

Management Project Proposal:

Implementation of Human Development Report 2007/2008 Communications Strategy in Japan

1. Project Summary

Climate change is increasingly recognized as a major global challenge. The Government of Japan set climate change and environment as a main agenda for the Tokyo International Conference for African Development (TICAD) and Hokkaido Toyako G8 Summit organized in Japan in 2008. The United Nations Development Programme (UNDP) released the "Human Development Report (HDR) 2007/2008: Fighting Climate Change: Human Solidarity in a divided world" and its main theme is Climate change. Using latest climate science discovery, the HDR illustrates long-term negative impacts that climate change bring about for human development and provide a range of useful information and resources to understand climate change and necessary actions. This project aims to raise awareness to climate change challenges among Japanese public through promoting the HDR and climate change challenges, contributing to gain public support to UNDP and UNDP-Japan partnership in the efforts to tackle with climate change.

2. Need and rationale

Climate change is increasingly recognized as a major global challenge in our time. The global temperature has been on the rise over the last century and influenced on natural environment and biodiversity all around the world. As global warming progresses, the number of climate disasters is increasing, resulting in serious losses and damages in developing countries. The Intergovernmental Panel for Climate Change (IPCC) estimated the temperature could increase by more than 5 °C by the end of 21 century if international community fails to take necessary actions in the next decade.

In light of latest discovery in climate science and growing needs to adapt to climate change, the United Nations and member states launched a new process of consultation to establish the international framework for climate change mitigation and adaptation in December 2007. It is expected to agree on the new framework that will replace with the Kyoto Protocol by the end of 2009.

It is in this context that the Government of Japan will host two major international conferences, Africa Development Conference (TICAD) and Hokkaido Toyako G8 Summit in 2008. The Government has already declared environment and climate change as one of the main agenda for both conferences.

Though the negotiation has just begun, it is discussed that developed countries will reduce carbon emissions, bear costs and support developing countries to adapt to climate change, which would increase financial burden or require introducing new rules and regulations. If Japan take the lead in the coming international discussions, it is necessary to raise awareness to climate change among Japanese public including private sector and civil society

The Human Development Report (HDR) is a flagship publication of UNDP. The HDR aims to identify potential or emerging development issues and advocate international cooperation. Having recognized increasing serious influence of climate change on human development, UNDP chose climate change as the main theme of HDR 2007/2008.

Using the latest discovery of climate science, the HDR 2007/2008 stresses climate change will affect human development perspective adversary. The HDR makes it clear the poor in developing countries will suffer the most despite that they contribute to the causes the least. It estimates the global is getting

warmer at least for the next couple of decades and urges the international community to take two types of actions to prevent climate change from affecting people: mitigation of and adaptation.

Given the relevance of climate change to the current global agenda and necessity of mobilizing domestic support for Japan's leadership in this field, it is decided to make use of the HDR 2007/2008 to help Japanese public understand climate change challenges and request for additional funding from UNDP Partnership fund to this end.

Prior to submission of this proposal, UNDP Tokyo Office planned a launching event of the HDR in tandem with global launch in 2007 and submitted a provisional proposal titled "Symposium on Climate Change and Human Security". The proposal was approved by the Ministry of Foreign Affairs of Japan as of 10 December 2007 on the condition that it constitutes this main project document. This proposal ("Project") deemed to be the main project document.

3. Goals and objectives

The objective of the project is to introduce the HDR and climate change issues to the Japanese public and facilitate public discussions for consensus building about Japan's policy to climate change. It is also expected that key domestic stakeholders in the private sector and civil society will help develop new cooperative scheme to address climate change or mobilize further resources for developing countries.

Amongst key findings and messages of the HDR, the project is aiming to deliver the following ones to the public.

- Climate change is the defining human development challenges of the 21st Century. Failure to respond to that challenge will stall and then reverse international efforts to reduce poverty.
- Climate change is not a future scenario. Increased exposure to droughts, floods and storms is already destroying opportunity and reinforcing inequality.
- There is a window of opportunity for avoiding the most damaging climate change impacts, but the world has to take actions within less than a decade to change the course.
- The world lacks neither the financial resources nor the technological capabilities to act. What is missing is a sense of urgency, human solidarity and collective interest.

4. Project description (detail activities)

The project shall extend its outreach to as much as people through mass media, but it also works on creating public speakers or opinion leaders in civil society, private sector and the government who can mobilize public support to tackle with climate change.

Climate change is increasingly known by Japanese public through media coverage, but general recognition is not high enough to understand the HDR immediately. For making the HDR work for TICAD and G8 Summit, it is not enough to publish and distribute the HDR itself. The project should facilitate understanding of climate change and mobilize public opinion through providing direct opportunities to learn climate change.

In the process of facilitating public discussions on the HDR and climate change for TICAD and G8 Summit, it is crucial that media increase their coverage and disseminate information on the global trend.

To facilitate discussions and consensus-building among stakeholders, the project plans to implement three focused but mutually inter-linked activities.

HDR Communications Strategy Matrix - HDR 2007/2008 and Climate Change

Indicative Activities	Target and Outreach	Expected outcomes
Information dissemination and knowledge sharing	Small (500-1000) Opinion leaders, policy makers	Opinion leaders and practitioners read and introduce the HDR and climate change issues to the public
Public debates and side-events for TICAD/G8 Summit	Medium (2-3000) CSOs, private sector	Participants from civil society, private and public sector learn and discuss the HDR and climate change
Media coverage of the HDR and initiatives	Large (mass) General public	General public recognize the HDR and learn UNDP and Japan's initiatives to fight climate change through media

- **Information dissemination and knowledge sharing**

The first step to raise public awareness to climate change is information dissemination and knowledge. The project shall purchase and distribute the HDR 2007/2008 (Japanese) to wider population from the government officials to higher education institutions and civil society.

Besides the HDR, the project should prepare supplemental and promotional materials including brochures and booklets to facilitate understanding of climate change issues and reach broader audience.

Though the number of outreach would be relatively limited, the distribution of the HDR and supplemental publications is expected to help develop knowledge of target audience and promote public discussions at all levels of society.

- **Public discussions, development education and side-events for TICAD/G8 Summit**

In parallel with distributing the HDR and publications, the project should organize public debates and side-events to draw broader attention to climate change issues.

For public discussions, the project will organize conferences, workshops or symposiums. To ensure participation from civil society and private sector, it is encouraged to organize such events with external partners. The project plans to organize at least 3 major events from December 2007 to November 2008.

The HDR is expected to be used in education. In the world, the global HDRs as well as national ones are recognized good resources for students to understand development issues. To begin to use the HDR for education in Japan, the project may deliver lectures at selected schools and universities.

- **Media coverage of the HDR and initiatives for climate change**

Domestic media can play a critical role to publicize the HDR and promotional activities for public awareness-raising. Whilst Japanese media has shown increasing interests in climate change issues and international cooperation, most of journalists are not familiar with the issues and need more knowledge to report to the public. Besides, climate change has influenced on developing countries such as Africa and South Asia mainly, few journalists have every seen the situation people face.

For increasing media coverage of climate change, it is essential to develop capacity of journalists to understand climate change challenge with an aim to report more. To this end, the project will provide opportunities for domestic media to learn the HDR and climate change issues. Supplemental documents and press kits will be prepared for TICAD and G8 Summit as necessary.

Once the Japanese HDR is published, the project will organize a press conference followed by press seminars and workshops for journalists. It is planned to invite experts of climate change to press seminars so that domestic journalists can not only get latest information directly but also deepen their understanding.

Last but not least, if media plan to cover climate change or visit developing countries which are suffering from climate change, the project should facilitate their coverage tours to developing countries. Since UNDP has been working with developing countries to fight climate change and the Government of Japan is the second largest donor to the Global Environment Facility (GEF) and supported UNDP activities through UNDP Partnership Fund, it is strongly encouraged that Japanese media visit UNDP or GEF project sites that are implemented with support of the Government of Japan. By doing so, Japanese media learn climate change issues in depth and promote UNDP works and Japan's contributions widely.

5. Implementation plan

The project will be implemented in accordance with UNDP rules and regulations and under UNDP Tokyo management practice.

UNDP Tokyo Director will endorse and make the final decisions for the Project.

UNDP Deputy Director will monitor and provide guidance to the Project.

Project Advisory Board will monitor and provide advice to the Project as necessary. The Project Advisory Board constitutes of the UNDP Tokyo Director, Deputy Director, Programme Manager and Administrative Associate.

Project Manager will be primarily responsible for implementing the project activities and reporting to the UNDP management. The Project Manager will be the UNDP Tokyo Public Affairs and Civil Society Liaison Officer.

PR Assistant(s) will help the Project Manager and manage logistics issues for the project. S/he will be the UNDP Tokyo PR Associate and/or an external consultant.

6. Costs and resources

Draft budget detailing costs		
Project BUDGET		
PERIOD : December 2007 – November 2009		
Item	Cost Estimate (US\$)	Remarks
Publication and distribution of the HDR 2007/2008 and outreach materials		
Purchasing the HDR 2007/2008 (500)	30,000	
Outreach materials		
Leaflets (5,000 x 2)	20,000	Editing and printing
Consultants (climate change)	10,000	
Publicity and Outreach events		
Kyoto Symposium (Dec/2007)	26,400	
Workshops and seminars for climate change	40,000	
Development Education (climate change)	2,600	
Inviting lecturers from UNDP HQs and abroad	25,000	
Novelty goods production	10,000	
Media outreach		
Press conference for launching the Japanese HDR	1,500	
Press kit for the Japanese HDR	2,500	
Document translation	10,000	
Support costs for media production	8,000	
Press seminars and workshops	5,000	
Media products (articles and TV programmes) production		
Field trips for UNDP staff	17,500	
Filming Goodwill Ambassador's visit to UNDP-GEF projects for climate change	10,000	
Support to local arrangement of media coverage trips to UNDP and GEF project sites		
Logistics arrangements for UNDP personnel	20,000	
Communication coordination personnel		
Consultants (media)	18,000	
Assistant (media)	12,000	
Consultant (webmaster)	10,000	
Miscellaneous	1,874	
GMS (7%)	19,626	
	300,000	

7. Monitoring and evaluation

A performance evaluation can be conducted to see if the communications strategy is proceeding as planned. Such evaluation reviews the quantity of work and whether the work was carried out as planned – in the numbers (i.e. how many communications products and publicity events) and the timing. A performance evaluation also includes an assessment of the quality of activities, especially the communications products. It is also important to know whether communications activities have been effective, especially if they have brought about the desired changes. This exercise may involve an assessment mechanism and interviews with a cross-section of stakeholders.

8. Issues and risks

This project aims to contribute to raise public awareness to climate change for the African Development Conference (TICAD IV) and G8 Summit. As climate change is one of the main agenda of both international conferences and TICAD has its own communications strategy, the project should coordinate its activities with the TICAD project.