

# I Peruvian National Communicators Workshop

Lima, September 6 and 7, 2018



With the financing and valuable support of:



United States In-Country National Adaptation Plan (NAP) Support Program

Gift of the United States Government



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## 1. Presentation

In a context where climate change is a reality and Peru is one of the most vulnerable countries, it is necessary to join efforts of all disciplines and areas of society in order to take concrete actions and make this challenge in the best of our opportunities for sustainable development. In this way, climate change will become a “change” where a climate responsible country is a growing country.

For this, it is essential to have efficient information and adequate awareness about what climate change is, its causes, consequences, benefits and opportunities mainstreaming its management into national planning.

Accurate and timely information allows us form opinion leaders, journalists and communicators with enough knowledge of the topic and with the disposition to be part of the voice of the Peruvian response to climate change, a firm commitment to look to the future with the eyes of sustainability, with a long term vision of State policy. Thus, it will be possible to communicate that the call to climate action need the participation to Peruvians men and women.

In that context, the Peruvian National Communicators Workshop, held on September 6 and 7, 2018, in the city of Lima-Peru, was a milestone in communications for climate change management for the country.

Its development was carried out in the framework of the participatory process called “Multisectoral Dialogue for the construction of the Framework Law on Climate Change Regulation”. The Law was promulgated on April 17, 2018.

The event allowed the assistance and active rol of communicators from all regions in a one dialogue space in order to discover together the needs and values of a truthful, timely, active and efficient communication.

This Final Report inform in detail about the process for its development, characterists, methodology used, its products and conclusions in a way to allow the replicated the experience in other countries with similar challenges and opportunities to face climate change.

It is important to highlight the workshop was hosted by the Ministry of the Environment of Perú, with the financing and valuable support of the United States In-Country National Adaptation Plan (NAP) Support Program, gift of the United States Government, in collaboration with the United States Agency for International Development and implemented by International Institute for Sustainable Development (IISD) in coordination with the Ministry of the Environment of Perú.

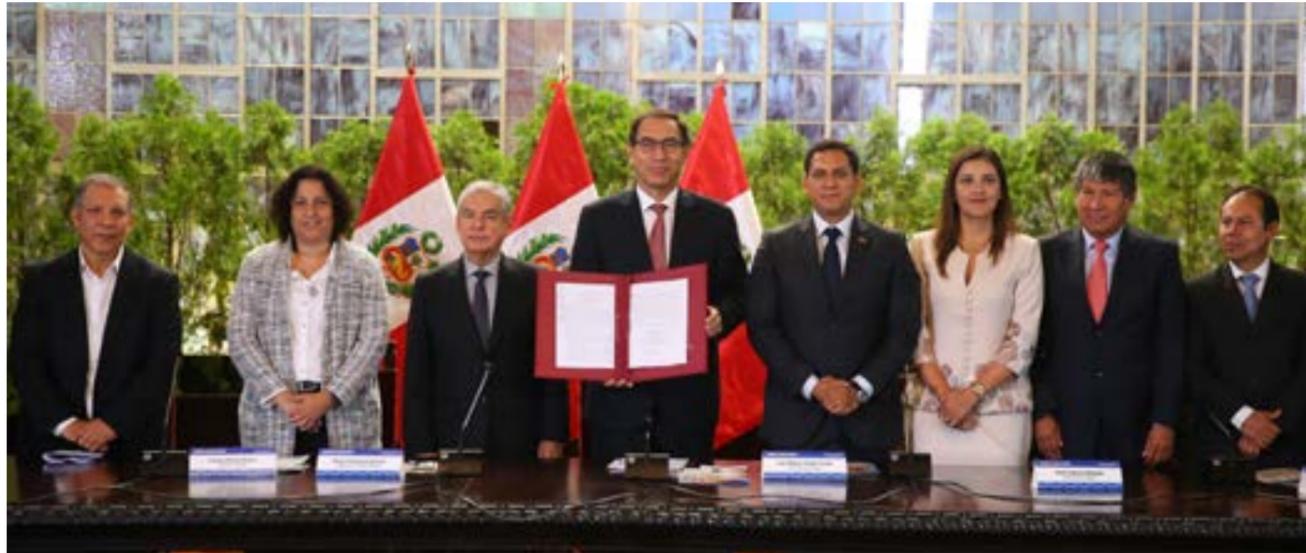
Minister of the Environment, Fabiola Muñoz, in the exclusive Press Conference for the Workshop participants.



## 2. Background

The International Institute for Sustainable Development (IISD) is one of the world's leading centres of policy research and innovation. The Institute provides practical solutions to the growing challenges and opportunities of integrating environmental and social priorities with economic development. IISD hosts the Secretariat of the National Adaptation Plan (NAP) Global Network. The NAP is a strategic process to integrate climate change into national decision-making, promoted by the UNFCCC and assumed by the Peruvian Government. The NAP of Peru is currently pending an update based on the contributions of the five prioritized sectors involved in the process.

On April 17, 2018 Peru took a crucial step to ensure a firm commitment to sustainable growth for present and future generations when President Martin Vizcarra presented the Framework Law on Climate Change (FLCC), which was unanimously approved by Congress on March 15 of this year. The FLCC ensures that Peru will be better prepared to face climate change impacts and create the conditions for the growth of clean and sustainable industries. In this context, the Government has 120 working days for the preparation of the Regulatory Guidelines of the FLCC, to ensure its implementation. The "Participatory Process for the Preparation of the Regulation of the Framework Law on Climate Change" began in May 2018.



April 17, 2018. President of the Republic, Martin Vizcarra, promulgates the Climate Change Framework Law

Acknowledging the importance of a coordinated approach to adaptation across sectors and government levels, the U.S. Government is providing in-country support to Peru's NAP implementation through the NAP Global Network. The US In-country Support Program is managed by IISD.

The in-country Program of Support for Peru aims at strengthening the implementation of the NAP process through increased capacity of national stakeholders to monitor, evaluate and learn from the progress and impact achieved in the country's adaptation to climate change. A key objective of the Program is to support the design and operationalization of Peru's NAP Monitoring and Evaluation (M&E) strategy, in order to ensure a robust reporting and learning system on adaptation progress and impact.

Strengthening the ability of Peruvian communicators and opinion leaders to keep the citizens informed about climate change impacts and adaptation is key to foster Peru's efforts in this field, and to contribute to the achievement of the country's climate change goals, including the implementation of the new regulation and the NAP process. Focalized training for communicators and opinion leaders from the different regions in Peru has been identified by MINAM as a priority.

## 3. How the challenge arises



Three women communicators from the highlands of Peru

In a context of economic growth in the country, but with wide inequalities, it is necessary to incorporate a fundamental element: sustainability as a necessity in order to don't lose and continue the progress achieved. Sustainability involves climate change management, through adaptation and mitigation measures that are part of a comprehensive development strategy.

Faced the climate change and the limited knowledge on the subject, the environmental conscience of the citizens is still weak, accompanied by the challenge of strengthening the willingness of action in many sectors and actors: public sector, private sector, academia, youth, indigenous peoples, non-governmental organization, citizens in general, among others.

Hence, when we ask ourselves: who are the ones behind the news? Who are the ones who inform and put the day-to-day agenda to all these actors? Who contributes to the visibility of the most important issues? All these questions have the same answer: the media.

All the Peruvian media contribute to the formation and orientation of the citizen and influencers. In that sense, exist a need to expand information about climate change, communicating what is being done on the road to face it. Even though climate change is a global phenomenon and affects to all and not is a "hot new to publish", the reality shows us that its impacts differ according to the specific conditions of vulnerability of the population and ecosystems.

An important challenge arises: the idea of create a national space calling journalist and communicators from all regions of the country to take on the challenge, with its particularities, from an efficient and friendly communication proposal, integrating their voices with the voices of authorities, specialists and journalists.

This synergy not only increase knowledge on the subject, also awaken interest in the topic, promote the emergence of new proposals and adopt a concerted strategy to communicate climate change since a representative perspective of Peruvian communicators men and women.

Thus, under the guidance of the Expert Advisor from IISD and the General Directorate of Climate Change and Desertification from the Ministry of Environment of Peru, the Communications Team of this Direction was responsible for planning and implementing a two-day training workshop, aimed at ensuring that they have the skills required to raise awareness and provide communication support to the country's adaptation to climate change.

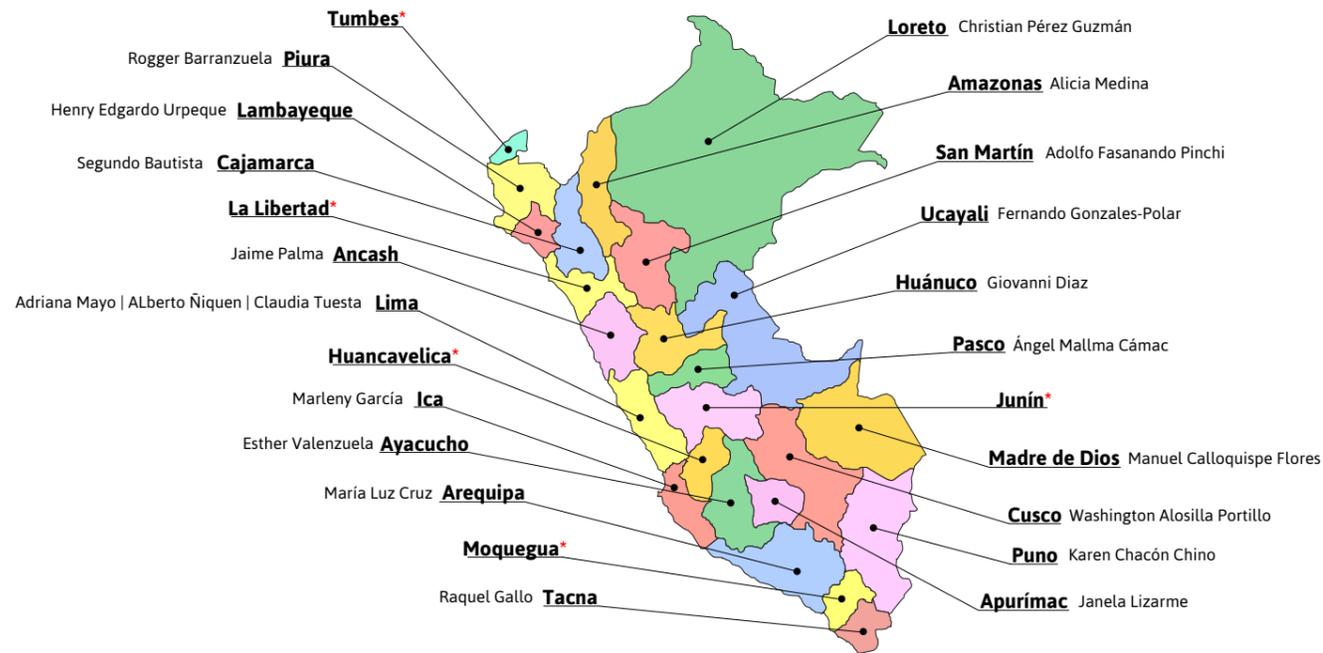
Finally, it is important to note thaty this capacity building workshop will integrate the lessons learned in similar NAP Global Network events held in Saint Lucia and in Fiji.

## 4. Participants

Climate change must be faced from the territories: from the particular conditions of social organization, the institutional bases, resources and traditions of the mega diverse spaces of the country. Therefore, the preparation of the list of participants for the Workshop took the necessary weeks to ensure that it is representative from the different regions of Peru (the coast, the highlands, and the jungle).

For this, we considering that journalists and communicators should belong to serious media and organizations, with a transparent and truthful communication record. Likewise, the gender approach was a very important element at the time of the final selection.

Finally, we arrived at the following list of 21 participants:



\*Participants of these regions canceled their participation for different personal reasons.

Name	F/M	Position	Institution	E-mail	Phone	Region
Alicia Medina Revilla	F	Communicator	Red AMA	alicia.comdes@gmail.com	999032742	Amazonas
Henry Urpeque	M	Media Correspondent	RPP	henryrppchiclayo@gmail.com	979661960	Lambayeque
Raúl Alosilla	M	Press adviser	Corporación Multimedia	mpac7777@gmail.com	984041571	Cusco
Marleny García	F	Journalist	Radio Nuevo Luren	margarcia2285@gmail.com	966296413	Ica
Christian Pérez	M	Communicator	Radio La Voz de la Selva	cricri_185@hotmail.com	965685604	Loreto
Rogger Barranzuela	M	Journalist	Diario El Tiempo	rbarranzuela@eltiempo.pe	938264471	Piura
Segundo Bautista	M	Reporter	Grupo Turbo	prosatv@hotmail.com	976468461	Cajamarca
Raquel Gallo	F	Press Coordinator	Radio Uno	rgallo@radiouno.com.pe	999012737	Tacna
Jaime Palma	M	Press Subdirector	Radio Chévere	papacashqui@hotmail.com	943629578	Ancash
Alberto Niquén	M	Press editor	La Mula.pe	alberto.niquen@lamula.pe	999606937	Lima
Adriana Mayo	F	News editor	La República	adriana.mayo@lr.pe	991295373	Lima
Lincoln Díaz	M	Director	Diario Página 3	glimar823@hotmail.com	994444178	Huánuco
Fernando Gonzáles	M	Journalist	Diario Impetu	fergpa92@gmail.com	961552274	Ucayali
Karin Chacón	F	Journalist	Pachamama	kchaconchino@gmail.com	975010100	Puno
Adolfo Fasanando	M	Journalist	RPP y Radio Tropical	afasanando@gmail.com	942690715	San Martín
Lilia Valenzuela	F	Journalist	Estación Huari	esther.vale@hotmail.com	982280318	Ayacucho
María Luz Cruz	F	Journalist	Radio Yaravi	marialuz_ca@hotmail.com	979344296	Arequipa
Manuel Calloquispe	M	Media Correspondent	La cara del pueblo	mcalloquispe@yahoo.es	982980990	Madre de Dios
Yanela Lizarme	F	Journalist	Radio Panorama	prensacontactodirecto@gmail.com	978088120	Apurímac
Ángel Mallma	M	Journalist	Radio Cumbre	angel_mallma@hotmail.com	966199898	Pasco
Claudia Tuesta	F	Communicator	Clima de Cambios	ctuestav@pucp.pe	987331110	Lima
Gino Zúriga	M	Communicator	GIZ	gino.zuniga@giz.de	956168074	Lima
Rosa Rodríguez	F	Communicator	MINAM	rrodriguez@minam.gob.pe	995570009	Lima
Jenny Chimayco	F	Communicator	MINAM	jchimayco@minam.gob.pe	975680760	Lima
Victor Santillán	M	Communicator	MINAM	vsantillan@minam.gob.pe	992837196	Lima

## 5. Objectives of the Workshop

The development of the objectives was in coordination with the Office of Communications of the Ministry of the Environment. In that sense, it is important to highlighting the appropriation of the Workshop, according to the needs of the Ministry in terms of communication.

**General objective:** Strengthen capacities of regional media communicators for the effective dissemination of information and awareness of the impact on climate change.

**Specific objective 1:** Train the communicators about the essential knowledge of the Climate Change Framework Law and the participatory process of construction of its Regulation.

**Specific objective 2:** Develop a communicational diagnosis about the needs and opportunities to communicate climate change.

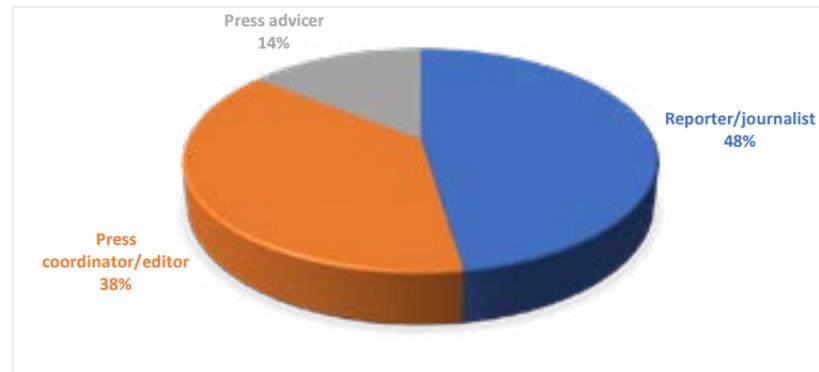
**Specific objective 3:** Promote commitments and next steps to ensure better communication about climate change and efficient connectivity among participants in order to continue learning.



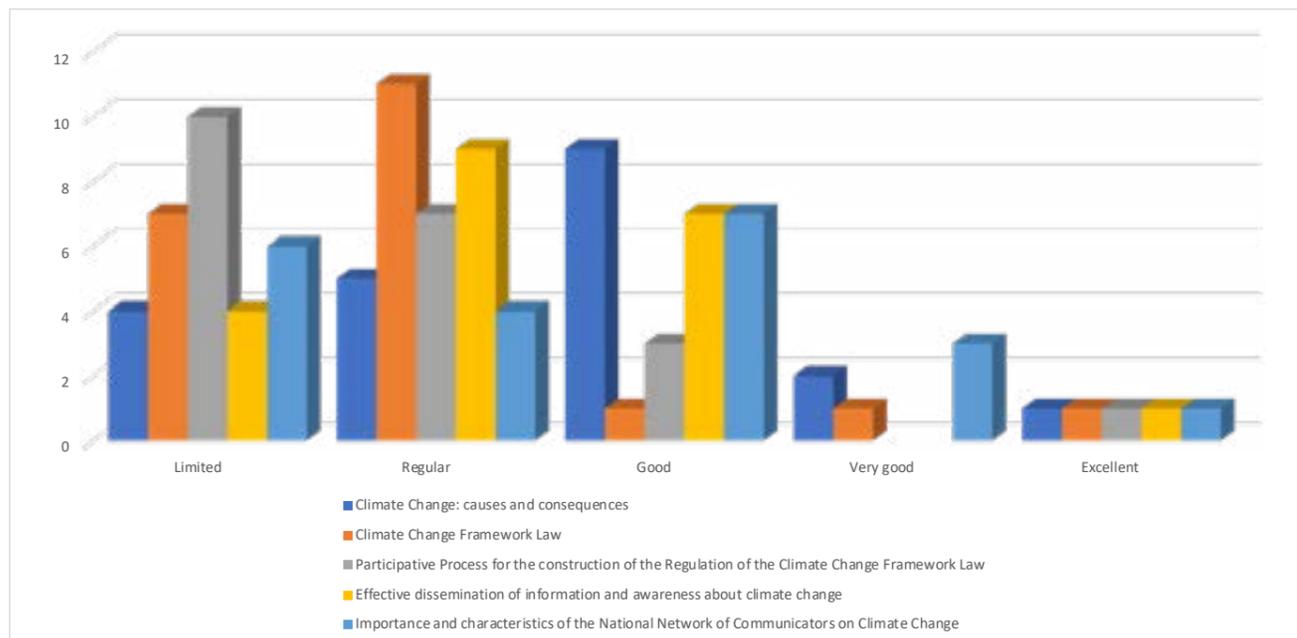
Participants during the Workshop

## 6. Results of the entrance evaluation

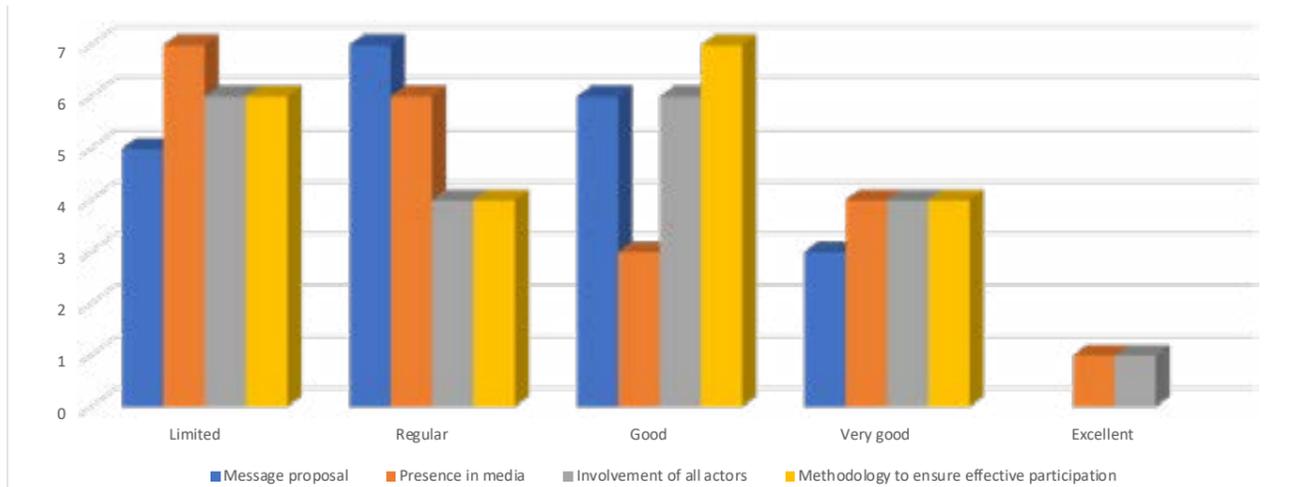
1. About the communication speciality of the participants:



2. Understanding of the following topics



3. Knowledge about the “Multisectoral Dialogue for the construction of the Climate Change Framework Law’s Regulation”



## 7. Workshop methodology

The methodology of the Workshop is based on the participant’s learning through the development of team messages. To do this, active learning is applied using teamwork as a collaborative and interactive system among the participants of the different regions of Peru from the coast, the highlands, and the jungle.

Likewise, we put the focus on solving real communication problems from the regions. Hence, the learning process takes a real problematic situation and transforms it into solution proposals from a communications point of view. In that sense, working with post-it, flipcharts, pencils and markers; they must make selection and prioritization decisions throughout the different participants’ points of view.

This methodology is based on the lessons learned in similar NAP Global Network events held in Saint Lucia and in Fiji. First, an exchange event held in Santa Lucia that involved journalists and communicators in the process of developing their National Adaptation Plan.

Secondly, the Target Topic Forum, held in Fiji, where the participants analyzed the issues related to communication, knowledge exchange and the gender approach in their National Adaptation Plans.

In addition, the visit to the ecological park “Voces por el Clima” with the exclusive Press Conference with the Ministry of the Environment of Peru, Fabiola Muñoz, and the group work are aimed to generate articulated questions and proposals from the participants in order to solve communications problems or find opportunities in the answers.

Finally, it should be underscored that the topics chosen for the development of the Workshop have social and current interest linked to the integral management of climate change. In this way, they allow an approach to professional work, both in the field of journalists and in that of strategists communicators.



Workshop- day 1

## 8. Workshop Agenda

### Day 1

Time	Activity
8:00	Registration and reception of participants.
8:30	Welcome: Rosa Morales, General Director of Climate Change and Desertification of the Ministry of the Environment.
8:40	Presentation of the participants. Narration of the program of the day 1, norms and consultations.
9:10	Presentation of the Integral Management of Climate Change in the country and the Climate Change Framework Law, by Rosa Morales, General Director of Climate Change and Desertification.
10:00	Coffe break
10:20	Group work # 1: knowing the impact of climate change in our regions from a news perspective.
11:00	Presentation of group work.
11:30	Group work # 2: questions and answers on the management of climate change in the country, with the participation of specialists from the General Directorate of Climate Change and Desertification.
12:30	Reflections on what was learned in group work # 2
13:00	Lunch
14:00	Invited to the event: Xabi Díaz de Cerio, expert journalist in the development of visual materials on climate change.
15:00	Group Work # 3: Personalization of news about climate change and search for opportunities and challenges in their communication.
16:00	Presentation of group work.
16:30	Closing of the day and announcements for day 2.
17:00	End of the first day.

### Day 2

Time	Activity
8:30	Departure to the ecological park "Voces por el Clima". • Arrival to the park. • Tour. • Press conference. Speaker: Minister of the Environment, Fabiola Muñoz. Topic: MINAM actions against climate change in Peru. Group photo with the Minister of the Environment. • Return.
14:00	Lunch
15:00	Presentation about the communication process of the "Multisectoral Dialogue for the construction of the Climate Change Framework Law's Regulation"
15:50	Group Work # 4: Testimonies and commitments of the participants to face climate change in Peru
16:45	Presentation of group work.
17:15	Closing words of the Workshop.
17:30	End of the Workshop

## 9. Workshop Communications Materials

- Digital backing

PERU Ministerio del Ambiente 10 años

EL PERÚ PRIMERO

DIALOGUEMOS  
del Reglamento de la Ley Marco sobre Cambio Climático

**I Taller Nacional de Comunicadores sobre Cambio Climático**  
Lima, 6 y 7 de septiembre

Con el valioso apoyo de la Red Global de Planes Nacionales de Adaptación:

Red Global del PNAD

Programa de Apoyo a País para Planes Nacionales de Adaptación (PNAD), Gobierno de los Estados Unidos

USAID IISD

- Personalized invitations

PERU Ministerio del Ambiente 10 años

EL PERÚ PRIMERO

DIALOGUEMOS  
del Reglamento de la Ley Marco sobre Cambio Climático

**I Taller Nacional de Comunicadores sobre Cambio Climático**

Srta. Sheyla Bellido,  
el Ministerio del Ambiente tiene el agrado de invitarle al:

Que se desarrollará en el marco del proceso participativo Dialoguemos del Reglamento de la Ley Marco sobre Cambio Climático.

6 y 7 de septiembre de 2018 Av. Paz Soldán 165 - San Isidro  
Referencia: Altura de la cuadra 31 de la Av. Arequipa

Consultas: reglamento@minam.gob.pe

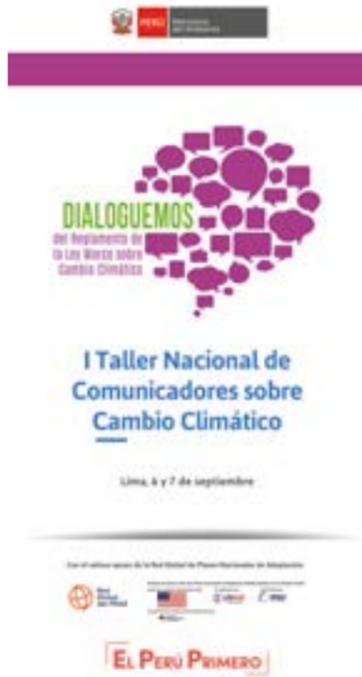
Con el valioso apoyo de la Red Global de Planes Nacionales de Adaptación:

Red Global del PNAD

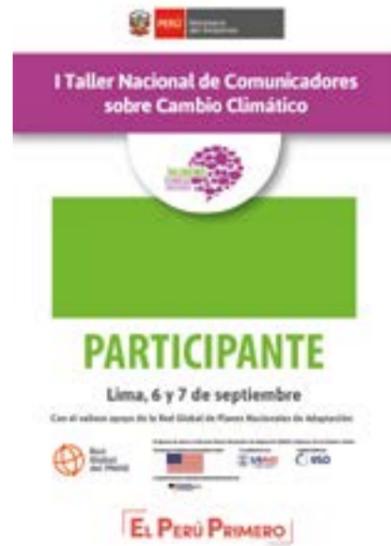
Programa de Apoyo a País para Planes Nacionales de Adaptación (PNAD), Gobierno de los Estados Unidos

USAID IISD

• Banner: rollscreen



• Fotocheck



• Folders



Workshop- day 1

## 10. Day 1: Workshop Summary

### DAY 1

The first day of the workshop began with the welcome of the participants. They answered the entry survey and then each presented him or herself and explained briefly here they come from and their expectatives for the Workshop.

Afterwards, the moderator present the updated Agenda, the rules of coexistence, the recommendations and the objective of the event were announced too.

After that, Rosa Morales, General Director of Climate Change and Desertification of the Ministry of the Environment made an exposition called: "Integral management of climate change in Peru". This presentation was about since basic concepts about climate change to Nationally Determined Contributions, including the Framework Law on Climate Change.



Workshop- day 1



It is important to note that after the presentation the participants made questions to the General Director, who answered each of them. Next of this moment, the participants had a moment of coffee break

On the return, began the group work #1 called: "Knowing the impact of climate change in our regions from a news perspective".

During this time, three questions were answered:

#### 1. Which is the approach that we use in the news about climate change?

Group 1 responded that it uses social, political, educational, cultural and environmental approaches when presenting news related to:

- Impacts to public health.
- Illegal.
- Loss of glaciers.
- Loss of livestock.
- Rains that generate floods.
- Frost in the jungle, affecting health in children and elderly persons: more than 10 frost in just one year means extreme weather variations.
- Lack of commitment in the authorities.
- Lack of awareness among the inhabitants.
- Forget about the issue of the authorities.

Group 2 stated that it ses social, political, educational, cultural and environmental approaches when presenting news related to:

- Education for environmental awareness.
- The effects on health: vectors, mosquitoes.
- Deforestation affecting people.
- Impacts due to mudslides and material losses.
- Citizen mobilizations for bad political decisions.
- Policies of local and regional governments and environmental education proposal.
- Bad habits.
- Solid waste, plastics and social problems: tire burning and lack of energy.

Group 3 argued that some media use an alarmist and sensationalist approach because the "climate change issue" alone "does not sell".

For this reason, they stressed that works with social, political, educational, cultural and environmental approaches when presenting news related to:

- Alarms for variations in climate.
- Crops damaged by frost and hail.
- Little prevention culture.
- Construction of river defenses.
- Excess of rockets in new year.
- Future disaster scenarios.

- Confusion of concepts and poor understanding of technical issues.
- Unclear figures and errors of citizens understanding of what climate change is.
- Social conflicts over mining.
- Landslides.
- The term climate change is not used.
- Climate variations are not related to climate change.
- Limited treatment of information.
- Volunteer actions for cleaning and generation of green areas.
- Extension of the oil palm.
- Pollution by the industry.
- Solid waste problem.
- Children killed by frost.
- Few contingency plans by the authorities.
- Lack of medicines against frost and cold.
- Floods and overflow of rivers.
- Economic losses in agriculture due to droughts.
- Campaigns for the care of the rivers and the sea.
- Forest fires.
- El Niño Costero phenomenon (ENSO).
- Scarce planning by authorities before disasters.
- Slowness of the authorities in the case of disasters.
- Slow reconstruction after El Niño Costero phenomenon.
- Political disinterest in the electoral campaign about the environmental issues.
- Activities of young people linked to recycling, sports and ecology.
- Initiative of eco-friendly young people.

#### 2. How often do you make news about climate change?

Group 1 response:

- Almost daily because it is related to the health of the population.
- Weekly according to the events.
- We have a weekly space with the help of The National Service of Meteorology and Hydrology of Peru, indicating the temperature.
- As oil spills occur.
- Go unnoticed because it has no impact.

Group 2 response:

- Daily coverage with El Niño Costero phenomenon with interviews and campaigns.
- When forest fires happen.
- Two or three times a week because the authorities do not give clear answers.
- Frequent on the subject of solid waste.
- Frequent for the cleanliness issue.
- Three times per week

- About every fifteen days.
- When the frosts happen.
- Seldom and indirectly.
- Seldom and when the subject is touched is distorted.
- Once a week with a campaign linked to the agricultural issue.
- When natural phenomena occur.
- When a natural or conjunctural disaster occurs during the electoral campaign.
- Twice a month.

Group 3 response:

- Rarely due to lack of political voice.
- Not usually because candidates do not address the issue.
- Seldom because in social networks have no impact.
- Few times when it comes to decreases in temperatures and impact on livestock.
- Frequently when it comes to deglaciation.



Workshop- day 1



### 3. What is the impact of the news that we communicate about climate change?

#### Group 1 response:

- Does not generate proposals in the candidates for the next election.
- A solid urban waste plant was created thanks to the constant news about this problem.
- Groups of volunteers are creative for initiatives.
- Young people create environmental projects.
- We need to open live calls.
- Medications arrive more quickly in response to the demands of the media.

#### Group 2 response:

- The audience is waiting for more information.
- Citizens see the issue as an opportunity to express themselves.
- Indignation and often indifference because the authorities do not take preventive actions.
- Negative impact on citizens because it criticizes the performance of the authorities.
- The impact varies according to the public. When it is linked to agriculture or deforestation it has an impact; but for the citizen in general this information does not generate interest.
- The impact on citizenship is minimal because it is not linked to their behavior or lifestyle.

#### Group 3 response:

- Generates ambiguous answers from the authorities.
- It generates criticism from the population against the lack of response from the authorities.
- The audience is sensitized to the affected population.
- The population participates showing concern about the issue.
- The authorities begin to propose answers, although they are often improvised.
- Some part of the population changes their lifestyle.
- The authorities attend the interviews and propose concrete actions; such as, for example, oxidation wells for solid waste.
- The society is organized forming brigades to take care of rivers and forests.
- Technical assistance is generated from various non-governmental institutions for the care of the environment.

After sharing the work, **group work #2** called: “Questions and answers on the management of climate change in the country” was started, with the participation of specialists from the General Directorate of Climate Change and Desertification.



Workshop- day 1



The specialists answered all the questions and a debate was opened about how facilitate the acces to information in the regions, because very few regions journalists have the opportunity to talk and discuss with specialists from the Ministry of the Environment.

Returning from lunch continues the presentation of the specialist guest **Xabi Díaz de Cerio**, expert journalist in the development of visual communication materials about climate change.

He presented some of his journalistic and informative works about this topic and also invited to personalize the news on climate change: “we need give to the news a human face and make it human, generating a real impact talking about not just damage and hazard. Sometimes it is more important talk about the opportunities and how change lives”, said.

After that and with the guest’s reflections, **group work #3** called: “Personalization of news about climate change and search for opportunities and challenges in their communication”. On this occasion, journalists were invited to work in groups answering: what are our news about climate change? These are their answers:

#### Group 1 response:

- When we talk about rain due to the El Niño phenomenon and floods, droughts, little care of the river in basins, or slow reconstruction we must prioritize the issue of prevention and care of our planet.
- When we talk about deforestation and expansion of the agricultural frontier, we must give the message that cheapness is expensive, we must prevent before we regret it. Here a common language is key to better communication.
- When we talk about illegal mining, garbage and sewage we must remember the necessity of prevention.
- When we talk about landslides, precipitation and river overflows, the key message is risk management.
- When we talk about brick factories that emit toxic gases, we must talk about the exploitation of children also.



Workshop- day 1

#### Group 2 response:

- Our messages must be linked to the respect of the person and the environment because it is everyone’s task.
- We can use the “you know what...”. In this way we draw attention and link the person with nature.
- The call must be directed in a positive way. For example, “let’s be an ecological district”.
- It is important to link everyone’s homework.
- The problem and the solution is found in people. That is a message that must be transmitted.
- The message should be accompanied by initiatives, such as promoting bicycle and days without cars.
- Biological diversity and the pride of the country should be rescued from its riches.
- The key is to take care of our family: a clean city ensures the welfare of our children and parents.
- Promote good practices and initiatives through interviews with companies related to the topic (organic foods, recycled products, sustainable mobility).
- The message must lead to action: Participation, promotion, prevention and above all speak of a safe life linked to the environment.



Workshop- day 1

#### Group 3 response:

- We must spread good news such as:
- “Clean energies save millions of dollars in Arequipa”
  - “In Loreto, forests generate great profits through ecotourism”
  - “Recycling campaign achieves historical record in Tacna”
  - “Lima is the city with the most cyclists in Latin America”
  - “Electric buses are an investment opportunity in Moquegua”
  - “Adaptation to climate change saves 3 dollars per person in Peru”

In this way, it is possible to discover in an easy and entertaining way that climate change is really about opportunities and how to take advantage of them.

Finally, the first day of the Workshop concluded remembering the Agenda of the next day and thanking everyone for their excellent participation.



## 11. Day 2: Visit to the ecological park “Voces por el Clima”

### DAY 2

For the second day of the Workshop we visit the ecological park “Voces por el Clima.”



Regional journalists were impressed with the place and had a guide, with whom they toured the entire park.

“This is the first theme park on climate change in South America”, said the guide. It is a space for participation, dialogue and learning that allows visitors of all ages to understand, in a simple and interactive way, the causes and consequences of climate change. And above all, it motivates to take action against this environmental problem.

Many of the regional journalists decided to make live broadcasts about the park tour through the social networks.



“Voces por el Clima” is a legacy of the 20th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Lima in 2014.

In that context, “Voces por el Clima” was a free access space with the objective to involve several actors of civil society around the climate action.

The great welcome received at the park, added to the need to have a space dedicated exclusively to climate change education, motivated the Ministry of the Environment and the District Municipality of Santiago de Surco to join efforts to build this thematic park.

Now it is conceptualized around five themes of importance to Peru: Forests, Mountains and Water, Oceans, Energy and Sustainable Cities. Each of them was selected based on the characteristics and vulnerabilities of the country in relation to climate change and considering international trends.



At this time, it is implemented in six hectares and its architectural design considers the use of environmentally friendly material such as the use of bamboo structures and wooden stretchers, which allows ventilation and natural lighting.

In the pavilions, interactive modules with up-to-date scientific content were installed that address precise issues on the impact caused by climate change and alternative solutions. The park also has the first auditorium built with bamboo in Peru.

The regional journalists began their tour in the Welcome pavilion, where the problem of climate change is explained, the efforts being made in Peru and in the world to adaptation and mitigation measures, and the actions that each one can take to reduce its impacts.



It is important to stress that the Minister of the Environment, Fabiola Muñoz, in the framework of the World Environment Day (last June 5) participated in the relaunching of the ecological park Voices for Climate, where she stressed that the Ministry of the Environment will continue to support local governments to carry out environmental initiatives that reduce pollution.

With this relaunching, currently the park shows to the visitors an up-to-date information and videos that help to understand in a simple way the causes and consequences of climate change.



After the tour through the park, the special moment came: the exclusive Press Conference with the Minister of the Environment, Fabiola Muñoz.

It is important to underline that the Minister answered all the questions from the regions communicators for more than two and a half hours, as a proof of her interest and commitment to strengthen the communication about climate change.

“The media are allies in the Peruvian response to climate change, because they play a fundamental role in forming public opinion”, said Peru’s Minister of the Environment.



During the dialogue the Minister called on the media throughout the country to, from their respective platforms, help citizens get involved in the national vision for low-carbon and climate-resilient development.

The communicators highlighted the Ministry’s initiative in bringing them together for training about climate change in Peru to strengthen their work when they have to report on climate change issues to their respective audiences.

The Minister also invited journalists to strengthen their commitment to offers a positive message about the opportunities that climate change gives for the development of our country.

After the Press Conference and lunch, the regional journalists returned to the Workshop, where was the presentation about the communication process of the “Multisectoral Dialogue for the construction of the Climate Change Framework Law’s Regulation”

Finally, the participants join the group work # 4 called: “Testimonies and commitments of the participants to face climate change in Peru”. This group work allowed to reach the conclusions of the workshop, which was considered finished after the final expositions.

In this way, the development of all workshop activities was successfully accomplished.



Workshop- day 2

## 12. Results of the Workshop

In order to obtain the results of the workshop, the regional communicators answered the following questions:

### What have we learned?

Group 1 response:

- Climate action is everybody's job.
- Climate change also generates opportunities.
- Communication means are important to educate the population and generate changes.
- The importance of the Climate Change Framework Law.
- Focus the news in a positive way.
- Although we are part of the problem, we are also part of the solution.
- There are many ways to communicate the subject, we must be creative and use simple language.



Group 2 response:

- Knowledge about climate change.
- Use of simple language to inform about climate change.
- How to tell stories to understand the climate change problem and what opportunities it generates.

Group 3 response:

- Knowledge framework law on climate change, implementation, regulation for what.
- Inclusion, participation in the Regulation of the Climate Change Framework Law
- Include the frequency in the climate change news.
- The problem is an opportunity.
- Capitalize climate change its the best new to communicate.

### What are our commitments?

Group 1 response:

- Take action: do information campaigns.
- Continuity, sustainability: we need a network of communicators about climate change.
- The Ministry of the Environment should give us a direct contact with officials and technicians to interview.
- Publish and share information on environmental issues.
- Adequate treatment of information
- Include figures and monitoring.
- Institutionalize meetings.
- Maintain contact groups: the WhatsApp group.
- Decentralize: The workshops should be in the regions.
- Lead by the own life's style example.
- Produce bulletins, reports, reports: not just press reports, informative alerts.
- Investigate by ourselves to inform about climate change.

Group 2 response:

- Schedule the topic of climate change in our media.
- Request to the Ministry of the Environment the directory of specialists to address climate change issues in our media.
- Integrate a network of communicators on climate change.
- Promote courses and campaigns for communicators.

Group 3 response:

- Include in the contents, spaces, programs, and media the topic of climate change and constantly.
- Greater contact with the protagonists of Ministry of the Environment: specialists, technicians, researchers, etc.
- Proactively inform.
- Make visible the stories of people linked to climate change.
- Sensitize on environmental issues.
- Participate in processes related to climate change in our regions and disseminate.
- Strengthen the capacities of journalists and communicators on climate change in our regions.
- Put climate change in the agenda of the regional authorities elections.



## 13. Key messages and recommendations

### ONE: the common characteristic

Regional communicators committed to climate change have a common characteristic: the ability to link the issue of climate change with the daily reality of their arget. This ability allows them to make the topic interesting, establish feedback channels, manage initiatives and,above all, invite to transform the words into action.

In this way, environmental communication and good practices for sustainable development are cross-cutting in the coast, highlands and jungle of Peru, guaranteeing the national commitment to adaptation and mitigation: the key to our sustainable development.

### THREE: keep communicating

Once the relevance of regional communicators for communication about climate change has been demonstrated, the effective communication of adaptation measures to climate change and the promotion of itigation measures, it is important to promote the communication between the participants seeking to extend the voice of this message in all the regions and localities of the country.

This communication opportunity could have great relevance for the scaling and institutionalization the main message: the progress and wellnes of each locality and, as a whole, of the country.



Workshop- day 2

### TWO: the Network

In order to promote a climate action with a territorial focus, in a context where the Nationally Determined Contributions and the Framework Law on Climate Change will be highly relevant, the presence and work of regional communicators is required. Hence, better and more support is needed to facilitate the development of skills and capabilities that allow the journalist maximize their environmental communication criteria to contribute with the Peruvian response to climate change, making this Workshop in a management for change.

The regional communicators agenda should promote sustainability in the progress and social inclusion advocated by the country, and for such an important task, the exercise of communication about limate change could be institutionalized through a at the local level and subsequently at the national level, through a Network.

### FOUR: opportunity for development

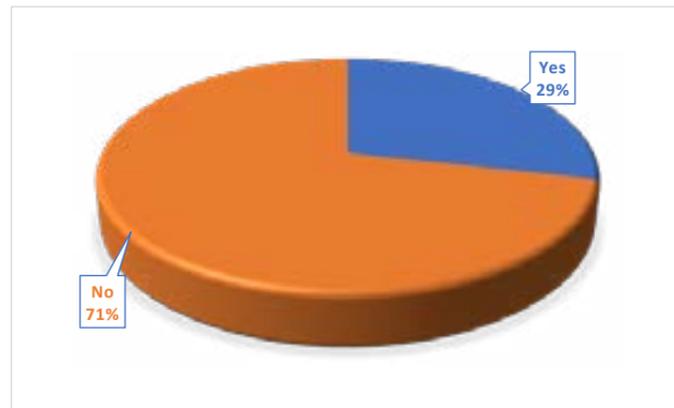
Communication about climate change is a key element in communication for development. Therefore, it should become more relevant in the climate change management. It is not a matter of being activists or environmentalists, it is a matter of understanding that we can be a part of a historical moment where the message becomes an opportunity and the care of our planet becomes in the care of humanity.

### FIVE: replicate

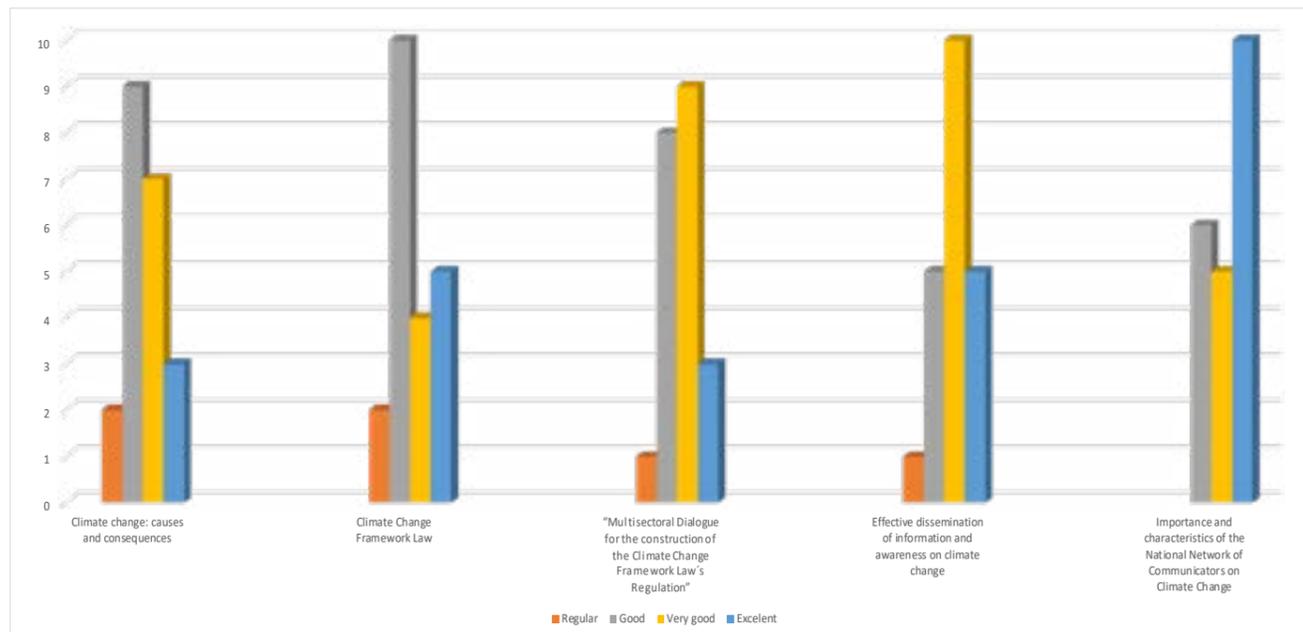
The success of this Workshop ensures that it can be replicable in other countries. Its methodology and development requires only a strong commitment and teamwork, characteristics that many countries share with Peru throughout the world.

## 14. Results of the exit survey

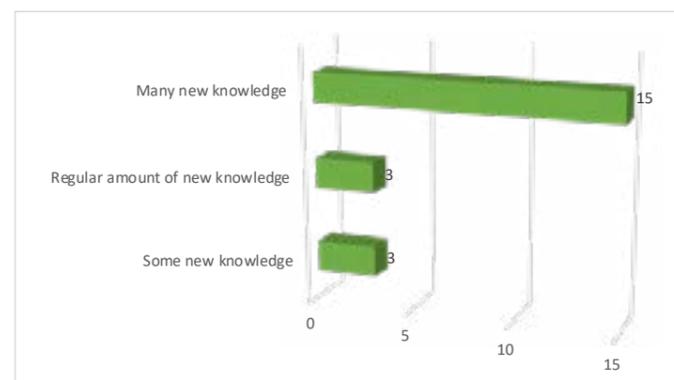
Have you participated in any previous workshop about climate change?



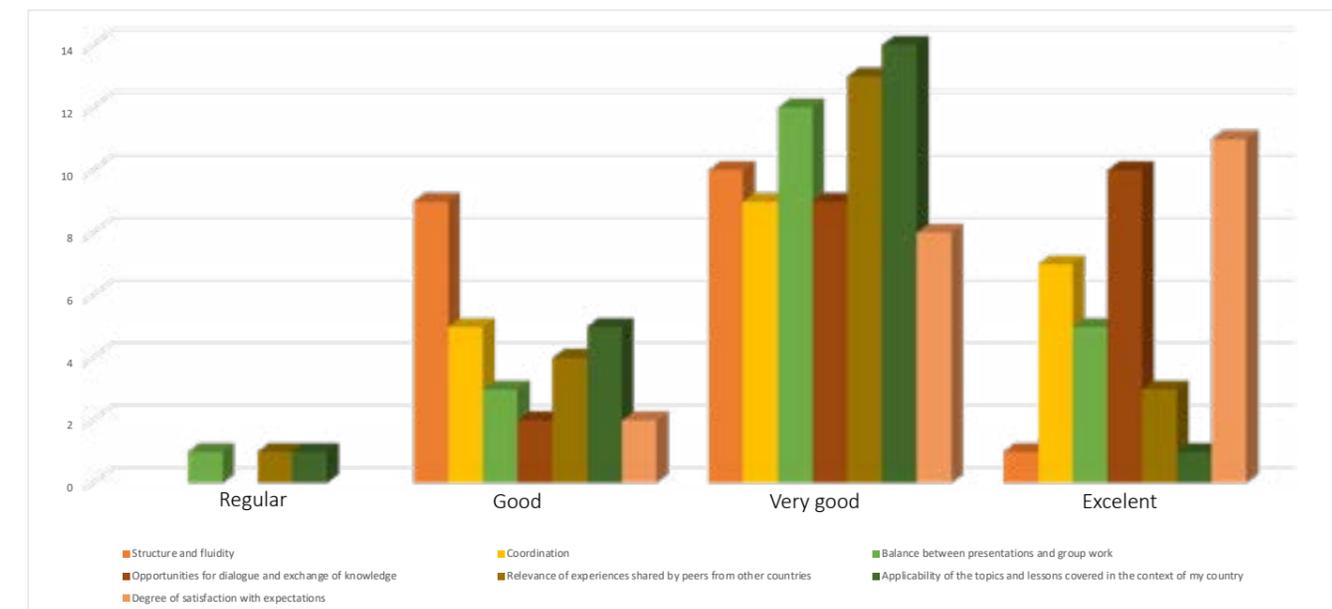
How would you rate your understanding of the following items after this Workshop?



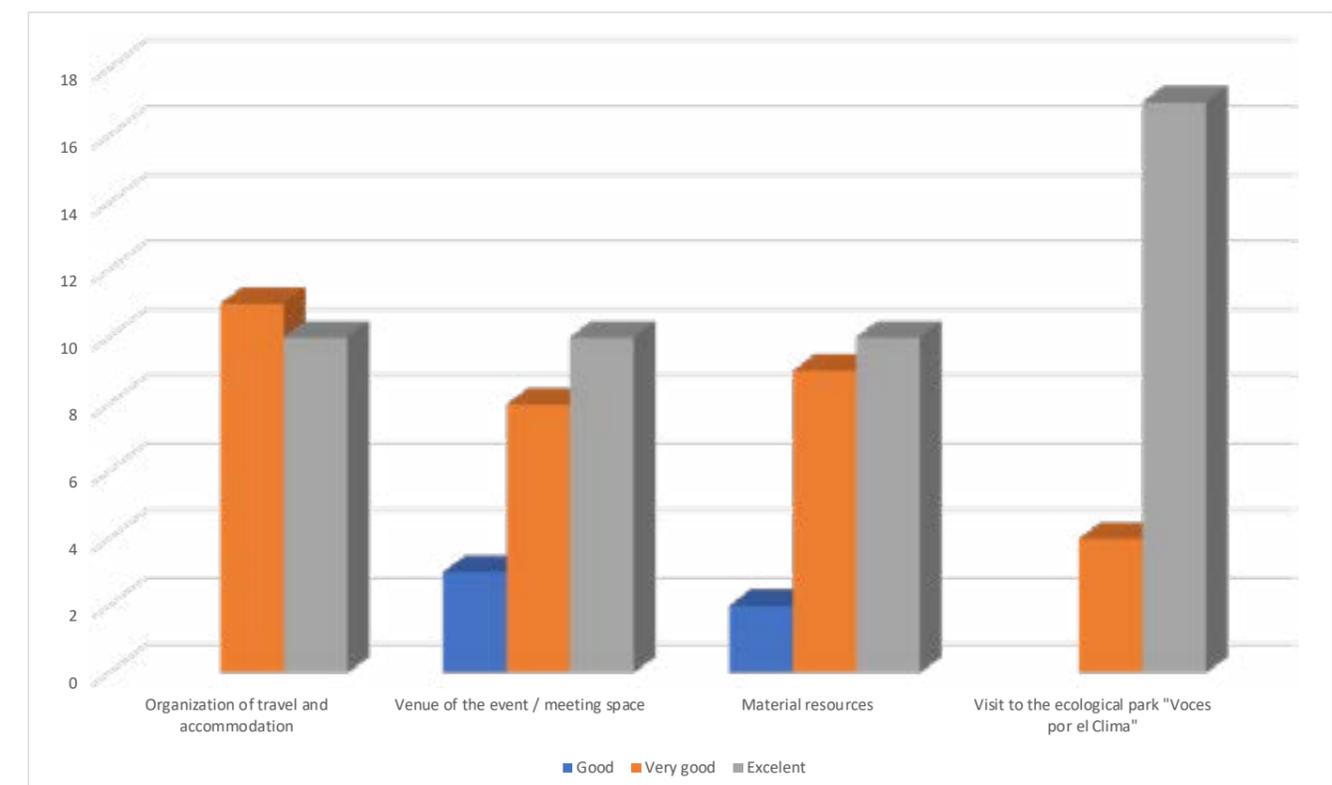
How would you rate your overall learning during this Workshop?



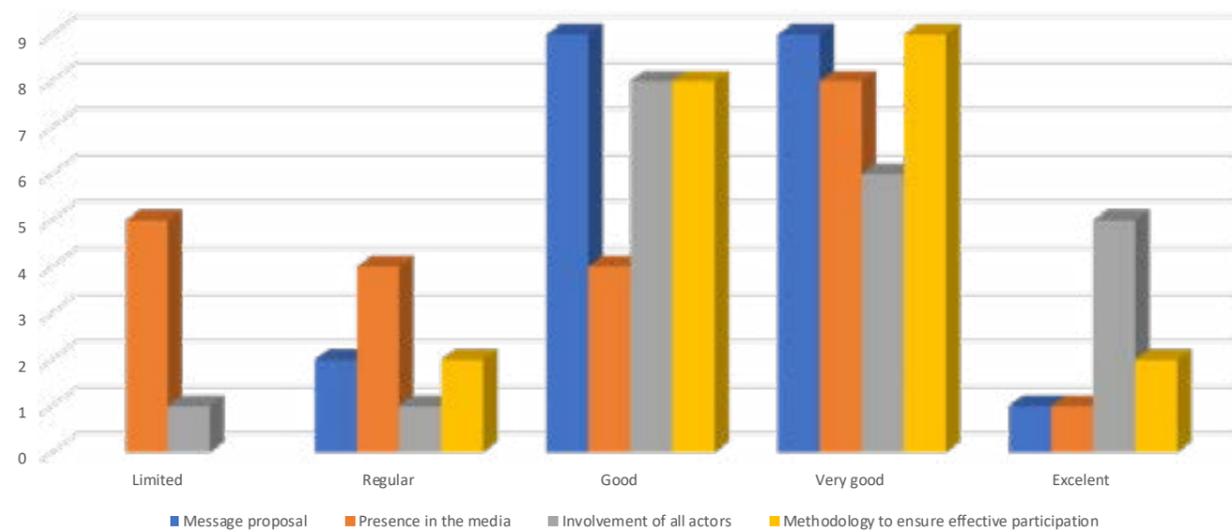
How would you rate the content and structure of the Workshop?



How would you rate the organization and logistics of the Workshop?



**How would you rate your knowledge about the participatory process “Multisectoral Dialogue for the construction of the Climate Change Framework Law’s Regulation” in terms of...**



**Participants’s suggestions:**

1. Decentralize more meetings.
2. Share more material related to climate change.
3. Maintain constant communication with communicators.
4. Do it more often, decentralized.
5. Take it to universities and media.
6. Coordinate with local and regional authorities.
7. Include more specialists in communication invited.
8. Make it more permanent and frequent and decentralized.
9. Continue to address about mitigation and adaptation issues and how make it in simple messages.
10. Invite our authorities to talk about commitments on climate change.
11. Decentralize in regions.
12. Create more spaces for decentralized dialogue in the country.
13. More communication topics for climate change (invite more communicators for the presentations).
14. Learn about direct experiences on climate change.
15. Do the exercise to improve press releases.
16. Have more topics with more exhibitors.
17. Make it a weekend, national but decentralized.
18. Delivery of the material before developing the theme.
19. More extensive time with specialists to understand what they are doing with the Climate Change Framework Law.
20. Work on the creation of communication products through competitions.



Workshop- day 2

**15. Impact on media**





## Lo ambiental debe ser imprescindible en la decisión de los gobiernos, empresas y ciudadanos

El ambiente | El ambiente

100



“El principal reto del ministerio es lograr que el tema ambiental esté insertado en cada decisión tomada en el Perú. Ya sea decisiones de política pública, empresariales o en...”

### #MUJERESQUETRANSFORMAN



**María Paz Cigarán: “Que el mundo sea sostenible también depende de los consumidores”.**

“Si viviera al estilo de Akiro y me preguntara qué quiero para que el mundo cambie hacia la sostenibilidad, yo pediría que el 90% de las consumidores seamos conscientes y tomemos decisiones en...”



**Mar de mujeres...**

Incluso si nunca antes se le había ocurrido al mundo, el océano se toca con cada respiración que tomamos. Cada gota de agua que bebemos, cada decisión...”

# Ministra: “Candidatos deben poner en agenda gestión de residuos y PTAR”

Ministra del Ambiente pidió compromiso de aspirantes a gobiernos para continuar proyectos.

Roger Barranzuela

La ministra del Ambiente, Fabiola Muñoz, exigió a los candidatos a gobiernos regionales y locales que consideren dentro de sus agendas de gobierno proyectos relacionados a la gestión de residuos sólidos y Plantas de tratamiento de aguas residuales (PTAR).

En ese sentido, la ministra de Estado, en conferencia de prensa, resaltó la importancia de que las próximas autoridades se comprometan a dar continuidad a estos proyectos.

“Necesitamos que haya compromiso de las autoridades que van a entrar de continuar con estas obras porque muchas veces los alcaldes, gobernadores, inclusive los ministros también [creemos que], como entramos de una nueva gestión y decimos que esta [obra] viene de una gestión anterior y yo quiero mi obra, terminamos dejando abandonado [algún proyecto]”, refirió.

La titular de la cartera del Ambiente expresó que los candidatos a gobiernos subnacionales deben cum-

### Las claves

- La ministra del Ambiente, Fabiola Muñoz, destacó que a nivel nacional, todavía hay una brecha en la construcción de infraestructuras para el tratamiento de residuos sólidos.
- Fabiola Muñoz brindó estas declaraciones en Lima, donde El Tiempo participó junto a otros medios regionales.
- Este diario intentó comunicarse con la gran mayoría de candidatos a la comuna peruana, pero solo respondieron tres, pese a las insistencias.

33

reñimos sanitarios hay a nivel nacional y están adecuados para tratar residuos, sin embargo, son casi 1.400 botaderos que fallan equiparse.

minara [la obra]”, indicó.

**OBRAS POR IMPUESTOS**  
En otro momento, la ministra del Ambiente exhortó a



MINISTRA PIDE A CANDIDATOS CONTINUAR CON LAS OBRAS RELACIONADAS AL TRATAMIENTO DE RESIDUOS Y DE AGUAS RESIDUALES.

de usar mecanismos como el de obras por impuestos para poder poner esto en agenda y poder construir”, precisó.

### Responden. ¿Cuál es su plan en gestión de residuos y PTAR?





Ministerio del Ambiente NETA

**MINAM capacita a periodistas regionales en temas de cambio climático**

Nota de Prensa

Ministra del Ambiente, Fabiola Muñoz, dialogó con hombres y mujeres de prensa reunidos en el taller "Dialoguemos"



07 de setiembre de 2018 5:35 p.m.

**Peru's Ministry of Environment trains regional journalists on climate change**

Minister of the Environment, Fabiola Muñoz, spoke with communicators at the workshop "Dialoguemos"

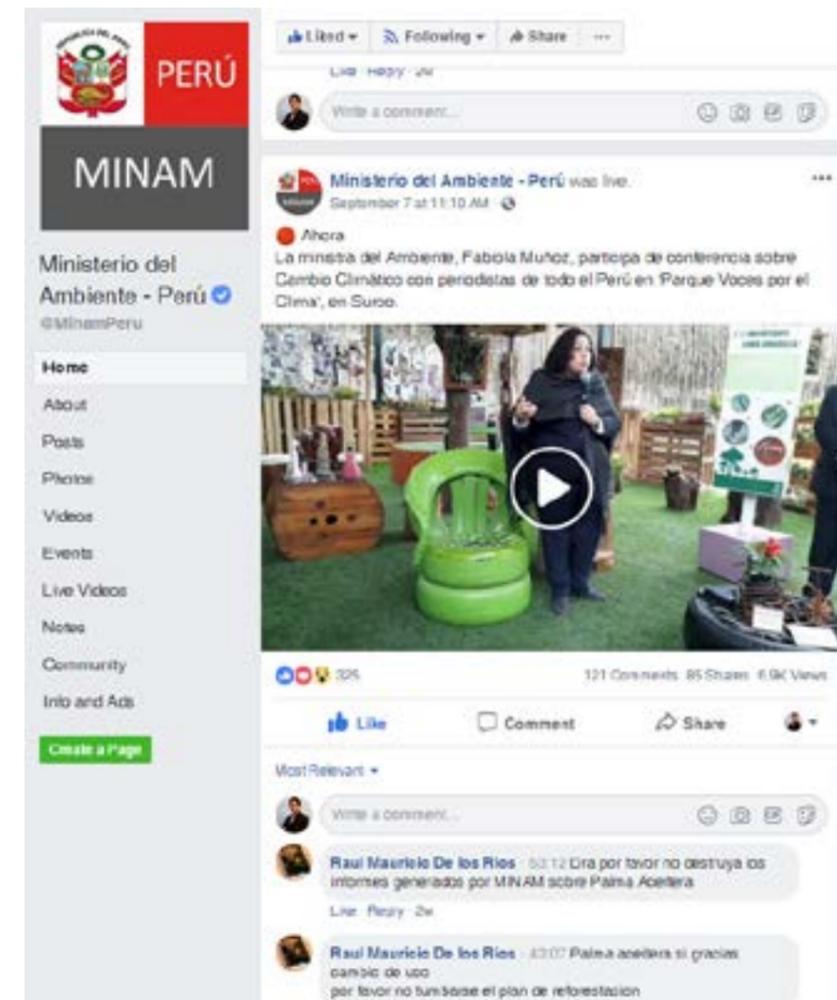
September 13, 2018

"The media are allies in the Peruvian response to climate change, because they play a fundamental role in forming public opinion. They awaken social interest and improve public policy for the welfare of all citizens," said Peru's Minister of the Environment, Fabiola Muñoz, during her meeting with 21 regional journalists in the park "Voces por el Clima" located in Surco.

During the dialogue—part of the First National Workshop of Communicators about Climate Change, held in Lima—the Minister called on the media throughout the country to, from their respective platforms, help citizens get involved in the national vision for low-carbon and climate-resilient development.

The communicators highlighted the Ministry's initiative in bringing them together for training about climate change in Peru to strengthen their work when they have to report on climate change issues to their respective audiences.

This journalists workshop was part of the participatory process, "Dialoguemos para la elaboración del Reglamento de la Ley Marco sobre Cambio Climático" ("Dialogues on the Regulation of the Framework Law on Climate Change"), which is led by the Ministry of Environment (MINAM). During the workshop, held from September 6-7, the communicators discussed and shared information, from a communicator's perspective, about climate change, its causes, consequences and options to prepare for its impacts through adaptation.





**Ministerio del Ambiente** @MinamPeru · Sep 7  
 Ministra @FabolaMunozD: "La quema de residuos no puede ser una actividad que quede impune. Estamos trabajando para mejorar la normatividad y fortalecer la fiscalización y la sanción, tenemos que hacer lo correcto".  
 #PerúLimpio  
 #ElPerúPrimero



Translate Tweet

**Ministerio del Ambiente** @MinamPeru · Sep 7  
 "Tenemos que incorporar tecnologías limpias que reducen costos y son amigables con el ambiente, por ejemplo, el transporte eléctrico. Los temas ambientales deben incorporarse en las decisiones y actividades, pequeñas grandes o empresariales", ministra @FabolaMunozD.  
 #PerúLimpio



Translate Tweet

**Ministerio del Ambiente** @MinamPeru · Sep 7  
 "Estamos en un periodo de cambio de autoridades y necesitamos que la gente empiece a revisar los planes de los candidatos. El mal manejo de residuos sólidos afecta nuestra salud y ahora la ciudadanía tendrá la oportunidad de elegir bien", ministra @FabolaMunozD.  
 #ElPerúPrimero



Translate Tweet

**Ministerio del Ambiente** @MinamPeru · Sep 7  
 "Soy una convencida que podemos hacer la gestión integral de territorio y que las actividades productivas y extractivas puedan convivir con la conservación. Es importante reducir los riesgos y respetar los estándares ambientales", ministra @FabolaMunozD.  
 #ElPerúPrimero



Translate Tweet

**Ministerio del Ambiente** @MinamPeru · Sep 7  
 Ministra @FabolaMunozD: "Queremos promover la infraestructura verde. Tenemos oportunidades para generar cambios y mejorar la calidad de aire, usar la energía solar o eólica".  
 #PerúLimpio



Translate Tweet

**Ministerio del Ambiente** @MinamPeru · Sep 7  
 "Para resolver el problema de las aguas residuales que afectan el Lago Titicaca son necesarias plantas de tratamiento, pero necesitamos espacios para instalar esas plantas. Lo mismo pasó con los rellenos sanitarios, ya que muchos pobladores se oponen", ministra @FabolaMunozD.



Translate Tweet

**NAP Global Network** @NAP\_Network · Sep 10  
 Congratulations to @MinamPeru for a successful National Workshop for Climate Change Communicators held in Lima! Minister Fabiola Muñoz, participated in a conference with journalists from across the country, addressing key issues related to climate change and the environment.



1 2 3  
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**NAP Global Network** @NAP\_Network · Sep 10  
 Minister of the Environment of Peru, Fabiola Muñoz, highlighting the importance of raising awareness about climate change, and the key role of communicators as agents of change. See @MinamPeru's full album of event photos: [flickr.com/photos/minampe...](http://flickr.com/photos/minampe...)



2 3

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**National Adaptation Plan Global Network**

September 13 at 11:04 AM

...

"The media are allies in the Peruvian response to climate change, because they play a fundamental role in forming public opinion," said Peru's Minister of the Environment, Fabiola Muñoz, during last week's training for regional journalists on climate change.

Read more about this event that we were thrilled to co-organize with Ministerio del Ambiente - Perú : [http://napglobalnetwork.org/.../peru-ministry-of-environmen...](http://napglobalnetwork.org/.../peru-ministry-of-environmen.../)

You, Alicia Medina R., Christian Ledwell and 8 others
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**National Adaptation Plan Global Network**

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PERÚ

Ministerio del Ambiente

EL PERÚ PRIMERO

# I Peruvian National Communicators Workshop

Lima, September 6 and 7, 2018



With the financing and valuable support of:



NAP Global Network

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