

CCAFS Communicating Carbon Workshop Agenda
Hosted at ICRAF HQ, Nairobi
12-14 October 2011

Final Version

Background

One of the key mitigation strategies in agricultural landscapes is to sequester carbon in the soil or in trees. Several schemes have developed where parties may purchase carbon credits produced by farmers to offset their own carbon emissions. Engaging farmers in such carbon finance schemes is challenging, however, due to the establishment of mechanisms for carbon sequestration, uncertainties surrounding the carbon market, language and media access barriers to participation in information flows, unclear risks and unrealistic expectations about benefits of carbon schemes to farmers.

Therefore, a workshop on Communicating Carbon may help improve various communication techniques used to better inform farmers about carbon projects and ensure free, prior and informed consent (FPIC). The principle of FPIC includes providing information about and consultation on any proposed initiative and its likely impacts; participation of communities; and, representative institutions. FPIC is important in protecting rights and resources of farmers. Non-governmental organizations and others in many countries are already acting as “brokers” while implementing FPIC where project developers help negotiate between carbon buyers and farmers who may have the means to plant more trees or sequester more carbon in the soil to help offset emissions. It is the information on carbon finance and how information is conveyed based on the FPIC principles that this workshop will focus upon.

The aim of this workshop is to bring together the project developers and their staff who interact with farmers to exchange lessons learned with each other, as well as to develop improved skills related to communication about carbon projects. The workshop will highlight best communication practices used to inform farmers about carbon markets, contracts, and risks involved in engaging with carbon projects. The workshop will also learn from communication strategies that have not been successful. The Communicating Carbon workshop aims to facilitate linking knowledge of mitigation with action that can help mitigate GHG emissions.

Objectives of the Workshop

- Share experiences on communicating the concept of carbon finance to farmers
- Identify communication strategies that provide and do not provide free, prior and informed consent to farmers about carbon project
- Develop topics and texts to be included in a policy brief on communicating carbon finance
- Develop an action plan to carry forward collaboration beyond this initial gathering

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| 12 October | | | |
|-------------------|--|--|----------------|
| Time | Activity | Objective | Leads |
| 09:00-09:30 | Introduction to CCAFS, Workshop Expectations, Objectives and Agenda | Everybody familiar with why we are here and what we will be doing | Patti |
| 09:30-10:00 | Ice Breaker and Organisational Introductions | Get to know each other | Carl |
| 10:00-10:30 | Key Themes in Carbon Projects and FPIC: Brief presentation | Hear about components of carbon projects, such as concept of sequestration, context, costs & benefits, MRV, legal dimensions in relation to the FPIC principles. Check our understanding of terms related to carbon projects based on Delia's presentation and terms that were sent by email | Delia and Carl |
| 10:30-11:00 | Tea/Coffee Break | Refuel and Socialise | |
| 11:00-12:00 | Experience Sharing Part 1: Participant presentations x 5(10 minutes each) | Hear about participants' experience with communicating the concept, costs and benefits, context, monitoring, reporting & verification (MRV) and legal dimensions of carbon projects | Moushumi |
| 12:00-12:45 | Reflection and Issue Mapping 1 | Discuss and capture challenges, opportunities, questions, gaps in knowledge | Carl |
| 12:45-13:30 | Snack Lunch and Walk | Refuel and Energize | |
| 13:30-14:30 | Experience Sharing Part 2: Participant Presentations x 4 (10 minutes each) | Hear about issues with concept, costs and benefits, context, MRV and legal dimensions of carbon projects | Patti |
| 14:30-15:15 | Reflection and Issue Mapping 2 | Discuss and capture challenges, opportunities, questions, gaps in knowledge | Carl |
| 15:15-15:45 | Tea/Coffee Break | Refuel and Socialise | |

| 12 October | | | |
|-------------------|--|--|--------------|
| Time | Activity | Objective | Leads |
| 15:45-16:30 | Enrich and Verify Issues Map | Build detail and consensus on key issues in communicating carbon | Carl |
| 16:30-17:15 | Fail Fair: Classic Mistakes from Agriculture and Environment Communications with a FPIC lens | Learning from shared history of errors to add to communication issues already identified | Carl |
| 17:15 | Close | Acknowledge progress made today | Moushumi |

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|-------------------|--|--|--------------|
| Time | Activity | Objective | Leads |
| 09:00-09:30 | Recap and Feedback on Previous Day | Reinforce learning | Moushumi |
| 09:30-09:45 | Overview of Communication Issues Analysis sessions | Build familiarity with aim of analysing issues identified on day one | Carl |
| 09:45-10:30 | Analysis of Language (informal, scientific, translated, ill/literacy, etc) and Tools (media, processes, etc) | Use our experience of using language and tools to analyse issues in communicating carbon and draw out key messages | Carl |
| 10:30-11:00 | Tea/Coffee Break | Refuel and Socialise | |
| 11:00-12:30 | Analysis of Cultural and Social Factors (gender, wealth, power, etc in engaging and building trust) | Use our experience of addressing cultural and social factors to analyse issues in communicating carbon and draw out key messages | Moushumi |
| 12:30-13:30 | Snack Lunch and Walk | Refuel and Energize | |
| 13:30-15:00 | Analysis of Structural Factors (property rights, size of landholding, markets, regulations, etc) | Use our experience of addressing structural factors to analyse issues in communicating carbon and draw out key messages | Patti |
| 15:00-15:30 | Tea/Coffee Break | Refuel and Socialise | |
| 15:30-16:15 | Analysis of Psychological Factors (values, attitudes, mindsets, etc) | Use our experience of addressing psychological factors to analyse issues in communicating carbon and draw out key messages | Carl |
| 16:15-17:15 | Policy Brief Design: Message, Audience, Headings, Who wants to Write What? | Create the foundation for collaborative writing of a Communicating Carbon policy brief based on our analysis | Carl |
| 17:00 | Close | Acknowledge progress made today | Patti |
| 19:00-21:00 | Workshop Dinner (TBC) | | |

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| 14 October | | | |
|-------------------|--|---|--------------------|
| Time | Activity | Objective | Leads |
| 09:00-09:15 | Overview of sessions | Build familiarity with aim of today's policy brief writing sessions. | Patti |
| 09:15-10:30 | Writing Policy Brief Sections (using design agreed yesterday and issues and analysis gathered during workshop) | Produce first rough draft that can be shared after break for feedback (500 words max) | Carl |
| 10:30-10:45 | Tea/Coffee Break | Refuel | |
| 10:45-11:30 | Reading and Feedback | Swap one draft section and then provide critical feedback to the writers | Carl |
| 11:30-12:00 | Re-draft Policy Brief Sections | Enhance draft building on feedback | Carl |
| 12:00-12:30 | Action Planning (to complete policy brief and set other aims) | A simple plan to carry forward collaboration beyond this initial gathering | Carl |
| 12:30-13:00 | Close | Feedback on initial expectations and share best aspects of the workshop | Patti and Moushumi |
| 13:00-14:00 | Lunch | | |