

## **Report: Focus Group Discussion Workshop in Indonesia**

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

**Date:** 25th June 2024 (Tuesday)

**Time:** 09:00 am - 12:00 pm (1st Session) and 01:00 pm - 04.00 pm (2nd Session)

**Venue:** Room 612 Cibanten, Monash University Indonesia, Banten, Indonesia

### **Executive Summary**

The FGD involved five distinct participant groups: journalists, academics and researchers, NGOs and think tanks, business leaders, and government agencies. These groups shared insights on the communication gap between climate change experts and journalists, and their needs for enhancing capacity in this area.

A set of recurring themes emerged across the discussions, which are integral to climate change communication practices in Indonesia. These include: Training, Visualization, Personalization, Targeting, Trusting, Localization, Partnering, Utilizing Platforms, Motivating Action, Deflating, Censoring, Translating, Effective Translation, Sensationalising and Behavior Change.

Initial Key Findings:

#### **1. Complexity and Challenges:**

Participants acknowledged the complexity of climate change issues and the associated challenges in effectively conveying these topics to diverse audiences.

#### **2. Collaboration as a Core Strategy:**

Participants expressed a strong desire for cross-sector collaboration among stakeholders to achieve impactful and sustainable climate communication goals. Multi-stakeholder collaborations were seen as critical for developing comprehensive narratives, especially on complex issues like deforestation, pollution, and policy development.

#### **3. Need for Capacity Building:**

There is a clear need for capacity-building initiatives to enhance stakeholders' understanding of the climate crisis and improve communication strategies.

- **Journalists:** Emphasized the importance of long-term collaboration with researchers and academics to deepen their understanding of climate change issues.
- **Academics and Researchers:** Highlighted difficulties in reaching journalists and called for broader, more inclusive stakeholder collaborations. Their current communication efforts often target students.
- **NGOs and Think Tanks:** Stressed the need for practical strategies to expand audience reach and emphasized training and strategy renewal to mobilize audiences effectively.

- **Business Leaders:** Focused on translating the importance of climate change into business opportunities and highlighted the necessity of localizing policies to align with business interests.
- **Government Agencies:** Found it easier to convey climate data to key stakeholders, including the media, but recognized the need to simplify this data to prevent misinterpretations.

### **Purpose and Objectives of the FGD**

The FGD aimed to gather insights from journalists and climate change experts (NGOs, CSOs, think tanks, and researchers) on:

- Enhancing the quality of climate change reporting in Indonesia.
- Developing effective communication strategies for diverse audiences.
- Bridging the gap between scientific facts and public understanding.
- Creating impactful narratives that inspire action on climate change.

### **Participant Selection and FGD Procedures**

Participants were selected based on their expertise and experience in journalism or climate change-related fields. Those in mid-to-senior-level positions were invited to ensure the discussions reflected deep insights and substantial experience in Indonesia's climate change landscape.

FGD Procedure:

- Participants were divided into four groups, each comprising individuals from two different backgrounds (e.g., journalists and NGOs in Group 1).
- Two sessions (morning and afternoon) were conducted to maximize attendance.
- Each group included 8–10 participants, led by a moderator who ensured discussions stayed on topic and all participants contributed.

The FGDs lasted approximately three hours, with data collected via audio recordings, following informed consent from participants. Overall, the Jakarta workshop provided valuable insights into the specific challenges faced in Indonesia, while also identifying practical solutions to improve climate communication and co-production between key stakeholders.



Photos: Participants engaged in a collaborative discussion