WISER Communication

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Overall objective of WISER:

To enhance the resilience of poor people and of economic development in Africa through improved generation and use of weather and climate information services
WISER Communication

Objectives:
Identify and prioritize stakeholders and their needs, and support with targeted messaging and tailored delivery of communications to different audiences

- Stakeholder mapping of research, policy and practice communities
- Develop communication strategy (ies)
- Communication products are tailored to users (language, culture, gender, literacy) accessible across the range of media channels and formats
- Understand risk communication
- Support KM

16-17 Oct. 2016, Addis Ababa, Ethiopia
WISER Communication

Objectives:

• Increase awareness and understanding of the value of climate information
  ➢ Communicate the Socio-economic benefits of CI (quick start projects and others)
    o Develop a solid narrative and;
    o Develop communication and influence strategies
    o Identify ambassadors /messengers

• Increase understanding of the communication barriers and opportunities for the uptake of CI
  ➢ Undertake communication research and assessments on the barriers to uptake in different contexts & planning processes
  ➢ Develop engagement and empowerment strategies
WISER Communication

Objectives:
• Bridge communication gaps between CI producers and users at different levels
  ➢ Understand the dynamics on how information is disseminated, accessed and used including informal processes
  ➢ Understand gaps and deficits related in the information chain
  ➢ Facilitate dialogue between CI producers and users
  ➢ Identify tools and approaches
  ➢ Develop and promote good practice guidance
  ➢ Enhance user capacity to understand CI and actions to be taken

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Objectives:

• Actively broaden collaboration and engagement with partners and networks
  ➢ Collaborate closely with WISER core partners
    o Coordination, messaging, synergies
  ➢ Prioritize and engage new partners
  ➢ Establish WISER Communication group
  ➢ Identify and collaborate with networks to support and amplify the work
WISER Communication

Objectives:

Build and support the WISER brand values:

- Integrity – putting user needs first
- Transparency – we cannot achieve what we are setting out to do without openness and honesty, including about where there is uncertainty or evidence might be weak
- Unity – together we are stronger
- Flexibility – in all aspects of working, responding to a changing environment
Conclusion

The approach is to:

• Understand the landscape – what exists and where the gaps are
• Understand our stakeholders and their needs
• Prioritize
• Contextualize
• Collaborate
• Learn