



# Workshop Report.

for

Climate Change Advocacy Campaign Strategy and Climate Change  
Advocacy Campaign Plan development workshop.

## Submitted to:

Green Scenery Sierra Leone  
42 Charles Street, Freetown, Sierra Leone  
Tel: +232 22 22 04 00 / +232 76 60 19 79  
Email: [greengreenscenery@gmail.com](mailto:greengreenscenery@gmail.com)  
Website: <https://greenscenery.org>

Augustine Ambrose Karim Allieu (Consultant).

August 2023.

## Contents

1. Introduction	3
2. Overview of the workshop	4
2.1 Workshop purpose	4
2.2 Key outcomes of the workshop	4
3. Proceedings of the workshop	5
3.1 Opening formalities	5
3.2 Daily administrative and technical sessions	8
3.2.1 Day 1	8
3.2.2 Day 2	17
3.2.3 Day 3	20
4. Conclusion and recommendations	36
5. Annexes	37
• Annex 1: Workshop agenda/schedule	37
• Annex 2: List of participants	39
• Annex 3: Some tools used during the workshop	41
• Annex 4: Workshop evaluation questionnaire	47

## 1. Introduction

Climate change refers to an increase in average global temperatures. In Sierra Leone, natural events and human activities such as deforestation, increasing population pressure, intensive agricultural land use, overgrazing, bush burning and wildfires, massive logging, sand and rock mining, unplanned settlement expansion, extraction of fuel wood and other biotic resources are believed to be contributing to an increase in average global temperatures. This is caused primarily by increases in greenhouse gases such as carbon dioxide (CO<sub>2</sub>).

Climate Change is known to have adversely affected the environment, Agriculture, Food Security, and the lives and livelihood of large communities in Sierra Leone. Fishermen are known to have lost their lives in storms and passenger boats have encountered weather-related accidents – even though some go unreported, flooding or extended dry spells are known to regularly affect agricultural productivity and habitats of people in Sierra Leone and their suffering aggravated by the attending health problems of water-borne diseases (typhoid dysentery cholera and diarrhea) due to lack of safe drinking water. Fishing communities like Delken on Bonthe Island suffer from annual fire disasters because of shelter congestion as a result of the unavailability of land for the expansion of housing.

Sierra Leone is one of the poorest countries in the world, facing multiple risks from climate change that threaten key economic sectors and increase the potential for wider environmental degradation. High dependence on agriculture and natural resources, coupled with high rates of poverty, unemployment, and environmental degradation, leave Sierra Leone vulnerable to climate change impacts. Climate projections in Sierra Leone include increases in temperature, more extreme weather, including more intense precipitation, and raising sea levels.

Sierra Leone is experiencing adverse climate conditions with negative impacts on the welfare of millions of Sierra Leoneans. Flooding during the rainy season, off-season rains, and dry spells have sent growing seasons out of cycle; in a country dependent on rain-fed agriculture. Alarm bells are ringing. Lakes and streams are drying up. There is a reduction in river flows due to the loss of riparian forests and heavy sedimentation from land erosion. The water table quickly reaches its lowest ebb because of high temperatures and surface exposure to the sun. Freetown's water source, the Guma Valley no longer holds water to a sustainable capacity that should serve the water needs of the city because large tracks of the Peninsular forests, a National Park are being degraded at an irreparable rate from rock mining, infrastructure, and housing expansion.

The six-months climate change advocacy campaign is meant to further a better understanding of the risks and effects of climate change that will motivate and facilitate both behavioral change and societal support for the actions needed to address climate change, as well as give local advocates, communities, and people within the Western Area Rural District (especially women and youth) more voice, agency, and visibility in climate change processes. It has the following scope of work:

- i. Consult with national climate change and environmental justice organisations or networks to prepare a climate change advocacy campaign plan.
- ii. Organise awareness raising and education sessions disseminate or share information on climate justice so that the populace can maximize their understanding and challenge duty bearers.
- iii. Coordinate and facilitate the participation of environmental organisations to ensure continued space for civil society engagement in advocacy.
- iv. Develop national climate change advocacy and campaign materials.

- v. Conduct climate change advocacy meetings and bringing together like-minded organizations that have expertise in relevant international and regional policy advocacy processes.
- vi. Carry out climate change advocacy activities such as educating the public; providing information and resources to individuals and communities.
- vii. The partner shall be expected to deliver a monthly reports and detailed final report guided by the scope of the assignment.

This workshop is in line with bullet point i, above.

## **2. Overview of the workshop**

The workshop started with opening formalities, including administrative processes such a participants registration, opening statements by key personalities, participants introductions, settiing the expectations and ground rules, etc.

The workshop followed these eight steps to develop an effective advocacy strategy and plan for the climate change advocacy campaign: Step 1) Identify the advocacy issues, root causes and evidence base; Step 2) identify the priority issue, develop advocacy goal and objectives; Step 3) define decision makers and influencers; Step 4) identify allies and opposition; Step 5) determine advocacy strengths, limitations and partnerships; Step 6) create advocacy tactics, approaches and activities; Step 7) craft advocacy messages and Step 8) continually measure advocacy progress. See the detailed workshop agenda/schedule in annex 1 of this report.

Each session was designed to engage the participants to discuss the issues and come up with the various elements that would eventually feed into the advocacy campaign strategy and plan.

### **2.1 Workshop purpose**

The purpose of the workshop was to hold “consultations with national climate change and environmental justice organizations and networks, in order to prepare a climate change advocacy campaign strategy and climate change advocacy campaign plan”. It is part of a wider climate change advocacy campaign, to be implemented by Green Scenery Sierra Leone and partners, with funding from the International NGO, Trocaire.

### **2.2 Key outcomes of the workshop**

The purpose of the workshop as stated was realized by the conduct and undertaking of activities that are presented in annex 1 of this report. Hence, the workshop aimed to achieve the under mentioned expected outcomes.

1. To analyze the context and climate change situation with respect to key advocacy; and
2. To tease out and document the contributions from the participants that would eventually lead to the development of a climate change advocacy strategy and plan.

Both outcomes were successfully attained by the close of the workshop.

### 3 Proceedings of the workshop

The three-day workshop aimed at achieving the outcomes outlined in the previous section. The facilitation followed certain steps in order to achieve this, including the following.

#### Opening formalities:

The workshop started with opening formalities, which entailed statements by key personalities and guests that have been invited to grace the opening ceremony of the workshop.

#### Technical sessions:

The first step to developing the effective advocacy strategy and plan was to identify the advocacy issue, root causes and evidence base. In the absence of primary data, participants undertook desk review to come up with evidence-based data to come up with the issues, and causes.

The second step was the identification of the priority issue from the list of identified issues and the development of the advocacy goal and objectives by the participants. At this point the participants had shifted from the general problem to a narrow and specific advocacy change you want to see, which was addressing the issue of “deforestation” and its attendant effects on the ecosystem, the environment, as well as humans.

The participants went on to identify and define decision-makers and influencers. This group consists of those with the power to make change such as politicians or public officials. Understanding their positions, interests and needs will help to determine if the data and evidence that the participants have already gathered was sufficient.

Next, the participants identified the allies, opposition and obstacles which can take the form of people or circumstances.

Following this, the participants came up with the advocacy tactics, approaches and activities that will be effective in reaching the identified targets. Understanding the many forms or approaches that advocacy can take such as lobbying and campaigns, provides an advantage of reaching different audiences.

The participants developed the advocacy messages. The messages were clear and meant to elicit action from your target audience. The participants also ensured that the messages were compelling, brief, focused, optimistic and hopeful, solution-oriented and supported by evidence.

Finally, the participants worked on how they would measure progress of the advocacy campaign, using M&E indicators to understand what is working and where adjustments need to be made.

#### 3.1 Opening formalities

The opening formalities were basically statements of support and commitment by the invited guests and other key stakeholders. These include:

##### **Executive Director, Green Scenery – Sierra Leone:**

He welcomed all participants “to the start of three days marathon to put together an advocacy plan on climate change for Western Area”, he said. He introduced the facilitator who will

coordinate the affairs of the workshop. He thanked the funding partner, Trocaire on behalf of the Board of Directors and the staff of Green Scenery for supporting this initiative. He recounted some of Green Scenery's experience in the work with climate change. For instance, "in 1990, just one year after the organization was established, it called on government to take steps and measures for contending with climate change. In 2009, Green Scenery was implementing an initiative to protect a community called Gbongokama from forest fires. That year there was a variation in the weather pattern to the extent that it started raining in the month of July. Farmers who acted on the early-rains phenomenon had their fields planted with various crops. In Gbongokama region, all of the farmers that year lost their crops because of the draught. Green Scenery had to step in to support some farmers. In 2015 or thereabout, from a project supported by E.U and led by Christian Aid, Green Scenery in its activities made a documentary on the environment and harmful fishing practices. Green Scenery discovered that several fishing communities were being overrun sea level rise (or sea intrusion). Delken Boboh and others are constantly faced with this problem. Fishermen also experienced very little catches in areas where they used to catch many fish. They had to contend daring into the deeper sea for better catch whereas the stars went many lose their lives".

**Chairperson, Board of Directors, Green Scenery – Sierra Leone:**

She also served as chair for the opening session. In her opening remarks, she welcomed participants to the workshop, and also intimated that climate change have gone beyond doubt and debate. She further said that Climate Change is the defining issue of our times and we are at a defining moment. "From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale. The most vulnerable countries are bearing the brunt of its impact", she lamented. According to her, along the coastal region in Sierra Leone, the combined effects of sea level rise and environmentally unsustainable practices of the natural resources (mangrove deforestation and sand mining) are expected to result in accelerated rates of coastal recession and destruction of infrastructure. She informed the participants that it is also estimated that close to 2 million people living along the coastal areas in Sierra Leone are already experiencing the impacts of climate change, notably on their livelihoods with reduced fishing productivity, ecosystem degradation and low farming activities. Sustainable Development Goal 13 affirms the urgency to combat climate change and its impacts by calling for actions to strengthen resilience and adaptive capacity with respect to climate hazards; to integrate climate change measures into national policies. "Strengthening institutional capacity along with improve education, and awareness-raising on climate change mitigation, adaptation, impact reduction and early warning will enhance resilience of communities against climate risks", she espoused. She commended Green Scenery for organizing the workshop, which she believes will provide the platform for effective discussions and input by all key stakeholders present at the workshop to identify strategies and concrete actions that will equip and give voice to communities to effectively campaign for actions needed to address the impact of climate change in their localities/

**Troaire Representative:**

He welcomed all participants, and started by informing the participants about what Trocaire is and what it does. According to him, Trócaire is the overseas development agency of the Catholic Church in Ireland that works in partnership with local organizations in developing countries and with people in Ireland to tackle the root causes of poverty and injustice, as well as contributing

together with partners to bring about a positive and lasting change. He said that Trócaire works exclusively with local partners to achieve climate and environmental justice; ensure women and girls' protection, voice & influence; and save lives and protect human dignity. He further said that, Trócaire actively supports work on natural resource management and environmental conservation, as well as humanitarian preparedness and response. According to him, Trócaire has had a presence in Sierra Leone since 1995, implementing programmes on governance, human rights, women's empowerment, prevention, and response to gender-based violence, sustainable livelihoods, climate change and humanitarian response. "We work in partnership with 16 local civil society organizations that directly implement projects in communities in Port Loko, Kambia, Karene, Kono, Bombali districts, Western Area Rural an Urban" he added. He also outlined plans for the work of Trocaire in Sierra Leone. According to him, Torcaire aims to scale up its strategy for addressing Climate Change issues through, among others, strengthening partnerships with Climate Change Actors at National and Community levels. He went on to say that, early this year, Trocaire organized a round table forum with a range of climate change actors to discuss and investigate the climate change trend and ecosystem in Sierra Leone to inform its strategy. He said that a strong message from that meeting was the need to strengthen coordination among national Climate Change Actors and Advocacy as well as supporting climate change adaptation measures at community level. Therefore, Trócaire is engaging with local communities, especially women and youth to mainstream climate change adaptation through adoption of agro ecological practices and land use management, improved forests governance and forest enterprise development practices. Particularly, the organization is introducing the use of sustainable and clean energy, solar kiosks, Village Savings and Loan Associations (VSLs), and Agricultural Knowledge and Information Systems (AKIS) Aid to enable rural farmers' access agricultural information. Additionally, he said, Trócaire has contracted the services of Research Institute for Sustainable Transition (RIST) to undertake a participatory community research to generate new information on climate change risks, impacts and solutions to inform our programming. According to him, at the national level, Trócaire Sierra Leone, with funding from Irish Aid, has partnered with Green Scenery to develop and implement a climate change advocacy campaign for a better understanding of the risks and effects of climate change. This aims to motivate and facilitate both behavioral change and societal support for the actions needed to address climate change, as well as give local advocates, communities, and people within the Western Area (especially women and youth) more voice, influence, and visibility in climate change processes. He further went on to say that in the coming months, they will be organizing an international conference on climate change aimed at strengthening coordination among climate change actors through learning from international coordination bodies. He concluded by encouraging all the participants to make meaningful contribution to the development of the climate change advocacy strategy and plan.

#### **Environmental Protection Agency Representative:**

He welcomed all participants. He started his statement by informing the participants that across Sierra Leone, climate is already changing with erratic weather patterns being observed, and by 2050 climate trends are likely to intensify; complicating decisions in developmental issues, about where, what and when to implement certain activity. He further said that, average temperatures are likely to rise by 2050. Rainfall patterns are expected to be more erratic impacting the social and economic growth and development of Sierra Leone, he added. He went on to say that Sierra Leone, like other Africa countries, is currently bearing the brunt of climate risks and hazards and thus there is need for a coordinated approach to address the related vulnerabilities. "We are aware

of our environmental issues such as: the rise in water level that eat in our coast lines, flash flooding with in capital and other part of the country which we all see and face its distractions and few years back we are all aware of the August 14<sup>th</sup> mudslide that cause us lives and property lost. These are all signs of climate change in our country”, he said. He specifically mentioned the agricultural sector in Sierra Leone, which is presently experiencing climate change effects manifested through, frequently, intense and prolonged dry spells, droughts, floods, increase in temperature, and higher incidence of pests and diseases, is one of the priorities of the President agenda. According to him, this has resulted into shifts in farming seasons, which has led to loss and damages and ultimately contributed to the low agricultural performance. “These effects are predicted to increase in magnitude and intensity that will affect all sectors, thus, further constraining agricultural production and people’s livelihoods, he said. Therefore, sustainable environmental activities in the future will highly depend on a climate resilient option, with an effective planning and integrated implementation approach”, he further lamented. He concluded by thanking the organizer of the workshop, Green Scenery and the funding partner organization for having such a great plan for the country. He reiterated his agency’s delight and commitment to be part of this workshop and look forward to being part of achieving an advocacy campaign strategy and advocacy campaign plan.

### 3.2 Daily administrative and technical sessions

The opening formalities ended with these four statements. This session was then followed by the technical sessions, the summary of which are presented below.

#### 3.2.1 Day 1

**Introductions:** Participants introduced themselves by mentioning their name, the organization they are representing and what they do in their organization. See annex 2 for the details.

**Logistics:** Participants were introduced to the modus operandum of the workshop as well as hospitality issues such as the location of the washrooms, and who to contact when in need of logistical support.

**Ground rules:** Participants came up with the following, which were used as the ground rules to guide their conduct during the course of the workshop sessions.

- Respect the concerns and views of one and other.
- Talk through the facilitator.
- Phones in silence mode.
- Time management.

**Expectations:** Participants wrote down and read out their expectations for the workshop. The expectations were as follows.

- To be able to understand the key causes of climate change in Sierra Leone and how to mitigate the impacts.
- At the end of the three-day workshop, I expect a well develop climate change advocacy plan.
- My expectation is that the meeting will address the prevailing issues related to climate change and adoption of the strategy.
- At the end of the three-day workshop, I am expecting a solid advocacy strategy and being inclusive.



- Come up with a climate change advocacy strategy starting from communities' experiences.
- I expect to discover how climate change mitigation and adaptation can also address issues of youth unemployment, biodiversity loss and renewable energy expansion.
- I hope at the end of the three days that we would be organized to form formidable groups that will ensure strong advocacy at national and community level.
  - Sharing ideas.
  - Gathering data and information.
  - Climate change advocacy plan.
  - To have an end solution towards climate change at the end of this workshop.
  - For everyone here not to just listen but implement what we would learn from here.
- I expect that we will identify the key climate change advocacy needs and develop a climate change advocacy strategy and plan.
- Distinguish between climate change consequence and consequence of bad environmental management.
- Realistic strategy and plan.
- Adequate provision of required material and knowledge to be gained on the topic of discussion (climate change), its effects and preventive measures.
- To be able to understand the key players in environmental degradation in Sierra Leone.
- To have a fruitful deliberation and honest engagement on climate change.

For his part, the facilitator mentioned that in terms of managing participants' expectations, he would like to clarify:

- This was a "workshop" and not a training on advocacy or climate change.
- Being a workshop, it aimed at teasing out the expertise and experience within the participants, and to use such information to develop the Advocacy Strategy and Advocacy Plan, later on.
- Notwithstanding, the workshop is also designed to deliver some key concepts to the participants, and hopefully learning can take place in the process.

## Session 1:

### Overview of Advocacy.

The facilitator presented a brief overview of advocacy, as follows:

#### Definition of advocacy:

**Advocacy** is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. It is a systematic and strategic approach to influencing governmental and institutional policy and practice change.

#### Forms of advocacy:

- Social justice advocacy
- Budget advocacy
- Bureaucratic advocacy
- Health advocacy
- Ideological advocacy
- Interest-group advocacy

- Legislative advocacy
- Mass advocacy
- Media advocacy
- Special education advocacy

#### **Advocacy techniques:**

- Policy monitoring and public accountability
- Policy dialogue
- Campaigns for policy change
- Building the advocacy capacity of stakeholder groups
- Pathfinder and demonstration projects.

**Advocacy tactics:** Advocacy tactics are the things you do to achieve your outcome. Tactics are the specific, strategic activities you plan to take to accomplish your goal and objectives. Examples of advocacy tactics include:

- Fostering shifts in attitudes, behaviors, and norms
- Launching campaigns to target a specific issue or entity
- Engaging in public education and outreach
- Educating and influencing legislators and other decision m
- Engaging in public education and outreach
- Fostering shifts in attitudes, behaviors, and norms
- Launching campaigns to target a specific issue or entity
- Educating and influencing legislators and other decision makers
- Influencing policy
- Engaging in direct action
- Writing or speaking
- Storytelling
- Mobilizing individuals and building coalitions

#### **Use of internet**

Groups involved in advocacy work have been using the Internet to accomplish organizational goals. It has been argued that the Internet helps to increase the speed, reach and effectiveness of advocacy-related communication as well as mobilization efforts, suggesting that social media are beneficial to the advocacy community.

#### **Trans-national advocacy:**

Advocacy beyond countries' borders. Transnational advocacy networks are more likely to emerge around issues where external influence is necessary to ease the communication between internal groups and their own government. Groups of advocates willing to further their mission also tend to promote networks and to meet with their internal counterparts to exchange ideas. Transnational advocacy is increasingly playing a role in advocacy for migrants rights, and migrant advocacy organizations have strategically called upon governments and international organizations for leverage. Transnational advocates spend time with local interest groups in order to better understand their views and wishes.

#### **Benefits of advocacy:**

Increased impact for beneficiaries through: 1) Creating sustainable change anchored in institutional policies or law not in-service delivery by organizations; and 2) Challenging the structural underpinnings of disadvantage (transforming power relations, increasing people's awareness of their rights and government's responsibilities).

As part of undertaking advocacy, it is likely that there will be wider benefits:

- Increased awareness of the issues that an organization is working on.
- Better informed and enabled supporters and citizens.

- Involvement in civil society, acting on values by encouraging action.
- A more informed and committed donor constituency.
- Opening up of new sources of funding.
- Increased profile of the organization.
- Improved links with other organizations through networks and coalitions.
- Wider relations and improved dialogue with decision-making bodies.

#### **Risks of advocacy:**

- Organizations can be concerned about the potential risks of advocacy, particularly in contexts with constrained or limited civil society space.
- Many organizations worry about alienating supporters, donors and the Government by undertaking activities that might be perceived to be 'political'.
- For service delivery organizations there can also be a concern about losing organizational focus, over-extending capacity and diversion of resources.
- In some instances, there may be concerns about safety and security of staff and communities if the government or other key actors do not like the organization's advocacy messages.

Following the facilitator's presentation, the participants shared their experiences on advocacy. One of the participants from one of the fishing communities talked about how climate change has been affecting the live of fishes and the marine ecosystem. Large quantities of fishes are dying.

#### **Lunch**

### **Session 2:**

#### **Overview of Climate Change**

The facilitator presented a brief overview of Climate Change as follows:

#### **Definitions:**

Climate refers to the general weather conditions of a place as measured over many years.

Climate change is generally defined as a significant variation of average weather conditions—say, conditions becoming warmer, wetter, or drier—over several decades or more. Climate change also refers to an increase in average global temperatures.

#### **Causes of Climate Change.**

A variety of factors, both natural and human, can influence the earth's climate system.

#### **Natural causes of climate change**

The earth has gone through warming and cooling phases in the past, long before humans were around. Forces that can contribute to climate change include the sun's intensity, volcanic eruptions, and changes in naturally occurring greenhouse gas concentrations. But records indicate that today's climatic warming—particularly that which has occurred since the mid-20th century—is happening at a much faster rate than ever before, and it can't be explained by natural causes alone. According to NASA, these natural causes

are still in play today, but their influence is too small or they occur too slowly to explain the rapid warming seen in recent decades

### **Anthropogenic causes of climate change**

Greenhouse gases play an important role in keeping the planet warm enough to inhabit. But the amount of these gases in our atmosphere has skyrocketed in recent decades. The burning of fossil fuels like coal, oil, and gas for electricity, heat, and transportation is the primary source of human-generated emissions.

Deforestation, which releases sequestered (or stored) carbon into the air. It's estimated that logging, clearcutting, fires, and other forms of forest degradation release an average of 8.1 billion metric tons of carbon dioxide per year, accounting for more than 20 percent of all global CO<sub>2</sub> emissions.

Other human activities that generate air pollution include fertilizer use (a primary source of nitrous oxide emissions), livestock production (cattle, buffalo, sheep, and goats are major methane emitters), and certain industrial processes that release fluorinated gases.

Activities like agriculture and road construction can also change the reflectivity of the earth's surface, leading to local warming or cooling.

Though our planet's forests and oceans absorb greenhouse gases from the atmosphere through photosynthesis and other processes, these natural carbon sinks can't keep up with our rising emissions.

The resulting buildup of greenhouse gases is causing alarmingly fast warming worldwide.

It's estimated that the earth's average temperature rose by about 1-degree Fahrenheit during the 20th century.

### **The Effects of Climate Change**

Climate change manifests itself in myriad ways and is experienced by every living being, although not equally.

In **Sierra Leone**...

Natural events and human activities such as deforestation, increasing population pressure, intensive agricultural land use, overgrazing, bush burning and wildfires, massive logging, sand and rock mining, unplanned settlement expansion, extraction of fuel wood and other biotic resources are believed to be contributing to an increase in average global temperatures.

Climate Change is known to have adversely affected the environment, Agriculture, Food Security, and the lives and livelihood of large communities in Sierra Leone.

Fishermen are known to have lost their lives in storms and passenger boats have encountered weather-related accidents – even though some go unreported, flooding or extended dry spells are known to regularly affect agricultural productivity and habitats of people in Sierra Leone and their suffering aggravated by the attending health problems of water-borne diseases (typhoid dysentery cholera and diarrhea) due to lack of safe drinking water.

Fishing communities like Delken on Bonthe Island suffer from annual fire disasters because of shelter congestion as a result of the unavailability of land for the expansion of housing.

Flooding during the rainy season, off-season rains, and dry spells have sent growing seasons out of cycle; in a country dependent on rain-fed agriculture.

Lakes and streams are drying up.

There is a reduction in river flows due to the loss of riparian forests and heavy sedimentation from land erosion.

The water table quickly reaches its lowest ebb because of high temperatures and surface exposure to the sun. Freetown's water source, the Guma Valley no longer holds water to a sustainable capacity that should serve the water needs of the city because large tracks of the Peninsular forests, a National Park are being degraded at an irreparable rate from rock mining, infrastructure, and housing expansion.

### **Globally...**

According to the World Economic Forum's Global Risks Report 2021, the failure to mitigate and adapt to climate change is "the most impactful" risk facing communities worldwide—ahead of even weapons of mass destruction and water crises.

As climate change transforms global ecosystems, it affects everything from the places we live to the water we drink to the air we breathe.

And though climate change affects everyone in some way, it's indisputable that its most negative impacts are borne disproportionately by certain groups: women, children, people of color, Indigenous communities, and the economically marginalized.

### **Extreme weather**

As the earth's atmosphere heats up, it collects, retains, and drops more water, changing weather patterns and making wet areas wetter and dry areas drier.

Higher temperatures worsen and increase the frequency of many types of disasters, including storms, floods, heat waves, and droughts.

These events can have devastating and costly consequences, jeopardizing access to clean drinking water, fueling out-of-control wildfires, damaging property, creating hazardous-material spills, polluting the air, and leading to loss of life.

Air pollution and climate change are inextricably linked, with one exacerbating the other.

When the earth's temperatures rise, not only does our air get dirtier—with smog and soot levels rising accordingly—but it also becomes filled with more allergenic pollutants, such as circulating mold (thanks to damp conditions from extreme weather and more floods) and pollen (due to longer, stronger pollen seasons).

### **Health risks**

According to the World Health Organization, "climate change is expected to cause approximately 250,000 additional deaths per year" between 2030 and 2050.

As global temperatures rise, so do the number of fatalities and illnesses from heat stress, heatstroke, and cardiovascular and kidney disease.

And as air pollution worsens, so does respiratory health—particularly for the 300 million people living with asthma worldwide; there's more airborne pollen and mold to torment hay fever and allergy sufferers too.

Extreme weather events, such as severe storms and flooding, can lead to injury, drinking water contamination, and storm damage that may compromise basic infrastructure or lead to community displacement.

Indeed, historical models suggest the likelihood of being displaced by a disaster is now 60 percent higher than it was four decades ago—and the largest increases in displacement are being driven by weather- and climate-related events. (It's worth noting that displacement comes with its own health threats, such as increases in urban crowding, trauma, social unrest, lack of clean water, and transmission of infectious diseases.)

A warmer, wetter world is also a boon for insect-borne diseases such as dengue fever, West Nile virus, and Lyme disease.

### **Rising seas**

The Arctic is heating up twice as fast as any other place on the planet. As its ice sheets melt into the seas, our oceans are on track to rise by anywhere from 0.95 to 3.61 feet by the end of this century, threatening coastal ecosystems and low-lying areas. Island nations face particular risk, as do some of the world's largest cities, including New York City, Miami, Mumbai in India, and Sydney in Australia.

### **Warmer, more acidic oceans**

The earth's oceans absorb between one-quarter and one-third of our fossil fuel emissions and are now 30 percent more acidic than they were in preindustrial times. This acidification poses a serious threat to underwater life, particularly creatures with calcified shells or skeletons like oysters, clams, and coral. It can have a devastating impact on shellfisheries, as well as the fish, birds, and mammals that depend on shellfish for sustenance.

In coastal communities where fishing and seafood production sustain the local economy, this impact extends to human populations as well, destroying livelihoods and opening the door to economic ruin.

Rising ocean temperatures are also altering the range and population of underwater species and contributing to coral bleaching events that are capable of killing entire reefs—ecosystems that support more than 25 percent of all marine life.

### **Imperiled ecosystems**

Climate change is increasing pressure on wildlife to adapt to changing habitats—and fast.

Many species are seeking out cooler climates and higher altitudes, altering seasonal behaviors, and adjusting traditional migration patterns. These shifts can fundamentally transform entire ecosystems and the intricate webs of life that depend on them. As a result, according to a 2020 study, one-third of all animal and plant species could face extinction by 2070.

Another study showed that mammals, fish, birds, reptiles, and other vertebrate species are disappearing many times faster than they should be, a phenomenon that has been linked to climate change, pollution, and deforestation—all interconnected threats.

In early 2021, climate and biodiversity experts issued a joint report illustrating these interconnections and urging simultaneous action on both fronts.

On the flip side, milder winters and longer summers have enabled some species to thrive, including tree-killing insects that are endangering entire forests.

### **Climate Change Solutions**

- Global commitments – e.g. Paris Agreement; Kyoto Agreement; COPs
- Regional/sub-regional commitments (AU, ECOWAS)
- National commitments (Sierra Leone)
- Developments in clean energy technology
- Climate action at home
  - Championing clean energy industries, such as solar and wind;
  - Some cities are taking action to mitigate climate change and bolster climate resilience while placing equity at the forefront; and corporations—including some of the world's largest multinationals—are pledging to change the way they do business to achieve net-zero emissions by 2040.
  - Youth climate movements that has emerged in the last few years as a galvanized response to government inaction; in rallies and marches around the world, this movement is letting leaders know that delay on climate action will no longer be tolerated.
  - Other advocacy campaigns

After the presentation on climate change, a participant from Number 2 River Community explained how climate change is affecting their community especially agriculture. He talked about deforestation and how the cutting down of trees for coal burning and these trees are not being replanted which is affecting the climate.

### **Session 3:**

#### **Key steps in developing and implementing a Climate Change advocacy strategy and plan.**

In order to prepare the participants for task of developing the various elements / sections of the advocacy strategy and plan, the facilitator presented the key steps in developing and implementing a climate change advocacy strategy and plan to the participants. The steps presented are as follows:

**STEP 1:** Advocacy situation analysis - Gather data and assess the current status of climate change, the policy and legal environment, stakeholders, potential partners, and other factors in your setting to plan your overall advocacy strategy.

**STEP 2:** Select priority issues, goals and objectives - Based on what you learn in your advocacy situation analysis, select your advocacy issue, and determine your goals and objectives for your advocacy campaign.

**STEP 3:** Political mapping - Actively map out those who have direct decision-making capacity or influence over your selected climate change advocacy issue.

**STEP 4:** Build support among constituencies - Successful climate change advocacy involves forming partnerships for a common purpose, both within and beyond the climate change and environmental, to achieve your advocacy goals and objectives.

**STEP 5:** Advocacy tactics and activities - Involves putting your data and evidence into use by utilizing various advocacy approaches and activities that will be effective in reaching your target.

**Step 6:** Crafting advocacy messages - Select your advocacy messages to tell those who have the power to make a change why you want the change and how it will help prevent or control the adverse effects of climate change, or improve the lives of people living with climate change issues, etc.

**Step 7:** Identifying risks and how to manage them.

**STEP 8:** Create the advocacy plan - Develop a strong workplan and budget to take concrete steps towards making your climate change advocacy campaign a reality.

**STEP 9:** Roll out the advocacy campaign.

**STEP 10:** Monitor and evaluate the advocacy campaign.

## Session 4:

### Climate Change situation analysis, identifying the climate change issues.

The facilitator introduced the topic to the participants as follows:

Advocacy situation analysis - Gather data and assess the current status of climate change, the policy and legal environment, stakeholders, potential partners, and other factors in your setting to plan your overall advocacy strategy.

- Take stock of what is happening in terms of climate change in your local area, country, or region
- Assess the policy and legal environment, key stakeholders
- Use this evidence and data to identify and select your advocacy issue, understand the policy environment, determine who can help or hinder your advocacy efforts, and plan your overall advocacy strategy
- Try to engage in consultations and share preliminary findings with key government and civil society stakeholders to enable buy-in for the findings and next steps. Situation analyses that focus on policy will not be particularly effective unless policy decision-makers and advocates in the field are brought on to the same page

Why conduct a situation analysis?

- Choose your issue: Select your priority climate change issue to advocate on and make the case for support
- Describe your issue: Demonstrate the extent to which your issue makes an impact on people in your local setting, country, region or globally
- Frame your issue: Understand the environmental, development, policy, regulatory and legal environment surrounding your issue to contextualize it
- Understand stakeholders: Identify the key players and evaluate their positions relative to your issue in order to form your advocacy strategy
- Form partnerships: Identify and select partners for advocacy campaigns

## Group Work

Participants were provided with a number of Climate Change reports and other documents relating to Sierra Leone, in order for them to read and identify the key climate change issues that are affecting communities in the Western Area.



The participants were divided into three groups. Below are the climate change issues identified by each group

#### Group 1

1. Land degradation due to stone mining.
2. Costal erosion due to illegal sand mining.
3. Deforestation for infrastructure developments.
4. Poor waste management resulting to increasing disease.
5. Costal erosion due to mangroves deforestation.

#### Group 2

1. Deforestation of the forest cover approximately 2,800 hectares “AIMS SIERRA LEONE 2022 WFP” leading to mudslides/ flash floods, soil erosion etc.
2. Reduced productivity of fish stocks as a result of reduced water quality and temperature rise.
3. Damaged to coastal infrastructure and productive zone due to sand mining and destruction of the mangrove forest.
4. Weak law enforcement creating a situation of impunity.
5. Increased flooding and exposure to water-borne disease-causing loss of lives and properties.

#### Group 3

1. Ecosystem services lost due to deforestation.
2. Marine ecosystem lost due to salt mining, cutting of mangrove, bad fishing practices by artisanal fishermen.
3. Costal degradation due to sand mining pollution, stone mining etc.
4. Land degradation due to rock/ stone mining.
5. Persistent flooding due to blocking waterways plastics waters etc.
6. Emission of fossil fuel.

### **3.2.2 Day 2**

Each group presented their work on the identified climate change issues from the previous day to the larger group and received feedback from members of the other groups. Participants also engaged in a wider plenary discussion around the climate change issues identified by each of the groups.

#### **Session 5:**

#### **Selecting Climate Change priority issue, developing the goal and objectives.**

The facilitator introduced the topic to the participants as follows:

Select priority issues, goals and objectives - Based on what you learn in your advocacy situation analysis, select your advocacy issue, and determine your goal and objectives for your advocacy campaign.

- The issue identifies the problem and its solution to address through advocacy
- The goal is your long-term vision for change, and the objectives are the short-term steps to address the solutions to your issue, and thus advance towards achieving your goal.

### What is a climate change advocacy issue?

- The focus of your advocacy work or campaign
- A change you want to see happen: a policy solution to an identified problem that can be solved through the intervention of a target institution or organization
- NOT just a broad topic (i.e., “climate change”), it combines a specific problem and its proposed solution PROBLEM + SOLUTION = ADVOCACY ISSUE

### To identify your advocacy issue, you will need to consider:

- Specific problems: What occurs, to whom, where does it happen, when?
- Root causes: Keep asking why to get to a deeper level of causation.
- Barriers: What is preventing problems from being solved (political, economic, cultural, social factors)?
- Solutions: Which approaches will work? How, who, what, where, when?
- Opportunities: Are there windows of opportunity to influence the issue?

### What are some criteria for selecting your climate change advocacy issue?

- Scope: How pervasive is the issue? Can you quantify its impact on communities, people living with climate change issues?
- Evidence: Is the solution based on evidence? Can it be confirmed by data?
- Feasibility: Is the solution realistic and winnable?
- Communication: How easy is the issue to explain and understand?
- Appeal: Will it draw support? From whom?
- Demonstrate: Can you show how the solution will help prevent and/or control climate change and benefit the community, people living with climate change issues?
- Partners: Do civil society networks related to the issue exist?
- Opportunity: Is there an opening to influence the issue?
- Risk: How would it impact the reputation of your alliance or organization?

### Once your advocacy issue is defined, the next step will be to identify your advocacy goal.

- It involves a long-term (5-10 years) vision for policy change on a specific climate change issue
- The subject of your advocacy efforts
- Cannot be achieved by one group alone, but by a collective
- Exists outside of your alliance or organization
- Orients an advocacy alliance over the long-term

### Once your long-term advocacy goal is defined, it is time to delineate your advocacy objectives:

- Short-term (generally 1-2 years), action-oriented targets
- Smaller incremental steps to complete that will help progress towards your advocacy goal
- Describe the change you want to achieve, who will make the change and when it will happen
- Objective must be SMART.

Following the presentation by the facilitator, participants went into their previous three groups in which they identified the climate change issues in order to discuss, analyze and come up with the priority climate change issue that will form the basis of their campaign. This was done using the prioritization tool. Below are the results of the group work.

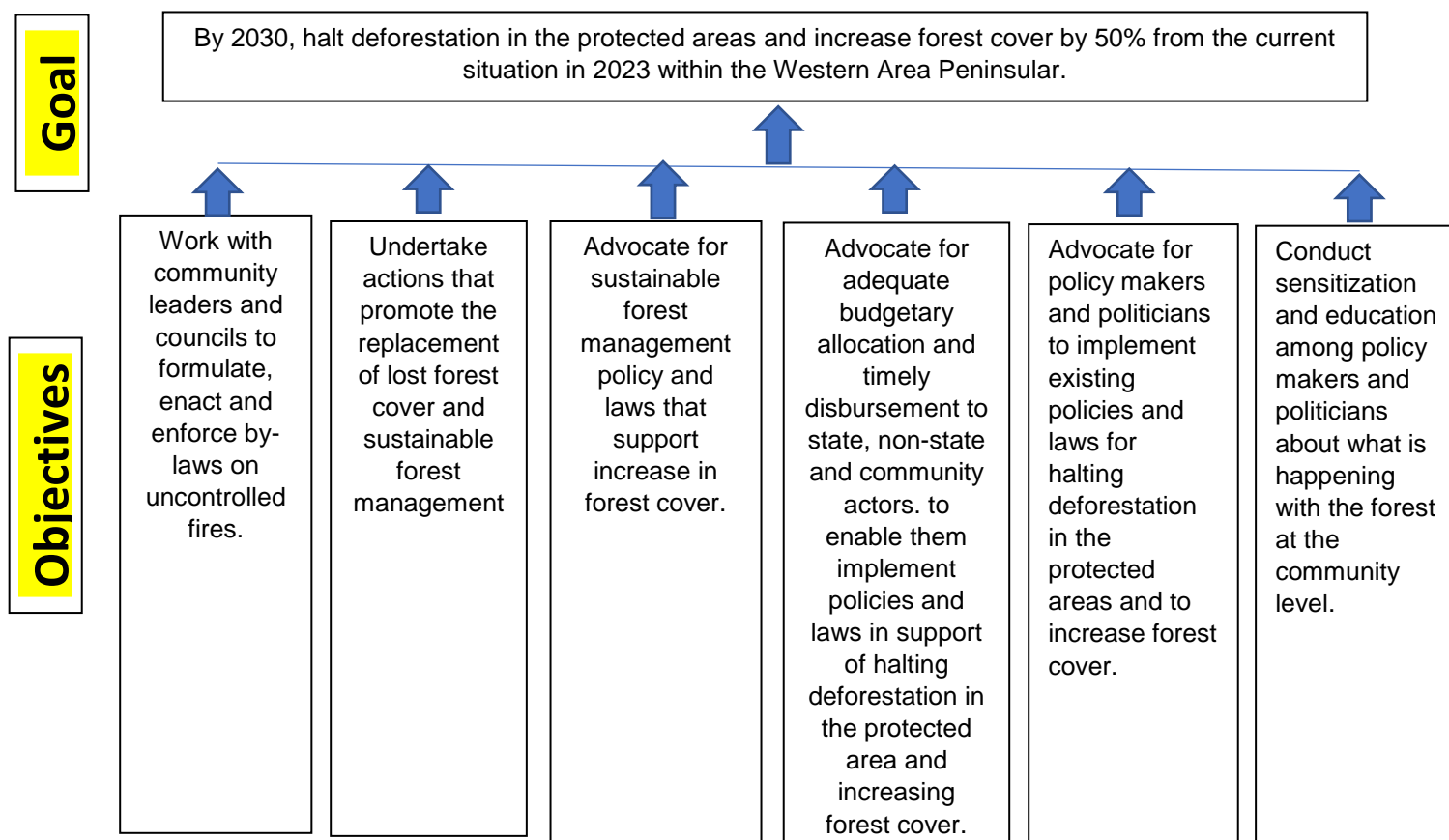
Group 1								
Issues		To what extent does it directly affect the most vulnerable groups of the community? (Women, youth, smallholder farmers, coastal fishermen)	Criteria For Evaluation					Total Score
			Severity	Urgency	Frenquency	Effort	Value	
Issue 1	Land degradation due to stone mining.	2	2	1	2	2	2	11
Issue 2	Coastal erosion due to illegal sand mining.	3	3	4	4	3	3	20
Issue 3	Deforestation for infrastructural development.	3	4	4	4	3	4	22
Issue 4	Flash flooding as a result of poor waste management.	4	3	4	2	4	4	21
Issue 5	Coastal erosion due to mangrove deforestation	3	3	3	3	3	3	18

Group 2								
Issues		To what extent does it directly affect the most vulnerable groups of the community? (Women, youth, smallholder farmers, coastal fishermen)	Criteria For Evaluation					Total Score
			Severity	Urgency	Frenquency	Effort	Value	
Issue 1	Deforestation of the forest cover	4	4	4	4	4	4	24
Issue 2	Reduced productivity of fish stock	4	2	3	3	3	4	19
Issue 3	Damaged to costal infrastructures	4	4	4	3	3	4	22
Issue 4	Environment degradation due to weak laws	4	4	3	4	4	4	23
Issue 5	Increased flooding	4	2	3	3	3	3	17

Group 3								
Issues		To what extent does it directly affect the most vulnerable groups of the community? (Women, youth, smallholder farmers, coastal fishermen)	Criteria For Evaluation					Total Score
			Severity	Urgency	Frenquency	Effort	Value	
Issue 1	Ecosystem services lost due to deforestation (provide, regulate, support and cultural value)	4	4	4	3	2	4	21
Issue 2	Marine ecosystem lost due to salt mining, cutting down mangrove, bad artisanal fishermen	4	3	2	2	3	3	17
Issue 3	Costal degradation due to sand mining, pollution, stone mining etc.	4	4	4	2	3	3	20
Issue 4	Land degradation due to stone mining	4	4	4	4	4	4	24
Issue 5	Persisting flooding due to blocking of water ways, plastic waste etc.	4	3	4	3	4	4	22

Based on the results of the three group, **Deforestation / loss of forest cover** was identified as the priority issue to work on for the climate change advocacy campaign in the Western Area, for which a goal and objectives will need to be developed.

Following extensive plenary discussions, analysis and formulation, the advocacy campaign goal and objectives were agreed as follows:



This session was not concluded due to time constraints. It was agreed that the objectives will be SMARTened later on by Green Scenery and the other partners as part of the climate change advocacy campaign strategy and work plan development.

### 3.2.3 Day 3

The day started with silent prayers, followed by a gallery walk by the participants. The gallery walk was coordinated by the facilitator and it was meant for participants to see progress made in the first two days of the workshop with their work on the flip chart papers posted on the wall. It was also meant for the facilitator to present to the participants what remains to be achieved during the last day of the workshop. This was followed by discussions, questions for clarification, etc.

#### Session 6:

##### Political mapping. Identifying key targets and stakeholders.

The facilitator introduced the topic to the participants as follows:

Political mapping - This is a subset of advocacy situation analysis, in which you actively map out your primary and secondary target audiences who have direct decision-making ability or influence over your climate change advocacy issue.

What is political mapping for climate change advocacy?

- **Identify:** Determines policy audiences (decision-makers and “influential”) with the power to make or influence the change you are seeking.
- **Investigate:** Involves understanding policy-making processes and researching and creating profiles of targets, their areas of work, power dynamics and trends, position, interests, relationships, views, opinions, and actions that are relevant to your policy issue.
- **Categorize:** Useful for identifying your champions, allies, and opponents.
- **Plan:** Provides relevant information on policy audiences and policy-making mechanisms to help select your advocacy tactics, and to develop and modify effective advocacy messages.
- **Inform:** A dynamic map that needs to be updated throughout your advocacy strategy, as targets’ positions may change over time.

What is a primary target?

- The person who has the power to make the change you are advocating for, such as a decision-maker with the direct authority to influence the outcome of your advocacy objective (e.g., government officials, ministers, country leaders, UN representatives, etc.)
- Always a person and not an institution (e.g., Minister of Foreign Affairs, Head of the Health Commission, etc.). Example:

What is a secondary target?

- Person or group with the power to influence the primary target (e.g., the media, relevant powerful organizations, a family member of the primary target, other decision-makers, experts, opinion leaders, etc.)
- Have the potential to become partners in your advocacy plan

Following the presentation by the facilitator, participants went into their previous groups in order for them to come up with the stakeholders for the climate change advocacy campaign. This was done using the stakeholder mapping tool. Below are the results of the group work.

**Group Work:** Advocacy Campaign Stakeholders.

**Group 1**

Objective 1 – Work with community leaders and councils to formulate, enact and enforce by-laws on uncontrolled fires.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• Headman</li> <li>• Youth Chairman</li> <li>• Pastor and Imam</li> <li>• Village Development Chairman</li> </ul>	<ul style="list-style-type: none"> <li>• Chief Administrator</li> <li>• Council Chairman</li> <li>• Committee Chairman for Land Affairs in Council</li> <li>• Ministry of Local Government and Country Affairs</li> <li>• Media Organization (T.V, Radio, Print etc.)</li> </ul>

**Objective 2** – Undertake actions that promote the replacement of lost forest cover and sustainable forest management.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• Minister of Lands</li> <li>• Minister of Environment</li> <li>• Minister of Agriculture</li> <li>• National Protected Area Authority (Executive Director)</li> <li>• Office of National Security (Director)</li> <li>• Parliamentary Committee Chairman for Land and Environment</li> </ul>	<ul style="list-style-type: none"> <li>• Environment Protection Agency</li> <li>• National Disaster Management Agency</li> <li>• Parliamentary Committee on Environment</li> <li>• National Protected Area Authority</li> <li>• Media Organizations</li> <li>• Civil Society organizations</li> </ul>

## Group 2

**Objective 3** – Advocate for sustainable forest management policy and laws that support increase in forest cover.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• Head of Environment Committee in Parliament</li> <li>• Minister of Environment and Climate Change</li> <li>• Minister of Western Region</li> <li>• Mayor/ Chairperson at local council</li> <li>• Village heads</li> </ul>	<ul style="list-style-type: none"> <li>• Environment Protection Agency</li> <li>• National Protected Area Authority</li> <li>• Civil Society on Environment</li> <li>• Media</li> <li>• Donor Agencies</li> <li>• Community Based Organizations</li> </ul>

**Objective 4** – Advocate for adequate budgetary allocation and timely disbursement to state, non-state and community actors to enable them implement policies and laws in support of halting deforestation in the protected area and increasing forest cover.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• President/ Head of State</li> <li>• Minister of Environment and Climate Change</li> <li>• Minister of Land/ Agriculture and Food Security</li> <li>• Minister of Tourism, Fisheries and Marine Resources</li> <li>• Minister of Mines</li> <li>• Minister of Internal Affairs</li> <li>• Village Heads</li> </ul>	<ul style="list-style-type: none"> <li>• Environment Committee in Parliament</li> <li>• Environment Protection Agency</li> <li>• National Protected Area Authority</li> <li>• Media</li> <li>• Civil Society on Environment and Climate Change</li> <li>• Donor Agencies</li> <li>• Community Based organizations</li> <li>• Youth Groups</li> <li>• Women Groups</li> </ul>

## Group 3

**Objective 5** – Advocate for policy makers and politicians to implement existing policies and laws for halting deforestation in the protected areas and to increase forest cover.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• Minister of Environment</li> <li>• Minister of Fisheries and Marine Resources</li> <li>• Chairman Presidential Initiative for Climate Change, Renewable Energy and Food Security</li> <li>• Minister of Lands</li> <li>• Minister of Works and Public Assets</li> <li>• Minister of Water Resources</li> <li>• Minister of Internal Affairs</li> <li>• Minister of Local Governments</li> </ul>	<ul style="list-style-type: none"> <li>• National Protected Areas Authority</li> <li>• Environment Protection Agency</li> <li>• Forestry Division</li> <li>• District/ City Councils</li> <li>• Headmen at community level</li> <li>• Parliamentary Committee on Land, Agriculture and Environment</li> <li>• Ministry of Agriculture</li> <li>• Law Enforcing Bodies (Police, Forest and Game Guard)</li> <li>• The Media Houses (Electronic, print and social)</li> <li>• CSOs, CBOs, NGOs, INGOs, Diplomatic communities</li> </ul>

Objective 6 – Conduct sensitization and education among policy makers and politicians about what is happening with the forest at the community level.

Primary Target	Secondary Target
<ul style="list-style-type: none"> <li>• Minister of Finance</li> <li>• Financial Secretary</li> <li>• Director of Budget</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Environment</li> <li>• Ministry of Planning and Economic Development</li> <li>• Chairman Presidential Initiative for Climate Change</li> <li>• Parliamentary Committee on Finance</li> </ul>

**Break**

**Session 7:  
Identifying Advocacy Tactics.**

The facilitator introduced the topic to the participants as follows:

What is a climate change advocacy campaign?

- A series of actions and activities carried out to achieve lasting systemic change
- Aims to meet your advocacy objectives and contribute to your overall goal
- Mobilizes the community for broad public support

What are advocacy tactics?

- Influencing activities to achieve your objectives, steps in your plan
- Present decision-makers with an ask for support; actions targeting decision-makers so they give you what you want
- Always demonstrate power (e.g., organizations involved, public support, support of influential people, etc.)
- Can involve a mix of ‘insider’ and ‘outsider’ tactics to meet the advocacy objectives and goals:

- 'Insider' tactics involve using dialogue and cooperation with those you wish to influence, working with a few key partners and building positive and constructive relationships with decision makers, establishing your organization as an adviser. Includes face to face meetings, high-level dialogue (roundtables, conferences), participation in decision making bodies and processes, etc.
- 'Outsider' tactics (as in an advocacy campaign) generally mean mobilizing broad support through highly visible activities (such as publicity and media stunts, or online campaigning).
- These aim to raise public awareness of an issue and raise demand for a decision-maker to take action. Includes public campaigning, petitions, mobilizations, media, social media etc.

What are some criteria for selecting advocacy tactics?

- Appropriateness: Is it the right approach for your specific policy audience?
- Effectiveness: Will it force the decision-maker to act?
- Inclusivity: Does it reflect the voice of people living with climate change issues?
- Forcefulness: Is there power behind a specific demand to the target?
- Flexibility: Can it be adapted to changing circumstances?
- Feasibility: Will it work?
- Resources: Are there sufficient resources available to make it happen?
- Opposition: Who might oppose or resist? How strong is the opposition?

How can you make the most of the tactics that you choose?

- Focus: Determine your tactics with your targets clearly in mind
- Fit: Plan a variety of activities that are appropriate to your context
- Scheduling: Plan tactics to build on each other in sequence
- Timing: Schedule a series of tactics in advance
- Nimbleness: Be open to unexpected opportunities
- Partner: Use allies to carry out your tactics and minimize opposition

Following the presentation by the facilitator, participants went into their previous groups in order to discuss, analyze and come up with the Advocacy Tactics for the climate change advocacy campaign. Below are the results of the group work.

**Group Work:** Advocacy Campaign Tactics.

### Group 1

Objective 1 – Work with community leaders and councils to formulate, enact and enforce by-laws on uncontrolled fires.

Advocacy Tactics
<ul style="list-style-type: none"> <li>• Face to face meetings</li> <li>• Public meeting</li> <li>• Organizing advocacy das</li> <li>• Phone calls to officials</li> <li>• Door to door campaign</li> <li>• Letters to officials</li> </ul>



**Objective 2** – Undertake actions that promote the replacement of lost forest cover and sustainable forest management.

Advocacy Tactics
<ul style="list-style-type: none"><li>• Face to face meetings</li><li>• Public meetings</li><li>• Press Conference</li><li>• Demonstration and marches</li><li>• Social Media</li><li>• Petitions</li><li>• Phone calls</li></ul>

## **Group 2**

**Objective 3** – Advocate for sustainable forest management policy and laws that support increase in forest cover.

Advocacy Tactics
<ul style="list-style-type: none"><li>• Appointments with officials</li><li>• Face to face meeting</li><li>• Social media and media advocacy</li><li>• Community outreach and show</li><li>• Special dinner/ lunch</li><li>• Petition</li><li>• Music and Drama</li><li>• Participation in formal decision-making mechanisms that includes civil society</li></ul>

**Objective 4** – Advocate for adequate budgetary allocation and timely disbursement to state, non-state and community actors to enable them implement policies and laws in support of halting deforestation in the protected area and increasing forest cover.

Advocacy Tactics
<ul style="list-style-type: none"><li>• Appointment with officials</li><li>• Face to face meetings</li><li>• Letters to officials</li><li>• Rallies/ demonstration</li><li>• Petitions</li><li>• Social media and media advocacy</li><li>• Public meetings, conference or turnouts events</li></ul>

## **Group 3**

**Objective 5** – Advocate for policy makers and politicians to implement existing policies and laws for halting deforestation in the protected areas and to increase forest cover.

Advocacy Tactics
<ul style="list-style-type: none"><li>• Appointment with government officials (Ministers)</li><li>• Face to face meeting/ conference</li></ul>

- Participation in formal decision-making mechanism that include CSOs, CBOs, NGOs and INGOs, etc.
- Media engagement (Radio, T.V, Facebook, WhatsApp, Bloggers, Editorials
- Peaceful marches

**Objective 6** – Conduct sensitization and education among policy makers and politicians about what is happening with the forest at the community level.

#### Advocacy Tactics

- Workshop, seminars, conferences
- Production of IEC materials
- Distribution of IEC materials through campaigns, general meeting etc.
- Awareness raising through the media (Radio, T.V, Newspapers, etc.

### Session 8:

#### Developing Advocacy Campaign Messages.

The facilitator introduced the topic to the participants as follows:

Advocacy messages - Select your advocacy campaign messages to tell those who have the power to make a change why you want the change and how it will help prevent or control the adverse effects of climate change, or improve the lives of people living with climate change issues, etc.

- Create advocacy messages to tell those who have the power to make a change why you want the change and how it will help prevent and control climate change, or improve the lives of people living with affected by climate change, etc.
- Frame your messages for greatest support among different audiences, seek appropriate messengers, and communicate with the media.

How can you convey your advocacy messages to the right audiences?

- Research: Delivering strong messages means understanding your audience
- Reflect: Imagine yourself in their place to understand their motivations
- Consider: How much do they know about climate change and your specific issue?
- Simplify: How much time do they have to read or scroll through materials?

How can you create effective climate change advocacy messages?

- Clarify: Create compelling arguments with a clear call to action
- Strategize: Consider your goals and objectives, what do you want to achieve?
- Analyze: Who is your policy audience? What motivates them? What benefits them? What will prevent them from acting? What are their demographics?
- Tailor: Adapt your messages to your target audience's level of understanding
- Connect: Honour your audience's values, political views, cultural beliefs
- Demonstrate: Show clearly and with evidence (conflict-of-interest free), what can be achieved through action that they have the power to implement
- Portray: Illustrate the stories of community groups (e.g., people living with climate change issues and youth), incorporating calls to action to address their needs

- Specify: Be specific about projected outcomes and results, and emphasize how the action will contribute to the prevention and control of climate change
- Unify: Deliver messages that cross regional and programmatic boundaries and bring together different stakeholders
- Simplify: Avoid lengthy, vague, or overly complex messages
- Educate: Explain why it is critical to act and how they will benefit

#### Who is an appropriate messenger?

- Value integrity: Choose someone who is credible, well spoken, convincing
- Be strategic: Select messengers for different audiences or geographical or political levels. Enlist influencers for your target audience (e.g., use a prestigious cardiologist to speak to the Minister of Health, or a national economist to speak to the Minister of Finance, etc.)
- Be selective: Messages can have a different impact, depending on who delivers them
- Honour the lived experience: People living with climate change issues draw upon their lived experience to bring urgency to an issue

#### The benefits of media advocacy and strategic engagement with media:

- Outreach: Reach large numbers of people quickly and cost-effectively
- Influence: Shape the public debate around your advocacy issue
- Educate: Raise public awareness of your issue
- Compel: Put pressure on decision-makers to take action
- Clarify: Dispel myths or misinformation about your issue
- Publicize: Enhance credibility and increase your name recognition

#### Monitor media coverage by answering the following questions:

- Slant: How is your advocacy issue being covered in the media? How is it portrayed? What are the main arguments and concerns?
- Saturation: How much news coverage has the issue received?
- Outlets: Which newspapers, websites, blogs, social media apps, TV and cable stations have had stories about your issue?
- Opportunities: Do you have relationships with the journalists, bloggers or influencers covering the issue?

#### What are some strategies to engage the media?

- Be helpful: Cultivate relationships with journalists, bloggers, influencers by offering your expertise on climate change and providing requested information
- Monitor the media: Look for opportunities to promote your message (e.g., breaking research on NCDs)
- Use social media: Use Twitter, Facebook, Instagram, TikTok to spread your campaign messages, engage the traditional media, and find new supporters
- Use real stories: Showcase the lived experience of people living with climate change issues
- Draft comment and opinion pieces: Editorials and letters to editors
- Do their job: Write press releases in the style they use
- Offer a new angle: Provide new data, experts with new insights, etc.

#### Tools to help position your advocacy issue in the media agenda:

- Press releases, social media, websites, blogs, press conferences, letters to the editor, paid or earned insertion in media outlets, interviews (on TV, radio, social media), newsletters, and events (conferences, seminars, workshops).

- Such communication tools will need to highlight a news angle within your advocacy issue, be adapted to the specific media target (print, radio, TV, cable, social media), and be objective, concise, and factual, using evidence and data.

What are some tips for in-person meetings with decision-makers?

- Keep it simple: Convey the problem you are addressing, the change you want, why the change is important, and who will benefit from it
- Call to action: Tell them exactly what to do to support your issue and the consequences of not taking action
- Make your case: Support your messages with data from credible sources and bring it to life with a lived experience story
- Prepare counter-arguments: Use credible data to support your points
- Plan carefully: Meet beforehand to review key points, roles, potential challenges
- Stay on message: Make the most important points first in case time runs out
- Bring an influential: A respected person may influence the decision-maker
- Listen: Allow the decision-maker time to talk
- Leave information: A fact sheet to help them remember your key points
- Follow-up: Send a thank-you note and any requested information

What are some tips to develop relationships with decision-makers?

- Provide assistance and be available: Offer help with other issues that they care about, while promoting your own priorities
- Be credible: Be a trustworthy source of data on NCDs and risk factors, and of compelling stories to make the case for change
- Network: Develop contacts with influential people in a variety of fields
- Check in: Keep in touch

Following the presentation by the facilitator, participants went into their previous groups in order to discuss, analyze and come up with the Advocacy Messages for the climate change advocacy campaign. Below are the results of the group work.

**Group Work - Advocacy Campaign Messages**

**Group 1**

Objective 5 – Advocate for policy makers and politicians to implement existing policies and laws for halting deforestation in the protected areas and to increase forest cover.

Advocacy Message #1	Advocacy Message #2
According to Global Forest Watch, between 2002 to 2022, we lost 9.22khn forest cover. This alarming statistic does not only underscore the urgency of the situation but also highlight the imperative needs for immediate action.	Strengthening the effort of states, non-state and community actors through adequate allocation and timely disbursement of needed budget can enable them to implement policies and laws that supports the halting of deforestation in the protected area and increase forest cover.

## Group 2

Objective 3 – Advocate for sustainable forest management policy and laws that support increase in forest cover.

Advocacy Message #1	Advocacy Message #2
<u>Decision/ Policy Makers</u> Decreased forest area leading to 40% decrease water level of water catchment. This will lead to flooding, diseases and water scarcity on the whole peninsular area. So we need strong laws and sustainable forest management and policies to increase the forest cover and prevent catastrophes in the future. We would like to face-to-face meeting with government on this.	<u>The General Public</u> A nation that destroys its forest destroys itself. Forest are the lungs to our land. Let work together to create a legacy through strong laws and sustainable forest management policy.
	<u>Law Makers</u> No forest no life, give at two years' imprisonment and five million old Leone (Le 5,000,000) fine to anyone cutting down the trees in the forest

## Group 3

Objective 5 – Conduct sensitization and education among policy makers and politicians about what is happening with the forest at the community level.

Advocacy Message #1	Advocacy Message #2
<ul style="list-style-type: none"> <li>• 2,850 hectares lost from the peninsular forest cover (FAO 2022). Please act now</li> <li>• Saving our forest cover for a better and healthy nation (Sierra Leone)</li> <li>• Our forest cover is rapidly disappearing. Act now.</li> <li>• Action needed for the protection of our forest</li> </ul>	<ul style="list-style-type: none"> <li>• In one year, nearly 3,000 hectares were lost from the peninsular forest (FAO 2022). What would happen in ten years?</li> <li>• Disaster awaits Freetown due to deforestation. Mr. Government act now.</li> <li>• Deforestation leads to an unhealthy environment. Action needed urgently.</li> </ul>

## Lunch

### Session 9:

#### Advocacy campaign risk management.

The facilitator introduced the topic to the participants as follows:

Controlling risk is one of the most important areas of project management, including the climate change advocacy campaign project. Project managers need to know how to identify, track and mitigate project risk.

**Definition of risk:** In project management, a risk is an uncertain event or condition that has a positive or negative effect on a project's objectives. Project risks affect deliverables, timelines, and budgets. Project risks are tied to project deliverables and can lead to a project's failure if not managed properly

**Types of project management risks:** 1. External risk; 2. Scope creep risk; 3. Schedule risk; 4. Financial risk; 5. Strategic risk; 6. Performance risk; 7. Legal and Regulatory risk; 8. Operational risk; 9. Technical risk; 10. Partnership risk

**How to manage risks:** Here are some simple steps you can follow to get started with project risk management.

- **Identify risks:** The first step towards managing project risk is to identify individual risk events. You should have a brainstorming session with your team to think about the potential risks that could affect your project. Use a risk register to document them.
- **Analyze risks:** Once you've mapped out the different project risks, ask yourself two things. First, what's the likelihood of these risks occurring, and second, what would be the impact of that risk event on your project plan?
- **Prioritize risks:** Now that you've defined the likelihood and impact of those project risks you've previously identified with your team, you can assign them a level of priority. The higher the level, the faster the response should be if that risk were to occur.
- **Create risk mitigation strategies:** Create one mitigation strategy for each individual project risk. It's important to allocate resources for this, such as a team member who will be the risk owner, and any equipment or materials needed. These details are usually included in a risk management plan, which is a project management document that explains how you'll manage project risk at large.

#### **Risk assessment:**

A risk assessment matrix, also known as a Probability and Severity or Likelihood and Impact risk matrix, is a visual tool depicting potential risks affecting a business. The risk matrix is based on two intersecting factors: the likelihood the risk event will occur and the potential impact the risk event will have. In other words, it's a tool that helps you visualize the probability versus the severity of a potential risk.

Depending on likelihood and severity, risks can be categorized as high, moderate, or low. As part of the risk management process, companies use risk matrices to help them prioritize different risks and develop an appropriate mitigation strategy. Risk matrices work on large and small scales; this system of risk prioritization can be applied at the discrete project level, or at the enterprise level.

#### **Risk Prioritization**

Risk assessment matrix shows how project risks are prioritized for at different levels. Project risk assessment is a continuous process and needs to change concurrently with modifications in your organization or with consumer trends. If the matrix is reviewed only once a year, developing risks may be overlooked, leading to issues down the line.

1. **Critical/High Priority risks:** These risks require prompt responses and quick action. They are designated high priority because they need to be addressed swiftly. Critical risks are intensified to meet a deadline, resolve an error, or deliver an activity timely.
2. **Major risks:** These are also classified as High Risks, but at comparatively low-risk compared to the extreme designation in the probability and severity risk matrix.

3. Moderate risks: These risks are tagged with mid-level risks. They are not a high priority and are not known to be used to develop a mechanism to resolve bottlenecks throughout the lifespan of a progressing project. This risk classification serves to help managers work around time constraints or perfect the quality of the project deliverables.
4. Minor risks: These risks are of low weight. They are not of big concern but that doesn't mean that they are not important. It's just that the team can get to them after the rest of the risks have been mitigated.

Following the presentation by the facilitator, participants discussed in plenary all the possible risks for the climate change advocacy campaign. Below are the results of the plenary discussion.

Type of risk	Risk description	Likelihood	Impact	Overall rating	Mitigation measure(s)
		(High; Medium; Low)	(High; Medium; Low)	(High; Medium; Low)	
External risk	The risk that public rallies or demonstration might turn violent leading arrests, injuries or loss of lives.	Medium	High	Medium-high risk	<ul style="list-style-type: none"> <li>• Raise adequate awareness about the campaign ahead of time</li> <li>• Seek Police clearance</li> <li>• Ensure there is adequate security cover</li> <li>• If early warning signs are not favorable, you can change the route of the campaign or abort it</li> </ul>
External risk	The risk that political heads stopping the campaign due to personal interests or political differences, resulting in the campaign not taking place	Medium	High	Medium-high risk	<ul style="list-style-type: none"> <li>• Seek initial buying/in from key stakeholders</li> <li>• Ensure that vulnerable people who are affected by the situation are giving opportunity to participate and take major role.</li> <li>• Create more alliances and coalitions</li> <li>• Work closely with media to expose any blockages</li> </ul>
Financial risk	The risk of inadequate funds, either through inadequate budgeting during the project development phase or stifling of funding by powerful persons, leading in project not	Medium	High	High risk	<ul style="list-style-type: none"> <li>•</li> </ul>

	being completed as planned.				
Partnership risk	The risk that coalition members will abandon the campaign due to either competing priorities or unfulfilled expectations, resulting in delays or unaccomplished objectives.	Medium	High	High risk	•

This session was not concluded due to time constraints. It was agreed that the remaining risks will be identified and analyzed by Green Scenery and the other partners as part of the climate change advocacy campaign strategy and work plan development.

### Session 10:

#### Advocacy campaign M&E.

The facilitator introduced the topic to the participants as follows:

What is monitoring for climate change advocacy campaigns?

- Measures progress and incremental gains towards achievement of set objectives and your ultimate advocacy outcome
- Ongoing systematic gathering of information and measuring of activities to check if the campaign is going according to plan
- Notes which activities are going well or not, so they can be adapted
- Generates trend data to assess progress over time and achievements attributable to your own advocacy efforts
- Continued accountability effort to allies and supporters of your advocacy campaign, which can help ensure and increase the quality of your work

What is evaluation for climate change advocacy campaigns?

- Assesses: Overall results and lessons learned
- Judges: Quality and impact of activities
- Measures: Degree of success and progress towards achieving goals
- Process evaluation: Why did some activities go well? Why did others not go well? Assesses how you worked.
- Impact evaluation: Why did some activities have the impact you wanted? Why did others not? Assesses what changed.

What should be measured in advocacy?

Advocacy gains:



- Foundational level outcomes that are essential to advocacy, but wouldn't be considered wins, including but not limited to agenda setting and building support for policy changes (e.g., issue framing and prioritization of policy options, development and dissemination of policy messages, recruitment of new champions).

#### Advocacy wins:

- Mainly policy adoption as the final advocacy outcome (legislative, judicial, or administrative).
- These advocacy gains and advocacy wins are measured using "INDICATORS"

#### What are performance indicators or targets?

- Variables with characteristics of quality, quantity, and time
- Measure changes in a health situation directly or indirectly
- Help assess the extent to which your objectives are achieved
- Provide a basis for developing plans for improvement

#### Types of monitoring methods:

- Recording: Document meetings and communications with targets
- Tracking: Note when target audiences use your advocacy messages
- Conducting surveys and interviews: Determine the impact of your activities and any recognition they have received
- Media monitoring: Track coverage of your issue

#### What are some monitoring and evaluation tips?

- Make sure your advocacy objectives are SMART
- Collect evidence along the way to assess progress against selected indicators
- Refine the strategy as you go along, based on progress achieved
- Build time into your advocacy plan for a mid-campaign review, assessing results of activities, revising your strategy, and adapting your approaches if needed
- Conduct an end-of-campaign review to evaluate activities from start to finish
- As you monitor progress, keep focused on your overall goal and objectives
- Consider working with new partners or changing target decision-makers or tactics if you are not making progress

#### How can you share your lessons learned?

- Write up the results of your climate change advocacy campaign, considering the following:
- Expectations: What did you think would happen with the campaign?
- Reality: What actually happened?
- Achievements: What worked well in the campaign? Why?
- Going forward: What should be continued in the future?
- Challenges: What didn't work well in the campaign? Why?
- Improvements: What could you do to enhance the approach in the future?
- Recommendations: What advice do you have for others seeking to conduct a similar campaign in a different setting?

#### Potential questions for reviews:

- What progress has been made against advocacy objectives?
- What was the contribution of the advocacy intervention to any change?
- Are people changing their behaviours in line with what was expected / hoped for?
- What has changed in the external environment?
- What other actors have played an important or critical role over the last period, and how?

- What lessons have been learned over the past period, and how should these be applied?
- Which initiatives worked well, and which didn't?
- What challenges were faced, and how (if at all) were they overcome?
- What revisions are needed to the advocacy strategy (e.g. allies, targets, approaches, timings, events)?
- Are the advocacy tactics / messages still the right ones? If not, how should they change?

Following the presentation by the facilitator, participants went into their original three groups in which they identified the climate change issues in order to discuss, analyze and come up with M&E indicators for the climate change advocacy campaign. Below are the results of the group work.

## Group Work - Advocacy Campaign M&E

### Group 1

Objective 1 – Work with community leaders and councils to formulate, enact and enforce by-laws on uncontrolled fires.

Advocacy Indicators
<ul style="list-style-type: none"> <li>• Percentage of audience member with favorable attitude towards the issues of interest.</li> <li>• Percentage of audience member with knowledge of the issue.</li> <li>• Percentage of audience member saying the issues is important to them</li> </ul>

Objective 2 – Undertake actions that promote the replacement of lost forest cover and sustainable forest management.

Advocacy indicators
<ul style="list-style-type: none"> <li>• Collaborative action taken among organizations. E.g. Joint meeting, aligning of messages.</li> <li>• New advocacy actions to support issues</li> <li>• Percentage of audience members willing to take action on behalf of a specific issue.</li> </ul>

### Group 2

Objective 3 – Advocate for sustainable forest management policy and laws that support increase in forest cover.

Advocacy Indicators
<ul style="list-style-type: none"> <li>• Member of elected officials who publicly support the advocacy effort</li> <li>• Number and party representation of bill sponsors and co-sponsors</li> <li>• Number of votes for or against specific legislation</li> <li>• Effect on policy formation</li> <li>• Number of climate change and environment related laws, review and update</li> </ul>

Objective 4 – Advocate for adequate budgetary allocation and timely disbursement to state, non-state and community actors to enable them implement policies and laws in support of halting deforestation in the protected area and increasing forest cover.

Advocacy Indicators
<ul style="list-style-type: none"><li>• Effect on policy implementation</li><li>• New political champions/ stakeholders recruited</li><li>• Increase level of funding in government budget for your issue</li><li>• Political champion actions to support issue. (E.g. Speaking out, signing on)</li><li>• Number of forest guards recruited to protect the forest/ protected area (24/7)</li></ul>

### Group 3

Objective 5 – Advocate for policy makers and politicians to implement existing policies and laws for halting deforestation in the protected areas and to increase forest cover.

Advocacy Indicators
<ul style="list-style-type: none"><li>• Percentage of audience members with knowledge of an issue</li><li>• Number of policy agenda align among collaboration</li><li>• Number of elected officials who publicly support the advocacy effort</li><li>• Number and type of supportive statements made by policy makers</li></ul>

Objective 6 – Conduct sensitization and education among policy makers and politicians about what is happening with the forest at the community level.

Advocacy Indicators
<ul style="list-style-type: none"><li>• Increase level on funding in government budget for your issue on climate change</li></ul>

### Closing formalities

The facilitator officially announced the end of the three-day workshop. He recounted the achievements and next steps. He thanked the participants for their cooperation, Green Scenery for giving him the opportunity to facilitate the workshop, as well as all those who made the workshop a success.

The Executive Director of Green Scenery – Sierra Leone also thanked thank all the participants for their commitment and cooperation. He however stated that the end of the workshop does not mean the end of the climate change advocacy campaign. He said Green Scenery will continue to work with everyone to achieve a successful campaign in the period that follows.

Finally, the representative of the funding organization, Trocaire thanked everyone for their participation. He went to say that “as you can see from day one to day three, it involves a lot of planning and commitments towards achieving this and this plan that we are developing is not only for Green Scenery. It is for all organization present here at the workshop. Now that we have a plan, the next thing we will see is the implementation. So, we need to ensure that actions that we have agreed on we will be implemented. And Green Scenery will facilitate the implementation. To ensure that we will be able to implement these actions well, we will work with government and make sure we tackle climate change issues with the full support of Trocaire. By next month, we

will be calling organizations present here that the workshop to form a climate change network that will help us strategize and find ways implement actions. Maybe not this year but by next year we will want members of the network to attend the Conference of the Parties (COP). By that, we can implement and monitor our climate change action. I will once more like to thank everyone and Green Scenery for facilitation this wonderful workshop, he concluded.

#### **4 Conclusion and recommendations**

The purpose of the workshop was to “hold consultations with national climate change and environmental justice organizations and networks, in order to prepare a climate change advocacy campaign strategy and climate change advocacy campaign plan”. Specifically, it was to: 1) analyze the context and climate change situation with respect to key advocacy; and 2) to tease out and document the contributions from the participants that would eventually lead to the development of a climate change advocacy strategy and plan. Up to forty-five participants from about thirty organizations and affected communities participated in the three-day workshop. With their full participation, the planned purpose and outcomes were fully realized. In their end-of-workshop evaluation, they expressed full satisfaction over the quality of the facilitation, food, and the venue – giving each of the areas 100% rating. They also gave 80% rating for time management, noting that the day’s sessions started slightly late due to the late arrival of participants. Not with standing, this did not adversely affect the workshop proceedings.

The following have been identified as next steps:

1. Write and submit the workshop report to the management of Green Scenery;
2. Develop and submit the climate change advocacy campaign strategy to the management of Green Scenery; and
3. Develop and submit the climate change advocacy campaign work plan to the management of Green Scenery.

## Annex 1: Workshop agenda/schedule

## Climate Change Advocacy Strategy &amp; Advocacy Plan Development Workshop

15 to 17 August, 2023.

Venue: China House, Freetown.

**WORKSHOP PURPOSE:** Consult with national climate change and environmental justice organizations or networks to prepare a climate change advocacy campaign strategy and climate change advocacy campaign plan.

## WORKSHOP AGENDA

DAY 1: 15 August, 2023		
Time	Activity	Responsible
08:30 – 09:00	Arrival / Registration	Participants / GSSL Admin
09:00 – 09:10	Welcome/Opening statement	GSSL Executive Director
09:10 – 09:30	Remarks (max 10 minutes each): <ul style="list-style-type: none"> <li>• Trocaire representative</li> <li>• Government of Sierra Leone representative</li> </ul>	Facilitator
09:30 – 09:40	Logistics arrangements	Facilitator /GSSL Admin
09:40 – 10:00	Objectives / Introductions / Ground rules / Expectations	Facilitator / Participants
10:00 – 10:30	BREAK	GSSL Admin
10:30 – 11:30	Overview of Advocacy	Facilitator
11:30 – 12:00	Overview of Climate Change.	Facilitator
12:00 – 13:00	LUNCH	GSSL Admin
13:00 – 14:00	Key steps in developing and implementing an Advocacy Strategy and an Advocacy Plan.	Facilitator / Participants
14:00 – 16:00	Advocacy situation analysis (Identifying the problems and the issues).	Facilitator / Participants
16:00	End of day	
DAY 2: 16 August, 2023		
Time	Activity	Responsible
08:30 – 09:00	Arrival / Registration	Participants / GSSL Admin
09:00 – 10:30	Selecting priority issues, developing the advocacy goal and objectives.	Facilitator / Participants
10:30 – 11:00	BREAK	GSSL Admin
11:00 – 12:30	Political Mapping (mapping relations of power and decision making, allies, opponents)	Facilitator / Participants
12:30 – 13:30	LUNCH	GSSL Admin
13:30 – 15:00	Building support among constituencies	Facilitator / Participants
15:00 – 16:00	Developing the advocacy tactics	Facilitator / Participants

16:00 – 17:00	Identifying the key messages	Facilitator / Participants
17:00	End of day	
<b>DAY 3: 17 August, 2023</b>		
<b>Time</b>	<b>Activity</b>	<b>Responsible</b>
08:30 – 09:00	Arrival / Registration	Participants / GSSL Admin
09:00 – 10:00	Selecting the advocacy approach	Facilitator / Participants
10:00 – 10:30	BREAK	GSSL Admin
10:30 – 11:30	Preparing a plan of action	Facilitator / Participants
11:30 – 12:30	Risk assessment	Facilitator / Participants
12:30 – 13:30	LUNCH	GSSL Admin
13:30 – 14:30	Monitoring and evaluation	Facilitator / Participants
14:30 – 16:00	Rolling out the advocacy plan (including, getting the message across; Using the media; Building partnerships and coalitions; Employing tactics and negotiation)	Facilitator / Participants
16:00 – 16:30	Workshop evaluation	Participants
16:30 – 17:00	Wrap-up / Closing	GSSL Executive Director
17:00	End of day / End of workshop	

## Annex 2: List of participants

### Climate Change Advocacy Strategy & Advocacy Plan Development Workshop

15 to 17 August, 2023.

Venue: China House

#### PARTICIPANTS LISTING

No.	Name	Organization
1	Wudic B Koroma	S.L.A.F.U
2	Bangali Koroma	P.A.C.J.A
3	Abu Bakarr Kanu	Sierra Leone Teachers Union
4	Patricia Sia Ngevaio	Awoko Newspaper
5	Abu Sesay	Mongegba community
6	Pastor Francis Sesay	Mongegba community
7	Harold Williams	ENFORAC
8	Alpha Dumbuya	YARDO - SL
9	Joshua Bockarie	CAN SL
10	Henry David Bayoh	Trocaire
11	Michel Mondengele	CAFOD
12	Sam Yav	Green Scenery
13	Abraham Guy	Green Scenery
14	Joseph Rahall	Green Scenery
15	Braima Sellu	Trocaire
16	Ensa Bunduka	Grafton community
17	Tenneh Marrah	John Obey community
18	Francess Mawendeh	Green Scenery
19	Edmond Kposowa	F.I.O.H - SL
20	Fatmata Samura	V. Africa
21	Kathrin Prinz	Conservation Society – Sierra Leone
22	Sahr D. Matturi	Standard Times News
23	Fatmata Salisu	Green Scenery
24	Aminata F. Massaquoi	WONARPI
25	Arouna R. Williams	EPA - SL
26	Helen Bash-Taqi	Green Scenery Board Member
27	Joseph Jalloh	Number 2 River community
28	Alfred Mansaray	Sierra Leone Broadcasting Corporation
29	Joseph R. Kailie	NACE- SL
30	Samuel J. Y. Turay	HONES
31	Pastor Jeremaih Conteh	Teacher
32	Rev. Muriel Coker	EBAFOSA
33	Cecilia C. Mattia	NACE - SL
34	Haja Kady Sesay	CEFCON – SL
35	Samhar Haile	Green Scenery
36	Justice A. Rahall	Green Scenery
37	Basiru Koroma	Keep Africa Beautiful

38	Mohamed Samai	Mambo community
39	Mohamed Jalloh	Youth Alliance
40	Chernoh Issa Jalloh	Climate Change Initiative for Justice
41	Abu Amara Marrah	Green Scenery
42	Joseph Conteh	Mambo community
43	Edward Aruna	RAP - SL
44	Sphongo	V. Africa
45	Naomi Pessima	Standard Times News



## Annex 3: Some tools and best practice listings used during the workshop

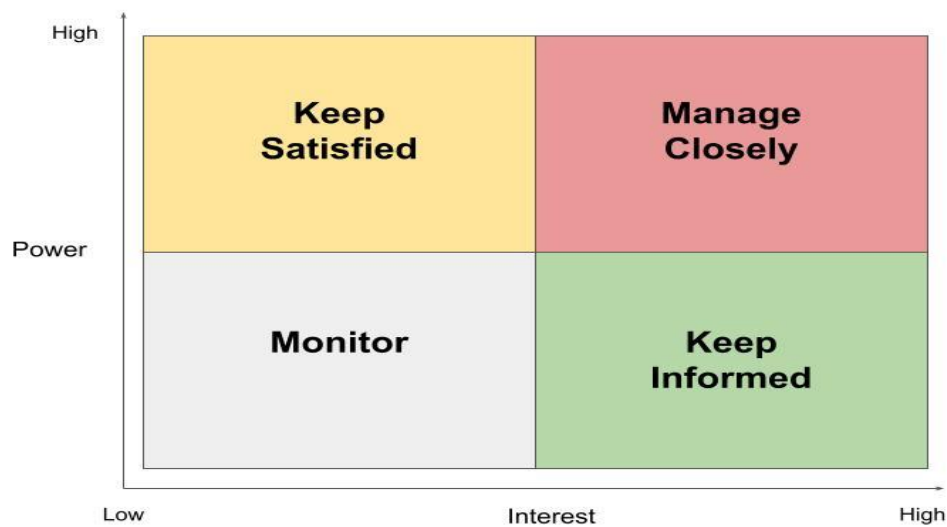
### Issues prioritization tool

Issues	Description	Criteria for evaluation					Total score
		To what extent does it directly affect the most vulnerable groups of the community? (women, youth, smallholder farmers, coastal fishermen).	Severity	Urgency	Frequency	Effort	
Issue 1							
Issue 2							
Issue 3							
Issue 4							
Issue 5							

#### Key

Criteria of measure	Scale of measure			
	1	2	3	4
Effect on vulnerable groups	Has no effect on vulnerable groups.	Its effect on vulnerable groups is low.	It has a high effect on vulnerable groups.	It has a very high effect on vulnerable groups.
Severity	Impact is not severe on climate change	Impact is somehow severe on climate change	Impact is severe on climate change	Impact is very severe on climate change
Urgency	Does not need urgent action	Action needed but not urgent	Needs urgent action	Needs very urgent action
Frequency	Does not occur frequent	Occurs but not frequently	Occurs frequently	Occurs very frequently / all the time.
Effort	No effort required to fix the issue.	Effort required to fix the problem is low.	Effort required to fix the problem is high	Effort required to fix the problem is very high.
Value	Working on this issue does not add value to our campaign.	Working on this issue add little value to our campaign.	Working on this issue adds value to our campaign.	Working on this issue adds a lot of value to our campaign.

## Stakeholder mapping tool



## List of some key tactics used in climate change advocacy

- Face-to-face meetings
- Participation in formal decision-making mechanisms that include civil society
- Shadow reporting and consultation responses
- Public meetings, conferences, or turnout events
- Patient juries and public hearings
- Communications to frame debate (e.g., letters to the editor, newspaper insertions)
- Media and social media advocacy
- Demonstrations and marches
- Events with media (e.g. press conferences)
- Appointments with officials
- Rallies /Demonstrations
- Organizing advocacy days
- Emails
- Blogs
- Facebook, Twitter & YouTube
- Phone calls to officials, politicians, decision-makers, etc.
- Writing campaigns
- Letters to the Editor and to officials
- Petitions
- Editorials
- Grassroots, door to door campaigns

**Risk assessment matrix**

		Impact →				
		Negligible	Minor	Moderate	Significant	Severe
Likelihood ↑	Very Likely	Low Med	Medium	Med Hi	High	High
	Likely	Low	Low Med	Medium	Med Hi	High
	Possible	Low	Low Med	Medium	Med Hi	Med Hi
	Unlikely	Low	Low Med	Low Med	Medium	Med Hi
	Very Unlikely	Low	Low	Low Med	Medium	Medium

**Sample risk register**

Type of risk	Risk description	Likelihood	Impact	Overall rating	Mitigation measure(s)
		(High; Medium; Low)	(High; Medium; Low)	(High; Medium; Low)	

**Activity planning tool**

Activity	Responsible	Timeline						Comments
		2023				2024		
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	
E.g. Launch the campaign								

### Budget planning tool

Budget item	Description	Quantity	Unit cost (NSLL)	Total cost (NSLL)	Comments
Grand total (NSLL)					

### List of some key climate change advocacy indicators

INTERIM OUTCOME	DEFINITION	EXAMPLE OF INDICATORS
Changed Attitudes or Beliefs	Target audiences' feelings or affect about an issue or policy proposal.	<ul style="list-style-type: none"> <li>• Percentage of audience members with favorable attitudes toward the issue or interest</li> <li>• Percentage of audience members saying issue is important to them</li> </ul>
Collaborative Action Among Partners	Individuals or groups coordinating their work and acting together.	<ul style="list-style-type: none"> <li>• New organizations signing on as collaborators</li> <li>• Policy agenda alignment among collaborators</li> <li>• Collaborative actions taken among organizations (e.g., joint meetings, aligning of messages)</li> </ul>
Increased Advocacy Capacity.	The ability of an organization or coalition to lead, adapt, manage, and technically implement an advocacy strategy.	<ul style="list-style-type: none"> <li>• Increased knowledge about advocacy, mobilizing, or organizing tactics</li> <li>• Improved media skills and contacts</li> <li>• Increased ability to get and use data</li> <li>• Number of spokespeople trained</li> </ul>
Increased Knowledge.	Audience recognition that a problem exists or familiarity with a policy proposal.	<ul style="list-style-type: none"> <li>• Percentage of audience members with knowledge of an issue</li> <li>• Website activity for portions of website with advocacy-related information</li> </ul>
Increased or Improved Media Coverage.	Quantity and/or quality of coverage generated in print, broadcast, or electronic media.	<ul style="list-style-type: none"> <li>• Number of media citations of advocate research or products</li> <li>• Number of stories successfully placed in the media (e.g., op-eds)</li> <li>• Number of advocate (or trained spokesperson) citations in the media</li> <li>• Number of media articles reflecting preferred issue framing</li> <li>• Number of media hits</li> </ul>
Increased Political Will or Support.	Willingness of policymakers to act in support of an issue or policy proposal.	<ul style="list-style-type: none"> <li>• Number of citations of advocate products or ideas in policy deliberations/ policies</li> <li>• Number of elected officials who publicly support the advocacy effort</li> <li>• Number of issue-mentions in policymaker speeches (or debates)</li> </ul>

		<ul style="list-style-type: none"> <li>• Number and party representation of bill sponsors and co-sponsors</li> <li>• Number and type of supportive statements made by policymakers</li> <li>• Number of votes for or against specific legislation</li> <li>• Increased level of funding in government budget for your issue</li> <li>• Effect on policy formulation or implementation</li> </ul>
Increased Public Will or Support.	Willingness of a (non-policymaker) target audience to act in support of an issue or policy proposal.	<ul style="list-style-type: none"> <li>• Percentage of audience members willing to take action on behalf of a specific issue</li> <li>• Attendance at advocacy events (e.g., public forums, marches, rallies)</li> <li>• Number of people with lived experience meaningfully involved in decision-making</li> </ul>
New Political Champions.	High-profile individuals who adopt an issue and publicly advocate for it.	<ul style="list-style-type: none"> <li>• New champions or stakeholders recruited</li> <li>• New constituencies represented among champions</li> <li>• Champion actions to support issue (e.g., speaking out, signing on)</li> </ul>
Stronger Coalitions.	Mutually beneficial relationships with other organizations or individuals who support or participate in an advocacy strategy.	<ul style="list-style-type: none"> <li>• Number, type, and/or strength of organizational relationships developed</li> <li>• Number, type, and/or strength of relationships with unlikely partners</li> </ul>
Successful Mobilization of Public Voices.	Increase in the number of individuals who can be counted on for sustained advocacy or action on an issue.	<ul style="list-style-type: none"> <li>• New advocates recruited</li> <li>• New constituencies represented among advocates</li> <li>• New advocate actions to support issue</li> </ul>

**Sample M&E plan / Indicator Performance Tracking Table (IPTT)**

Project design	Indicators of progress	Baseline value of indicator	Target	Indicator progress over time							Who collects data?	Data collection method	Frequency of data collection	Who uses data and for what?
				Mth 1	Mth 2	Mth 3	Mth 4	Mth 5	Mth 6	Total				
Goal														
Objectives														
Outcomes														
Outputs														
Activities														

## Monthly project monitoring report format

### Monthly Project Monitoring Report

<b>Project title</b>	Climate Change Advocacy Campaign
<b>Project start date</b>	
<b>Project end date</b>	
<b>Project location</b>	Western Area, Sierra Leone
<b>Reporting Period</b>	
<b>Reporting Person</b>	
<b>Report submitted to</b>	
<b>Date of Reporting</b>	

#### **Introduction**

A strong introduction is key. Be sure to state the overall length of time of the project, and the reach, or total beneficiary information.

#### **Background and Context**

Include a problem statement as well as the theoretical background, or literature review.

#### **Project Overview**

In this section, describe the project – the overall vision (or results), the beneficiaries and the project activities designed to create the change

- Goal
- Objectives
- Outcomes
- Outputs
- Inputs
- Activities

#### **Methodology**

**Analysis and discussion of progress made during the period under review.**

#### **Challenges**

#### **Conclusion**

#### **Recommendations**

#### **Annexes:**

- Project Indicator Performance Tracking Table.
- List of project communities visited during the reporting period.
- List of persons interviewed







