



## **Call for Proposals: Review of and strategy development for climate change communications and social learning in climate change**

### **Background**

Climate change is an immediate and unprecedented threat to the food security of hundreds of millions of people who depend on small-scale agriculture for their livelihoods. The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) brings together the world's best researchers in agricultural science, development research and climate science to identify and address the most important and complex interactions, synergies and tradeoffs between climate change, agriculture and food security through the union of the complementary strengths of the CGIAR system and the Earth System Science Partnership. CCAFS also involves farmers, policy makers, donors and other stakeholders, to integrate their knowledge and needs into the tools and approaches that are developed.

CCAFS' overall goal is to overcome the additional threats posed by a changing climate to achieving food security, enhancing livelihoods and improving environmental management. This entails promoting more adaptable and resilient agriculture and food systems; mainstreaming climate variability and climate change issues into development strategies and institutional agendas; enhancing peoples' understanding of climate change issues; and ensuring that decisions on policies and actions are based on the best information and data. In order to meet the overall goal, CCAFS has established four research themes: Adaptation to Progressive Climate Change; Adaptation through Managing Climate Risk; Pro-poor Climate Change Mitigation; and Integration for Decision Making. For more information go to [www.ccafs.cgiar.org](http://www.ccafs.cgiar.org)

One primary objective of the 'Integration for Decision Making' Theme is to assemble data and tools for analysis and planning and thus provide improved frameworks, databases and methods for planning responses to climate change. This requires the development of different sets of tools and decision aids and the communication of these to different stakeholders.

Developing countries are particularly vulnerable to the impacts of climate change. An essential activity of this theme relates to the development of decision support and communication tools so that policymakers, researchers and farmers can make decisions with a greater understanding of the interactions between local conditions, national policies and programs, and international development, in the face of multiple drivers of change.

### **Objectives of this call**

The objective of this call for proposals is to review both the current approaches to climate change communications and social learning that are applicable to the developing world and to develop a strategy for future CCAFS engagement in this area. While a large body of literature is concerned with climate change communications and social learning in the developed world, less is available or applicable to the developing world. The differences between climate change communications approaches and social learning approaches should be articulated. Various approaches and tools are being developed and applied by the development community and the aim is to review the existing approaches, tools and decision aids that are applicable in this context. The abilities of different communication tools to bring out stakeholders' engagement in the exchange of perspectives on CCAFS issues should be a central consideration.

### **Terms of reference**

We are concerned with communications as a two-way street: on the one hand, how best to convey complex information and research outputs to different stakeholders at different levels; on the other, how information needs of different stakeholder groups, their perceptions and management of risk, experiences with and approaches to social learning, etc. can inform the development and appropriate utilisation of socially-differentiated decision aids that are relevant to different stakeholder groups.

Based on an assessment of the existing approaches, the aim is to identify main strengths and weaknesses in targeting specific stakeholders, as well as the gaps that could inform a CCAFS strategy of future engagement in this area of work. This review should include the different kinds of communication channels (i.e. media, ICTs, etc.) targeted at stakeholder groups at various hierarchical levels (such as farmers, community groups, local governments, national policy makers, etc.) based on social differentiation (i.e. gender, wealth, ethnicity, religion, age, etc.), when exploring the different approaches in use in climate change communications and social learning.

This review should assist CCAFS in identifying potential niches of making specific contributions to the development of climate change communications approaches and tools and help prioritize potential activities to contribute towards CCAFS output targets over the coming years. The primary focus of this review should be on whether existing approaches are applicable (or could be adopted) specifically to rural areas in developing countries (i.e. CCAFS target regions, or CGIAR mandate region more broadly); the context of the review should revolve around the linkages between climate change, agriculture and food security as well as the four CCAFS research themes.

The review is expected to consider the following key points:

- Review of existing approaches/tools/decision aids in development practice (and academic literature) on climate change communications (or beyond) that demonstrate how complex information is conveyed to various stakeholders
- Include the communication of risks, uncertainties and response options to different stakeholders to support informed decision making (focus on food security in rural areas and CCAFS themes)
- Include the communication needs of different stakeholders and how these needs are currently being met (include aspects of perceptions of the risk of climate change and social learning)

- Review of social learning in relation to risk communication and management (may use examples from outside of climate change)
- Analysis of strengths and weaknesses of existing approaches
- Identify gaps and propose an innovative strategy and priority activities for CCAFS to move forward: identify research needs towards producing effective communication strategies, decision aids for exchange of information based on information needs of different stakeholder groups

The expected outputs include a review paper and a database of existing approaches. The project will be responsible for identifying and securing relevant publications and sets of information from development organisations and the academic literature, where appropriate.

### Competencies

The consultant or research team will have a strong communications for development and/or climate change background in developing countries, and proven track record of work in this field.

### Budget and timeline

Up to US\$ 30,000 are available for this project.

This work is to be conducted over 3 months from signing of the contract. The following timeline is to be followed:

- A progress report (up to 10 pages) should be submitted by 15 November 2011.
- The final report and all materials should be submitted by 31 December 2011.

### Application procedure

- A short project proposal (up to 5 pages) is required by 15 September 2011 that summarises the approach to be taken, outlines the report to be developed, expertise (including CVs), budget and the major sources of information to be utilised. CCAFS is open to proposals with different approaches as long as they address the objectives. Priority will be given to proposals that provide innovative approaches.
- CCAFS will announce the selection to the successful applicant by 1 October 2011 and will immediately draw up a sub-contract agreement.
- The successful applicant may be requested to attend a meeting in Kenya (or Europe) shortly thereafter to coordinate the details of this activity.

The proposal should be sent via email to Wiebke Foerch: [w.foerch@cgiar.org](mailto:w.foerch@cgiar.org). Please indicate "proposal on climate change communications review" in the subject line. Proposals will be evaluated by CCAFS researchers on the basis primarily of relevance to the objective, competencies of the proposer, and innovativeness of the approach.