

## BACK TO OFFICE REPORT

Title of Workshop	Synergy Building, UNMA, Private Sector & Media Collaboration
Dates	03 December – 06 December 2019
Venue	Hilton Garden, Kampala, Uganda
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### 1. INTRODUCTION



*Participants during the synergy building workshop bringing together UNMA, private sector and Media, held at the Hilton Garden, Kampala, Uganda.*

The importance of a vibrant partnership between the meteorological authorities, the media and the private sector in the Greater Horn of Africa region cannot be overemphasized. The media are a key partner in climate information dissemination, while the private sector are users of climate information and potential sponsors of weather and climate information programmes in the media. This provides the much needed sustainability beyond any

current project support to dissemination of weather and climate information in the media.

The SAWIDREA project supported the first synergy building workshop in Khartoum, Sudan where the media, private sector and Sudan Meteorological Authority signed a memorandum of understanding. The Kenya Meteorological Department synergy workshop was the second, where a memorandum of agreement was prepared for signature by the concerned parties. The Kampala Synergy Building Workshop is thus the third workshop that brought together the media, private sector and the Uganda National Meteorological Authority (UNMA).

These workshops thus seek to address the challenge of sustainably communicating climate information in the long term, while increasing levels of awareness on weather and climate amongst various categories of users. The exercise is UNMA, private sector and media driven and the outcomes are owned by the stakeholders, as illustrated in the formation of a Climate Communication Group-Uganda. The workshop was attended by 20 participants from the private sector, media and UNMA.

## 2. KEY HIGHLIGHT OF THE WORKSHOP



*Group activities were central to the synergy building process, participants were the drivers of the process together with UNMA.*

During the first day, the participants were given introductory presentations by UNMA, on key areas of what UNMA does, the products of UNMA and how UNMA works with both the media and the private sector.

ICPAC presented a paper on collaboration for long term communication, a journalist of Uganda's leading daily newspaper The New Vision, discussed the challenges facing the media in reporting climate

science and underscored the need for greater simplification of terminology and promotion of application in day to day use.

The workshop participants participated in a group exercise outlining the role and responsibilities of all partners. The second day of the event brought out issues of how weather and climate information from UNMA can be used by the various users (intermediate, end users and even the last mile).

UNMA walked the participants through the forecasting process, the participants were guided through the stages that forecasting involves. The objective of this exercise was to sensitize the users of weather and climate information on how forecasts are arrived at and to breakdown terminologies so that the media and private sector may understand and easily participate in co-design and co-production of weather and climate products in Uganda.

ICPAC presented on participatory media, mainstreaming weather and climate information in the media and the concept of Round Table Partners (RTP). The third day witnessed the discussions on the drafting of a memorandum of agreement. The workshop participants agreed that the best way forward was to establish a Climate Communication Group (CCG) led by Uganda National Meteorological Authority (UNMA), private sector and the media.

The last day of the workshop was dedicated to review of the Memorandum of Agreement and the preparation of a structured work plan complete with institutions, activities and dates. An advocate of the High Court of Uganda and a journalist supported the review of the memorandum of agreement. It was agreed that the final memorandum of agreement would be shared with UNMA who would submit it to the office of the Solicitor General for review and acceptance to allow the team to operationalize its activities on the action plan developed.

### **3. ESTABLISHMENT OF CLIMATE COMMUNICATION GROUP (CCG-UGANDA)**

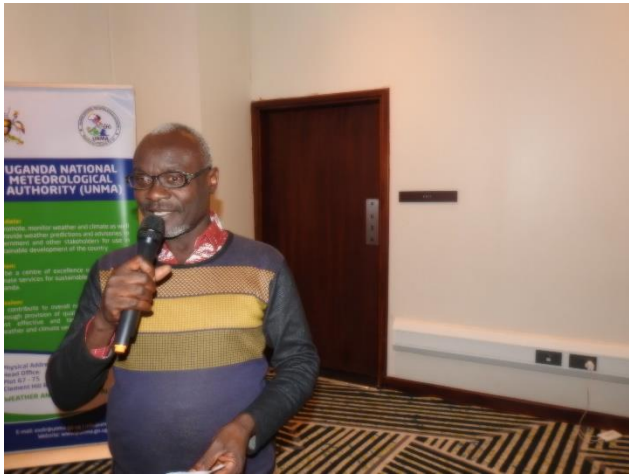


*Lawrence Aribo (Principal UNMA Training College), Robert Kibwika (Forecaster), Rebecca Nyakaisiki (Consultant; Mobile Telephony-MTN Uganda) and Lillian Nkwenge, Public Relations Officer UNMA. Synergy building has given impetus to greater collaboration.*

A Climate Communication Group (CCG-Uganda) was established to work closely with UNMA based on an agreed work plan. The media, private sector and UNMA were represented by three participants. They constituted the contact persons for activities relating to CCG-Uganda.

Interviews with UNMA staff have been lined up on different radio and TV stations in Uganda as a result of the workshop. Individual bloggers have offered monthly articles on their blogs covering areas of weather and climate for the next 12 months. Private Sector Foundation of Uganda offered to provide increased avenue to disseminate weather and climate information to the sector.

#### 4. WAY FORWARD



*Lawrence Aribo, Principal UNMA Training College, speaks during the synergy building workshop. UNMA has promised to provide residential training to media to build their reporting capacity.*

The formation of the Climate Communication Group – Uganda also witnessed the design of a work plan. The extensive plan covers the 4 quarters of 2020. UNMA has promised to step up training of journalists in coverage of weather and climate. To this effect UNMA has tentatively offered to set up at least a week at the UNMA College for journalist training. UNMA has also promised to be more responsive to the requests for information from the users. The private sector and UNMA have thus commenced a process of working in

partnership whose ultimate goal is increased co-design and co-production of weather and climate products. It was also agreed that an annual award focusing directly on weather and climate reporting would be established under the CCG-Uganda direction.