

Terms of reference

Policy paper and trainings on communicating climate change

Aim of the activity

Climate change is one of the most urgent challenges of our time, and effective communication is essential to raise awareness, inspire action, and shape public perceptions. However, there is often a gap in how climate change is communicated to diverse audiences, especially those who may not have a deep understanding of the science or implications. The aim of this activity is to analyze the existing communication strategy for climate action and deliver recommendations and 2 trainings on communicating climate change to relevant national stakeholders.

Specific goals

1. To deliver a set of recommendations on communicating climate change strategy and law in North Macedonia

The recommendations should answer the following questions:

- What are the key stakeholders we are communicating the strategy and law with?
- Who communicates climate change?
- Proper methods for communicating the issues to the chosen stakeholder groups?

2. To organize 2 training for communicating climate change with relevant stakeholders

Trainings are aimed at presenting the recommendations on communicating climate change to relevant institutions, CSOs and media from the country.

Main goal of the trainings is to improve communication among relevant stakeholders and increase knowledge and visibility of climate action measures in the country.

Equip participants with the knowledge and skills to communicate climate change science and impacts in a clear, accessible, and compelling manner.

Foster a better understanding of how to tailor climate change messages for different audiences (e.g., policymakers, local communities, general public).

Improve participants' ability to use various communication platforms, including social media, press releases, and public speaking.

Enhance understanding of climate change-related myths and misinformation and provide strategies for countering them.

Encourage the development of strategies for long-term engagement on climate action.

List of provided documents to consultants

- Long Term strategy for climate action with action plan and communication strategy

Content and format

The policy paper with recommendations should be prepared in English and Macedonian language, between 8 and 10 A4 pages. Trainings should be 1 to 3 day events with a minimum of 20 participants.

Timeframe

The policy paper and trainings should be finalized by the end of February 2025.

Contact

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