



Liberia's National Adaptation Plan Communication Strategy

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Photos: John Forkpah Kannah



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Foreword

It is with great pleasure that the Environmental Protection Agency (EPA) introduces Liberia's National Adaptation Plan (NAP) Communication Strategy. This comprehensive strategy is a testament to the collective efforts of our government, partners, and stakeholders in ensuring a resilient and sustainable future for our beautiful nation.

Liberia, known for its diversity, natural beauty, and rich cultural heritage, faces significant challenges due to climate change. Rising sea levels, extreme weather events, and changing weather patterns threaten our environment, economy, and, most importantly, the well-being of our people.

In response to these challenges, the Liberian government has developed this NAP Communication Strategy, aiming to raise awareness, engage citizens, and facilitate informed decision making. This strategy outlines a strategic roadmap to communicate the importance of adaptation measures through slogans, statistics, and human-interest stories; build capacity; and foster partnerships at all levels.

However, this is not just a dry, technical document. We recognize the power of emotions in inspiring action and driving change. While our approach is formal, we have infused it with a touch of optimism, hope, and even a sprinkle of humour. We believe that by adding a human touch to the narratives, readers will be more inclined to connect with the message, sparking conversations and encouraging positive actions.

As you embark on this insightful journey through Liberia's NAP Communication Strategy, the EPA encourages you to embrace the challenges with a smile and an open heart. Let us remember that it is our collective responsibility to safeguard our planet and secure a better future for ourselves and generations to come.

Thank you for your commitment and dedication to the cause of resilience and adaptation. Together, we can make a difference.

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Acronyms

AdCom	Adaptation Communication
CBOs	community-based organizations
CSOs	civil society organizations
EKMS	Environmental Knowledge Management System of Liberia
EPA	Environmental Protection Agency
MEL	monitoring, evaluation, and learning
MME	Ministry of Mines and Energy
NAP	National Adaptation Plan
NDC	nationally determined contribution
NGOs	non-governmental organizations
UNFCCC	United Nations Framework Convention on Climate Change
UNDP	United Nations Development Programme

Acknowledgements

The Environmental Protection Agency of Liberia, on behalf of the government and people of Liberia, would like to extend its heartfelt gratitude first to the National Adaptation Plan (NAP) Global Network Secretariat and all those who have contributed to the development of Liberia's NAP communication strategy, and especially Romeo Togba, who began the groundwork as the first consultant. This momentous achievement would not have been possible without the collective effort and dedication of the numerous individuals, organizations, and communities involved.

First and foremost, we would like to express our deepest appreciation to the Government of Liberia for its unwavering support and commitment to effective communication. Their vision and guidance have been instrumental in shaping the strategy and ensuring it is ready for implementation.

We would also like to acknowledge the invaluable contributions of the communication team, both within the government and from various agencies and media institutions. Their expertise, creativity, and tireless efforts have been crucial in formulating a comprehensive and impactful strategy.

Furthermore, we extend our recognition and appreciation to our international partners and donors who have generously supported the development of Liberia's communication strategy. Their financial assistance, technical expertise, and collaborative approach have been pivotal in achieving our goals. Financial assistance for this strategy was provided by the Government of Ireland.

We are also grateful to the media organizations, both national and local, for their cooperation and partnership. Their role in disseminating accurate and timely information to the general public cannot be overstated. We are indebted to their professionalism and dedication in furthering the objectives of our communication strategy.

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Finally, we would like to express our appreciation to all the citizens of Liberia. Your interest, engagement, and trust in our communication efforts have been a constant source of motivation. We remain committed to serving you and ensuring that your voices are heard.

Executive Summary

The adverse impacts of climate change present substantial dangers to Liberia's economy, ecosystems, and the welfare of its people. Increasing sea levels, more severe extreme weather occurrences, and erratic rainfall patterns endanger agriculture, water sources, infrastructure, and the means of living for the population. The Government of Liberia, recognizing these critical climate change challenges and the urgency of adaptation, has crafted the National Adaptation Plan (NAP) to help tackle them. This NAP Communications Strategy helps advance the implementation of Liberia's NAP as a comprehensive framework and aims to effectively communicate information and encourage collaboration to build a climate-resilient nation. This report explores the strategy, its goals, and the methods it plans to utilize to realize its vision for a sustainable Liberia.

The NAP Communication Strategy targets a broad spectrum of stakeholders to improve comprehension, raise awareness, and prompt active responses to climate change adaptation. The strategy aims to cultivate a shared responsibility and dedication toward building climate resilience throughout Liberia by engaging policy-makers, civil society groups, communities, and individuals. It serves as a crucial instrument to enhance awareness about adapting to climate change and to ensure its successful implementation throughout Liberia. The strategy uses focused campaigns, educational initiatives, and informative resources to empower individuals and communities with essential information for informed decision making. By raising awareness, it aims to inspire behavioural shifts that contribute to resilience building at both individual and community levels.

The NAP Communication Strategy aims to promote stakeholder involvement and cooperation. Acknowledging the multifaceted nature of climate change adaptation, the strategy highlights the significance of inclusive decision making. It aims to create avenues for discussion, consultation, and cooperation, ensuring diverse viewpoints are acknowledged and valued. By encouraging participation and inclusiveness, the strategy aims to cultivate a sense of ownership and united efforts toward climate resilience in Liberia.

The strategy employs a diverse range of communication methods to effectively achieve its goals and convey the main messages of the NAP to priority audiences. It emphasizes the use of multiple communications channels like print, radio, TV, social media, and community-based platforms to engage diverse audiences, including underrepresented groups, women, youth, and local communities. By utilizing these channels, the strategy aims to maximize outreach and interaction, delivering pertinent information to all sectors of society.

The success of the NAP Communication Strategy hinges on cooperation among various stakeholders: government bodies, civil society groups, development partners, and private enterprises. By fostering partnerships, the strategy aims to pool resources, share knowledge, and use collective expertise to enhance Liberia's resilience against climate challenges. Collaboration not only ensures efficiency but also sparks innovative solutions to combat climate change.

Effective communication and collaboration will be instrumental as Liberia progresses toward a climate-resilient future. The NAP Communication Strategy acts as a guiding light, uniting stakeholders, raising awareness, and nurturing a shared dedication to climate resilience. This NAP Communication Strategy explores key objectives, implementation plans, and its potential impact on Liberia's future.

Background

Liberia, located in West Africa, is rich in natural resources and biodiversity but has been historically affected by political instability and prolonged civil war (World Bank, 2023). These challenges have hindered the country's ability to effectively address climate change and its associated impacts. In recent years, Liberia has made progress toward peace, political stability, and economic development, creating an opportune time to focus on climate change adaptation and sustainable development (World Bank, 2023).

Like many other developing countries, Liberia is highly vulnerable to climate change impacts. The country is experiencing increased temperatures, erratic rainfall, rising sea levels, and extreme weather events, such as floods and droughts (Environmental Protection Agency [EPA], 2019). These changes pose significant threats to Liberia's agricultural sector, coastal communities, and infrastructure, making adaptation strategies crucial for the country's resilience and future development (EPA, 2019; Wilson, 2019).

In 2015, Liberia began preparing its National Adaptation Plan (NAP) to address the adverse effects of climate change. The NAP provides a framework for identifying and implementing adaptation measures at the national and sub-national levels. It aims to build resilience and reduce vulnerability to climate change impacts while ensuring sustainable development in key sectors such as agriculture, water resources, health, and infrastructure.

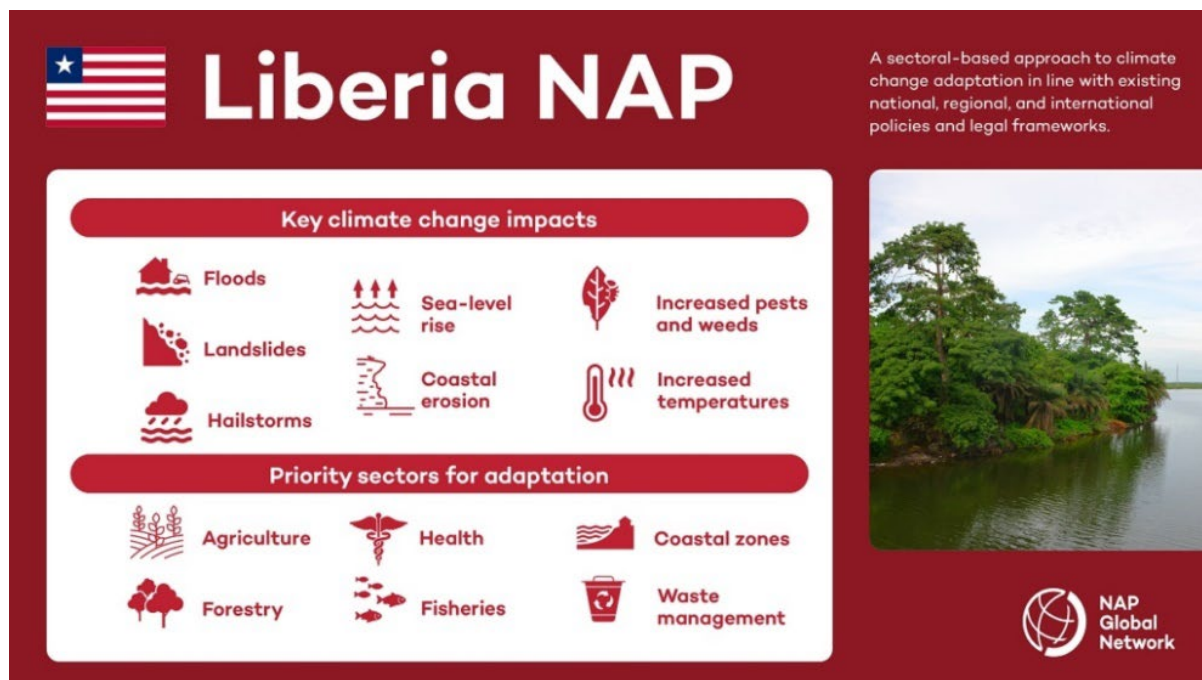
Under its NAP process, Liberia has achieved major milestones and advanced adaptation planning in climate-sensitive sectors. With technical support provided by UNDP and funding through the Green Climate Fund's Readiness Programme, the country developed the [Liberia National Adaptation Plan 2020-2030](#) (EPA, 2021a). The NAP Global Network supported the launch of the NAP in December 2021, as well as the preparation of [Liberia's first Adaptation Communication \(AdCom\)](#) (EPA, 2021b). Both documents were submitted to the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat in 2021.

Liberia submitted its revised nationally determined contribution (NDC), which included an adaptation component, to the UNFCCC Secretariat in 2021. The country also submitted its Second National Communication, which included a section on vulnerability and adaptation, to the UNFCCC in the same year. The priority sectors for adaptation action in the NAP and NDC include coastal protection, agriculture, energy, fisheries, forestry, and health.

The development and implementation of a NAP Communication Strategy is crucial for any country to effectively address the challenges posed by climate change. This report provides an overview of the background and context behind Liberia's NAP Communication Strategy, highlighting its significance and objectives. It aims to emphasize the importance of effective communication in climate change adaptation efforts and its role in facilitating sustainable development.

Effective communication is critical for the successful implementation of Liberia's NAP. It plays a pivotal role in raising awareness, fostering understanding, and facilitating active participation from stakeholders at various levels. The NAP Communication Strategy serves as a roadmap for effective communication, outlining the key messages, target audiences, communication channels, and approaches that will be employed to engage stakeholders and build consensus.

1.0 Liberia's NAP



Liberia's NAP is a comprehensive framework that outlines the country's strategies and action plans to address the impacts of climate change and promote climate resilience. The NAP is a crucial instrument for Liberia to systematically identify and prioritize adaptation needs, develop resilient policies, and integrate climate change considerations into various sectors and development plans.

Liberia's NAP process is used to identify Liberia's principal risks and vulnerabilities from climate change, propose adaptation actions and strategies, and build capacity for addressing risks and vulnerabilities. The country's NAP focuses explicitly on six priority sectors that the Government of Liberia has identified through the EPA: agriculture, coastal zones, forestry, energy, waste management, and fisheries. It also proposes institutional mechanisms for concerted deployment among the 15 counties and municipalities, economic sectors, and the public. It sets out scheduled structural measures to overcome gaps observed in the national context.

The overarching goal of Liberia's NAP is to strengthen the country's overall adaptive capacity, minimize vulnerability to climate risks, and ensure sustainable development in the face of a changing climate. The NAP aims to achieve this goal through a coordinated and participatory approach involving various stakeholders, including government institutions, civil society organizations (CSOs), communities, and development partners.

A monitoring, evaluation, and learning (MEL) framework for Liberia's NAP 2020–2030 has been developed, and it provides a technical reporting procedure for tracking progress toward the implementation of Liberia's NAP (EPA, 2022). The MEL framework calls for the development of a communication strategy to “explore how the EPA can use the MEL system to provide input to and improve reporting on adaptation, both at the domestic and international levels” (EPA, 2022, pp. 4–5).

1.1 The Key Focus Areas of Liberia's NAP

1. **Vulnerability and risk assessments:** The NAP emphasizes the importance of conducting comprehensive assessments to understand the specific climate change impacts and vulnerabilities faced by different sectors, regions, and communities in Liberia. These assessments provide a basis for formulating appropriate adaptation strategies and prioritizing actions (EPA, 2019; Wilson, 2019).
2. **Mainstreaming climate adaptation:** The NAP highlights the need to integrate climate change considerations into national and sectorial policies, plans, and programs. This includes mainstreaming climate change adaptation into development planning processes and budgeting, as well as considering climate risks in infrastructure development, agriculture, and other key sectors.
3. **Enhancing governance and institutional capacity:** The NAP recognizes the importance of strengthening national institutional frameworks to effectively plan, implement, and monitor, evaluate, and learn from climate change adaptation actions. This involves capacity building, promoting coordination and collaboration among relevant institutions, and enhancing the role of local governments in adaptation planning and implementation.
4. **Building climate-resilient infrastructure:** Infrastructure development plays a crucial role in increasing climate resilience. The NAP emphasizes the integration of climate change considerations into the design, construction, and maintenance of critical infrastructure, such as roads, bridges, hospitals, and schools, ensuring its resilience to climate-related hazards.
5. **Promoting ecosystem-based adaptation:** Recognizing the importance of ecosystems in building resilience, the NAP promotes the conservation and sustainable management of natural resources, including forests, wetlands, and coastal areas. It encourages the adoption of nature-based solutions, such as reforestation, sustainable agriculture practices, and the protection of biodiversity.
6. **Generating and accessing finance:** The successful implementation of Liberia's NAP requires adequate and sustained financial resources. The plan highlights the need to mobilize domestic and international funding, explore innovative financing mechanisms, and ensure the effective utilization of available resources for adaptation projects.

Liberia is integrating gender and social inclusion considerations into adaptation action, recognizing that the impacts of climate change affect men and women and members of different social groups differently due to social responsibilities and roles, power relations, culture, and other factors. To address inequality, the government has adopted Liberia's National Gender Policy, which guarantees women's right to access justice. This policy calls for and promotes equal rights for education, jobs, and other opportunities regardless of gender.

The engagement of women, youth, and local communities is prioritized throughout the implementation of the NAP. Their active participation in decision-making processes and the identification of locally appropriate adaptation actions are essential for ensuring the effectiveness, sustainability, and ownership of adaptation initiatives.

Liberia's NAP represents a significant step forward in the country's efforts to address climate change impacts and build resilience. By strengthening adaptive capacity, promoting sustainable development, and mainstreaming climate considerations, the plan aims to safeguard the well-being and livelihoods of the Liberian population, particularly the most vulnerable communities. The successful implementation of the NAP will contribute to building a climate-resilient and prosperous Liberia for present and future generations.

1.2 Communications Efforts Under Liberia's National Adaptation Plan Process

The Government of Liberia recognizes communication and information sharing as critical enabling factors for effective adaptation (EPA, 2021a). Liberia's NAP document states that the NAP process should "encourage communication and coordination between government and non-government stakeholders and serve as an overall unifying framework for adaptation actions in Liberia that will help development partners identify and coordinate their support for Liberia's response to climate change" (EPA, 2021a, p. 21).

This NAP Communications Strategy builds on the Liberian government's past and ongoing communications efforts on adaptation and the NAP process. Some practical steps the Government of Liberia has already taken include the following:

- Liberia's National Adaptation Plan Documentary – developed with UNDP.



- A climate data and related information knowledge-sharing platform was created as a repository of knowledge products to synchronize existing climate information and allow national, regional, and international networks and research institutions to connect and access the same climate information.
- Liberia 2021 NAP launch events and media coverage.
 - [Launch of Liberia's National Adaptation Plan](#). On December 8, 2021, the Government of Liberia launched Liberia's National Adaptation Plan (UNDP, 2021). The event brought together high-level stakeholders from the NAP sectors, civil society actors, the private sector, and the media. The Speaker of the House of Representatives served as the keynote speaker, and he pledged government support toward the implementation of Liberia's NAP.
 - Communication work in 2021 supported by the NAP Global Network to launch the NAP: This included preparing an abridged version of the NAP; translation into local languages for communication with sub-national decision-makers, CSOs, private sector actors, and citizens in vulnerable communities; sharing key messages through public service announcements on the radio; and bringing key stakeholders together to officially launch the document.



Photo Credit: John F. Kannah.

With support from UNDP through the United Nations Convention to Combat Desertification (UNCCCD) project, the Government of Liberia established and launched the Environmental Knowledge Management System of Liberia (EKMS). The website serves as an online hub for sharing knowledge among researchers, policy-makers, and non-governmental organizations (NGOs) in particular.

- **Climate Saturday:** Run by the Action for Climate Empowerment focal point of the EPA, this program aims to buttress national efforts to promote initiatives to enhance adaptation to climate change by taking discussions to communities in local languages.
- **Talk the Environment.** An environmental awareness radio program. Every Saturday, this talk show hosts experts, CSOs, youth, policy-makers, and the private sector to share information about climate-smart agriculture-related adaptation measures and interventions, government schemes relating to climate-resilient farming practices, and locally led adaptation efforts in Liberia.
- **Knowing Your Environment.** An environmental knowledge and information sharing program that aims to promote climate change knowledge sharing.

While these initial efforts provide a foundation, ongoing efforts are needed to strengthen dialogue and communication on adaptation and to popularize the objectives of the NAP. As stakeholder Yarmah Paye observed, "Climate change reports should not remain as printed materials left on the shelves, let us take it to our churches, our family meetings, our community meetings, our friends and all those we interact with daily" (Yarmah Paye, 2019).

2.0 Liberia's NAP Communication Strategy Objectives

The NAP is a vital initiative for Liberia in addressing the challenges posed by climate change and enhancing the country's resilience. An effective communication strategy is crucial for ensuring the successful implementation and MEL for the NAP process. The key objectives of Liberia's NAP Communication Strategy are outlined in the following section.

Objective 1: Raise Awareness and Understanding of National Adaptation Priorities

The first objective of the NAP Communication Strategy in Liberia is to raise awareness and enhance understanding among stakeholders and the public about climate change impacts, adaptation efforts, and the importance of the NAP. This objective aims to engage both urban and rural communities to ensure widespread awareness of the NAP's aims, priorities, and expected outcomes. By creating a shared understanding, this objective seeks to foster community engagement through dialogue that will influence decision making on adaptation in Liberia.

Objective 2: Facilitate Stakeholder Engagement in Adaptation Decision Making

The second objective of the NAP Communication Strategy is to facilitate stakeholder engagement throughout the planning, implementation, and MEL stages of the NAP process. This objective aims to create an inclusive and participatory process by encouraging active involvement and feedback from a diverse range of stakeholders, including government entities, CSOs, local communities, academia, and private sector actors. The strategy will outline specific mechanisms for engagement, such as consultative meetings, workshops, round-table discussions, and online platforms.

Objective 3: Enhance Knowledge and Capacity Building on Adaptation

The third objective of the NAP Communication Strategy is to enhance knowledge and build capacity among stakeholders regarding climate change adaptation, NAP implementation, and MEL. This objective aims to provide targeted training programs, workshops, and resources for different stakeholder groups to improve their understanding of climate change impacts, adaptation strategies, and their role in implementing and monitoring the NAP. Capacity-building initiatives will address specific needs, such as technical skills, data collection and analysis, and mainstreaming climate change adaptation into existing policies and programs.

Objective 4: Foster Collaboration and Partnerships to Advance the NAP Process

The fourth objective of the NAP Communication Strategy is to foster collaboration and partnerships among stakeholders to leverage resources, expertise, and knowledge for effective NAP implementation. This objective seeks to create an enabling environment for multisectoral and multidisciplinary collaboration, encouraging joint efforts among government institutions, NGOs, international partners, private sector entities, and communities. Through fostering collaboration and partnerships, the strategy aims to mobilize additional resources and expertise to support the successful implementation of the NAP.

Objective 5: Monitor, Evaluate, and Learn From Communications Efforts

The final objective of the NAP Communication Strategy is to develop a robust monitoring and evaluation framework to assess the effectiveness and impact of communication efforts related to the NAP implementation. This objective aims to track and measure the reach, engagement, and understanding of communication materials, activities, and campaigns. *Please see Table 1.*

Table 1. NAP process stages and communications objectives

Stage in the NAP process	Communications objective	Notes and illustrative examples
Planning	Ensure a whole-of-government approach to climate change adaptation through strong internal education and awareness campaigns of national adaptation priorities within government.	Liberia has developed a strategy around a national consultative process that was used during the NDC revision process, which was derived from the NAP process in 2018. This mechanism can be used to reach out to both national and sub-national stakeholders.
Planning	Ensure the involvement of all stakeholders from the planning phase to ensure a smooth stakeholder facilitation and engagement process in adaptation decision making.	The EKMS will serve as a one-stop shop for information on climate change adaptation and the NAP for both government and non-government audiences.
Implementation	Through the EPA and the National Disaster Agency, the Government of Liberia brings together all other institutions to act in concert and speak with one voice about climate change adaptation and enhance knowledge and capacity building on adaptation.	Through the Environmental Sector Working Group, ensure there is a consensus around key NAP messages so that the government can communicate its adaptation plan in a clear, consistent manner to the general public and specific audiences.
Implementation	Stakeholders take the necessary steps to build resilience to climate change based on information provided by relevant government ministries and agencies to foster collaboration and partnerships to advance the NAP process.	The strategy seeks to both raise awareness and change behaviours, as discussed in more detail below. Messages are framed around problems/solutions, with solutions entailing actions necessary to build resilience to climate change.
MEL	Liberia's National Policy and Response Strategy on climate change, developed in 2018, outlines key sectors for adaptation and strategies each sector should deploy to make communities resilient to climate change impacts.	The EKMS is a web platform managed by the EPA, launched with the focal person from line ministries and agencies, CSOs, NGOs (both national and international), and universities. https://ekmsliberia.info/

To achieve the above objectives, the Government of Liberia will take a strategic approach to engage and influence priority audiences, using tailored key messages delivered through the most appropriate communications channels to reach those audiences (Ledwell, 2018). The following audience groups have been identified.

Table 2. Priority audiences for Liberia's NAP Communication Strategy

Priority audiences	Interest (responsibilities relative to adaptation)
Political leadership – internal audiences Office of the President; Cabinet of Ministers	Ensure budget allocation toward NAP implementation in Liberia.
Political leadership – internal audiences (Members of the Senate; House of Representatives)	Laws and legislations and perform oversight responsibility over NAP implementation in Liberia.
Ministries, agencies, and commissions – internal audiences (Ministry of Finance Development Planning, Ministry of Agriculture, Forestry Development Authority, Environmental Protection Agency, National Disaster Management Agency, Ministry of Internal Affairs, National Fisheries and Aquaculture Authority, Ministry of Mines and Energy)	Lead on NAP implementation as sectors, ministries, agencies, and commissions at the national level.
Local authorities – internal audiences (county superintendents, city mayors, district commissioners, town and clan chiefs)	Lead on NAP implementation at the sub-national level and help ensure that the NAP is aligned with local priorities and that there is coordinated action at all levels.
CSOs – external audiences (Society for the Conservation of Nature Liberia, Farmers Associated to Conserve the Environment, Liberia Endangered Species Association, Sustainable Development Institute, National Civil Society Council of Liberia, etc.)	Lead on community-led adaptation projects implementation and advocacies.
Technical experts and researchers – external audience (University of Liberia, Cuttington University, African Methodist Episcopal University, and community colleges)	Provide up-to-date climate information, conduct impact assessments, and gather feedback on the effectiveness of implemented NAP measures.
Private sector – external audience (Arcelor Mittal Liberia, Access Bank Liberia, United Bank of Africa, EcoBank Liberia Limited, GT Bank, International Bank, etc.)	The Government of Liberia can harness the private sector's expertise, resources, and investments to implement adaptation measures.
Women, youth, and students – external audiences (Young Liberian Women Organization for Improvement, Federation of Liberian Youth, Liberia Student Union, Liberia Youth for Climate Action, Liberia Youth Civil Society Environmental Secretariat etc.)	Promote and support women and young people's involvement with the requisite tools to embark on national adaptation interventions and actions and capacity development.
People living with disabilities – external audience (speech and hearing impaired)	Promote and support the participation of people living with disabilities in adaptation initiatives, enhance education and awareness, and build capacity.

Priority audiences	Interest (responsibilities relative to adaptation)
<p>Media – external audiences (Press Union Liberia, Female Journalists Association of Liberia, Liberia National TV, Liberia Broadcasting System, SPOON Network, Sky Communications, OK FM, Truth FM, etc. and all rural community radio stations)</p>	<p>The Liberian media will play a key role in disseminating information about the NAP, creating public awareness, and fostering dialogue on climate change adaptation.</p>
<p>Donors and international organizations— external audiences (Fauna Flora International, Conservation International, United Nations Development Programme, United Nations Food and Agriculture Organization, Global Environment Facility, Green Climate Fund, Adaptation Fund, World Bank, United States Agency for International Development, International Fund for Agriculture Development, NAP Global Network, etc.).</p>	<p>The Government of Liberia will engage international partners, donors, and development agencies, which will be important for securing financial and technical support for NAP implementation in Liberia.</p>

3.0 Key Messages of Liberia's NAP Communication Strategy

The key messages of Liberia's NAP Communication Strategy serve as the foundation for effectively communicating the importance and goals of the NAP to various audiences. These messages are designed to raise awareness, increase understanding, and foster support for climate adaptation actions in the country. The strategy includes both general messages that can resonate with a wide audience and tailored messages aimed at specific stakeholder groups.

3.1 General Message

The general message of Liberia's NAP Communication Strategy is that "there is an urgent need for climate change adaptation in order to protect the country's people, ecosystems, and economy."

This message highlights the potential impacts of climate change and the importance of developing and implementing robust adaptation measures to build resilience and ensure a sustainable future for all.

3.2 Tailored Messages

Government and Policy-Makers

The tailored messages for government officials and policy-makers are as follows:

- "Integrate climate change adaptation into national policies and planning frameworks and budgeting."
- The NAP informs strategic decision making, resource allocation, and policy development to address climate risks effectively.
- The Environmental Sector Working Group ensures key government and non-government stakeholders have a shared understanding of the climate change threats faced by Liberia.

Local Communities

For local communities, the tailored messages are:

- There are direct and tangible benefits of climate change adaptation measures.
- Adaptation provides opportunities for enhancing sustainable livelihoods, improving food security, and reducing vulnerability to climate-related disasters by implementing community-based adaptation projects.

CSOs

The tailored message for civil society organizations are:

- CSOs' active engagement and participation in the NAP process are critical.

- CSOs and government need to collaborate, share knowledge, and advocate for climate adaptation initiatives to build national, regional, and global resilience.
- Supporting CSOs' locally led adaptation-related projects brings meaningful benefits to communities.

4.0 Message Types

The NAP Communication Strategy advocates using various message types to engage with different audiences through the appropriate channels effectively.

Information and Awareness

These messages provide concise and factual information about the impacts of climate change, the importance of adaptation, and the objectives of the NAP. They aim to increase general awareness and understanding of the issues.

Call to Action

These messages motivate stakeholders to actively participate in the NAP process by encouraging them to participate in decision making, planning, and implementing adaptation measures. They emphasize the role that individuals and organizations can play in building climate resilience.

Success Stories

These messages showcase successful adaptation projects and initiatives in Liberia, highlighting the positive outcomes and benefits for communities and ecosystems. They serve to inspire and demonstrate that climate adaptation is possible and worthwhile.

4.1 Sector-Specific Messages

The government will also have to develop messages designed for sector-specific audiences. This process follows a familiar pattern of first identifying the problem and then developing and communicating the sector-specific solution. Sector-specific messaging examples include:

Agriculture Sector

The impact of climate change on the agricultural sector in Liberia is evident, significantly affecting farmers' livelihoods. Prolonged periods of flooding and drought, coupled with changes in rainfall patterns, have had and will continue to have adverse effects on agricultural production and the overall well-being of farmers. To address this challenge, there is a pressing need for the implementation of targeted adaptation measures. These measures aim to mitigate losses and enhance food security within the agricultural sector, safeguarding farmers' livelihoods in the face of climate change-induced challenges.

- Changes in rainfall patterns have created confusion among farmers on when to plant their crops.

Liberia can empower farmers by

- deploying disease-resistant varieties to enhance agricultural productivity;

- using Indigenous knowledge and early warning systems vital for coping with climate variability;
- adopting integrated techniques like soil fertility management and water conservation to ensure sustainable agriculture;
- addressing post-harvest loss by introducing value-added and storage technologies that reduce wastage of agricultural products, thereby increasing farmers' income and preventing environmental pollution;
- considering socio-economic and gender differences in the agricultural technologies and methodologies to be promoted and implemented for adaptation.

Coastal Zone Sector

The increased frequency of storms and rising sea levels due to climate change are causing more winds, waves, and floods, leading to coastal erosion in Liberia. This erosion threatens the coastline, diminishing beaches and exposing infrastructure to storms. Fisheries, coastal residents, and others are affected. It is crucial to raise awareness about policies against building near the shore and to promote adaptation measures to reduce these impacts.

It has been identified that the coastline of Liberia is highly vulnerable to sea erosion. Adaptation measures include the following:

- Coastal zone policies and management plans are essential for climate-resilient development.
- Early warning systems and disaster risk management are critical for coastal communities.
- Protection of wetlands and mangroves safeguards coastal ecosystems.
- Climate-proofing infrastructure in coastal settlements ensures continuous access to essential services.
- Community awareness and education are vital for adapting to changes in coastal areas.

Energy Sector

Liberia faces power generation and distribution challenges, particularly exacerbated by climate change impacts. Polluting energy methods persist, adding strain on the environment. Urgent action is required to shift toward renewable energy sources. It is crucial to garner support and effectively communicate this imperative to relevant stakeholders.

- Liberia is faced with the issue of power generation and distribution, especially during the dry season; as a result, many households still depend on traditional cooking and heating methods.

Adaptation Measures

- Diversification of energy sources, including solar, promotes resilience in the face of changing climate conditions.

- Energy-efficient technologies and conservation measures are crucial for adapting to temperature and precipitation changes.
- Reforestation around hydropower sources ensures a sustainable water supply for energy generation.
- Renewable energy policies and clean energy technologies contribute to climate-resilient energy systems.

Fisheries Sector

The fisheries sector is encountering significant challenges, such as severe sea storms, rising sea levels, fish migration, and the proliferation of "brown tides," resulting in dead seaweed. Additionally, the degradation of crucial habitats like seagrass and mangroves is diminishing the density and biomass of valuable fish species and other resources. This poses a serious threat to food security and the livelihoods of fisheries communities. Therefore, it is imperative that the fisheries sector adapt to these changing conditions in order to manage resources and secure the well-being of coastal communities sustainably.

- The fisheries sector faces heavy sea storms, rising sea levels, fish migration due to the reduction of mangrove area, and "brown tides," resulting in dead seaweed.
- Women have observed a decrease in income from drying fish due partly to climate change impacts.

Adaptation Measures

- Sustainable fishing practices and policies are essential for preventing overexploitation.
- Community-based fisheries management initiatives empower local communities.
- Climate-resilient fishing gear and vessels contribute to adaptive fisheries.
- Early warning systems and effective surveillance reduce external stressors on fisheries.

Forestry Sector

Liberia contains a huge amount of forest in the Upper Guinea Forest Region. However, climate change has affected some important plant species due to prolonged sunshine.

Adaptation Measures

- Integrated land-use planning and protection of critical habitats contribute to climate-resilient forests.
- Reforestation and afforestation activities enhance biodiversity and rural income.
- Community involvement and awareness are crucial for sustainable forestry practices.

- Value addition to non-timber forest products could be increased.
- Enhance agro-forestry practices within forest communities.

Waste Sector

There is little information on the waste sector regarding vulnerability and risk assessment. However, the sector is challenged by inadequate waste management systems, poor engineering facilities, a lack of a national waste management policy, inadequate regulation, and insufficient logistical and human resource capacity to handle the enormous amount of waste generated daily.

Adaptation Measures

- Transforming waste into agricultural products and energy promotes sustainable waste management, building resilience while reducing emissions.
- Capacity building at the community and institutional levels is vital for integrated waste management.
- Community-based waste management education and awareness initiatives should be promoted and supported.
- Innovative solutions to address waste management issues should be encouraged and supported.

4.2 Cross-Cutting Messages

Key messages on gender and social inclusion include the following:

- If adaptation action does not take gender into account, it may worsen inequalities.
- Mainstreaming gender into adaptation is critical for effective, inclusive climate change projects and policies.
- Women, girls, and marginalized groups should be recognized as agents of change and full and equal partners in adaptation action.
- Reducing the literacy gap between men and women is crucial to ensuring more equitable access to climate information and an increase in adaptive capacities.

5.0 Channels

According to Reporters Without Borders (RSF) (2024), Liberia has more than 40 newspapers and magazines, 130 radio stations, a few TV channels, and many online media outlets.

A recent unofficial census put Liberia's population at 5.12 million people in January 2021. Of this population, about 49.7% is female, while 50.3% is male. 52.3% of Liberia's population lives in urban areas, while 47.7% lives in rural areas (Liberia Institute of Statistics and Geo-Information Services, 2021).

In January 2022, there were 1.15 million internet users in Liberia, 748,000 social media users, and about 3.67 million cellular mobile connections (Digital Liberia, 2022). Facebook had 709,000 users in Liberia in early 2022, and Instagram had 92,000. In early 2022, Facebook Messenger reached 105,000 users in Liberia, LinkedIn had 120,000 "members," and Twitter had 17,000 users (Digital Liberia, 2022). However, radio continues to be the main news source in the country (RSF, 2024), and it remains the single largest source of information for both rural and urban populations. Community radio stations have an average audience of close to 300,000 listeners per day and a share of 37% of the national listenership, as indicated in an Internews media rating survey (GeoPoll, 2022).

With the government's goal of reaching most, if not all, of Liberia's population to increase climate change awareness and education, it is important to adopt a variety of traditional and new media to communicate the country's NAP and its adaptation actions along with other national climate actions as articulated in the NDC.

Given the need to reach a diverse audience across Liberia's 15 sub-political divisions, this communication strategy is intended to draw lines connecting specific objectives, messages, audiences, and channels. By segmenting audiences, we can better tailor messages to their interests, values, and levels of knowledge and select communication channels based on the ones that they are already using.

Table 3. Connecting messages, audience, and channels

Message	Measures	Audience	Channels
Liberia has become vulnerable to the adverse effects of climate change. The country's economy, population, and environment are highly vulnerable to climate variability and change. Climate change will increase poverty, hunger, and poor health, and its impacts pose risks to members of vulnerable groups, thereby affecting their	Use of an early warning system in place. The use of mobile applications to disseminate accurate climate information. https://www.weatherbug.com/appdownload/ Promote marketing and climate-resilient value chains for rice, cassava, maize, vegetables, and livestock products.	General public	Radio, print media, Facebook, websites, television, text messages

Message	Measures	Audience	Channels
<p>ability to send their children to school, social status, age, and gender. It will affect trade and foreign exchange earnings, aid and investments, international prices of commodities and inputs, and production and consumption patterns.</p>	<p>Adjustment in commodity and trade policy.</p> <p>Provide agricultural financing (loans facilities) to farmers.</p>		
<p>Climate change will reduce fish stocks, and heavy storms will be experienced at sea. Sea level rise, flooding and coastal erosion that eats up the coast will be experienced on an annual basis.</p>	<p>Promote sustainable and adaptive fishing practices.</p> <p>Promote good fishing practices to prevent overexploitation and fishing in restricted areas.</p> <p>Integrate fisheries fully into climate change adaptation and food security policies at the national level to ensure incorporation into broader development planning.</p> <p>Build a climate-resilient jetty.</p>	Fisherfolk	Radio, community meetings, town crier announcements, text message
<p>Farmers are experiencing changes in rainfall patterns. Excessive rain during the planting period in May and June washes away plant seeds and sprouting plants, causing low productivity.</p>	<p>Promote marketing and climate-resilient value chains for rice, cassava, maize, vegetables, and livestock products.</p> <p>Mainstream gender into all farming and livestock activities.</p> <p>Support communities in livestock and crop sectors through</p>	Farmers	Radio, community meetings, town crier announcement

Message	Measures	Audience	Channels
	<p>inventory and dissemination of indigenous knowledge, establishing and/or strengthening an insurance scheme, early warning and early action system, vaccination campaign, disease control, etc., to cope with the stress caused by climate variability.</p> <p>Provide financial incentives for the development of value-added products from rice, cassava, vegetables, other food crops, and livestock.</p>		
<p>Increased temperatures, which cause snails to hide, lots of framire trees to die, lead to reduced flowering of plants and fewer seed fruits in walnuts, leads to reduced yield of <i>Garcinia kola</i> or bitter kola, and reduction in yield of <i>Xylopia (aethiopica country-spot)</i>, <i>Piptadeniastrum africanum-Dahoma</i>, and Rattan.</p>	<p>Promote alternative livelihoods for forest-dependent communities and households.</p> <p>Promote sustainable management of non-timber forest products, including supply chains and small and medium-sized enterprises.</p> <p>Promote reforestation and afforestation of degraded forest landscapes.</p> <p>Promote sustainable forest management and protection.</p>	<p>Hunters/forest-dependent communities</p>	<p>Radio, community meetings, town crier announcement</p>

6.0 Implementation and Rollout Plan for Liberia's NAP Communication Strategy

6.1 Objective

This implementation and rollout plan's main objective is to guide the effective and efficient execution of Liberia's NAP Communication Strategy. The plan aims to ensure the successful dissemination of key messages to priority audiences, both internally and externally, to strengthen awareness and engagement in climate adaptation initiatives (see Table 4).

Table 4. Scheduling and sequencing of specific activities for implementation

Actions	Activities	Estimated cost (USD)	Time frame (months) 2024–2025												Responsible Institutions
			Apr	May	June	July	August	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Raise awareness and understanding	1.1 Identify different community radio stations around the 15 counties to air awareness messages	5,000													EPA/media consultant
	1.2 Develop terms of reference and contracts for three popular community radio stations in each of the 15 counties	45,000													EPA/local community radio stations
	1.3 Develop photo essays profiling NAP implementation in Liberia	10,000													EPA/consultant

	1.4 Support for community meetings and town criers	20,000													EPA/community leaders
	1.5 Support awareness messages through billboards at various entrance points and public facilities throughout Liberia	100,000													
Facilitate stakeholder engagement	2.1 Identify stakeholders at the national and sub-national levels to be engaged in rolling out the NAP Communication Strategy	in kind/not applicable													EPA
	2.2 Host one meeting each quarter for the national and sub-national-level stakeholders	65,000													EPA/county inspectors and office of the county Superintendents

2.3 EPA and stakeholders' endorsement of the terms of reference developed	in kind/not applicable													EPA
2.4 Develop material for dissemination of the NAP with government stakeholders, which includes the creation of a 2-pager on the NAP and a short video	30,000													EPA/Consultant
2.5 Support for EPA staff to attend regular conferences on the NAP to share progress made and lessons learned and encourage stakeholders to do more	35,000													EPA

Enhance knowledge and capacity building	3.1 Identify media institutions to be trained on how to communicate climate-related issues, specifically adaptation and in a gender-responsive way	in kind/not applicable													EPA
	3.2 Organize three regional trainings for media practitioners in the 15 counties of Liberia	40,000													EPA/consultant
	3.3 Support the participation of relevant staff and stakeholders in regional and global knowledge-sharing experiences	60,000													
Foster collaboration and partnerships	4.1 Identify local and international partners working on adaptation-related activities in Liberia	in kind/not applicable													EPA

	4.2 Organize a 2-day national partnership dialogue to mobilize additional resources and expertise to support the successful implementation of the NAP	15,000												EPA/local and international NGOs
Monitor, evaluate, and learn from communications efforts	5.1 Hire a consultant to develop a gender-sensitive monitoring and evaluation plan to monitor, evaluate, and learn from the communications efforts in Liberia	20,000												EPA/consultant
	5.2 Conduct quarterly monitoring and evaluation of the strategy	45,000												EPA/consultant

Source: Authors.

7.0 Measuring Message Impact for Liberia's NAP Communication Strategy

To measure the impact of Liberia's NAP Communication Strategy, the Government of Liberia, through the EPA, will consider the following key performance indicators in the table below.

Table 5. Impact for Liberia's NAP Communication Strategy

Responsible persons	Key performance indicators	Means of verification	Frequency
EPA Team	Awareness and outreach	Number of persons calling in to talk shows, viewing online (disaggregated by gender)	Weekly
		Number of radio stations relaying environmental talk shows	Weekly
		Number of social media reactions on adaptation-related activities	Monthly
		Number of community town crier announcements	Quarterly
To add EPA team/media	To add radio stations, social media platforms	Number of adaptation messages promoted that mention gender issues	Quarterly
EPA/sector focal points	Stakeholder engagement	Number of meetings held between government line ministries and agencies on adaptation-related activities	Quarterly
		Number of local community and	Quarterly

Responsible persons	Key performance indicators	Means of verification	Frequency
		municipalities meetings held Number of gender experts or representatives of women's groups or organizations who have participated in the meetings held	
EPA Team	Behavioural change	Reports on practices adopted or policies developed (incl. share of practices or policies that are gender responsive)	Annually
EPA Team	Feedback and response	Number of persons providing feedback for improvement in the communication strategy (disaggregated by gender)	Quarterly
EPA/sector focal points	Understanding and perception of NAP implementation in Liberia	Surveys and interviews carried out that demonstrate public understanding of climate change adaptation issues and awareness of national priorities are increasing	Annually

Source: Authors.

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Appendix A. List of Priority NAP Communications Actions

Table A1. Priority NAP communications actions

No.	Actions
1	Raise awareness and understanding
2	Facilitate stakeholders' engagement
3	Enhance knowledge and capacity building
4	Foster collaboration and partnerships
5	Monitor, evaluate, and learn from communications efforts

Source: Authors.

Appendix B. Review of International Examples of NAP Communications Activities

According to analysis by the NAP Trends platform, all NAP documents submitted to the UNFCCC as of November 31, 2023, mentioned communication and information sharing (NAP Global Network, 2024). Recognizing that this is a critical enabling factor for adaptation planning and implementation, Liberia can take inspiration from peer countries for advancing its NAP Communications Strategy.

Several countries have developed and begun implementing dedicated NAP communications strategies, including Colombia, Haiti, Saint Lucia, and Sierra Leone (Government of Haiti, 2021; Environment Protection Agency of Sierra Leone, 2020; Government of Saint Lucia, 2018).

As countries work to achieve communications objectives by engaging priority audiences with key messages through the appropriate channels (that is, reaching the right people with the right message through the right channel to advance the NAP process), several notable approaches include the following:

- Peru, Saint Lucia, and Tonga have organized **national government-led workshops** on adaptation to engage members of the media and communicators (Angilau & Petelo, 2021; Ledwell, 2018; Ledwell et al., 2020).
- The Kenyan and Ghanaian governments partnered in the **Envisioning Resilience program**, which engaged grassroots women to prepare photo essays on gender-responsive, locally led adaptation. The program involved policy dialogues, so local stories documented by underrepresented women's voices were presented to national-level decision-makers (Dazé et al., 2023).
- With Deutsche Gesellschaft für Internationale Zusammenarbeit support under the Integrated Climate Change Adaptation Strategies program, Grenada organized a campaign of public engagement activities on adaptation, including a "Climate Change Walk and developing public service announcements, a climate change music video, school debates, and a game show for secondary school students" (Ledwell et al., 2023).

The above are just a small sample of initiatives underway to use creative communications to advance NAP processes. Liberia can accelerate its efforts, building on past successes on communications and information sharing in the NAP process.

A critical factor for success is that strategic communications on adaptation be approached as an ongoing process as opposed to a one-off event that fosters dialogue between the government's NAP focal point and actors invested in adaptation action in Liberia, including engaging women's groups, youth groups, and underrepresented groups.

Appendix C. Inception Workshop and Lessons Learned

The inception workshop for the NAP Communication Strategy convened 50 participants (male: 35, female: 15) on August 9, 2023, in Monrovia. The participants were drawn from government line ministries and agencies, United Nations Development Program (UNDP) representatives, Food and Agriculture Organization of the United Nations (FAO) representatives, non-governmental organizations (NGOs), civil society organizations (CSOs), youth, women, the private sector, and the media. The workshop is the first in a series of activities that will inform the NAP Communication Strategy for the country.

The key lessons learned from the inception workshop include the following:

1. Communicating Liberia's National Adaptation Plan to a wider group of stakeholders (youth, women, students, the media, local communities, etc.) will increase national understanding of Liberia's NAP and complement successful NAP implementation.
2. The development of Liberia's NAP Communication Strategy requires broader stakeholder consultation to inform messaging.
3. The NAP Communication Strategy will serve as a vehicle to increase public awareness and education to build the resilience of local communities and people.
4. The NAP Communication Strategy should include simplified messaging and traditional channels (radio, dramas, etc.) to transmit messages.
5. Youth, CSOs, students, local communities, and media can play a major role in popularizing the NAP Communication Strategy.

Appendix D. Terms of Reference: “Adaptation Champions” National Adaptation Plans



Terms of Reference
April 2024- March 2025

Background Information

Under its National Adaptation Plan (NAP) process, Liberia has achieved major milestones and advanced adaptation planning in climate-sensitive sectors. Liberia launched its first NAP in 2021.

The Government of Liberia has developed its first NAP Communications Strategy with objectives, priority audiences, key messages, communications channels, and metrics for measuring impact to help the government engage internal and external stakeholders in the NAP process and make progress toward achieving its urgent and vital goal of preparing Liberia for the impacts of climate change.

A key next step to raise awareness of national adaptation priorities and engage stakeholders will be the establishment of an Adaptation Champions group to act as spokespersons for adaptation, sharing stories and experiences of how the NAP is being implemented.

Summary

The Adaptation Champions group will be an inclusive and dynamic coalition comprising representatives from diverse sectors, each playing a pivotal role in advancing climate change adaptation strategies. This group brings together key stakeholders, including policy-makers, local

authorities, youth, women, private sector leaders, and members of civil society organizations, to collaboratively champion and implement climate adaptation initiatives. These influential voices in the Adaptation Champions group will help drive impactful, community-focused adaptation measures under the NAP process that build climate resilience and reduce vulnerability.

Specific Tasks of Adaptation Champions

- share stories to be disseminated on the radio or through the EPA's social media related to adaptation interventions in government sector and communities;
- attend specific meetings and conferences related to the NAP process and share country-related experiences;
- lead and implement locally led adaptation interventions;
- increase advocacy for policy and NAP implementation at the sector or community level to support climate change adaptation;
- promote campaigns and advocacy that will bring high-impact outcomes for NAP implementation;
- help support the popularization of the NAP Communication Strategy for NAP in Liberia;
- support the Government of Liberia's move toward effective NAP implementation.

Key Requirements

- be a government sector, community, youth, or women's representative with a track record of working on Climate Change adaptation issues;
- must be passionate about leading and driving change that can impact society related to high-impact outcomes for NAP implementation;
- must be able to read, write, and speak English fluently, as well as any of the major local languages.

Application Process

To apply as an "**Adaptation Champion**," please submit a cover letter, CV (maximum four pages) and a short description of work, including pictorial evidence, to armbecker@gmail.com.

In your application, please clearly demonstrate how you meet the abovementioned criteria.

The deadline for submission of applications has yet to be determined.

