

## Exercise 1: Developing an Audience-Specific Communication Strategy

Climate change scenarios for Seychelles

**Important caution:** We are suggesting you do the following exercise with your chosen (or assigned) partner(s). However, due to the corona virus pandemic, we ask you to do this exercise virtually, i.e., to contact them via email to set up a time to talk by phone, Skype, or any other social media app you feel comfortable with. If you cannot use any of the virtual options and are meeting in person, please adhere to all local guidelines on social distancing during the COVID crisis: maintain at least a 1.5 m distance to other people. Behavioural guidelines during the pandemic are updated frequently and you can see the latest at the [WHO website](#) and, particularly, the [Seychelles Department of Health](#) guidelines.

### Purpose of Exercise

The purpose of this exercise is for you to:

- Use your existing skills, expertise and experience and apply them toward a typical climate communication challenge
- Collaborate with your partner(s) to devise an effective and creative approach to the challenge described in the communication scenario

### Needed Supplies

- Pen and paper or Notebook/journal
- One scenario (assigned) per pair/small group

### Time Requirement

30 minutes

### Instructions

1. Each person carefully reads the scenario assigned to you.
2. Once you are familiar with the situation, discuss the following questions with your partner(s) (and any others noted in your scenario):
  - What do you think is important and significant about the situation that influences your approach?
  - How could you imagine addressing the situation?
  - What is/are your specific communication goal(s)?
  - Who really is/are your audience(s)?
  - What message(s) do you want to convey?
  - What approach would you take to your communication?
  - Which communication channels do you think would be most effective?
  - Are you or is someone else the best messenger? Why?
  - Should anyone else be involved?
  - When would you communicate with your audience(s) and is there anything important about the timing?
3. Once you agree, write down your approach in your notebook (including answers to the above questions) and be ready to reflect on it during our Zoom call.