



# Capacity building training for media representatives: using foresight for reporting the impacts of climate change on agriculture in Africa

In the last few years, global media coverage of climate change has been increasing. One important area where climate change poses major challenges is agriculture. In Africa, agriculture provides employment to about two-thirds of the continent's working population.

Extreme weather events, such as floods, drought and wildfires, are affecting people's lives and the environment, including agriculture production, and it is important that people are well-informed about these events and their short- and long-term impacts.



## A four-part training series for media representatives

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) in collaboration with Accelerating Impacts of CGIAR Climate Research for Africa (AICCRA) project, funded by the International Development Association (IDA) of the World Bank, is offering a **tailored foresight training to assist in building capacity and skills to address agricultural and climate change planning and implementation**. The training series is also supported by the Comprehensive Africa Agriculture Development Programme ex Pillar 4 (CAADP-XP4) programme funded by the European Union (EU) and administered by the International Fund for Agricultural Development (IFAD).

This online media training aims to develop the communications capacity of media representatives in Africa on the impacts of climate change on agriculture as well as long-term planning and actions to address these.



Photo: Shawn Landersz, Consultant at The Global Crop Diversity Trust

## The media training aims to:



**Build networks.** Create networks of climate change and agriculture media representatives across the continent. These individuals are to serve a leadership role in training and informing citizen audiences.



**Raise awareness.** Enhance the knowledge, understanding and reporting capacity on crucial agriculture and climate change issues and Africa's standpoint on global climate change negotiations. Provide science-based insights on climate change and long-term planning in readily accessible formats to reach target audiences, with an emphasis on questions and answers.



**Guide story development.** Train participants on how to develop stories that are simple, powerful and accurate, and which resonate with the lives of their audiences. Carry out practical sessions to draft articles, blogs, tweets and radio presentations to raise awareness on climate change actions in agriculture and the value of long-term planning for target audiences. Develop a step-by-step toolkit and approach to building linked articles and a thematic series using a variety of media platforms.





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## Virtual Training Program

Virtual sessions will be hosted on Zoom in English with French translation



**1. Introduction:**  
**Overview of climate change, Introduction to foresight, Audience types**

Monday  
1st November 2021  
14:00 - 15:30 (SAST)



**2. Making an impact:**  
**Credible sources, Behavioural change, Effective communication**

Wednesday  
3rd November 2021  
14:00 - 15:30 (SAST)



**3. Application:** Using technology and digital tools, Asking the right questions, Developing a thematic series

Monday  
8th November 2021  
14:00 - 15:30 (SAST)



**4. Closing:** Application of learning and feedback session, Challenges

Wednesday  
10th November 2021  
14:00 - 15:30 (SAST)



### Registration link

[https://bit.ly/Media\\_Training\\_Reg](https://bit.ly/Media_Training_Reg)

