

WORKSHOP INVITATION

Effective Audience-based Climate Change Communication

Pre-COP 19 Event | VIETNAM

Dear Mr./Ms.....,

The Vietnam NGO Climate Change Working Group (CCWG) in collaboration with the Center of Training and Communications (CETAC – the Vietnam Environment Administration) will organize the workshop “**Effective Audience-based Climate Communication**” on 7th November 2013. The event will be an activity from Vietnam to contribute to the global momentum prior to the 19th session of the Conference of the Parties (COP19) to the UNFCCC in Warsaw Poland from 11-22 November.

The event will provide a forum for government agencies, international and national organizations and media to share experience and discuss measures to improve effectiveness of audience-based climate change communication in Vietnam.

Objectives:

The forum will bring together government agencies, donors, NGOs and the media to:

- Share the current picture of climate change communication in Vietnam and understand the needs to improve this work
- Increase understanding of target audiences and integrate this knowledge into designing climate change communication
- Identify the best audience-based practices in communicating climate change.

Time: Thursday, 7 Nov 2013, 8:00h-17:00h

Venue: Army Hotel, 33A Pham Ngu Lao Street, Hoan Kiem District, Hanoi

Organizers:

- The Centre of Training and Communications (CETAC) – the Vietnam Environment Administration
- The Vietnam NGO Climate Change Working Group (CCWG), Live and Learn for Environment and Community (Live&Learn), BBC Media Action, and CARE International in Vietnam
- DFID and USAID

Participants: 100 including

- Development organizations working on climate change communication including media and government agencies, NGOs and UN organizations.
- Representatives from relevant Ministries including MoNRE, Disaster Management Centre (MARD), Central department of propaganda and training.
- Journalists, media
- Businesses

Workshop language: English & Vietnamese

We would kindly like to invite you to participate and contribute your ideas in the workshop (detail agenda attached). Please confirm your participation **before 15:00, 4th November 2013** to Mr. Duy Anh (Live&Learn) at: communications.vn@livelearn.org (M: 0936098287), CC Mrs. Nguyen Hoang Yen (BBC Media Action): yen.nguyen@bbcmediaaction.org (M: 0904224584).

We look forward to welcoming you.

Sincerely,

On behalf of the organizers

Ha Thi Quynh Nga

CCWG Coordinator

TENTATIVE AGENDA

Session	Session	By
8:00-8:30	Registration	
8:30 –	Introduction	CCWG
9:00	Welcome speech	CCWG & CETAC
9:00 – 10:00	Current picture of Climate Change Communication	
	Overview of past/current climate communication efforts – key findings <ul style="list-style-type: none"> • Q&As or Panel discussions 	BBC Media Action NISTPASS, Academy of Journalism and Communication
	Current public perceptions about CC - key findings from Climate Asia <ul style="list-style-type: none"> • Q&As or Panel discussions 	BBC Media Action
10:00 – 10:30	Tea Break Networking and exhibition visit	
10:30 12:00	Understanding target audiences	
	Highlight of climate change communication initiatives targeting specific target audience groups – emphasizing on understanding of the target audience and whether the knowledge has been used to design communication	
	Part1. Mass Audience	
50'	<ul style="list-style-type: none"> • General Public • Youth/children • Community 	VTC16 Live&Learn CARE International
	Panel discussion with presenters	
	<ul style="list-style-type: none"> • Audience Segmentation Short presentation showing Climate Asia audience segmentation to encourage participants to think about different segments of audience within a target group 	BBC Media Action
	Part II. Other targeted audiences	

- **Government Officials**
 - **Organisation/group to further communicate about CC**
 - **Business**
- Panel discussion with presenters**

UNDP
TBC
TBC

40'

12:00 – **Lunch**
13:30

13:30 **Communicating impacts**

- 15'
- Introduction of IPCC's Fifth Assessment Report (AR5) key findings, possibilities of extreme weather in Vietnam as findings in AR5 and specific case studies of impacts of possible extreme weather to industries and regions

IMHEN

How do we communicate CC impacts based on audience understanding

45' **Group discussions**

- Specific target audience group (from morning sessions) to further showcase about their communication project – e.g. messages, activities, channels/formats/tools
- Discussion on how to design communication for specific target group – considering messages, activities, channels/formats/tools

Plenary

- 30'
- Group presentation back – Q&A

3:00 – **Tea Break**
3:15

3:15-4:15 **National Public Campaign**

- Presentation of idea
- Plenary discussion
 - Feasibility
 - Outline of ideas and plan

4:15 – **Closing**

4:30
Concluding how we can work together to improve CC communication work