



Mali ACCCA Project Field Visit

TRIP REPORT

17 to 23 April 2008

Written by: Fernanda Zermoglio

Objective

The technical assistance field visit was conducted from 17-23 April, 2008 by Fernanda Zermoglio and Ben Smith (SEI) to Mali. The objective of the visit was to provide Technical Assistance on Activities under objective 2, which calls for the identification of communications materials that allow the pilot communities to achieve the maximum benefit from the use of the Water Evaluation and Planning (WEAP) system deployed as part of the NCAP project. The technical assistance focused on efforts to translate technical models into a form accessible by members of the target communities.

This report highlights some of outputs from the field visit and outlines some steps forward for the ACCCA project team.

Pilot Action Implementation Follow Up

Follow up work from the pilot action is listed in the Outputs section below, and includes email communications, material exchanges, a draft concept note on the communications strategy, and updates to the monthly report.

Narrative of visit

The visit combined hands-on work and discussions with two members of the ACCCA Team (Listed Below) along with a field visit to the village of Massabla. A summary of these activities is provided below.

Participants

ACCCA Technical Assistance Team members: Fernanda Zermoglio and Ben Smith (SEI-Oxford)

Mali ACCCA team members: Boubacar Sidiki Dembele and Mahamadou Ouedraogo

Work with Project Teams

Discussions with the project team were held at the office of Mr. Boubacar Sidiki Dembele, in the Environment Secretariat in Bamako. During the meetings, several reports were provided to the Technical Assistance team, and others promised by email. Discussions focused around progress, monthly report targets, work-plans and team needs of support.

Several evenings were spent with Mr. Mahamadou Ouedraogo, activities included:

- *Providing AWhere spatial databases and Climate Change Explorer data, CCE tool AWhere program and licenses and vulnerability analysis guidance for the use of the tools and software in the ACCCA project.*
- *Preparing the field visit supplies, structure of the visit, organization and reporting necessary.*
- *Learning to use a video-editing tool so that the videos from the communities can be compiled into a communications tool.*

The group also engaged with and participated in a Secretariat sponsored outreach program to local NGOs focused on climate change adaptation. Subsequent discussions were held with the NAPA and National Communications team in Mali, led by Mr. Binama Jara at the Met Office.

Interviews with several artist and musician groups were conducted jointly with the project team prior to developing the communications plan outlined in the Outputs Section.

Communication Outputs

- *Based on several consultations with the communities, and acknowledging the need to develop effective communication materials for a target audience with limited reading skills- the communications strategy will target decision makers in three groups within the community: men, women, and village leaders. The strategy will be wholly oral, based on local music (tones), in the Bambara language, and perhaps theater to demonstrate the options and raise community awareness on the potential increased impacts of climate change.*

Field Visit

A field visit to the community of Massabla was arranged and conducted, in collaboration with local government officials (mayor and financial officer), Mr. Mahamadou Ouedraogo of the ACCCA project team, and ACCCA backstopping members (Fernanda Zermoglio and Ben Smith) of the Stockholm Environment Institute. The objective of the visit was to gain insight into the appropriate communication methods that can be used to encourage community implementation of identified adaptation options. The results of the field visit are summarized in the Outputs Section.

The field visit was recorded in video and Mr. Mahamadou Ouedraogo has agreed to prepare a short illustrative cut of this video for dissemination in the ACCCA platform.

Outputs

Communications Plan for Mali



Written by

Fernanda Zermoglio, Boubacar Sidiki Dembele and Mahamadou Ouedraogo

TABLE OF CONTENTS

INTRODUCTION AND BACKGROUND	4
PRINCIPLES OF THE STRATEGY	4
CONSIDERATIONS	4
OUTPUT DESIGN	6
1) ORAL COMMUNICATIONS.....	6
2) OPTIONS VIDEO	7
ANNEX 1: SEASONAL CALENDAR EXERCISE.....	8
OBJECTIVES	8
KEY QUESTIONS:	8
PROCESS	8
OUTPUT	8

Introduction and Background

The following is a summary of the proposed communications output for the activities under Objective 3 of the ACCCA project, which calls for the identification of communications materials that allow the pilot communities to achieve the maximum benefit from the use of the Water Evaluation and Planning (WEAP) system deployed as part of the NCAP project.

This report highlights some of key technical issues that were considered in the design of a work plan that will be implemented to translate the results of the technical models to the communities, placing climate adaptation in the context of existing stresses and within the realm of planning responses.

Principles of the Strategy

Communication is about more than delivering a message using specific techniques. It is about setting a process in motion that will encourage learning and the exchange of information, perhaps even change the perceptions and behaviors of the target audience. Understanding this basic precept places a significant emphasis on the development of an effective communications plan, which will follow several stages, and will guide the design of the translation activities. These were identified in consultations within the ACCCA Team, and a field visit to the community of Massabla during March of 2008. Feedback at all stages of the campaign ensures the message and the channels of communication are compatible with user needs.

Phase 1: Planning - understanding the audience, defining the objectives for the communications strategy, encouraging effective two-way communication.

Phase 2: Message and Materials Development – translating key findings comparison, checking and applying informed judgment to competing or absent information. Generating materials for dissemination.

Phase 3: Pre-testing – using focus groups and other strategies to see if the objectives of the communication strategy are clearly communicated.

Phase 4: Implementation - Disseminating the materials and information through desired channels (e.g. video, posters, papers, etc.)

Phase 5: Evaluation - monitoring the impact of the strategy.

Considerations

Four essential themes were considered with respect to the design of a communications strategy, all of which center around the notion that communication is about more than the simple delivery of a message. Particularly in the case of adaptation planning and translating technical model output, it requires:

1. Different purposes for different audiences.

Beginning with a clear definition on the audience or partner as well as the purpose of the communication can ensure success. A key step in developing an effective communications plan is to clearly define both the target audience and the purpose of the communications plan to be developed.

The target audience for this communications output are the individual community members, the relevant political officials and partner NGO's. It was also noted that the communications plan should be designed in such a way as to promote future public awareness raising objectives of the ACCCA team members.

Although both the audience the purpose may evolve over the course of the project, having a clear objective for the communications strategy at each step in the process will help ensure success. The team acknowledged that there are very different purposes for a communications strategy. The objective of the communications strategy developed herein will be to inform and educate the public on the model

outputs, in order to encourage a dialogue that will need to the development of response-oriented changes at the community level in the implementation of adaptation options.

2. Time.

Building a relationship based on trust and credibility with communities takes time and a long-term commitment which is likely to extend beyond the life of the project. The following is a list of activities and considerations related to establishing trust and credibility with the communities.

- 1) Three visits to the communities, all involving significant interaction with village members and elders have been conducted, in close collaboration with representatives of the local NGO and government officials. These field visits have helped to establish a relationship of trust, and mutual respect that will catalyze the implementation of proposed projects.
- 2) Given the need to better understand the community perceptions of climate change, during the December 2007 field visit, the team distributed a television, VCR and video camera to the communities- and the community representatives were trained via participatory methods to catalogue their experiences and challenges with respect to climate variability. These video documentaries will be collected during a May 2008 visit and subsequently utilized to build the video proposed under section 3.1.
- 3) The communications strategy will be integrated with the vulnerability and knowledge base available from each of the communities, part of which result from several field visits and the video created for the community of Massabla, along with the summary of the perceptions of risk survey, conducted in 2006-2007 under NCAP Phase I. Table 1 outlines some of these issues. The results of the Seasonal Calendar exercise (see Annex 1), carried out during the field visit to the community of Massabla in March, 2008- will also guide this process.

TABLE 1: UNDERSTANDING THE COMMUNITY NEEDS

Understanding the needs community (audience). Questions considered during the field visits

1. What are their day to day activities?
2. Do they believe they are at risk?
3. Do they know about climate change risk? What do they know?
4. What do they do before, during and after floods or other hazards?
5. What are the information gaps? What decisions do they face?
6. What information is most critical to those decisions?
7. When can they be reached and how?
8. Who would they listen to?
9. Do they have any plans? And if so, who follows them?
10. Do they think they are well prepared to cope?

3. Getting the message right.

At all stages of the communication strategy, the development of key messages is one of the most challenging aspects. The objective is to collate the relevant information, often from very different and dispersed sources and/or recombine primary information to provide audience-relevant insights and action items. The following questions will be considered in the design of the key messages for the communications strategy:

- a. **Key messages need to be appropriate to the suit the audience diversity.** The communications strategy needs to consider how the audience's diversity may require

information and training relevant to their situation, or a presentation that resonates with their experiences and needs. Careful attention will be placed in highlighting specific assumptions from the technical analysis in simple terms, and tailoring the level of detail to the audiences' roles and interests. Table 2 will be compiled by the ACCCA team and distributed to the groups in charge of developing the proposed strategy. The field visit conducted with the community of Massabla was designed to gain insight into the appropriate communication methods that can be used to encourage community implementation of identified adaptation options.

- b. Time pressures, lack of understanding or familiarity with specific terminology, varied understanding on meanings of specific words; these are reasons for the failure of many communications strategies. **Simplicity of the message is key**, the audience needs to be able to link their daily activities to options discussed - but not at the expense of timeliness.
- c. **How certain are the findings?** In order to build trust and shared understanding, careful attention should be paid to uncertainties, weaknesses and gaps in the technical outputs.

TABLE 2: MESSAGE DEVELOPMENT

Stakeholder Group	Sample information preference	Examples	Communication Tips	Cautions
Women				
Men				
Policy Makers				

Output Design

Based on several consultations with the communities, and acknowledging the need to develop effective communication materials for a target audience with limited reading skills- the communications strategy will target decision makers in three groups within the community: men, women, and village leaders. Model results will be discussed, noting where specifically identified adaptation options would help to alleviate some of the concerns and consequences related to expected changes in climate. Dissemination of results will be conducted using a two-pronged approach:

1) Oral Communications

An awareness raising musical (and possibly theater) presentation to the community of Massabla. The methods selected include collaboration between the students and director of the National Collage of the Arts, led by Mr. Masamou Dialo of the National Conservatory – and Mr. Diakite Cheick of the Hamala Labo SEP group, who have expertise in awareness raising activities using music and theater. These groups will work together to develop an awareness raising campaign with the communities using local music and dance. A video of the community visit during April of 2008 was made, and is currently being translated from Bambara to French. This video will provide the basis for the artist's formulation of the climate change conditions, tailoring the communication strategy to the community's expressed concerns. Considerations include:

- The strategy will be wholly oral, and may include a theater troupe to demonstrate the options and raise community awareness on the potential increased impacts of climate change.
- Music will adhere to local preferences, including the Balafone instrument in pentatonic style, which is typical of the region.

- The communications strategy will be conducted in the Bambara language, and perhaps theater to demonstrate the options and raise community awareness on the potential increased impacts of climate change.

2) Options Video

A video demonstrating proposed adaptation options will be developed and shown to the communities to elicit feedback and encourage discussions of trade-offs among the proposed options.

Between 5-12 of December, community consultations were held at each of the project sites (Massabla-Sikasso Region, Kiban- Koulikoro region, and Segouo- Diona region) in close collaboration with the NGO partners to present the results of the scientific analysis and with the objective of identifying adaptation options. The objective of this mission was to identify critical areas and specific activities that could be developed as adaptation projects as a result of the scientific analysis conducted. Participants included (Boubacar Sidiki Dembele- Ministry of Environment, Sidi Kante- member of the project and professor at the ENI University National Engineering College, Mahamadou Ouedraogo-Toussa Basin Authority, Diakite H.- ENI, and Amadou Bamadio (STP/CIGQE Information specialist).

This was followed by a 2 day focus group workshop with NGO (SDI) representatives and the ACCCA project team in Bamako, Mali on February 2008. During this time, the following priorities were identified by study site (see attached Addendum for full project descriptions, including objectives, measurable indicators, expected outcomes and activities). This list includes both development and adaptation projects, as presented below:

Diouna village (Region of Segou)

- Facilitating and promoting irrigated agriculture - This project will seek to establish irrigation canals and infrastructure for the communities in Segou.
- Improving access to potable water -

Kiban

- Rehabilitation of village canal
- Install solar pumps to provide access to potable water

Massabla

3. Install solar pumps to provide access to potable water
4. Construction of a small dam on the Mono river

Seasonal Calendar Exercise

Objectives

The seasonal calendar exercise was conducted during the field visit to the community of Massabla in March 2008, as a participatory way to explore seasonal changes and priorities for adaptation strategies in the community in terms of 1) gender-specific workload, 2) health issues, 3) income, expenditure and 4) water availability. The objective of the exercise was learn about changes in livelihoods over the year and to show the seasonality of agricultural and non agricultural workload, food availability, human diseases, gender-specific income and expenditure, water and forage availability.

All community members were present, with representatives from men and women participating.

Key Questions:

1. What are the busiest months of the year?
2. At what time of the year is food scarce?
3. How does income vary over the year for men and women?
4. How does rainfall vary over the year?
5. How does water availability for human consumption vary over the year?
6. How does livestock forage availability vary over the year?
7. How do health conditions vary over the year?
8. What are women's/men's activities throughout the year?
9. Which could be the most appropriate season for additional activities for men and women? What time constraints do exist and for what reason?

Process

Participants (one representative from women and men's groups, respectively) were asked to draw a matrix, indicating each month along one axis by a symbol. Discussions were held on the reasons for different answers by each representative, establishing linkages between different topics and encouraging discussions that could elicit group priorities.

Output

Only preliminary results are shown here in the following photographs. These will be used to develop the materials for Table 2 above.



Exchanges of Messages and Materials following the Field Visit between the Investigator and the monitoring team

- Report of the field visit held by the team was sent by Mr. Boubacar Sidiki Dembele to Fernanda Zermoglio (SEI) on April 19, 2008.
- Email sent by Mr. Mahamadou Ouedraogo to F Zermoglio (SEI) on 2 May, 2008.

Bonjour Fernanda!

j'ai été très content de recevoir ton message et je te remerci. pour le camera c'est une bonne chose comme convenu je pourrai prendre des images des projets qui ont reçu lors de mes déplacements pour le conte de mon projet. le voyage prévu à Massabla pour apporter les produits chimiques pour l'eau de boisson n'a pas pu être effectué, Boubacar attend l'accord de ACCCA. Pour mon apprentissage d'anglais il y a eu une solution?

Je te souhaite bonne journée et à très bientôt.

M. OUEDRAOGO

- A presentation on the value of the WEAP model for the Massabla community was sent by David Purkey on April 21, 2008.
- An email sent to Mr. Adrian Taas (NCAP) and copied to Mr. Boubacar Sidiki Dembele and Mr. Mahamadou Ouedraogo from Fernanda Zermoglio, regarding the agreed upon purchase and support for a video camera, which was to take place during Mr. Dembele's visit to the Netherlands for an NCAP project meeting.

Hello Adrian,

Thank you so much for speaking with me today and agreeing to help Dembele purchase a digital video camera for the ACCCA project during your NCAP meeting in Holland in May.

I think something comparable to the following should be appropriate, but please feel free to discuss this with both Boubacar and Ouedraogo to get their input, they are copied here.

http://reviews.cnet.com/digital-camcorders/canon-dc40/4505-6500_7-31699245.html

Thanks,

Fer

- On 6 June, 2008, The Rosetta Stone English language training program was delivered by Fernanda Zermoglio (SEI) to Mr. Boubacar Sidiki Dembele in Bonn, Germany. A transfer of funds was subsequently scheduled to reimburse these costs.
- Email from Mr. Boubacar Sidiki Dembele to Fernanda Zermoglio (SEI) regarding the TOR for the communications strategy. Sent 16 July, 2008

Est-ce tu peux faire les termes de référence des activités qu'on avait envisagé avec les étudiants de Monsieur Massamou Diallo sur la pièce de théâtre à réaliser au niveau des communautés et le montant d'argent convenu avec Monsieur Diallo? Nous voudrions avancer dans les travaux.

Best regards

Boubacar Sidiki DEMBELE

- Email from Fernanda Zermoglio (SEI) to Mr. Boubacar Sikidi Dembele regarding the TOR for the communications strategy. Sent 16 July, 2008

Boubacar,

J'ai rédigé le mémorandum d'accord énuméré ci-dessous, mais ai également demandé le support technique de Gina qui est responsable des communications de risque pour développer cet autre. J'enverrai une réponse des que j'en recevrai., mais vous pouvez voir les matériaux à :

- http://www.acccaproject.org/evolution/fileviewer.php?file_id=15 and at
- http://www.acccaproject.org/evolution/fileviewer.php?file_id=14

J'attends avec intérêt leur réponse !

Est-ce-que vous pouvez examiner . . . et dossiers qui pourraient être appropriés, ainsi que nous pouvons suivre le progrès du projet.

Draft MOU for Communications Work

Memorandum of Understanding

Secrétariat Technique Permanent/Environnement

and

Massamou Diallo of the Conservatoire National and Mr. Diakite Cheick of the Hamala Labo SEP Group

PARTIES

This Memorandum of Understanding is by and between the following Parties:

- a) The Climate Change Adaptation From The Bottom Up: Collaboration Between Malian Communities And Scientific Organizations To Identify And Implement Responsive Water Management Actions project, represented by Boubacar Sidiki Dembele, Coordinator
- a) Mr. Massamou Diallo, Conservatoire National and Mr. Diakite Cheick of the Hamala Labo SEP group.

FRAMEWORK

Based on several consultations with the communities, and acknowledging the need to develop effective communication materials for a target audience with limited reading skills- the communications strategy will target decision makers in three groups within the community: men, women, and village leaders. The strategy will be wholly oral, based on local music (tones), in the Bambara language, and theater to demonstrate the options and raise community awareness on the potential increased impacts of climate change.

The communication methods selected include collaboration between the students and director of the National Collage of the Arts, led by Mr. Masamou Dialo of the National Conservatory – and Mr. Diakite Cheick of the Hamala Labo SEP group, who have expertise in awareness raising activities using music and theater. These groups will work together to develop an awareness raising campaign with the communities using local music and dance. A video of the community visit during April of 2008 was made. This video will provide the basis for the artist's formulation of the climate change conditions, tailoring the communication strategy to the community's expressed concerns.

This Letter of Agreement, together to implement the communications strategy for the “The Climate Change Adaptation From The Bottom Up: Collaboration Between Malian Communities And Scientific Organizations To Identify And Implement Responsive Water Management Actions”, embodies the agreement between the Parties.

The Parties hereby agree to the following responsibilities:

Responsibilities of Mr. Diakite Cheick of the Hamala Labo SEP group

1. Develop an awareness raising campaign with the communities using local music and dance to raise awareness among local communities and their leaders as well as policy/decision-makers in regional and national government on climate change and variability. This campaign will follow the Communications Output plan outlined in the Annex.

Interim deliverables under this activity include:

- A workplan and budget outline.
 - A story-board design draft of the campaign, including timelines for deliverables.
2. Present the campaign to the ACCCA pilot project sites (Massabla (Bougouni), Kiban (Banamba) and Diouna (Segou).
 3. Prepare a report of the work, including reflections on the project experience.

Responsibilities of Mr. Masamou Dialo of the National Conservatory

1. Develop a song to raise awareness among local communities and their leaders as well as policy/decision-makers in regional and national government on climate change and variability. This campaign will be closely linked to the work of the HAMALA Labo SEP group and follow the Communications Output plan outlined in the Annex.

Interim deliverables under this activity include:

- A workplan and budget outline.
 - A story-board design draft of the campaign, including timelines for deliverables.
2. Communicate and coordinate with the Hamala Labo SEP group so that the music is included in the campaign activities.
 3. Provide a digital recording of the music prepared, and a report on the project experience.

Responsibilities of the Secrétariat Technique Permanent/Environnement:

The Secretariat, as the project leader, is responsible for the overall support and supervision of the work to be produced by Mr. Massamou Dialo and Mr. Diakite Cheick.

The Secretariat designates Mr. Mahamadou Ouedraogo as contact point, who should closely interact with the above-mentioned experts. Drawing upon his knowledge and perspectives, he should ensure that this work is suitable for the project.

The Secretariat will be responsible for organizing and coordinating the campaign, and will develop a video of the activities.

The Secretariat focal point will also ensure that the project is approved by the institutions and payment authorised accordingly.

Contracting conditions

The expertise will be provided by Mr. Diakite Cheick of the Hamala Labo SEP group and Mr. Masamou Dialo of the National Conservatory 20 July to 20 September 2008.

The work with Secretariat is for a lump sum according to the following budget in \$US

Date	Amount
On signature	
Hamala Labo SEP	250.00 USD
National Conservatory	250.00 USD
Upon completion of project	
Hamala Labo SEP	750.00 USD
National Conservatory	750.00 USD
TOTAL Budget	2,000 USD

Payment

Bank details:

Qualifications of the partners

- Intimate local knowledge of lives, livelihoods and locality, with a network of local contacts spread throughout Mali.
- Affiliated to local traditional authority, a highly respected and visible form of governance in the region. Good relationships with regional government and with a network of local NGOs.
- Disciplinary expertise in awareness raising, music and dance.

This agreement has been agreed to and signed by the following on this 20th day of July 2007:

Boubarcar Sidiki Dembele	Massamou Diallo	Diakite Sheik
Coordinator	Director	Director
Secrétariat Technique	National Conservatory	Hamala Labo SEP group
Permanent/Environnement		

Proposed budget for Field Visit to Bougouni, an ACCCA project site

The costs could approximately.

- rent car 70 000 cfa X 2 days = 140 000 cfa that is about 350 us dollars
- Meals 120US

Total budget requested:

1	Car Rental –	350 US
2	Meals -	120 US

Total budget **470 US**

Contributions to Monthly Journal Resulting from the Visit

A1 – Strengthen capacity within and links between pilot communities and scientific organizations

1.2 – Establish a permanent relationship between actors

Under this task project participants seek to establish a permanent relationship among the various actors in order to turn adaptation into a social learning process and create awareness of climate change impacts and risks.

All community consultation is held in close collaboration between the project team, which work in the Ministry of Environment, Planning and Universities, the NGO and local government members, including the regional officials. In Massabla, for example, village consultation during the April 2008 visit was collaborative and included participation from members of the local NGO (SDI), ACCCA project team member, Mr. Mahamadou Ouedraogo, and SEI technical assistance team members Fernanda Zermoglio and Ben Smith. Many of the project descriptions involve close collaboration between the Ministry of Agriculture and the local NGO (SDI), for example, the promotion of irrigated agriculture project proposed for the Diouna locality in Fiche N°1. Additionally, some projects propose establishing a formal village implementation committee (see Fiche N°2)

1.2 Communication

Under this task project participants will foster communication and build a relationship of trust between the pilot communities and scientific organizations. The purpose of this task is to establish a network that will be able to support decision-making beyond the lifetime of the ACCCA project.

Three visits to the communities, all involving significant interaction with village members and elders have been conducted, in close collaboration with representatives of the local NGO and government officials. These field visits have helped to establish a relationship of trust, and mutual respect that will catalyze the implementation of proposed projects.

Given the need to better understand the community perceptions of climate change, during the December 2007 field visit, the team distributed a television, VCR and video camera to the communities- and the community representatives were trained via participatory methods to catalogue their experiences and challenges with respect to climate variability. These video documentaries will be collected during a May 2008 visit and subsequently utilized to build the video proposed under section 3.1.

A2 – Identify appropriate communication materials

Under this task, project participants seek to identify communication materials that will allow the pilot communities to achieve the maximum benefit from the use of the Water Evaluation and Planning (WEAP) system.

Given the conditions and knowledge base of the community, the project team has identified the need to develop oral communication materials. A full description is provided below.

2.1 – Validate model results

Community members will validate the results of the models developed for their communities.

Model results were discussed and reports translated to Bambara, the local language were distributed to the communities within the context of their own experiences, noting where specifically identified adaptation options would help to alleviate some of the concerns and consequences related to expected changes in climate.

2.2 – Identify adaptation options

Community members will identify adaptation actions that seem to be feasible and perform well in terms of assisting community members to adapt critical water management practices to potential climate change.

Between 5-12 of December, a community consultations were held at each of the project sites (Massabla- Sikasso Region, Kiban-Koulikoro region, and Segou- Diona region) in close collaboration with the NGO partners to present the results of the scientific analysis and with the objective of identifying adaptation options. The objective of this mission was to identify critical areas and specific activities that could be developed as adaptation projects as a result of the scientific analysis conducted. Participants included (Boubacar Sidiki Dembele- Ministry of Environment, Sidi Kante- member of the project and professor at the ENI University National Engineering College, Mahamadou Ouedraogo-Toussa Basin Authority, Diakite H.- ENI, and Amadou Bamadio (STP/CIGQE Information specialist).

This was followed by a 2 day focus group workshop with NGO (SDI) representatives and the ACCCA project team in Bamako, Mali on February 2008. During this time, the following priorities were identified by study site (see attached Addendum for full project descriptions, including objectives, measurable indicators, expected outcomes and activities). This list includes both development and adaptation projects, with adaptation focused projects only is presented below:

Diouna village (Region of Segou)

- *Facilitating and promoting irrigated agriculture - This project will seek to establish irrigation canals and infrastructure for the communities in Segou.*
- *Improving access to potable water -*

Kiban

- *Rehabilitation of village canal*
- *Install solar pumps to provide access to potable water*

Massabla

- *Install solar pumps to provide access to potable water*
- *Construction of a small dam on the Mono river*

2.3 Determine which methods to present to the pilot communities

Based on several consultations with the communities, and acknowledging the need to develop effective communication materials for a target audience with limited reading skills- the communications strategy will target decision makers in three groups within the community: men, women, and village leaders. The strategy will be wholly oral, based on local music (tones), in the bambara language, and perhaps theater to demonstrate the options and raise community awareness on the potential increased impacts of climate change.

See above. It was also noted that the project would purchase an additional video camera for use by Mr. Mahamadou Ouedraogo, so that project partners can record and then subsequently demonstrate to communities solutions proposed and the ways in which they were implemented in other areas.

2.4 – Select and develop methods

The methods selected include collaboration between the students and director of the National College of the Arts, led by Mr. Masamou Dialo of the National Conservatory – and Mr. Diakite Cheick of the Hamala Labo SEP group, who have expertise in awareness raising activities using music and theater. These groups will work together to develop an awareness raising campaign with the communities using local music and dance. A video of the community visit during April of 2008 was made, and is currently being translated from Bambara to French. This video will provide the basis for the artist's formulation of the climate change conditions, tailoring the communication strategy to the community's expressed concerns.

2.5 – Hold workshops

A second consultative workshop, to identify community priority projects, was held in February 2008 at each of the study sites. Participants included the NGO representatives two and ACCCA project team members.

A second visit was arranged to the community of Massabla in collaboration with local government officials (mayor and financial officer), Mr. Mahamadou Ouedraogo of the ACCCA project team, and ACCCA backstopping members (Fernanda Zermoglio and Ben Smith) of the Stockholm Environment Institute. The objective of the visit was to gain insight into the appropriate communication methods that can be used to encourage community implementation of identified adaptation options.

A3 – Contribute to the national climate change policy formulation

Under this task, project participants seek to make a positive contribution to climate change policy formulation by introducing the results, opinions and insights of the project regarding water scarcity and promising management strategies.

Some of the proposed projects are closely linked to Mali's Poverty Reduction Strategy, and the government's Socio-Economic development plans. In addition, through the Ministry of Environment, the information and insights gained with the communities, including their perceptions of climate change and understanding of current trends, have provided significant information to the development of Mali's NAPA document and also the the currently underway National Communications via links to Mr. Binama Jara at the Met Office.

3.3 – Include community member insights into the planning process

The options and insights of the pilot communities' members regarding promising water management innovations will be introduced into the appropriate planning processes and will positively contribute to the national climate change adaptation policy in Mali.

See above notes on interaction.

3.1 – Develop adaptation implementation proposals

Use the results of the models to attract funding by developing and writing proposals for implementing chosen adaptation actions.

See proposed summary of project descriptions available above. These will be further developed into full proposals in order to seek funding. Additionally, the team proposes to make a video of the case studies in order to highlight the project needs.

3.2 – Community implementation of adaptation actions

Community members will learn from the pilot projects and implement adaptation actions in their communities with the support of SEI and local scientific organizations.

As noted above, it is proposed that the project team will bring example videos of proposed adaptation strategies that have been implemented elsewhere to present to the communities. Training and capacity building for implementation of adaptation actions is also planned, on a case by case basis.

Contributions to Project Forums

Reports and Photos

A collection of photos and reports compiled during the visit have been submitted to the ACCCA project management site.

Communications

Email Sent to Annie Roncerel, 23 April, 2008

Bonjour de belle Bamako Annie !

Hello from beautiful Bamako Annie!

We of ACCCA have been hard at work here in Mali. We are currently drafting a rather significant update to the project activities on the platform as well as the monthly journal which should be on the platform within a week. This update will include photos, videos and documents! Great progress and an excellent field visit indeed.

Nous d'ACCCA avons été durs au travail ici au Mali. Nous rédigeons actuellement une mise à jour plutôt significative aux activités de projet sur la plate-forme aussi bien que le journal mensuel qui devrait être sur la plate-forme dans une semaine. Cette mise à jour inclura des photos, des vidéos et des documents ! Le grand progrès et un excellent champ visitent en effet.

The work that has been conducted on the project is impressive and we look forward to sharing the experiences here with others within ACCCA and beyond.

Le travail qui a été conduit sur le projet est impressionnant et nous attendent avec intérêt de partager les expériences ici avec d'autres dans ACCCA et là-bas.

The reason for this email is that we have been discussing a few things about the project and we wanted to ask your advice on the following:

La raison de cet email est que nous avons discuté quelques choses au sujet du projet et nous avons voulu demander votre conseil sur ce qui suit :

- 1) *We have spent evenings with the project team, and especially with Ouedraogo, learning to use a video-editing tool so that the videos from the communities can be compiled into a communications tool. They would like to use some additional ACCCA funds to purchase a video camera for the team so that Ouedraogo can also record activities. This would need to come out of the "International Experts" budget, so we wanted to check for your approval. If this is ok, then Dembele wil purchase the camera while in Europe for an NCAP meeting and bring it back to Mali.*

Nous avons passé des soirées avec l'équipe responsable du projet, et particulièrement avec Ouedraogo, apprenant à utiliser un outil de vidéo-édition de sorte que les vidéos des communautés puissent être compilées dans un outil de communications. Elles voudraient employer quelques fonds additionnels d'ACCCA pour acheter une caméra vidéo pour l'équipe de sorte qu'Ouedraogo puisse également enregistrer des activités. Ceci devrait sortir du budget « d'experts internationaux », ainsi nous avons voulu vérifier votre approbation. Si c'est correct, alors l'achat de wil de Dembele l'appareil-photo tandis qu'en Europe pour une réunion de NCAP et l'apportent de nouveau au Mali.

- 2) *We began the process of working with a group of very talented students and musicians to prepare a song/demonstration to the communities on their adaptation options and climate change, and the draft work plan will be part of the platform updates. The cost for this communication tool will be 500,000 CFA, and Dembele would like to know if it is ok for this to be paid ½ by NCAP and ½ by ACCCA (again, within ACCCA from the "International Experts" line item. Would this be ok?*

Nous avons commencé le processus du travail par un groupe d'étudiants et de musiciens très doués pour préparer une chanson/démonstration aux communautés en leurs options d'adaptation et changement climatique, et le projet de plan de travail fera partie des mises à jour de plate-forme. Le coût pour cet outil de communication sera 500.000 CFA, et Dembele voudrait savoir s'il est correct pour que ceci soit payé le ½ par NCAP et le ½ par ACCCA (encore, dans ACCCA de la ligne article « d'experts internationaux ». Est-ce que ce serait correct ?

- 3) *One final question is related to the possibility of using ACCCA funds, again from the “international experts budget”, to purchase a set of English Instruction materials (such as these: <http://www.rosettastone.com/personal/languages/english-american/level-1-2-3>) for Ouedraogo. Ouedraogo accompanied us into the field this weekend, and has worked closely with us throughout the visit. He is quite an asset to the team and is keen to become more conversant in English, so that he can take advantage of participation ACCCA interactions as well as in the tools available, including AWhere and the Climate Change Explorer, both of which have English-language interface.*

Une question finale est liée à la possibilité d'employer des fonds d'ACCCA, encore sur « le budget international d'experts », pour acheter un ensemble de matériaux anglais d'instruction (de ce type : <http://www.rosettastone.com/personal/languages/english-american/level-1-2-3>) pour Ouedraogo. Ouedraogo nous a accompagnés dans le champ ce week-end, et a fonctionné étroitement avec nous dans toute la visite. Il est tout à fait des capitaux à l'équipe et est vif pour devenir plus familier en anglais, de sorte qu'il puisse tirer profit des interactions de la participation ACCCA aussi bien que dans les outils disponibles, y compris AWhere et l'explorateur de changement climatique, qui ont l'interface de langue anglaise.

Email sent to Gina Ziervogel, Risk Communications Support Team

Sent 16 July, 2008

Hi Gina,

I have been asked to help prepare an MOU for the communications work under the Mali ACCCA project, and wonder if you could offer some input on this front.

The communications plan is available on the platform at
http://www.acccaproject.org/evolution/fileviewer.php?file_id=14

and a draft version of the MOU is available at http://www.acccaproject.org/evolution/fileviewer.php?file_id=15

Please, could you offer some inputs on these as soon as possible?

Many Thanks!

Fernanda