



Climate Change Management Department

Climate Change Publicity and Awareness Programme

The Climate Change Management Department has a Publicity and Communications Office which derives its mandate from Article 6 of the United Nations Framework Convention on Climate Change (UNFCCC) which Zimbabwe is party to. Article 6 is on Climate Change Education, Training and Public Awareness. The Publicity and Communications Office is the national climate change information and education unit and is responsible for planning of climate change communication, training and public awareness programmes as well as mobilising resources for awareness activities.

Various awareness workshops are held whereby different stakeholders from different sectors are able to attend including parliamentarians, government officials, private sector, the business community, civil society, farmers, school children and many others. The Office takes advantage of the projects being implemented by the Ministry to factor in a component of public awareness. The Department exhibits at events such as Zimbabwe International Trade Fair (ZITF), Harare Agricultural Show and other provincial and district agricultural shows in order to raise awareness on climate change issues and disseminate information on what is being done to mitigate and adapt to climate change at national and sub-national levels. The Department also takes part in environmental commemorations such as World Ozone Day, World Environment Day and many others.

The Department, through the Publicity and Communications Office, produces Information, Education and Communication Material fit for the public and all age groups. The material is in form of banners, brochures, pamphlets and fliers, among others. Some of this material, like brochures and pamphlets, is given to the public to enhance their understanding of climate issues. The Department raises awareness through both print and electronic media. It is worth to note that the Climate Change Management Department has an up-to-date and fully functional website which is accessible to both national and international stakeholders. This website is updated regularly and in it there are climate change resources which the public can access for their information. The website URL is www.climatechange.org.zw. Some of the resources on the website are the National Climate Policy, Climate Smart Agriculture Manual for Agriculture Education in Zimbabwe, Third National Communication to the UNFCCC and the National Inventory Report, among many others.

The Publicity and Communications Office produces articles which are published in newspapers every week and examples of these newspapers include Newsday Zimbabwe and the Herald. Using these newspaper articles, which is a form of print

media, awareness levels are being raised significantly. The articles published are centred on climate change work at national and international levels; causes and impacts of climate change; as well as, climate change adaptation and mitigation projects and programmes in Zimbabwe. The Department also take part in TV and radio programmes disseminating information about climate change.

The Department, with financial support from UNICEF successfully managed to develop a child friendly version of the National Climate Policy. This will go a long way in disseminating the Climate Policy document and make sure it is understandable to the younger generation. This work was done in collaboration with the Curriculum Development Unit in the Ministry of Primary and Secondary Education (MoPSE). The Ministry being represented by the Department is also working with Ministry of Primary and Secondary Education in mainstreaming climate change in the new national education curriculum.

Mainstreaming of climate change in education is very key to ensure effective climate change implementation. Zimbabwe has been admitted into the United Nations Climate Change Learning Partnership programme for southern Africa and received a grant for the development of a National Climate Change Learning Strategy. The Strategy enables the country to take stock of existing initiatives, identify gaps and prioritize actions to address climate change.

For more information contact the **Climate Change Management Department** on
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