



Climate & Development  
Knowledge Network

# Facts and persuasion: How to make the case for gender-smart climate action

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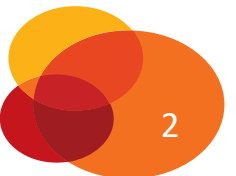
**Climate & Development Knowledge Network**

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# Objectives of the session

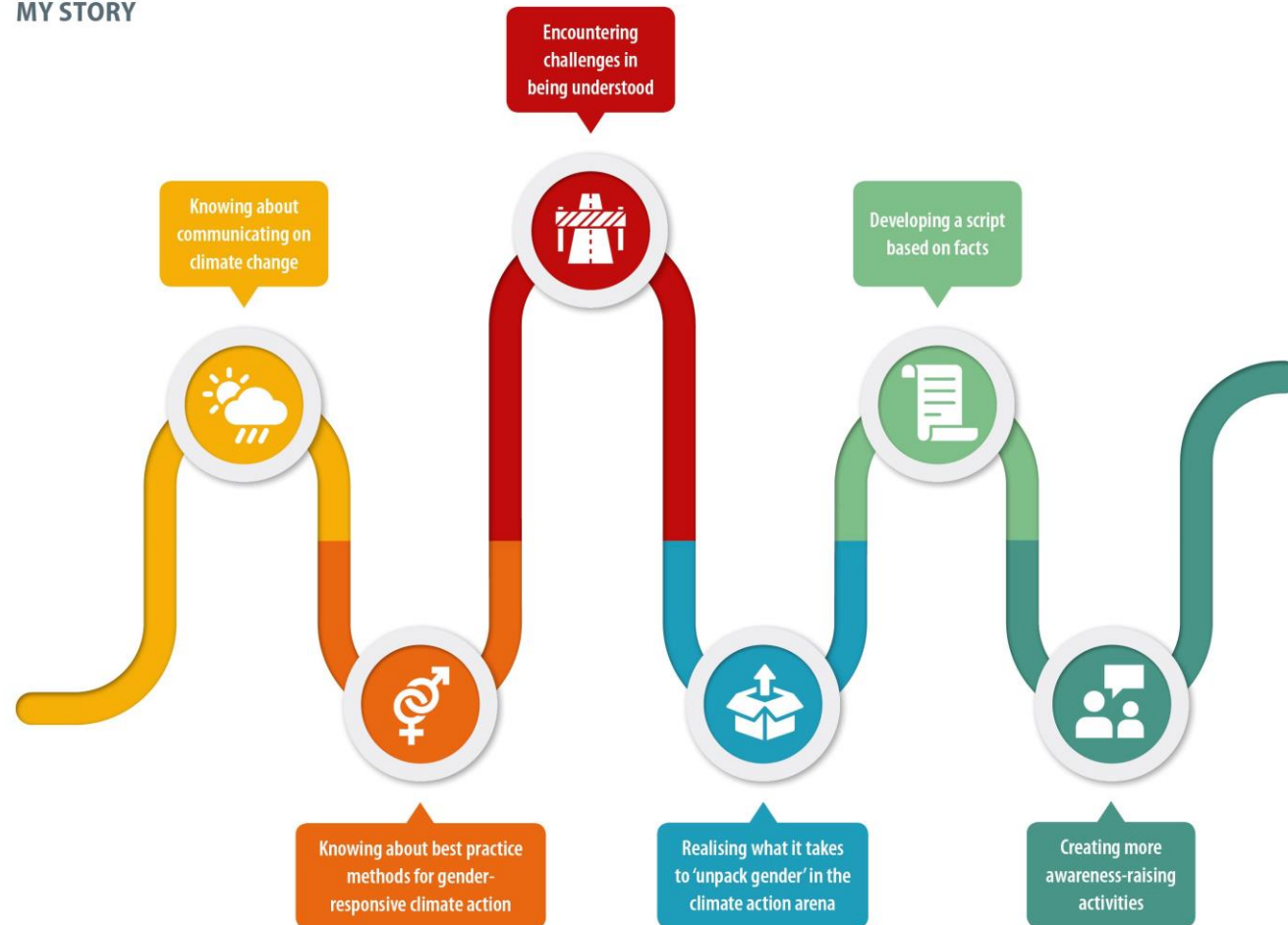
## In this session, you will learn how to....

- ✓ Frame your message effectively – about gender integration in climate action.
- ✓ Deploy a mix of tools to convince colleagues of the case for a gender approach.



# A story about communicating on gender and climate action

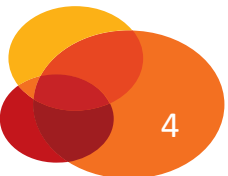
## MY STORY



# How we started the journey

The communications objectives were:

- ✓ To work with climate professionals – people responsible for delivering climate programmes from national to city level
- ✓ To increase their knowledge of how to make more gender-responsive climate programmes



# Communications ground rules\*

## The 'rules' for any good communications campaign:

- ✓ Be clear on the target audience
- ✓ Frame the issues in ways that will resonate with them and connect with their concerns; i.e., be timely, relevant and tailored
- ✓ Mind the messenger

\*See Chapter 2 of CDKN's *Communicating climate change: a practitioner's guide* (2019) "General principles for effective communication"  
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# Communications ground rules (2)

- ✓ Framing the climate risks for the country's or city's priority economic sectors
- ✓ Emphasising the contribution of women to these sectors (such as agriculture, water) – as both producers and consumers
- ✓ Using appropriate training experts

\*See Chapter 2 of CDKN's *Communicating climate change: a practitioner's guide* (2019) "General principles for effective communication"

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And for those in politics, public administration and business:

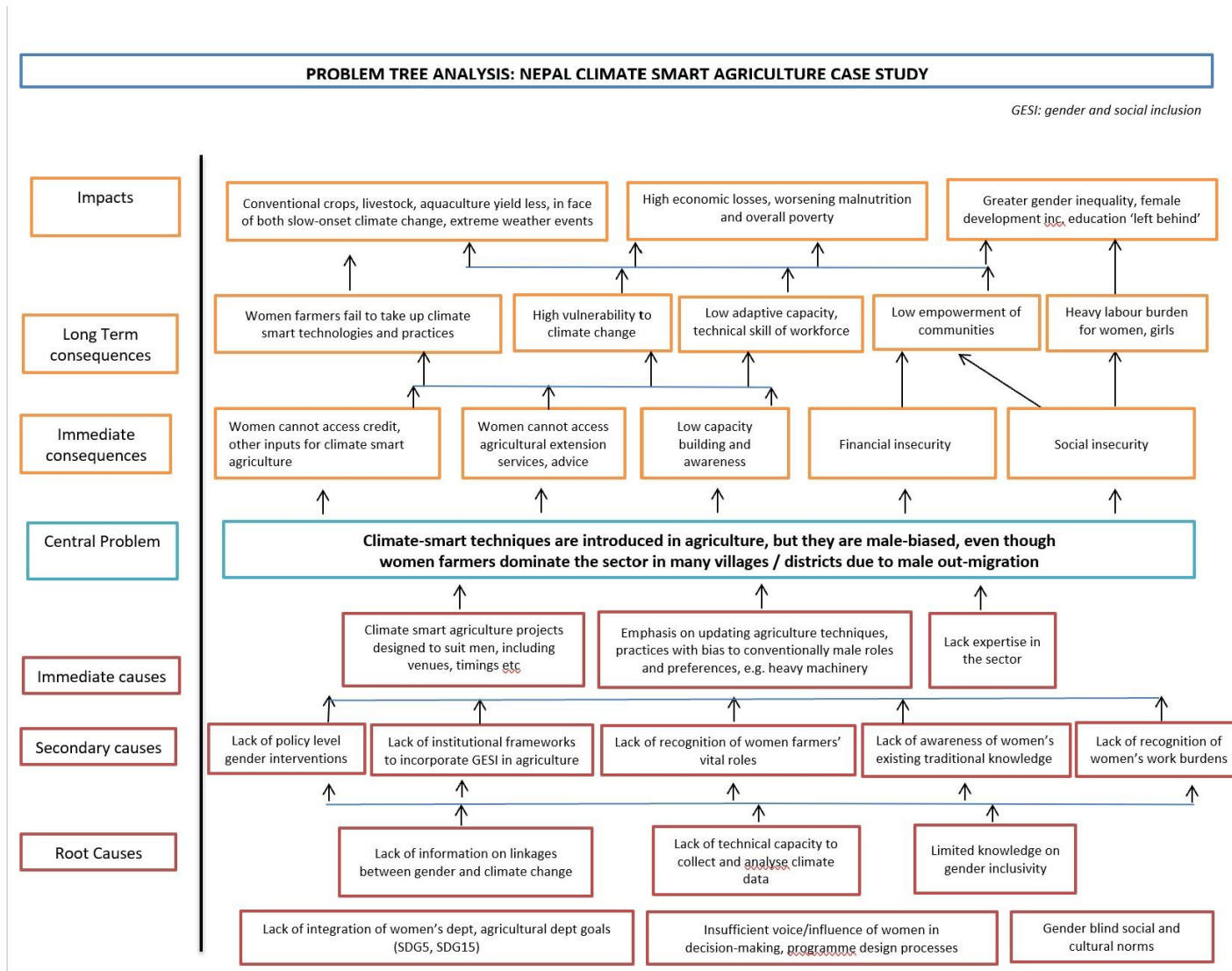


How will the weather and climate affect the company, jurisdiction or financial portfolio that I'm responsible for?

# Best practice for gender-responsive climate action

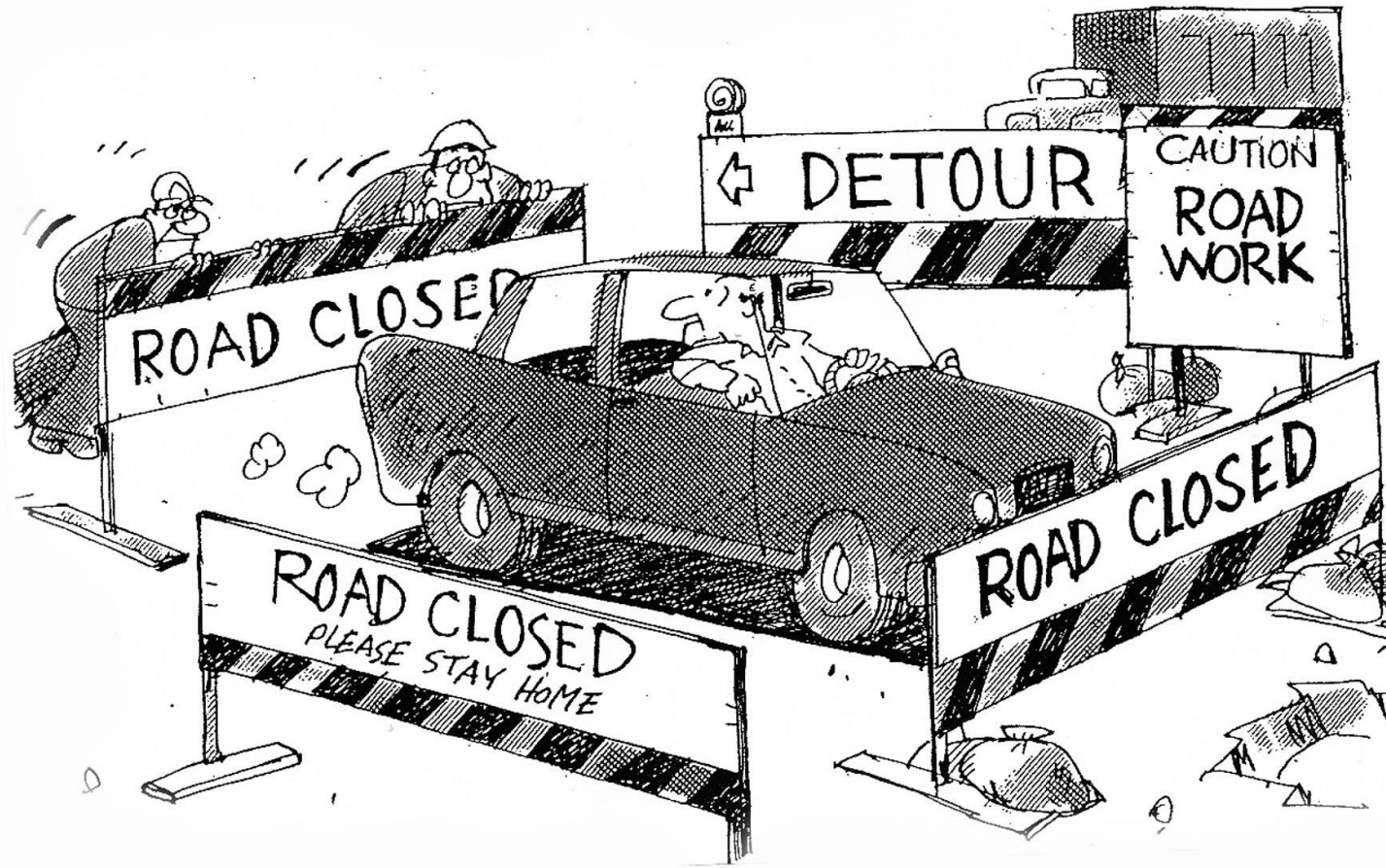


# Best practice on gender and climate, continued...





# Challenge: helping the message break through



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# Challenge: making the message break through

- ✓ Gender issues too often a tick box exercise at programme/project proposal stage
- ✓ Not followed through consistently in delivery and evaluation
- ✓ “Women’s issues” often dismissed as being less important than other characteristics of beneficiary population
- ✓ Missing the point that people’s intersecting characteristics (and roles in their societies) both confer more or less climate risk on them
- ✓ E.g. a low income community in area that is highly exposed to climate hazards needs support for resilience but women will have particular needs and concerns (strengths and talents!) that will be different to men’s
- ✓ Gender requires consistent attention throughout programme and project cycle for women and girls to have equal outcomes - to be equally climate resilient as men and boys - too

# Realising what it takes to ‘unpack gender’

## Back to understanding the audience...

- ✓ We had misunderstood the audience of climate professionals
- ✓ Being educated and having technical expertise in climate and/or planning or sectoral disciplines does not mean having gender related education, understanding and ability to apply the gender tools
- ✓ A different approach is needed

# A script: the 'established facts' behind gender-related climate communications

- ✓ Every human being has rights
- ✓ Every person has the right to have their basic development needs met (nutritious food, clean water, adequate shelter and sanitation, education, freedom from personal violence)
- ✓ We know that women and girls are not currently able to access these basic needs as well as men - so, women are already behind
- ✓ We know that climate change is already and will in the future undermine development progress
- ✓ We know that women and girls are more affected by climate change than men and boys (esp extreme events)
- ✓ Climate-smart development is needed to deal with the impacts of climate change now and in the future and head off further climate change [Paris Agreement and NDCs]
- ✓ The development part needs to be gender-smart to achieve equality
- ✓ The climate compatible part needs to be also gender-smart to prevent women from slipping even further behind in having their needs met

# A script: the 'established facts' behind gender-related climate communications

- ✓ SDG5 is for the empowerment of women
- ✓ Achievement of SDG5 must be integral, foundational to climate compatible development efforts
- ✓ This means having gender specific goals and objectives and related activities and financing for every climate smart development programme, and measuring achievement
- ✓ It is possible to undertake climate programmes without gender specific goals, activities, finance, monitoring and evaluation BUT the programme is likely to be less successful AND it could even do harm to women in the worst case

5 GENDER  
EQUALITY



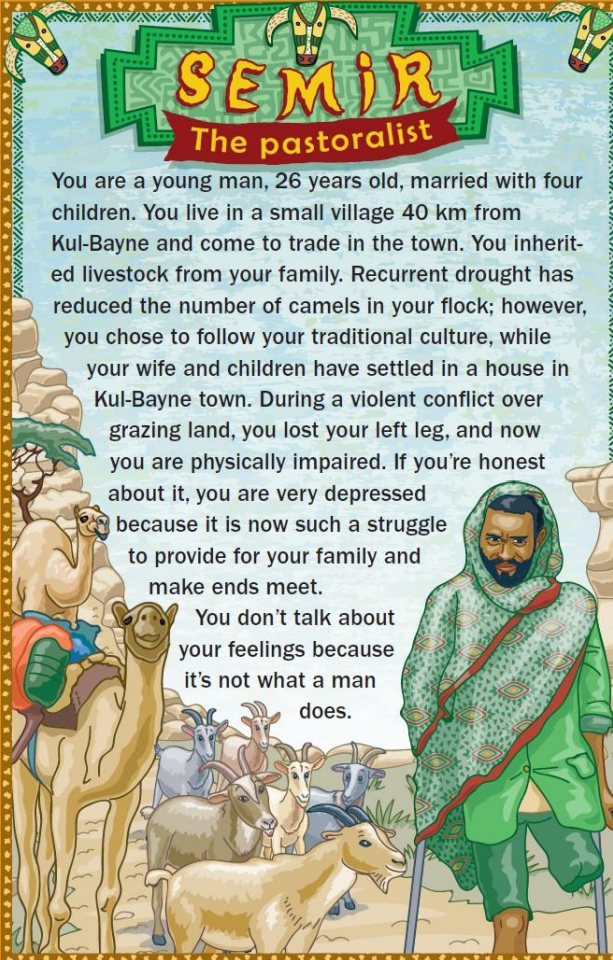
ACHIEVE GENDER EQUALITY AND  
EMPOWER ALL WOMEN AND GIRLS

# Serious fun games

(1) The 'Gender and Climate Game' (Red Cross Climate Centre & CDKN)



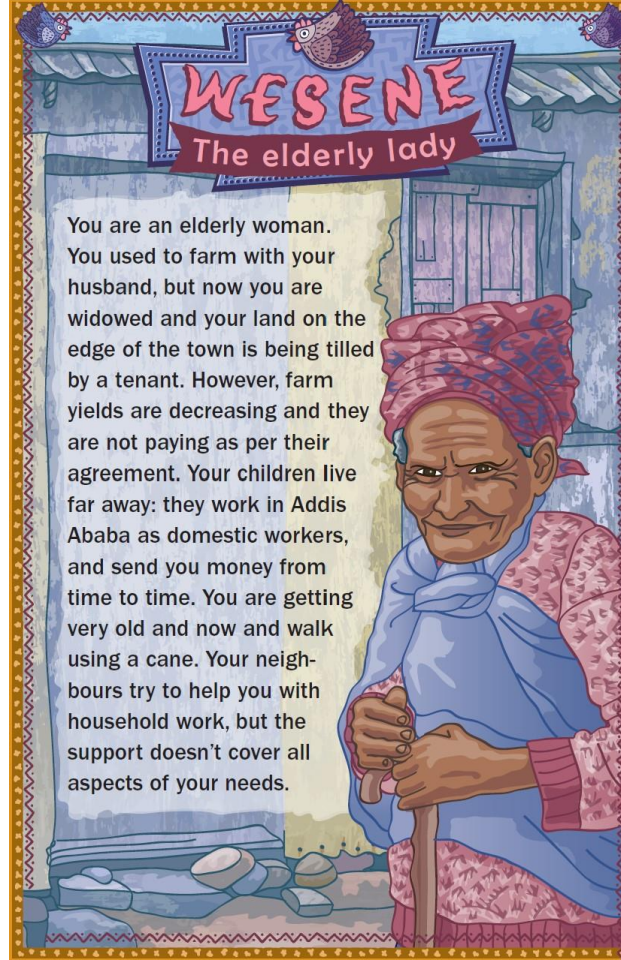
## 2. Adaptation and resilience role play game (CDKN)



### SEMIR The pastoralist

You are a young man, 26 years old, married with four children. You live in a small village 40 km from Kul-Bayne and come to trade in the town. You inherited livestock from your family. Recurrent drought has reduced the number of camels in your flock; however, you chose to follow your traditional culture, while your wife and children have settled in a house in Kul-Bayne town. During a violent conflict over grazing land, you lost your left leg, and now you are physically impaired. If you're honest about it, you are very depressed because it is now such a struggle to provide for your family and make ends meet.

You don't talk about your feelings because it's not what a man does.



### WESENE The elderly lady

You are an elderly woman. You used to farm with your husband, but now you are widowed and your land on the edge of the town is being tilled by a tenant. However, farm yields are decreasing and they are not paying as per their agreement. Your children live far away: they work in Addis Ababa as domestic workers, and send you money from time to time. You are getting very old and now and walk using a cane. Your neighbours try to help you with household work, but the support doesn't cover all aspects of your needs.

# Amplifying women's voices

- ✓ **First hand testimonies** of climate impacts and resilience are important
- ✓ **Witness trips** for decision-makers
- ✓ **Documentary film** is powerful
- ✓ **Training women to use video/ICT equipment** to record their stories





# Missing: The forgotten women in India's climate plans



## Summary:

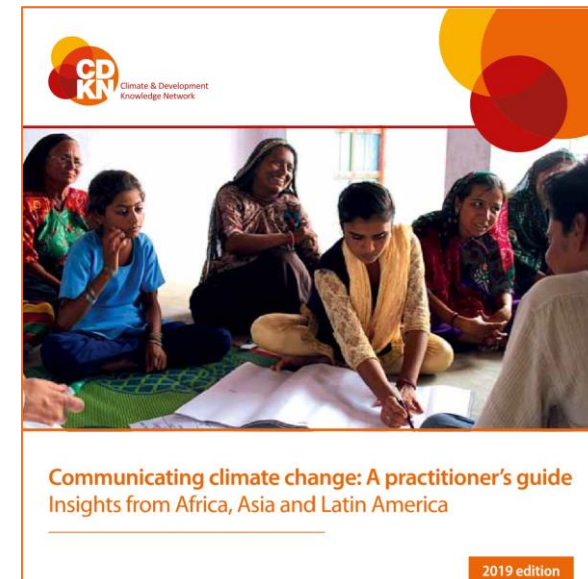
- ✓ Innovative methods exist to ‘unpack gender’ before the formal project preparation and planning cycle even starts
- ✓ Important to ensure that you have made the case for a gender-responsive approach to win allies before detailed planning work begins



# Read more, and contact us

[www.cdkn.org/communicating](http://www.cdkn.org/communicating)

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