

Report: Focus Group Discussion Workshop in Malaysia

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Event Title: APN Workshop Series I: Identifying Capacity Development Needs and Co-Production

Date: 30th May 2024 (Thursday)

Time: 8:30 am - 1:00 pm

Venue: 7103 Library Training Room, Monash University Malaysia, Bandar Sunway, Malaysia

The workshop focused on building capacity through co-production in Malaysia to bridge the climate change communication gap between scientific and lay audiences, particularly through the engagement of journalists. It was designed to foster collaboration between participants and identify communication strategies that effectively raise awareness about climate change. The methodology adopted was based on the Bremer and Meisch (2017) Co-Production Tool, which helps analyse complex interactions between academic traditions and stakeholders. This tool encourages practitioners to be mindful of the different voices and perspectives involved in climate communication.

The workshop began with an interactive activity where participants shared personal experiences related to climate change communication. They were invited to write these experiences—whether challenges, successes, or ideas—on paper and then fold them into paper aeroplanes. This symbolic act of flying the aeroplanes was a creative way to share individual stories and open the floor for further discussion.



Ice breaking activities by the participants

Participants were then grouped based on their capacity as Journalists and Experts: Academics, Business leaders, Think tanks and NGOs/CSOs to engage in a series of discussions. They addressed questions related to the effectiveness of their communication strategies, the challenges they face, and the tools they use in their respective roles. Journalists discussed how they raise the importance of climate change through media

channels, while climate experts reflected on the tools their organisations use to communicate the urgency of climate action.]



Participants engaged in a collaborative discussion

In summary, the workshop provided valuable insights into the current state of climate change communication in Malaysia. Participants recognised the need for greater collaboration between journalists and climate experts, the importance of accessible communication tools, and the challenges posed by public scepticism and information gaps. The discussions will help shape future capacity development initiatives aimed at improving climate change communication in both Malaysia and Indonesia. The workshop ended on a positive note, with participants sharing ideas for future collaboration over lunch.



Participants and moderators of the workshop.