Polynesia Sub-Regional Knowledge Brokers in Climate Services Training for NMHSs
XX – XX November, 2026
VENUE TBC, Rarotonga, Cook Islands

Background
The Intra ACP Climate Services and other related applications for the Pacific ACP region is a EUR 9 million, 57 months project funded under the existing Financing Agreement between the ACP Secretariat and the European Union (EU) and implemented by SPREP. Its overall goal is to support the climate information services value chain to improve access and use of climate data and information to produce services and applications for decision making at all levels in the Pacific region.

The Action for the Pacific ACP region will strengthen the institutional arrangements for climate services taking into consideration the climate information needs of the sectors in particular DRR and agriculture and communities as well as the capacity gaps of the National Meteorological and Hydrological Services as the climate service providers. It will improve observation systems, access to high quality climate data through collaboration with global partners such as WMO, EUMETSAT, Copernicus, JRC and OACPS Secretariat and technical capacity through tailored trainings and mentorship. The action will facilitate structured interaction between the global (WMO, JRC, etc), regional (SPREP, SPC, RCC Node Leads) and national partners, between NMHSs and sectors at the country level and between sectors and communities.

Successful implementation of the Action will require genuine and meaningful involvement and active participation of government ministries and sectors at the national level. It will also require streamlining of communication and visibility activities for each national meteorological service to achieve greater impact and reach of the Action. This will be achieved through the implementation of relevant awareness initiatives aimed at spreading the understanding of the Action's rationale, objectives, outputs and activities to all key stakeholders to facilitate ownership and active participation.

Crucial to successful implementation, is skills development for the national meteorological service to carry out communications and engagement activities, to further strengthen its ability to deliver its services to the end user.

Activity: Polynesia Sub-Regional Knowledge Brokers in Climate Services Training for NMHSs

Goal
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 improve 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 by national media organisations
- Improve the use of technology to promote adaptation and mitigation behaviours

Topics covered in the training:

- Climate Services Value Chain
- Email marketing
- Presenting forecasts
- Mainstreaming climate information (Eg. media kits, radio, press)
- Public information (press conferences, press releases, engaging with journalists)
- Online activities and events
- Integrating Science and traditional forecasting to climate information
- Social media management
- Graphic design and video production
- 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.

Support

As a part of the implementation of the Intra-ACP ClimSA Pacific Programme, there will be a five-day training, funded by the European Union.

Knowledge Brokering, Digital Marketing, Traditional Media and Interactive Content Creation for National Meteorological Services
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Agenda

Prep Meeting: Friday – Saturday		
Time	**Facilitation Team Briefing**	**Facilitator**
Friday 16 1:30pm	• Agenda and Activities • Timings • Final adjustments	
Day 2: Monday XX November		
9:00am	**Introductions & Housekeeping** - Scene setting: overview of workshop objectives - Participant presentations: round table introductions - Group Photo	PM & Kim J
10:00	Morning Tea	GL
Time	**Session I: The Climate Service Value Chain**	
10:30am	**Official Opening** - Welcome address **Introduction to CS Value Chain** - Developing a Climate Information Production Toolkit for NMHSs: Stakeholder Analysis • **Activity:** Focus on 2 specific products and conduct a Stakeholder Analysis • 2 broad groups: NMHS and Media	PM & LM
11:00	Country Report Back on Stakeholder Analysis	PM
11:30	**Distribution Channels** - Introduction to Paid Earned Shared Owned Channels (PESO) - Developing a Climate Information Production Toolkit for NMHSs: Audit Distribution Channels • **Activity:** Focus on 2 specific products and conduct an audit of the effectiveness and relevance of the distribution channels used. • 2 broad groups: NMHS and Media	PM & LM
12:30	Lunch Break	GL
1:30	Country Report Back on Distribution Channel Audit Tool Activity: Toolkit – Distribution Channel Audit Tool	PM
2:00	**Data Information Knowledge Wisdom Pyramid** - Basics of how observation data flows to end users. - Case studies from the Pacific on effective climate services	PM

	Facilitated Discussion between Senior Climatologist, RCC Coordinator and Participants on achieving success in effective Climate Science Communication. *Output: Indicators of success and points on gathering user feedback.*	
3:00	Tea Break	GL
3:30	**User Feedback** - Introduction to User Needs Surveys & Assessments - Developing a Climate Information Production Toolkit for NMHSs: Feedback Tools • **Activity:** Focus on 2 specific products and analyse how feedback is given, received and captured for these products. • 2 broad groups: NMHS and Media	PM
4:00pm	Wrap Up of Day 1 Evaluation – group discussion, informal	PM

Day 2: Tuesday XX November		
Time	**Session II: Media Training**	**Facilitator**
9:00am	**Media Landscape and communications priorities in the Pacific** Latest Reports and Discussions Facilitated Discussion - Media - Media - Media	BBC Climate Action SPREP Comms
10:00	Morning Tea	GL
10:30	**Media Training** - Writing an effective press release and media pitch on the launch of one climate product (e.g annual climate summary) **Activity:** hands-on exercise with 3 or 4 groups of participants including Met and media representatives	SPC/SPREP Comms
12:30	Lunch Break	GL
1:30	**Media Training: Review PR and pitches** - Each group presents their PR and pitches it to the other groups	SPC
2:00	**In the News** *Field Visit Potential to DMO and one stakeholder (farmers?)*	GL
4:30pm	Wrap Up of Day 2	PM

Day 3: Wednesday XX November		
Time	**Session III: Going Digital**	**Facilitator**
9:00am	**Media Training: Overview of digital comms trends** - What's new and interesting - Q&As **Introduction to the basics of photography and videography**	KT – Slido
10:00	Morning Tea	GL
10:30	**Digital Tools** - distribution channels for CS products (e-forms, e-newsletters, website, social channels) - Canva Training **Activity:** Participatory discussion on the usefulness of e-channels by country and by media outlets. Create infographic and templates to present the 2 climate products identified earlier – icons	KT
12:30	Lunch Break	GL
1:30	**Digital Tools: How to boost your social media content** - Developing a Climate Information Production Toolkit for NMHSs: Social Media Content Calendar - Social Media management with an editorial calendar - Analytics **Activity:** Create a Social Media Content Calendar for the 2 CS products identified previously (template provided)	KT
3:00	Tea Break	GL
3:30	**Content is Key: Showcasing Photographs and Infographic** - Following on from the morning session, participants will showcase their photos, videos and products that can be used as visibility materials for the training, and for use after the training.	PM
4:30pm	Wrap Up of Day 3	PM

Day 4: Thursday XX November		
Timen	**Session IV: Content Creation**	
9:00am	Refining products covered in Day 3 (Canva Training) Activity: Create infographics and templates to present the 2 climate products identified earlier	KT
10:00	Morning Tea	GL
10:30	Refining products and integrating elements of User Feedback Activity: Using the 2 climate products identified earlier, suggest how feedback can be obtained.	PM
12:30	Lunch Break	GL
1:30	**Inclusive Communications: Reaching the Last Mile**	PM

	- Developing a Climate Information Production Toolkit for NMHSs: Inclusive Climate Comms - Presentation on GEDSI mainstreaming in climate science communication **Activity:** Develop 2 inclusive and accessible climate products which incorporate Pacific GEDSI best practices	
3:00	Tea Break	GL
3:30	**Digital Tools: Organising effective online events** - Developing a Climate Information Production Toolkit for NMHSs: Online Events Guide - Best practices using Zoom & Teams - Q & A	PM
4:30pm	Wrap Up of Day 4	PM

Day 5: Friday XX November		
Time	**Session V: User Feedback**	**Facilitator**
9:00am	**Developing NMHS Feedback Mechanism** - Developing a Climate Information Production Toolkit for NMHSs: Database for climate products and feedback **Activity:** Using Excel, create a database for climate products and feedback received	PM
10:30	Morning Tea	GL
11:00	**Wrap-up – Evaluation forms - Graduation Ceremony**	PM
12:30	Lunch	GL
1:30	Opportunity for networking and finishing off any products that may need specific support	PM
4:00	End	PM