



# **NAP Global Network**

Coordinating  
Climate-Resilient  
Development

## **Facilitators notes for TTF-6**

Feb 2018  
Nadi, Fiji





# Communications Marketplace

1. Form groups
2. Move to a market stall - 5 mins each stall
3. When you hear the bell, move to next stall
4. Keep a note of interesting ideas on your card
5. Return to your original table and share reflections

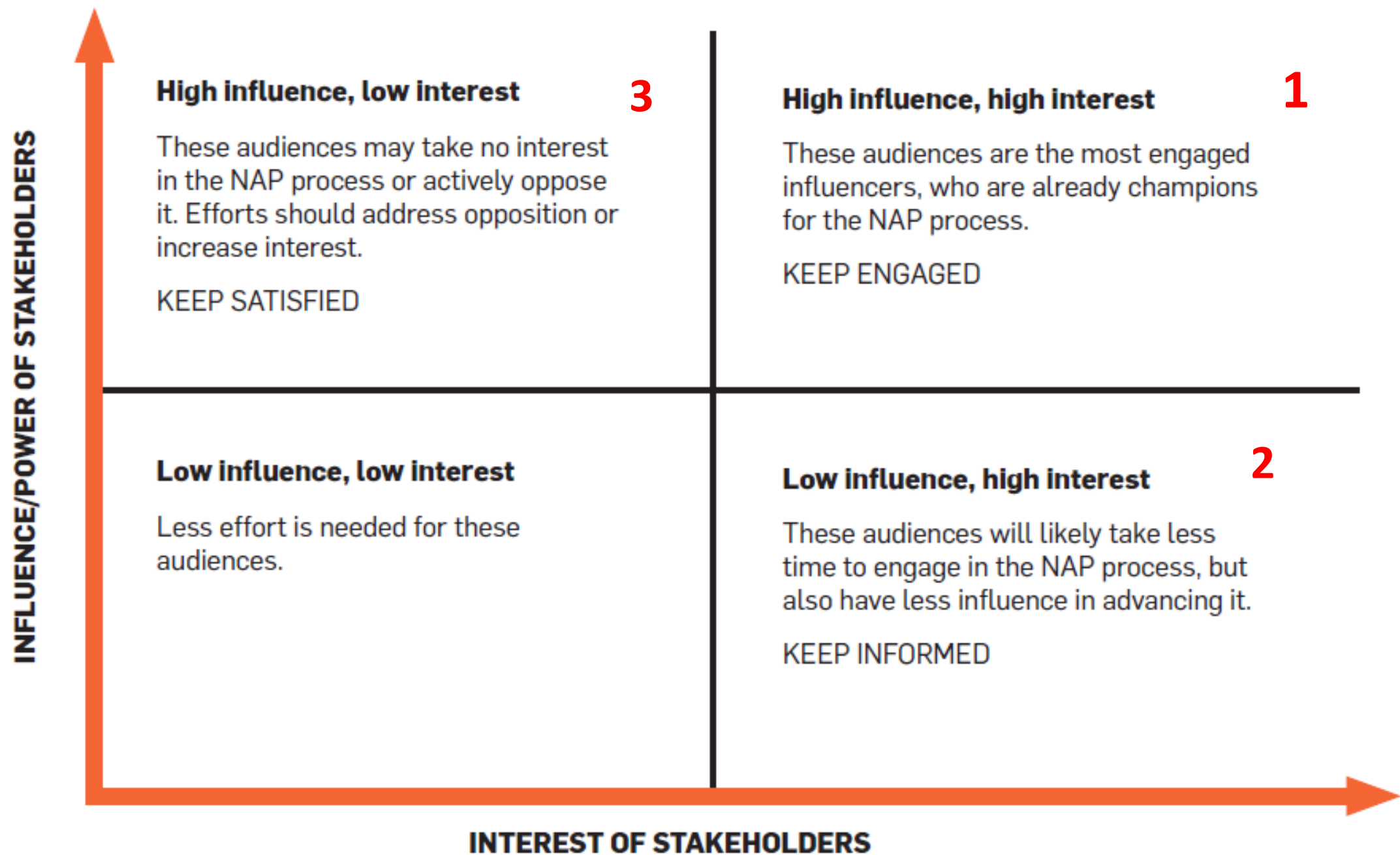


# Identifying audiences

1. Work in country groups and look at each quadrant of the matrix
2. Map NAP process communication stakeholders onto each quadrant. Be specific! (e.g. ~~Policy makers~~ Ministry of finance instead). This should describe the current state of affairs in your country. (30 mins)
3. Join another country team to compare and discuss the differences between your mappings (20 mins)



# Prioritizing Audiences: Stakeholder Influence-Interest Grid





# Developing Key Messages



<b>CLAIM</b>	<i>What is the problem we're talking about or the solution we're supporting?</i>	Fiji is preparing for climate change impacts through the National Adaptation Plan process
<b>FACT</b>	<i>Show don't tell - what facts do you have to back up your claim?</i>	Since 1993, Fiji has recorded an average sea level increase of 6 millimeters each year, which is above the global average of 3 millimeters.
<b>EXAMPLE</b>	<i>Is there a story or example that will support your claim?</i>	The village of Narikoso on the Fijian island of Ono is projected to be submerged due to rising sea levels and may need to relocate.
<b>ACTION</b>	<i>What should someone do in response to your claim?</i>	Take part in the NAP process to inform national priorities for actions to adapt to climate change impacts

Presentation Title      Presentation Date

# Developing messaging

1. Choose a target audience to work on – move to the appropriate facilitator: Briefly describe a specific example of this audience. Choose 1-3 to work on. (10 mins)
2. Develop messages using the Claim/Fact/Example/Action framework (30 min)
3. Get back into country groups – role play your messages (15 min)



# Communications channels

1. Brainstorm in pairs or 3s – how many communication channels can you think of? (2 mins)
2. Report back to plenary (10 mins)
3. In country groups, use workbooks and identify appropriate communications channels for different audiences (45 min)





# NAP Global Network

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**Twitter: @NAP\_Network**

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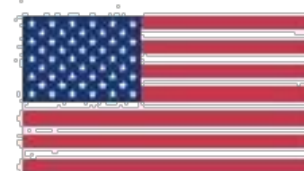


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