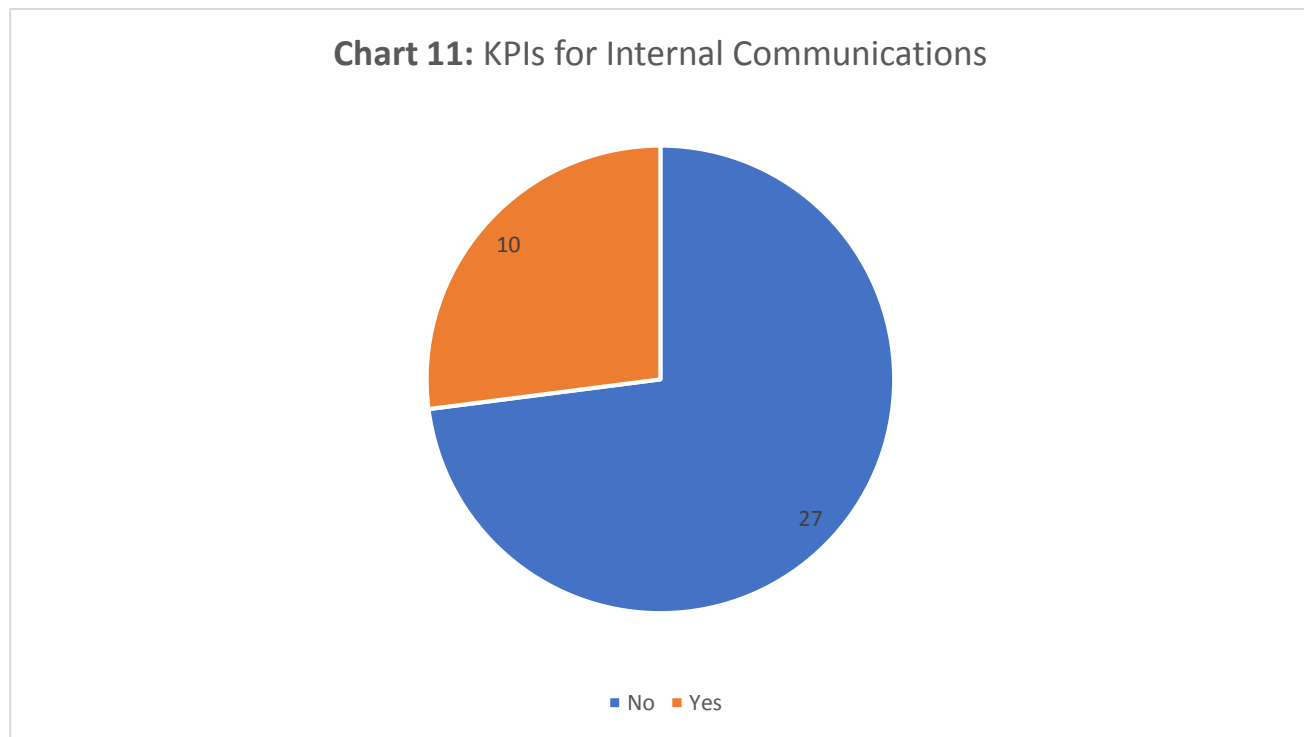
4.3 How did the internal communications strategy support your organization's overall goals?	Total Respondents
ALL COMMUNICATIONS STRATEGY WERE DOCUMENTED	1
BRING FARMERS TOGETHER TO CREATE PUBLIC AWARENESS	1
CREATED AWARENESS ABOUT FDA FUNCTIONS	1
EFFECTIVE WORK STRUCTURE/GOOD STRATEGY	1
ENHANCE MUTUAL INTERACTION MCC/PUBLIC, ENLIGHTEN THE PUBLIC ABOUT MCC ACTIVITIES	1
GOOD/SUSTAIN SOLID WASTE MANAGEMENT IN MONROVIA	1
JINGOS	1
MANAGEMENT SET AN OBJECTIVE/SUSTAINABLE WORKPLACE	1
POSITIVE RESULT	1
PROVIDE NECESSARY INFORMATION AND SUPPORT NEEDED	1
PROVIDING TECHNICAL SKILLS THROUGH COMMUNICATION	1
THE INFORMATION CAN BE USE FOR WASTE COLLECTION	1
WAS A GOOD HELP IN SUPPORTING MY ORGANIZATION GOALS	1
WORK TO BE DONE EFFECTIVELY	1

Total	14
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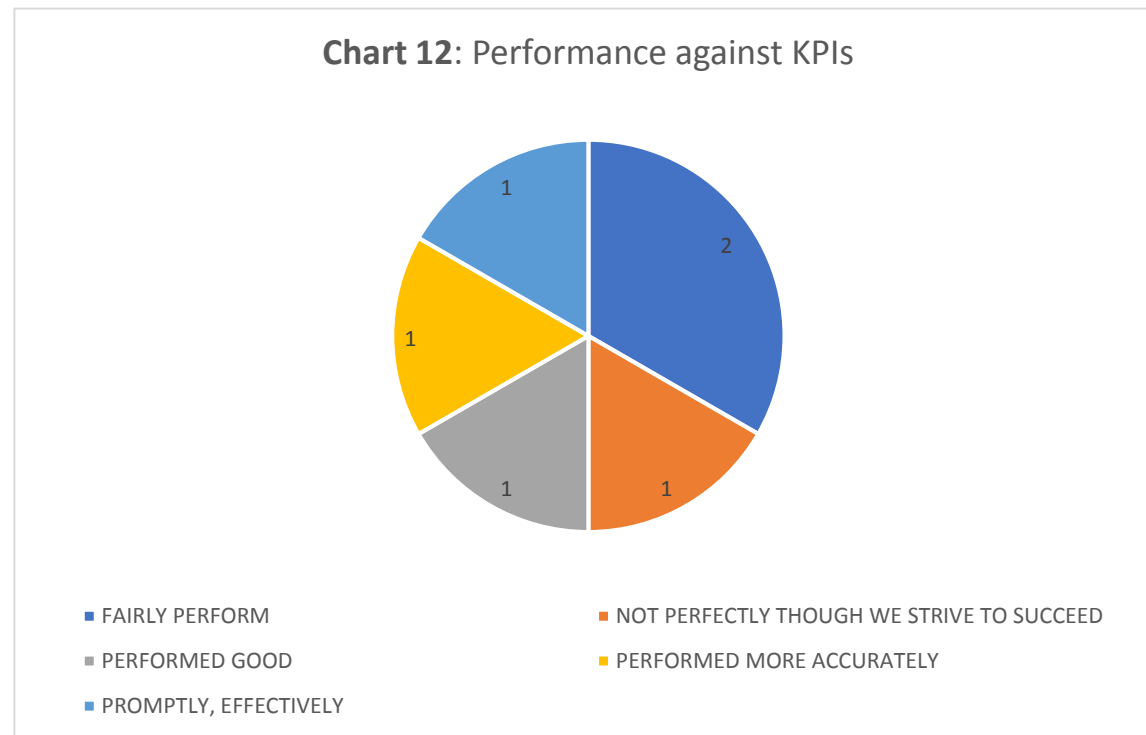
When asked if the employee communication strategy documented and presented to key stakeholders, particularly key communicators who had well-defined roles and responsibilities, 14 respondents indicated yes (37.8%) and 23 indicated no (62.2%) (see Chart 10 below).



When asked if key performance indicators (KPIs) for internal communications were established, 27 respondents indicated no (73%), and 10 respondents said yes (27%) (see Chart 11 below).



When asked how well they did perform against those indicators (KPIs) for internal communications; only six persons responded to the questions. Their responses are highlighted in Chart 12 below.



When asked about the biggest challenges to executing your communication strategy and will those challenges recur in the next year, 17 persons responded to the question. Their various narrative responses are summarized below in Table 4.

Table 4

4.7 What were the biggest challenges to executing your communication strategy and will those challenges recur in the next year?	Total Responses
BAD ROAD, LACK OF VEHICLES, BEHAVIOR CHANGE PROBLEM	1
BEHAVIOR CHANGE, LOGISTICS	1
BUDGET CONSTRAIN	1
BURNING OF DIRTS	1
DELAY IN RESPONSE FROM BOSSES	1
DELAY IN SIGNATURE FROM BASES WHEN TRAVEL	1
FINANCIAL CONSTRAINT	1
FORMULATION OF A MEDIUM FOR INFORMATION DISSEMINATION	1
LACK OF EQUIPMENT FOR COMMUNICATION, LACK OF HEAVY DUTY EQUIPMENT; TRUCKS, FRONT AND LOADER	1
LACK OF FINANCIAL SUPPORT	1
LACK OF INTERNET TO SHARE DATA FASTER	1
LACK OF SOME ITEMS; RAIN GEARS NOT ON TIME, CARDS FOR PHONE CALL NOT ON TIME, DIFFICULT TO GET ON THE FIELD ON TIME	1
LOGISTIC, FINANCIAL, PEOPLE HAVE LACK OF INTEREST AND UNWILLING TO LISTEN	1
LOGISTICS, EQUOPMENT, STATIONARY	1
NO INTERNET COMMUNICATION, NO FUEL FOR EQUIPMENT TO REMOVED WASTE, WORKING OVERNIGHT WITHOUT A CAR, RAIN GEAR, STATION SUPPLY	1
PUBLIC REFUSE TO ADHERE TO THE SYNCHRONIZATION OF INFORMATION, COST INTENSIVE/FINANCIAL CONSTARINT, LACK OF ADEQUATE RESOURCES	1

THE AVAILABILITY OF WORKING TOOLS TO IMPLEMENT THOSE INDICATORS AND WE HOPE IT DOES NOT HAMPER THE YEAR AHEAD	1
Total	17

When asked about what form of policy or strategy you are using to communicate climate change and climate action, only 10 persons responded to the question. Two respondents indicated through the early warning project, another two said awareness, and the rest indicated other responses as seen in Table 5.

Table 5

4.8 What form of policy or strategy are you using to communicate climate change and climate action?	Total Responses
THROUGH THE EARLY WARNING PROJECT (EWS)	2
AWARENESS	2
DATA COLLECTION FORM, MEASUREMENT, INTERNET-WHATSAPP	1
DIALOGUE	1
LACK OF POLICIES IMPLEMENTATION	1
CBIT PLATFORM IS USE FOR COMMUNICATION. SOCIAL MEDIA AND OTHER MEDIUM IS USED INTERNALLY	1
NATIONAL FORESTRY REFORM LAW, THE CODE OF FOREST HARVESTING PRACTICES, TEN CORE REGULATION	1
CELL PHONES, RAIN GEARS, COMMUNICATE WITH WORKERS ON THE FIELD TO REMOVE WASTE	1
Total	10

When asked about the challenges you face in developing a communication strategy, only 10 persons again responded to the question. Their responses range from training/capacity building, financial capacity, internet, etc. as summarized in Table 6 below.

Table 6

4.9 What are challenges you face in developing communication strategy?	Total
CONDUCT TRAINING AND CAPACITY BULIDING, RELATED TO COMM. STRATEGY	1
CREATING MEDIUM	1
DWELLERS LACK IDEAS	1
FINANCIAL/CAPACITY	1
HIRING CONSULTANT	1
INPROPER SYSTEM, PASS INFORMATION TO OUR WORKERS THROUGH THE DRIVERS ON THE FIELD	1
LACK OF INTERNET CONNECTIVITY	1
LOGISTICS	1
THE LEVEL OF COMPLIANCE INTERDEPARTMENTALLY WAS NOT REALLY ACCURATE	1
WORKSHOP, TRAINING, PERSONAL CONTACT	1
Total	10

When asked about system they are using to communication climate change concerns, the 10 persons that responded indicated awareness, trainings, talk show, bulletins, etc. as summarized in Table 7 below.

Table 7

4.10 What system are you using to communicate climate change concerns?	Total
AWARENESS, TRAININGS, TALK SHOW, BULLETINS	1
CONTINUE APPRAOCH	1
FUNDS/EXPERTISE	1
MEETINGS, TRAININGS, AWARENESS	1
MORE TRAINING NEEDED	1
PALAVA HUT ENGAGEMENT, FLYRES	1
PROVIDE BULLETIN, AWARENESS THROUGH PERSONALCONTACT	1
RADIO/INTERNET	1
RADIO/NEWS PAPER	1
WHATSAPP, DATA FORMS THAT WAS DURING EMUS PROJECT	1
Total	10

When asked about what can be done to have a communication strategy for your organization, the 10 of the respondents affirmed establishing communicating strategy, awareness, collaborating with the environmental department to create a strategy, etc. as shown in Table 8 below.

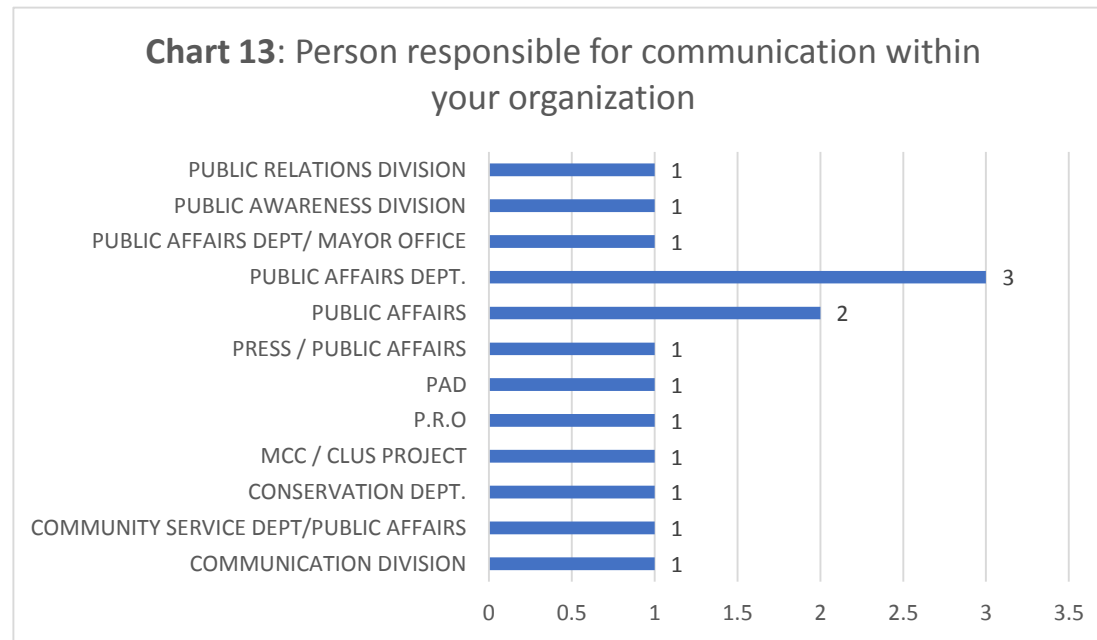
Table 8

4.11 What can be done to have a communication strategy for your organization?	Total
ESTABLISHING COMM. STRATEGY	2
AWARENESS	1
COLLABORATE WITH THE ENVIRONMENTAL DEPARTMENT TO CREATE STRATEGY	1
PROVIDE ASSISTANCE TO ENHANCE COMMUNICATION	1
TRAINING	1
TRAINING, MAKE WORKERS TO BE AWARE OF WASTE MANAGEMENT	1
WE NEED EQUIPMENTS	1
FUND/EXPERTISE	1
PRESS AND PUBLIC AFFAIRS	1

Total

10

When asked about who is responsible for communication within the organization, 10 of the respondents indicated communication division, community service department, conservation department, etc. as shown in Chart 13 below.



SECTION 5: COMMUNICATION MODEL PROGRAMME

This section of the survey aims to assess the respondents' level of awareness and knowledge about the existence of internal communications within the organizations. When asked about what were the 3-5 major internal communication programs that were identified in support of the overall communication strategy,

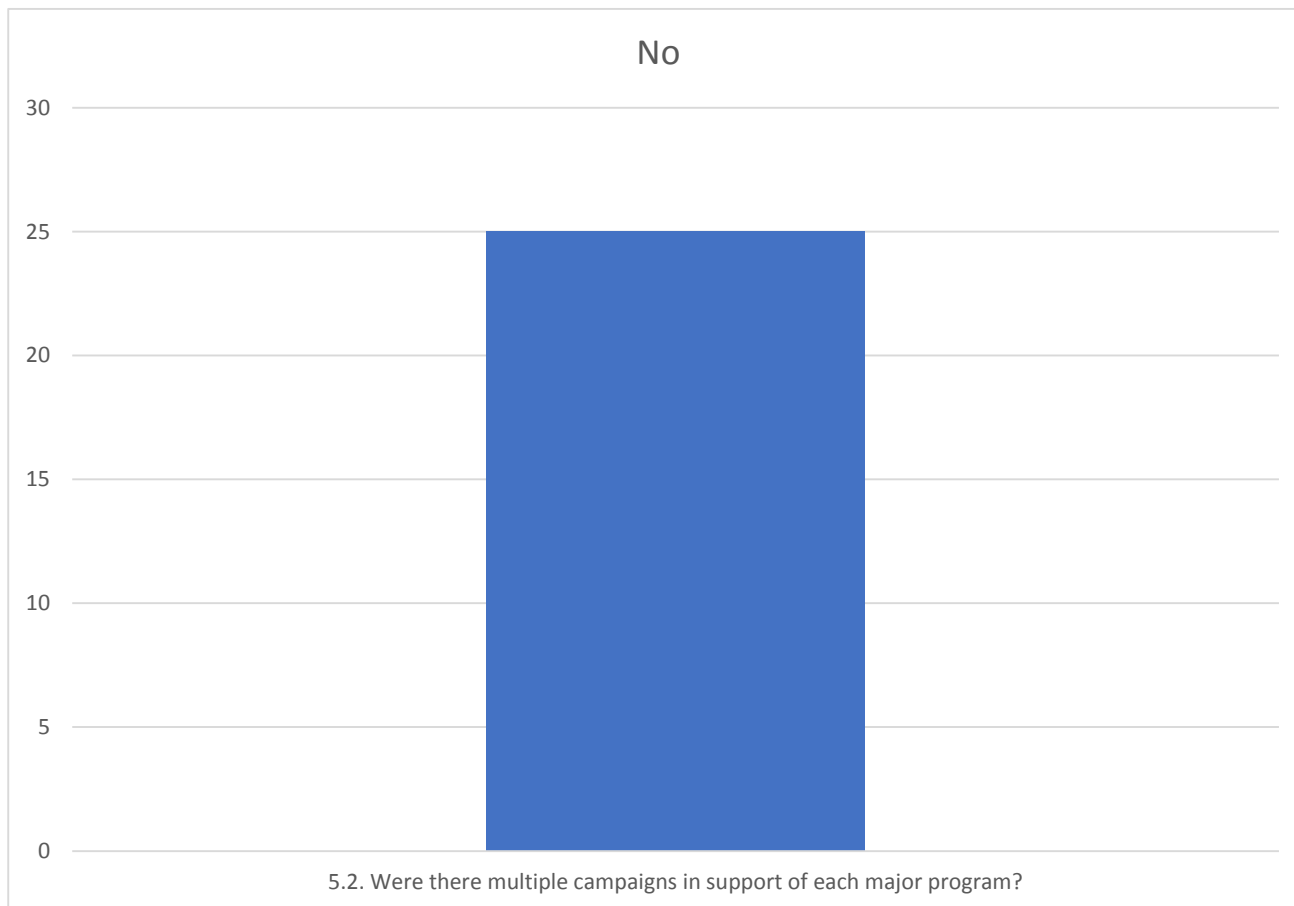
only 16 persons responded with varying answers as highlighted below in Table 9.

Table 9

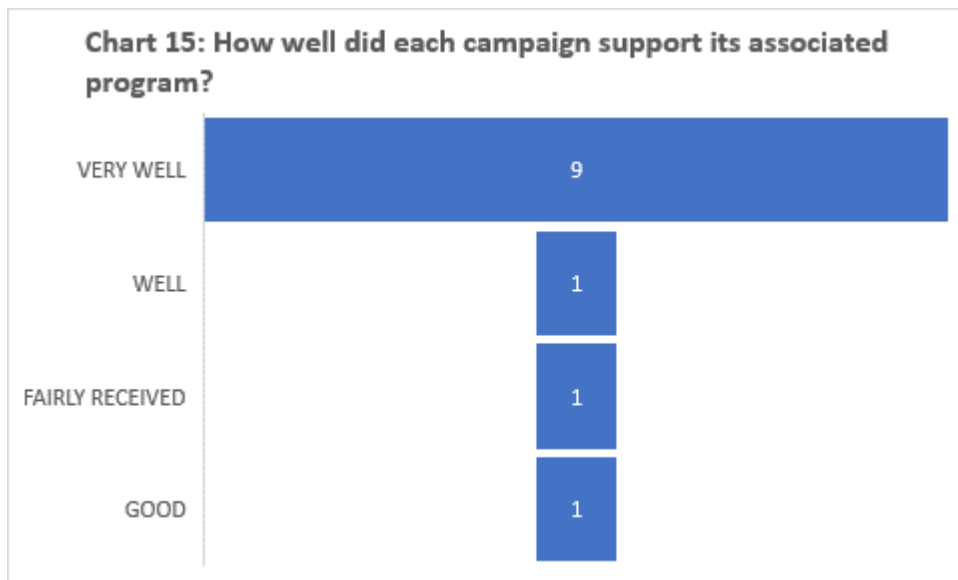
5.1 What were the 3-5 major internal communication programs that were identified in support of the overall communication strategy?	Total
AWARENESS, TRAINING, WORKSHOP	1
COMMUNITY SERVICES DEPT, MCC TV, ENVIRONMENTAL HEALTH/SAFETY DEPT	1
COMMUNITY SERVICES DEPT, MCC TV, FACEBOOK, POSTERS	1
GROUP MEETINGS, EMAIL, BROCHURES	1
INTERNAL MEMO, BULLETIN, EMAIL	1
MCC TV, COMMUNITY SERVICES DEPT, ENVIRONMENTAL HEALTH	1
MCC TV/COMMUNICATION SERVICES FOR AWARENESS	1
MEETINGS, TRAINING, WORKSHOPS	1
NEWS PAPER, PRESS RELEASE, BROCHURES	1
NEWSLETTER, DRAMA	1
NEWSLETTER, NEWSPAPER, ORALMEETINGS WITH FARMERS	1
ONLINE TV-MCCTV/PRESS RELEASES/PRESS CONFERENCE/ INTERNAL BULLETINS/SOCIAL MEDIA	1
PRESS RELEASE, NEWSLETTER	1
PUBLIC AWARENESS, COMMUNICATION	1
PUBLIC AWARENESS, PEOPLE PARTICIPATION, WASTE MANAGEMENT	1
TEXT MESSAGES, AWARENESS, JINGO, SLOGAN, PLACARDS	1
Total	16

When asked about multiple campaigns in support of each major program, only 25 persons responded, and all indicated no (see Chart 14 below).

Chart 14



When asked How well did each campaign support programs associated with it, only 12 persons responded to the question; 9 indicated very well one indicated well, received and good, respectively (see Chart 15 below).



When asked what the key messages for each campaign were and to list as many as possible, only 14 persons responded to the question. Their answers are highlighted in Table 9 below.

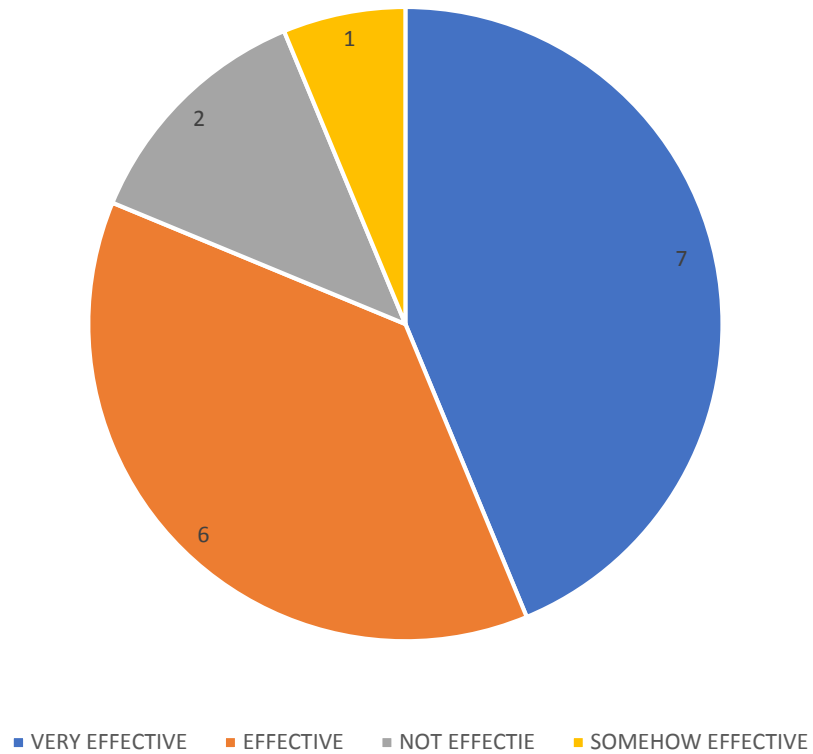
Table 9

5.4. What were the key messages for each campaign? Please list as many as possible?	Total
CLEAN MONROVIA/LIBERIA, STOP PUTTING WASTE ON THE STREET	1
CLEAN OUR COMMUNITIES/STREETS, STOP DUMPING WASTE IN THE STREET, CITIZENS SHOULD KEEP THE CITY GREEN/CLEAN	1
CLEAN YOUR ENVIRONMENT/STREETS	1
CONSERVATION IS THE WAY OF LIFE	1
JINGOS;DRAMA/STOP DISPOSAL OF WASTE ON THE STREET	1
KEEP MONROVIA CLEAN, GREEN, SAFE	1
KEEP MONROVIA CLEAN/PEOPLE INVOLVEMENT	1
KEEP THE CITY CLEAN/GREEN, NO SELLING IN THE STREET	1
LOWLAND FARMING TO AVOID DEFORESTATION, GROW WHAT YOU EAT, EAT WHAT YOU GROW	1
MANAGE YOUR WASTE, KEEP THE CITY CLEAN	1
REDUCE POLLUTION, CLIMATE CHANGE IS EVERYONE BUSINESS	1
REDUCTION OF POLLUTION INTO THE AIR	1
STOP ILLEGAL ENTRY INTO PROTECTED AREAS, STOP DEFORESTATION	1

STOP ILLICIT MINING, STOP DEFORESTATION, STOP CHILD LABOR,	1
Total	14

When asked how effective the key messages were in achieving your campaign and program objectives, only 16 persons responded to the question. 7 respondents indicated very effective; 6 indicated effective; 2 indicated not effective and 1 said somehow effective (see Chart 17 below).

Chart 17: Effectiveness of the key messages in achieving your campaign and program objectives



When asked how the effectiveness of the messages or the campaign were evaluated, only 14 persons responded to the question. 4 respondents indicated good and achieve positive impact; 2 indicated somehow effective, with the rest indicated other key areas as shown in Table 10 below.

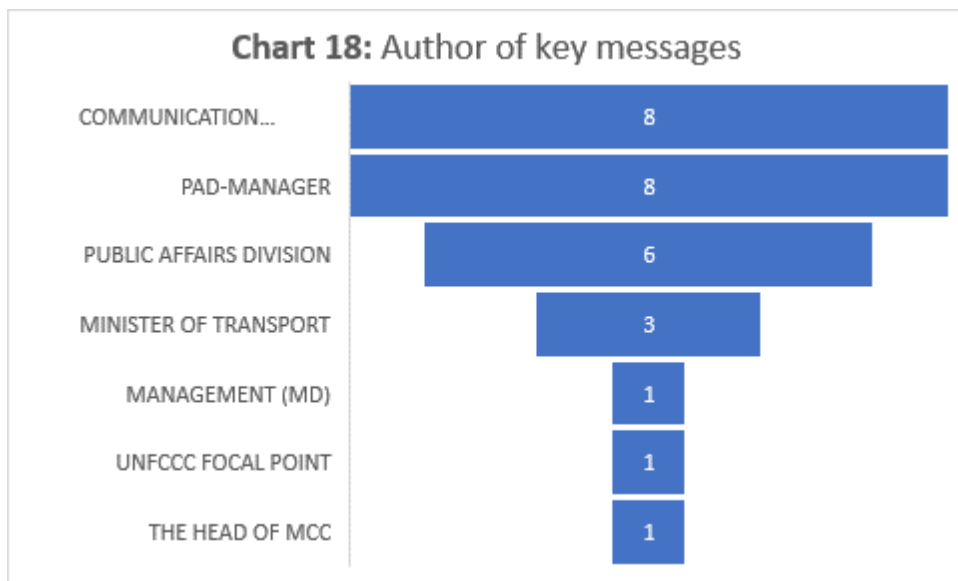
Table 10

5.6 How were the effectiveness of the messages or the campaign evaluated?	Total
GOOD AND ACHIEVE POSITIVE IMPACT	4
SOMEHOW EFFECTIVE	2
FARMERS ADAPT TO THE CHANGE	1
NO MORE ILLEGAL DISPOSING, PROPER MANAGEMENT OF WASTE	1
NOT TOO EFFECTIVE/MORE NEED TO BE DONE	1
THE MESSAGES WERE EVALUATED BY FIELD LEADERS/M&E TEAM OF MCC	1
THE MESSAGES WERE WELL DISSEMINATED	1
THE PEOPLE ARE WORKING TOWARDS IT	1
THE RESULT SHOW THAT PEOPLE ADHERING TO THE SOLID WASTE MANAGEMENT PRINCIPLES	1
THROUGH REPORTS	1
Total	14

SECTION 6: MESSAGE DEVELOPMENT

This section of the survey aimed at assessing the respondents' level of awareness and knowledge about message

development within their organizations. When asked about who authored key messages, only 28 persons responded. Eight (8) of the respondents indicated communication department (28.6%); another 8 indicated PAD-Manager (28.6%); 6 indicated public affairs division (21.4%); 3 indicated Minister of Transport (10.7%); one each said management, UNFCCC focal point and the head of MCC, respectively. See Chart 18 below.



When asked what their role and responsibility in the internal communication strategy was, 32 persons responded to the question providing several different roles as seen below in Table 11. Some of the roles included authority/ chief, chairperson, communicate messages, coordinate messages, coordinate the affairs, etc.

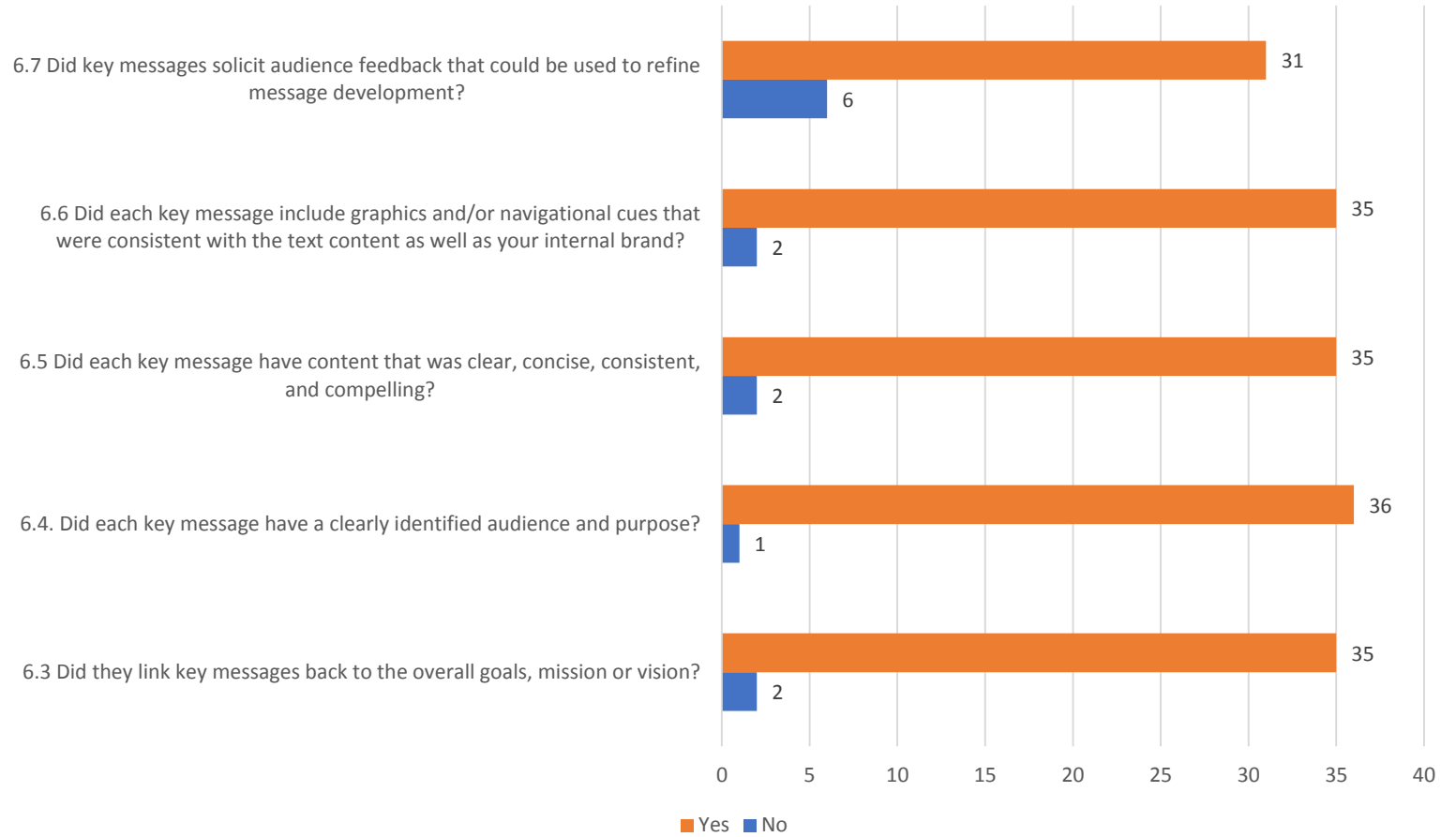
Table 11

6.2 What was their role and responsibility in the internal communication strategy?	Total
AUTHORITY/ CHIEF	1
CHAIRPERSON	4
COMMUNICATE MESSAGES	1
COORDINATE THE AFFAIRS	1
DISSEMINATE, PRESS CONFERENCE, GROUP MEETING	1
FOCAL POINT SPECIAL ASSISTANT, THE MINISTER SPEAK ON ALL TRENDING ISSUES	1
GET THE RIGHT MESSAGE OUT TO THE PEOPLE	1
GIVE KEY MESSAGE	1
GIVE NECESSARY PIECES OF ADVICE/DIRECTION	1
GIVE OUT MESSAGES	1
HELD CONSULTATIONS WITH STAKEHOLDERS/TARGET GROUPS	1
INVOLVEMENT	1
LIAISE WITH OTHER DEPT	2
MAKE SURE THAT ALL OF THESE MESSAGES WERE DISSEMINATED	1
MEDIUM B/W ALL PARTIES	1
MEETING	1
MESSAGES	1
PAD IS FDA MEDIUM ARM	1
PRODUCE NEWSLETTER, PRESS RELEASES, WORKSHOP	1
PROPAGATE MESSAGES	1
PROPAGATE RIGHTFUL MESSAGE	1
SEND OUT INFO	1
SET FOCUS AND DIRECTION OF INFORMATION	1
THROUGH THE S.A	1
TO ALTER OR RELATE	1
TO DEVELOP/DISSEMINATE	1
TO SEND OUT MESSAGE	1

WRITE OUT COMMUNICATIONS/MAKE SURE THEY ARE FREE FROM ERRORS/ GIVE ORDER FOR MESSAGE TO BE PUBLISH	1
Total	32

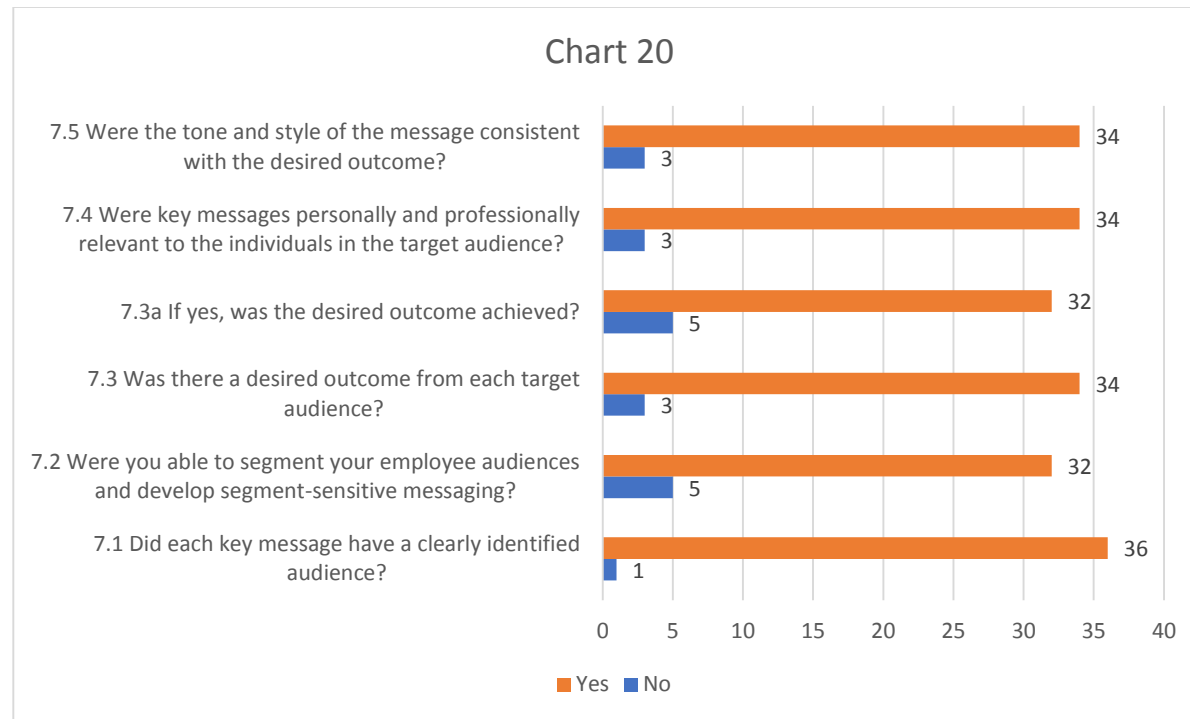
The respondents were further asked questions as to whether key messages were linked to the overall goals, mission or vision of the institution; whether the key message had a clearly identified audience and purpose; whether each key message had content that was clear, concise, consistent, and compelling; Did each key message include graphics and/or navigational cues that were consistent with the text content as well as your internal brand; Did key messages solicit audience feedback that could be used to refine message development? Majority of the respondents indicated yes, and their responses are summarized below in Chart 19.

Chart 19



SECTION 7: TARGET AND REACH

This section of the survey was aimed at assessing the respondents' level of awareness and knowledge about target and reach of key message developed within their organizations. When asked about whether key messages have a clearly identified audience, 36 of the respondents indicated yes (97.3%). When asked were you able to segment your employee audiences and develop segment-sensitive messaging, majority of the respondents (32) said yes (86.5%). When asked was there a desired outcome from each target audience, 34 (92%) respondents indicated yes. When asked whether the key messages were personally and professionally relevant to the individuals in the target audience, 34 (92%) of the respondents indicated yes. When asked if the tone and style of the message were consistent with the desired outcome; 34 (92%) of the respondents indicated yes. See Chart 20 below for the summary of responses.



SECTION 8: CHANNEL AND IMPACT

This section of the survey targeted assessing the respondents' level of awareness and knowledge about channels and impact of key message developed within the organizations. When asked about which channels were used to disseminate key messages to relevant audiences, 35 respondents answered the question with multiple and some varying responses as seen below in Table 12.

Table 12

8.1 Which channels	Total
EMAIL / INTRANET / CHAT / GROUP MEETINGS	6
EMAIL / GROUP MEETINGS	6
EMAIL / INTRANET / GROUP MEETINGS	4
GROUP MEETINGS	3
EMAIL / CHAT / GROUP MEETINGS	3
INTERNAL MEMO	2
GROUP MEETINGS / TELEPHONE CALLS	1
ANNOUNCEMENT	1
CHAT / GROUP MEETINGS	1
INTRANET / CHAT / GROUP MEETINGS	1
EMAIL / INTRANET / CHAT / GROUP MEETINGS / PUBLIC AWARENESS	1
EMAIL / INTRANET / CHAT / GROUP MEETINGS	1
EMAIL / INTRANET / CHAT / GROUP MEETINGS / INTERNAL	1

MEMO	
GROUP MEETINGS / STREET PLAYS / WORKSHOPS / COMMUNITY INTERACTIVE FORUM	1
EMAIL / CHAT / GROUP MEETINGS / INTERNAL MEMO	1
MINISTRY WEBSITE / GROUP MEETINGS / INTERNAL MEMO	1
EMAIL / CHAT / PHONES / GROUP MEETINGS	1
Total	35

When asked about how the channels were selected for internal communications and whether the selection was based upon the program, campaign, or key message, the targeted audience, and/or the desired outcome, 31 persons responded to these questions. The frequency of their responses is shown below in Table 13.

Table 13

8.2 How were channels selected for internal communications? Based upon the program, campaign, or key message, the targeted audience, and/or the desired outcome?	Total
BASED UPON THE PROGRAM, CAMPAIGN, KEY MESSAGES, THE TARGETED AUDIENCE, DESIRED OUTCOME	4
KEY MESSAGE	2
KEY MESSAGES	2
BASED UPON THE PROGRAM, CAMPAIGN, KEY MESSAGE, THE TARGETED AUDIENCE, DESIRED OUTCOME	2
BASED UPON THE PROGRAM	2
PERFECT	1
KEY MESSAGE, DESIRED OUTCOME	1

INTERNET	1
BASED UPON THE PROGRAM, KEY MESSAGE, TARGETED AUDIENCE	1
KEY MESSAGES, MEMO	1
BASED UPON THE PROGRAM, THE TARGETED AUDIENCE, THE DESIRED OUTCOME	1
THE DESIRED OUTCOME	1
BASED UPON THE PROGRAMS, THE TARGETED AUDIENCE, THE DESIRED OUTCOME	1
BASED UPON THE PROGRAM, CAMPAIGN, KEY MESSAGES, THE TARGETED AUDIENCE	1
BASED UPON THE PROGRAM, CAMPAIGN, KEY MESSAGE, THE TARGETED AUDIENCE, THE DESIRED OUTCOME	1
BASED UPON THE PROGRAM, CAMPAIGN	1
CAMPAIGN, KEY MESSAGES	1
KEY MESSAGES/PROGRAMS	1
THE TARGETED AUDIENCE	1
PREVAILING NEEDS	1
DEPT DECISION	1
BASED UPON THE PROGRAM, CAMPAIGN, TARGETED AUDIENCE	1
EMAIL	1
DEPENDS ON TARGET GROUPS/AUDIENCE	1
Total	31

When asked which channels were most effective in reaching the targeted audience with the right message, 33 persons responded. The majority indicated email and group meeting as the main channels as shown in the frequency of their responses in Table 14.

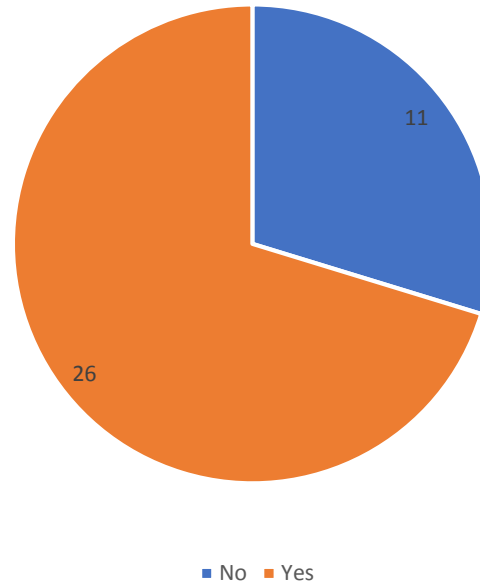
Table 14

8.3 Which channels were most effective in reaching the targeted audience with the right message?	Total
EMAIL	8
GROUP MEETING	8
GROUP MEETINGS	3
INTERNET	2
CAMPAIGN	1
CHAT, WHATSAPP	1
EMAIL, CHAT, MEMO	1
GROUP MEETING, KEY MESSAGE	1
GROUP MEETINGS, EMAILS	1
INTERNAL MEMORANDUM	1
INTERNAL MEMORANDUM, GROUP MEETINGS	1
MEMORANDUM	1

MONTHLY MEETING WITH MANAGEMENT	1
ONLINE TV	1
PROGRAM BASED	1
PUBLIC AWARENESS	1
Total	33

When asked whether the communication strategy require new channels of communication for constantly changing employee audiences, all 37 persons surveyed responded with 12 indicated yes and 11 indicating no (see Chart 21 below)

Chart 21: Does your communication strategy require new channels of communication for constantly changing employee audiences?



When asked whether there is a communication strategy, 29 respondents indicated no; 8 respondents indicated yes. When asked are there set goals, 30 respondents indicated no; 7 respondents indicated yes. (see Chart 22 below)



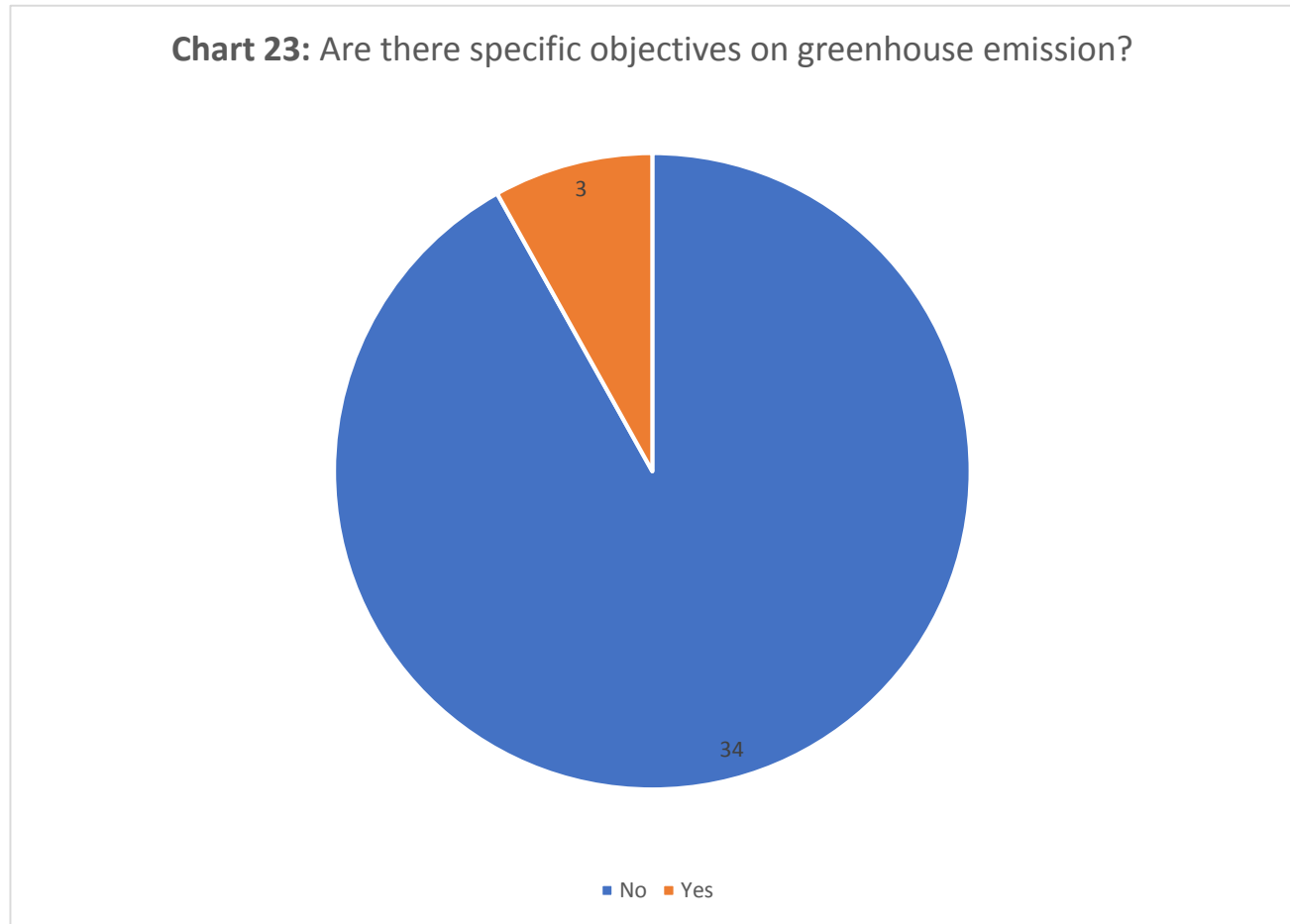
Table 15

9.2a IF YES (or if there are goals)	Total
CLEAN MONROVIA / KEEP IT SAFE	1
GOOD HEALTH/SAFE ENVIRONMENT	1
HELP THE MINISTRY COLLECT DATA ABOUT NDC/CLIMATE CHANGE	1
REACHED OUT TO LINE MINISTRY AND COLLECT DATA ABOUT NDC/CLIMATE CHANGE	1
REFORESTATION	1
TO COMMUNICATE AND SHARE INFORMATION ABOUT ENERGY	1
Total	6

Table 16

9.3 If yes, what are the objectives?	Total
FOREST PROTECTION, PROTECT PROTECTED AREAS, REFORESTATION	1
KEEP THE CITY CLEAN/GREEN, GOOD HEALTH	1
REDUCE THE RISK OF CLIMATE CHANGE	1
TO COMMUNICATE	1
TO KEEP THE CITY CLEAN	1
Total	5

When asked whether there were specific objectives on greenhouse emission, 34 respondents indicated no; 3 respondents indicated yes as shown below in Chart 23.



When asked what plans exist to complement other NDC hubs involved with climate action on mitigation and adaptation, only five persons provided answers with the frequency of their responses highlighted below in Table 17.

Table 17

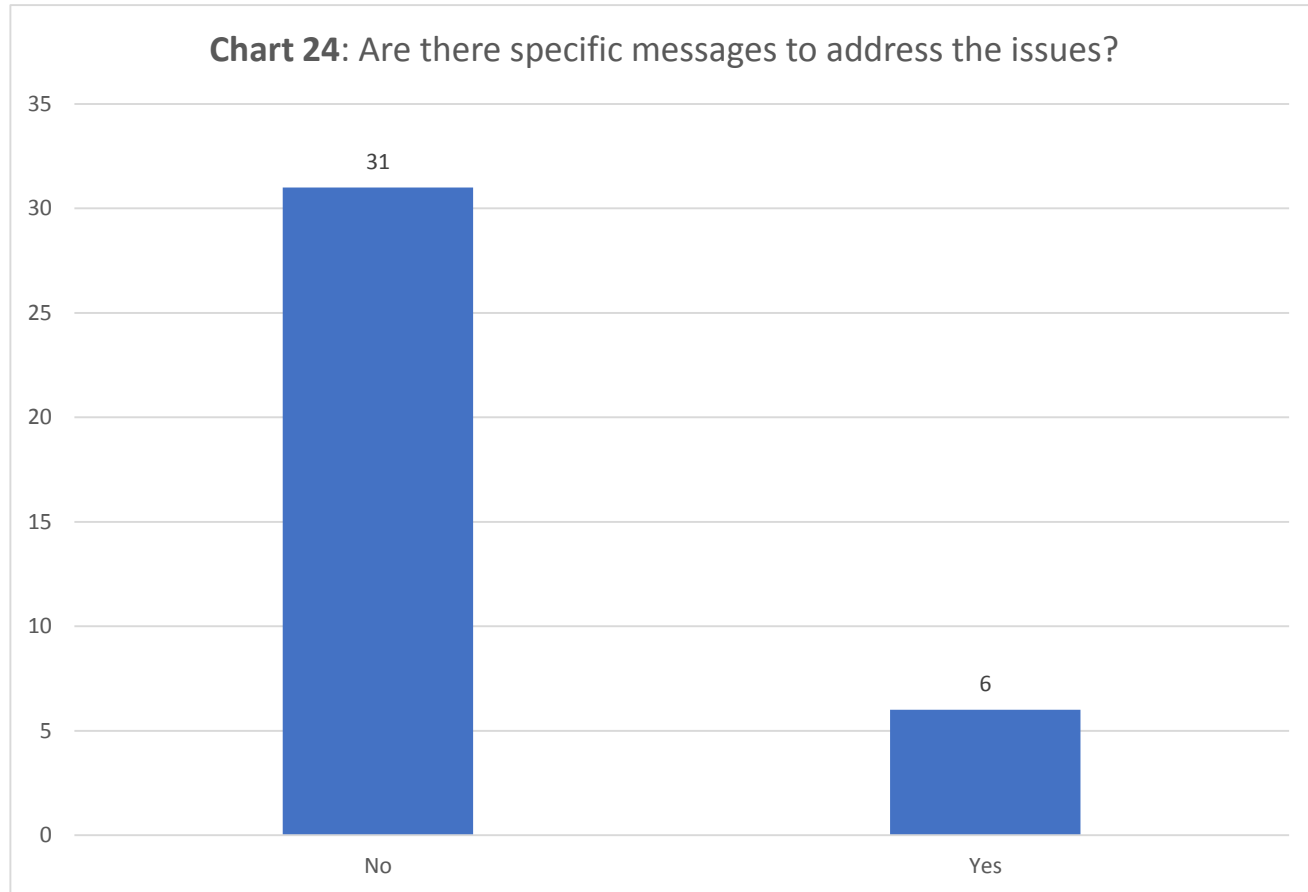
9.5 What plans are there to complement other NDC hubs involved with climate action on mitigation and adaptation?	Total
HAVE A COMMON OBJECTIVE IN PREVENTING CLIMATE CHANGE	1
IMPLEMENTATION OF CBIT PROJECT WILL HELP	1
THROUGH THE PIU BANK PROJECTS	1
TRAINING	2
Total	5

When asked what the issues are relating to the Energy/Forestry/ Agriculture/transport Sectors. When it comes to building resilience to reduce greenhouse gas emissions, only 10 persons provided answers with the frequency of their responses highlighted below in Table 18.

Table 18

9.6 What are the issues relating to the Energy/Forestry/ Agriculture/transport sectors when it comes to building resilience to reduce greenhouse gas emissions?	Total
AWARENESS, TRAININGS	1
DATA COLLECTION/SHARING, DETERMINING GHG OF WASTE COLLECTED	1
DEFORESTATION	2
EMISSION OF POLLUTED GASES	1
GET RID OF THE WASTE	1
PERFECT COLLECTION OF WASTE/IT DISPOSAL, MANAGEMENT OF LANDFILL SITE	1
REDUCE THE RISK OF GREEN HOUSE GAS EMISSIONS	1
REFORESTATION, SUSTAINABLE FOREST MANAGEMENT PRACTICE	1
UNQUALIFIED PEOPLE/NO EQUIPMENT, FUEL, LOW SALARY, NO MOTIVATION	1
Total	10

When asked are there specific messages to address the issues, 31 respondents indicated no; 6 respondents indicated yes as shown below in Chart 24.

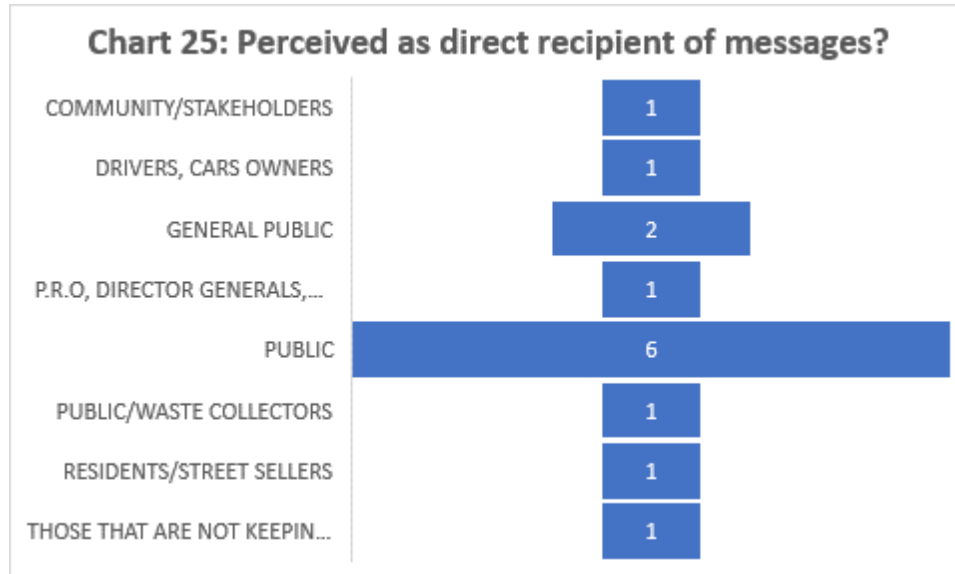


When asked what the appropriate tools are for and channels for each target audience, only 9 persons responded to the question. 3 respondents indicated awareness and campaign, while the rest indicated other tools as shown below in Table 19.

Table 19

9.9 What are the appropriate tools for and channels for each target audience?	Total
AWARENESS, CAMPAIGN	3
COMMUNITY ENGAGEMENT/MASS MEDIA	1
KEY MESSAGES	1
MCC TV	1
PLACARDS, LEAFLETS, TALKSHOW, DRAMA, VINGO, SLOGAN	1
RADIO	1
RADIO, BILLBOARDS, BROCHURES	1
Total	9

When asked who you perceiving as the direct recipient of messages, only 14 persons responded to the question. The frequency of their responses is documented below in Chart 25.



When asked about key messages within the sector, only 8 persons responded to the question. The frequency of their responses is documented below in Table 20.

Table 20

9.11 What are the key messages within the sector?	Total
BEHAVIOR CHANGE, PEOPLE PARTICIPATION, ENFORCEMENT	1
INTERACTION, TALKSHOW, PLACARDS, LEAFLETS, PLAYS	1
KEEP THE CITY CLEAN/GREEN, NO SELLING IN THE STREET	1
KEEPING THE CITY CLEAN STOP PEOPLE FROM GETTING SICK	1
MANAGE YOUR WASTE WELL/CLEAN, MANAGE YOUR ENVIRONMENT, PUT YOUR WASTE IN THE GARBAGE CAN AND TAKE IT TO THE COLLECTION SITE	1
REDUCE CLIMATE CHANGE	1
REDUCING EMISSION, COMBATTING CLIMATE CHANGE	1
SUSTAINABLY MANAGE LIBERIAN FOREST, PROTECT BIODIVERSITY, CONSERVATION OF PROTECTION OF ANIMALS	1
Total	8

When asked about what are the tools and methods for dissemination to key audience, only 10 persons responded to the question. The frequency of their responses is documented below in Table 21.

Table 21

Count of 9.12 What are the tools and methods for dissemination to audience?	Total
AWARENESS, FLYERS, BILLBOARD, COMMUNITY MEETINGS	1
CITIZENS	1
EMAIL, CHAT GROUP, RADIO, FACEBOOK, POSTER	1
KEY MESSAGES THROUGH SIMPLE ENGLISH	1
POLCY MAKERS; EMAIL. FARMERS; FLYERS, BROCHURES, BILLBOARDS	1
POLICY MAKERS; EMAILS, BROCHURES. FARMERS; RADIO. CITIZENS; FLYERS, BILLBOARDS	1
POLICY MAKERS; EMAILS. CITIZENS; RADIO, TV, SOCIAL MEDIA	1
POLICY MAKERS; PRINT/ELECTRONIC MEDIA, STAKEHOLDERS MEETINGS/WORKSHOPS	1
POLIY MAKERS; EMAIL FARMERS; RADIO CITIZENS; RADIO, NEWSLETTER	1
PUBLIC POLICY; PRESS RELEASE FARMERS; ANNOUNCEMENT CITIZENS; JINGOS	1
Total	10

When asked about what recommendations you have for communicating climate action specifically relating to your sector or hub, only 18 persons provided recommendations. The frequency of their responses is documented below in Table 22.

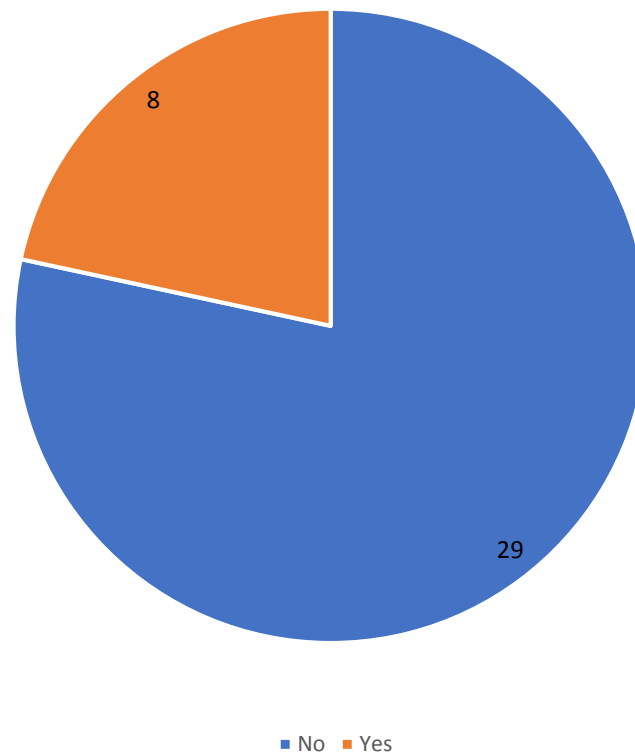
Table 22

9.13 What recommendations do you have for communicating climate action specifically relating to your sector or hub"?	Total
BULLEIN, BILLBOARDS, BANNERS	1
CAPACITY BUILDING	1
EFFECTIVELY COMMUNICATE CLIMATE ACTION, MORE AWARENESS ON CLIMATE CHANGE	1
EFFICIENT IN PROVIDING MESSAGE TO THE PUBLIC, TRAINING, LOGISTIC	1
EMPOWER MCC WITH THE NECESSARY EQUIPMENTS TO EFFECTIVELY DISSEMINATE INFORMATION	1
MANAGEMENT BE MORE PRECISE OR VIVID IN IMPLEMENTATION OF POLICIES OR ISSUES RELATING TO THE ENVIRONMENT THAT WILL ALLEVIATE FUTURE POLLUTION	1
MCC SHOULD PROMOTE THE PROGRAM TO HELP CITIZENS	1
MEETINGS, TRAININGS, INITIAL SHARING OF DATA, DATA COLLECTION, LOGISTICS	1
MORE TRAINING AND SALARY FOR THOSE THAT ARE PART OF THE WASTE MANAGEMENT	1
PUBLIC RELATIONS DIVISION MUST BE FULLY INVOLVED IN CLIMATE ACTION, BE FULLY PART OF THE POLICY PROGRAMS	1
STREGTHEN DATA COLLECTION AS A RELATE TO EMISSION LEVEL. DEVELOP COMMUNICATION STRATEGY FOR CO2 EMMISION IN THE TRANSPORT SECTOR	1
STRONG WORK TO ACHIEVE BETTER RESULT	1
SUPPORT THE COMMUNICATION DEPT FOR MORE AWARENESS	1

TO CLIMATE CHANGE	
THE INFORM THE CITIZENS TO MANAGE THEIR WASTE, KEEP THE DRAINAGES CLEAN	1
THE SECTOR SHOULD BE TRAIN ABOUT CLIMATE CHANGE	1
TOOLS/METHODS, PARTICULAR AUDIENCE (SECTION), INTENSIVE TRAINING	1
TRAINING	1
WE NEED TRAINING TO ALIGN OURSELVES WITH CLIMATE CHANGE	1
Total	18

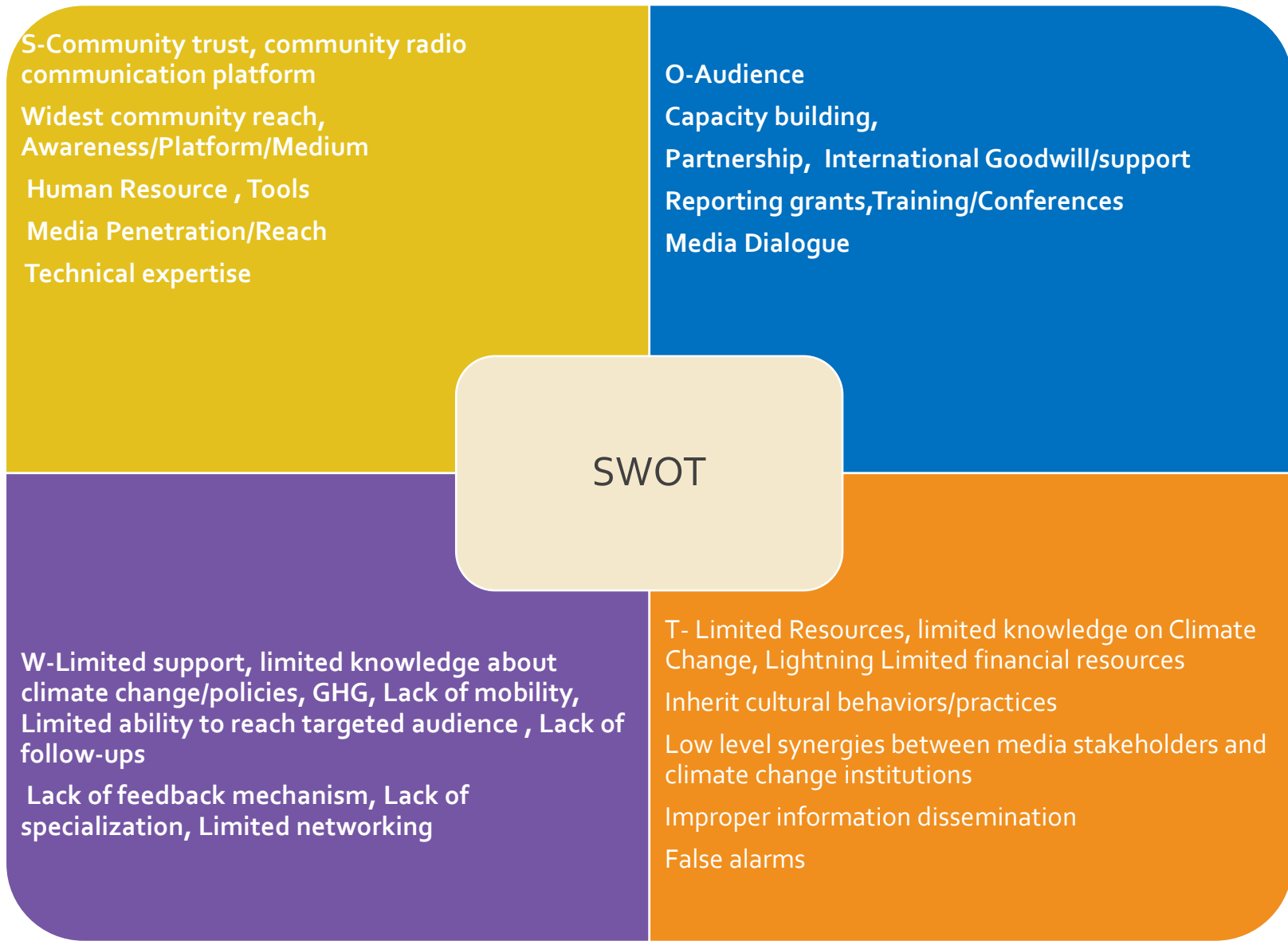
Finally, when asked about the specific means of coordination among the NDC HUBS the CBIT and EPA PMU? Coordination meetings, 29 respondents indicated no and 8 indicated yes as shown below in Chart 26.

Chart 26: Specific means of coordinating among the NDC HUBS the CBIT and EPA PMU? Coordination meetings?



7.4. PEST and SWOT Results





Challenges in communicating climate change	Recommendations
<ul style="list-style-type: none"> ➤ No specialization in reporting Climate Change ➤ Limited knowledge on climate change policies-inadequate information ➤ Limited interest in climate change ➤ Lack of willingness of editors to report on climate change in the newsroom ➤ Lack of resources/limited resources (Environmental reporting is expensive) ➤ Limited reporting on climate change ➤ Inability to monitor/track climate change reporter ➤ Failures of stakeholders/GOV to act on climate change ➤ Lack of sustainability of climate change activities/programs 	<ul style="list-style-type: none"> ➤ Continuous sustainability on climate change reporting – action needed ➤ Build the capacity of institutional journalist on climate change-action needed ➤ EPA – write to get more grants to support to support media institutions reporting climate change ➤ Lack of proper information dissemination/reporting ➤ Report climate change messages in vernaculars of the 15 counties-action needed

8.0. Questionnaire

INTERVIEWER

RESPONDENTS NAME	
RESPONDENTS TITLE	
RESPONDENTS CONTACT	
COUNTY	
NDC HUB TITLE	
DATE	
TIME	
DATA COLLECTOR NAME	
DATA COLLECTOR CONTACT	
DATA COLLECTOR SIGNATURE	

INTRODUCTION

My name is _____. We are conducting an assessment that will assist in developing a communication strategy for CBIT/EPA NDC HUBS. The goal of the assessment is to generate information about how much you have communicated climate action education to targets within your sector (Energy, City Planning and waste management, Forestry, Transport, and how well you understand the functions of the CBIT in relation to your scope and sector. We will also be interested in the challenges that your hub faced in communicating climate action mitigation and adaption You were randomly selected to be part of this assessment. I would like to kindly speak to you for few minutes.

Any information given here will be kept confidential. We will take your full name and guarantee that anything you say will not count against you.

It is our hope that this assessment research will benefit our country's CBIT EPA in communicating effectively to mitigate and adapt to climate change by assisting us to get better information about the CBIT and the NDC Hubs.

You will not get any personal benefit for participating in this assessment.

Do you have any question/s for me? You may ask now.

Thanks and we may begin now.

DATA ENTRY

Date

DATA ENTRY NAME	
DATA ENTRY CONTACT	
DATA ENTRY SIGNATURE	
REMARKS:	

SECTION 1: DEMOGRAPHICS AND EDUCATION

1.1 Sex: Male Female

1.2 Age Range: 18-35 36-50 51 and Above

1.3 Education: Master's Bachelors Vocational Associate Degree
Other

1.4. Field of Study/ies

SECTION 2: Professional status

2.1 Respondent Status: Senior management Communication Assistant
Director
Communication Officer Others

SECTION 3 KNOWLEDGE ON POLICIES

3.1 Do you Know or have you heard about any policies or strategies about the Liberia NDC?

3.1 National Policy on Climate Change Yes No

3.2 National Determine Contributions Yes No

3.3 UNFCC = United Nations Framework convention on climate change Yes No

3.4 INC = Initial National Communications Yes No

3.5 what other climate change policies do you know or have you heard about?

Please List below:

3.6 How did you get to know about these policies?

Trainings Awareness Meetings

Personal Research

SECTION 4 Internal and External Communication

4.0 Is there a communication strategy or plan for both external and internal communications within the organization? YES ___ NO ___

IF NO PROCEED TO QUESTIONS 4.7 AND BELOW

4.1 What were the 3-5 major goals for internal communications?

4.1a Were they specific, measurable, achievable, relevant, and timely?

4.2 How did the internal communications strategy support your organization’s overall goals?

4.3 Was your employee communication strategy documented and presented to key stakeholders, particularly key communicators who had well-defined roles and responsibilities?

4.4 Did you establish key performance indicators (KPIs) for internal communications?

4.5 How well did you perform against those KPIs?

4.6. What were the biggest challenges to executing your communication strategy and will those challenges recur in the next year?

4.7. If there is no communication strategy in your organization, what form of policy or strategy are you using to communicate climate change and climate action?

4.8 What are challenges you face in developing communication strategy?

4.9 What system are you using to communication climate change concerns?

4.10 What can be done to have a communication strategy for your organization?

4.11 Who is responsible for communication within your organization?

SECTION 5 COMMUNICATION MODEL PROGRAMME AND

5.1 What were the 3-5 major internal communication programs that were identified in support of the overall communication strategy?

5.2. Were there multiple campaigns in support of each major program? How well did each campaign support its associated program?

5.3. What were the key messages for each campaign?

5.4. Please list as many as possible below?

5.5. How effective were the key messages in achieving your campaign and program objectives?

5.6 How were the effectiveness of the messages or the campaign evaluated?

SECTION 6 MESSAGE DEVELOPMENT

This part of the assessment focuses on a review of key messages, their content, and the communication skills of key publishers.

6.1 Who authored key messages?

6.2 What was their role and responsibility in the internal communication strategy? Did they link key messages back to the overall goals, mission or vision?

6.3 Did each key message have a clearly identified audience and purpose?

6.4 Did each key message have content that was clear, concise, consistent, and compelling?

- 6.5 Did each key message include graphics and/or navigational cues that were consistent with the text content as well as your internal brand?
- 6.6. Did key messages solicit audience feedback that could be used to refine message development?

SECTION 7 TARGET AND REACH

In this part of the assessment, you are trying to determine whether you consistently reached the right audience with the right message.

- 7.1 Did each key message have a clearly identified audience?
- 7.2 Were you able to segment your employee audiences and develop segment-sensitive messaging?
- 7.3 Was there a desired outcome from each target audience?
- 7.3a Was the desired outcome achieved?
- 7.4 Were key messages personally and professionally relevant to the individuals in the target audience?
- 7.5 Were the tone and style of the message consistent with the desired outcome?

SECTION 8 CHANNEL AND IMPACT

The goal here is to determine the effectiveness of each channel of communication and its impact on the goals of the internal communications strategy.

- 8.1 Which channels (e.g., email, intranets, chat, group meetings) were used for internal communications?
- 8.2 How were channels selected for internal communications? Based upon the program, campaign, or key message, the targeted audience, and/or the desired outcome?
- 8.3 Which channels were most effective in reaching the targeted audience with the right message?
- 8.4 Does your communication strategy require new channels of communication for constantly changing employee audiences?

SECTION 9 CBIT NDC HUB Specific

This section is intended to assist in assessing whether or not there is a strategy for the hub or CBIT activities. It will inform the development of the strategy and implementation.

Messaging for CBIT NDC HUBS

- 9.1 Is there a communication strategy?
- 9.2 Are there set goals?
- 9.2a IF YES Please state below?
- 9.3 Are there specific objectives?
- 9.4 What are the objectives?
- 9.5 What plans are there to complement other NDC hubs involved with climate action on mitigation and adaptation?

9.6 What are the issues relating to the Energy/Forestry/ Agriculture/transport sectors when it comes to building resilience to reduce greenhouse gas emissions?

9.7 Are there specific messages to address the issues?

9.8 Who are the target audiences for the dissemination of the message

9.9 What are the appropriate tools and channels for each target audience

9.10 Who do you perceive as the direct recipient of messages

9.11 What are the key messages within the sector. Please list them according to the issues.

9.12 What are the tools and methods for dissemination to particular audience:

Policy makers

Farmers

Citizens

Others

9.13 What recommendations do you have for communication climate action specifically relating to your sector or hub”

Can you kindly provide me a copy of your overall communication strategy, including one for the CBIT activities if it is available?

Section 10 COORDINATION AMONG NDC HUBS CBIT AND EPA/PMU

10.1 Are there specific means of coordinating among the NDC HUBS the CBIT and EPA PMU

Coordination meetings?

Social media apps for communicating

Integrated newsletter

others

3.1. PEST AND SWOT Analysis Questionnaire

Part One: Situational Analysis questions (General Challenges)

1. What are the challenges of the CBIT or NDC hub or the entity in achieving its aims and objectives?
2. What generally are the issues within the sector that NDC HUB is established to address or mitigate?
3. What are your suggestions for mitigating these challenges?

Part Two: Assessment of internal communication

1. Is there an established hierarchy for coordinating communication within the group?
2. What are the most effective ways that the group has communicated and coordinated among its members?
3. How is information shared internally?
 - a) Emails
 - b) Social media platforms: whatsapp, facebook, twitte, sms,
4. What has been the most responsive communication channel?
5. How has the group advocated and communicated its activities to external groups (partners, CSOs, communities, stakeholder, etc.)?
6. please select as many as possible or necessary
 - a) Newsletter
 - b) Quarterly reports
 - c) Weekly updates
 - d) Community forums and outreach
 - e) Radio messages/announcements spots
 - f) Press releases
 - g) Radio programming and talk shows
 - h) Messages via SMS and social media platforms
 - i) Monthly reports
 - j) Annual reports
 - k) Press conferences
 - l) Websites
 - m) Web portal
 - n) Short code messaging via mobile phone companies

Visibility, Image and branding

1. Is there a logo or symbol to create an identity for the CBIT activities?
1. Is there an integrated branding policy for the CBIT HUB activities or climate change action?
2. Does the group promote its activities through social media platforms with followers?

3. Is there a website?
If so is there a portal for resources and other information?
4. Is there a mechanism for feedback on information disseminated?
 - a) Formal surveys?
 - b) Informal feedback/channels and methods?

Part Two: SWOT

SWOT will assist us in summarizing the issues we need to consider as part of the communication strategy: SWOT assists us consider the internal strengths and weaknesses, and the external opportunities and threats that the Communications unit or department could face the next five years. Please note that in addressing the strength and weaknesses consider things that the unit or dept. has control over because the two are internal factors whereas, the opportunities and threats are external factors. Please address this section in scope of the aims and objectives of the CIBIT, NDC HUB and climate change communication.

1. Kindly list below what you think the strengths of the Unit are?
2. Kindly list below what you think are the weaknesses of the UNIT?
3. What are the opportunities that the group may consider in achieving its aim and objective?
4. What are the weaknesses of the group?

Part Four: Pest analysis

Political

1. What governmental policies and actions are likely to affect my GOAL of the CBIT or NDC HUB Forestry, Mines and Energy,
2. Transport, city planning and SWMS, Agriculture (answer specifically to your sector)?
3. What changes are likely in the political priorities of the government at national and local level?
4. How are the changes likely to affect generally the work of the NDC HUB or CBIT?

Economic

1. Are there any economic trends or indicators that are favorable towards CBIT, NDC HUB or the Sector?
2. Are there any issues in the economy that might affect the sector and the work of the COMMUNICTAIONS DEPT. or
3. the NDC, CBIT, EPAPMU?
4. How volatile is the national economy?

Social

1. What key influences are affecting people's attitudes and behavior in ways that might affect the CBIT NDC HUB or the sector?
2. Are there trends noticeable in particular groups (farmers, car dealers and drivers, miners, electric companies and energy
3. providers, communities, Concession companies or private sector) that have implications for the CBIT, NDC HUBS EPA and its objectives
4. or the sector?
5. What demographic changes within key populations that might have implications for the CBIT NDC HUBS or sector?

Technological

1. What emerging technologies might have implications for the CBIT NDCHUBS OR sector and the operations of the CBIT NDC HUBS?
2. Which technologies are becoming redundant, the decline of which might pose a threat to the sector or the CBIT NDCHUBS?
3. Will any changing technologies have an impact on political or economic events with implications for sector or the CBIT NDC HUBS?

Thank you for taking out time to answer these questions. Please state below how this process could be improved?