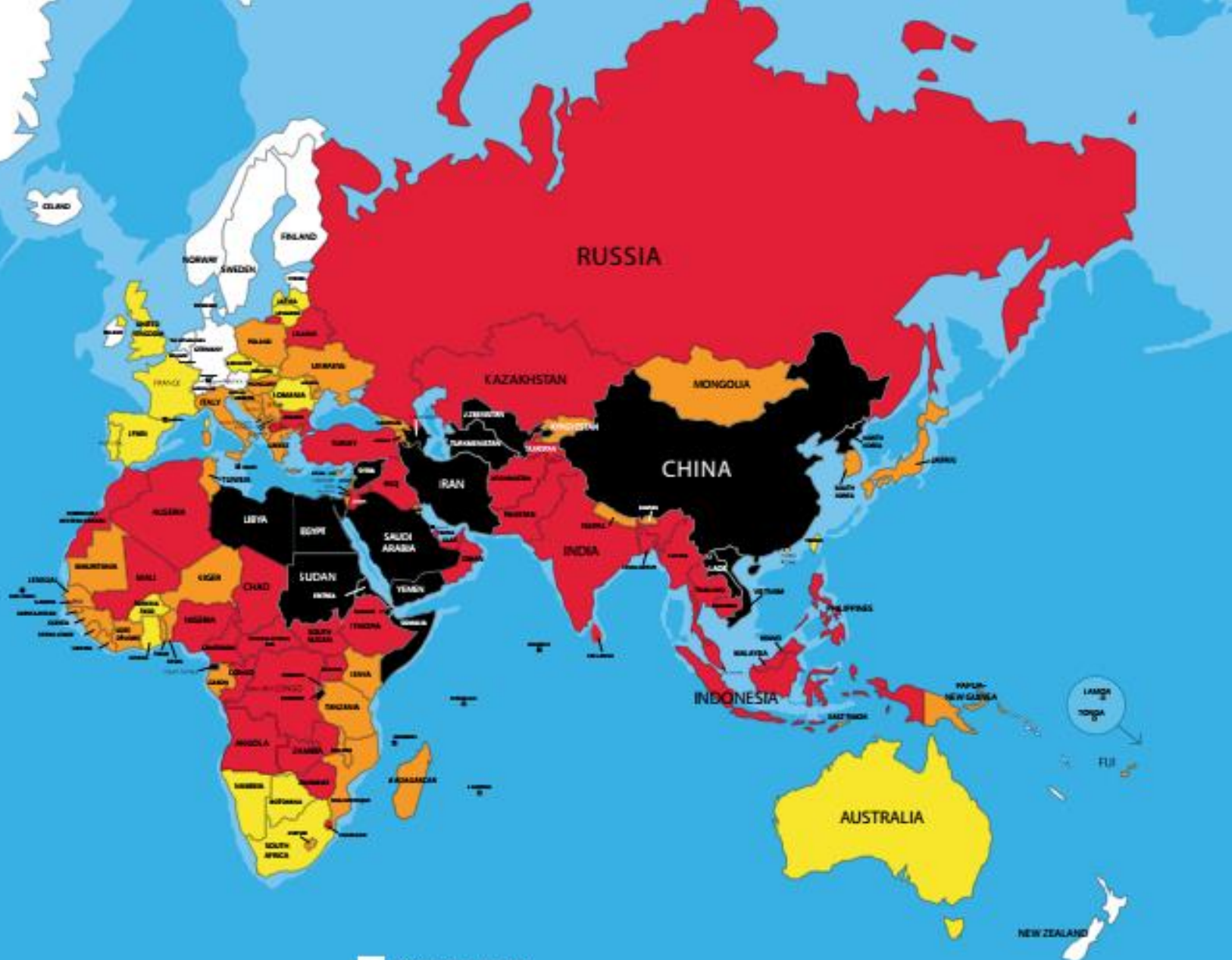




CLIMATE COMMUNICATIONS AND CAMPAIGNING

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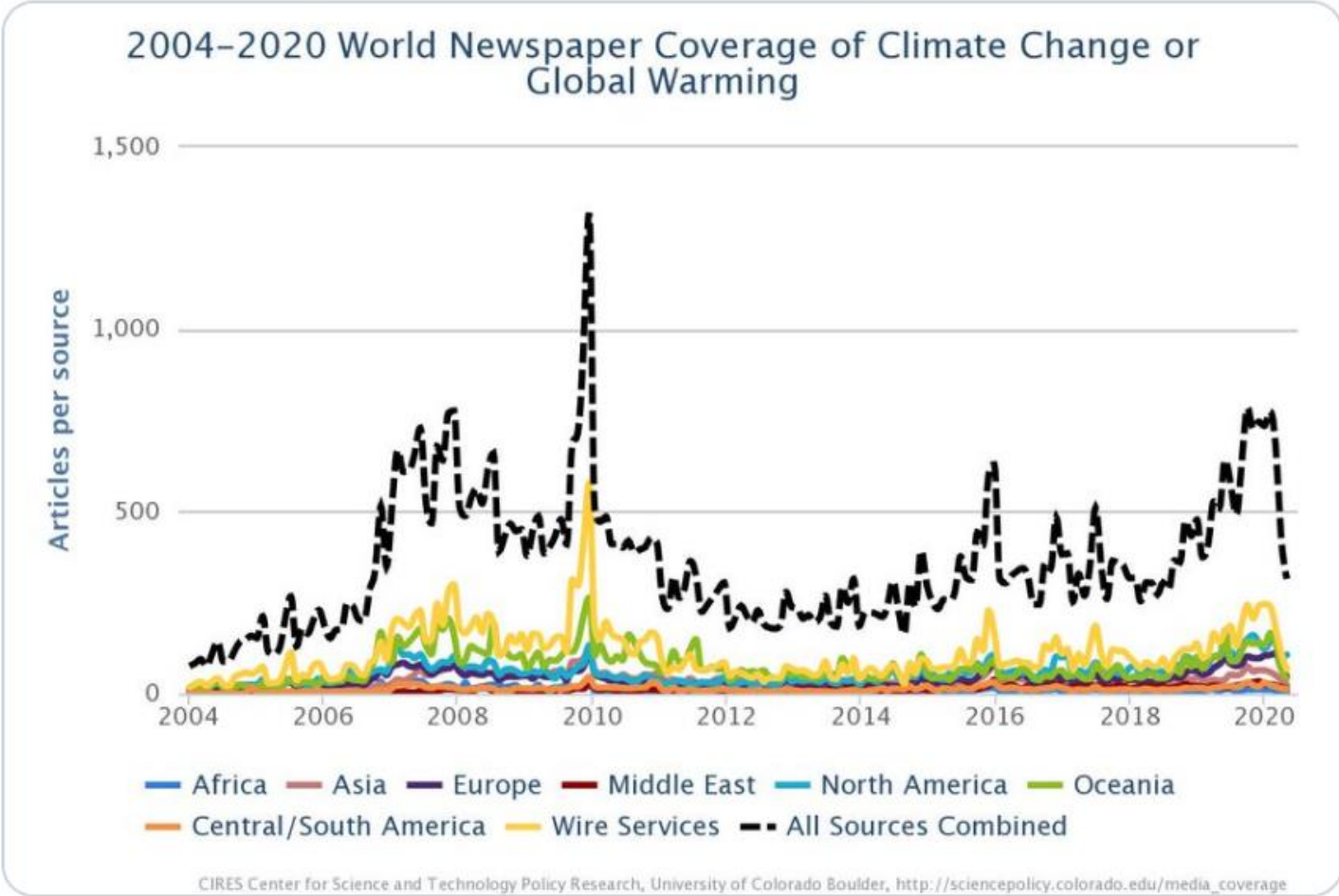
MEDIA FREEDOM



REPORTERS WITHOUT BORDERS
FOR FREEDOM OF INFORMATION

- GOOD SITUATION
- SATISFACTORY SITUATION
- NOTICEABLE PROBLEM
- DIFFICULT SITUATION
- VERY SERIOUS SITUATION

MEDIA TREND



DIFFICULTIES FOR THE CLIMATE COMMS

- + Repressive measures against free media and NGOs
- + Low media salaries and not enough financial opportunities for NGOs to have a proper comms staff
- + lack of human and other resources in NGOs to learn how to write and disseminate information correctly
- + belief that your project is not interesting to anyone outside the city, region, country, region ...
- + lack of resources or the desire to translate materials into English

SIGNS OF HOPE

- + The topic has become much more actively discussed (example with the news digest)
- + The media had to build their capacity on climate topic after the Paris Agreement (geopolitics and the theme of climate are now closely linked)
- + Activists are less likely to associate with hippies and more with an experts
- + Often, NGOs are the only source of quality trustful information on the topic
- + Some countries have opened up opportunities for grants and programs for the growth of climate journalists

IF YOU WANT TO CAMPAIGN ON CLIMATE YOU NEED TO UNDERSTAND THIS

+ Print media are almost extinct, online reading is growing steadily, a very small number of people pay for news

+ There is a social media BOOM! Now it is 44% of the news market in the USA and the UK and this figure continues to grow from year to year) - Crazy Fact: 73% of BuzzFeed traffic does not occur on their website - it comes from distributed sources, that is, Facebook

+ Mobile traffic is ridiculously huge - Crazy Fact: 70% of the air force traffic comes from mobile platforms

+ Videos are killing it! Crazy Fact: On Facebook, 8 billion videos are watched every day

+ You can see a massive split of generations, but many still use different sources

+ Messaging apps are becoming a main platform

More on this here:

<http://www.digitalnewsreport.org/survey/2019/overview-key-findings-2019/>

GOAL

What is victory?

The end point of change you want to see.

OBJECTIVES

The steps that will need to be achieved in order to meet your goal.

- Specific
- Measurable
- Achievable
- Results oriented
- Time bound

STRATEGY

The activities you do in order to achieve your objectives.

TACTICS

The activities you do in order to achieve your objectives.

TARGET

A person or group of people that can make change.

A good campaign plan ensures you're tactics are **building up pressure** in order to make your target give in.



LET'S CONNECT AND ACT!



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