



From research to action: Africa Talks Climate

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CLIMATE CHANGE
UNDERSTAND LEAD INNOVATE RESEARCH

Presentation

- Who we are
- BC Climate Change Programme
- Research- Africa Talk Climate
- Research Outcome: Climate and Faith/ Climate Generation projects.

CLIMATE CHANGE
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Who we are

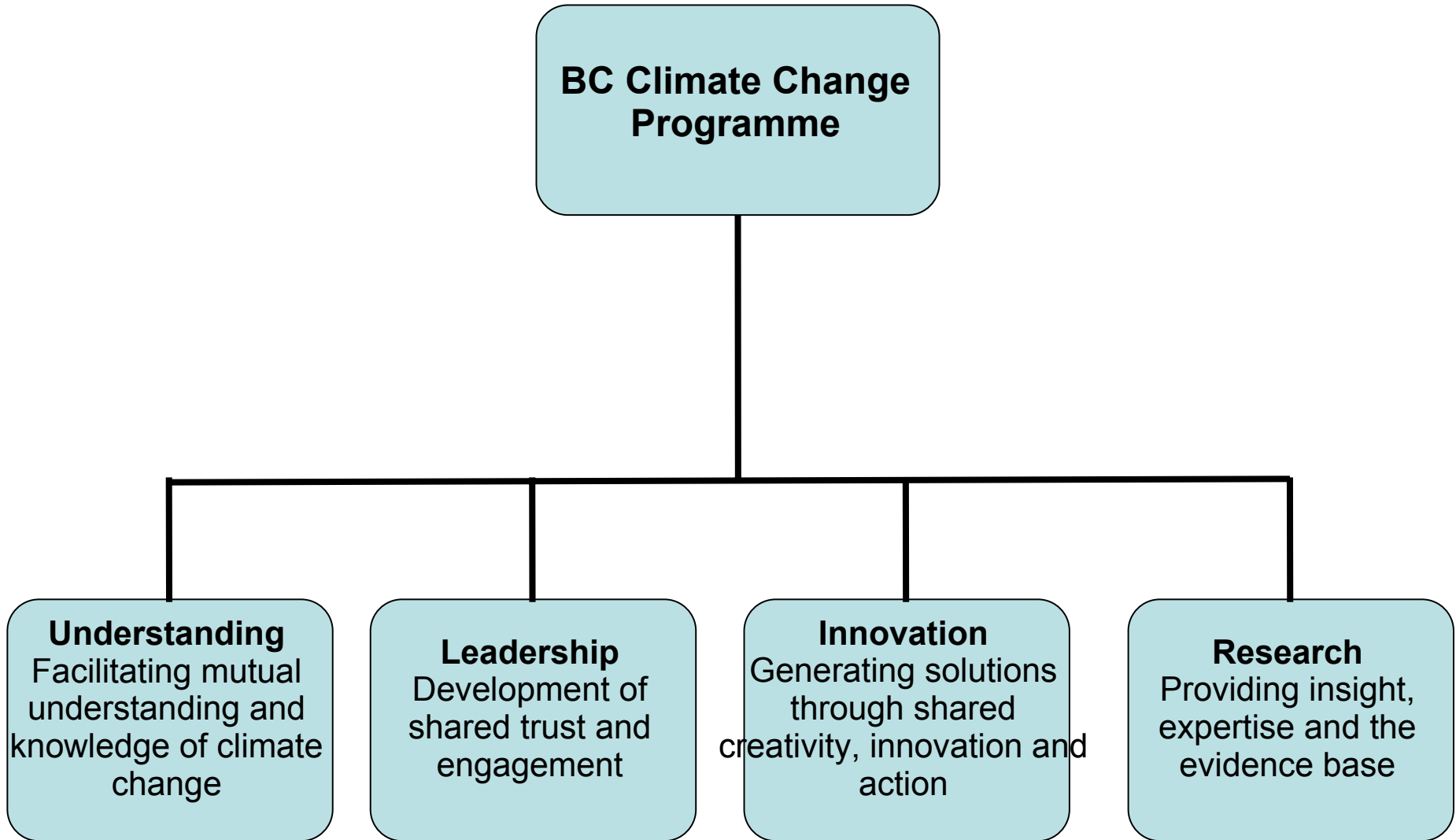
UK's international cultural relations body.

We work across sectors:

As well as working in the Education sector, we also work in the Governance, Science and Arts sectors.

We work globally:

Large scale programs in China, India , Africa as well as in the Middle East, Europe and the US.

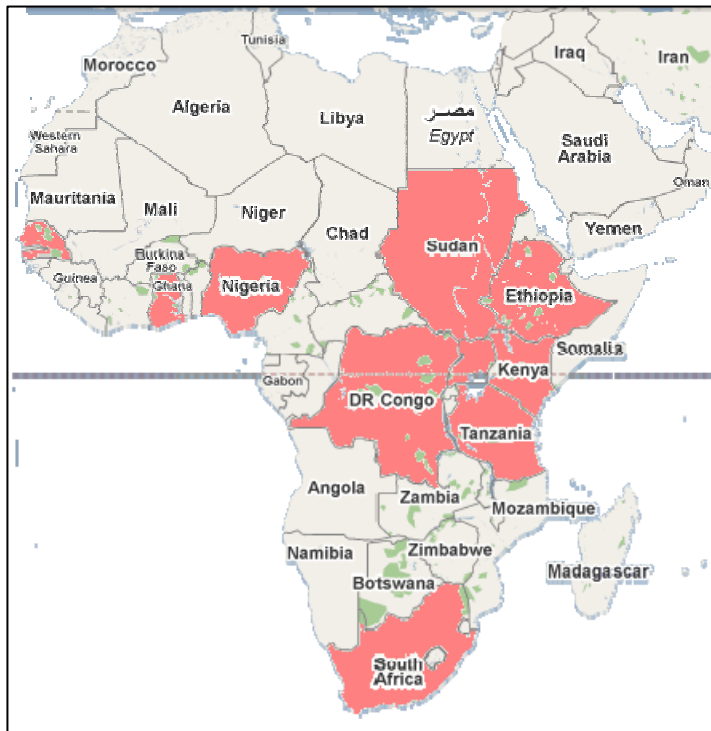


Research: Africa Talks Climate

- Funded by **BC** and conducted by **BBC WST** researchers
- A ground-breaking African-led **research and communication initiative**.
- Founded on the belief that those worst affected must be **better informed** in order to **understand and effectively respond** to their changing climate.
- The most **extensive** independent research to explore public perceptions of climate change in Africa.



Research Locations



- 10 Countries in SSA
- Discussions were convened with **1000 citizens** using focus groups.
- Individual interviews were conducted with nearly **200 opinion leaders** across the ten countries.
- Opinion formers were from different sectors and levels of society: **policy-makers, business people, journalists, religious leaders, and civil society representatives.**

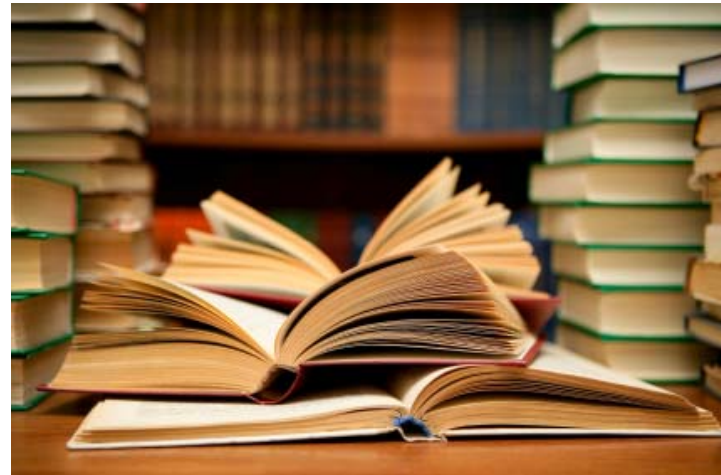
Key research findings

Research Key Insight:

- Climate change equal weather changes
- Climate change was an act of God and human being are powerless to act

Key Recommendation

- **Top-down approach-**Engage faith leaders to help people understand causes and impacts of climate change.
- **Bottom-up approach-** Awareness and education is key, Young people are strong change agent.
- Media is a key multiplier-society have to be segmented- different groups require different mean of communication.



Outcome

- Climate and Faith project
- Climate Generation project.
- Communicating Climate Change project

Climate and Faith Project

Power of **faith leaders and their networks not harnessed in addressing climate change and sustainability**

- Skills training and information dissemination.
- **SSA Interfaith Forum on Climate Change Feb 2010:-**Senior Faith Leader endorsing Inter-Faith Declaration on Climate Change.
- Faith leaders implemented training of trainers, awareness and education project among clerics .
 - Climate and faith preaching as adopted as quarterly sermon.
 - Publication on CC by Faith leaders .



Climate Generation Project

- Young people are strong change agent in Africa.
- Lack of leadership confidence in young people capable of taking on a role in engaging their peers and local communities on climate change issues.
- Environment and Sustainability is not part of the core curriculum in most countries



The Cultural Relations Solution:

We work with 1000 young people involved in community based project in 10 countries in Sub-Saharan Africa.

- **Method**-We provide training and resource materials to 10 Champions who cascade to 10-person team in their community.
- **Provides them with the training and support** to come up with local solutions and reach out to local, national and international decision-makers.

Conclusion

The British Council takes a cultural relations approach to building the cognitive, normative, political and economic understanding that leads to sustainable development.

THANK YOU

For more information, please contact

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