

# Mobilizing science for Climate Change, Agriculture and Food Security

Engaging the Southeast Asian media

Working Paper No. 157

CGIAR Research Program on Climate Change,  
Agriculture and Food Security (CCAFS)

Rex Navarro  
Bernadette Joven  
Amy Cruz



RESEARCH PROGRAM ON  
**Climate Change,  
Agriculture and  
Food Security**



Working Paper



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## **Abstract**

In the context of agriculture and food security, science innovations on mitigating and adapting to climate change are available, but these are not well shared with next users and end users (especially farmers) and the public due to inadequate coverage by the mainstream media, a powerful partner in communication and engagement. The urgent need for media practitioners to have an accurate, science-based understanding of climate change and enhance their skills on environmental reporting gave CCAFS-SEA the impetus to conduct a series of inter-Center media seminar-workshops for key Southeast Asian media practitioners in collaboration with NARS and national media partners. Overall, the media seminar-workshop series was participated in by 149 media professionals and 39 government information officers in SEA. The journalists came from print, broadcast (radio-TV) and web-based media outlets. This initiative was a critical first step in implementing CCAFS-SEA's regional engagement and communication plan, pursued as a CGIAR inter-Center activity in collaboration with NARS and national media partners. The content of the two-day seminar-workshops focused on two major areas: science innovations in climate change, agriculture and food security and communicating climate change. Complementing the plenary sessions was a story ideas marketplace which primarily served as a venue for dialogue among participants and resource persons on possible stories to be developed and released in their respective media outlets. A half-day field tour exposed participants to climate change and agriculture R4D either by a CGIAR Center or a NARS partner and/or climate smart agriculture practices of a farming community. One of the outcomes of the SEA media workshop series in the Philippines is the forging of partnership with a private company, Metro-Pacific Investments Corporation (MPIC), which provided volunteer funding a proposal of the Philippine Agriculture Journalists, Inc. and the Department of Agriculture (DA) to replicate the initiative in strategic regions in the Philippines. This is an unprecedented public-private-civil society partnership in communicating climate change, agriculture and food security in the Philippines. With six media seminar-workshops completed in Cambodia, Lao PDR, Vietnam and the Philippines, the next step for CCAFS-SEA would be to move the engagement process further with partners in the region.

## **Keywords**

Media engagement, Southeast Asia, environmental reporting

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## Acronyms

ASEAN	Association of Southeast Asian Nations
CC	Climate Change
CCAFS	Climate Change, Agriculture & Food Security
CIAT	Centro Internacional Agricultura Tropical
CIFOR	Center for International Forestry Research
CIP	International Potato Center
CSO	Civil Society Organization
CSV	Climate Smart Village
DA	Department of Agriculture
DAFO	District Agriculture and Forestry Office
FAO	Food and Agriculture Organization
GHG	Green House Gases
GMS	Greater Mekong Sub-Region
ICRAF	World Agroforestry Centre
ILRI	International Livestock Research Institute
IPCC	Inter-Governmental Panel on Climate Change
IRAS	Improving Resilience of the Agricultural Sector in Lao PDR
IRRI	International Rice Research Institute
IWMI	International Water Management Institute
MAFF	Ministry of Agriculture, Fisheries and Forests
MARD	Ministry of Agriculture & Rural Development
MPIC	Metro-Pacific Investments Corporation
NAFRI	National Agriculture & Fisheries Research Institute
NARS	National Agricultural Research System
NGO	Non-Government Organization
NOMAFSI	Northern Mountainous Agriculture and Forestry Science Institute
PAFO	Provincial Agriculture and Forestry Office
PAJ	Philippine Agriculture Journalists, Inc.
PC4	Philippine Coalition of Climate Change Communicators
PFRB	Philippine Federation of Rural Broadcasters
PsciJourn	Philippine Science Journalists Association, Inc.
R4D	Research for Development
RTC	Roots and Tuber Crops
SEA	Southeast Asia

## Introduction

On 29-30 May 2014, seven CGIAR Centers and selected media partners in Southeast Asia mapped out a regional collective engagement and communication plan for CCAFS. Among others, this plan spells out: (1) the regional context for engagement and communication by CCAFS; (2) next users who will be the main focus of engagement and communication; (3) principles for undertaking engagement and communication within a collective framework; and (4) approaches and tools of engagement and communication. The regional engagement and communication plan supports the attainment of CCAFS-SEA's three major desired outcomes:

1. Institutions at different levels (regional, national, local and private) supporting improved land use and farmers having better access to information, technologies and services to moderate the impact of climate change on food security (e.g., sea level rise, climate variability, etc.).
2. Government, private and commercial sector partners create an enabling environment (e.g., research, technologies, practices, policy, services etc.) for greenhouse gas emission reduction by farmers and agro-industries.
3. Government and local institutions mainstream and provide new resources to support climate change resilience in national and local planning processes (e.g., sustainable and equitable development, finance, land use, etc.).

Engagement is essentially a process of building lasting relationships through informed dialogue and two-way communication among concerned development actors. The pursuit of CCAFS-SEA's outcomes therefore needs intensive engagement and communication by CGIAR Centers and their national partners with next users and end users, establishing and nurturing productive relationships and influencing the former to create an enabling environment for climate change mitigation and adaptation.

The CCAFS-SEA's engagement and communication plan serves as a collective platform to build synergistic relationships among CGIAR Centers, next users and end users, including the media. Likewise, it serves as a unified operational framework to ensure that Centers' climate change R4D and communication initiatives are optimally synchronized for greater collective impact in the region.

In the context of agriculture and food security, science innovations on mitigating and adapting to climate change are available, but these are not well communicated to farmers and the public due to inadequate coverage by the mainstream media which tend to distance itself from this topic because of its scientific and complicated jargon. Due to this, the public has a low interest (except during the occurrence of extreme events) in knowing more about climate



change as rare news is too technical and the science behind climate change is not well understood.

National decision-makers usually rely on the media—such as television, newspapers, magazines, radio and the Internet—to obtain timely information on climate change issues and other related concerns affecting their constituencies.

Aside from being a source of timely information and a vehicle of social engagement and mobilization, the media likewise serves as an amplifying voice of the public in articulating climate change issues and concerns that can help influence and mobilize policy-makers, national and local government officials, change agents and international development organizations.

There is therefore an urgent need for journalists and media practitioners to have an accurate, science-based understanding of climate change and enhance their skills on environmental reporting. Hence, a series of CGIAR-CCAFS inter-Center media seminar-workshops were conducted for key Southeast Asian journalists and media professionals in collaboration with CGIAR Centers, NARS and national media partners. These media workshops were held in Cambodia, Lao PDR, Philippines and Vietnam from August 2014 to May 2015. Through public-private-civil society partnership, these were further replicated in the most climate vulnerable regions in the Philippines from July to September 2015 with a last leg in March 2016.



## What we want to happen

1. Position climate change into agriculture policies and agriculture into climate change policies.
2. Mainstream climate change, agriculture and food security in national, provincial and local development plans.
3. Widescale utilization of CC technologies and research products.

## Objectives

The media seminar-workshop series aimed at enabling participants to:

1. Articulate major issues and concerns on climate change, agriculture and food security in Southeast Asia.
2. Exhibit improved capacities on science-based reporting and communicating issues on climate change, agriculture and food security to engage next users, key stakeholders and farming communities.
3. Regularly publish/broadcast/upload stories on climate change, agriculture and food security in the Southeast Asian media.



## Approach and Methodology

### Participants

One hundred forty-nine (149) media professionals, 39 government information officers and local partners, 42 experts and communication specialists from CGIAR Centers, CCAFS SEA and other related government agencies participated in the workshops (Table 1). The journalists came from print, broadcast (radio-TV) and web-based media outlets in Southeast Asia.

**Table 1. Distribution of participants by country.**

Participants	Countries				
	Cambodia	Lao PDR	Vietnam	Philippines	Total
Media Professionals	62	25	29	33	149
Government Information Officers	16	20	3		39
Experts & communication specialists from CGIAR and other related government agencies	4	11	10	17	42
Total	82	56	42	50	230

### Co-sponsors and partners

This initiative was a critical first step in pursuing CCAFS-SEA's regional engagement and communication plan. As a collective exercise, it was pursued as a CGIAR inter-Center activity, working with national and media partners towards a strong alliance to engage especially next users in creating an enabling environment for climate smart and less emission agriculture in the region. Towards this, CCAFS-SEA worked with various public (CGIAR Centers and NARS) and private, media and civil society organizations in implementing this project as shown in Table 2. The seminar-workshops were jointly managed and facilitated by CCAFS-SEA, participating Centers and the host country partners.

**Table 2. Co-sponsors and national partners by country.**

Co-sponsors and partners	Countries			
	Cambodia	Lao PDR	Vietnam	Philippines
CGIAR Centers	CCAFS-SEA with IRRI	CCAFS-SEA with IRRI & IWMI	CCAFS-SEA with CIP, CIAT, CIFOR, ICRAF, ILRI & IRRI	CCAFS-SEA with CIP, ICRAF, IRRI & Worldfish
Media organizations	Learning Institute	Lao Journalists Association	Media Alliance	Phil. Agriculture Journalists, Inc. (PAJ), Phil. Federation of Rural Broadcasters (PFRB) & Phil. Science Journalists, Inc. (PhilSciJourn).
Public/ Private Sector & Civil Society Organizations	Dept. of Agricultural Extension, Ministry of Agriculture, Forestry & Fisheries (DAE-MAFF)	National Agriculture & Fisheries Institute (NAFRI)	Ministry of Agriculture & Rural Development (MARD), Redraw the Line	Dept. of Agriculture (DA), Metro-Pacific Investments, Corp. (MPIC), Redraw the Line

## Learning process and activities

The seminar-workshop was a two-day activity (Figure 1; detailed program in Attachment 1) consisting of two plenary sessions, a field tour and a story ideas marketplace. On the first day, CGIAR Centers and NARS partners shared their current climate change R4D initiatives and science-based innovations in popular language (the native tongue was used in Cambodia, Lao PDR and Vietnam; translations were nonetheless done for non-native speakers). Likewise, techniques in environmental reporting (focused on climate change) were also shared by communication specialists from CCAFS, CGIAR Centers and the host country. An engaging dialogue among presentors and participants followed the presentations. On the morning of the second day, participants went on a field tour in a nearby area showcasing climate change and agriculture R4D either by a Center or a NARS partner and/or climate smart agriculture practices of a farming community. After lunch, participants went back to the workshop venue to discuss possible stories to be developed out of the presentations, dialogue and field tour.

On the whole, the event was designed mainly as an experiential learning exercise, hence quality time for dialogue and interaction among journalists and resource persons was allotted. This paved the way for the extensive sharing of ideas and experiences among participants and resource persons. A schematic diagram showing the activity and process flow of the seminar-workshop is shown below.

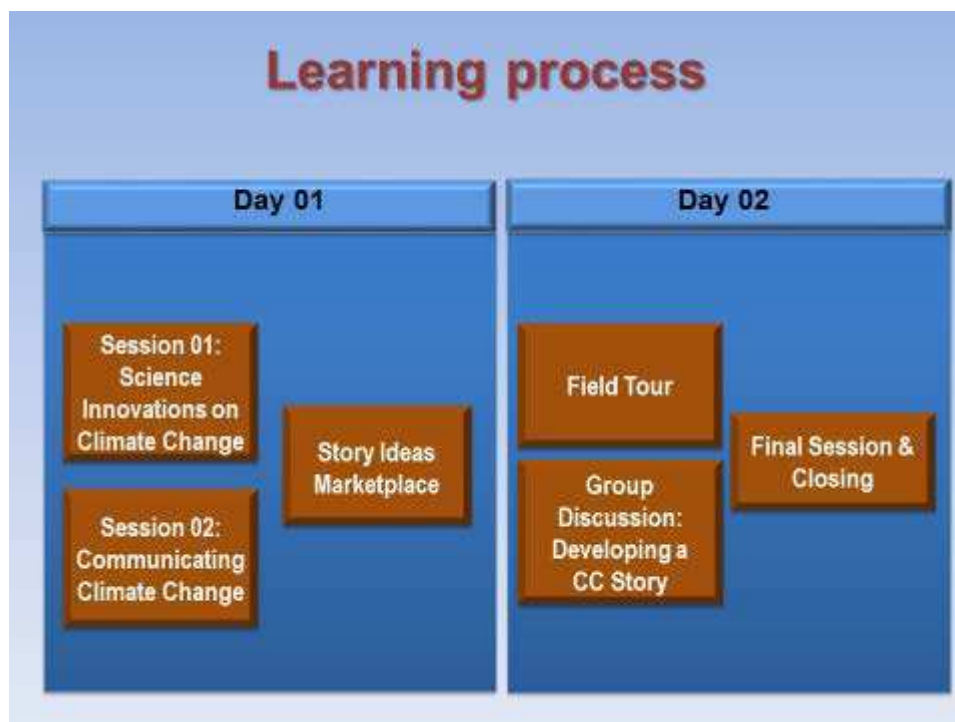


Figure 1. Learning process and activities.

## Content

The content of the seminar-workshops focused on two major areas: science innovations in climate change, agriculture and food security and communicating climate change. These were presented in two consecutive sessions and the topics are shown in detail in Figures 3A and 3B.

**Table 3A. Country-specific topics presented in the media seminar workshops** (*Science innovations in climate change, agriculture and food security*)

Country	R4D initiative	CGIAR Center/ NARS/ CSO Partner
Cambodia	Farmer-oriented technologies responding to climate impacts	CIAT
	Strengthening Cambodia to cope with stresses in rice production	IRRI
	Climate change research in Cambodia	WorldFish
	Climate change prioritized action plan for agriculture, forestry and fisheries, 2014-2018	MAFF
	Scenarios for climate change and agriculture in Cambodia	CCAFS-SEA
Lao PDR	Improving the resilience of the agriculture sector to climate change impacts (IRAS)	NAFRI
	Adaptation to climate change in Laos: A review of activities conducted	IWMI
	Agricultural systems in the Greater Mekong Sub Region: Identifying the ‘winner’ and ‘loser’ crops under progressive climate change	CIAT
	WeRise (Weather-rice-nutrient integrated decision support system)	IRRI
Vietnam	Impacts of climate change on agriculture in the Greater Mekong Sub-region (GMS)	CIAT
	Forests for people and thinking beyond the canopy	CIFOR
	What’s so smart about agroforestry?	ICRAF
	Research on climate change and livestock	ILRI
	Climate change impacts in the Mekong Delta and adaptation of rice production systems	IRRI
	Climate change research in Vietnam	WorldFish
Philippines	Food security through Asian roots and tubers	CIP
	Climate change R4D	IRRI
	Climate change research in the Philippines	WorldFish
	Agro-forestry R4D	ICRAF
	Mainstreaming climate change in Philippine agriculture	DA
	Climate change and organic agriculture	OCCP

**Table 3B. Cross cutting and cross country topics presented in the media seminar workshops.** (CCAFS-SEA overview and communicating climate change)

Topic	CCAFS/ CGIAR Center/ CSO Partner
Climate change, agriculture and food security regional program for Southeast Asia	CCAFS-SEA
Reporting climate change, agriculture and food security: Challenges and opportunities for the Philippine media	CCAFS-SEA
Developing a climate change story	IRRI
Communicating climate change	IWMI, Manila Observatory
Principles and techniques of climate change reporting	In-country media practitioners
Radio broadcasting for climate change	PFRB, PSciJourn
Communication and social mobilization for climate change: An NGO perspective	Catholic Media Network (Philippines), CUSO International, NGO Forum (Cambodia)
A climate change awareness and behavior change communication campaign	Redraw the Line
Communicating climate change: An international perspective (in Vietnam only)	WorldFish

### Story ideas marketplace and story development workshop

Complementing the two plenary sessions were three sessions of story ideas marketplace which primarily served as a venue for dialogue and interaction among participants and resource persons. The story ideas group discussion served as a venue where possible stories were explored by journalist-participants. These ideas were to be developed and eventually released for print, broadcast and on-line media outlets after the workshop.



*A story ideas marketplace for the Philippine media*

In the first part of the session, the journalists were asked possible topics to be developed as stories out of the presentations. The resource persons were then asked for the same. A dialogue then followed to amplify and clarify issues on the possible stories to be developed. A story development workshop immediately followed the plenary sessions and story ideas marketplace where participants began drafting possible stories to be released and broadcast in their respective media outlets. After the field tour, the story development workshop continued where participants, firming up with what they saw in the tour, continued drafting their stories. These were expected to be finalized and released when participants went back to their work base. In Cambodia, on the morning of the second day of the event, climate change and the media workshop hogged the headline of a major Khmer daily in Phnom Penh (see below).



In Vietnam, some of the stories were:

- <http://dantri.com.vn/moi-truong/xay-dung-lang-ung-pho-thong-minh-voi-bien-doi-khi-hau-998437.htm>
- <http://www.thanhvien.com.vn/pages/20141117/moi-nam-nhiet-do-o-viet-nam-tang-05-07-do-c.aspx>
- <http://vov.vn/xa-hoi/truyen-thong-voi-bien-doi-khi-hau-va-an-ninh-luong-thuc-365144.vov>
- <http://baodientu.chinhphu.vn/Utilities/PrintView.aspx?distributionid=213579>

## Field tour

The field tour exposed participants showcasing climate change and agriculture R4D either by a Center or a NARS partner and/or climate smart agriculture practices of a farming community. An experiential learning activity, this served as a concrete reinforcement of the three sessions and served as a venue for interaction among the participants with local

stakeholders. In Lao PDR, it was held at Ekxang village which also coincided with its launching as a Climate Smart Village (CSV). Participants toured the ground water utilization for agriculture, organic vegetable plantation project and dragon fruit and citrus plantations. This was followed by the CSV launching ceremony with farmers, the community, and DAFO and PAFO officials. In Vietnam, it was held at the Northern Mountainous Agriculture and Forestry Science Institute (NOMAFSI) in Pho Thu town where participants were briefed and shown its tea and coffee research work. In the Philippines, it was done at IRRI where participants were shown in CC-related R4D work.



*Field tours at Saang District, Kandal Province, Cambodia (upper picture) and Ekxang climate smart village in Lao PDR (lower picture)*



## Voices of Participants and Co-sponsors

The seminar-workshops ended with a concluding session where participants, co-sponsors and partner organizations engaged in an active dialogue. In Cambodia, some of the ideas articulated by journalists were:

- What should a climate change story be? First, the information should be attractive to the reader. Second, it should help solve the problem like those associated with changes in the seasons, floods, drought and other extreme events.
- The media workshop is very important first step in making people understand CC by making journalists understand it, enabling them to share the right information with the people. This is the first workshop of its kind, so we hope the DAE will conduct more for journalists. Next time, we should invite the owners of TV, radio and newspapers and those who make decisions on the news. However, as participants we have the same idea about CC, so it is time to take action to write, publish and broadcast CC stories.
- The big media (TV, radio and newspaper) should mainstream stories about what is CC so that people will understand it. Likewise, the media should strongly advocate for activities on CC mitigation and adaptation like stopping people from cutting trees, burning the forest and extracting non-renewable natural resources
- Journalists should regularly publish stories about CC and its adverse effects, not only about China and USA but all countries contributing to GHG emissions. Information from the media (including NGOs, private sector and other development partners) usually spread faster than Government policy. Hence, there should be strong support for the publication, broadcast and uploading of activities on CC mitigation and adaptation. The GDA-MAFF is very happy to cooperate with all journalists and those from other agencies to make this happen.

In Lao PDR, participants said:

- CSV is a platform for reducing poverty in the country;
- Farmers need to improve their livelihood; climate change adaptation supports agriculture by increasing productivity of farmers.
- Lao journalists need budget support to write climate change and agriculture news.
- The project should create a market to support the production of farmers.
- Water management for groundwater utilization is a good technology for Ekxang village.
- Will write about this project and this workshop and inform the people through radio.
- This project can be a model for other villages.



*Group discussion in the media seminar-workshop co-sponsored by the Lao Journalists Association in Vientiane.*

In Vietnam, a variety of ideas were articulated by participants and co-sponsors:

- *From print:* First time where there's direct sharing of info between experts and media, and the questions that they've been asking have been answered. Greatly appreciated and hopes that we all meet again.
- *From TV:* We had network among journalists and they can work continuously together. If there a possible way to sustain this initiative would be very great.
- *WorldFish:* informative activity that he intends to explore further and build on this a model; emphasis on the context of international media: linking the now and future, as we cannot say direct link that CC is caused by current scenarios; as communicators, we need to establish that connection and provide strong scientific backing; noticed the good interest in terms of communication and amplifying the messages; communicate on-going work instead of communicating initiatives once done. Appreciate the chance to meet all. Thanks so much to the interpreters.
- *ICRAF:* We need to communicate CC extensively.
- *CIAT:* We would like to hear from you on issues related to CC, contact us and we will direct you to researchers. Social media links provided.
- *IRRI:* Appreciate listening presentations from experts and also the field tour. We're also able to know each other. After this workshop, we now have connection between scientists and media; we also have other planned activities for the future. This workshop should have follow-up actions to sustain the connection to further activities to address climate

change. Opportunity to meet partner organizations. Appreciate meeting the journalists and became friends with them.

- *Redraw the Line*: The media workshop offered journalists from all over the country a unique chance to discuss and interact with leading scientists in the field of agriculture, food security and climate change in Vietnam. Through participatory facilitation, various ideas for further stories have been initiated focusing on the topics of smart agriculture, climate smart villages, food crops, climate change and disaster risks management in agriculture. From this workshop, we also expect to establish a stronger network between journalists themselves, between journalists and scientists; and between journalists and project officers from partnering institutions.

In the Philippines, two major ideas were discussed to move the successful event forward: (1) the formation of a Philippine Coalition of Climate Change Communicators (PC4) and, (2) the conduct of similar events in key regions of the Philippines in collaboration with the DA Regional Offices and Climate Change Program. PC4 will serve as a virtual platform for continuing dialogue among journalists- participants and CGIAR scientists and a repository of background materials, pictures and video clips for stories that can be picked up by the media. This can be expanded later within the ASEAN as CCAFS-SEA will conduct the same event in Vietnam, Cambodia and Laos. On the other hand, the regional media seminar-workshops will be done to localize climate change issues as these relate to agriculture and food security.



*Group discussion in the media seminar-workshop co-sponsored by the Philippine Agriculture Journalists, Inc. in Los Baños, Laguna Philippines.*

## Outcome

The three-country media workshop series yielded immediate outcomes in the Philippines:

1. The Philippine Agriculture Journalists (PAJ) proposed the idea of holding similar media seminar-workshops in strategic Philippine regions to the MMPIC, one of the biggest infrastructure conglomerates in the country. MPIC approved the proposal and provided around USD 35000 funding to hold three batches of media seminar-workshops. MPIC felt the need to properly share the responsibility of writing, publishing and broadcasting more and better stories on climate change, as the situation can no longer be business-as-usual.

Using the MPIC funding as leverage, PAJ proposed the project to the Department of Agriculture (DA), which also agreed to partner and provide technical and logistic support. With the DA's support, the original three batches of workshops were increased to four. Thus, in an unprecedented move, the private sector (i.e., PAJ, MPIC, Smart Communications, Inc. and Philex Mining Corporation) collaborated with the public sector (CCAFS-SEA and DA) to conduct a series of media seminar-workshops on climate change, agriculture and food security for provincial journalists in the Philippines.

Starting in Legazpi City, Albay (southern Luzon), one of the Philippines' most vulnerable provinces, PAJ conducted the first regional media seminar-workshop series for 37 journalists and 16 information officers from government offices and the academe from 30 July to 01 August 2015. The second batch was held on 27 – 28 August 2015 in Tacloban City, Leyte, central Philippines (ground zero for Super Typhoon Haiyan, locally named Yolanda) for 32 journalists and 31 government information officers. The third batch was held on 17–19 September 2015 in Del Carmen, Siargao Islands, southern Philippines with 40 journalists and government information officers participating. A fourth and last batch will be conducted in Tuguegarao, Cagayan, northern Philippines in the first quarter of 2016.

2. The Philippines' leg of the workshop series birthed another important activity, this time involving rural broadcasters across the country. With support from CCAFS SEA, the Philippine Federation of Rural Broadcasters (PFRB) is currently conducting regional workshops among rural broadcasters. Radio remains to be a potent tool in disseminating information particularly in rural communities, hence, the importance of this collaborative activity. The workshop participants are expected to produce information and campaign materials on climate-smart agriculture and eventually, to come up with a concrete work plan on broadcasting these outputs in their respective regions. A separate working paper will be done after the completion of this project.

3. A concern often raised in the seminar-workshops is the lack of information materials that consolidates climate change concepts and terms, with concise and easy-to-understand definitions and explanations. Thus, the idea of producing a Handbook on Climate Change for Media Practitioners came into being. A work-in-progress, this handbook is being spearheaded by the Philippine Network of Environmental Journalists, Inc. (PNEJ), with support from CCAFS SEA. The handbook is targeted to be released this year, 2016.
4. In the conduct of the SEA media seminar-workshops, important partnerships were forged with various sectors, offering not only technical assistance but also counterpart funding. In the Philippines, the Redraw the Line, an NGO that promotes positive social action and behaviour change on issues like climate change, contributed USD 4000 for the activity. In Vietnam, the same NGO provided staff to do the real-time translation of the seminar-workshop proceedings so that the participants can well understand the presentations of the non-English speakers. In Cambodia, the Learning Institute, an NGO that works to alleviate poverty and enhance the well-being of people in rural areas through learning, contributed USD 2000 for the Cambodia leg of the seminar-workshop. In Lao PDR, a strong partnership was established with the Lao Journalists Association. All these could very well contribute to establishing an enabling environment for continued collaborative activities on disseminating vital information around climate change, agriculture and food security and for future partnerships in organizing knowledge sharing activities.



*Participants and resource persons to the first regional media seminar-workshop co-sponsored by MPIC and DA in Lepazpi City, Albay, Philippines.*

## Conclusion and Recommendations

The media is a powerful partner in bringing about wider public awareness and understanding of climate change science and helping change the behavior of next users, so its engagement must be a sustained process. Hence, the work has just begun.

Aside from the enhancing the capacity of the media in reporting climate change, agriculture and food security, this initiative paved the way for stronger inter-Center collaboration and showcased a public-private-CSO partnership in communication and engagement for climate change mitigation and adaptation in the region.

Recommendations specifically for journalists:

- Make use of connections with researchers in writing articles/producing materials on CCAFS issues
- Climate change is not just a gloom and doom scenario: write about the problem and how people are addressing it around the world/in your area

Recommendations specifically for CGIAR and other research centers:

- Have the initiative to start relationships with media practitioners
- Maintain relationship with media through sending invitations to activities, updates on on-going projects (not just projects that have ended)

With four media seminar-workshops completed in Cambodia, Lao PDR, Vietnam and the Philippines, next steps should now be carried out by CCAFS-SEA on how to move the engagement process forward at the level of unified action. With the collective engagement and communication plan mapped out by CGIAR Centers for CCAFS-SEA, the time is ripe to bring the media, scientists, policy makers and other next users together in one forum through a public – private climate change communication and social mobilization network.

Some ideas were initially discussed during the first media workshop conducted in the Philippines. One idea is the establishment of a virtual platform for continuing dialogue among journalists, CGIAR scientists and next users. This will also serve as a repository of background materials, pictures and video clips for stories that can be picked up by the media for further processing.

Along with this, PAJ is proposing the establishment of a PAJ News Service, a web-based platform dedicated to sharing science-based news, features and analysis on issues and developments related to climate change, agriculture and environment. This will be piloted in

the Philippines, and later expanded to and shared with CCAFS-SEA media partners in Vietnam, Cambodia and Laos.

In this initiative, contributions from the journalists who have attended the CCAFS-SEA media workshops including, scientists, academicians, community-based writers and policy makers in the region will exchange information towards the development of compelling stories for publication, broadcast and upload. This will be an open source platform with the only condition that proper credit is given to the authors of the stories and the PAJ News Service as the source of the published content. This project will be proposed for funding by CCAFS-SEA and other socially oriented private sector firms in the Philippines within the year.

With six media seminar-workshops completed in Cambodia, Lao PDR, Vietnam and the Philippines, next steps should now be carried out by CCAFS-SEA on how to move the engagement process forward at the level of unified action. With the collective engagement and communication plan mapped out by CGIAR Centers for CCAFS-SEA, the time is ripe in engaging the media, scientists, policy makers and other next users together in one forum, through a public – private climate change communication and social mobilization network.

Some ideas were initially discussed during the first media workshop conducted in the Philippines. One idea is the establishment of a virtual platform for continuing dialogue among journalists- participants, CGIAR scientists and next users. This will also serve as a repository of background materials, pictures and video clips for stories that can be picked up by the media for further processing. Along with this, the Philippine Agriculture Journalists, Inc. (PAJ) is proposing the establishment of a PAJ News Service, a web-based platform dedicated to share science-based news, features and analysis on issues and developments related to climate change, agriculture and environment. This will be piloted in the Philippines and later expanded with CCAFS-SEA media partners in Vietnam, Cambodia and Laos.

In this initiative, contributions from the journalists who have attended the CCAFS-SEA media workshops including, scientists, academicians, community-based writers and policy makers in the region will exchange information towards the development of compelling stories for publication, broadcast and upload. This will be an open source platform with the only condition that proper credit be given to the authors of the stories and the PAJ News Service as the source of the published content. To be initiated within the year, this project will be proposed for funding by CCAFS-SEA and other socially oriented private sector firms in the Philippines.

## Appendix

### Activity Plan<sup>1</sup>

Day 00 (13 August; Wednesday)		
Time	Activity	In Charge
1700 – 1800	Participants assemble in a designated place at Quezon City and Makati	Co-sponsors
1800 – 2000	Trip to Los Baños	IRRI Transport
2000 – 2100	Dinner at the venue (Splash Mountain Resort-Hotel)	Participants
Day 01 (14 August; Thursday)		
0730 – 0800	Registration	Margaret Jingco <i>CCAFS-SEA Secretariat</i>
Opening Program <i>Emcee: Bernadette Joven, Sr. Comm. Specialist, CCAFS-SEA</i>		
0800 – 0930	Opening Remarks	Leo Sebastian ( <i>CCAFS Regional Program Leader for Southeast Asia</i> )
	Welcome Remarks	Bruce Tolentino ( <i>DDG for Communication &amp; Partnerships, IRRI</i> )
	Messages from co-sponsors	On behalf of PAJ, PFRB and PSciJourn
	Workshop Overview	Rex Navarro ( <i>Consultant, CCAFS-SEA and Director, PAJ</i> )
	Introductions	Participants
Session 01: Science Innovations for Climate Change, Agriculture & Food Security <i>Moderator: Rex Navarro</i> <i>Rapporteur: Lizbeth Barona – Edra; Coordinator, Science &amp; Development Communication, IRRI</i>		
0900 – 0915	Climate Change, Agriculture & Food Security: R4D Challenges in Southeast Asia	Leo Sebastian
0915 – 0930	International Potato Center (CIP)	Julie Roa ( <i>Collaborating Researcher, CIP-FoodSTART</i> )
0930 – 0945	International Rice Research Institute (IRRI)	Reiner Wassman ( <i>Head, Climate Change Unit</i> )

<sup>1</sup> This was designed for the first media seminar-workshop in the Philippines which served as the template for all the succeeding workshops.



0945 – 1045	<b>Story Ideas Marketplace 01<sup>2</sup> (with Coffee / Tea Break)</b> <b>Coordinators:</b> Toni Lambino; Head of Communication, IRR / Bernadette Joven / Lizbeth Barona – Edra	
1045 – 1100	World Agro-Forestry Center (ICRAF)	Rodel Lasco (Philippine Program Coordinator)
1100 – 1115	WorldFish	Maripaz Perez (Regional Director for Asia)
1115 – 1130	Mainstreaming Climate Change in Philippine Agriculture	Eliseo Ponce (Consultant, DA Climate Change Program)
1130 – 1145	Climate Change and Organic Agriculture	Leilani Ramona Katimbang-Limpin Executive Director, Organic Certification Center of the Phils.
1145 – 1245	<b>Story Ideas Marketplace 02</b> <b>Coordinators:</b> Toni Lambino / Bernadette Joven / Lizbeth Barona – Edra	
1245 – 1330	<b>Lunch Break</b>	
<b>Session 02: Communicating Climate Change</b> <b>Moderator:</b> <b>Rapporteur:</b> Lily Ann Lando, Communication Specialist, WorldFish		
1330 – 1350	Advocacy for Social Action on Climate Change	Redraw the Line – Media Alliance
1350 – 1410	Experiences of Climate Change Reporting in the Philippines	Booma Cruz (Journalist, Probe Media Foundation)
1410 – 1430	Communicating Climate Change: Impact of El Niño on Philippine Agriculture	Rosa Perez (Manila Observatory)
1430 – 1500	<b>Story Ideas Marketplace 03 (with Coffee / Tea Break)</b> <b>Coordinators:</b> Toni Lambino / Bernadette Joven / Lizbeth Barona – Edra	
1500 – 1520	Reporting Climate Change, Agriculture & Food Security: Challenges & Opportunities for PH Media	Rex Navarro
1520 – 1540	Radio Broadcasting for Climate Change	Louie Tabing (Chair, PFRB & Broadcaster, DZMM)
1540 – 1600	Communicating Climate Change: an NGO Perspective	Fr. Francis Lucas (President/ CEO, Catholic Media Network)
1600 – 1800	<b>Workshop 01: Developing a Climate Change Story</b> <b>Moderator:</b> Tony Lambino <b>Rapporteurs:</b> Bernadette Joven / Lizbeth Barona – Edra	
1900 – 2100	<b>Poolside Dinner / Cocktails</b> <b>Inspirational Message :</b> Former Rep. Angelo Palmones (Broadcaster, DZRH)	

<b>Day 02 (15 August; Friday)</b>		
<b>Time</b>	<b>Activity</b>	<b>In Charge</b>
0630 – 0730	Breakfast	Participants
<b>Field Tour: CGIAR Centers in Los Baños</b> <b>Overall Coordinator:</b> Bernadette Joven		
0800 – 1000	International Rice Research Institute (IRRI)	Bernadette Joven

<sup>2</sup> This activity served as a venue for dialogue where story ideas were explored by participants with the presentors.

1000–1030	<i>(Coffee/ Tea Break)</i>	
1030 – 1100 1100 – 1130 1130 – 1200	Briefing / Interaction on Climate Change R4D: <ul style="list-style-type: none"> <li>• International Potato Center (CIP)</li> <li>• World Agro-Forestry Center (ICRAF)</li> <li>• WorldFish</li> </ul>	Angelica Barlis ( <i>Communication Specialist</i> ) Amy Cruz ( <i>Communication Specialist</i> ) Angelo Arboleda ( <i>Communication Specialist</i> )
1200 – 1330	<b>Lunch Break</b>	
<b>Workshop 02: Developing a Climate Change Story for the News Media</b> <b>Moderator: Toni Lambino</b> <b>Rapporteur: Aileen Garcia; Science Communication Specialist, IRRI &amp; Director, PAJ</b>		
1330 – 1430	Drafting of climate change stories to be pitched based on the presentations, group discussions and field tour.	Participants
1430 – 1530	Presentation and collective discussion of stories	Participants
1530 – 1600	<b>Coffee/Tea Break</b>	
<b>Synthesis &amp; Closing Program</b> <b>Moderator: Noel Reyes, Vice-President, PAJ</b> <b>Rapporteur: Aileen Garcia</b>		
1600 – 1730	Moving forward: Mobilizing media & networking for climate change reporting in the Philippines Synthesis Closing Remarks Trip back to Manila	Participants Participants Leo Sebastian Participants

## **References**

CCAFS Engagement and Communication Plan (2013)

CCAFS-SEA Engagement and Communication Plan (2014)

CCAFS-SEA R4D Agenda and Strategy (2014)

Media Seminar-Workshop Reports (Cambodia, Lao PDR, Vietnam, Philippines, 2015)

## Glossary

*Adaptation* - a response to global warming that seeks to reduce the vulnerability of social and biological systems to climate change and thus offset the effects of global warming

*Climate change* - a change in the statistical distribution of weather patterns when that change lasts for an extended period of time

*Climate smart village* - a community-based focal point showcasing science-based innovations by CCAFS through CGIAR Center and their partners

*Climate variability* - the way climate fluctuates yearly above or below a long-term average value

*Engagement* - a social process involved in establishing long-term relationships

*Experiential learning* - learning through reflection on doing

*Food security* - the access to sufficient, safe, nutritious food by all people at all times

*Greenhouse gas emission* - the release of gases that trap heat in the atmosphere

*Mitigation* - the reduction in human-caused emissions of greenhouse gases

*Outcome* - the external utilization of a science innovation

*Resilience* - capacity of individuals and communities to recover quickly from the adverse effects of climate change

*Sustainable development* - process for meeting human development goals while maintaining the ability of natural systems to continue providing natural resources and ecosystem services upon which the economy and society depend



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The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) is a strategic initiative of CGIAR and Future Earth, led by the International Center for Tropical Agriculture (CIAT). CCAFS is the world's most comprehensive global research program to examine and address the critical interactions between climate change, agriculture and food security.

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