

TERM OF REFERENCE FOR MEDIA TRAINING

AUGUST, 2018

I. BACKGROUND

The Climate Change Working Group in Vietnam (CCWG – <http://www.ngocentre.org.vn/ccwg>), established in 2008, brings together INGOs, Vietnamese NGOs, development agencies, institutions, professionals and individuals to exchange ideas and to discuss 'lessons learned' on how to improve their capacity related to climate change. The network's mission is to contribute to reducing the vulnerability of poor people in Vietnam to the impacts of climate change through NGO coordination, advocacy and capacity building to achieve environmentally and economically sustainable as well as socially just responses to climate change.

In order to enhance the capacity of CCWG members to implement its advocacy strategy, the network annually organizes media related training courses. The overall objective of these trainings is to strengthen the capacities of the member organizations in communicating about climate change related topics to achieve the highest possible impact when using different media channels. The specific content of the trainings depends on the practical requirements of the CCWG members, which are collected through prior needs assessments.

In the needs assessment 2018 the members expressed high interest in the following topics:

- Communication on social media,
- How to make communication for different purposes in CC work: CC impact, environment related issues, fund raising ... to different audiences,
- Writing skill and clip/photo skill to post on social media.

II. OBJECTIVES

Based on expectation of members, with support from FES, CCWG is going the media training with the overall objective: To enhance capacity of CCWG members on how to prepare communications products on CC and how to disseminate them in the most effective way while complying with legal requirements.

The specific objectives are as follows:

- Participants know how to use the social media to introduce and promote their work on climate change in different purpose: fund raising, transfer the message on CC impact, environmental issues, successful of project...
- CCWG members can effectively use social media to promote the networks' advocacy goals in line with governmental policies: challenges and solutions.

III. OUTPUTS

- Communication results in different topics which is shared in organization or personal social media channel,
- Specific guidance in compliance with governmental policies for NGOs.

IV. PARTICIPANTS

- Around 24 participants both Vietnamese delegates and foreigners,
- FES partners and colleagues
- CCWG members

V. TENTATIVE AGENDA

Time	Content	Expected Outcomes
<i>Day 1 – Tuesday, 21th August in Ha Noi</i>		
Morning	Introduce social media and how it works Writing skill for the note or post on social media	CCWG members achieve proficient knowledge and skills
Afternoon	Skill of taking photo Introduce governmental policies impact on NGOs work and solution to avoid negative impacts	
<i>Day 2 – Wednesday, 22nd August in Thai Binh province</i>		
Morning	Visit to field sites in order to collect information, interview, write and complete the note/post about targeted topics	Divide in to several groups to work on targeted topics. CCWG members practice in a real case
Afternoon		
<i>Day 3 – Thursday, 23rd August in Thai Binh province</i>		
Morning	Complete communication products under the guidance of trainers	At least three or four post/note are completed and shared on social media
Afternoon	Present communication products. Revise and upload to social media channels	