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Update of Communication and Dissemination Plan

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Summary

This deliverable comprises the updated project Communications and Dissemination Plan (CDP), Deliverable 1.4, due at the end of M28. This plan will support the overall strategy spearheaded by WMO (WP1 leader), WEMC, LGI and ACMAD and agreed by all WPs and CSs leaders, inform the communication and dissemination activities to be carried out for the duration of the project. LGI, WEMC and WMO will coordinate all communication activities. The aim is to review and update upon the original Communications and Dissemination Plan, to further outreach to a wider stakeholder community on the basis of lessons learnt from the stakeholder engagement activities conducted during the first half of the FOCUS-Africa project. These refer especially to the three stakeholder workshops and the in-country case study missions, whose discussions and output have greatly helped identify and inform the production of the trial climate services the project is delivering. These trial climate services are the object of much of the project communication and dissemination content. In addition, communication and dissemination activities will continue to be done in coordination with other relevant ongoing projects in the SADC region and using the strong network of the project Consortium. Thus, this plan will also consider synergies with other projects related to climate services in Africa, the EU-funded ClimSA project, the Climate Risk and Early Warning System initiative (CREWS), the regional project funded by the Adaptation Fund (ACREI) and communications opportunities working alongside our sister projects CONFER and DOWN2EARTH.

Approval

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Updated Communication and Dissemination Plan

Deliverable D1.4

Lead Beneficiary: WEMC

12/2022

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www.focus-africaproject.eu



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About FOCUS-Africa

FOCUS-Africa – Full-value chain Optimised Climate User-centric Services for Southern Africa – is developing sustainable tailored climate services in the Southern African Development Community (SADC) region for four sectors: agriculture and food security, water, energy and infrastructure.

It is piloting eight case studies in five countries involving a wide range of end-uses to illustrate how the application of new climate forecasts, projections, resources from Copernicus, GFCS and other relevant products can maximise socio-economic benefits in the Southern Africa region and potentially in the whole of Africa.

Led by WMO, it gathers 14 partners across Africa and Europe jointly committed to addressing the recurring sustainability and exploitation challenge of climate services in Africa over a period of 48 months.

For more information visit: www.focus-africaproject.eu

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Executive Summary

This deliverable comprises the updated project Communications and Dissemination Plan (CDP), Deliverable 1.4, due at the end of M28. This plan will support the overall strategy spearheaded by WMO (WP1 leader), WEMC, LGI and ACMAD and agreed by all WPs and CSs leaders, inform the communication and dissemination activities to be carried out for the duration of the project. LGI, WEMC and WMO will coordinate all communication activities.

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In addition, communication and dissemination activities will continue to be done in coordination with other relevant ongoing projects in the SADC region and using the strong network of the project Consortium. Thus, this plan will also consider synergies with other projects related to climate services in Africa, the EU-funded ClimSA project, the Climate Risk and Early Warning System initiative (CREWS), the regional project funded by the Adaptation Fund (ACREI) and communications opportunities working alongside our sister projects CONFER and DOWN2EARTH.

Keywords

Communication, Dissemination, Collaboration, Stakeholders, Engagement, Outreach, Synergies

1 Project Overview

The central objective of **FOCUS-Africa** is to develop sustainable tailored climate services in the Southern African Development Community (SADC) region for four sectors: agriculture and food security, water, energy and infrastructure. While the use of climate information is growing rapidly worldwide, the majority of the countries in Africa still lack the infrastructural, technical, human and institutional capacities to provide high quality climate services.

The 14 project partners, from across Africa and Europe, collectively referred to as the '**FOCUS-Africa Consortium**' throughout this document, are:

- World Meteorological Organization (WMO)
- Barcelona Supercomputing Center (BSC)
- The Met Office (MO)
- World Energy & Meteorology Council (WEMC)
- Electricité De France (EDF)
- African Centre of Meteorological Applications for Development (ACMAD)
- Council for Scientific and Industrial Research (CSIR)
- LGI Consulting
- Global Change Institute (GCI) – University of the Witwatersrand
- University of Cape Town, [The Climate System Analysis Group \(CSAG\)](#)
- Amigo s.r.l.
- Sant'Anna School of Advanced Studies
- Plan International
- Malawi Department of Climate Change and Meteorological Services (DCCMS)
- Mozambique Institute of Agricultural Research (IIAM)

The major change in partners since the start of the project is the withdrawal of the JRC from the project, with their activities being apportioned to partners from the consortium.

Under Focus-Africa, the proposed co-production amongst users, climate scientists and sectoral service providers will ensure that the full value chain for the delivery of the climate services is effectively realised.

This will be demonstrated by piloting eight case studies in five countries involving a wide range of users. Each case study is contributed to by a research partner, a service provider partner and a user, shown in **Table 1**:

Table 1: FOCUS-Africa case study research partner, service provider and user

| Case study | Location | Sector | Research | Service Provider | End-user |
|------------|--------------|----------------|--|--|---|
| 1 | South Africa | Food Security | WITS | CSIR | Land Bank |
| 2 | Malawi | Food Security | WEMC, BSC | DCCMS, Amigo | Local Farmers' Association |
| 3 | Mozambique | Food Security | Scuola Superiore de Studi Universitari e di Perfezionamento S Anna | PLAN-International, Mozambique's Institute of Agricultural Research, BSC | Smallholder farmers |
| 4 | Tanzania | Food Security | WEMC, BSC | Tanzania Meteorological Authority (TMA), Amigo | Tanzania Agricultural Research Institute (TARI) |
| 5 | Tanzania | Infrastructure | University of Cape Town (UCT), MO | TMA, Amigo | COWI |
| 6 | Tanzania | Energy | MO | TMA, WEMC | TANESCO and TotalEnergies |
| 7 | Malawi | Energy/Water | UCT, WITS | WEMC, DCCMS | EDF |
| 8 | Mauritius | Water | CSIR | Mauritius Meteorological Services, WEMC | Water Resource Unit (WRU) and Food and Agriculture Research and Extension Institute (FAREI) |

Figure 1 shows the diagram of the **FOCUS-Africa** project work package overview description and the inter-relationships amongst the work packages.

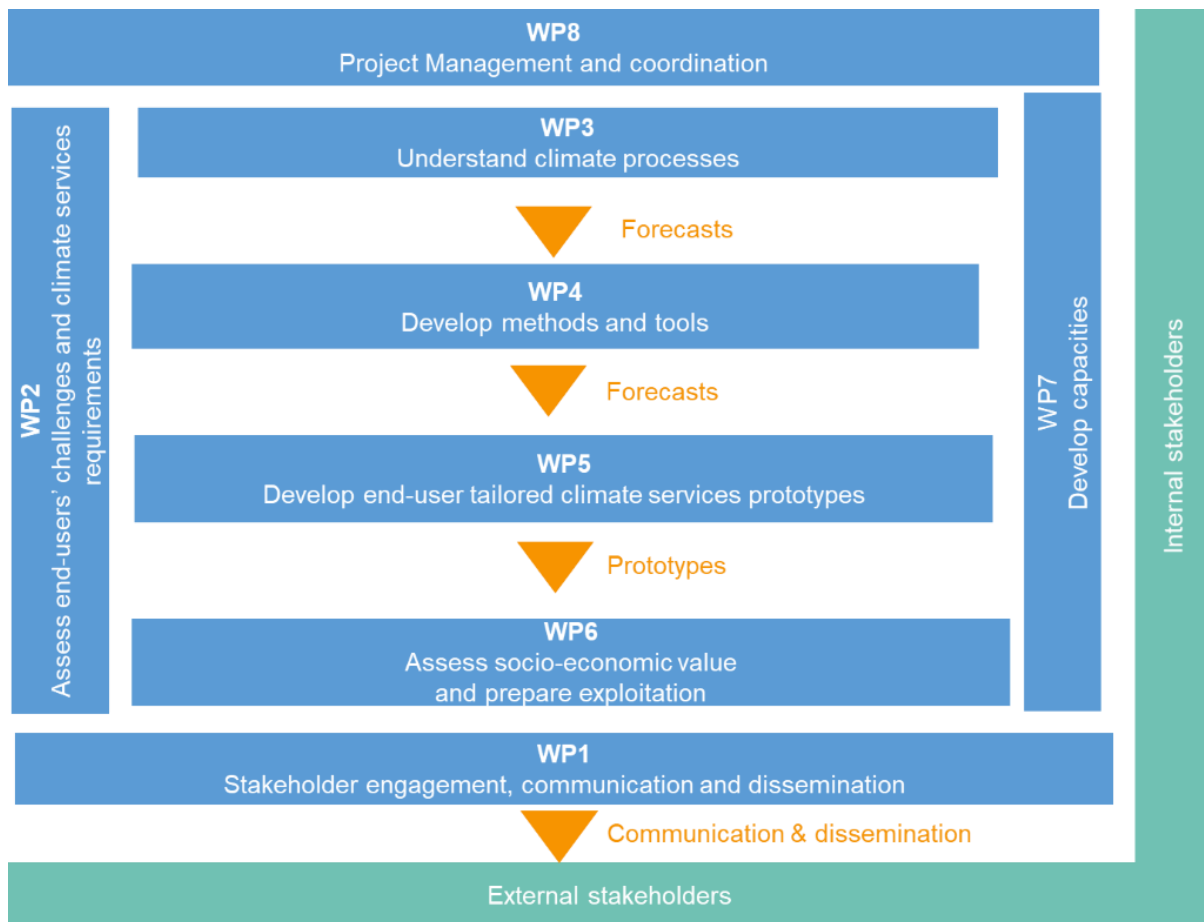


Figure 1: FOCUS-Africa Pert. Chart

In addition to the project partners and stakeholders directly involved with the **FOCUS-Africa** project case studies the project will also leverage a wide range of other relevant projects and activities, including climate service projects that **FOCUS-Africa** partners are currently involved with. This network will be broadened further to include a wider user-community through an extensive stakeholder engagement programme. Close stakeholder engagement is an integral part of **FOCUS-Africa**.

1.1 Project Objectives

Addressing the full value chain, the central aim of **FOCUS-Africa**, will ensure the exploitation and sustainability of climate services. While the use of climate information is growing rapidly worldwide, the majority of the countries in Africa still lack the infrastructural, technical, human and institutional capacities to provide high quality climate services.

The overarching objectives of **FOCUS-Africa** are:

- To advance the way in which climate information (from historical records to seasonal forecasts and projections, also exploring decadal forecasts) is processed and used in decision making, including policy making for its direct uptake by the regional and national climate services providers;
- To characterize end-use requirements through regular engagement with stakeholders and active players in the sectors, and ensure that lessons learned are upscaled to other countries in Africa, but also Europe, and other regions of the world, measured via standard analytics;

- To contribute to the advancement of the scientific knowledge via publications and reports such as those relevant for the IPCC, through the innovative science developed by **FOCUS-Africa** in support of improved ways to use climate information such as better identification and characterisation of extremes for the historical period and calibrated multi-variable approaches to climate predictions and projection.

FOCUS-Africa's climate services will be developed by ensuring the full value chain is implemented, starting from close involvement of service-users, to the tailoring of climate information by service providers, to the best use of observations and model data by research organisations. Having all relevant actors involved in the creation and use of climate services will ensure they are credible, relevant, robust, effective and long-lasting. More specifically **FOCUS-Africa** will:

- Decisively strengthen the link between the climate scientific community and stakeholders in the SADC region, by leveraging the advanced scientific knowledge and strong networks of our team, and by establishing dedicated channels of communications, so as to target the full value chain of our users, since the start of the project;
- Advance our understanding of how climate science can be tailored and applied to events critical for different socio-economic sectors in SADC, also contributing to the IPCC knowledge and communications, by the mature phase of the project;
- Demonstrate the effectiveness of climate information in strengthening the adaptive capacity of end-users by delivering tailored, actionable and exploitable climate services and by estimating their socio-economic benefits across the full value chain.

The findings will be upscaled to the wider SADC region, and possibly to other parts of Africa, and operationalized through WMO's involvement in the EU-funded Intra-ACP Climate Services project¹, as well as other projects implemented by WMO and partners, and through WMO's GFCS and its Climate Services Information System operational pillar.

The project will exploit the research outcomes to deliver to market the benefits of these improved products through collaboration with a range of users in the agriculture and food security, water, energy, and infrastructure sectors. Sharing knowledge and obtaining regular feedback from users on developing **FOCUS-Africa** products and services, will strengthen user engagement and provide a wider perspective on the challenges, discrepancies, potential misconceptions, and issues which may be overlooked by the climate experts. Specific collaboration will be with:

1. **Downstream operators (national water managers, farmers):** providing them with an operational prototype of seasonal forecasting customised to each sector and providing the added value information to a series of users with demonstrated performance, helping reduce the impact of the volatility of energy, water and food prices, as well as the risk of interruptions to energy, water and food supplies;
2. **Energy and food producers:** providing them with a customised tool that would provide tailored climate predictions and projections to foresee problematic scenarios and allow them to match demand/production;
3. **Planning authorities and other stakeholders (e.g. retailers, policy makers, environmental organisations, technological research centres, society as a whole):** better energy, water, agriculture and infrastructure planning using climate projections will allow planning authorities, insurance companies and utilities to plan in advance and thus better informed-decision making;
4. **Research community:** providing them with advanced ways to maximize the prediction performance, the reliability, and the usefulness of the seasonal climate predictions and climate projections, by also exploring the multi-model approach.

¹ <https://public.wmo.int/en/projects/intra-ACP-climate-services-and-related-applications-climsa>

1.2 Expected Impact

FOCUS-Africa aims to close existing gaps and strengthen weak links in the value chain of operational climate prediction and projection in support of risk management and adaptation decision-making in Africa. The expected impacts and additional economic, social and environmental impacts of the **FOCUS-Africa** Project, along with the aligned communication objective is shown in **Table 2**.

Table 2: Impact Matrix – Project expected, and additional, impacts and related communications objective

| FOCUS-Africa expected impacts | Communications objective |
|---|--|
| Better policy making for climate adaptation in project and other countries, including Europe | To communicate and disseminate project policy briefs highlighting the value of climate information and lessons learnt by the project. |
| Increased scientific capacity in the region and strengthened support for international scientific assessments | To promote the publication of scientific papers created to reach the scientific community. To leverage the FOCUS-Africa Consortium's industrial and scientific networks, to present the FOCUS-Africa innovations to conferences and other external event opportunities. |
| Stronger adaptive capacity and climate resilience in project countries | To promote the eight project case studies and illustrate how the application of new climate forecasts, projections, resources from Copernicus, GFCS and other relevant products can maximise socio-economic benefits in the Southern Africa region and potentially in the whole of Africa. |
| FOCUS-Africa additional impacts | Communications objective |
| Better informed and connected end-user communities | To showcase the improvements through communications targeting potential users. |
| Improved women's access to climate services | To identify how best to reach this audience with project communications and dissemination of findings. |
| Increase uptake and sustainability of the developed climate services | To generate input and feedback from key stakeholders through working relationships, events, workshops and meetings. By ensuring key stakeholders' strong engagement in co-designing and developing the intended solutions, we aspire to achieve a speedy market uptake. |

1.3 Research Output

The key project findings and results will be delivered via the eight case studies produced in conjunction with the project partners and external stakeholders. The resulting tailored climate services will cover the full value-chain, whereby each case study is contributed by a research partner, a service provider partner and a service-user.

A central objective of the project Communication and Dissemination Plan (CDP) is to ensure that the project outputs and results reach the relevant target groups, especially users, in and beyond the participating countries.

1.4 Project Challenges and Barriers

The potential barriers that may limit the expected impacts of the project have been summarised below, including the detailed mitigation measures where communications and dissemination have a role to play in reducing the risk:

- Unsustainable climate services or vague sustainability performance of the new climate services
- Limited replicability / scalability
- Poor user engagement aggravated by the COVID situation

FOCUS-Africa has been using a range of tools to engage efficiently with users to collect feedback including virtual consultations and surveys around issues such as:

- Perceived poor skill of seasonal forecasts
- Reluctance of end-users to incorporate new data and information into their management strategies

User engagement from the start of the project has been of upmost importance and is an essential part of the Communication Plan, including targeting:

- Lack of simplicity and usability of the services developed to be adopted by large players and small service-users
- Difficulties in implementing the adaptation strategies resulting from the policy framework at local, national, or international level

The CDP sets out how the **FOCUS-Africa** project addresses these challenges, ensuring effective communication and dissemination of the project's results and findings to stakeholders and users. This plan should be used to guide communications and dissemination activity throughout the project and is being reviewed and updated at key points during the project term. This document reflects the updates made at this point.

The plan for the communication and dissemination activities is to be undertaken as a part of an overall strategy spearheaded by WMO (WP1 leader), WEMC, LGI and ACMAD and agreed by all WP and CS leaders. LGI, WEMC and WMO will coordinate all communication activities to be carried out for the entire duration of the project based on the CDP. Furthermore, the CDP will briefly present some recommendations on communication activities to be done after the end of the project.

2 Communication Plan

The specific role of communication for the FOCUS-Africa project is to inform, promote and communicate the project activities and results². This action starts from the beginning of the project and runs until the end.

The Communication Plan details how the objectives of the project will be communicated to the target audiences. The plan defines the key messages, communication channels, tools and activities, to be used for each target audience and potential timing of activities. Measures of evaluation are covered in **Section 5 Evaluation**.

2.1 Objectives

The main objectives of the communication plan are to:

1. Ensure that the project outputs and results reach the relevant target groups, especially service-users, in and beyond the participating countries;

² https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf.

2. Ensure transparency and visibility of the project activities and to acquire the needed support from crucial stakeholders;
3. Ensure exploration of synergies between projects funded under the same or similar calls and related communications opportunities.

The Dissemination Plan objectives, channels and activities are discussed in **Section 3**.

2.2 Target Audiences

Stakeholder analysis was carried out at the start of the project to identify the target internal and external audiences, and ensure communication activity is tailored to i) deliver the project's communication objectives and ii) meet the needs of each specific group, making project information meaningful and usable.

A summary of communication measures and responsibilities is summarised in **Table 3** and expands on the main communications objectives. **Table 3** also highlights the target audiences (internal and external), content, communication methods and frequency of activity required. The process outlined will be implemented by close communication between partners and stakeholders, via the most appropriate channels available. Communications will be used to create awareness, provide progress updates and milestones, via multiple channels including reports, news stories and website and social media updates, as well as one-to-one, group and conference opportunities.

Table 3: FOCUS-Africa communication matrix of objective, audience, content, measure and frequency

| Target audience | Objective | Material/content (and responsibility) | Method/communication measures | Frequency |
|--------------------------------|---|--|---|-------------------------------|
| FOCUS-Africa consortium | Ensure an effective and integrated project | <ul style="list-style-type: none"> • Progress and results (WP8) • Risks/benefits/issues (WP8) • Queries/questions (WP8) | Project intranet | Continuous updates |
| | | | Partners' Forums | Annual |
| | | | Email, Web and teleconferencing | Frequent |
| EC Project Officer | Ensure EC is fully informed of project progress | <ul style="list-style-type: none"> • Overall project progress (WP8) • Issues (WP8) • Deliverable progress (WP8) | One-page progress reports | Quarterly |
| | | | Deliverable and periodic reports | As per deliverable dates |
| | | | FOCUS-Africa website | As per reporting periods |
| Service Users | Awareness of capabilities and discussion of needs | <ul style="list-style-type: none"> • Presentations (WP1) • Workshop discussions (WP1) • Advisory Board meetings (WP1) | International conferences, GFCS PAC meetings, RCOFs | As they occur and as required |
| Wider scientific and | Advertise progress and | <ul style="list-style-type: none"> • Deliverables and other reports (WPLs) | Project website | As per timetable |
| | | | Project & task team meetings | Monthly |

| | | | | |
|-----------------------------------|---|--|---|------------------------|
| technical community | obtain expert advice | <ul style="list-style-type: none"> • Presentations at conferences (WPLs & CSLs) • Papers (WPLs) | Conferences, GFCS PAC meetings, RCOFs | As opportunities arise |
| | | | Publication in open literature | When ready |
| Other EU bodies | Mutual awareness | <ul style="list-style-type: none"> • Discussion of needs (WP1) • Plans and results (WPLs) | Project website | Monthly |
| | | | EC or project meetings | As required |
| Policy and decision makers | Exploitation of new capabilities | <ul style="list-style-type: none"> • Presentations and side events at conferences (WP1) | Meetings organised by EC, AU and other international or regional institutions (e.g. UNFCCC) | As they occur |
| | | <ul style="list-style-type: none"> • Summary information (WP1) | FOCUS-Africa website | Quarterly |
| Wider public | Project visibility & raise public awareness | <ul style="list-style-type: none"> • Relevant results and their implications including case studies (WP1) • Communication campaigns Content creation (infographics, factsheets, posts, success stories, testimonials...) | FOCUS-Africa website, social media and African relevant events | Monthly |

A summary of the type of information the project can share, the purpose of this and the communication method to consider with three defined target audiences, is explored in **Table 4**.

Table 4: FOCUS-Africa communication actions per targeted audience

| Target Audience | Food security, Water and Energy users/sectors | National, Regional and International Organizations | Climate services providers |
|--------------------------------|--|--|---|
| Method of Communication | <ul style="list-style-type: none"> • Website • Dissemination material • Specialized workshops & training sessions • Webinars • Focus groups • Interviews and surveys • Conference presentations • National and regional GFCS UIPs • Social Media • Direct contact and 1:1 meetings | <ul style="list-style-type: none"> • Website • Dissemination material • Scientific publications • GFCS PAC meetings • RCOFs and NCOFs • Specialized workshops & training sessions • Webinars • Focus groups & questionnaires • Conference presentations • Social Media | <ul style="list-style-type: none"> • Website • Dissemination material • Scientific publications • Focus groups & questionnaires • Conference presentations (e.g., ICCS, EGU, EMS/ECAC) • Questionnaires |

| | | | |
|-------------------------|---|--|---|
| Information Type | <ul style="list-style-type: none"> • Outcomes • Best practices • Lessons Learned • Summary of case studies • Training on the tools | <ul style="list-style-type: none"> • Best practices • Summary of case studies • Lessons Learned | <ul style="list-style-type: none"> • Information on the complete technology and its application |
| Aim | <ul style="list-style-type: none"> • Ensure tools developed are directly relevant • Share knowledge • Share experience • Motivate adoption | <ul style="list-style-type: none"> • Share experience • Ensure replicability and sustainability • To promote project results as potential guidance to policy making | <ul style="list-style-type: none"> • Raise awareness and mobilize sector interest in complete solutions • Ensure operationalization of services |

2.3 Key Messages

The following key message will inform all communications:

The **FOCUS-Africa** project will develop exploitable tailored climate services in the Southern African Development Community (this is the main strapline of the project).

Further key messages will be tailored according to the type of stakeholder, including by sector e.g. food security/agriculture, water, energy and infrastructure, with consideration of the different roles within sectors, and will support the overall project objectives. Consideration will be given to what the target audience needs to know.

A maximum of three key messages will be identified before development and delivery of communication materials and activities and the effectiveness of their delivery will be evaluated and messages refined when necessary.

The key messages will change over time e.g. at the start of the project when building public awareness and encouraging interaction with external stakeholders the key messages were:

1. The **FOCUS-Africa** project has launched and will develop sustainable climate services in the SADC.
2. The **FOCUS-Africa** project features case studies from various sector.
3. The **FOCUS-Africa** project and the services it develops will benefit from various stakeholders' input.

Sectorial key messages and key messages to support project findings are being developed as the project progresses.

Key messages for policy briefs have also been discussed in the first half of the project and will centre on the broader sustainability and legacy of climate services in the region.

2.4 Branding

All project communications adhere to the branding set out in the **FOCUS-Africa** style guide (see **Appendix 1**), created by LGI. The completed style guide is accessible to the project team via FLEXX, our secure intranet. The guide will be available on request to external parties e.g. sister projects producing jointly branded communications collateral.

To ensure consistency, the content and design of collateral and documents will remain the responsibility of LGI as the leader of Task 1.4. Responses and enquiries generated by the campaigns will be managed predominantly by LGI, who manage the social media platforms, project email account and newsletter creation, in conjunction with WMO, WP Leader, with support from WEMC on stakeholder workshop interactions and from the project partners where appropriate.

A suite of branded communications, providing an overview of the **FOCUS-Africa** project has been created for use by partners including a logo, letterhead, report template, meeting template, and power point templates. This visual identity ensures consistency and version control, the content and design of materials will remain the responsibility of LGI as WP1 leader of Task 1.4: Implement Communication and Dissemination actions and develop materials to boost engagement.

2.5 Internal Communications

Alongside the project meeting schedule, sharing documents within the **FOCUS-Africa** Consortium group will be done via a secure intranet called FLEXX. Partners were invited to sign up and set their username and password to access the area. LGI is managing this portal and ensuring data protection regulation is followed in relation to it. Messaging and ad-hoc non-confidential information sharing is facilitated via email. Email lists have been set up for relevant groups and work packages.

3 Dissemination Plan

3.1 Dissemination Objectives

The specific role of dissemination is to make the **FOCUS-Africa** project results public – as soon as the action is required³. The first results from WP2 and WP3 emerged in Autumn 2021 (from M12). Since then, various deliverables have been produced and the results shared in different ways, such as social media, on the project website, scientific papers, presentations at conferences and in the stakeholder workshops.

The objectives of the Dissemination Plan are:

- Ensure that the project outputs and results reach the relevant target groups, especially end-users, in and beyond the participating countries;
- Ensure transparency and visibility of the project activities and to acquire the needed support from crucial stakeholders.

3.2 Dissemination Channels

Dissemination channels discussed within the plan are the tools that have been used to spread the key messages and results of the project to the target audience. They define how the **FOCUS-Africa** project is communicated and are designed to ensure a two-way communication approach. They include:

- **Visual materials:** These will be created to present the project's activities and results in a visual and easy-to-understand manner. They are made mainly available online (although some printed material was disseminated at key events) but some could also be printed for workshops and events. These are being used in various occasions such as during the first communications campaign which took place in April 2021, on Earth Day, or at events such as the COP27. Visual materials developed so far include:
 - Infographics: projects case studies infographics detailing the objective in a visual way and aiming for a wider public
 - Poster/roll-up: A project poster and roll-up, giving an overview of the projects' partners, case studies, and sectors
 - Postcards: A postcard with a **Error! Hyperlink reference not valid.** redirecting to relevant project's resources, to distribute during events

³ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

- Videos: 13 videos have been developed and are available on the FOCUS-Africa YouTube channel to share project updates and insights, including:
 - a one-minute video for each case study (8 videos in total) have been produced to introduce the team and summarise the aims of each case study
 - 5 interview videos from the 3rd Stakeholder workshop from consortium partners
 - 1 general project video giving an overview of the project's objectives and main challenges, currently being developed for a release in early 2023

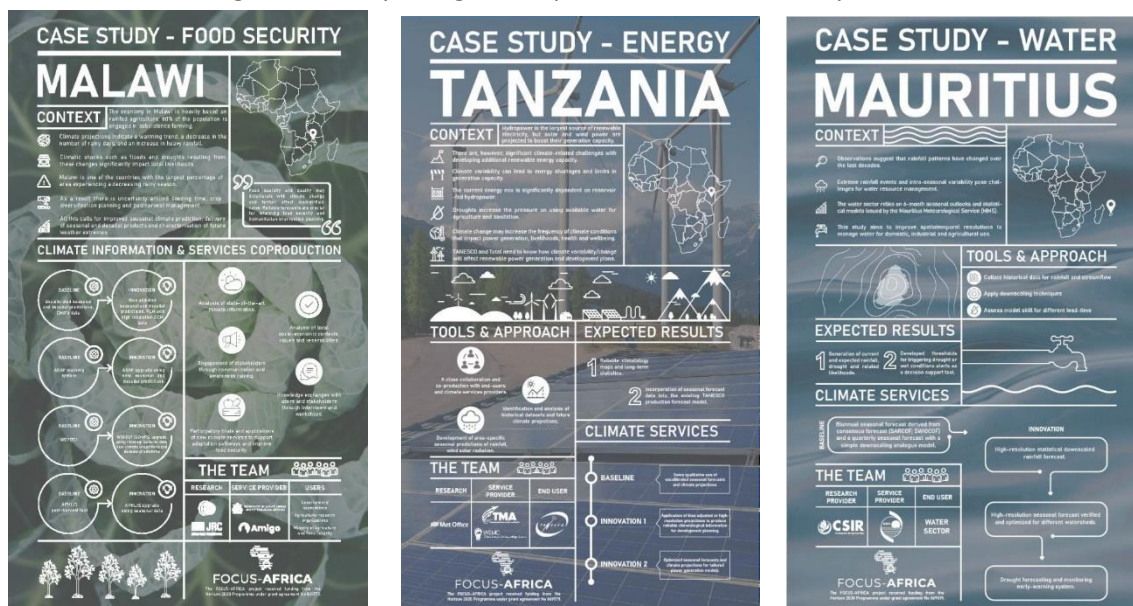


Figure 2: Examples of FOCUS-Africa case study infographics

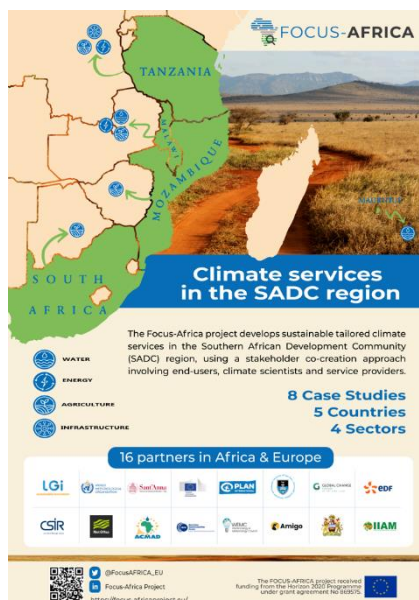


Figure 3: FOCUS-Africa Project poster

- **Blog posts, success stories, testimonials** and other forms of articles that set the scene and present the climate services challenges in Africa related to food security, energy and water;
- **FOCUS-Africa official website**: this is the main and general dissemination channel to reach all types of actors that may be interested in reusing the project results. It includes an Information Observatory to

help transform project results into knowledge. For example, service-user requirements, case studies, publications, new validated products inventory and samples, and main technical and workshop reports that are relevant for the stakeholders and other relevant EU and African projects will be made available here. The official website was delivered in the second month of the project and provides a high-level description of the project and its objectives, aimed at the project's stakeholders and the general public. In the long term, the website will also contain more detailed outputs, such as links to scientific publications, public reports, general information, news and dissemination material. The website has been built and run by LGI and is regularly updated with the support and contributions of the project partners. So far, the website has had 35,811 visitors and 38,862 sessions (see **Table 7**). Up from 4,829 visitors and 5,228 sessions at the time of writing D1.2;

- **E-newsletter:** an annual e-newsletter has been distributed, using SendinBlue, to the project's subscribed stakeholders to update them on the project's achievements and progress. Follow-up emails after e.g. project webinars and workshops for sharing resources was also done e.g. an email was sent to all Stakeholder Workshop 1 and 2 participants, to those that registered and didn't join and all the subscribed to our newsletter. 374 people have subscribed to the mailing list to receive updates about **FOCUS-Africa** events and news (see **Table 7**). To date 2 newsletters have been disseminated.;
- **Research networks** are being specifically addressed through the release of **scientific publications** in climate-related journals, amongst which the following are considered: Nature Communication, Climate Dynamics, Regional Environmental Change, Climatic Change, Climate Services and the Bulletin of the American Meteorological Society. The publications deal with regional climate changes in Southern Africa, climate services for food security, water and energy management, adaptation to extreme events, transdisciplinary development of new climate knowledge for more resilient society, among other climate-related topics. These publications can be used to support international scientific assessments;
- **Policy brief:** **FOCUS-Africa** will use the results of the project to draw up a policy brief that can help policy-makers to take climate-adaptation actions. As mentioned earlier in this document, the focus of the policy brief will be on sustainability and legacy of climate services, linking to the socioeconomic analysis conducted for each case study. It is also expected that the **FOCUS-Africa** policy brief will contribute to a series of policy briefs from the 3 sister projects.
- **Training:** Relevant project results across **FOCUS-Africa** are the content of the trainings for increase of the capacity of the National Meteorological and Hydrological Services (NMHSs) in the region, SADC/CSC, research institutes and other identified climate service providers. Trainees will increase skills in generating tailored, science-based, innovative and technology driven climate products, information and services. Training materials will be made available in existing or under development platforms/portals. This knowledge transfer will strength the capacity of trainees and foster the replicability of the methodological frameworks at the same time;
- **FOCUS-Africa stakeholder workshops** in each of the partner African countries. The initial plan was to organize six stakeholder workshops in each of the pilot country in Africa with the aim to bring together relevant local stakeholders. Unfortunately, due to COVID, the first two workshops were held virtually while the third workshop took place in Pretoria, South Africa. These workshops are the occasion to interact with the fellow-users and to familiarize with service prototypes. When relevant, these meetings can also include last mile users like smallholder farmers and citizens that may have an interest in using the project results;
- **Community Radio:** The role of community radio to ensure information dissemination will be understood further to support communication campaigns. While use of radio has been discussed with local stakeholders as a dissemination option for project results, such as forecast bulletins, no clear path has yet been identified;
- **Social Media:** Social media accounts have been created on Twitter and LinkedIn to grow a community around the project. At the beginning of the project, partners were encouraged to use specific hashtags in group activities, events and partner communications. For example, #H2020, #FOCUSAfrica or #climateservices. Updates about the projects are regularly shared on those channels to speak about

the project and climate services related challenges. So far, project accounts have been created on Twitter (291 followers) and LinkedIn (292 followers) as shown in **Table 7**. The LinkedIn account was created in order to target the more professional audience while Twitter is geared to the public.

- **Communication campaigns:** campaigns using social media channels and other channels of dissemination are being rolled out. Specific messages targeting the project's audiences have been developed based on the objectives and milestones achieved. These campaigns are based on the various content generated and maximised by using the partners' channels and identified multipliers (clusters, NGO's, partner networks) to relay the campaign and messages. Appealing content is being created in the form of infographics, visuals and/or videos.
 - The first campaign was for Earth Day on 22 April 2021, the FOCUS-Africa team, led by LGI, undertook a dedicated earth day Campaign to share information on the FOCUS-Africa project. Roberta Boscolo (WMO) recorded a video overview of the project, which was shared on the project's social media pages. All case study teams also recorded short videos and helped to create infographics on each case study, which were also shared in social media.
 - **A second campaign targeting awareness days:** Earth Day (April 2022), World Environment Day (5 June), International Day of Climate Action (24 October) and SADC Day is (17 August), Desertification and Drought Day, International World Climate Change Day, World Health Day, World Meteorological Day, World Water Day, to share project news and speak about challenges in the SADC Region and climate services potential opportunities. We created content related to each day, with a link to each case study and in some cases, providing recommendations for related reading from the project or other sources.
- **Announcements within religious groups:** The strong connection between farming and religious/spiritual beliefs came up in the first Stakeholder Workshop as well as discussion on potential associated channels to reach farmers and disseminate project information e.g. within weekly announcements by religious groups. As with community radio, no clear route has been identified yet and more discussion on this will be held within the context of the different case studies.
- **Press releases:** In addition to engaging with various users, **FOCUS-Africa** proposes targeted media outreach actions involving national newspapers, media outlets specialising in climate services (e.g. CDKN.org, climate-services.org), and EU and Africa policy and media (AllAfrica, Carbonbrief.org). At least three press releases will be distributed and include both information material and visual materials i.e. graphs, photos etc., and will be sent when significant milestones have been reached;
- **Project reports:** The project deliverables that are in report format and defined as public will be made openly accessible on the **FOCUS-Africa** website to widely share useful results and conclusions. The most relevant deliverables for the audiences will be turned into a more appealing format to maximise their reach;
- **Papers for peer-reviewed literature:** Scientific papers created within **FOCUS-Africa** will be published in open access peer-reviewed literature to reach the scientific community and advertised through the website. To date, two peer-reviewed papers have been produced from the project, the first on Verification of ERA5 and ERA-Interim precipitation over Africa at intra-annual and interannual timescales and the second on Bias Correction for extreme weather events.
- **Practitioners and decision-makers** will also be approached during dedicated events on climate services for food security, energy and water that will be attended by the **FOCUS-Africa** Consortium. In particular, partners will participate in National Climate Services Fora (where established), Regional Climate Outlook Forums (RCOFs), ClimSA sector-specific regional stakeholder consultations and conferences, as shown in **Table 5**. This planner will be added to regularly by the Consortium and maintained by WP1;

Focus-Africa Project
342 abonnés
10 mois • 🌐

🌐 #WorldWaterDay is on 22nd of March.

It celebrates water and raises awareness of the 2 billion people currently living without access to safe water.
💧 A core focus of World Water Day is to inspire action towards Sustainable Development Goal (SDG) 6: water and sanitation for all by 2030.

The subject of water is at the heart of our case studies in #Malawi and #Mauritius.

Learn more on this subject this week!
➡ www.worldwaterday.org/

Voir la traduction



Focus-Africa Project
342 abonnés
10 mois • 🌐

💧 Today is #WorldWaterWay!

The #Water Sector in #Mauritius is highly disturbed by #ClimateChange. Extreme rainfall events as well as intra-seasonal variability have been increasing thus providing additional complexity to the water resource management.

🔗 Video introducing Case Study 8: <https://lnkd.in/d/f2Suh55>

More info on our website ➡ <https://lnkd.in/dDchi7fB>

Voir la traduction



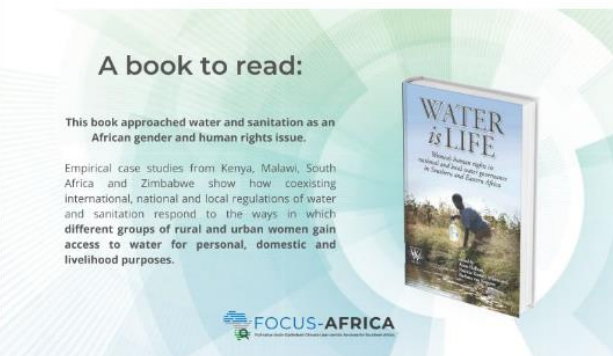
Focus-Africa Project
342 abonnés
10 mois • 🌐

📖 To go further on #Water information, here is a book referral: Water is life, edited by Anne Hellum, Patricia Kameri-Mbote, Barbara van Koppen

💧 The research shows how women - as producers of family food - rely on water from multiple sources that are governed by community based norms and institutions which recognise the right to water for livelihood.

📖 Learn more on this book: <https://lnkd.in/dXPvRXpH>

Voir la traduction



- **Working with our sister projects CONFER and DOWN2EARTH**

As part of the effort to have joint activities and information exchange with the other two H2020 projects funded under the same call, the CONFER and DOWN2EARTH projects together with FOCUS-Africa launched a series of joint webinars (and associated podcast). The webinars were held under the theme “Climate Information in Africa” and details can be found on the website of the IGAD Climate Predictions and Applications Centre at <https://www.icpac.net/events/>. Speakers were selected from the consortium members as well as the broader networks of the project. Such joint webinars are expected to continue in the second half of the project. Input is being gathered from the FOCUS-Africa Consortium. Another major area of collaboration with the sister projects was the holding of 2 joint side events at COP27, one at the WMO Pavilion and the other at the EU Pavilion. Both side events were well attended and contributed greatly to dissemination and communication of the work being conducted in the project as well as contributing to advocacy on enhancing climate services. Additional collaboration opportunities discussed with the sister projects, that support dissemination, includes:

- Social Media Campaigns (as well as having a common Hashtag)
 - Training for Journalists (e.g. MOOC with BBC Media Action being progressed)
 - Training on Dissemination of Climate Information
 - Social Media events (e.g. Live Q&A)
 - Policy Briefs
 - Climate Podcast (title to be agreed)
 - UNFCCC COP Side Events
 - Joint Journal Special Issue
 - Joint event at the WCRP Open Science Conference, October 2023, Kigali Rwanda
 - **Official EU Communication Channels:** Whenever an important milestone in the project is reached, the subsequent press release will be forwarded to the relevant EU dissemination portals. Work Package 1 will also submit news and event articles to:
 - <http://cordis.europa.eu/news>
 - http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm
 - <http://horizon-magazine.eu/>
 - <https://ec.europa.eu/programmes/horizon2020/en/newsroom/news/all/all/all>
 - <https://cordis.europa.eu/research-eu/en>
- In addition to these standard dissemination activities, **FOCUS-Africa** uses innovative approaches and leverage on the WMO, Global Framework for Climate Services (GFCS) and EU networks and mechanisms for an effective dissemination of results, including:
- Organising local meetings with National Meteorological and Hydrological Services in the region to implement pathways towards operationalisation of the FOCUS-Africa climate services in their countries
 - Including FOCUS-Africa tools and products in the WMO Climate Services Toolkit (CST). Opportunities for this may emerge in Malawi, where WMO will be supporting the implementation of the CST through other funds.
 - Providing updates on a regular basis at the GFCS Partners Advisory Committee meetings
 - Leveraging on ongoing EU, WMO and GFCS projects and activities in Africa to synergise the project dissemination
- **Promotion, facilitation of uptake and dissemination of results in international fora of relevance:** To strengthen the role of the project as a base of cutting-edge research, the project will leverage the consortium's industrial and scientific networks, to present and facilitate uptake of the **FOCUS-Africa** innovations to conferences and other external event opportunities. Already identified conferences and fora in Europe and Africa are: European Climate Change Adaptation Conference (ECCA), Conference on Climate Change and development in Africa, International Conference on Climate Services (ICCS), Regional Climate Outlook Fora in Africa;
 - **Coordination of partners' participation in conferences and events on Climate Services in Africa:** Examples of events identified as appropriate vehicles for sharing **FOCUS-Africa** project communications are listed in the Events Planner, **Table 5**. This will be continually updated throughout the course of the project as new opportunities are identified. The **FOCUS-Africa** Consortium are being regularly encouraged to add their plans.

Table 5: Events Planner Excerpt

| Event | Date | Description | Contribution |
|--|---------------------|---|---|
| AU-EU high-level Policy Dialogue on Science Technology and Innovation 'Workshop on Covid-19 and the Health-Energy-Climate Nexus' | 16-17 February 2021 | https://ccse-workshop.service-facility.eu/ | Roberta Boscolo (WMO) Keynote presentation on scenarios and solutions to climate change in relation to |

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| | | | the Health-Energy-Climate Nexus (FOCUS-Africa and other related projects and initiatives were highlighted) |
| Greater Horn of Africa Climate Outlook Forum (GHACOF), three times a year | February, May, August | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | TBA |
| Earth Day 2021 Campaign | 22 April 2021 | | The FOCUS-Africa team, led by LGI, undertook a dedicated earth day Campaign to share information on the FOCUS-Africa project. Roberta Boscolo (WMO) recorded a video overview of the project, which was shared on the project's social media pages. All case study teams also recorded short videos and were assisted to create graphics on each case study, which were also shared in social media. |
| European Geosciences Union (EGU) General Assembly | 19-30 April 2021 | https://meetingorganizer.copernicus.org/EGU21/session/40791 | Roberta Boscolo (WMO) Convener of the session on “Building operational weather and climate services for sustainable development in the global South” |
| PRÉvisions climatiques Saisonnières en Afrique, pays du Golfe de Guinée (PRESAGG) | March/ April 2021 | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | N/A – No presentation was possible |
| PRÉvisions climatiques Saisonnières en Afrique Soudano-Sahélienne (PRESASS) | April 2021 | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | N/A – No presentation was possible |

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| Africa Climate Week 2021 | 15 - 18 June 2021 (9 -10 August for Ministerial sessions) | https://unfccc.int/news/regional-climate-weeks-to-drive-forward-climate-action-in-2021-and-2022 | N/A – No presentation was possible as our abstract was not accepted |
| Southern African Regional Climate Outlook Forum (SARCOF) | August 2021 (and update forum held in January 2022) | http://csc.sadc.int/en/news-and-events/326-climate-outlook-forum-2021-sarcof-25 | Various FOCUS-Africa consortium members participated in the SARCOFs that have been held since the project inception. The aim was to get a better understanding of the SARCOF process, the user needs and challenges, identify linkages with other initiatives (e.g., CLIMSA) and first-hand information on the outlook for the upcoming season. WMO prepared summary notes on the key issues that emerged and shared with the consortium members. One of the FOCUS-Africa consortium members, ACMAD, played lead roles in the experts' training sessions of the SARCOF. |
| European Meteorological Society (EMS) Conference 2021 | 3-10 September 2021 | https://meetingorganizer.copernicus.org/EMS2021/EMS2021-460.html Full presentation: https://focus-africaproject.eu/wp-content/uploads/2021/09/EMS2021-FOCUS-Africa-08092021.pdf | Roberta Boscolo (WMO) made a presentation on the FOCUS-Africa project titled “Demonstrating the full-value chain of climate services in Southern Africa: the FOCUS-Africa project”. Linkages between partners based in Europe and Africa were highlighted, including how they will collaborate across work |

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| | | | packages and case studies to develop tailored climate services in the target sectors and countries. The event had 549 participants from 43 countries, providing a great opportunity to present the project to a wide audience. |
| Southwest Indian Ocean Countries Climate Outlook Forum (SWIOCOF) | September 2021 | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | N/A – No presentation was possible |
| Webinar on "Understanding Seasonal Forecasts in Africa: Q&A With Climate Scientists" | 13 October 2021 | https://www.icpac.net/events/seasonal-forecasting-in-africa-qa-with-climate-scientists/ | This webinar was organized jointly with the H2020 Sister Projects and facilitated through the IGAD Climate Predictions and Applications Centre (ICPAC). FOCUS-Africa was represented by Roberto Buizza of the Sant'Anna School of Advanced Studies (SSSA). |
| PRÉvisions climatiques Saisonnières en Afrique centrale (PRESAC) | November 2021 | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | N/A – No presentation was possible |
| PRÉvisions climatiques Saisonnières en Afrique du Nord (PRESANORD) | November 2021 | https://public.wmo.int/en/our-mandate/climate/regional-climate-outlook-products | N/A – No presentation was possible |
| European meteorological Society (EMS) Annual Meeting | 9 October 2021 | https://www.ems2021.eu/ | WMO presentation on "Demonstrating the full-value chain of climate services in Southern Africa: the FOCUS-Africa project" |
| 2022 | | | |
| First African Continental Climate Outlook Forum (ACCOF) | 04 February 2022 | https://focus-africaproject.eu/2022/02/10/focus-africa-participated-to-the- | This initiative was spearheaded by ACMAD who lead Work Package 7 of FOCUS- |

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| | | first-african-continental-climate-outlook-forum/ | Africa on capacity building. FOCUS-Africa was recognized as one of the contributors to the event and the FA Project Coordinator was among the invited guests who gave opening remarks. The remarks highlighted the need to enhance synergies and collaboration among climate services projects and initiatives on the continent. |
| AISAM conference (Associazione Italiana di Scienze dell'Atmosfera e Meteorologia) | 15-19 February 2022 | | AMIGO gave two oral presentations |
| 2nd African Continental Climate Outlook Forum - ACCOF-02 | 7-11 March 2022 | | FOCUS-Africa participates as one of the supporting projects and co-organizer of the forum with ClimSA project |
| Conference on the WG2 Report of IPCC | 3 March 2022 | | TMA participated |
| Conference - Statement of Status of Tanzania's Climate | 3 March 2022 | | TMA participated |
| 3rd African Continental Climate Outlook Forum - ACCOF-03 | 7 April 2022 | | WMO, ACMAD participated. FOCUS-Africa participates as one of the supporting projects and co-organizer of the forum with ClimSA project |
| 4th African Continental Climate Outlook Forum - ACCOF-04 | 29 April 2022 | | |
| Conference - Africa MAC (Meteorology and Climate) | 10 May 2022 | | MO |
| Seminar - April climate summary | 20 May 2022 | | TMA presentation Reviewing of the statement of April climate summary |
| EGU General Assembly 2022 | 23-27 May 2022 | https://www.egu22.eu | AMIGO presentation related to task 3.2 of FA |

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| 5th African Continental Climate Outlook Forum - ACCOF-05 | 3 June 2022 | | WMO, ACMAD participated. FOCUS-Africa participates as one of the supporting projects and co-organizer of the forum with ClimSA project |
| JRC- Kick-Off of the Network of Drought Observatories in the EU | 16/17 June 2022 | https://edo.jrc.ec.europa.eu/edora/php/index.php?id=201 | Project's case studies presented by WMO |
| 6th African Continental Climate Outlook Forum - ACCOF-06 | 1 July 2022 | | ACMAD presented on the climate outlook for different regions in Africa |
| SEB Analysis for ENANDES project (South America) | 18/19 July 2022 | | WMO presented the SEB methodology developed through D6.1 |
| ACET Annual General meeting | 29 July 2022 | | TMA participated |
| SARCOF meeting | 24/25/26 Aug 2022 | | WMO, ACMAD, TMA and climate experts participated. A presentation was made specifically on FOCUS-Africa and the opportunities for linkages between FA and other initiatives supporting the region (e.g. CLIMSA) |
| Seasonal Climate Outlook Forum (SCOF) for OctNovDec 2022 in Tanzania | 29 August 2022 | | TMA participated |
| Africa Climate Week | 29 Aug – 2 Sept 2022 | https://unfccc.int/climate-action/regional-climate-weeks/africa-climate-week-2022 | Linked to FA D2.3, CSIR co-hosted a side event and participated in other side events linked to the WEF nexus in the context of Africa. |
| National Forecast Forum of Mozambique | 9 Sept 2022 | | SSSA, IIAM presented an outlook of the rainy season in Mozambique based on the work being done in CS3 |

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| Copernicus Climate Change Service General Assembly | 13-15 Sept 2022 | https://climate.copernicus.eu/5th-c3s-general-assembly | WEMC participated |
| UNFCCC COP27 | 6-18 Nov 2022 | | Side events in EU and WMO Pavillions showcasing the climate services work by the H2020 Sister Projects. |
| AU-EU innovation agenda stakeholder event | 23/24 Nov 2022 | https://aueu-innovationagenda-stakeholderevent.com | SSSA participated and presented |
| SARCOF Update 2022/23 | 1 December 2022 | | WEMC made a presentation on their research related to monsoon onset determination in South-Eastern Africa as a means of exploring opportunities for capacity building on the subject for the SADC NMHS. |

Columns detailing who attended, from which partner organisation and in what capacity e.g. for networking or as a speaker will be also added to **Table 5** as the project progresses.

Engagement with and promotion of the events we are attending are shared on our social media channels and in the event area of our project website, including updates on any outcomes of our attendance. **Table 5** will be reviewed during, and updated following, **FOCUS-Africa** Consortium project meetings.

3.3 Knowledge Sharing and Dissemination Activity

1.3.3 Stakeholder Engagement Workshops

Workshops are used to obtain inputs from key internal and external stakeholders that are engaged in the development of the **FOCUS-Africa** climate services. The objectives and the programme of each workshop are defined on a case-by-case basis and in consultation with the WP leaders, so as to consider the latest progresses made in the project. All project partners are expected to contribute to stakeholder engagement via e.g. workshops organizing committee, participation and input into reporting. These events are to be considered the “clock” of the project and thus the activities in all WPs will be aligned to this WP schedule. Workshops are helping the knowledge sharing across the FOCUS-Africa project and other WMO ongoing projects in the region/continent for identifying gaps, sharing best practice and reporting on progress. When possible we considered organizing the workshops jointly with other ongoing events, we prepare a well-structured campaign and promote the events well in advance to always maximise attendance and aim to reach our audiences using the most suitable channels and ensure we are clear on the WIIFM (What’s In It For Me) to attract our target audiences.

Attendance at the workshops was expected to be between 25-30 participants (project partners, local stakeholders, entities from other research projects, etc.). The first workshop saw 64 attendees, at the

second 200 virtual attendees participated, and the third workshop saw 69 in person and 41 virtual attendees for a total of 137. Where relevant, tailored invitations that provide each invitee with a personalised justification for why they as an individual/organisation should attend the event and how they will benefit are used as well as mass media channels to promote attendance. Physical meetings are complemented with remote communications (teleconferences and emails) in order to achieve an optimal balance of displacement and effectiveness. The COVID health situation forced the first two workshops to be virtual gatherings, however the third workshop was held in presence. Despite the initial COVID constraints, the workshops have been highly successful and had many more participants than expected.

Stakeholder Workshops were planned to be held every 8 months (where local conditions allow) via the workshops organising committee, with consortium input, and each of the 5 countries involved in the case studies (South Africa, Malawi, Mozambique, Tanzania and Mauritius) should host at least one workshop. The proposed scheduled host country and related theme topic addressed in the local case studies (food security, infrastructure, energy and water) are aligned to incentivize a wider local participation. Following delivery of the first workshop in December 2020 (food security - South Africa), the second in September 2021 (Energy - Tanzania and Malawi) and the third in June 2022 (South Africa and Mauritius – food security, water) the fourth workshop will be:

4th Workshop, 8-12 May 2023, Food Security – Mozambique

The proposed tentative schedule for the remaining workshops, with theme topic and host country, are, noting that it is possible that the last workshop will be run as part of the final project event:

5th Workshop, Q3 2023, Water – Mauritius

6th Workshop, Q2 2024, Infrastructure – Tanzania (and other countries)

In addition to the stakeholder workshops, a project kick-off meeting was also held, marking the first step in the project's actions to engage broader stakeholders and create awareness of the project.

- **Situation analysis:** gather climate experts and sectoral stakeholders to characterise climate-related challenges, list existing services/initiatives and describe the industry, policy and legal frameworks
- **Exploration of specific climate data and service requirements:** meet with prospective users to analyse the climate risks to their work, formulate needs for climate services and expectations in terms of socio-economic impact, collect feedbacks on current climate services limitations and define features and boundary conditions to be considered in designing climate services
- **Impact evaluation:** co-define (together with stakeholders involved in case studies) a common impact assessment methodology, and coordinate the dynamic evaluation along the project using methods described in WP6

We are encouraging participants to subscribe to our project newsletter and gain feedback about their communication preferences. Stakeholder (including with 'committed stakeholders') engagement forum formats are expected to evolve over the course of the project from group workshops to one-on-one meetings at service users' offices and at their convenience.

2.3.3 Stakeholder Workshop Review

The first stakeholder workshop was an online event, held on 9th December 2020. South Africa was selected as the theme country with planned presentations and discussions focusing on the related country food security case study to incentivize a wider local participation. Below is a visual used to promote the event on social media.



Figure 4: FOCUS-Africa 1st Stakeholder Workshop online promotional material

The workshop was attended by 64 people (see **Table 7** for related KPIs) including project team members partners, Advisory Board members and external stakeholders from a varied range of sectors including agriculture, water, policy, energy, infrastructure, insurance, academia and civil society. The External Stakeholder Workshop Report is available publicly on our project website⁴.

Objectives

The specific objectives of this stakeholder workshop were to:

- Showcase the ability of the **FOCUS-Africa** Project to engage with the stakeholders in South Africa that are interested in climate services.
- Assess user's perspective of climate related risks.
- Map the existing climate risk mitigation and adaptation measures and responses.
- Raise an awareness of climate services tools and knowledge.
- Identify lessons learned from 2020 and COVID-19.

The 3.5-hour workshop began with the project and workshop overview. To provide a broad view of the impact of food security in the region, the agenda included presentations from industry experts listed below:

- Prof Coleen Vogel: Getting to the heart of climate change – the role of science and engagement
- Dr. Mary-Jane Bopape: The South African Weather Service weather and climate information
- Mr. Nehru Pillay: Climate Services for Credit Decision Making
- Dr. Moses Cho: Climate Smart Agriculture - the future of agriculture in southern Africa
- Mrs. Mapuleng Wicky Mpulwana: Agriculture and food security
- Mr. Nyiko Maluleke: Smallholder farmer adaptation to climate change

Outcomes

The stakeholders workshop achieved the objective of strengthening interaction among key stakeholders within the project while also ensuring interested parties, external to the project, to find out more about how FOCUS-Africa's climate services will benefit the key economic sectors in the region.

The invited presentations were well received, leading to insightful and informative discussion during plenary (along with the collection of user views via SLIDO). The SLIDO tool was used for adding a dynamic and interactive element to the event.

⁴ <http://focus-africaproject.eu/wp-content/uploads/2021/02/FOCUS-Africa-External-Stakeholder-Workshop-report.pdf>

Many commented on how much they enjoyed the opportunity virtually meet and understand the needs of different stakeholders from the perspective of industry experts and users.

The workshop offered a good opportunity to raise the profile of **FOCUS-Africa** within the food security sector in South Africa and proved to be successful in attracting a wide range of stakeholders from research and industry.

The event enabled successful communication and dissemination of the project's overall goals, discussion of the South Africa case study and the proposed long-term benefits for industry, while providing clear insight into the operational needs of industry stakeholders and therefore the requirements for potential impacts.

Second Stakeholder Workshop

The second workshop was held virtually on 14th – 15th September 2021. Tanzania was selected as the theme country, and the workshop was co-organised with the Tanzania Meteorological Authority (TMA) as the institution mandated to provide climate services in the country. The discussions focused on exploring the stakeholders' needs, challenges and capacities in terms of climate services in Tanzania. The workshop focused on three sectors: agriculture and food security, energy and infrastructure.

With the support of a private event management firm to facilitate the organization and coordination of the online workshop, the virtual gathering brought together 200 participants from the FOCUS-Africa consortium members, international stakeholders, including government officials, scientists, innovators, entrepreneurs, investors, policy makers, civil society, academia, public and private sectors, to discuss climate change services for Food Security and Agriculture, Energy, and Infrastructure in Tanzania.

Objectives

- Promote visibility of FOCUS-Africa project by showcasing the progress and challenges of the case studies in Tanzania
- Review users' requirements and strategies for climate services delivery in Tanzania
- Understand user perspectives and expectations
- Explore the opportunities for capacity building
- Expand the stakeholder network in Tanzania
- Identify connections and synergies across the three case studies (Agriculture and Food Security, Energy and Infrastructure)
- Assess the status of the stakeholders' engagement and synergies with the other H2020 sister projects, as well as other related projects and initiatives in the region
- Identify risks and lessons learned from 2020/2021 and COVID-19

Outcomes

The pandemic reduced the quality of gathering, networking and genuine interactions between participants during events and workshops. Nonetheless, online events have proven to be a useful for engaging with stakeholders remotely, conduct collaborative activities, and gather people across countries that otherwise may not have been able to attend a physical workshop. Overall, the online Second External Workshop of the FOCUS-Africa project was a success, reuniting 200 people from across the world and different sectors that agreed to share their time, opinions, insight, practices and necessities about climate services in Tanzania. The participation to the event was even more noticeable because it represented almost 70% of all people that initially registered, a ratio considered high for an online free event, showing a very well-directed and executed campaign of communication

and a high interest for the content and promises of the event. Some of the key outcomes from the workshop are as follows:

- Raised the profile of FOCUS-Africa project in Tanzania.
- Enabled the gathering of key information to inform climate services case study design as well as broader climate services work in the country.
- Laid a good platform for further engagement of stakeholders on climate services enhancement in the three target sectors in Tanzania.
- Raised awareness on TMA activities, products and challenges for climate services provision in different sectors.
- Increased understanding of NEXUS issues with regards to climate services for the three targeted sectors.

A video summary of the proceedings can be found at the following link:

<https://www.youtube.com/watch?v=5inKtgdZEaQ>

Third Stakeholder Workshop

The third Stakeholder Workshop took place in Pretoria (South Africa), 1-2 June 2022, in a hybrid mode. The focus was again on case study 1 on food security in South Africa, and the wider region, as well as around case study 8 on water management in Mauritius. The workshop brought together the consortium members, close partners, advisory board (AB) members, European Union (EU) officers, and local stakeholders in South Africa and Mauritius to better understand the local needs and requirements for related case studies in food security and water. The workshop explored local gaps, opportunities, and activities especially in South Africa and Mauritius, but covered broader regional perspectives whenever possible.

Objectives

- Promote visibility of FOCUS-Africa project by showcasing the progress and challenges of the case studies in South Africa and Mauritius
- Understand and review users' requirements, perspectives, and strategies for climate services delivery in South Africa and Mauritius
- Assess the status of the stakeholder's engagement
- Expand the stakeholder network in South Africa and Mauritius
- Identify risks and lessons learned from 2020/2021 and COVID-19
- Better understand end-users' requirements
- Explore the opportunities for capacity building

Outcomes

Overall, the workshop objectives were met and being the first in-person stakeholder workshop since the start of the project this was a huge milestone. The in-person engagements enabled partners to engage more closely, while also serving as a team building experience. Better understanding was gained on the context for climate services delivery, the major needs and challenges for each case study and the opportunities that lie ahead in the development of the case studies and support to their sustainability. A list of the most important points raised during both the stakeholder workshop and the capacity building session are provided in the following:

- Urgent need for better ways to predict the onset, duration, and cessation of rainy season
- Ensure accuracy, uncertainty, and limitations of using seasonal forecast and projection model output are properly communicated to users and are well documented. This includes clarifying role of natural uncertainty (due to limits of predictability of the climate system) and structural uncertainty (tool, models, choices we make in the processing)

- Enhance capacity building including via direct engagement between scientists and users, also as a way to understand how we use language differently and to learn from each other better
- Increasing need for training on the interpretation of use of seasonal forecasts, with different approaches (dynamical, statistical, as well as objective vs subjective)
- Improve ways to convey seasonal forecasts and projections and their level of uncertainty in a descriptive and visual way
- Encourage farmers and other users to share their data as a way to both improve prediction models and to get them involved in the process. This can help build trust
- Importance to consider and include indigenous knowledge in seasonal forecasting
- Need to better investigate best method of communication (WhatsApp, visualisation portals)
- Seek opportunities to demonstrate use of climate services to support cross-sectoral (nexus) activities
- Maintain links with stakeholders who contributed to the workshop and demonstrated an interest to use FOCUS-Africa output (e.g., Northwest province farmers and Mauritius stakeholders)
- Harness opportunities to work with Government Departments (e.g., the Department of Agriculture, Rural Development), to integrate climate information in their planning

3.3.3 Missions

As part of understanding user requirements, setting the socio-economic baseline and engaging case study stakeholders, missions to case study countries have become integral. While the main objectives of the missions were to advance the scientific and socio-economic aspects of the case studies, they also served as a means of raising awareness on the project activities and provided a platform for communication and dissemination of project activities and results. To date, missions have been conducted to Mozambique (October 2021 and September 2022), Mauritius (March 2022), Tanzania (May 2022) and Malawi (October 2022).

3.3.3 Other Activities

Other opportunities to communicate and disseminate the **FOCUS-Africa** output that have been executed are listed below.

- **Blogs** – All partners have been encouraged to write stories and blogs on their activities. This includes write-ups of the missions, workshops and other activities in the project. These have been largely posted on the FOCUS-Africa webpage at <https://focus-africaproject.eu/news-blog/>. Partners have also used their own websites and blogs for dissemination of stories and achievements. Examples of blogs posted by partners are
 - <https://www.wemcouncil.org/wp/tech-blog-important-drivers-of-southeast-african-monsoon-variability-is-early-monsoon-onset-prediction-and-planning-possible/>
- **Bulletin** – highlight recent monsoon season onset work to provide an early warning advisory to project partners and collaborators in relation to FOCUS-Africa case study sectors, particularly agriculture and energy
- **TealBot** – Teal (<https://tealtool.earth>) is a visualisation tool that enables exploration of climate variables from 1950 to near real time, and carbon emissions from 1960. It also allows exploration of projections of climate variables from 2015 to 2100 for three different GHG emission scenarios ('low', 'medium' and 'high' emissions). A global map shows climate data by country and sub-country, at different temporal resolutions. With Teal planned to be used for a few project's case studies, the developed Tealbot will aid communication and dissemination of climate data especially for specialists sector (in e.g. agriculture, water, energy) not expert in climate data (see **Figure 5**)

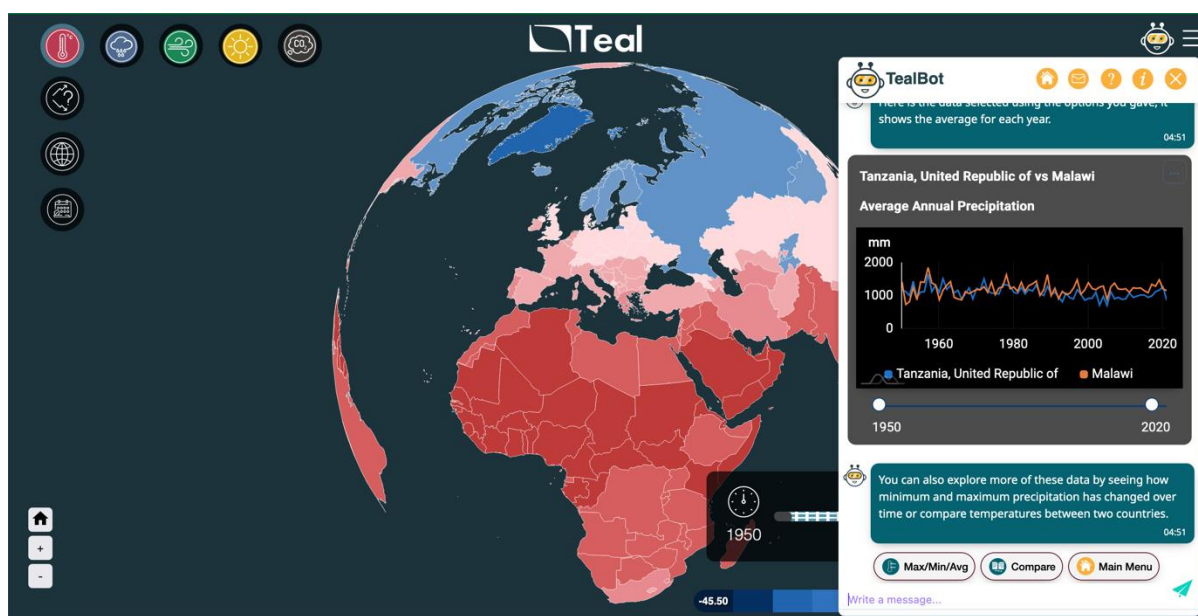


Figure 5: The Teal tool and its companion TealBot (<https://tealtool.earth>).

- **Visits:** Arrange targeted visits to individual organisations, in our target sectors and broader, to explain and gather input for the FOCUS-Africa climate solutions <https://linktr.ee/focusafricaproject>
- **Commissioner visits:** Working with the project EU Officer to ascertain the feasibility of arranging at least one Commissioner visit to either a workshop or event, or partner office, to maximise news of a project milestone or landmark.

4 Timescales

Table 6 shows the timing of key communications activity within the context of the project timeline. This planned activity will be regularly reviewed throughout the project and additional opportunities added, as they are identified.

Table 6: Implementation Stages

| Engagement Activity | When | Deliverable/ Milestone | Related Task |
|--|------------------------|------------------------|--------------|
| Develop the website | 30/10/2020 | D1.1 | 1.4 |
| Preparation and execution of 1 st stakeholders' workshop (virtual) | 30/12/2020 | MS1.1 | 1.1 |
| Preparation and publication of the Communication and Dissemination Plan | 30/02/2021 | D1.2 | 1.3 |
| First project campaign. Aim: amplifying case studies with infographics and one-minute videos for each | 22/04/2021 (Earth Day) | | 1.4 |
| EGU21 Gather Online, Virtual Assembly – 'Building operational weather and climate services for sustainable development in the global south' session. Joint Convener Roberta Boscolo with sister projects | 28/04/2021 | | |

| | | | |
|---|---------------------------------------|-------|------------|
| https://meetingorganizer.copernicus.org/EGU21/sessionprogramme | | | |
| Production of the communication toolkit and visual identity | 30/04/2021 | | 1.4 |
| Workshop on co-development and co-production in collaboration with our sister projects | Spring/Summer 2021 | | |
| Preparation and execution of 2 nd stakeholders' workshop (virtual or presential) | 30/09/2021 | MS1.2 | 1.1 |
| Preparation and execution of 3 rd stakeholders' workshop (virtual or presential) | 30/05/2022 | MS1.3 | 1.1 |
| Preparation of the mid-term report | 30/05/2022 | D1.3 | 1.1 |
| Preparation and execution of 4 th stakeholders' workshop (presential) | 12/05/2023 | MS1.4 | 1.1 |
| Update of the Communication and Dissemination plan | 30/12/2022 | D1.4 | 1.3 |
| Preparation and execution of 5 th stakeholders' workshop (presential) | 30/09/2023 | M1.5 | 1.1 |
| Thematic Narratives for the CSs | Ongoing - 01/10/2023 | | 1.4 |
| Organize the virtual AB meetings – 6 meetings one month before the stakeholders' workshops and during the workshops itself when possible | 15/04/2024 - next meeting summer 2021 | | 1.2 |
| Preparation and execution of 6 th stakeholders' workshop (presential) | 30/05/2024 | | 1.1 |
| Preparation of the mid-term report (D1.5) | 30/05/2024 | D1.5 | 1.1 |
| Mapping of current related projects and activities in Africa and identify synergies. Updating map regularly (see Appendix 2). | Ongoing - 15/08/2024 | | 1.3 |
| Preparation of the final report (D1.7) | 31/08/2024 | D1.7 | 1.1 |
| Social media presence | Ongoing | | 1.4 |
| Generating content for articles, infographics, short videos, webinars etc. | Ongoing | | 1.4 |
| Newsletters and communication campaigns | Ongoing | | 1.4 |
| Policy Brief | 31/08/2024 | D1.6 | 1.4 |
| Final Conference on Climate Risks in collaboration with our sister projects | 2023/2024 | | |

A communication and dissemination activity timeline across the full term of the project, with activities undertaken so far and known future activities has been created, see a snapshot in **Figure 6**. This spreadsheet will be continually updated with new activities and opportunities as the project progresses.

| FOCUS- Africa content planner | | | | | | | Key |
|-------------------------------|-----------|------|---|---------------|-----|--|--------------------------|
| | 2020 | | | | | | |
| M1 | September | | | | | | Deliverable |
| M2 | October | D1.1 | | | | | Milestone |
| M3 | November | | WS1 announcement | | | | Press release/news item |
| M4 | December | WS1 | | | | | Communication Campaign |
| | 2021 | | | | | | |
| M5 | January | | | | | | Workshop |
| M6 | February | D1.2 | | | | | Newsletter |
| M7 | March | | Africa Environment Day / Wangari Maathai Day, Africa Climate Week | | | | Project event/conference |
| M8 | April | | Earth Day | | | | Webinar |
| M9 | May | | | Press release | | | Podcast |
| M10 | June | | | | | | Awareness Days |
| M11 | July | | | | | | |
| M12 | August | D1.8 | | Newsletter | WS2 | | |
| M13 | September | | | | | | |
| M14 | October | | | | | | |
| M15 | November | | | | | | |
| M16 | December | | | | | | |
| | 2022 | | | | | | |
| M17 | January | | | | | | |
| M18 | February | D1.3 | | | | | |
| M19 | March | | | | | | |
| M20 | April | WS3 | | | | | |
| M21 | May | | | | | | |
| M22 | June | | World Environment Day | | | | |
| M23 | July | | | | | | |
| M24 | August | | | Newsletter | | | |
| M25 | September | | | | | | |
| M26 | October | | | | | | |
| M27 | November | | | Press release | | | |
| M28 | December | D1.4 | WS4 | | | | |
| | 2023 | | | | | | |
| M29 | January | | | | | | |

Figure 6: FOCUS-Africa Activity Timeline

5 Evaluation

The Communication and Dissemination Plan will continue to be reviewed on a regular basis and the approach updated in line with project developments and new opportunities arising. Key Performance Indicators (KPIs) have been identified for a number of key activities during the project lifetime, see **Table 7**. Successful delivery of the Communication Plan will be evaluated by a number of measures, including number of attendees, participants/sectors we attract and gender balance at events/workshops, sign ups to the mailing list, social media followers/interaction, Google Analytics for website traffic, media coverage and general enquiries received by email. Online mentions of **FOCUS-Africa** are being monitored to evaluate how widely the projects' key messages are being disseminated, what key stakeholder relationships have been created and how the project's audiences have grown as a result of this coverage.

The Work Package 1 team will also regularly assess whether our key messages are getting through e.g. is our content being understood and engaged with. Is it being delivered in the format most useful to our audiences and is it easy for them to have conversations with us.

Table 7: Key Performance Indicators





| KPI Title | Target | Frequency | Achievements up to 15/2/21 | Achievements up to 1/12/2022 |
|---------------------------|--------------------|----------------|-------------------------------|--|
| Stakeholder WS attendance | 25-30 participants | Every 8 months | 64 participants at Workshop 1 | 200 participants at Workshop 2 137 participants at Workshop 3 |

| | | | | |
|---|--|-----------------------|---|--|
| Social Media followers/engagements | 500 social media followers | Constantly updated | 100 followers across Twitter and LinkedIn | 580 followers across Twitter and LinkedIn |
| Number of newsletters issued during the project | 4 main newsletters plus workshop invitations | Annual | N/A | 2 Newsletters 1 Newsflash Earth Day 5 Workshop News Items |
| Newsletter subscribers | 250 subscribers | N/A | 78 subscribers | 372 subscribers |
| Official website analytics (e.g. page views) | 20,000 visitors from 15 countries | Constantly updated | 4,829 visitors and 5,228 sessions | 35,811 visitors 38,862 sessions |
| Partners and researchers project blogs | 2 | Every 6 months | N/A | 4 |
| Articles in scientific journals | 1 | Every 24 months | N/A | |
| Conference presentations | 3 for each Work Package Leader | Throughout project | N/A | |
| Development of policy papers and position papers | 1 | Conclusion of project | N/A | |
| Press releases issued | At least three during project | Annual | N/A | |

6 Appendix 1 FOCUS-Africa Style Guide

FOCUS-AFRICA STYLE GUIDE

COLOR CODE

| | | | |
|---|---|---|---|
|  |  |  |  |
| WEB: #056db6 RGB: 5, 109, 182 CMYK: 69-29-0-29 | WEB: #a0a0a0 RGB: 160, 160, 160 CMYK: 0-0-0-37 | WEB: #22a243 RGB: 34, 162, 67 CMYK: 80-4-94-0 | WEB: #3b3b3c RGB: 59, 59, 60 CMYK: 68-58-54-60 |

TYPOGRAPHY

FONT LOGO:

- Montserrat

FONTS TO USE IN DOCUMENTS/PRESENTATIONS:

- Calibri
- Montserrat

LOGO VARIATIONS

LOGO ON WHITE BACKGROUNDS



LOGO ON DARK BACKGROUNDS



7 Appendix 2 Mapping of current related projects and activities in Africa, using the WMO portal

| Project | Status | Donors | Project partners | Description/contact |
|---|-----------|--|---|---|
| Adaptation Programme in Africa (GFCS APA) Phase II: Building Resilience in Disaster Risk Management, Food Security and Health | Completed | Norwegian Agency for Development Cooperation (NORAD) | <ul style="list-style-type: none"> Malawi Meteorological Services Tanzania Meteorological Authority (TMA) World Health Organization (WHO) World Food Programme (WFP) International Federation of Red Cross and Red Crescent Societies (IFRC) | Adaptation Programme in Africa (GFCS APA) Phase II: Building Resilience in Disaster Risk Management, Food Security and Health World Meteorological Organization (wmo.int) |
| Agricultural Climate Resilience Enhancement Initiative (ACREI) | Ongoing | Adaptation Fund | <ul style="list-style-type: none"> IGAD Climate Prediction and Applications Centre (ICPAC) Food and Agriculture Organization of the United Nations (FAO) | Agricultural Climate Resilience Enhancement Initiative (ACREI) World Meteorological Organization (wmo.int) |

| | | | | |
|---|-----------|--|--|---|
| | | | | Contact: wmoprojects@wmo.int |
| Strengthening Risk informed planning, Hydro-Meteorological and Early Warning Services in Malawi (CPROJ_14-WMO-PJ-NA-GR-1) | Ongoing | Climate Risk Early Warning System (CREWS) | World Bank, IFRC | TBA Contact: ibmigraine@wmo.int |
| Climate Services Adaptation Programme in Africa: Malawi & Tanzania | Completed | Norwegian Agency for Development Cooperation (NORAD) Norway | <ul style="list-style-type: none"> • Agriculture and Food Security (CCAFS) • Centre for International Climate and Environmental Research – Oslo (CICERO) • CGIAR Research Programme on Climate Change • Chr. Michelsen Institute (CMI) • International Federation of Red Cross and Red Crescent Societies (IFRC) • World Food Programme (WFP) • World Health Organization (WHO) | Climate Services Adaptation Programme in Africa: Malawi & Tanzania World Meteorological Organization (wmo.int) |
| Climate Services for Increased Resilience in the Sahel | Ongoing | <ul style="list-style-type: none"> • Norwegian Refugee Council (NRC) • U.S. Agency for International Development/ • The Office of U.S. Foreign Disaster Assistance (USAID/OFDA) | <ul style="list-style-type: none"> • African Center of Meteorological Application for Development (ACMAD) • Food and Agriculture Organization of the United Nations (FAO) • National Oceanic and Atmospheric Administration (NOAA) • Norwegian Refugee Council (NRC) | https://public.wmo.int/en/projects/climate-services-increased-resilience-sahel |
| Enhancing the provision and utilization of climate services in Tanzania | Completed | Korea Meteorological Administration (KMA) | TMA | https://public.wmo.int/en/projects/enhancing-capacity-provision-and-utilization-of-weather-and-climate-services-tanzania |

| | | | | |
|---|----------|--|---|---|
| Flash Flood Guidance System with Global Coverage (FFGS) - includes countries like Malawi | Ongoing | <ul style="list-style-type: none"> • U.S. Agency for International Development/The Office of U.S. Foreign Disaster Assistance (USAID/OFDA) Climate Risk Early Warning System (CREWS) Environment and Climate Change Canada (ECCC) | <ul style="list-style-type: none"> • National Oceanic and Atmospheric Administration (NOAA) • National Weather Service (NWS) • Hydrologic Research Center (HRC) | Flash Flood Guidance System with Global Coverage (FFGS) World Meteorological Organization (wmo.int) |
| Food Security and Global Framework for Climate Services | Ongoing | Irish-Aid | National Meteorology Agency of Ethiopia | Food Security and Global Framework for Climate Services World Meteorological Organization (wmo.int) |
| Free Access to a Cutting-edge Knowledge Base on Drought Management | Ongoing | NA | NA | Free Access to a Cutting-edge Knowledge Base on Drought Management World Meteorological Organization (wmo.int) |
| Full-Value chain Optimised Climate User-centric Services for Southern Africa (FOCUS-Africa) | Ongoing | European Commission | | Full-Value chain Optimised Climate User-centric Services for Southern Africa (FOCUS-Africa) World Meteorological Organization (wmo.int) Contact : rboscolo@wmo.int |
| High Impact Weather Lake System (HIGHWAY) Project | Complete | United Kingdom Department for International Development (DFID) | <ul style="list-style-type: none"> • Uganda National Meteorological Authority (UNMA) • Rwanda Meteorological Agency (RMA) • Tanzania Meteorological Authority (TMA) • UK Met Office • East African Community (EAC) • Lake Victoria Basin Commission (LVBC) • Kenya Meteorological Department (KMD) | High Impact Weather Lake System (HIGHWAY) Project World Meteorological Organization (wmo.int) Contact: wmoprojects@wmo.int |

| | | | | |
|--|---------|---|---|---|
| Improving dissemination of weather forecasts and warnings through radio and television | Ongoing | Norway | UK Met Office | Improving dissemination of weather forecasts and warnings through radio and television World Meteorological Organization (wmo.int) |
| Integrating Flood and Drought Management and Early Warning for Climate Change Adaptation in the Volta Basin (VFDM) | Ongoing | Adaptation Fund | <ul style="list-style-type: none"> • Volta Basin Authority (VBA) • Global Water Partnership West Africa (GWP-WAF) | Integrating Flood and Drought Management and Early Warning for Climate Change Adaptation in the Volta Basin (VFDM) World Meteorological Organization (wmo.int) Contact : rtripathi@wmo.int support@vfdm.info |
| Intra-ACP Climate Services and Related Applications (ClimSA) | Ongoing | European Union | <ul style="list-style-type: none"> • ACP Secretariat African Union Commission (AUC) • AGRHYMET Economic Community of Central African States (ECCAS) • Indian Ocean Commission (IOC) • Southern African Development Community (SADC) • National Meteorological and Hydrological Services (NMHSs) Secretariat of the Pacific Regional Environment Programme (SPREP) • African Center of Meteorological Application for Development (ACMAD) • Caribbean Institute for Meteorology & Hydrology (CIMH) • IGAD Climate Prediction and Applications Centre (ICPAC) | Intra-ACP Climate Services and Related Applications (ClimSA) World Meteorological Organization (wmo.int) Contact: wmoprojects@wmo.int |
| Training Programme on Climate Change Adaptation | Ongoing | Italian Ministry of Foreign Affairs and International Cooperation | IBIMET-CNR, AGRHYMET | Training Programme on Climate Change Adaptation and Disaster Risk Reduction in Agriculture (PACC/RCC) |

| | | | | |
|--|----------|---|---|---|
| and Disaster Risk Reduction in Agriculture (PACC/RCC) | | | | World Meteorological Organization (wmo.int) Contact: tra@wmo.int |
| Training Scientists in Developing Countries | Ongoing | | | Training Scientists in Developing Countries World Meteorological Organization (wmo.int) |
| West Africa: Seamless Operational Forecast Systems and Technical Assistance for Capacity Building | Ongoing | Climate Risk Early Warning System (CREWS) | | West Africa: Seamless Operational Forecast Systems and Technical Assistance for Capacity Building World Meteorological Organization (wmo.int) Contact: ibmigraine@wmo.int |
| CREWS Southern Africa | Pipeline | Climate Risk Early Warning System (CREWS) | WMO, World Bank, UNDRR, RSMC Pretoria | www.crews-initiative.org Contact: ibmigraine@wmo.int |
| Supporting regional cooperation to strengthen seamless operational forecasting and multi hazard early warning systems at national level in the South-West Indian Ocean | Ongoing | Climate Risk Early Warning System (CREWS) | WMO, World Bank, UNDRR, Indian Ocean Commission | https://www.crews-initiative.org/en/projects/supporting-regional-cooperation-strengthen-seamless-operational-forecasting-and-multi Contact: ibmigraine@wmo.int |