

**COMMUNICATION CONSULTANCY REPORT FOR PACJA**

**APRIL TO NOVEMBER 2021**

Submitted by

Henry Neondo

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## **Summary**

This consultancy began on April 1 and ends on November 2021. The aim was to raise the visibility of the Pan African Climate Justice Alliance in the mass and social media across Africa.

## **1.0 Context**

The consultancy began in the context of COVID-19 impacts manifested by office work still carried out in homes, limited physical meetings that limited campaigns and advocacy opportunities. The following were the objectives set out to be met;

1. Strategy: Foster a robust communication strategy for PACJA's impact and added value underpinning its advocacy work and supporting fundraising.
2. Advocacy: Enhance the efficiency of PACJA's people-centered advocacy campaigns and help increase public awareness of the issues we are working on
3. Profiling and Branding: Build consistent and powerful branding at local, national, regional, Pan African, and international levels and increase PACJA brand awareness
4. Media: Get our messages across on media such as newspapers, magazines, radio or television, and new social media
5. Supporting fundraising
6. Team management and coordination
7. Capacity building of PACJA staff across the network in communication skills and practices

## **2.0 Outcomes**

### **2.1 Strategy**

A Draft communication strategy was developed and shared with Dr Mithika and Mr Eugene.

However, using the strategy, a communication work plan was developed and shared with Salina Sanou, the Head of Programmes. The plan guided my work in the course of the consultancy.

However, it is worthy to note that while the strategy and plan were developed before the expanded PACJA, it might be important to have this treated as a draft that could be used to enrich the aspirations of the new communication team and unit that is evolving at the Secretariat.

The Plan intended to streamline communication activities of the Alliance.

## 2.2 Advocacy

To support the policy influencing and campaigns, it must be realized that in the context of COVID-19, many activities were taking place online. Thankfully PACJA had a programme where youths were being engaged to continue with conversations on climate justice online. Through Young Digital Activists (YDAs), it was possible to create conversations on key issues that PACJA stands for. However, after a few interactions with the YDAs, it was clear that the YDAs lacked the capacities to creatively engage on key asks. The work they did was basically throwing statements around that were not aligned to broader advocacy issues. It was apparent from their engagements that something needed to be done. Two capacity building trainings were held with the YDAs in Kenya in April. In June, one YDA capacity building exercise was conducted with the entire team across Africa and in August. In addition, one training session was conducted with the YDAs from across East Africa in Arusha, Tanzania. Further, during the Nairobi Summer School, a session to build the capacities of the participants on effective campaign design and implementation through a two-hour practical session was held at the Kenyatta University.

Programmatically, the consultancy ensured that every event that came to my attention received media coverage both in Kenya and internationally, with the aim of increasing the visibility of PACJA.

## 3.0 Corporate Branding

- i. In terms of Corporate Branding, a review of the website showed a not user-friendly website. A critical review of the website had been done earlier and captured lots of the problems that were found with the website. Reports and updates were jumbled up. A lot of links on the website showed errors on opening and were slow in opening. It was hard for one to get what they needed, let alone the time it took to get what one wanted.
- ii. The frequency of updating was far between and it looked as if the website represented a moribund organization. With the support of the web designer, we managed to re-order pages.
- iii. The consultancy took to updating the website at least in once in three days.
- iv. In addition, efforts were made to revive the e-newsletter on important dates, using the campaign monitor, instead of the web-based e-newsletter. This is usually advised as it prevents hackers to gain access to the website as well as overloading the website when many people enter the site at ago.

## **4.0 Mass Media**

The consultancy began at a time when media coverage was to say the least, at its lowest. We took time to informally engage with media players to understand the problems why PACJA received little coverage. After engagement, it was realized that the issue was with the media relation. The relation that existed here was more or less with individual reporters as opposed to the media fraternity. This means that only a handful of journalists got any information from PACJA as opposed to the media houses and neither was media frequently invited in PACJA's events, save for a small team, a fact that journalists termed as "cliqueism".

A change of approach led to heightened coverage of PACJA press releases and media never missed participating in events where they were invited, whether online or otherwise. To help position PACJA in the mass media platforms;

- i. Reviewed relations with the media personnel, networks and reporters
- ii. Engage in new areas of operations
- iii. Disseminated press releases, op-eds, and features to national, regional mass media and online editors
- iv. Developed a concept and seek funding that will motivate journalist to go to the field and develop well researched and award winning articles

To get a synopsis of the outcome of the approach, **see annex below**

### **4.1. Social Media**

- i. Deliberate efforts were also taken to revamp activities around the social media platforms, namely, the Twitter, the YouTube and LinkedIn with regular updates. This has led to not only increased engagement rates, but also new followers. **See the Annexes below**

## **5.0. Recommendations**

Within the duration of the consultancy, PACJA had successfully been put at the central place the organization wished to be in terms of media advocacy.

Internally however, the communication department would perform better if it was well capacitated, if viewed as a unit and not shouldered by one person and was well resourced. The practice where every other department or unit wants the communications support on short notice, people wanting communication to be run as they want and not as planned, people feeling their views were more crucial even if it ran counter to the communications planned activity only limits the unit's effectiveness.

PACJA is at a crucial moment and at this inflection point, it needs to have its communication department run professionally. That means, allowing the communication department developing a communication plan jointly with various programmes, projects and country platforms. But these would not be an end in itself if it won't be allowed to be implemented and carried out as drafted.

## ANNEXES

### Annex 1

Samples of published articles

#### April

- i. <https://www.aciafrica.org/news/3305/pan-african-climate-entity-urges-world-leaders-to-consider-africans-interests-at-cop26> -April 21
- ii. <https://eastafricanwatch.net/pan-african-climate-justice-alliance-pacija-asks-the-us-president-joe-biden-to-rally-the-west-on-climate-change/> - April 24
- iii. <https://www.americamagazine.org/politics-society/2021/04/05/catholic-church-africa-us-paris-accord-climate-change-240338> April 5
- iv. <https://nation.africa/kenya/counties/meru/meru-farmers-get-first-cheque-after-diversifying-from-miraa-3378608> - April 27

#### May

- i. <https://www.aciafrica.org/index.php/news/3507/cop26-church-leaders-in-africa-confident-climate-policies-will-be-friendly-to-continent> - May 20
- ii. <https://www.vaticannews.va/pt/africa/news/2021-05/africa-igrejas-africanas-unem-se-para-fazer-ouvir-a-sua-voz-na.html> May 22

#### June

- i. <https://www.afrik21.africa/en/africa-pacija-and-paneltech-commit-to-the-circular-economy-of-plastics/> June 21
- ii. [https://www.einnews.com/pr\\_news/543632825/waste-solutions-company-partners-with-pan-african-climate-justice-alliance-to-emphasize-environmental-justice](https://www.einnews.com/pr_news/543632825/waste-solutions-company-partners-with-pan-african-climate-justice-alliance-to-emphasize-environmental-justice) June 21
- iii. <https://www.ceoafrica.co.ke/paneltech-us-corp-partners-with-pan-african-climate-justice-alliance-to-advance-circular-economy-in-africa/> June 21
- iv. <https://newsghana.com.gh/paneltech-us-corp-partners-pan-african-climate-justice-alliance-to-advance-circular-economy-in-africa/>

## July

- i. <https://www.environewsnigeria.com/pacja-launches-new-plan-to-position-africas-climate-voices/> July 13
- ii. <https://spiked.co.zw/pacja-fairtrade-africa-sign-pact-to-build-climate-resilience/> July 1
- iii. <https://www.kbc.co.ke/developing-countries-lay-out-demands-ahead-of-cop26-climate-talks/> July 20
- iv. <https://www.newsday.co.zw/2021/07/funding-hurdles-emerge-as-climate-change-unfolds-in-africa/> July 15

## August

- i. <https://www.thenigerianvoice.com/news/301587/nairobi-summer-school-on-climate-justice.html> August 30
- ii. <https://www.kbc.co.ke/kenya-launches-first-ever-school-on-climate-justice/> August 30
- iii. <https://newsghana.com.gh/african-campaigners-call-for-climate-justice-to-hasten-green-recovery/> August 31

## September

- i. <https://www.environewsnigeria.com/cop26-should-be-held-in-glasgow-as-planned-insist-pacja-others/> - September 12
- ii. <https://www.environewsnigeria.com/cop26-pacja-insists-on-joint-tackling-of-covid-19-climate-change/> - September 21
- iii. <https://pmnewsnigeria.com/2021/09/12/african-climate-activists-slam-uks-ploy-to-limit-africans-at-cop-26/> - September 12
- iv. <https://www.standardmedia.co.ke/national/article/2001423863/227-environmentalists-killed-last-year-new-report-shows-as-land-activists-push-for-state-protection> - September 19

## October

- i. [http://www.news.cn/english/africa/2021-10/19/c\\_1310253718.htm](http://www.news.cn/english/africa/2021-10/19/c_1310253718.htm) - October 19
- ii. <https://www.kenyanews.go.ke/cs-tobiko-urges-participation-of-citizens-ahead-of-cop26-summit/> - October 15
- iii. <https://africa.cgtn.com/2021/10/13/climate-change-escalating-resource-based-conflicts-in-northern-kenya/> October 13
- iv. <https://www.kbc.co.ke/take-a-firm-position-in-upcoming-cop-26-climate-change-discussions-kenya-advised/> October 19

## November

Reporting mostly centred around PACJA's participation at the 16<sup>th</sup> Conference of Parties to the UN Framework Convention on Climate Change

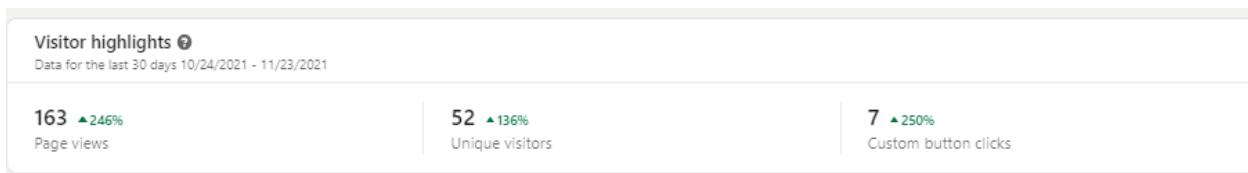
- i. <https://www.independent.co.ug/african-campaigners-urge-climate-finance-debt-relief-to-secure-green-future/> - Uganda

- ii. <https://www.standardmedia.co.ke/national/article/2001428533/africa-now-reads-malice-in-climate-talks-with-west> - Kenya
- iii. <https://www.the-star.co.ke/news/2021-11-11-kenya-activists-dismiss-climate-summit-agreement/> - Kenya
- iv. <https://www.herald.co.zw/africa-demands-concrete-steps-at-cop26/> - Zimbabwe
- v. <https://newsghana.com.gh/africas-civil-society-leave-glasgow-uk-with-disappointments/>

## Annex 2: Social media analytics

LinkedIn

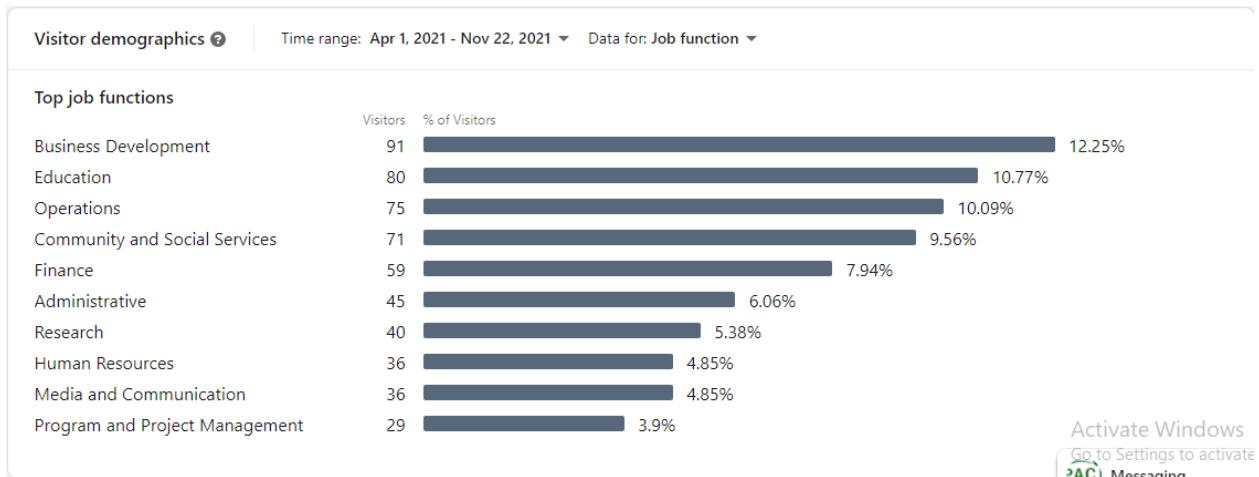
### a. Visitors profile



#### i. Followers- New Growth



## ii. Where new followers come from

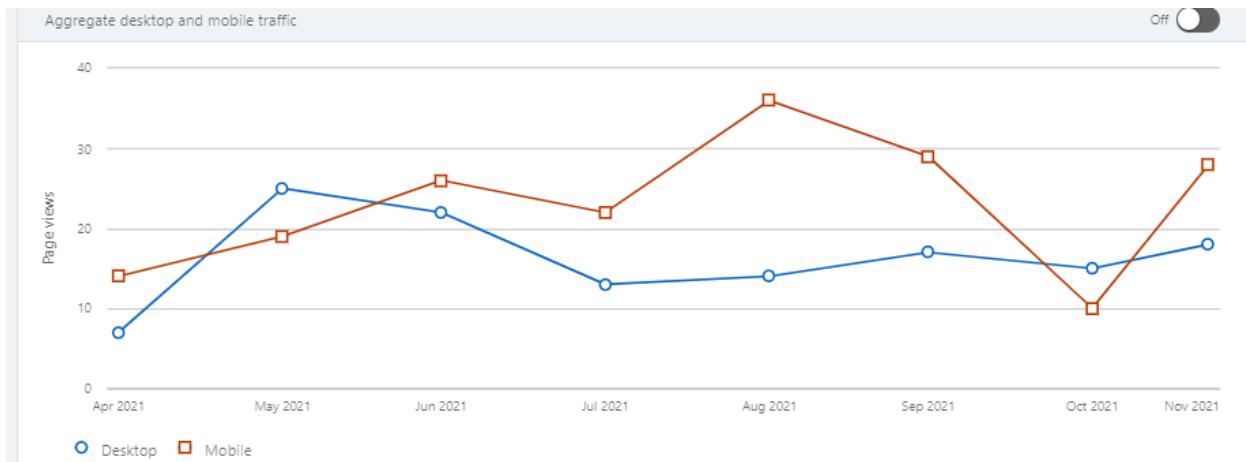


## b. Engagers

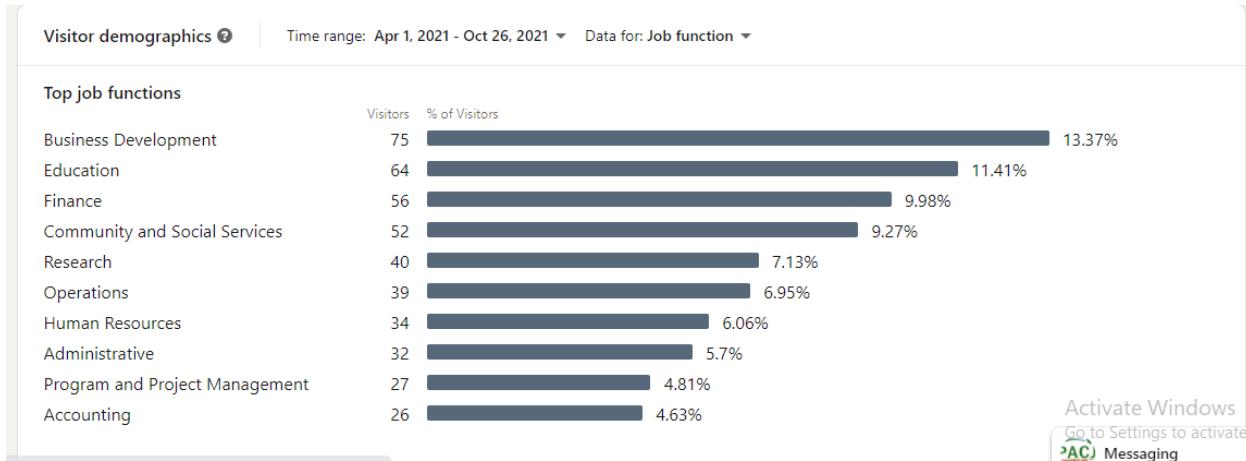


- The **Blue color** is of those who engaged from the desktops
- While the **Red colour** is for those who engaged from their mobile phones

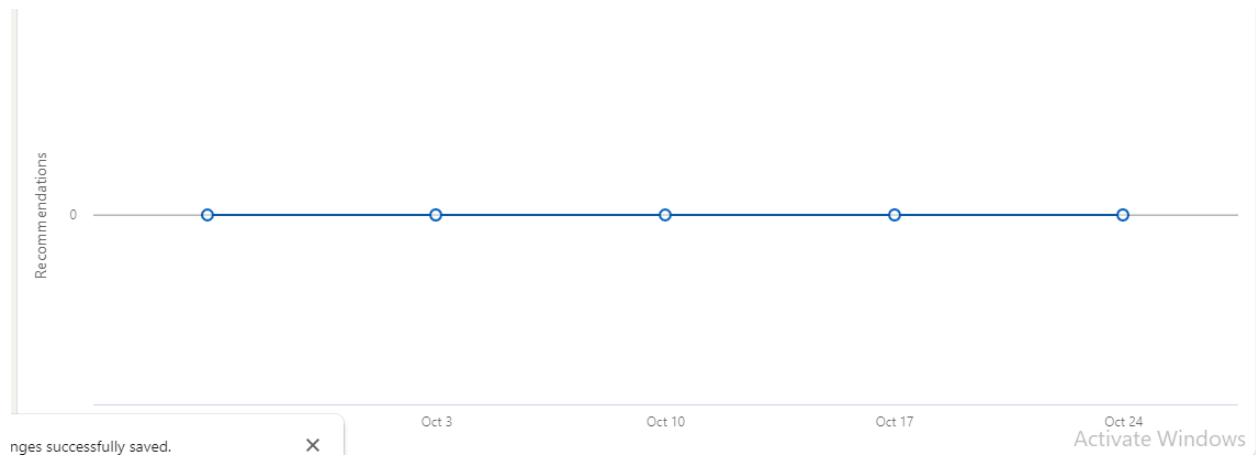
## Unique visitors



## c. Visitor demographics



d. Employee advocacy



This is terrible. It means that PACJA has no brand ambassadors from within. The staff do not believe in what they are doing at PACJA.

SSAFRICA

P.O. BOX 2141, 00100 NAIROBI, KENYA

TEL: +2540202051330

[info@ssafrica.biz](mailto:info@ssafrica.biz)