

Climate Change in News Media Implementing Partner Final Report

Narrative Report

Project Information	
Name of partner organisation	ADISI-Cameroun
Project reference number (<i>refer to your agreement</i>)	OCRIRP202301
Total project budget	12 098 450 F CFA (20 000 USD)
Total actual reported expenditure	13 049 349 F CFA



March – June 2023

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I. Executive summary

The main aim of the Climate change in news media project undertaken by ADISI-CAMEROUN in partnership with the CIJ (Centre For Investigative Journalism), which ran from 1 March to 30 June 2023, was to build the capacity of media journalists in Cameroon and Gabon to cover climate change and environmental issues in the media.

To achieve this, the project's ambition was to select 15 journalists from 5 media outlets in Cameroon and Gabon to train and coach them to produce regular articles or broadcasts to raise awareness of climate change and thus help civil society to advocate for limiting the damage caused by this phenomenon. The 15 journalists were selected after contacts were made with the media, and a survey form on the editorial habits of the beneficiary media was drawn up and filled in by the journalists. Although we did not have a large number of participants, the survey report representative of the editorial habits of these media was drawn up and effectively revealed that the project was a timely initiative.

The training of journalists from Cameroon was a great source of pride, as everything went smoothly (no absentees, satisfaction of participants). Unfortunately, we encountered huge difficulties with the training of journalists from Gabon, as political constraints in the country forced us to cancel the training in Libreville at the last minute. To overcome this constraint, we had to reorganise the training in Cameroon, bringing in 2 journalists per media outlet. But once again, after incurring expenses for plane tickets and part of the accommodation, we had to deal with withdrawals, particularly from journalists from Urban Fm, who gave no valid reason. The training session did take place, however, with the participation of Echos du Nord, which wanted to include another, more collaborative medium (Le Mbandja) to replace Urban Fm, but this was not possible for fear of non-involvement.

However, the 04 media involved in the project did their utmost to comply with the specifications, i.e. to produce and publish 6 articles/ broadcasts each on environmental or climate change issues, thanks to the involvement of the editors-in-chief with whom we were in constant communication. Only the Gabonese media were unable to publish 2 articles during the project period, which is understandable insofar as their training took place just over a month after the Cameroonian media, thus reducing their time for data collection and publication. We also note that initiatives have been taken by the editors-in-chief to create/reinforce sections within their media devoted to environmental and/or climate change issues.

II. Project activities, outputs and outcomes

1. Activity 1 – Engagement of beneficiary media organisations (including pre-engagement survey), identification of trainers and the development of training modules

This activity took place from 1 to 27 March 2023. Beneficiary media were contacted and a focal point was identified to act as facilitator. Trainers were also selected in the 2 countries and developed the training modules. Depending on their availability, training dates were set in the 2 countries. The survey form on the editorial habits of the beneficiary media with regard to climate change or environmental issues was drawn up and administered to journalists from 10 to 23/03/2023. A report summarising the results of the survey was also produced.

Achieved Output(s)

- A [survey](#) of editorial habits in dealing with climate change and environmental issues was conducted
- 04 trainers selected: Marie Louise MAMGUE, Paul Joel KAMTCHANG, Didier YIMKOUA, Boursier TCHIBINDA;
- 7 Training modules developed

Achieved Outcome(s)

- The [survey report](#) in general, showed that climate change and environmental issues are fairly important but are only occasionally covered in the beneficiary media.
- The 5 organisations commit to continue the program, to produce and broadcast in their media
- 3 in-country trainers per country
- The [7 modules](#) have contents

2. Activity 2 – Training of beneficiary media organization

Training for media journalists in Cameroon was held on 30 and 31 March 2023 in Douala. All 9 expected participants took part in this session. Initially scheduled for 5 and 6 April in Libreville, the training session for journalists from the Gabonese media was finally held on 4 and 5 May in Douala, as the trainers were unable to gain access to Gabonese territory (one of the trainers was held overnight at the airport and her return was brought forward once her passport had been returned to her). Urban Fm also withdrew at the last minute, after all their travel expenses had been incurred.

Achieved Output(s)

- 9 Cameroon participants in Douala for their training the first time and 2 Gabon participants met in Douala later.
- 2 days in person training in Douala 2 times.

Achieved Outcome (s)

- 7 modules delivered and shared with fellows in the [ODACIM Participant Space](#) drive area, where their productions are stored..
- 11 participants from 4 media organisations gained skills in conducting climate change news and investigative stories
- The 4 editors were formally designated as coaches and the conditions of this position are made clear to them
- 4 media are committed to producing and publishing 6 articles/broadcasts by the end of June, giving a total of 24 articles.

3. Activity 3 – Mentoring and post training support to beneficiary media organisation

After the training sessions, the editors-in-chief appointed as coaches as part of this project organised a restitution session in their respective media to inform their colleagues about what had been learnt during the training sessions. They then ensured that content on environmental or climate change issues was produced and that dedicated sections were strengthened/created.

Achieved Output(s)

- 4 steps down training by participants were conducted within their media organizations
- Organisation of coaching sessions between the editors and reporters in each media organization
- The 4 editors were engaged as coaches for their media

Achieved Outcome(s)

- Core staff members in 4 media organisations gain new knowledge about environmental and climate change news coverage and reporting
- Reporters from the 4 media organizations received coachings sessions perform by the editor. The reporters had, subjects, topics and story ideas on which they work on to fulfil the commitment of the media organization
- 4 training restitution reports and 2 [general coaching](#) reports received (2 reports still in progress)

4. Activity 4 – Execution of stories (news and investigative)

Achieved Output(s)

- 23 editorial contents (articles, reports, interviews, debates and program) published in 3 months by 4 beneficiary media organization (DBS TV:6, Mutations: 6; Kalak Fm : 6; Echos du Nord : 5), Another article from Echos du Nord is currently being published.

Achieved Outcome(s)

- Increased public awareness of climate change issues
- 4 Media organizations through their editorial content play their function as a watchdog
- Improved capacity and sustainability of 4 media organizations in reporting climate change based on the creation climate change/environment section and editorial contents

III. Reflection – Measuring impact and lessons learnt

- Lessons learned

It was agreed as part of this project that climate change/environmental issues are subjects that deserve to be covered and that concern everyone. It was clear from the survey of the editorial habits of the beneficiary media that these issues were not given priority. The project therefore proved to be a timely initiative, although a longer timescale would have produced better results.

- Impact Assessment of the project

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Items	Nombres	Détails
Trained journalists	11	https://docs.google.com/document/d/1CMiV3IY5t-DSG3zCSrWhqmqpWH5EkQXG/edit
Journalist's media organisations	4	<ul style="list-style-type: none"> ● 03 in Cameroon: (DBS TV, KALAK Fm, Mutations), ● 01 in Gabon: Echos du Nord
Experts	2	<ul style="list-style-type: none"> ● Madeleine NGEUNGA ● Maxime DOMEGNI
Trainers	3	<ul style="list-style-type: none"> ● Didier YIMKOUA ● Paul Joël KAMTCHANG ● Marie Louise MAMGUE
Areas of expertise	3	<ul style="list-style-type: none"> ● Environment, ● Investigative Journalism ● Datajournalism ● ECOSINT
Mentors (editors-in-chief of beneficiary media)	4	<ul style="list-style-type: none"> ● Désiré ENAME ● Michel Ferdinand ● Vernasius MAHNGEH ● Richard ONANENA
Produced/Published stories/Editorial contents	23	<ul style="list-style-type: none"> ● https://docs.google.com/spreadsheets/d/1PialaDp7VRRrJibQ62si9QzMxme0bmUD/edit#gid=1072658259

- **What have been the major constraints or challenges encountered when implementing the project?**

The main challenges encountered during this project were organising training for Gabonese journalists. The short duration of the project did not also facilitate the achievement of the expected results.

- **What were the remedial actions taken to manage the constraints or challenges?**

Instead of cancelling this training course for Gabonese journalists, it was decided to bring in 2 people from each of the beneficiary Gabonese media. We got confirmation from each Editors in chief and its reporter and bought the plane tickets. However, we had to deal with some last-minute cancellations, as only one of the 4 journalists expected to attend made the trip. The owner and publishing director of the Echos du Nord media was able to find a return ticket and take part in the training course in place of his editor in chief. Unfortunately, we did not hear back from the managers of Urban Fm about the reasons for their withdrawal.

Also, the trainer who was supposed to talk to the journalists about climate change issues could not be available to take part in the training for the Gabonese, so trainer Paul Joel had to replace him.

- **Provide recommendations for future similar projects**

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As recommendations, we hope that in future projects there will be more time for longer training sessions (at least 2 sessions) so that the beneficiary journalists can practice and take on board the concepts and new techniques and tools.

We would also like to be provided with model letters or commitment contracts to be sent to the beneficiaries so that they can sign them and respect their commitments until the end of the project. This will be more conventional and will probably avoid last-minute resignations.

- **Other elements or factors that have been significant to the implementation of the project**

- Publications about the project on social networks reached 2,724 interactions on Facebook, 2,704 on Twitter and 1,441 on LinkedIn.
- The practical cases, the reflection workshops and the feedback from the previous days enabled the participants to really get involved during the training;
- The [evaluation questionnaires](#) administered to the participants on the last day of the training course allowed us to have their opinion on the quality of the content proposed, the experts, the accommodation, the meals, the training venue in order to assess their level of satisfaction and understanding;

IV. Evaluation

The monitoring and evaluation of the project was done on the basis of previously defined results and indicators of achievement. The progress of the activities was monitored using the dashboard designed for this purpose by the project and program management team of our organization and we ensured that the project objectives were progressively achieved. Pictures were taken during the activities, publications on our platforms were made as well as reports/reviews. Unfortunately, not all the expected results were achieved during the contractual period. This is due to the short contractual period of the project. In particular, the Gabonese media did the training one month after the Cameroonian media and were unable to publish the 6 articles expected on time.

without interfering in the internal workings of the beneficiary media, it was necessary to follow up each time to ensure that they complied with the specifications and the deadlines set, which was not easy because the feedback was not prompt.

V. Gender responsiveness of the project

We were unable to achieve a gender balance of 50%. In fact, given the skills and experience of the trainers, we had 2 women out of 5, i.e. 40%.

And among the beneficiary journalists, we had a total of 4 women out of 9 in Cameroon, i.e. around 45%, because we had to replace a beneficiary from DBS TV who was unable to take part in the 2 days of training for medical reasons.

In Gabon, just one woman out of 3 took part.

VI. APPENDICES

- ❖ [Links](#) to publications on ADISI-Cameroon's social networks;
- ❖ [Screenshots](#) of publications made during the project process;
- ❖ [final training agenda](#) for the training sessions in both countries
- ❖ [mentoring reports](#) per beneficiary media and documented evidence of creating or reinforcing dedicated news programmes, sections or news desks
- ❖ [Pictures of trainings](#)
- ❖ [list of beneficiary journalists](#)
- ❖ [Screenshots of conversations with participants who have withdrawn and the caterer from Gabon](#)
- ❖ results of post-training evaluation

● **Results of post-training evaluation- Cameroon**

All 9 participants felt that the course was effective in enabling them to achieve their learning objectives in terms of investigative journalism on the environment and climate change issues, as well as data journalism.

The quality of the various training modules received an overall average of 7.9/10, which shows that the modules chosen were well appreciated by the participants.

However, 33.33% of participants found some of the training modules difficult to understand or poorly explained. In particular, the practice of data journalism:

- Handling tools to facilitate the practice of data journalism
- The use and handling of Google data journalism tools on the first day.
- It has to do with some search engines like Flourish. I didn't have the follow up due to the slow nature of my machine and I couldn't follow it with the others.

The experts received an overall score of 8.55/10, demonstrating the high quality of their teaching.

The training venue received a score of 8.33/10, which means that it was well appreciated by the participants.

The quality of the meals served during the course was rated at 8.55/10, which means that the participants really appreciated them.

The accommodation received a very good score of 9/10.

All the participants (100%) said they would be willing to come back to our next training sessions, which shows their interest in building their skills and the good organisation of the activity.

The following comments were nevertheless added by participants regarding suggestions:

- In my opinion, I was very well equipped.
- Try to stick to the planned timing. The speakers were a bit long in their presentations. In addition, I humbly think that there was a lot of food. Personally, I was knocked out.
- That was good.
- Give more time to learn better. The training was interesting, but it would have been more useful if we'd had more time to learn all the tools explored over the two days.
- Adopt the residential workshop approach

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-Provide participants with a handwritten copy of the training modules

-The training time can be longer. To ensure that all participants assimilate the knowledge at the same pace.

-Time: The timing could not be effective because some of us had to participate in our morning duties back in our various stations. If subsequent training could be in the afternoon even till about 8pm; it could solve the issue of time for some of the participants.

● **Results of post-training evaluation- Gabon**

All 2 participants felt that the course was effective in enabling them to achieve their learning objectives in terms of investigative journalism on the environment and climate change issues, as well as data journalism.

The quality of the various training modules received an overall average of 9/10, which shows that the modules chosen were well appreciated by the participants.

None of the participants found any of the training modules difficult to understand or poorly explained.

The experts received an overall score of 8.5/10, demonstrating the high quality of their teaching.

The training venue was rated 8/10, which means that it was well appreciated by the participants.

The quality of the meals served during the course received a score of 8/10, meaning that they were well appreciated by the participants.

The accommodation received a very good score of 7.5/10.

All the participants (100%) said that they would be willing to come back for our next training sessions, which shows their interest in building their skills and the good organisation of the activity.

The following comments were nevertheless added by the participants regarding the suggestions:

- More exercises and three days of training would have been ideal

- Increase the number of days, although I didn't get the impression that we were speeding up.