



Government of Zimbabwe



# Communication Strategy for the National Adaptation Planning Process in Zimbabwe

# Foreword

The impacts of climate change in Zimbabwe are now visible in all socio-economic sectors through the effects of droughts, prolonged dry-spells, intense tropical storms and other extreme weather events. Given the impacts of climate change on the country's prospects of attaining sustainable development, the Government of Zimbabwe is taking an active approach to addressing climate change and environmental issues. The process of the National Adaptation Plan (NAP) is paramount towards achieving a better understanding of the link between climate change adaptation and the government's ongoing efforts to achieve sustainable development. A coordinated, participatory and stakeholder-driven NAP process that is well communicated is essential in understanding the extent to which communities and associated livelihoods across the country are vulnerable to climatic variability and change.

This communication strategy is built upon Zimbabwe's National Climate Policy and National Climate Change Response Strategy. Section 4.2 of the policy notes that a climate-conscious society is necessary to increase participation in climate interventions and the implementation of climate change mitigation and adaptation projects in the country. The National Climate Change Response Strategy identifies effective communication as an enabler of climate action that clearly translates into awareness and behavioral change. Internationally, Article 6 of the United Nations Framework Convention on Climate Change calls on Parties to promote the development and exchange of educational and awareness materials on climate change and its effects.

In fulfilling the provisions of the National Climate Policy Framework, the Ministry of Environment, Climate, Tourism and Hospitality Industry undertook consultations under the National Adaptation Plan process to come up with this communication strategy. Data was gathered through a Knowledge, Attitude and Practice (KAP) survey conducted in 18 communities across Zimbabwe. Furthermore, key informant interviews were conducted with government officials, members of the academia, civil society and business associations as well as focus group discussions with members of the Zimbabwe Youth Council. It is envisaged that this diversity and inclusivity will be adhered to in the implementation of this strategy by different stakeholders.

Lastly, it's important to note that this document is intended to be a living document, reviewed and revised periodically to ensure it remains relevant to changing communication technologies, practices and preferences.



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# Acronyms

CBO	Community Based Organization
CCMD	Climate Change Management Department
CSOs	Civil Society Organisations
EMA	Environmental Management Agency
GCF	Green Climate Fund
GHG	Greenhouse Gas
GoZ	Government of Zimbabwe
INC	Initial National Communication
NDC	Nationally Determined Contributions
IPCC	Intergovernmental Panel on Climate Change
KAP	Knowledge, Attitudes and Practices
KAPBs	Knowledge Attitudes, Practices and Behaviours
METHI	Ministry of Environment, Tourism and Hospitality Industry
MLAWCRR	Ministry of Lands, Agriculture, Water, Climate and Rural Resettlement
M&E	Monitoring and Evaluation
NAP	National Adaptation Plan
NAPA	National Adaptation Programme of Action
NCP	National Climate Policy
NCCRS	National Climate Change Response Strategy
NDP	National Development Plan
UNFCCC	United Nations Framework Convention on Climate Change



The Government of Zimbabwe realizes the importance of mainstreaming climate change into development frameworks to reduce the nation's vulnerability to climate change. To this end the NAP process was initiated in 2015 to reduce vulnerability to climate change and facilitate climate change mainstreaming. As part of enhancing its NAP process the Government undertook to develop a NAP process Communication Strategy.. The purpose of this communication strategy is to enable an effective approach to facilitating effective communication of the activities towards enhanced climate change programming. This strategy provides a framework for delivering key messages on climate change adaptation to target audiences. It describes the actions recommended to raise awareness of climate change and its impacts, and the communication of these actions.

Zimbabwe has taken a strategic approach to its communication activities around the NAP process by prioritizing audiences, developing key messages, identifying communications channels and measuring the impact of their communications activities. This involves the creation of long-term, continuous and overlapping strategies as well as shorter-term communications campaigns on specific topics. This Communication Strategy serves to support the achievement of goals at different phases of the NAP process, including initiation and development of the NAP, implementation of the adaptation actions identified and communicating the results of adaptation actions during monitoring and evaluation.

In order to enhance awareness and behavior change in a systematic way, this strategy considers action in five thematic areas namely:

- General knowledge on climate change
- Adaptation
- Climate change research
- Gender and climate change
- Financing

These considerations form the framework of enhancing resilience to climate change in the country. The strategy provides a framework for generating and delivering key climate change messages to targeted audiences within the context of the national adaptation planning process. It aims to provide short and mid-term guidance on how the Government of Zimbabwe and other stakeholders can use strategic communications to support adaptation planning. The strategy draws from extensive consultations with relevant government actors, and is intended to serve as a practical, action-oriented guide to communications in support of Zimbabwe's NAP process and associated activities.

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## 1.0 Introduction

The National Adaptation Plan (NAP) process is an opportunity for countries to enhance in-country resilience. It constitutes a key strategic framework for the achievement of any developing country adaptation goals. At its core, the NAP process consists of three steps: planning at both national and subnational levels; implementation of the plans, by a combination of national and local authorities; and monitoring and evaluation. The success of each of these steps hinges on several enabling factors, including institutional arrangements that foster dialogue and joint action; information sharing among stakeholders; and capacity development, so that the skills and resources are available to effectively deliver on the adaptation plans. See Figure 1 for an overview of the NAP process.



*Figure 1: An Overview of the NAP Process*

Zimbabwe's National Adaptation Planning process builds upon various initiatives including Strengthening National Capacity for Climate Change, Scaling up Climate Change Adaptation through Integrated Planning Systems projects among other initiatives. The latter project was in line with the National Climate Policy (NCP) and National Climate Change Response Strategy (NCCRS), which set the pace for an enabling environment for NAP process advancement. In 2018, the Government of Zimbabwe successfully mobilised a grant of USD3 million dollars towards developing its National Adaptation Plan.

The National Adaptation Plan (NAP) Readiness Project was launched in March 2019 paving way for effective action on climate resilience. Prior to the GCF-NAP Readiness Project, the Government of Zimbabwe developed its NAP roadmap with support from NAP Global Network. The primary goal of the NAP roadmap was to assist in reflecting what needs to be done in order for the country to come up with a wholly country owned NAP. It further identified key actors who need to be engaged to realize this. The GCF-NAP Readiness Project highlights the following priorities as



critical to the implementation of the National Adaptation plan; i) strengthening the availability of climate information and data, ii) climate change information management systems iii) climate change education and awareness.

The Government of Zimbabwe has put in place a policy framework for climate change adaptation through the development of various policy measures. These include a National Climate Policy which provides an overarching framework for climate change programming, A National Climate Change Response Strategy, which seeks to mainstream climate change and the Nationally Determined Contributions whose adaptation component focuses on building resilience of the country's agriculture sector. Despite these initiatives, the level of awareness and understanding of climate change issues among key stakeholders is still very low. This in turn has a bearing on the successful mainstreaming of climate change issues in the country's development frameworks.

One of the reasons for this is the absence of a national climate change communication mechanism to enable effective communication of climate change knowledge and information. A strategic approach to communications in which key messages are tailored for priority audiences and delivered through the most appropriate communications channels to reach those audiences will improve how the government engages citizens throughout the national adaptation process. It will ensure that their views are reflected in the prioritized adaptation actions, while engaging stakeholders in the implementation and the monitoring and evaluation (M&E) of these adaptation actions.

Current communication strategies need to be enhanced and the NAP process offers an opportunity as it involves widespread stakeholder consultations from different sectors, social groupings and levels of government. During the process prioritization of audiences, developing key messages, identifying communications channels and measuring the impact of communications activities will sharpen this communication strategy. Thus, this document represents the starting point of a systematic communication system for climate change matters in Zimbabwe.

This National Adaptation Plan Process Communication Strategy is intended to enhance climate change awareness. It focuses on five thematic areas namely,

- General knowledge on climate change - What are the causes of climate change, linkages with other sectors and how can one play a role in climate change mitigation?
- Adaptation - What are the adaptation options available in various sectors and the key actions by government to enhance adaptive capacity?
- Climate change research - What are the key areas that need research and how do we disseminate research that has already be done or ongoing?
- Gender and climate change - How do we address the gender gap in climate adaptation, climate resilience related support?
- Financing - What are the climate change finance options available and what are the implications of not financing climate change adaptation?

These considerations form the framework of enhancing resilience to climate change in the country. The strategy provides a framework for generating and delivering key climate change messages to targeted audiences within the context of the National Adaptation Planning process.



## 1.1 Contextual background

Zimbabwe's climate is predominantly semi-arid and is extremely variable and prone to shifting rainfall patterns, droughts and periodic floods in certain parts of the country, which has severe implications for climate-sensitive economic sectors and food security. Climate change is exacerbating these problems by increasing the frequency and intensity of such extreme weather events. For example, the 2015/2016 El Niño event caused a significant drought, which was declared a State of Disaster and left over 4.1 million people in need of food support. In 2019, Tropical Cyclone Idai left more than 300 people dead, hundreds missing and 270,000 affected in Chimanimani, Chipinge, Buhera and Chiredzi Districts (UN, 2019).

In addition, what is clear is that the impacts of climate change disproportionately affect women. Seventy percent (70%) of the population of Zimbabwe are smallholder farmers, whose primary livelihood is agriculture, and women represent the largest group of people involved in farming activities (~86%). Disparity between men and women is already acute: women occupy a disadvantaged position in society and are more reliant on natural resources for food and income than men. Climate change will exacerbate women's vulnerability to it whilst widening gender dynamics. However, their experience in using and managing natural resources suggests that women can play an important role in climate change adaptation and mitigation as agents of change.

Although gender mainstreaming has been implemented in Zimbabwe, a comprehensive framework to address gender inequality in climate change adaptation and mitigation is lacking, the country is yet to domesticate the United Nations Framework Convention on Climate Change- Gender Action Plan. The Gender Action Plan seeks to promote gender-responsive climate policy and to mainstream a gender perspective in the work of the Convention and under the Paris Agreement, by all stakeholders within countries. With a population of approximately 15 million, the Government of Zimbabwe recognizes that climate change and variability are serious threats to its people and the country's social and economic development.





## 2.0 Operating Environment and Communications Context

The situational analysis on climate change communication in Zimbabwe points to an increase in climate change information available at different scales and outreach being undertaken by various actors at national level. However, this information does not always reach out to targeted key stakeholders who include vulnerable groups and marginalized communities or it reaches them in a format and manner that is not coordinated. This is partly attributed to inadequate climate change communication mechanisms at national and local levels. Although the National Climate Change Response Strategy proposes, among other things, strategic actions to enhance public awareness and information management on climate change, it does not spell out the details on how this could be effectively executed.

One of the enablers of effective adaptation planning and implementation is communication. This can be communication within and between key line Ministries, among non-state actors or different spheres of government. Stronger dissemination of information to relevant actors is a prerequisite for improved coordination. Similarly, better knowledge sharing with stakeholders and awareness-building within key constituencies can help government officials engage in more constructive dialogue with external audiences, once such audiences are empowered with key information. A desirable outcome of knowledge sharing, outreach and information dissemination is for external stakeholders such as communities to become more involved in supporting and even implementing adaptation responses, thereby becoming strong partners with the government in creating a more resilient future for Zimbabwe.

Developing climate resilience requires behavior change and for us to be conscious of our surrounding as it relates to the natural environment. Enhancing the awareness of individuals, organizations, and institutions about climate change vulnerability, impacts, and adaptation can help build individual, community and institutional capacity for adaptation planning and implementation.

### 2.1 Communication Strategy Development Process

The development of this communication strategy used a combination of methods that includes independent and participatory techniques to ensure active participation of all stakeholders. A Knowledge, Attitude and Practice (KAP) survey was conducted with 493 participants to gather stakeholders' views on climate change and the NAP processes. Nine focus group discussions were also conducted with various special groups across Zimbabwe to harness their inputs. The KAP survey report is attached to the strategy as an appendix. Results of the survey were used to develop ideas and some of the concepts that informed the strategy. In essence the drafting of the Communication strategy followed the process outlined in the Table 1;



*Table 1: Strategy development process*

<b>Step 1:</b>	Information gathering and analysis Landscape analysis	Desk Research Questionnaire interviews using the KAP tool Key Informant Interviews
<b>Step 2:</b>	Identification of critical issues facing communication of climate change issues in Zimbabwe	Desk Research Questionnaire interviews using the KAP tool Key Informants Interviews Focus Group Discussions
<b>step 3:</b>	Development of a strategic vision statement and objectives for the NAP Communication Strategy	Focus Group Discussions
<b>Step 4:</b>	Review of draft Communications strategy document	Internal review by CCMD
<b>Step 5:</b>	Stakeholder validation	Workshop with stakeholders

Given the cross-cutting nature of the climate change threat, this strategy was developed in collaboration with a range of government and non-governmental entities involved in the adaptation planning process. Additionally, the strategy attempts to answer the following overarching questions:

- What specific actions do stakeholders need to do in order to successfully mainstream climate change and strengthen the adaptative capacity of Zimbabwe?
- What changes in knowledge, opinions or behaviour do we seek to change in order for the country to build its resilience?
- What messages should be used, and what channels of communication are most effective given the diversity of stakeholders in the adaptation discourse to ensure that no one is left behind?
- How are communications-related responsibilities shared by different government and non government actors and what processes or procedures will foster better internal coordination to regional and international communication strategies?

## 2.2 Scope of the Communications Strategy

The Strategy focuses on communication of general knowledge on climate change adaptation; climate change research; gender and financing in the context of the Government of Zimbabwe’s Vision of making Zimbabwe a Low Carbon and Climate resilient country. It provides a framework for delivering key adaptation planning messages on climate change issues to targeted audiences. The main focus of this strategy is on how to communicate using systematic and effective approaches at national and lower levels as Zimbabwe advances its NAP process. More specifically the strategy;

1. Conveys the Government of Zimbabwe’s policy position on climate change, most important points about how climate change affects the country and the role that the NAP plays in the response to these threats.
2. Is tailored to specific audiences, based on their existing knowledge of climate change, and



on the types of actions they can and should take to build resilience. Some messages need to be cross-cutting for all audiences, while other messages will be primarily of interest to specific stakeholders such as policy makers, farmers groups and vulnerable groups among others.

### 2.3 Rationale for NAP Communication Strategy

The strategy presents a communications narrative that seeks to make climate change an important priority and meaningful enough to drive and motivate action among the different stakeholders. The strategy will facilitate effective communication on climate change adaptation information through the National Adaptation Planning process phases namely planning, implementation, and monitoring and evaluation and beyond.

Climate change mainstreaming requires thorough understanding of the subject matter vis a vis the sector in which the mainstreaming is targeted. The process of awareness raising associated with this strategy will be used to support the mainstreaming of climate change adaptation into national and sub-national planning processes. Further the NAP Process Communication strategy will be used to increase the efficacy of knowledge and climate change information systems in compiling and disseminating knowledge, experience, lessons learned, gaps and needs at national and sub-national levels as well as international events that enhance Zimbabwe’s NAP process. The strategy also allows for a feedback mechanism that will enable continuous improvement of information products.

The Communications Strategy is organized around nine key components (see Figure 2): setting objectives, stakeholders’ analysis; identifying key audiences, (both internal and external); developing key messages; (selecting the most effective modes), media matrix; resource mapping; specific activities and products; implementation schedule and establishing ways to monitor and evaluate the impacts of the communications activities.





### 3.0 Framework for Communications Strategy



Figure 2: Key components of the Communication Strategy for the National Adaptation Process

#### 3.1 Purpose & Overall Goals

The purpose of this Strategic Communications Plan is to create an informed citizenry and stakeholders and promote collective actions towards supporting the National Adaptation Plan for Zimbabwe.

#### 3.2 Communications Objective Setting

Strategic communications must be purposeful to attain the expected goal. The objective for this strategy is to build capacity to advance National Adaptation Planning process in Zimbabwe and strengthen Zimbabwe’s adaptive capacity to climate change. Communication messages that will lead to behavior change is central to achievement of that objective and must be fully integrated into each of the stages of the NAP process.





### 3.2.1 Specific Objectives of the Strategy

To achieve the stated overall objective, the specific goals are:

- Strengthen the government approaches to climate change adaptation through strong internal and external communications.
- Ensure key government and non-government stakeholders have a shared understanding of the climate change threats faced by Zimbabwe and take the necessary steps to build resilience to climate change based on information provided to them.
- To communicate Government of Zimbabwe’s position on climate change adaptation.
- Build broad-based public awareness on the Government of Zimbabwe’s policies and frameworks on climate change adaptation, and specifically, the National Adaptation Planning Process and convince the public and private sector of the need for investment in climate change adaptation.
- Promote private sector awareness of investing opportunities in climate change adaptation.
- Demonstrate the practical steps that every Zimbabwean can take to strengthen the country’s resilience to climate change.
- Raise the profile of Zimbabwe’s Climate Change Adaptation Plan regionally and internationally, particularly among policy makers and donors.
- Support civil action to educate and mobilise Zimbabweans on climate change by providing them with tools, resources and opportunities.

These specific objectives will each be supported by specific actions, communication products and media matrix for its implementation.

**Table 2: NAP Communications Objectives**

	Specific Objective	NAP process stages	Notes
1	Strengthen the government approach to climate change adaptation through strong internal communications.	Planning & Implementation	The Government of Zimbabwe has laid the groundwork for NAP process in Zimbabwe including identifying priority sectors for adaptation
2	Ensure key government and non-government stakeholders have a shared understanding of the climate change threats faced by Zimbabwe and take the necessary steps to build resilience to climate change based on information provided to them.	Planning & Implementation	The Government of Zimbabwe climate change website will serve as a one-stop-shop for information on climate change adaptation and the NAP for both Government and non-government audiences.



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3	The Government speaks collectively on climate change adaptation.	Planning & Implementation	A strategy is needed to build consensus on key NAP messages so that Government communicates its adaptation plan in a clear, consistent way. The process of developing key NAP messages will depend on decisions within the Government on the steps necessary for NAP implementation and the actions required of stakeholders.
4	Build broad-based public awareness on the Government of Zimbabwe's policies and frameworks on climate change adaptation, and specifically, the National Adaptation Plan	Planning, Implementation, M&E	Targeted awareness raising to private sector and public on climate change investments
5	Convince the public and private sector of the need for investment in climate change adaptation from both public and private sources, and the benefits of investing sooner rather than later	Implementation, M&E	The NAP Process will produce papers quantifying the economics of adaptation, future climate scenarios and adaptation options
6	Demonstrate the practical steps that every Zimbabwean can take to strengthen the country's resilience to climate change.	Planning, Implementation, M&E	The strategy seeks to raise awareness and change behaviours. Messages are framed around problems/solutions, with solutions entailing actions necessary to build resilience to climate change.
7	Raise the profile of Zimbabwe's Climate Change Adaptation Plan regionally and internationally, particularly among policy makers and donors	Implementation, M&E	One of the main objectives of the NAP is to assist in focused resource mobilisation from regional and international multilateral climate financing windows.
8	Support civil action to educate and mobilize Zimbabweans on climate change by providing them with communication tools, resources and opportunities.	Planning, Implementation, M&E	Mainstream adaptation, projects and information with other entities will avoid duplication of efforts, which is particularly important, given limited human and financial resources. Allows for goals and metrics specific to communication, to be established—such as website analytics and media monitoring.



## 4.0 Stakeholder Assessment

Understanding the key stakeholders is important in developing a robust Communication Strategy for the NAP. The Knowledge, Attitude and Practice survey assessed the key stakeholders involved in the climate change activities in Zimbabwe. While developing keys messages, the strategy needs to review the compatibilities and conflicts of interest related to climate change through ensuring that key messages are developed together with stakeholders such as the Department of Civil Protection in the disaster management, Ministry of Energy in the climate change and energy discourse or Ministry of Women’s Affairs in the climate change and gender discussion. This reduces the danger of conflicting statements emanating from the same government. The sampling and involvement of stakeholders across various levels of development and political-economic contexts is thus crucial. Table 3 shows the major stakeholders in the climate change adaptation sector in Zimbabwe.

*Table 3 Key: Institutions and Stakeholders*

No	Institutions and stakeholders	Key functions played in communicating climate change information
1	Ministries, Departments and Agencies: MLAWRR, MoEPD, CCMD, METHI, Environment Management Agency, Forestry Commission, ZimParks, Department of Civil Protection, Meteorological Services	Information generation; authentic source of information, content and materials; create appropriate channels of communication; translate; regulate and implement policy obligations; communicate needs with the Ministry of Finance; Parliament and Office of the President and Cabinet; be consumers and users; monitor and evaluate
2	Local Government Authorities (Provincial Councils, Rural District Councils, Urban Councils, Traditional Leaders, Ward Development Committees, Village Development Committees)	Generate information at lower level of government (village, ward, district, province). Authentic source of information, content and materials; communicate the need to integrate climate change into local budgets and development plans, create appropriate channels of communication; translate; regulate and implement policy obligations at lower governments; be consumers and users
3	Development Partners, and Multilateral Institutions eg UNDP, UNFCCC, WFP, UNEP, FAO, UNDRR, World Bank, SADC, COMESA, SIDA, ADB, ICLEI	Regenerate information; support authentic source of information, content and materials; create appropriate channels of communication; Catalyze and rebrand information for specific audiences; communicate sources of finance and technical resources; share best practices from Zimbabwe audiences in other countries; consumers and users
4	Civil Society Organizations, Local CSO associations (NANGO, AYICC Zimbabwe, Zimbabwe Climate Change Working Group, Zimbabwe Climate Change Coalition), Residents Associations	Regenerate information; support authentic source of information, content and materials; assist central government and local authorities in communicating with communities and residents; interface with vulnerable groups, catalyze and rebrand information for specific audiences; be consumers and users



5	Private sector	Regenerate information; support authentic source of information, content and materials; promote a business case for climate change adaptation and mitigation; create appropriate channels of communication; catalyze and rebrand information for specific audiences; be consumers and users
6	Media	Regenerate information; analyze and investigate official information and data; publicise information; translate information into local languages; support authentic source of information, content and materials; channels of communication; communicate actions being undertaken to fight climate change; catalyze and rebrand information for specific audiences; be consumers and users
7	Academic and research institutions	Research to authenticate climate change information, knowledge generation
8	Individuals, households, communities, institutions	Responsible users, sharing, feedback, behavioral change, change in climate change perception; peer to peer learning; integrating climate change into traditional and cultural practices; maintaining traditional knowledge and communicating local practices
9	Cultural and religious leaders	Provide or/and enhance indigenous knowledge, regenerate information, disseminate and mobilize; communicate local information with district level officials
10	Opinion leaders and elders	Provide or/and enhance indigenous knowledge, regenerate information, disseminate and mobilize; communicate local Information with district level officials
11	Youth, women, farmers, vulnerable groups; schools	Access and utilize education and communication materials, tools, channels, and information products. Adopt positive behaviours, practice, attitudes, skills, knowledge, participation and action towards climate change adaption and mitigation.







## 5.0 Target Audiences



Climate change adaptation has a multitude of stakeholders. Some stakeholders are active players and have influencing power in changing perception and behaviors around climate change. This Communication Strategy addresses communication needs of two types of audiences, that is, internal and external audiences. The Internal audience includes those people whose behaviors contribute to the success of climate change adaptation. The secondary audience includes actors who cannot be ignored during communication such as key influencers, champions, barriers and institutions. The communications strategy must be conscious of all audiences when developing communications material, including:

*Table 4: Stakeholders*

<b>Key Internal Stakeholders:</b>	<b>Key External Audiences/Stakeholders:</b>
<p>The priority audience are those stakeholders with high-level political authority, as their buy-in and ongoing role in raising the profile of Zimbabwe’s NAP, is critical to its success. Significant, too, are the technical, policy and budgetary officials in ministries and departments with the strongest stake in climate change adaptation, particularly those with responsibility for those priority sectors identified by stakeholders to be addressed in Zimbabwe’s NAP.</p> <ul style="list-style-type: none"> <li>• Political leadership: Office of the President and Cabinet; Cabinet Committee on Climate Change, Parliament</li> <li>• MECTHI and Line ministries, parastatals and agencies</li> <li>• Climate Change Management Department</li> <li>• Local Urban and Rural (RDC) Authority Climate Change Platform</li> </ul>	<p>Externally, the focus for communications should be on those that will be instrumental in carrying the message about climate change impacts to the broader public (i.e. journalists, educators, celebrities and artists), as well as to those sector specific stakeholders (i.e. farmers, communities) that need information to build their own resilience to climate impacts.</p> <ul style="list-style-type: none"> <li>• General public</li> <li>• CSOs</li> <li>• Farmers and farmer organisations</li> <li>• Vulnerable communities and groups</li> <li>• Women &amp; Youth</li> <li>• People with disabilities</li> <li>• Opinion Leaders</li> <li>• Academia</li> <li>• Business Community</li> <li>• Professional organisations</li> </ul>



*Climate change is affecting all socio-economic activities and livelihoods.*

With such a multitude of audiences, each communications campaign must be clearly designed to account for the specific interests and media habits of the intended audience. The KAP survey carried out for the purposes of this Communications Strategy does indicate some cross-cutting messages that resonate with the vast majority of the external stakeholders. These include:

- Climate change is affecting all socio-economic activities and livelihoods.
- Climate change is not all gloomy, it offers opportunities for adaptation.
- Promoting resource use efficiency and less carbon intense pathways in all economic activities helps develop a climate resilient Zimbabwe.
- Climate change affects Zimbabwe's economic and social potential and prospects for youth to exploit the natural environment.
- Addressing climate change also means addressing poverty and prevention of disasters.
- The government is playing an important role in promoting sustainable development, management and utilization of natural resources under changing climatic conditions.
- Promoting sustainable land-use systems that enhance agricultural production, ensure food security and maintain ecosystem integrity.
- Climate change is happening now and action should be taken urgently.



## 6.0 Messaging Strategy

The messaging strategy must convey the Government's most important points about how climate change affects the country and the role that its NAP will play in response to these threats. It must also be tailored to specific audiences, based both on their existing knowledge of climate change, and on the types of actions they can and should take to build their resilience. Some messages will be universal messages that are cross-cutting and for all audiences', while other messages will be primarily of interest to specific stakeholders.

Both the KAP survey and Zimbabwe National Climate Change Response Strategy show that the Zimbabwean public is aware of the basic definition of climate change (97%) but the knowledge on the need to adapt is limited. Thus focus need to be put on behavior and practice, turning the awareness into action. The central pillar of raising public awareness should be measured by behavioral change.

Climate change communication strategies will be developed based on the following themes:

- the public's understanding of and knowledge about climate change and its perceived causes;
- access to climate change information; differing climate impacts and response options in different geographical areas;
- the ability to develop and use local indicators to predict climate change as well as current and projected coping strategies and adaptation measures to climate change.

### 6.1 Narrative Framework

The communication strategy narrative is built upon related factors;

- Attaining the National Vision on Climate Change of making Zimbabwe a Low Carbon and Climate Resilient Country/Nation.
- Achieving sustainable development: That climate change affects Zimbabwe's economic and social potential and prospects for the sustainable exploitation of the natural environment for livelihood options.

By developing messages that fit within this narrative frame, the Government of Zimbabwe helps make climate change concrete and meaningful to the public, and empowers them to act. The narrative should build a sense of community around the issue of climate change, by emphasizing how everyone is affected, and that everyone can make a positive contribution to the country's NAP. Adaptation planning should be pictured within the broader development agenda, Vision 2030 and the global 2030 Sustainable Development Agenda. One overarching narrative frame must be used for all the Government of Zimbabwe communications on climate change adaptation but that within that frame, individual messages are tailored to specific audiences.

The messaging must seek to strike a tone that expresses the urgency of the need to respond to climate change now. It should strive to empower stakeholders. The tone must express the gravity of the situation, but maintain that everyone can still play their role in protecting the people of Zimbabwe and their future.



## 7.0 Media Mix

The Communications Strategy is reliant on a number of communications vehicles to tell the climate change’s story. These include: edutainment, website features, news releases, mass emails, Facebook, Twitter, radio programmes, community campaigns, Youtube, Instagram, Whatsapp scientific magazine articles, bill boards, posters/television screens across the country, and paid marketing of various types. The KAP survey conducted for this strategy indicates that the general public gets its news through traditional and non-traditional mediums (see Appendix 1). Traditional mediums popularly used are radio, television and newspapers. Non-traditional mediums include, Facebook, Twitter, Whatsapp, websites and artists. Relevant considerations that can be drawn from this information include media consumption habits of the general public and different subgroups of the population. Adding to this is the interactivity of the new mediums and the expectations they create in media consumers for instant responses. The website requires priority attention over all other modes of communication in terms of investment in infrastructure. All communications vehicles either reside on the web or are aimed at driving people to the website for additional information.

Zimbabwe has a variety of newspapers, radio stations and television broadcasters. There has also been a growth and spreading of online news sources that originated online, and established print-newspapers that have built up their web presence. In 2018, according to POTRAZ approximately 48.5 per cent of the Zimbabwean population was connected to the internet, a rate that is expected to steadily increase year-on-year. Whilst Facebook and Whatsapp are the most popular social media platform in Zimbabwe the most vulnerable communities and groups may not have access to these media channels. Given the diverse array of audiences that need to be informed and engaged on climate change adaptation, a variety of traditional and new media will need to be used to communicate the country’s NAP and its adaptation actions as shown in Table 4.

Table 5: Media Matrix

Type of Media	Audience	Activity & Products
Press	General	<ul style="list-style-type: none"> <li>• Press release. - Radio programmes</li> <li>• Opinion editorial. - Features</li> <li>• Features advisories</li> </ul>
<ul style="list-style-type: none"> <li>• Online</li> </ul>	General	<ul style="list-style-type: none"> <li>• Alerts. - Ministry Website</li> <li>• Multimedia: Screensavers, online games, photo galleries, e-cards...etc - e-mail newsletter</li> <li>• Factsheets</li> <li>• Brochures</li> <li>• Policy briefs</li> </ul>





<ul style="list-style-type: none"> <li>• TV/Radio</li> </ul>	General	<ul style="list-style-type: none"> <li>• News and features</li> <li>• Long-format programs and online television options</li> </ul>
<ul style="list-style-type: none"> <li>• Advertising</li> </ul>		<ul style="list-style-type: none"> <li>• Print, Radio, Television, Bill boards</li> </ul>
<ul style="list-style-type: none"> <li>• Print</li> </ul>		<ul style="list-style-type: none"> <li>• Brochures, Posters, Letters</li> <li>• Leaflets, Scientific reports</li> <li>• Factsheets</li> <li>• Policy briefs</li> </ul>
<ul style="list-style-type: none"> <li>• Public Relations and Edutainment</li> </ul>	NGOs, Development Partners, educational institutions etc	<ul style="list-style-type: none"> <li>• Event/Stunt, Endorsements</li> <li>• conferences</li> <li>• Public lectures</li> <li>• Dramas</li> <li>• Music and public performances/theatre</li> </ul>
Internal Communications Mix		
<ul style="list-style-type: none"> <li>• Conference calls</li> <li>• Face-to-face meetings</li> <li>• Zoom meetings</li> </ul>		





## 8.0 Specific Activities and Products

Messages intended for all stakeholders should begin by explaining the concept of climate change adaptation. While much of the public will be familiar with climate change, its effects may be less known. Messages should move to the realm of action, moving beyond the problem towards actions.

### Adaptation Messages by Sector

#### Agriculture

Key fact Issue	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes	Nature of Message Content	Target audience
<ul style="list-style-type: none"> <li>• Droughts and dry spells.</li> <li>• Inadequate early warning systems.</li> <li>• Over grazing and land pressure.</li> <li>• Decreased communal pastoral land.</li> <li>• Increased pests and diseases.</li> <li>• Prolonged mid season dry spells.</li> <li>• Erratic rainfall</li> <li>• Rainfall uncertainty</li> <li>• Temperature extremes</li> </ul>	<ul style="list-style-type: none"> <li>• Better cropping towards of drought resistant crops.</li> <li>• Functioning and utilized early warning system.</li> <li>• Reduced over grazing.</li> <li>• Better use of grazing lands.</li> <li>• Better coping practices towards pest and diseases.</li> <li>• Adoption of alternative livelihood adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Stop overgrazing.</li> <li>• Invest in modern livestock business.</li> <li>• Use your communal land well.</li> <li>• Learn modern farming skills.</li> </ul>	<p>Information, Knowledge, Facts and Truth (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, Information on pests and diseases that affect livestock, policy, law and regulation).</p> <p>Visual Aids (Posters, Leaflets, TV, Banners, etc.)</p> <p>Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).</p> <p>Key influencers:</p> <p>NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, law enforcement, local governments, politicians, religious and cultural leaders.</p>	<p>Farmers, public, private sector, schools, , selected eco-zones, vulnerable groups, industrialists, miners,</p>



Water

Key fact Issue	Desired Change in Behaviour, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content	Target audience
<ul style="list-style-type: none"> <li>• Reduce availability of safe water (quality, quantity and security);</li> <li>• water scarcity affecting production and domestic use.</li> <li>• environmental degradation and climate change.</li> <li>• Limited and inadequate water harvesting; inefficient water utilization.</li> <li>• Limited conservation and protection against catchment areas, river banks and wet lands</li> <li>• Limited knowledge of and coping mechanism for extreme events such as floods and drought.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased knowledge in water harnessing and harvesting.</li> <li>• Use of efficient ways to harvest and conserve water.</li> <li>• Proper utilization of water resources for both productive and domestic use.</li> <li>• Coping with extreme weather conditions like floods, drought.</li> <li>• Include indigenous knowledge in planning for climate change adaptation.</li> <li>• Integrated catchment management</li> </ul>	<ul style="list-style-type: none"> <li>• Harvest rain water using locally efficient and affordable technologies.</li> <li>• Use water properly for your needs e.g. drip irrigation.</li> <li>• Floods can be avoided through conservation of water catchment areas)</li> <li>• Drought is a disaster, plant more trees.</li> <li>• Water protection and access.</li> </ul>	<p><b>Information, Knowledge, Facts and Truth</b> (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, policy, law and regulation).</p> <p><b>Visual Aids (Posters, Leaflets, TV, Banners, etc.)</b></p> <p>Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).</p> <p><b>Key influencers:</b></p> <p>NGOs, CBOs, EMA, extension staff, ministry, parastatals, donors, dealers, law enforcement, local governments, politicians, religious and cultural leaders</p>	<p>Public, private sector, schools, fisher folks, farmers, vulnerable groups, industrialists, miners,</p>



Disaster Risk Management

Key fact Issue	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content	Target audience
Frequent and extreme events such as droughts, floods.	Better ways of managing emergencies. Coping with effects of floods, drought.			Public, Vulnerable communities, children, youths, women, Farmers,
Prevalence of socio-environmental conflicts.	Reducing conflicts.			
Increased human insecurity.	Improving early-warning and preparedness.			
Inefficient early-warning systems and preparedness.	Supporting affected communities.			
Limited relief and community support in emergencies.	Community preparedness in cases of disasters. supporting victims.			
Limited capacity to manage risk.	<b>Information, Knowledge, Facts and Truth</b> (Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation). <b>Visual Aids (Posters, Leaflets, TV, Banners, etc)</b> Edutainment, Skits, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites. <b>Key influencers:</b> NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Local governments. Media			



Tourism

Key fact Issue	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes	Nature of Message Content	Target audience
<ul style="list-style-type: none"> <li>• Droughts and dry spells.</li> <li>• Inadequate use of early warning systems.</li> <li>• Temperature Extremes</li> </ul>	<ul style="list-style-type: none"> <li>• Diversification of tourism products and services to include non-climate dependent ones</li> <li>• Greater use of weather and climate forecasts</li> <li>• Put in place measures against extreme weather events such as weather index insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism and hospitality operators</li> <li>• Tourists</li> <li>• Zimbabwe Tourism Authority</li> <li>• Ministry responsible for Tourism</li> <li>• Tourism and Hospitality Associations</li> </ul>	<p><b>Information, Knowledge, Facts and Truth</b> (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, policy, law and regulation).</p> <p><b>Visual Aids (Posters, Leaflets, TV, Banners, etc.)</b></p> <p>Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).</p> <p><b>Key influencers:</b></p> <p>Tourism and Hospitality operators associations and their international affiliated organizations, Tourism Authority.</p>	<p>Tourism and hospitality industry operators</p> <p>Tourists, Zimbabwe Tourism Authority</p> <p>Ministry responsible for Tourism</p> <p>Tourism and Hospitality Associations</p>





Physical Planning

Key fact Issue	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes	Nature of Message Content	Target audience
<ul style="list-style-type: none"> <li>• Droughts and dry spells.</li> <li>• Inadequate early warning systems.</li> <li>• Over grazing and Land pressure.</li> <li>• Decreased communal pastoral land.</li> <li>• Increased pests and diseases.</li> <li>• Prolonged mid season dry spells.</li> <li>• Erratic Rainfall</li> <li>• Rainfall uncertainty</li> <li>• Temperature Extremes</li> </ul>	<ul style="list-style-type: none"> <li>• Better cropping towards drought.</li> <li>• functioning and utilized early warning system.</li> <li>• Reduced over grazing.</li> <li>• Better use of grazing lands.</li> <li>• Better coping practices towards pest and diseases.</li> <li>• Alternative livelihood adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Stop overgrazing.</li> <li>• Invest in modern livestock business.</li> <li>• Use your communal land well.</li> <li>• Learn modern farming skills.</li> </ul>	<p><b>Information, Knowledge, Facts and Truth</b> (predictions, future scenarios, news, weather forecast, climate forecasts, indigenous knowledge, events, Information on pests and diseases that affect livestock, policy, law and regulation).</p> <p><b>Visual Aids (Posters, Leaflets, TV, Banners, etc.)</b></p> <p>Music, dance and drama, skits, radio, community meetings, community leaders (religious, opinion, political and cultural).</p> <p><b>Key influencers:</b></p> <p>NGOs, CBOs, extension staff, ministry, parastatals, donors, dealers, law enforcement, local governments, politicians, religious and cultural leaders.</p>	<p>Farmers, public, private sector, schools, , selected eco-zones, vulnerable groups, industrialists, miners,</p>



Energy

Key fact issue	Desired Change in Behavior, Attitude, Knowledge, Practice	Key Message Point and Themes (Statement)	Nature of Message Content	Target audience
<p>Predominant use of biomass energy (firewood, charcoal).</p> <p>Increasing energy demand.</p> <p>Electricity generation affected by reduced water levels in dams and reservoirs.</p> <p>Limited protection of Water catchments.</p> <p>Very limited use of alternative renewable energy sources (solar, biomass).</p>	<p>Reduced use of firewood</p> <p>Saving electricity</p> <p>Protecting water catchment areas.</p> <p>Use renewable energy.</p> <p>Use solar energy.</p> <p>Use biogas.</p>	<p>Plant trees</p> <p>Protect wetlands</p> <p>Use solar energy.</p> <p>Use biogas.</p> <p>Use energy saving stoves.</p>	<p><b>Information, Knowledge, Facts and Truth</b> (Benefits, Opportunities, different options, Figures, Trends, Predictions, Future Scenarios, News, Weather Forecast, Climate Forecasts, Indigenous Knowledge, Events, Policy, Law and Regulation).</p> <p><b>Visual Aids (Posters, Leaflets, TV, Banners, Stickers, etc)</b></p> <p>Edutainment, Radio, Community meetings, Community leaders (Religious, Opinion, Political and Cultural), Setting up demonstration sites.</p>	<p>Public, Farmers, Vulnerable communities, women, men, youth, People with disabilities, Fisher folks, Farmers, Pastoralists, Refugees.</p> <p><b>Key influencers:</b> NGOs, CBOs, Extension staff, Ministry, Parastatals, Donors, Law Enforcement.</p>



## 9.0 Implementation Schedule

NAP Issues Communicated	Outcome	Communication Products	Key Specific Tasks	2019				2020				2021				Beyond 2021		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
NAP Process Information Folders and Fact Sheets	Increased awareness of mainstreaming activities	Fact Sheets Awareness outreach	Design and printing Awareness campaigns															X
Social Media Plan	Social Media Strategy	Review of social media Facebook pages	Developing key messages by sector	X				X	X	X	X	X	X	X	X	X	X	X
Public Forums and sector workshops	Increased awareness of project activities	Presentations targeting strategic sectors	Online presentations					X	X									X
Content Plan	Review content Plan	IEC Materials						X	X									X
Website	NAP process Information	Update CCMD Website pages Content review & website updating	Design new pages focused on NAP					X										X
Development of Message Matrix		Media Matrix	Specific messages by type of media Newsprint Radio/TV Theatre							X	X	X	X	X	X	X	X	X

## 10.0 Monitoring and Evaluation

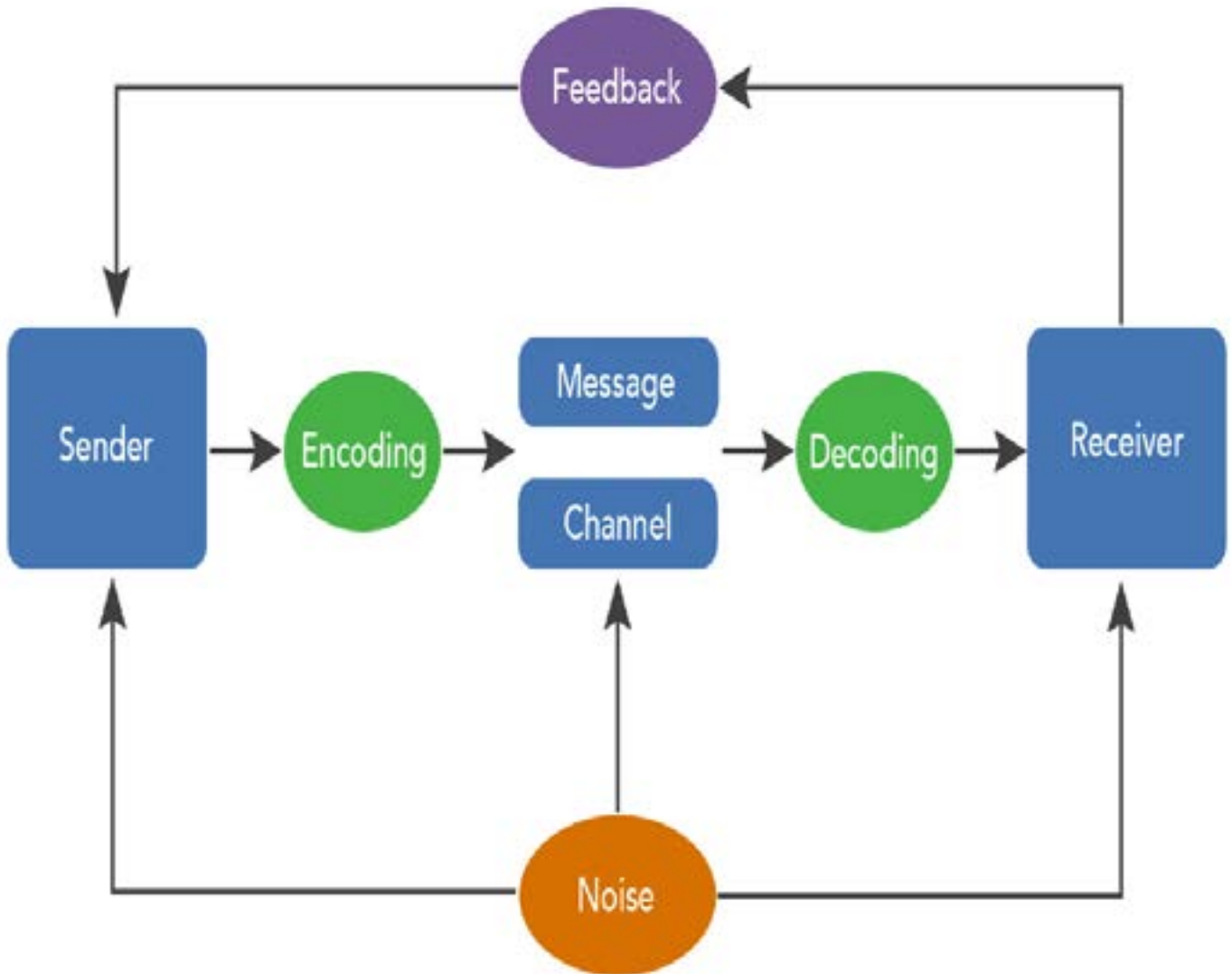


Monitoring and evaluating the success and effectiveness of the communication strategy is a vital part of the NAP process. By setting measurable milestones and targets we can determine the extent to which the communication objectives have been achieved. The Strategy will be kept under ongoing review so that it can adapt according to what is working and what is not. A number of tools will be utilized. These include:

- **Media monitoring:** Systematic tracking of media coverage of climate change adaption will reveal whether the Communication Strategy strategy is working effectively. It also provides invaluable insights into how the issue is being framed by media outfits, and who in civil society and the private sector is actively engaged in the issue – both in support and against reforms.
- **Website analytics:** The Climate Change Department has an active website which serves as an important repository of information about government policy and plans on climate change adaptation. As a part of the website strategy, an analytics tool will be added to track key indicators about visitors to the site.
- **Periodic public surveys:** The Communications Strategy seeks to changes knowledge, attitudes, behaviour and possibly some practice. Periodic KAP surveys will help reshape the messaging and channels. While changes will not necessarily be attributable solely to the communications strategy implimentation, a well-targeted strategy should be able to take at least part of the credit. The Knowledge, Attitude and Practice (KAP) survey conducted for the Communication Strategy for Zimbabwe's NAP process should provide useful baseline data for future assessments.
- **Evaluations:** There are a variety of opportunities to ask for feedback on communications activities. The most obvious are events, like workshops and seminars. Evaluations from participants will signal whether these communications activities are viewed positively by participants, while also gathering ideas on improvements going forward.



## Conclusion



Strategic communications is an essential ingredient to a successful NAP process and beyond, a fact fully recognised by the Government of Zimbabwe, and reflected in the number of ways it is coordinating across government and engaging with non-governmental organisations, businesses, and policymakers, both regionally and globally. As the NAP process moves forward, and the planning process increases in scope and ambition, it is expected that communications activities will need to evolve in ways that remain targeted, efficient and innovative. This strategy is a first step in providing a blue print to guide climate change adaptation communications planning. It is simply a starting point for viewing communications as an integrated part of the NAP process and beyond. The essential elements of the strategy: specific objectives, well-crafted messages, clearly defined audiences, diverse channels and platforms, goal setting and impact assessment set the foundation for impactful communications in the weeks, months and years ahead as Zimbabwe strives towards a low carbon and climate resilient trajectory









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