

CAMEROON

A. IDENTIFICATION DU PROJECT		
1.	PROJECT TITLE	CLIMATE CHANGE IN MEDIA <u>Phase 1: Building capacity towards effective Climate change Reporting</u>
2.	NUMBER	IPDC/59 CM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Print and Audiovisual media
4.	IPDC PRIORITY AREA	Development of human resources
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	25 690 \$US
8.	AMOUNT REQUESTED FROM	20 090\$US
9.	BENEFICIARY BODY	Science Communication Association (Science Com),+237 96794542/77291554/22041255; C/o P.O. Box 1634, Yaoundé; sciencecom@ymail.com ;
10.	IMPLEMENTING OFFICE	UNESCO YAOUNDE
11.	PROJECT LOCATION	Yaounde
12.	PROJECT PREPARED BY	Hugues NDIH President of Science Communication Association

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The UNFCCC recognizes that countries with low-lying coastal, arid and semi-arid areas or areas liable to floods, drought and desertification, fragile mountainous, marine or coastal ecosystems are particularly vulnerable to the adverse effects of climate change. The Central African sub-region in general and Cameroon in particular is such an integrated area. The diversity and vulnerability of ecosystems from the north to the south, the east to the west summons sufficient awareness both on the adverse effects of climate change and adaptation options to build resilience to climate change. The northern regions of Cameroon have a mixture of the Sahel and the desert; the centre, south and east regions present a perfect picture of the rain forest; the west and north-west regions depict the vulnerable mountain ecosystems; while the littoral and south-west regions offer fragile coastal regions.

In these regions, climate change inflicts huge sufferings to scores of people, because of ignorance of the phenomenon and its manifestations. For example, floods in the North and Far North regions in 2012 rendered hundreds of thousands homeless; the loss of 95% of the water surface in Lake Chad threatens over 40 million people whose livelihood depends entirely on the Lake; deforestation in the Centre, South and East regions for agriculture and industrial purposes greatly affects the ecosystem and threatens the world climate system. Recurrent landslides in WABANE sub-division and the low agricultural production coupled with pest outbreaks (BAMBOUTOS division around 2010) all tell of the vulnerability of these populations. Finally, the abusive logging of the mangrove along the country's littoral (the MANOKA Island and the BAKASSI peninsula) exposes coastal populations to the rise of sea level or rapid soil erosion.

Unfortunately, most media shy away from climate related news or programmes that could be very instrumental in raising sufficient awareness on climate change effects and help build stronger adaptive capacities. Despite received climate change training, little impact has been made in media reporting of this phenomenon, particularly in the radio, TV and the internet (cyber journalism). Introducing climate change in radio and TV programmes in Cameroon – those with the highest exposure rate - is therefore paramount in framing climate friendly minds and growing interest on climate change as a whole, but also in keeping people, especially the vulnerable ones, informed about climate related events around them. The premise here is that the more people are informed about climate change and its adverse effects, the more they are ready to take action in favour of combating the phenomenon or simply strengthening resilient attitudes.

This project *Climate Change in the Media* (2CIM) is therefore double fold: (i) train journalists and animators of national media (print, broadcast, and electronic) on the science of climate change and the related policies (adaptation and mitigation), (ii) launch a contest for the best audio and video excerpts that either illustrate vulnerability or promote adaptation and mitigation alternatives through an awards. The prized entries would then be broadcast or published in national media in a sustained manner so as to instill national debate on the pressing climate issues at a given time.

The novelty of this project lies in the fact that it takes climate change reporting a step further by encouraging climate related radio, TV, and newspaper articles through a prize. The advantage here is that the prized articles are then aired on national and community radio and TV stations, as well as published in newspapers and magazines. In due course, the association would run a newspaper on its own to champion the cause and intensify the campaign. By so doing, the MDG 7 is addressed insofar as the ultimate objective is to develop mutually beneficial relations between natural and human systems on planet Earth.

2. DESCRIPTION OF THE TARGET GROUP:

The target audience of this project is made up of radio, TV, Newspaper, and cyber journalists or animators drawn from the regional audiovisual and print media organs. In all, over 160 journalists and animators from 66 media houses would be trained in the science of climate change and empowered towards winning the climate change Awards.

3. DEVELOPPEMENT OBJECTIF:

The objective is to fight climate change by developing stronger adaptive capacities among vulnerable populations through prize-winning audio/video excerpts as well as print and online articles.

4. IMMEDIATE OBJECTIF:

Build capacities among 100 journalists and animators of national media on the climate change science and on documentary/special report scripting to enable them take an active part in the Climate Change Media Awards. This is expected to increase climate news reporting in national media, and raise more awareness on the adverse effects of climate change in Cameroon.

5. PROJECT OUTPUTS:

- 100 journalists and animators of radio/TV stations, Newspapers and online media across the country acquire knowledge needed to gather, process, and disseminate climate change news in the form of radio/TV documentaries and special reports for the print media. Through these media men and women, millions of their audience (readers, viewers, and listeners are targeted by the project)
- At least 100 entries are collected in the year that follows the training

6. ACTIVITIES :

- Organization of 4 training sessions in 4 separate regions representing different ecological zones. That is **Garoua** for the arid ecological zone, **Yaoundé** for the rainforest zone, **Bamenda** for the grass field zone, and **Douala** for the littoral ecosystem.
- Evaluation and Reporting
- Launch the Climate Change Media Awards, as a follow-up to the training to evaluate knowledge implementation among the trainee.

7. PROJECT INPUTS:

- Purchase of **working material** (projector, boards, bold markers, pens and pencils, bloc notes, USB flash drives, a lap top, a printer, staplers, paper clips, reams of paper, folders etc.
- Hiring of trainers
- Lodging of participants
- Transportation for all participants

8. WORK PLAN:

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainees and trainers	X	X										
Adoption of training modules				X								
Invitations issued			X									
Training material acquired			X									
Training session 1 (Garoua)					X							
Training session 2 (Ebolowa)							X					
Training session 3 (Bamenda)									X			
Training session 4 (Limbe)											X	
Evaluation and Reporting				X				X				X
Launch of first edition of the 2CIM AWARDS												X

9. INSTITUTIONAL FRAMEWORK:

The 2CIM project is an initiative of the Science Communication Association (Science Com). The association's head office is located in Maroua in the Far North Region of Cameroon. It has a 30-man membership, and it is managed by the **Board** (the executive bureau). Membership includes journalists, medical practitioners, scholars, and scientists. The Association was created in February 2012 by a *prefectoral* decision. The association's main revenues come from membership dues.

For the 2CIM project, members of the association under the leadership of the president will ensure coordination and reporting.

10. VIABILITY :

For a start, 160 media practitioners would be trained in climate change reporting and their knowledge will be tested through the Climate Change Media Awards that will serve as the main evaluation platform for future trainees.

Knowledge of climate change is a prerequisite for an effective participation in the contest, and by so doing, the media will be contributing to increasing public awareness on climate change. The expected result will be therefore to improve adaptive capacities or strong resilience to climate change effects. Thus the Climate Change Media Awards to be organized with other development partners is set out to be perennial, especially as it will seek to increase climate change reporting in the media in Cameroon and empower people towards successful adaptation.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

This project will be implemented by the Sciences Communication Association with the close collaboration of the UNESCO Regional Office in Yaounde. The Science Communication Association will also ensure that project activity reports are prepared and submitted to the UNESCO Regional Office quarterly.

12. EVALUATIONS CARRIED OUT :

Media in Cameroon ignore climate change, because of its complex nature, and the fact that it is not always newsworthy. Most media organs would preferably storm meeting halls to report on international climate change conferences because of the prominence of the subject (highly topical in international political agenda) and not because of the understanding of climate change requires them to do so. Besides, should that conference coincide with a political crisis – say an election dispute – attention is quickly swayed from the climate change conference to the political crisis.

Few training sessions on climate change have taken place in Cameroon and have not pulled media attention and or inspire increased media reporting of climate change. In light of this there is need to raise public awareness through increased media reporting of climate change and this can only be achieved if more journalists are capacitated with a better knowledge of climate change.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The report will be done quarterly and forwarded to the country office of UNESCO under the chairmanship of Mr. Hugues NDIH, President of the Science Communication Association (Science Com).

A news item + photo on the activity mentioning support of IPDC should be prepared

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Lodging and subsistence of participants (\$50/day x 30 pers. x 4 days	6000	6000
2 trainers (\$ 250 x 2 pers. x 4 days)	2 000	2 000
1 national trainer at \$100 x 1 pers.)	400	400
Local travels for the trainers and coordination crew (Arid zone) [\$ 128 x 5 pers.]	640	640
Local travels 1 for participants (Arid zone) [\$20 x 25 pers.]	500	500
Local travels 2 (other zones) [\$30 x 25 pers.]	750	750
Hall for the training (\$400 x 4)	1 600	1 600
Coffee breaks 35\$/pers. x 4days x 30 pers.	4200	4200
Total		20 090

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Coordination of the Project	1500	1 500
Communication	800	800
Reprography	1 500	1 500
Rapport	800	800
Miscellaneous	1 000	1 000
Total		5 600