

# ClimDev-Africa Phase II Communication Strategy

# Strategic Communication Objectives

- Promote uptake and use of Climate Information Services (CIS)
- Enhance visibility of ClimDev-Africa
- Build awareness and engagement across all levels/sectors
- Influence policy and public discourse
- Strengthen internal and external communication

# Target Audiences & Key Messages Framework

- **Policymakers:** CIS supports resilient planning
- **Development Partners:** High-impact African-led platform
- **NMHSs:** Upgrading tools and training
- Youth, Women, Legal community & Essential voices in negotiations (YAL, PACJA, AGN)
- **Media/Public:** CIS informed lives saved, disruption to economic activities
- **Academia & Think Tank institutions:** Opportunities for Capacity development/ decision-making tools partnerships
- **Local Communities:** CIS (EWS)informed lives saved, disruption to economic activities

# Communication Channels

- Digital: Website, social media, newsletters.
- Traditional: Radio, TV, print media.
- Events: CCDA, ACTs, COP Africa Pavilion, workshops.
- Publications: Policy briefs, reports, infographics.
- Knowledge Platforms: ACRIS.

# Strategic Pillars

- **Awareness and Advocacy**
  - Campaigns, influencer engagement, policy promotion.
- **Knowledge Mobilization**
  - Translate research, share best practices, co-generate knowledge.
- **Capacity Building**
  - Train journalists, build communication skills, integrate into curricula.
- **Branding and Visibility**
  - Standardize branding, develop identity guide, ensure consistency.

# Implementation Plan

- 2026: Launch strategy, revamp website, media partnerships.
- 2027: Regional campaigns, communicator training, toolkits.
- 2028: Mid-term review, digital engagement, podcast series.
- 2029: Youth focus, language accessibility.
- 2030: Final campaign, legacy documentation, evaluation.

# Monitoring & Evaluation

- **KPIs:**
  - Website traffic (target: 500% increase)
  - Communication products (target: 500)
  - Media outreach (target: 30 countries)
  - Stakeholder satisfaction (target: 70%)
- **Tools:** Dashboards, surveys, media monitoring.

# Risks and Mitigation

- Low media interest → Engage media early, offer training.
- Technical jargon → Use plain language and visuals.
- Limited rural reach → Use community radio, local languages.
- Inconsistent messaging → Develop and enforce style guide.