

## **Report: Enhancing Climate Change Communication: Insights from the Melbourne Workshop**

By Azliyana Azhari, Monash University Malaysia

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

**Date:** 15th October 2024 (Tuesday)

**Time:** 9:00 am - 4:00 pm

**Venue:** S801 Monash Climate Change Communication Research Hub (MCCCRH), Monash University, Caulfield, Australia

The focus of the workshop was to discuss the findings from the previous two sessions and build upon them to develop a resource bank designed to enhance the capacity of journalists in reporting climate change stories. This event was a continuation of the previous workshops held in Kuala Lumpur and Jakarta, aimed at identifying capacity development needs and co-production opportunities in climate change communication between journalists and climate experts in Malaysia and Indonesia. The participants include project partners from all 3 countries and researchers and climate communication experts from Australia, engaged in a series of discussions to identify effective communication strategies, challenges, and resource needs for improving climate reporting.

One of the central discussions during the workshop revolved around effective communication strategies for climate change. Participants shared their experiences in raising awareness, with a focus on using human-interest stories to engage audiences. In Malaysia, framing climate issues through personal narratives was seen as an effective way to connect with the public, while in Indonesia, the use of visual storytelling—such as aesthetically appealing videos—helped increase engagement on social media platforms. However, several challenges were identified, including the difficulty of translating scientific jargon into accessible language and overcoming language barriers, as there is often a lack of localized terms for complex climate concepts. Additionally, journalists reported difficulties in gaining reliable data access, which limited their ability to present well-researched stories.

Another key topic discussed was adaptive capacity development, which focuses on the ability of systems, institutions, and communities to adjust to climate impacts. Participants highlighted examples of adaptation, such as the implementation of climate-resilient agriculture, early warning systems, and local support networks. The conversation emphasized the importance of flexibility, knowledge sharing, and collaboration in building adaptive capacity. Discussions also explored the tools and resources needed to improve climate communication, including infographics, glossaries of climate terms in local languages, and the use of social media platforms like Instagram and TikTok to reach younger audiences, especially in Indonesia. The discussions also addressed the challenges in communicating climate change, with the translation of scientific jargon into accessible language being a prominent issue hindering effective communication. Additionally, there was a clear lack of access to reliable, localized data, which affected the accuracy and depth of climate reporting in both Malaysia and Indonesia.

The workshop also highlighted the challenges in collaboration between journalists and climate experts. Journalists expressed the need for better networking platforms to quickly access expert opinions for their stories, suggesting the creation of a formal database of

climate experts to enhance media coverage of climate issues. Participants of the workshop also discussed the need for tools and resources to support climate change communication and how the resource bank will be developed and hosted by MCCCRH. This resource bank would serve as a centralized hub where journalists could access reliable data, visual tools, and training materials. The resource bank would also facilitate networking between journalists and climate experts, helping to overcome the challenges of sourcing credible information on tight deadlines. This tool is expected to play a crucial role in bridging the gap between scientific knowledge and public understanding, ultimately improving the quality and reach of climate reporting in both Malaysia and Indonesia.

In conclusion, the workshop provided valuable insights into the current challenges and opportunities in climate change communication, with a clear path forward through the development of the resource bank. The discussions highlighted the importance of collaborative efforts and tailored tools to support journalists in delivering accurate, reliable, and impactful climate stories.



Researchers and participants engaged in discussions sharing insights on improving climate change communication and developing resources for journalists

