

## PERU

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Developing journalists' capacities on climate-change-driven disaster risks in the Ancash region</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 PE/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Capacity development</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>31,900 USD</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>25,000 USD</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Practical Action</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Lima</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Huaraz – Ancash Region</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Practical Action</b> International NGO Latin America Office: 257 Tomás A. Edison street, San Isidro, Lima, Peru Tel: (511) 447-5127, 446-7324 Fax: (511) 446-6621 Email: <a href="mailto:info@solucionespracticas.org.pe">info@solucionespracticas.org.pe</a>

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

According to the latest Assessment Report of the Intergovernmental Panel for Climate Change, “It is *extremely likely* that human influence has been the dominant cause of the observed warming since the mid-20<sup>th</sup> century”<sup>29</sup>, due to an increase of greenhouse gases concentrations by late industrial development. Such warming has had an effect on the mean temperatures of both the atmosphere and the oceans, leading to changes in the water cycle, reductions of snow and ice caps, rise of the global mean sea level and affecting several climate extremes<sup>30</sup>.

Mountains are amongst the most sensitive ecosystems to these variations and they suffer from climate change effects at a faster rate than other terrestrial habitats. Further warming is expected to lead into major alterations in temperature and precipitation patterns, decreasing of snow and glacier resources, changes in river flows and greater frequency of extreme events, like fires, droughts, floods and GLOFs<sup>31</sup>. Needless to say, these have direct consequences on the livelihoods of the human settlements nearby the mountain zones and indirectly to the rest of the population.

In Peru, the vast majority of tropical glaciers are located in the Cordillera Blanca (Ancash) of the Central Andes chain – 95% of it belonging to the Huascarán National Park -, where it is estimated that about 22% of the ice and glacier mass in the area has been lost since the 1970s. More than two million individuals directly depend on the resources provided by these mountains and are highly vulnerable to climate-change-driven disaster risks<sup>32</sup>.

Access to information and knowledge is a powerful and effective means to manage disaster risks. The Hyogo Framework for Action 2005-2015 explains that “disasters can be reduced considerably if the population is well-informed and motivated to assume a preventive and resilient culture towards disasters, which poses the need to gather and provide pertinent knowledge and information on hazards, vulnerability factors and capacities.”<sup>33</sup>

Media play a key role in promoting such a culture through correct coverage and strengthening communities’ capacities through communications campaigns. However, local journalists in Peru’s regions outside the capital city are in disadvantage when it comes to having current information and knowledge for reporting emergency situations or building the aforementioned culture, either for not having easy access to the sources or for not being appropriately trained.

Furthermore, the 2014 UN mission to analyze the implementation of the Disaster Risk Management System in Peru, concluded that the “relationship of the media with the DRM system is very weak and hardly fluent, [*especially since*] media do not show a clear perception of what DRM is and the messages

---

<sup>29</sup> IPCC, 2013: Summary for Policymakers. In: Climate Change 2013: The Physical Science Basis. Contribution of Working Group I to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change [Stocker, T.F., D. Qin, G-K. Plattner, M. Tignor, S.K. Allen, J. Boschung, A. Nauels, Y. Xia, V. Bex and P.M. Midgley (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA: p. 17.

<sup>30</sup> Ibid. p. 15-17.

<sup>31</sup> UNESCO, 2013: Climate Change Impacts on Mountain Regions of the World. International Hydrological Programme (IHP) and Man and Biosphere Programme (MAB). [McDonald, D. and M.L. Faber (eds.)] UNESCO, Paris: p.4-6

<sup>32</sup> Zapata, M. 2008. Deglaciación en la Cordillera Blanca y el Cambio Climático. Unidad de Glaciología y Recursos Hídricos, INRENA, Ministerio de Agricultura.

<sup>33</sup> UNISDR, 2005: Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters. World Conference on Disaster Reduction. 18-22 January 2005, Kobe, Hyogo, Japan: p. 9.

that should be broadcasted to inform adequately the population.”<sup>34</sup> Moreover, there is a lack of awareness campaigns directed at the population and decision-makers at all levels, and no communication strategy has been developed to enhance the reach of the DRM law.

Therefore, this project, which will take as reference the approach of UNESCO’s publication ‘Climate Change in Africa: A Guidebook for Journalists’<sup>7</sup>, which focused at raising awareness among journalists on the interdisciplinary core of the climate change and on how they can reflect that in their practices. The project aims at providing skills and knowledge for designing and implementing communication campaigns on DRM and CCA to at least 30 local journalists permanently working in the Ancash Region. This would be done through a 60-hour course in collaboration with the Universidad Nacional Santiago Antúnez de Mayolo.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of the projects are 30 in-service journalists of which 15 will be male and 15 female of the press, digital media and community radio of the Ancash Region.

## **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to building a culture of prevention on climate-change-driven disaster risks by strengthening local journalists’ professional capacities in the fields of Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in the Ancash Region.

## **4. IMMEDIATE OBJECTIVE:**

The project aims at providing skills and knowledge for designing and implementing communications campaigns on DRR and CCA to a gender-balanced group of at least 30 local journalists permanently working in the Ancash Region through a 60-hour blended learning course in collaboration with the Universidad Nacional de Ancash Santiago Antúnez de Mayolo (UNASAM).

## **5. PROJECT OUTPUTS:**

- A 60-hour learning programme on CCA and DRM for local journalists consisting of the syllabus, learning materials and means of evaluation, designed and approved in collaboration with the UNESCO Lima office and the UNASAM.
- 30 local journalists (15 men and 15 women) permanently working in Ancash selected on the basis of a jointly-designed and comprehensive course participant’s profile.
- The selected 30 local journalists (15 men and 15 women) have acquired the skills and knowledge to design and implement communications campaigns on CCA and DRR for a variety of audiences.
- 1 communication campaign on CCA and DRM designed for each of the following prioritised actors: local authorities, highly vulnerable population, media workers, students and parents.
- 1 final report aimed at systematising the whole process.

---

<sup>34</sup> Naciones Unidas, 2014: Análisis de la Implementación de la Gestión del Riesgo de Desastres en el Perú. Misión de las Naciones Unidas, Lima, Perú: p. 23.

<sup>7</sup> UNESCO, 2013. Climate change in Africa: a guidebook for journalists - <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/climate-change-in-africa-a-guidebook-for-journalists/>

## **6. ACTIVITIES:**

- 2 one-day workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz). 8 participants (5 men and 3 women)
- 1 two-day workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima). 14 participants (6 men and 8 woman)
- 1 one-day seminar held in the premises of UNASAM to inform local journalists about the course and participants' selection process. 80 participants (40 men and 40 woman)
- A 20-day course consisting in two parts: A first part consisting in 40-hours of face-to-face training in the premises of the UNASAM, and a second part consisting in a 20-hours of online training. Period: 3 months. Participants: 30 local journalists (15 men and 15 women)
- At least 10 personal interviews and 1 focus group aimed at gathering participants' perception on the course.
- 1 one-day seminar held at the UNASAM to present the results achieved and the final products of the course (namely 5 communications campaign). 80 participants (40 men and 40 woman)

## **7. PROJECT INPUTS:**

- A highly-skilled DRM/CC specialist with solid professional and academic experience in charge of project implementation and content design coordination for the training programme
- A virtual online training platform, with room for webinars and webinar application usage, maintenance and hosting of the Moodle platform.
- A technician responsible for managing/monitoring the use of the virtual platform, for updating content in the virtual classroom, and student support.
- One GRD/CC expert, with extensive experience in teaching and a proved academic background in specialised courses
- An educational coordinator from UNASAM in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation
- UNASAM facilities for lectures; rooms for seminars and conferences
- Training materials, properly designed, printed and used as multimedia resources.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Project Organisation	x					
2 workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz).	x					
Selection of 4 experienced and highly-skilled trainers on the basis of selection criteria.	x					
Preparation of course materials (learning materials, bibliography, evaluation mechanisms, pre-test and post-test) in collaboration with the selected trainers under the supervision of UNESCO Lima.	x	x				
Workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima).		x				
Participatory design of the criteria to be used for the selection of course participants, design and implementation of the selection process (namely public open-bidding, establishment of an interinstitutional jury and publication of the final ranking).		x	x			
40 -hour face-to-face portion of the course held in the premises of the UNASAM.			x	x	x	
20-hour online portion of the course.			x	x	x	
Evaluation of the course					x	x
Final report						x

## 9. INSTITUTIONAL FRAMEWORK:

Practical Action has extensive experience in training and managing virtual platforms of knowledge and research. For example, the ELLA programme (Evidence and Lessons from Latin America, <http://ella.practicalaction.org>) is an initiative funded by UKAid (6 million pounds), through which we have shared lessons from development initiatives in Latin America with stakeholders in Africa and Asia for 6 years (2010-2016). Thanks to this programme, Learning Alliances have been established with virtual and physical components on issues such as climate change, DRM and environment. Another example of a research and knowledge management initiative is the Study of the Economic Impacts of Climate Change in Peru (2012-2013) funded by the Inter-American Development Bank, which seeks to assess how it is that climate change will affect the welfare of society, by quantifying its impact on the most relevant resources and productive activities of the national economy.

In terms of institutional capabilities in the field of communications, our Web portal [www.solucionespracticas.org](http://www.solucionespracticas.org) is one of the first systems of technical information on poverty reduction in Peru. It registers an average of 22,400 visits and 63,700 downloads of publications per month. Among its activities, the area of Communications has published over 800 pieces and has registered 519.655 downloads during the past two years. Also, we have published about 800 pieces of information, including over 300 audiovisual pieces, which has added 933.920 downloads from our website since 2008. In 2012, videos uploaded reached 215,000 views.

In addition, the Communications area maintains links with around 6,500 professionals of social development in Latin America through their Facebook pages. Moreover, through the online service "Replies practices" (Practical Answers) Practical Action answers an average of 2000 annual technical consultations on issues of sustainable technologies mainly in Peru, Bolivia, Ecuador and Paraguay. Currently, this service has franchises in a number of Latin American countries. Well-recognised organisations such as the Information Center on Renewable Energy (CINER, Bolivia) and the Uruguayan Centre for Appropriate Technologies (CEUTA) are associated with this service.

Practical Action is active in the use of different media such as television, radio and film. It works actively in projects, plans, programs and advocacy campaigns. The most recent experience is the BioCAN Program, where we were in charge of their visibility and communications plan (2012-2013). To do this, we spread knowledge on the biological and cultural richness of the Amazon to the 4 member countries of the Andean Community (Ecuador, Colombia, Peru, Bolivia), managing to reach 200 radios, 7 TV channels and 39 cinemas, and achieving a high level of press coverage (about 400 appearances).

#### **10. SUSTAINABILITY:**

The course is meant to become part of the UNASAM regular academic offer and will be used as the cornerstone for designing an undergraduate journalist training strategy on CCA and DRR. Additionally, as a result of this experience, Practical Action is interested in developing a free-access and self-instructive e-course intended to sensitise journalists on issues of CCA and DRR at a national level.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The highest possible level of visibility will be granted to project activities throughout their implementation. For example, one seminar will be held at UNASAM to inform local journalists on the course and the selection procedure. Press notes will be written to inform local media (press, radio and digital media), Practical Action's communication platforms will be used and, at the end of the project, one seminar will be held to present the results achieved and to systematize the intervention's best practices.

Monitoring activities will be coordinated with UNESCO Lima office and the results of the project will be included in the intermediate and final reports. The evaluation of the whole intervention will be carried out in coordination with UNESCO Lima office and the UNASAM.

#### **12. EVALUATIONS CARRIED OUT:**

Practical Action goes through two external annual audits per year. Deloitte & Touche LLP audited the institution and certified USD 14 million in total revenues between 2011 and 2013. Also we register regular evaluations from our key partners and donors, including: German Agro Action; Inter-American

Development Bank (IDB); European Commission; National Council for Science, Technology and Technological Innovation; Conservation International; CO-OP BANK; DFID; CHAD; DIPECHO - ECHO; Directorate-General for International Cooperation (DGIS); Imperial College London; Entwicklung und Internationale Weiterbildung gGmbH (InWEnt); Lutheran World Relief; Ministry of Cooperation of Finland; Ministry of Transport and Communications;; National Lottery; OIKOS Cooperação e Desenvolvimento; FAO, IFC-World Bank; OXFAM America; National program for rural water and sanitation; Save the Children; International Solidarity; St. Mark's Overseas Aid Trust; State of Jersey; The Guardian; W.K. Kellogg Foundation; WISIONS; Wuppertal Institute; Zephyr Charitable Trust, among others.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

An intermediate report will be handed in to UNESCO Lima Office at the end of the 4th month of implementation. A comprehensive final report (including participants’ feedback on the course) will be submitted at the end of the 6th month. Mr. Pedro Ferradas – Practical Action’s Manager of Climate Change Adaptation and Disaster Risk Reduction Programme – is to be in charge of the whole reporting process.

#### **C. ADDITIONAL INFORMATION**

The present proposal is a core part of the activities that the Ancash Civil Society Net for DRM and CCA (GRIDE) is developing in the region. The Ancash GRIDE has been active since 2009 and both Practical Action and the UNASAM are part of it. Its mission is to be a regional space for debate aiming at generating and driving DRM innovative proposals that contribute to Ancash sustainable development.

The Ancash GRIDE has organised a number of forums, workshops and seminars on communications, DRM and law among others.

Currently, it has a key role on the implementation of the national law on DRM and is working for the inclusion of the DRM into the agenda of the Ancash climate change technical group.

To accomplish all of this, a strategic alliance with Ancash journalists is considered a core component of the GRIDE’s strategy and the present proposal contributes to strengthen this link.

More information on the GRID is available at <http://www.redesdegestionderiesgo.com/>

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>I. Coordination, preparation of training modules and implementation of virtual platform</b>	
Practical Action Program Manager for monitoring and quality control (5 days x 452)	2,260
GRD / CC Specialist for curricular design and content (50 consulting days x \$ 125)	6,250
A virtual online training platform, for webinars and webinar application usage, maintenance and hosting of the Moodle platform (30\$/month + 3 months x \$100 )	390

Consultant for the virtual platform technical management/monitoring (30 consulting days x \$ 60)	1,800
Awareness event for the identification of beneficiaries (25 participants x 2 days x \$10 for information materials and snacks )	500
<b>II. Dictation of 60 classes hours</b>	
1 GRD/CC experts in charge of lectures (65 hours x \$60)	3,900
Consultant expert in pedagogy from UNASAM (40 days consultancy x \$ 50) in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation	2,000
Classroom use and maintenance in Ancash (40 hours x \$ 50)	2,000
Training materials, design, printing (30 local journalists x \$ 57)	3,420
Per diem 1 expert (12 nights lodging x \$ 40 + 24 days per diem expert x \$ 30)	1,200
Local travel (\$80 x 4 experts x 4 trips)	1,280
<b>Total IPDC</b>	<b>US\$ 25.000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs (5 months x 3 administrative staff members -Assistant, program manager, accountant)	4,500
Project reporting	300
Rentals and services (5 months; room online training sessions)	1,500
UNASAM Personnel involvement in induction events and training (3 days + travel and lodging Lima)	300
Editing and systematic of the dissemination experience (virtual portals, institutional memory, media coverage, etc.)	300
<b>Total</b>	<b>US\$ 6,900</b>