

**Media and
Information Literacy
for**

**Climate Change
Stories from**

Pakistan

Project Closure Report

Contract No: 4500447403



Address 29 C 24th Street Tauheed
Commercial Area DHA Phase 5 75500 Karachi
Pakistan
(Vendor number 343522)
IET focal person: Afia Salam



UNESCO contact: Hamza Khan Swati

Start: 01 November 2021

End : 31 December 2021

Background:

Pakistan remains firmly, and alarmingly, within the top ten bracket of countries assessed as highly vulnerable to the impacts of Climate Change. There is a dire need to put facts out about the situation in Pakistan to rally support to build its adaptive capacity.

In the past media has been successfully used as a bridge to disseminate knowledge and awareness. This is an important sector as the level of awareness is not commensurate with the threat level.

Because Pakistan is geographically a large and diverse country, it becomes difficult to get the big picture unless attention is specially focused on local issues and their solutions. The way the mainstream media is structured, such Climate Change issues jostle for space with politics and other matters that appear to gain the airwaves and column space.

The advent of digital media offers an opportunity to fill the gaps in content. However, as this is still the domain mostly of freelancers, who are resource constrained as far as access to experts and field is concerned, many local stories remain untold.

The other gap is institutional as far as the organizations, government as well as non- government, working in the space of environment and climate change are concerned. They are not always able to showcase the excellent work they are doing as their focus is more on the work and less on showcasing and outreach.

The Project Pitch:

UNESCO's Media and Information literacy and other journalism education tools, for capacity building have been used to address growing instances of misinformation and disinformation for effective reporting, especially on climate change, emergency & disasters and sustainable solutions.

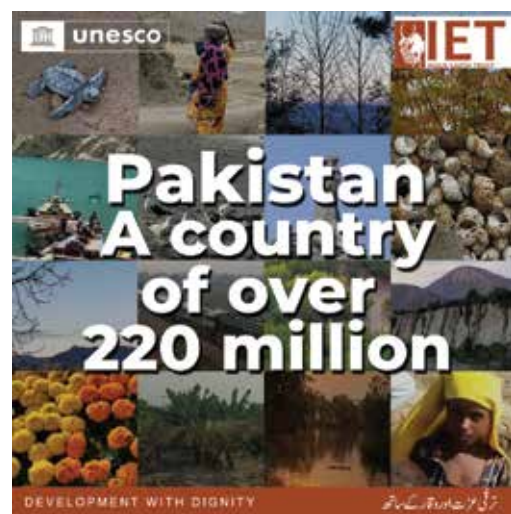
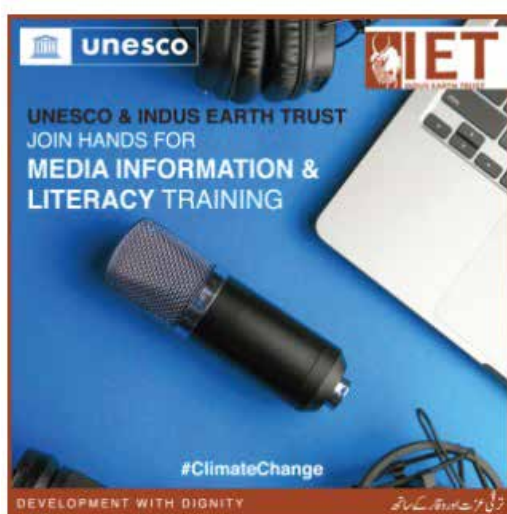
Indus Earth Trust is a registered organization working in the development sector for the past two decades. One of the key strengths of IET has been in training and development. Our T&D portfolio has included trainings in creating community based organization, disaster response, WASH, education, climate change adaptation, water conservation and purification, skills enhancement, eco-friendly construction and media engagement for showcasing, advocacy and outreach.

Objective:

To sensitize journalists and significantly scale up their level of knowledge about climate change issues besetting Pakistan. Through strategic media engagement, these can all be looked at with the lens of sustainable development goals in totality instead only looking at Goal 13 of Climate Action.

Methodology:

A call for the Registration to be given on journalist forums and groups, including the one formed through the UNESCO support to the High Commission of Canada in Pakistan which resulted in a cohort signing up under the #C4CC (Conversation for Climate Change) initiative.



<https://www.facebook.com/ietpk/videos/411211787326388>

These organizations included:



The supporting organizations, Ministry of Climate Change, IUCN (International Union for Conservation of Nature) Pakistan, WWF-Pakistan, GCISC, Global Change Impact Studies Center, Karachi Urban Lab of IBA at Karachi University and Hisaar Foundation were called in for supporting this initiative through the incentive of short listing the projects of their choice that they want to highlight. From the earlier initiative, there was an addition of Environment Department, Government of Balochistan.

Process:

The registered participants from across Pakistan given a last date to apply by, and were given preliminary information about the projects identified by the partner organizations.

These projects included:

Ministry of Climate Change:

- 1- Ten Billion Tree Tsunami
- 2- Clean Green Pakistan
- 3- GLOF-II
- 4- Green Economic Stimulus
- 5- Ecosystem Restoration Initiative
- 6- Climate Smart Agriculture etc

IUCN-Pakistan:

- 7- Adapting to Salinity in the Southern Indus Basin (South)
- 8- Partnerships for Biodiversity Conservation in Thar (South)
- 9- Gender-responsive Readiness: Building capacities and innovative approaches through development of a national Climate Change Gender Action Plan (ccGAP) – (North)

WWF-Pakistan:

- 10- Climate: Recharge Pakistan
- 11- Freshwater: Corporate Engagement in Water Replenishment
- 12- Forests: Juniper Forest Ecosystem
- 13- Markets: Organic Cotton project
- 14- Food: Food Loss and Waste
- 15- Wildlife: Illegal Wildlife trade
- 16- Oceans: Reducing By-catch

Env't. Dept. Gov't. of Balochistan:

- 17- Environmental impact of ship dismantling at the Gaddani Yard in light of the Hong Kong Convention.
- 18- Coal power generation and other elemental industries on the coast affecting marine life
- 19- in Balochistan and threatening the coastal habitat
- 20- Mountain bodies as hotspots for Ecosystem Restoration- especially Quetta city
- 21- Education and curriculum as a synchronized, structured and well line up hierarchy of environmental material
- 22- Climate threats and what is the preparedness level of environment department in the province, finance, HR, institutional capacity and outreach, plans, policies etc
- 23- Brick kilns, small industries and crush plants and mining overall are extremely
- 24- environment hazardous

- 25- The perennial plains in the district Jaffarabad, Naseerabad have abundant water
- 26- issues. Water logged areas which could be the sites for excessive plantation.
- 27- Agricultural threats which need to be remedied and burning of crops/husk etc needs to be controlled
- 28 The search for commercial avenues in ecosystem restoration activities
- 29 Investment in nature like in olives and chilghoza in Zhob; medicinal herbs, honey etc in Ziarat; mangroves in Lasbella and Gwadar.

Karachi Urban Lab; IBA, University of Karachi:

- 30- Climate Change and Urban Violence
- 31- Land Displacement

Hisaar Foundation:

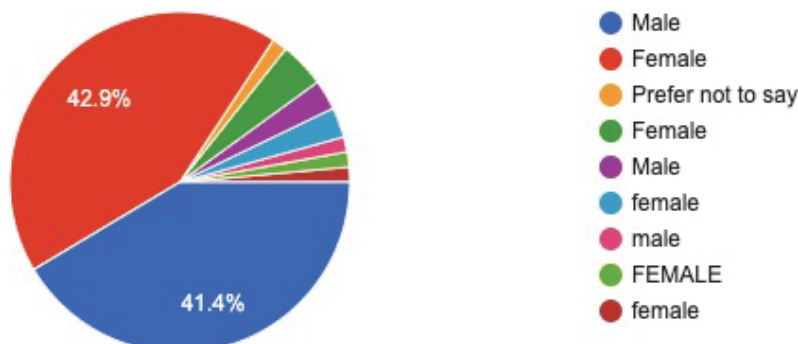
- 32- Adopt a Village - Bhadaur Junejo, Tharparkar
- 33- Water conservation guidelines and women and Water networks
- 34- Light a village Dhabhi Khyber
- 35- Karachi International Water Conference webinars
- 36- Water systems in hospitals
- 37- Panjwani-Hisaar Water Institute
- 38- Think Tank

Global Change Impacts Study Center:

- 39- Monsoon shift and variation is threatening indicator for economy
- 40- Climate extremes – a new norm
- 41- Future water availability from different sources (rainfall/snow/ice) under different climate change scenarios
- 42- Glacier melting and climate change
- 43- Prospects of climate smart agriculture in Pakistan
- 44- Nature based solutions for agriculture, water management and food security
- 45- Making Agriculture climate resilient
- 46- Obstacles to the adoption of climate friendly technologies in the farmer fields and possible solutions
- 47- Mainstreaming climate change considerations in sectoral policies and action plans
- 48- Developing MRV Systems for ETF
- 49- NDC implementation pathways
- 50- Climate change challenges, role of research for informed actions and opportunities for Pakistan
- 51- Climate change and health challenges

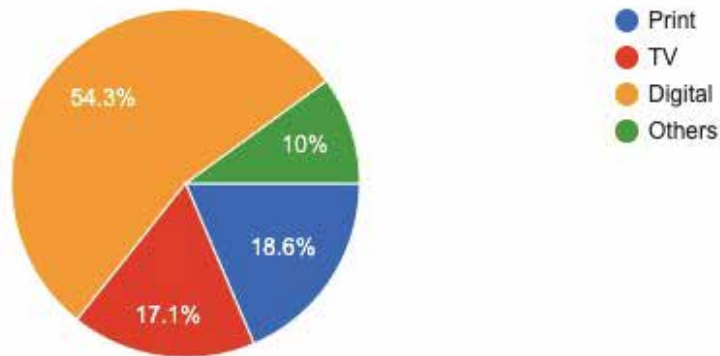
Indus Earth Trust:

- 52- Water for Women in Kohistan, Thatta
- 53- Disaster resilient zero carbon housing



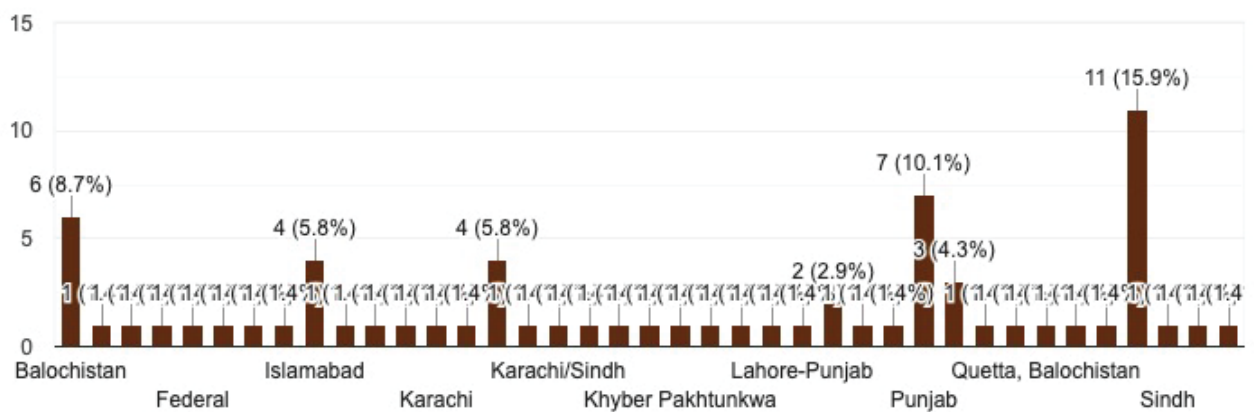
Medium

70 responses



Location/ Province

69 responses



Work Plan:

Flow of project as agreed with UNESCO as reflected in the work Plan submitted.

Organization Name: Indus Earth Trust																	
Project Name: Media Literacy & Information																	
Milestone	Activity/Task	Oct-21				Nov-21				Dec-21							
		Week				Week				Week							
		1	2	3	4	1	2	3	4	1	2	3	4				
1	Formal invitation through email to be sent to heads of these organizations																
	Zoom meeting to brief them about the objectives																
	Short listing of projects in all 4 provinces and Gilgit-Baltistan that need to be highlighted																
	Formation of Jury to shortlist 4 winners of story assistance																
2																	
	Put out call to register for participation on all media																
	Training/sensitization session with all organizations																
	Announcement of story competition																
	Receive entries as story pitches/concept notes																
	Develop assessment criteria for circulating to Jury																
	Assess and announce 4 winners in each province and Gilgit-Baltistan																
	Disburse Story assistance grant to winners 50% on winning 20% on submission 30% on publication																
3	Compilation of project completion and monitoring Report																
	Submission of financial accounts																

Once the registrations were in and proposed projects shared with the participants, the partners were approached for a mutually suitable date for the online Media Information and Literacy training session on the projects selected to be shared with the participants.

Annex 2

Training session on Zoom:

On December 6, in collaboration with the partners, a training session on Media Literacy and Information for Climate Change Stories from Pakistan was scheduled, moderated by Afia Salam, the lead on the project on behalf of Indus Earth Trust.

You are invited to a Zoom webinar.

When: Dec 6, 2021 11:00 AM Islamabad, Karachi, Tashkent

Topic: Indus Earth Trust - Workshop

Please click the link below to join the webinar:

<https://unesco-org.zoom.us/j/99957845087>

Passcode: 226251

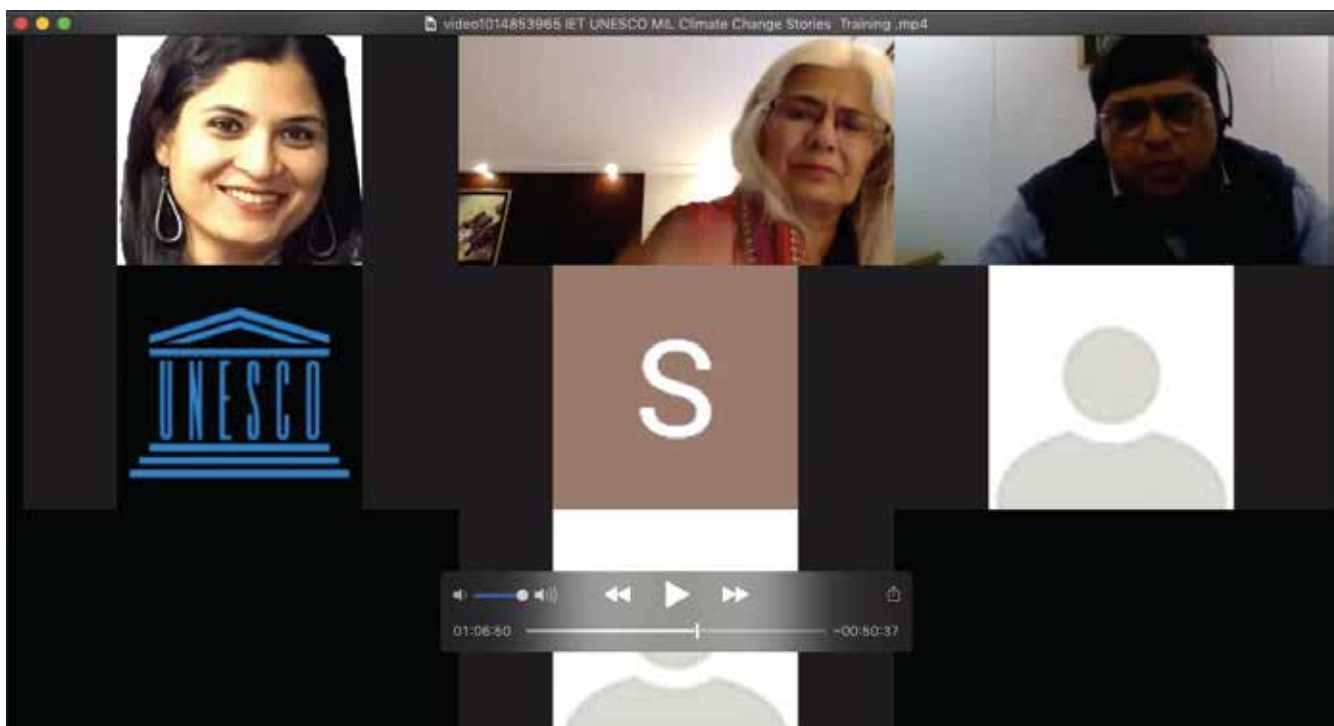
Recording link of the webinar: https://drive.google.com/file/d/1wG_Zt00EgdAXOBJFB10myCUEDDx-HbstL/view?usp=sharing

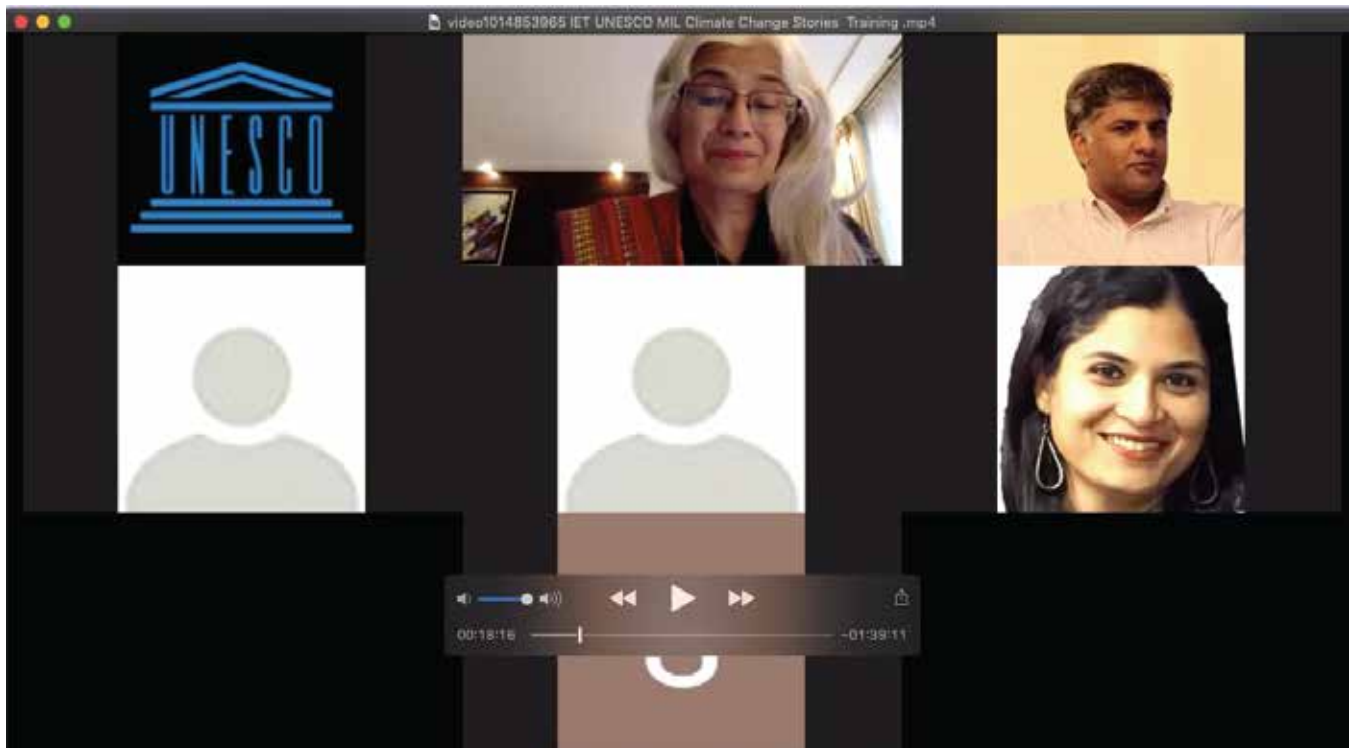
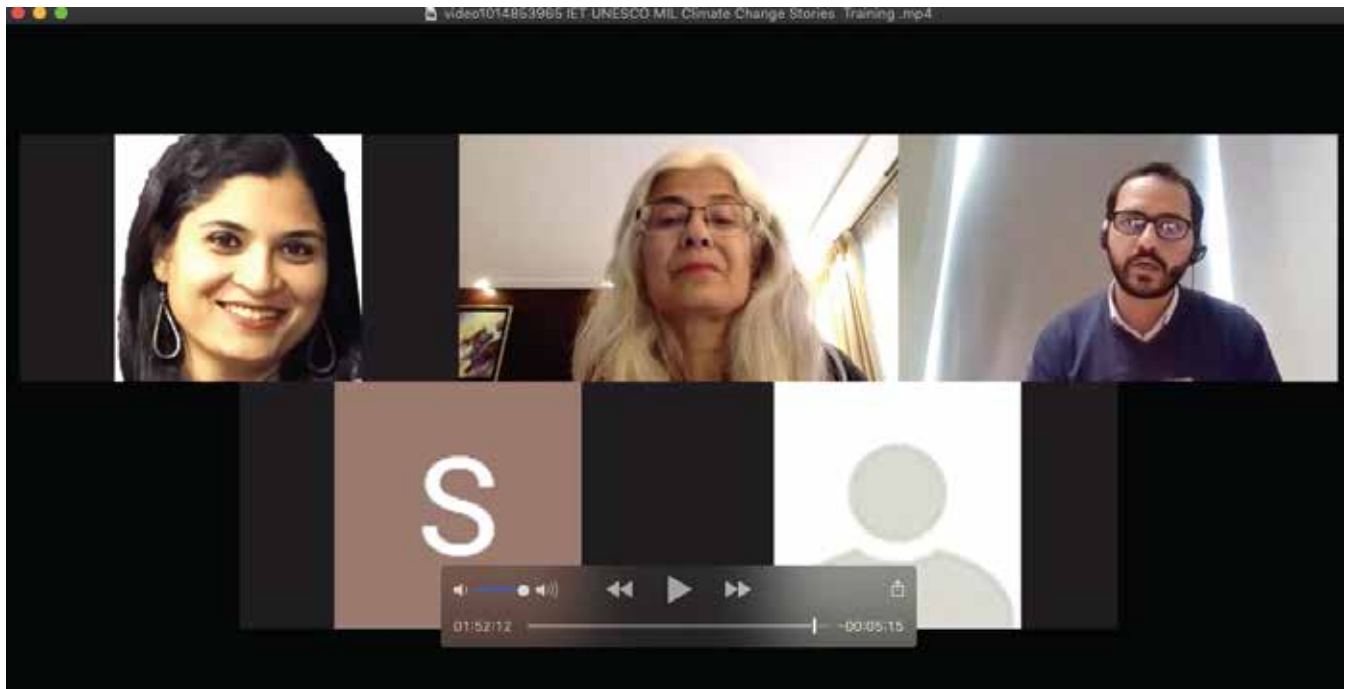
The meeting started with a welcome note by Shahid Sayeed Khan, CEO of Indus Earth Trust, who highlighted the role of the organization in keeping media engagement at the center of its activities.

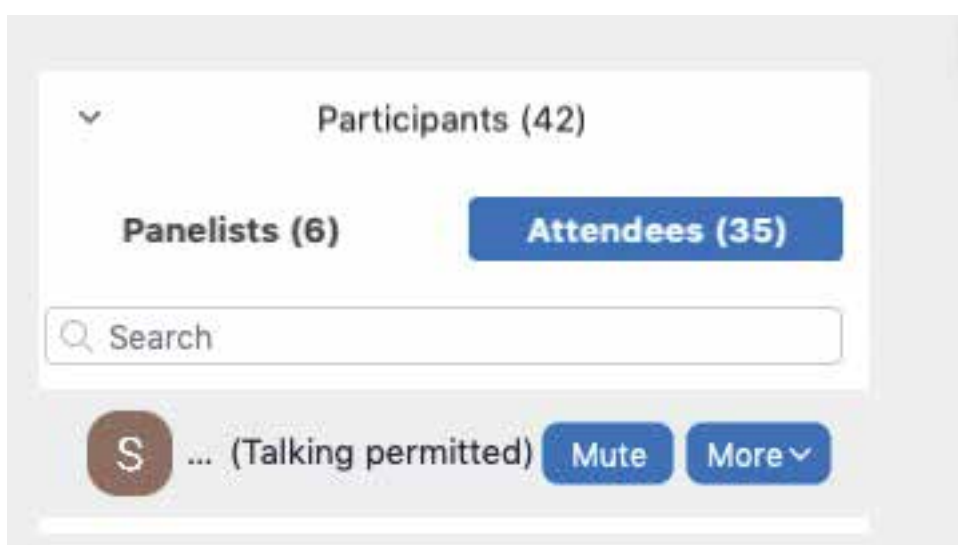
The keynote address was delivered by former Senator and Minister Javed Jabbar, who has also been twice Global Vice Chair of IUCN, and as a communicator par excellence, spearheaded the environment and climate conversations at national, regional and international forums. The partner representatives then gave details about the projects they had shared and offered assistance in giving details to the participants who chose to cover these highlighted issues.



UNESCO Pakistan representative Hamza Khan Swati explained the aims and objectives of the project and the importance of fact based content creation for the promotion of stories from the ground.







Communications:

Right from the outset, a WhatsApp group of the participants for ease of communications and a dual channel of emails was maintained.

Promotion:

A specialist social media firm, Mind Map Communications was taken on board for a multi-platform digital promotion of the project, its participants, competition winners and the outreach of its outcome through the content created.



Indus Earth Trust
930 Tweets

Following

Indus Earth Trust @IndusEarthTrust · Dec 11

#DidYouKnow According to the World Economic Forum, Pakistan ranks 144 out of 145 countries in the Global Gender Gap Report 2015. @IUCN & @ClimateChangePK is working on a national climate change gender action plan (ccGAP) for promoting innovative gender-responsive activities



Indus Earth Trust @IndusEarthTrust · Dec 11

#DidYouKnow Drought-prone areas are more vulnerable to the effects of Climate Change. @HisaarF's Adopt a Village program provides holistic disaster mitigation capabilities, water solutions, kitchen gardening & livestock development to make such communities self-sufficient.



Indus Earth Trust
930 Tweets

Following

Indus Earth Trust @IndusEarthTrust · Dec 10

#DidYouKnow Astola Island's sandy beaches are a nesting ground for green turtles and around 25 species of coral have been found in the ocean around it. The @dpr_gob has declared it the country's first marine protected area.



Indus Earth Trust @IndusEarthTrust · Dec 10

#DidYouKnow The increase in temperatures and changes in precipitation poses threat to the future livelihoods of farmers & the #Pakistani agricultural sector. #GCISC is working to transform the Indus Basin with Climate Resilient Agriculture and Climate-Smart Water Management.



Indus Earth Trust @IndusEarthTrust · Dec 10

#DidYouKnow Kohistan area is one of the many marginalized communities in Pakistan where access to clean hygienic drinking water is not widely available. @CokePk and IET launched "Water for Women" aimed to replenish ground water as well as harvest rain water for the inhabitants.



Indus Earth Trust @IndusEarthTrust · Dec 9

#DidYouKnow Marginalised urban communities are among the most vulnerable to the impacts of climate change, crime & state-led displacements. @KarachiUrbanLab is promoting understanding of the interactions between climate change & urban violence with a focus on non-conflict violence



Indus Earth Trust @IndusEarthTrust · Dec 10

#DidYouKnow Bloomberg estimates that only 5% of Pakistan has forest cover, against a global average of 31%. @GovtofPakistan has launched The Ten Billion Tree Tsunami Project to help restore ailing ecosystems and improve natural capital. @ClimateChangePK



Indus Earth Trust
930 Tweets

Following

Indus Earth Trust @IndusEarthTrust · Dec 10

#DidYouKnow Prior to 2012, around 40,000 dolphins and sea turtles died as bycatch annually in Pakistan's gillnet fishery alone. @WWFPak is encouraging Pakistan's national fleet of gillnet vessels to modify how crews fish with this gear to mitigate the negative ecological impact.



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22 STORYTELLERS 01 MISSION

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We are pushing for a just future and livable climate
Stay Tuned For More Updates.

IET

unesco

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Waqia Naeem
Researcher, Environment & Climate Change
Researcher

“

I wanted to cover this issue because I believe in some extent all of us are suffering from this about humanity. If today we don't realize the environment and the sustainability of our future, future generations will have to suffer from catastrophic impact.

“

Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

unesco

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

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Irfan A.J. Raza
Researcher, Environment & Climate Change
Researcher

“

As a researcher and media consultant in the event area of the world, I have been studying the effects of environmental degradation on the sustainability of particular countries in the future. I am looking for the reasons and what are the impact to have sustainable?

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Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

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“

Saadia Usman
Researcher, Environment & Climate Change
Researcher

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Climate change is a global risk. Pakistan is facing especially severe impacts in the form of increasing floods, droughts, rising temperatures, cyclones and rising sea.

“

Pakistan is facing the issues which could be addressed and avoided through various efforts.

“

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

I want to cover climate change for the reason that it affects the lives of people. I want to get my message across to the public and the government about the importance of this. I want to get my message across to the public and the government about the importance of this.

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IET

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Aamir Ahmed Khan
Researcher, Environment & Climate Change
Researcher

“

Since 2014 and have reported on climate change. Pakistan is facing different types of impact. I want to get my message across to the public and the government about the importance of this.

“

Her Story: How Climate Change and Policy Initiatives
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IET

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Saadia Usman
Researcher, Environment & Climate Change
Researcher

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IET

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“

Saadia Usman
Researcher, Environment & Climate Change
Researcher

“

A PhD in Education with a specialization in curriculum and content development, she has been associated with the education sector for the last 15 years. She has a passion for social justice, climate justice, and gender equality. She has been involved in various research and development projects in the field of education and environment.

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Her Story: How Climate Change and Policy Initiatives
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IET

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

Wishes on humanity, culture, and environment. I want to get my message across to the public and the government about the importance of this.

“

Her Story: How Climate Change and Policy Initiatives
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IET

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

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Mediated for climate change from various days when I have covered the impact of climate change on the environment. I want to get my message across to the public and the government about the importance of this.

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Her Story: How Climate Change and Policy Initiatives
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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

Currently a digital media fellow at the Indus Earth Trust, I want to get my message across to the public and the government about the importance of this.

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Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

I have been involved in journalism since 2014 and have covered the impact of climate change on the environment. I want to get my message across to the public and the government about the importance of this.

“

Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

I did not of programs on climate change, environment, and social issues. I want to get my message across to the public and the government about the importance of this.

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Her Story: How Climate Change and Policy Initiatives
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IET

unesco

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Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

Working as a research journalist, I want to get my message across to the public and the government about the importance of this.

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Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

unesco

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“

Aina Duraid
Researcher, Environment & Climate Change
Researcher

“

She is a professional in a national level competition in many writing in the field of environment and climate change.

“

Her Story: How Climate Change and Policy Initiatives
Research Organization: Environmental Life, Water Foundation

IET

The preliminary analytics are being shared with the draft report but the final analytics will be shared at the end of January once the promotion of all the stories has been completed. *Annex 3

Steps of the competition:

- Participants of the webinar were asked to submit their story pitches after the partners had given details of their projects.
- A social media campaign giving details of the partner projects was launched with the hashtag of #DidYouKnow
- After closure of deadline, the story pitches were assessed
- Winners announced
- 50% of winning amount was despatched immediately for mobilization *Annex 4
- Stories received on last date i.e December 28 2021
- Assessed and feedback given. Dec. 29, 2021
- Final cheques of balance amount despatched and responses received *Annex 5
- Promotion of stories to begin from January 1 and continue to January 31, 2022



https://www.facebook.com/watch?ref=search&v=649555189423877&external_log_id=e99ce59c-ba06-4c84-8810-a9a13aaa700f&q=indus%20earth%20trust

Rapid SWOT Analysis:

Strength: Onboarding of most of the important players working in the space of Climate Change. The organizations included the Govt, of Pakistan, a provincial government department (Env. Dept. Govt. of Balochistan), a Federal Govt. Research body, GCISC, two INGOs, IUCN and WWF, academia in Karachi Urban Lab of IBA, University of Karachi, and a think tank, Hisaar Foundation.

Weakness: Paucity of time to be able to wait out the registrations to be able to gather as many from a mix of media, and greater participation from the provinces from where we had too few, like Khyber Pakhtunkhwa and Gilgit Baltistan

Opportunity: To stay engaged with the cohort developed through this short project and look for opportunities and resources for their mentoring, which was not the mandate of this project, to teach them skills of climate change content creation

Threat: Losing their interest through lack of engagement despite the fact that so many new areas have been identified by the partners that need to be highlighted for a holistic climate change discourse.

Recommendation:

As had been submitted in the initial concept note, a programmatic approach is needed to capitalize the convening power of UNESCO to get onboard the right partners to take the agenda of MIL forward.

A large cohort, of over 80 from the #C4CC initiative and 70 from the current one has already been formed and they can be taken through the paces to build their capacity in producing content that can actually populate the different media platforms and do every newer constituency building.

Going forward into the new year affords an ideal opportunity to plug in such initiatives in annual plans.

Annexures:

Concept note
IET-UNESCO Contract
Budget
1st payment request form
Profiles:
IET
Mind Map communications
John Richards
Afia Salam
Cursor Communications
IET contract with Afa Salam
IET contract with Mind Map Communications
IET Contract with John Richards
Invoice from Cursor communications
Registration sheet
Story Grant winners sheet
Sample of advance payment notices and responses through cheques
Samples of advance payment notices through easypaisa and responses
Sample of final payment notices and responses through cheques
Samples of final payment notices through easypaisa and responses
Part payment to Afia Salam
Part payment to Mind Map Communications
Part payment to IET for project management
Full payment to John Richards
Payment Request form 2 for balance payment

Note: Payment to Cursor Communications will be made after approval of the draft report and its finalization to the satisfaction of the donor.

*Prepared by Afia Salam
For Indus Earth Trust
29th. December 2021.*