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TO: SPREP National Focal Points for:
Cook Islands, Niue, Samoa, Tonga, and Tuvalu

Cc: Directors – National Meteorological Services

SUBJECT: **Invitation to Participate - Intra-ACP ClimSA Polynesia Sub-Regional Knowledge Brokerage in Climate Services Training for NMHSs from 2 - 6 November, 2026 *(Rarotonga, Cook Islands)***

Dear Focal Points for the Cook Islands, Niue, Samoa, Tonga and Tuvalu,

Greetings from the Secretariat of the Pacific Regional Environment Programme (SPREP) Headquarters in Apia, Samoa.

The Secretariat extends an invitation to your organisation to attend a training specifically designed for Knowledge Brokerage in Climate Services for national meteorological services. This activity is funded by the European Union and will be delivered in all three of the sub-regions in the Pacific.

The goal of this training is for National Meteorological and Hydrological Services (NMHSs) in the Pacific to improve their knowledge on how best to disseminate climate information services, and for meaningful engagement with the media at a national level.

By giving them the necessary knowledge and tools for effective dissemination of climate information, the NMHSs will be able to generate better digital content and thus improve climate communications, advocacy, social marketing, and the delivery of public services. Digital marketing is key to increase the uptake of climate services in the Pacific Region. One of the main goals of the training is to give the NMHSs in the Pacific Region an opportunity to adopt efficient national dissemination strategies.

Training Objectives:

- Strengthen the NMHSs capacity to use Digital Marketing, multimedia production and data visualization tools to disseminate Weather and Climate Information
- Improve climate information uptake
- Improve the use of technology to promote adaptation and mitigation behaviours.

Topics covered in the training:

- Climate Services Value Chain
- Email marketing
- Presentation of the weather forecast
- Mainstreaming climate information (Eg. radio)

- Public information (Eg. Digital press conferences, press releases, engaging with journalists)
- Online activities and events
- Social media management
- Graphic design
- Monitoring and Evaluation
- User Feedback

Learning outcomes:
After finishing the course, the participants will be better equipped to use and understand new software, platforms, and best practices for the efficient dissemination of climate information.
Participants will be trained on topics such as improving user data management, digital marketing, how to produce interactive content, and how to operate commonly used software in the production and dissemination of climate information.

We acknowledge that your organisation has been actively engaged in implementing a range of activities which are directly related to Pacific ClimSA's area of work, and the participation of one of your communications/media staff in this meeting will add immense value.

We cordially invite a representative of your team who is directly responsible for developing communications covering issues on climate science and climate change, to attend the week-long training 2 - 6 November, 2026 in Rarotonga, Cook Islands (exact venue to be confirmed).

Kindly confirm your participation via email to Naheed Hussein (naheedh@sprep.org) before 30 September, 2026, including the completed Nomination Form.

A concept note and detailed agenda are attached.

Thank you for considering this invitation. We look forward to your positive response and assure you of our support for this initiative.

Yours sincerely,

Simeamativa L. Vaai
Officer-In-Charge

Att.