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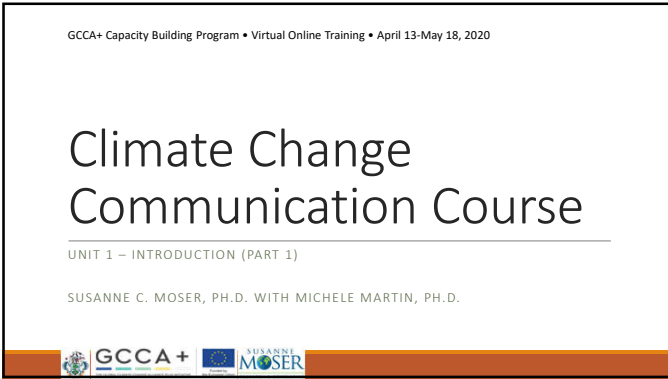
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## Introductions



**Susi Moser**  
Susanne Moser Research & Consulting



**Michele Martin**  
GCCA+

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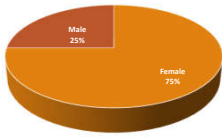
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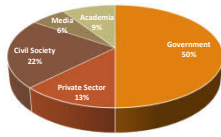
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## Who's else is in this training?

Gender Representation in Pre-training Survey



Sector Representation in Pre-Training Survey



Source: Data based on pre-training survey

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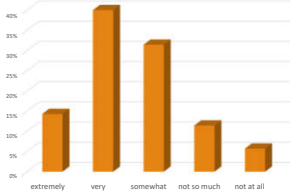
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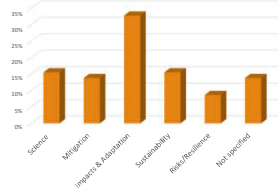
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## Who's here?

Familiarity with Fundamentals of Climate Change (Science, Impacts, Response Options)



Focus of Pre-Training Respondents' Climate Communication



Source: Data based on pre-training survey

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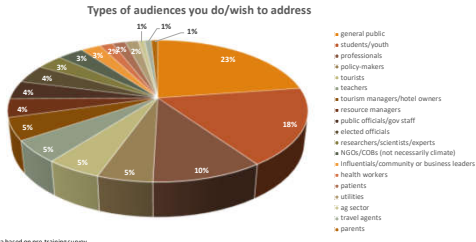
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## Your key audiences




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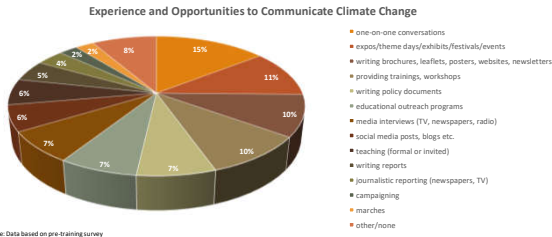
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## Your experiences & opportunities to communicate about climate




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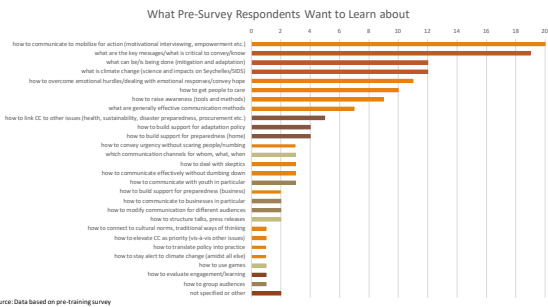
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## Key challenges & interests




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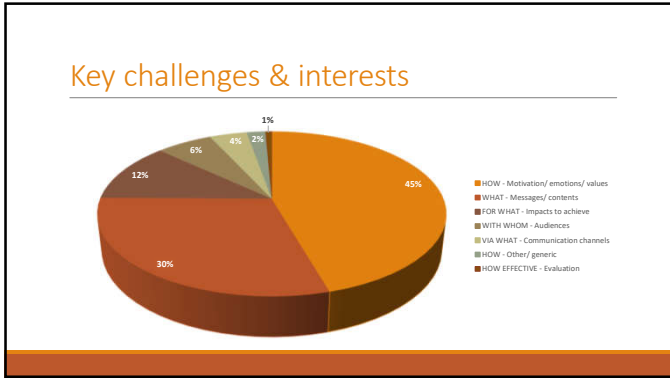
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### Course goals

1. Have a clear understanding of the **basic components of impactful climate change communication**;
2. Know how to identify key audiences, and develop and practice **audience-specific communication techniques**;
3. Have developed a core set of **key messages** and practiced applying and delivering them; and
4. Understand the importance and role of, and practice working with, **emotions, values and identity** in climate change communication.

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### Overview of training

April 13 drop Unit 1- INTRO	April 20 drop Unit 2 – WHAT, WITH WHOM, TO WHAT END	April 27 drop Unit 3 – HOW	May 4 drop Unit 4 – WHO, VIA WHAT, TO WHAT END	May 11 drop Unit 5 – HOW EFFECTIVE	May 18 CLOSURE
<b>Special appearance</b> • Daniel Stoenig Intro to climate change science, impacts, responses options, and what Seychelles is doing  <b>Training videos</b> • Welcome • Overview of training • Basics of (strategic) climate change communication  <b>Homework (in pairs/groups)</b> • Mutual introductions • Scenario exercise • Site visit to "see" impacts • Defined about concerns  <b>Resources for Unit 1</b> • Selected readings • Sample videos • Further resources	<b>Special appearance</b> • Patsy Athanase interview video  <b>Training videos</b> • Goals of communication • Message triangle • Basics of audience-specific communication  <b>Homework (in pairs/groups)</b> • Goals of communication • Message development • Audience segmentation exercise  <b>Resources for Unit 2</b> • Selected readings • Sample videos • Further resources	<b>Special appearance</b> • Patrick Victor video (music and interview)  <b>Training videos</b> • Audience-specific motivations • Dealing with audience-specific barriers • How to deal with psychological/emotional and other defenses  <b>Homework (in pairs/groups)</b> • Practice and refine strategies • Practice dealing with emotions, defenses  <b>Resources for Unit 3</b> • Selected readings • Sample videos • Further resources	<b>Special appearance</b> • Raymond Clarise interview video  <b>Training videos</b> • Communication opportunities/channels • Basics • Participants' options and considerations • Messengers • Goals of communication revisited  <b>Homework (in pairs/groups)</b> • Messenger exercise • Channel exploration • Refine strategies, prepare to present strategies  <b>Resources for Unit 4</b> • Selected readings • Sample videos • Further resources	<b>Special appearance</b> • Bagpik interview video and performance of a poem  <b>Training videos</b> • How to evaluate - looking for meaningful indicators of impact/ change • Examples and discussion  <b>Homework (in pairs/group)</b> • Present and comment on at least 2 other strategies • Develop meaningful indicators of impact  <b>Resources for Unit 5</b> • Selected readings • Sample videos • Further resources	<b>Homework (alone)</b> • Training evaluation
Live Discussion Unit 1	Live Discussion Unit 2	Live Discussion Unit 3	Live Discussion Unit 4	Live Discussion Unit 5	

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## If you get lemons, make lemonade...



Source: Pinterest

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## Making this work virtually

Because we cannot...	We are trying this instead...
Provide in-person lectures & instructions	Watch the video-recorded training lectures with supplementary online videos and resources
Have in-person visitors to the training	Watch the video-recorded performances, lectures and interviews
Do Q&A and informal in-person answering of questions	Email or message Michele your questions, confusions, concerns by the weekend prior to the zoom meeting
Do in-person reflective solo exercises	Keep a personal journal or notes over the course of the training
Do in-person pair exercises	Pair up virtually with one or two other people (phone, skype; no physical meetings)
Do in-person interactive group exercises	Do certain exercises alone (social distancing must prevail!) Write your reflections in your journal Meet online 1x/wk for 60 minutes (zoom meeting)

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## Orientation: Finding course materials

Which Course Materials?	Youtube Channel	Google Folder
Lectures and interviews (video recordings)	X	
Training slides for note taking (ready to review or print out)		X ("Unit_/Slides for notetaking")
Exercise materials, worksheets etc. (ready to view or print out)		X ("Unit_/Exercises")
Supplementary materials (readings, links to online examples etc.)		X ("Unit_/Supplementary materials")

- **YouTube Videos:** for now all private; we will send direct links each week
- **Google Folder:** [https://drive.google.com/drive/folders/1Na\\_IQ\\_4xpNkDGShi7dTBNzPtp2UFfjgqe7ths=true](https://drive.google.com/drive/folders/1Na_IQ_4xpNkDGShi7dTBNzPtp2UFfjgqe7ths=true)

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 **Introduce yourself to your training partner(s)**





**Even if you already know each other... practice this anyway!**

My name is ...

From ... [organization]

One skill or trait I bring to climate communication that is really helpful...

What I really want to say to the people about climate change is...


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 **Exercise 1:  
Meeting a communication challenge**

**Instructions**

- Go to Google folder, look for Unit 1/Exercise 1 to find who you are partnered with, the exercise instructions and your assigned scenario
- Virtually connect with your training partner(s)
- Acquaint yourself with the scenario for your pair/group (assigned to you)
- Discuss and together develop a communication strategy that is appropriate and effective for this audience and situation (write down details)
- We will debrief during the virtual zoom meeting



Source: Wordpress.com

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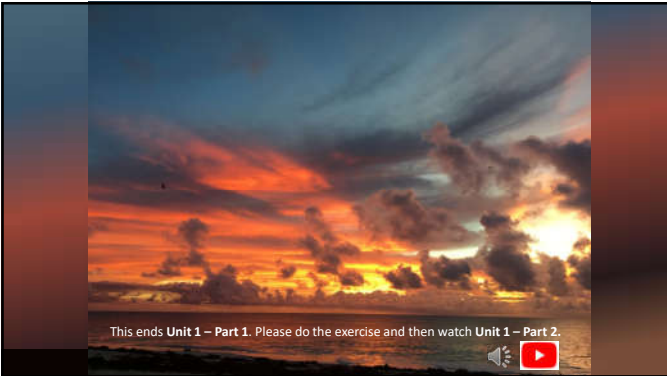
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This ends **Unit 1 – Part 1**. Please do the exercise and then watch **Unit 1 – Part 2**.


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