

Credocast

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No Planet B

Saving Earth

3

Global Convergence for COP 28

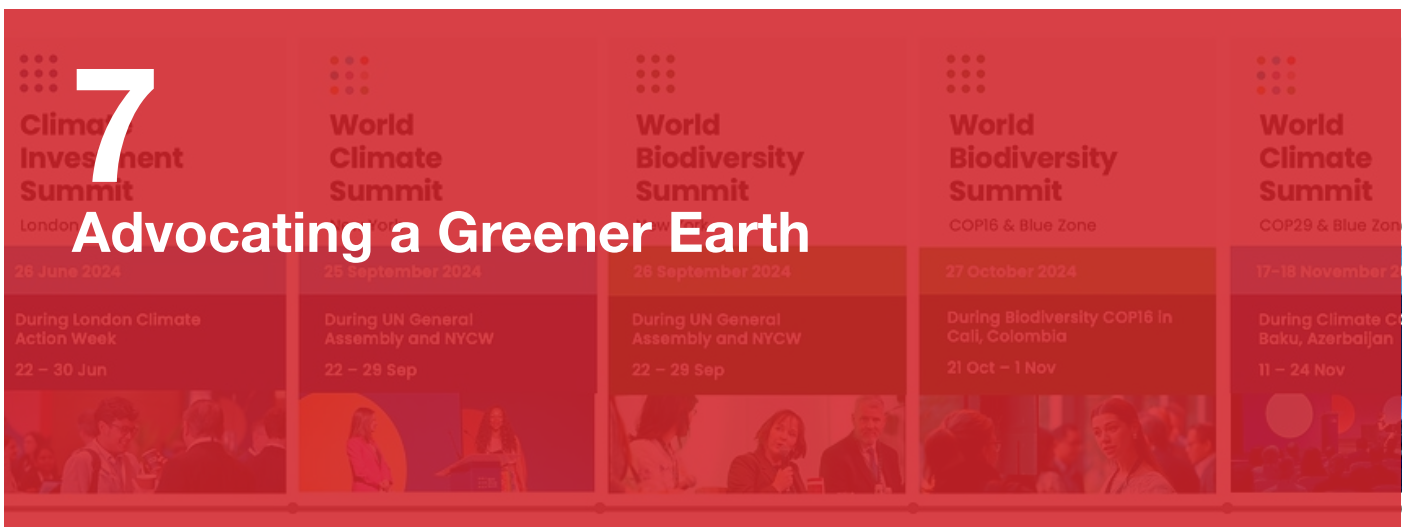
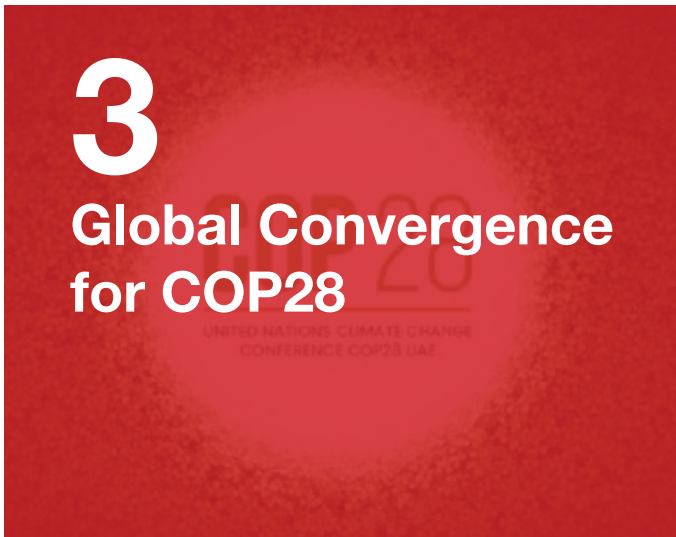
4

Communicating Climate Action

7

Advocating a Greener Earth





About Credo Advisory

Credo Advisory is a leading development communications firm based in Nigeria and Washington, DC, specialising in strategic, operational, and tactical communications initiatives. We support governments, development partners and the private sector to raise awareness, build trust, and effect change with communication programmes. Collaborating with our partners, we develop products, initiatives, and campaigns based on research and industry insights.

Credo is committed to leveraging communications to advance the Sustainable Development Goals (SDG) with communication responses that promote transparency, good governance, advocacy and public enlightenment.

Our mission is to provide communication excellence in our advisory, products, initiatives, and interventions. At Credo, we aim to provide technical assistance and programming that enable our clients to build strong relationships across stakeholders, shape attitudes, educate audiences and influence behaviours for a positive impact in our society.



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“Recent events in 2023 have thrust the devastating impact of climate change into the spotlight. The severe climate crisis affecting nations in Africa has resulted in the tragic loss of over 15,700 lives, while another 34 million people have been affected.¹”

Global Convergence for COP 28

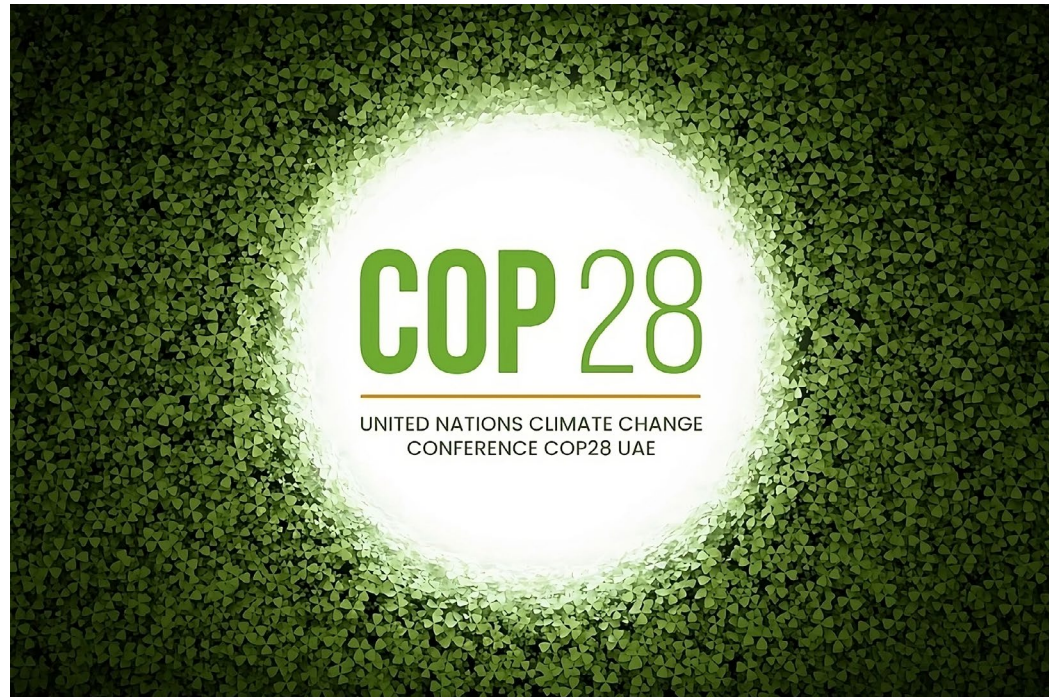


Figure 1: COP28, the 28th UN Climate Change Conference, held from November 30 to December 12, 2023. Source: Packaging Gateway

We stand at a pivotal moment in history, where the fate of our planet hangs in a delicate balance. Climate change, an existential threat, demands our immediate attention, and it is up to communicators to relay this and the need for urgent action. As the unseasonal weather patterns persist, storms ravage nations, and the impacts of global warming become increasingly evident, one truth is clear: the time for action is now.

Recent events last year have thrust the devastating impact of climate change into the spotlight. The severe climate crisis affecting nations in Africa has resulted in the tragic loss of over 15,700 lives.¹ Recognising the existing climate change crisis, the United Nations Framework Convention on Climate Change (UNFCCC) established a primary decision-making body known as the Conference of Parties (COP) in 1992. Last year from November 30th to December 12th, global leaders and delegates gathered for the annual COP28 in Dubai.²

COP28 marks the conclusion of the “global stocktake”, the first assessment of global progress in implementing the 2015 Paris Agreement. The findings are stark: the world is not on track to limit temperature rise to 1.5°C by the end of this century.³ It does recognize that countries are developing plans for a net-zero future, and the shift to clean energy is gathering speed, but it makes clear that the transition is nowhere near fast enough yet to limit warming.

Additional work is required to move beyond policy gatherings and translate the conference outcomes home, where communications come into play. This publication aims to provide practical tips for communicating about climate change.

¹ Analysis: Africa's extreme weather has killed at least 15,000 people in 2023. Available at <https://www.carbonbrief.org/analysis-africas-extreme-weather-have-killed-at-least-15000-people-in-2023/>

² UN COP28: What to know about the climate summit in Dubai. Available at <https://www.aljazeera.com/news/2023/11/28/un-cop28-uae-what-to-know-about-climate-summit-in-dubai>

³ COP28 Opens in Dubai with Calls for Accelerated Action, Higher Ambition Against the Escalating Climate Crisis. Available at <https://unfccc.int/news/cop28-opens-in-dubai-with-calls-for-accelerated-action-higher-ambition-against-the-escalating>

“Effective communication involves more than just disseminating information; it entails forging dialogues to transcend barriers, engage diverse populations, and drive sustainable practices.”

Communicating Climate Action



Communication is integral to COP28 and climate action. It facilitates awareness about climate change, engages people in solutions, and is a fundamental tool for driving collective action and imparting urgency to the different agendas raised at COP28.⁴

Additionally, effective communication fosters behavioural change, aids in policy implementation, promotes collaboration with stakeholders, and advocates for actionable measures to combat climate change.

Effective communication involves more than just disseminating information; it entails forging dialogues to transcend barriers, engage diverse populations, and drive sustainable practices. Strategic messaging, tailored campaigns, and climate education are necessary to provoke behavioural change.⁵

COP28 is a communications initiative necessitated by a need to foster climate action. The outcome of COP28 confirmed the “beginning of the end” for the fossil fuel era. It laid the foundation for a swift, just, and equitable transition, supported by deep emissions cuts and increased finance. It is therefore essential to ensure that these initiatives are translated into real-world action. Communicators can help build public support and awareness for these efforts by highlighting the benefits of sustainability for individuals, communities, and businesses to make the end of fossil fuel nearer or more feasible.⁶

Here are valuable communications tips for creating communication products – such as videos, podcasts, articles, or graphic content on climate change. The following tips will facilitate valuable, effective, and reliable content:⁷

⁴ Informing an Effective Response to Climate Change National Academies of Sciences, Engineering, and Medicine. 2010. Informing an Effective Response to Climate Change. Washington, DC: The National Academies Press. <https://doi.org/10.17226/12784>. Available at <https://nap.nationalacademies.org/read/12784/chapter/10>

⁵ Climate change communication for adaptation: mapping communication pathways in semi-arid regions to identify research priorities. Available at https://www.jsd-africa.com/Jsda/Vol20No1%20Spring%202018/2-%20EnvironmentalInfrastructureLand-Use/Climate%20Change%20for%20Communication%20for%20Adaptation_Caroline%20%20Lumosi.pdf

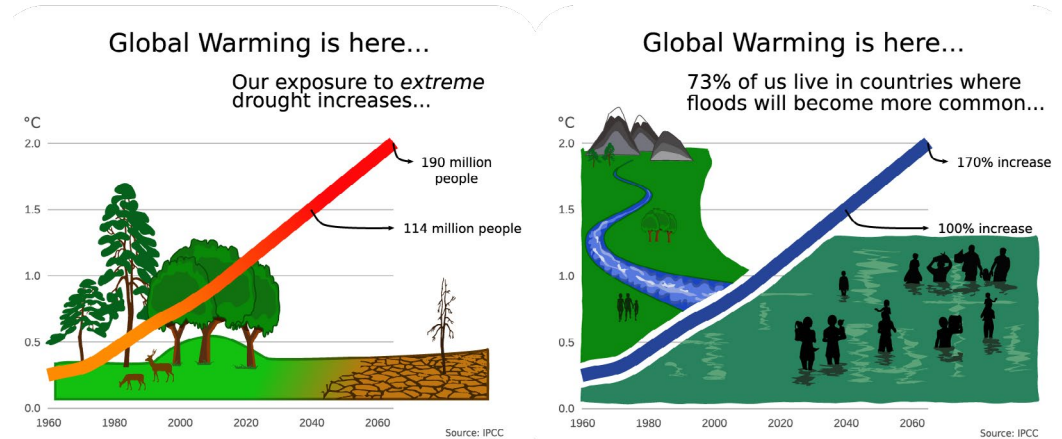
⁶ COP28 Agreement Signals “Beginning of the End” of the Fossil Fuel Era. Available at <https://unfccc.int/news/cop28-agreement-signals-beginning-of-the-end-of-the-fossil-fuel-era#:~:text=UN%20Climate%20Change%20News%2C%2013,cuts%20and%20scaled%2Dup%20finance.>

⁷ Climate change communication for adaptation: mapping communication pathways in semi-arid regions to identify research priorities. Available at https://www.jsd-africa.com/Jsda/Vol20No1%20Spring%202018/2-%20EnvironmentalInfrastructureLand-Use/Climate%20Change%20for%20Communication%20for%20Adaptation_Caroline%20%20Lumosi.pdf

“Presenting data alone may not resonate with the audience. Tell a story — make it relatable and personal.”

Communicate Factually

Misinformation and disinformation about climate change are widespread, causing confusion and hindering solutions to the climate crisis. To help mitigate this threat, Facebook in September 2020, launched the Climate Science Information Center to connect people to factual and up-to-date climate information.⁸ It is therefore important that communication products are factual and contain verifiable information only.



Communicate Intentionally

Presenting data alone may not resonate with the audience. Tell a story — make it relatable and personal. Explain the benefits and value proposition. For example, discuss job opportunities offered by clean energy projects in India or discuss how AI innovations are helping to combat climate change.⁹

Explaining the enormity of the crisis can seem overwhelming, leading people to lose interest. To mitigate “crisis fatigue”, focus on solutions and create a sense of hope, rather than despair. Finally, keep the language simple, use graphs or charts, and avoid technical jargon. For instance, substitute challenging concepts like “just and equitable transition” for phrases that will connect with your local audience – such as values like hope, family, community, and religion.¹⁰

Prioritise Climate Justice

Climate change isn't only an environmental issue—it's also an issue of justice. Wealthier countries have failed to meet their financial commitments to underserved countries, which are more vulnerable to the damaging effects of the changing climate, such as floods, droughts, and storms. Communicating the climate crisis also means crafting tactical messaging and sensitization around climate injustice and inequity. This can be done by highlighting how extreme weather events, like hurricanes or heatwaves, caused by climate change disproportionately affect vulnerable communities. By providing specific examples of how low-income neighborhoods or marginalized groups bear the brunt of such events, we can emphasize the need for climate justice in disaster preparedness and response planning.¹¹

⁸ Facts About Climate Change. Available at: <https://climatecommunication.yale.edu/facebook-facts-about-climate-change/>

⁹ AI for Good blog. Available at: <https://aifor-good.itu.int/7-ai-innovations-helping-to-combat-climate-change/>

¹⁰ Communicating climate change: history, challenges, process and future directions. Available at http://danida.vnu.edu.vn/cpis/files/Papers_on_CC/CC/Communicating%20climate%20change%20history,%20challenges,%20process%20and%20future%20directions.pdf

¹¹ Communicating climate change: history, challenges, process and future directions. Available at http://danida.vnu.edu.vn/cpis/files/Papers_on_CC/CC/Communicating%20climate%20change%20history,%20challenges,%20process%20and%20future%20directions.pdf

“It is important to recognize and centre the voices, expertise, and initiatives of people from all backgrounds and locations, as well as their solutions and positive action.”

Avoid Stereotypes

Climate change often presents poorer countries and underserved communities, including indigenous people who have safeguarded the environment, as passive victims. Similarly, women and girls are rarely represented as empowered agents of change. The new COP28 Gender-Responsive Just Transitions & Climate Action Partnership is a step in the right direction regarding changing stereotypes. It is important to recognize and centre the voices, expertise, and initiatives of people from all backgrounds and locations, as well as their solutions and positive action.¹²



Now, Not Tomorrow

Urgency is key. Don't let people think climate action is something that can wait. Research indicates that stating the human-caused origins of climate change will increase public support for taking immediate action. Explain how addressing climate change can create positive impacts such as increased green jobs, improved air quality, and healthier lives. Shift the focus to the promising future these changes could bring to motivate action.¹³

Youth Engagement

Engage young people on climate change. The youth climate movement has successfully urged leaders to take action, from the famed Greta Thunberg in Sweden to Nyombi Morris in Uganda.¹⁴ Include young voices to make your message relatable and help more youth take action. Note that climate change isn't just a future problem—it's happening now and action is necessary.¹⁵

¹² COP28 launches partnership to support women's economic empowerment and ensure a gender-responsive just transition at COP28 Gender Equality Day. Available at <https://www.cop28.com/en/news/2023/12/COP28-launches-partnership-to-support-women-economic-empowerment#:~:text=During%20COP28's%20Gender%20Equality%20Day,implementation%20of%20the%20Paris%20Agreement.>

¹³ Communicating climate change: history, challenges, process and future directions. Available at http://danida.vnu.edu.vn/cpis/files/Papers_on_CC/CC/Communicating%20climate%20change%20history,%20challenges,%20process%20and%20future%20directions.pdf

“Effective and tailored communication strategies must advocate for policy changes, highlight actionable steps for reducing fuel emissions, and mobilise support for environmental initiatives.”



Figure 2: UAE President, His Highness Sheikh Mohamed bin Zayed Al Nahyan, and Prime Ministers at COP28. Source: Buddhistsimes

Advocating a Greener Earth

Advocacy and education stand as twin pillars in communicating for climate action. Effective and tailored communication strategies must advocate for policy changes, highlight actionable steps for reducing fuel emissions, and mobilise support for environmental initiatives.

Advocacy efforts must leverage media, campaigns, and collaborations to push for policy changes and community involvement. Education programs should use varied mediums—online courses, workshops, and community events—to disseminate knowledge about sustainable practices.¹⁶

¹⁴ 10 Young Climate Activists Leading the Way on Global Climate Action. Available at <https://earth.org/young-climate-activists-leading-the-way-on-global-climate-action/>

¹⁵ Communicating climate change: history, challenges, process and future directions. Available at http://danida.vnu.edu.vn/cpis/files/Papers_on_CC/CC/Communicating%20climate%20change%20history,%20challenges,%20process%20and%20future%20directions.pdf

¹⁶ Communicating climate change: history, challenges, process and future directions. Available at http://danida.vnu.edu.vn/cpis/files/Papers_on_CC/CC/Communicating%20climate%20change%20history,%20challenges,%20process%20and%20future%20directions.pdf

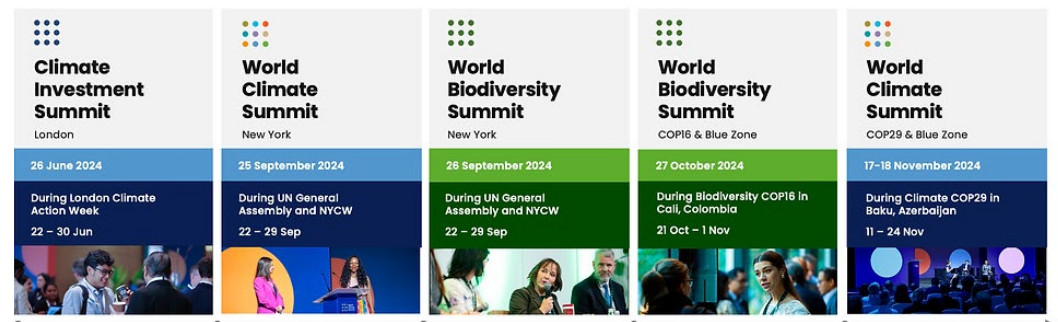


Figure 3: A list of World Climate Summit Programmes for 2024. Source: World Climate Summit

“2.3 billion people around the world depend on food cooked over polluting open fires or inefficient stoves. The Clean Cooking Alliance (CCA) is a global organization that enables, influences, and accelerates local transitions to clean cooking solutions.”



Credo Experience

Clean cooking is a key part of the climate solution. Credo Advisory has championed climate causes in alignment with the United Nations Sustainable Development Goal #7 – Ensure universal access to affordable, reliable and sustainable energy. Our communications initiatives have been integral in helping the Global Women’s Network for the Energy Transition (GWNET) to establish cohorts of Women in Clean Cooking (WICC), mentorship programmes coordinated by the Clean Cooking Alliance (CCA) and Sustainable Energy for All (SEforALL). For two consecutive years, Credo Advisory CEO, Awele Okigbo, has been an active voice in a mentorship program that empowers women as agents of change in the clean cooking industry.

Effective communication is key to saving the earth, raising awareness about the dire consequences of global warming, and mobilising communities to take decisive action. Education and outreach are crucial tools for empowering individuals to combat climate change. Lack of awareness and disinterest must be reversed for a critical mass of people and countries to work as a collective to mitigate the devastating effects of climate change. Climate action must be at the policy, national and grassroots level for sustainable impact. Our Earth is irreplaceable; there's no alternative – no Planet B.