

**“LESS
TALK
MORE
ACTION”**

**CLIMATE CRISIS
IN EASTERN AND
SOUTHERN AFRICA**

A SOCIAL AND COMMUNITY LISTENING STUDY
OCTOBER 2023

unicef 
EASTERN AND SOUTHERN AFRICA

**SOCIAL +
BEHAVIOUR
CHANGE**

CONTENT

| | |
|---|----|
| Executive Summary | 03 |
| Data Overview: Discourse by Numbers | 04 |
| Insight 1 | 05 |
| Insight 2 | 08 |
| Insight 3 | 11 |
| Insight 4 | 13 |
| Agenda: Conversation Drivers by Country | 16 |
| Visuals: Engagement Driving Content | 17 |
| Methodology | 18 |
| References | 19 |

EXECUTIVE SUMMARY

This social and community listening study presents key insights regarding climate change drawn from a comprehensive analysis of community voices from digital media, journalistic reporting, and field level data. The scope of the study encompasses countries in the UNICEF Eastern and Southern Africa region. The study sheds light on perceptions, concerns, and actions related to the climate crisis, with a specific focus on the role of youth, media, artificial intelligence, and the emergence of climate-resilient initiatives.

Insight 1: Young people are involved in and demanding action on the climate discourse

The youth in Eastern and Southern Africa are becoming increasingly vocal about the detrimental effects of climate change. This report showcases voices from 15 countries in the region, where young people, aged 18-24, utilize various social media platforms to express their concerns, challenges, and aspirations for a more sustainable future. Their active engagement emphasizes the urgency of addressing climate issues and highlights the critical role young people play in driving climate action.

Insight 2: Media is narrating the climate experience and is highlighting solutions

The region is no stranger to the impacts of climate change, as rising temperatures and erratic weather patterns disrupt communities and children's lives. Media outlets in Eastern and Southern Africa have been instrumental in sharing stories that depict the challenges faced by the region's inhabitants, as well as the resilience and innovative solutions emerging in response. This report presents narratives from 16 countries, illustrating how the media is helping to raise awareness about climate change and inspire action.

Insight 3: Artificial Intelligence is already playing a role in the climate narrative

In the digital era, the spread of misinformation through social media is a

growing concern. This report highlights a recent example from Somalia, where an AI-generated image depicting apocalyptic flooding garnered significant social media engagement. Such instances of misinformation can distort public perceptions and discussions about climate change and extreme weather events. The report underscores the need for improved media literacy and fact-checking to counteract the impact of misleading content.



Youth protestors at the Africa Climate Summit in Nairobi, Kenya

Insight 4: Technology, renewable energy, and climate-resilient development are taking root

The climate crisis continues to wreak havoc globally, with the most vulnerable communities, especially children, bearing the brunt of its impacts. However, this report also spotlights positive changes occurring in Eastern and Southern Africa. Both citizen-driven and governmental initiatives are taking shape to combat the climate crisis, emphasizing technology, renewable energy, and climate-resilient development. These efforts represent a beacon of hope in the face of climate adversity.

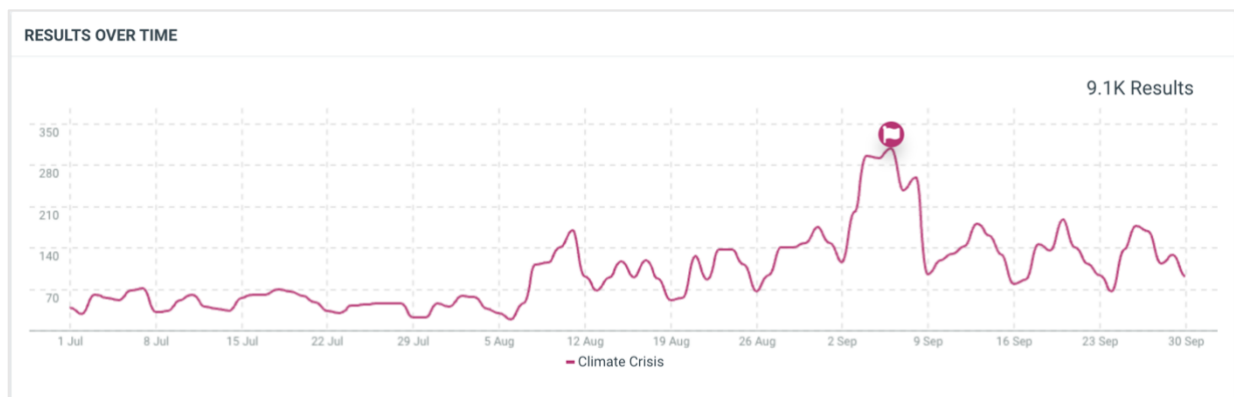
The report underscores the critical need for immediate and collective action to address the climate crisis in the region. By amplifying the voices of youth, harnessing the power of media for awareness, combating misinformation, and promoting sustainable initiatives, the region can move toward a more resilient and sustainable future for all its inhabitants, particularly its most vulnerable members, the children.

DATA OVERVIEW: DISCOURSE BY NUMBERS

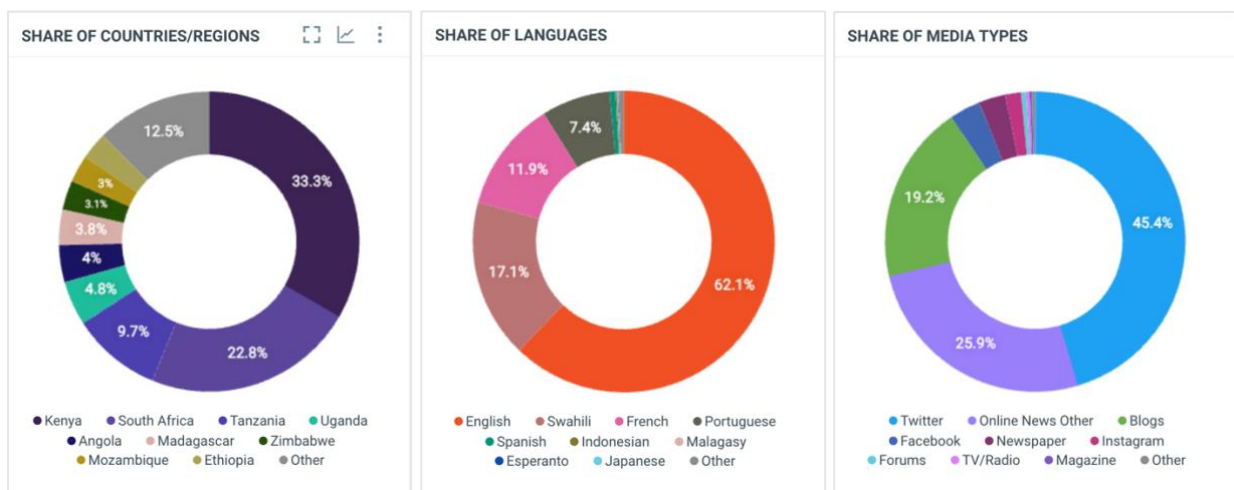
A total of 9,133 results were identified relevant to the selected query across 3 months starting 1 July 2023. There were 4,301 unique authors in the dataset. These authors collectively generated over 215,742 engagements – likes, shares, retweets – through the 9,133 results.

| RESULTS | UNIQUE AUTHORS | ENGAGEMENT |
|-------------|----------------|---------------|
| 9.1K | 4.3K | 215.7K |

This data overview summarizes data collected through Talkwalker. Even though results were identified from other tools as well, including CrowdTangle, Google Search, Google Trends, and Google Alerts. It is not technically feasible to consolidate all data into the same database. The superior data display capabilities of Talkwalker make it possible to create such overviews.



The above timeline demonstrates a huge spike – denoted by a flag - in media and public interest in climate change during the Africa Climate Summit in Nairobi, Kenya from 4 to 6 September 2023. Of the over 9,000 relevant results identified, the summit drove majority of the conversation and accounted for bulk of engagement in the selected period.



Owing to their larger online and English-speaking populations, Kenya and South Africa are overrepresented in the collected data – accounting for over 55% of all results identified. Tanzania follows with nearly 10% of the results. English language results made up 62% of the total results followed by 17% results in Swahili, and 12% in French.

INSIGHT 1: YOUNG PEOPLE ARE INVOLVED AND DEMANDING ACTION ON THE CLIMATE DISCOURSE

The youth in Eastern and Southern Africa are increasingly vocal about the effects of climate change on their communities and the world at large. Through various social media platforms, they express their concerns, challenges, and hopes for a better future. This article highlights some of these voices from 15 countries across the region. All voices are from 18-24 year old social media users, the ages are self-reported and can be inaccurate.

Community Voice

"Why have children when the planet is burning? I adore my boys but I'm scared for what they are going to have to face due to climate change."

Uganda: Gender and Climate Change

From Uganda, the intersectionality of climate change and gender issues comes to the forefront. One user comments:

"Both gender inequality and climate change must be addressed if girls are to have a more equitable and sustainable future. #ReturnMyFuture #endchildmarriage"

Another passionately adds:

"Ask me what I do And I will have so much to tell you. First, I find passion in advocacy and it is one thing that I find pride in. We can talk about menstruation, climate justice, education, ending child marriages among others."

Kenya: Community Engagement and Climate Finance

In Kenya, the importance of community involvement, especially in the realm of climate finance, is evident. A Kenyan youth shares:

"When we talk of women empowerment, we mean investing in girls and women through funding to support local, national and international initiatives on climate change."

Another emphasizes the role of communities:

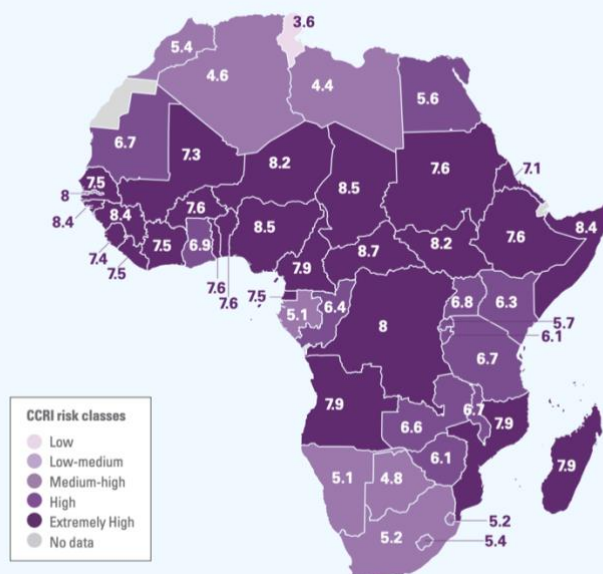
"Communities are key in climate finance! Join us at the National Conference on Financing Locally-Led Climate Action to learn how we're

ON-GROUND CONTEXT



Children in ESAR face the highest risk levels to their health and well-being due to climate change*. Girls are more affected by climate risks, for example in Ethiopia, 20% of girls miss school to assist with water fetching as compared to 5% boys.

* UNICEF (2021), The Climate Crisis is a Child Rights Crisis: Introducing the Children's Climate Risk Index



ensuring equitable access and meaningful engagement, particularly for children and marginalized groups."



Tanzania: Recognizing the Reality

Tanzanian youth are clear in their acknowledgment of the climate crisis:

"Climate change is real, boys and girls!"

The above also alludes to the fact that some people are not convinced that climate change and global warming are real and man made crises. Tanzanian youth are also participating in regional discussions:

"Attending the SADC Youth Climate Change Negotiator Training in Dar es Salaam, Tanzania has been a God-given privilege."

Zimbabwe: Educating Young Women

In Zimbabwe, educating young women on climate change is a priority:

"GWEN last Friday hosted an Agricultural Expo at Seke, teaching young women and girls about Climate Change and the roles they can play in reducing its effects and adapting"

Somalia and South Sudan: Children's Rights

From Somalia and South Sudan, social media users drew on UN announcements to highlight the strong link between children's rights and the environment:

"UN Committee on the Rights of the Child calls on states to take action in first guidance

on children's rights and the environment, with a focus on climate change."

A social media user South Sudan added:

"UN Affirms Climate Crisis Threatens Children's Rights, Potentially Bolstering Youth-Led Lawsuits."

Other Voices from the Region

The concerns and aspirations of the youth transcend borders. From Botswana, a user candidly expresses their fears:

"Isn't that what we're forever being told? Isn't that why weeping children on marches believe they'll die of climate change not old age? Which is it?"

In Zambia, there's a keen interest in global conversations on climate justice:

"Today we attended a roundtable event held by #ComicRelief on climate justice with fellow organisations from Africa and Asia. We were happy to give different examples of the impact that climate change is having in our own communities on girls and women."

A commentator in Ethiopia emphasized the role of youth in advancing climate discourse:

"🌍 Engaged as a member of The Youth Print team, facilitating climate action discussions at Ethiopia's AYCA national consultations. Empowering youth voices for a sustainable future!"

These youth voices present a clear message: we are concerned, we are affected, and we are ready to be part of the solution.

As the world grapples with this immense challenge, it is imperative to listen to youth voices and involve them in the discussions and decisions that will shape our collective future.



Opportunities to Act

Support youth-led climate initiatives

Provide funding, training and mentorship to youth groups running local climate adaptation and mitigation projects. This recognizes their agency and builds capacity. Governments and donors should collaborate with youth networks as partners.

Promote intergenerational dialogue

Create spaces for youth to engage with policymakers, scientists, and community leaders on climate solutions. This two-way sharing of knowledge and perspectives can produce more holistic policies. Schools and media can facilitate such dialogues.

Integrate climate education

Mainstream climate change in school and college curricula across disciplines. Experiential learning can spur youth to evaluate how climate links to different SDGs. Creative arts and sports can also engage youth on climate themes.

Leverage youth culture

Develop climate campaigns that speak the language of youth culture, using music, art, social media influencers and celebrities. Edutainment approaches make messages sticky and cool for young audiences.

Facilitate youth networks

Strengthen and leverage digital platforms, such as uReport, and events for youth to share ideas, amplify each other's activism, and develop regional solidarity. Such collective power can bolster climate advocacy.

INSIGHT 2: MEDIA IS NARRATING THE CLIMATE EXPERIENCE AND HIGHLIGHTING SOLUTIONS

Like the rest of the world, people in Eastern and Southern Africa are feeling the effects of climate change. With hotter temperatures, and unpredictable weather, the region faces challenges that affect communities' and children's lives every day. The media is sharing these stories, talking about the struggles, how people are bouncing back, and new ideas to help. The following stories from 16 countries in the region present a view on the media discourse:

Ethiopia: In the wake of global environmental challenges, Ethiopia responds with the ["Green Legacy Initiative"](#). This nationwide effort, highlighted by Ethiopian media, emphasizes collective responsibility, uniting millions in planting trees and rejuvenating green landscapes.

Community Voice

"A child born in 2020 is predicted to face more fires, more droughts, more floods, and more heat waves than one born in 1960"

Hazza Al Qahtani (UAE Ambassador to Rwanda) at the Youth Climate Dialogue in Kigali

Kenya: Kenyan media spotlights the call from the nation's leadership in the article ["President Ruto rallies Africa to walk the climate change talk"](#). The message is clear: discussion is vital, but action is paramount. President Ruto also drove himself in an electric car to the Youth Africa Climate Change Summit in Nairobi in September 2023.

The [instagram post](#) by Citizen TV Kenya announcing this received the second most



interactions in our dataset. The post received over 16,000 interactions and had a reach of nearly 2 million people. This act by President Ruto received comparable attention on social media and conventional media as the summit itself did.

The unique and unexpected action by an acting head of state made people take note. Engaging heads of state and important cultural figures to publicly take climate positive action could be a powerful tool to keep climate change on the public discourse.

Namibia: Namibia is championing its youth as a catalyst for change. The Inaugural [Youth Climate Change Summit](#) in Windhoek is a testament to developing belief in empowering young voices, ensuring they're at the helm of climate discussions and solutions.

South Africa: As 2024 approaches, South African media underscores the intertwining of governance and climate considerations. An article posits that ["Climate change should factor in the 2024 elections"](#), indicating the rising importance of environmental consciousness in political landscapes.

Zimbabwe: Art and environment find a poignant intersection in Zimbabwe. A story showcased ["Sibanda's poetry"](#), which aims to awaken the collective conscience to Africa's climate challenges, using evocative art.

ON-GROUND CONTEXT



47% of young people report not knowing how to influence their country's climate policies*. This presents an immediate need to include climate change education and advocacy trainings at the secondary school and university levels.

* [uReport](#) – July 2023

Uganda: In Uganda, echoing a global sentiment, a story recognized the vulnerability of children to climate changes. An article titled "[UN says children in Africa at high risk of impacts of climate change](#)" highlights the pressing need to safeguard the future by acting in the present.

Rwanda: Rwanda's youth stand at the forefront of climate action, as emphasized by the new story "[The Youth of Rwanda must face the greatest challenge of climate change](#)". The writer suggested equipping the country's youth with knowledge and tools to combat the environmental challenges.

Mozambique: Mozambique's media brings attention to the nexus of "[Energy & Climate Change](#)", emphasizing the symbiotic relationship between sustainable energy solutions and climate resilience.

Somalia: Somalia's media underscored the need for "[Rethinking food systems in East Africa](#)" amid the triad of conflict, climate change, and increasing hunger.

Zambia: A collective African response is vital. Zambia's media focused on the "[joint statement during Africa Climate Summit](#)", emphasizing pan-African collaboration.

Tanzania: Cultural events in Tanzania are not just about art and entertainment. The media

showcased how "[TGNP uses festivals to mitigate climate change](#)", blending culture with climate awareness.

Malawi: In Malawi, the wait for climate funds becomes a matter of life and death, as depicted by an article titled "[Deadly wait for climate fund](#)". The nation's media captured the urgency of financial support in climate action.

South Sudan: The country's media painted a stark picture of the nation's needs, stating that "[South Sudan needs \\$100 billion to adapt to climate change](#)". This underscores the monumental challenges faced by the nation.

Botswana: The media narrative in Botswana revolved around the role of youth, with articles like "[Youth involvement in climate change crucial](#)", highlighting the media proposal on youth-led climate action.

Eswatini: The media shed a light on individual experiences, with narratives like "[My Africa Climate Week Experience](#)" offering personal perspectives on events that affect the continent as a whole.

Community Voice

"This trend where everyone wants to have at least one finger in every pie is driven by greed. Soon, we shall have farmers demanding to have a say in space exploration. Let the people who know climate change deal with it. Keep the children engaged in school so that they will have capacity to deal with those issues when their time comes."

The stories from Eastern and Southern Africa make one thing clear: the climate crisis is here, and it's affecting real people every day. From the young minds in Namibia stepping up to lead discussions, to the poets in Zimbabwe using their art to spread

awareness, the region is responding in diverse ways. Each country has its unique challenges, but the shared spirit of resilience and determination shines through. As the tales from these 16 countries show, when communities come together, they can create impactful change. The world can learn a lot by tuning into these voices, and together, we can hope to build a better, more sustainable future for all.



Media Engagement

The media plays a pivotal role in shaping public opinion. Collaborate with media

houses to amplify the climate message, create awareness campaigns, and spotlight community-led initiatives. Workshops and training sessions for journalists can further enhance the quality and reach of climate-related news.

Engage Influencers

Engaging celebrities, influencers, and leaders, as demonstrated by Kenya's President Ruto, can resonate with larger audiences and make the climate conversation mainstream.

Cultural Integration

Use art, music, and cultural events, as seen in Zimbabwe and Tanzania, to discuss and promote climate awareness.

INSIGHT 3: ARTIFICIAL INTELLIGENCE IS ALREADY PLAYING A ROLE IN THE CLIMATE CHANGE NARRATIVE

In the digital age, the proliferation of misinformation via social media platforms is a growing concern. A recent Facebook post from Somalia exemplifies this issue, showcasing an AI-generated apocalyptic image depicting flooding streets, distressed individuals wading through water, and submerged vehicles. This fake image, aimed at stimulating social media engagement, can potentially distort public perception and discussion regarding climate change and extreme weather events. The post from 28 September 2023, had at least 2,700 comments, 9,000 engagements, and over 119 shares at the time of writing. None of the commentators were able to identify or mention that this image is AI generated. This suggests the impact such fear tactics can potentially have.

Artificial Intelligence and Image Fabrication

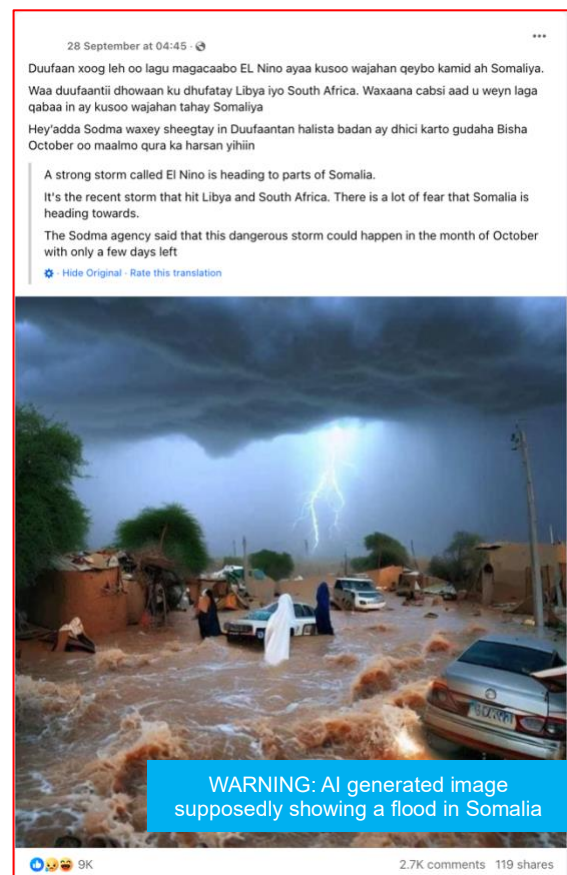
The image attached to the post is generated using artificial intelligence technology. Advanced AI algorithms, such as Deep Learning, have the capability to create realistic images that can easily deceive the untrained eye. These generated images, when used irresponsibly, can fuel misinformation and panic, especially in regions already vulnerable to climate change.

Language and Messaging

The text accompanying the image is written in Somali, targeting a local audience. The translation reveals a message that capitalizes on the fear of extreme weather events, specifically mentioning a strong storm named El Nino heading towards Somalia, a country already grappling with climate adversities.

Misrepresentation of Weather Phenomena

The post incorrectly associates a localized storm with El Nino, which is a climate phenomenon related to the warming of



surface waters in the Pacific Ocean, affecting global weather patterns. This misrepresentation demonstrates a lack of understanding and can mislead the public regarding the nature and implications of different weather and climate phenomena.

Impact on Climate Change Discourse

By fabricating a narrative of impending disaster without providing accurate information, the post can incite undue fear and possibly lead to misinformation-driven actions. This kind of misinformation can also detract from genuine climate change discussions, overshadowing science-based dialogues with fear-mongering and sensationalism.

Potential Consequences

Community Voice

“Climate change” activism is a scam. People who are pushing this evil agenda are: - Homosexuals - Abortionists - Manginas - Radical leftists - Feminists - Vegans They are also the people behind mandatory masks and forceful vaccination.”

The misinformation spread through such posts can have real-world consequences. For instance, it could lead to unwarranted panic, misallocation of resources, or complacency towards real climate threats.



Opportunities to Act

Accountability and Social Media Platforms

This case highlights the pressing need for social media platforms to implement stringent measures to curb the dissemination

of misinformation, especially concerning critical issues like climate change.

Educational Countermeasures

Promoting digital literacy and providing accurate information about climate change and its impacts in easily accessible and understandable formats could be part of the solution to mitigate the adverse effects of such misinformation.

This case of the fabricated imagery in the Somali Facebook post underscores the multi-faceted challenges posed by misinformation in the digital realm. This is by no means the only instance and is likely to be the start of greater use of AI generated content in the climate change conversation.

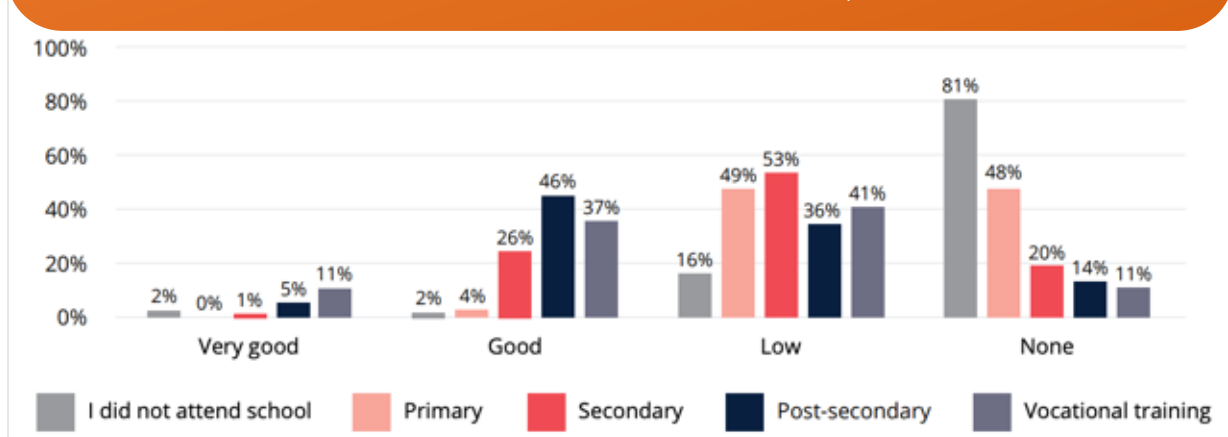
It accentuates the necessity for a collective effort from individuals, communities, and social media platforms to foster a well-informed society capable of engaging in constructive discourse on climate change and other pressing global issues.

ON-GROUND CONTEXT



The following chart* shows understanding of climate change by education completed amongst children in Eastern and Southern Africa. The correlation between education and climate change awareness is starkly visible, showing that children who have no schooling or only attended primary school have little to no understanding of climate change.

* IFRC – Climate Related Disasters and Child Protection in Eastern and Southern Africa – May 2022



INSIGHT 4: TECHNOLOGY, RENEWABLE ENERGY, AND CLIMATE RESILIENT DEVELOPMENT ARE TAKING ROOT

In July 2023, Earth experienced its highest recorded average daily temperature, and in June the hottest ocean surface temperatures ever recorded for that month. The findings of the Intergovernmental Panel on Climate Change's (IPCC) are unequivocal: global warming is human induced. Adverse climate changes are causing significant damages on ecosystems and people, with the most vulnerable communities, particularly children, disproportionately affected. While countries in the region are struggling with the impact of unpredictable weather, there are positive changes, both citizen-driven and governmental, that aim to counter the climate crisis.

Citizens take things in their own hands

About 80% of Kenyans rely on biomass such as firewood and charcoal to meet their energy needs. The reliance on these traditional biomass energy sources has serious health effects such as chronic respiratory diseases and eye irritation. A mother and her son in Kenya's Kajiado County almost lost their lives after she cooked using charcoal *jiko*. The continued and increased use of charcoal and firewood has caused Kenya an annual loss of 10.3 million tonnes of wood intensifying the adverse implications of climate change. To counter this, a selection of [households have made a conscious shift to sustainable](#)



[environment-friendly cooking solutions: briquettes.](#)

Alternative raw materials for making briquettes include sawdust, wood chips, sugarcane waste, coffee husks, or cow dung. Briquettes are more sustainable and could reduce the pressure on forests.

Moreover, in some urban centres in Kenya, [VR is being adopted in classrooms to enhance traditional learning](#) and teach children about social and environmental issues. Since it is difficult for children to grasp topics like plastic pollution and climate change when just taught the theory, with VR technology, students can see for themselves the impacts on the environment. Many students say they have been more cautious of their usage of plastic since.

Green and climate resilient infrastructure – governmental and donor support

In continuation of these steps, Nairobi County government is planning to [plant 1.1 million trees to control climate change which has been the cause of erratic rainfall](#). The government is focused on investing in alternative energy sources and improving waste segregation by adopting the circular model of waste management and

ON-GROUND CONTEXT



56% of young people in Sub-Saharan Africa reported the highest knowledge about climate change globally*. This awareness may be driven by personal experience and could be leveraged to galvanize grassroot action.

* UNESCO – Youth demand for quality climate change education

construction of material recovery facilities (MRFs).

Similarly, over 100 health facilities in Masvingo province in Zimbabwe have benefited from a solar for health program funded by the UNDP, Global Fund and the Health and Childcare ministry. [The solar project is expected to ease the challenges faced in storing medicines](#), owing to the power cuts. This will also help reduce the impact of climate and build resilience towards green energy.

The Matabeleland North province in Zimbabwe is one of the hardest hit regions in the country, in terms of climate change. [Droughts in the region have caused a human-wildlife conflict](#). Elephants destroy crops and sometimes, humans are killed at contested water points. To navigate this, UN in Zimbabwe has started initiatives such as community asset creation, supporting water harvesting and small-scale irrigation.

In Ethiopia, the Prime Minister, has recently launched the second phase of the Green Legacy Initiative in Afar region. [25 billion tree seedlings will be planted, and special attention will be given to indigenous seedlings that can withstand the challenges of climate change](#) and have superior uses for food and medicine. Combined forestry is also part of Ethiopia's efforts to become self-sufficient in food.

[Tanzania, too, is getting closer to having a national strategy and action plan for the implementation of the Great Green Wall initiative](#) aimed at combating climate change, halt desertification and so on. Between 2018 and 2020, a continental-scale data collection on various parameters related to biophysical environment, agriculture, and land use was conducted. The data collected, such as the percentage of restorable land and potential carbon gross gain, were used to inform investment decisions around land restoration, forest landscape restoration and carbon storage programs.

Through funding from the Global Environment Facility, FAO is supporting the government of Tanzania in addressing land degradation, deforestation and Forest Degradation in the dry Miombo woodland of Tanzania.

Community Voice

“Watching the ever-increasing international concern with global warming and climate change what is South Africa doing? The answer: burning more diesel and coal just to keep the lights on!”

In South Africa, on the other hand, residents of informal settlements and vulnerable communities in Cape Town attended the final public hearing for comments on South Africa's first Climate Change Bill [to express the debilitating daily impacts of climate change they face in their communities](#). [Species depletion, severe flooding, fires and health impacts from burning tires, gas released by illegal dumping sites, constant sewage overflows, and other pollution](#) were named as impacts of climate change faced by people.

The [Climate Change Bill](#) has underwent extensive countrywide public consultation over the past year and seeks to ensure the development of a coordinated, integrated and effective nationwide response to climate change and the management of climate change impacts. It also aims to ensure South Africa's long-term transition to a low-carbon and climate-resilient economy and society.



Opportunities to Act

Invest in making people in rural areas self-sufficient

While some of the above-mentioned steps are commendable and may create impact on

a large scale, the region still faces underinvestment in climate mitigation. Usage of traditional biomass means to cook are issues that do not make headlines on a national level but can prove to be fatal regardless. Partnering with grassroots organisations to provide alternative raw materials in the areas where the usage of charcoal etc. is at an all time high. This could help people be self-sufficient and mitigate their harmful effects on themselves and the environment simultaneously.

Commissioning relevant studies

Commissioning timely and relevant studies on the impacts of government or donor supported programs and if and how they can

be tailored to other parts in the region, changes that need to be made and so on. This will not only help inform advocacy but create accountability for all such initiatives.

Community Mobilization Initiatives

Communities can play a vital role in advocating for their own rights. Organizing community forums, dialogues, and meetings that provide a platform for them to discuss their challenges, and also give their insight on what they think appropriate low-cost yet sustainable solutions are. This can mobilize community members to collectively demand better conditions for themselves in terms of hygiene, sanitation and preparedness for climate events.

AGENDA: CONVERSATION DRIVERS BY COUNTRY

ANGOLA: Minister of Energy announced that [Matala and Luachimo hydropower plants](#) will be operational this year, and diversifying the energy matrix by incorporating solar energy.

BOTSWANA: A [post from Botswana Climate Change Network](#) about a discussion on youth participation in combating climate change.

BURUNDI: [Youth leading climate action and creating sustainable solutions](#) within their communities.

COMOROS: The President held [discussions with US Special Envoy on Climate](#), John Kerry, addressing climate change concerns, funding implementation, COP28, and bilateral issues.

ESWATINI: Minister of Foreign Affairs [met a Commonwealth team](#) led by Dr. Michelle Scobie and discussed cooperation on climate.

ETHIOPIA: [A study examining the link between climate events \(droughts, heavy rainfall\) and child labor](#) in Ethiopia

KENYA: [The first global children-led summit in Nairobi](#) dominated the conversation from Kenya, in addition to families moving to more climate friendly cooking solutions and planting of 1 million trees in Nairobi County

LESOTHO: [Red Cross Lesotho](#) and IRFC Africa are engaging school children in a gardening activity to combat climate change.

MADAGASCAR: 3.9 million people, including [nearly 500.000 children, facing critical food shortages](#), with the World Food Program (WFP) speaking of a looming famine.

MALAWI: Malawi's National Dawah for Muslim women this year focused on [teaching them how to be resilient to climate change](#); to avoid the recurrence of the impacts of Cyclone Freddy.

MOZAMBIQUE: A [news story announcing the building of a solar-hydrogen facility](#) with a capacity of 12 gigawatts

NAMIBIA: A [tweet by The Namibian on a 3-day National Youth Climate Change Summit](#) in Windhoek, with environment minister officiating the summit.

RWANDA: [IOM Rwanda on the impact of climate change](#) being disproportionate on girls and women, at the #WD2023

SOMALIA: A [news story about a malnourished infant Samia](#) being taken to a UN-supported center after her mother traveled 350 km to get there one

SOUTH AFRICA: A [story in Daily Maverick on South Africa developing a Climate Change Bill](#) to ensure a coordinated response to climate change impacts and transition to a low-carbon economy.

SOUTH SUDAN: The [repeated exposure to climate change events has eroded households' coping mechanisms](#) and the resources needed for recovery and the children are hit the hardest by it.

TANZANIA: [Tanzania is getting closer to having a national strategy and action plan for the implementation of the Great Green Wall initiative](#) aimed at combating climate change, halt desertification and so on.

UGANDA: Uganda's climate crisis fueling Malaria, with [40.9% among children younger than five years](#), being affected the most in the sub-region of Kibuku.

ZAMBIA: [A story from Itezhi-tezhi district, where climate change is ravaging the lives and livelihoods of the communities of Masasabi, Nahubwe and Baanga](#), amongst others, making children, women, elderly and people living with disabilities very susceptible to shocks and stresses.

ZIMBABWE: 100+ health facilities in Masvingo province have benefited from a [solar project that is expected to ease cold chain challenges for storing medication](#).

VISUALS: ENGAGEMENT DRIVING CONTENT

yangasc Post Video Kenya
15/09/23 8:52 am Neutral ORGANIC Instagram


Leo kwenye ofisi za WORLD FOOD PROGRAM eneo la KICUKIRO, KIGALI RWANDA, Uongozi wa Young Africans SC chini ya Rais wetu ... waathiriwa wa mafuriko yaliyotokea mwezi Mei 2023. Takriban watu 130 walifariki kutokan...



32.6K Engagement **2.8M** Potential Reach

citizentvkenya Post Video Kenya
03/09/23 7:42 am Neutral ORGANIC Instagram

President Ruto drives himself in an electric car to the closing ceremony of Youth Africa Climate Change Summit at KICC, Nairobi



16K Engagement **2M** Potential Reach

millard ayo Post Video Tanzania
15/07/23 8:12 am Neutral ORGANIC Facebook


...Mzazi, Wadogo zake watatu na Shangazi yake) baada ya gari lililowabeba kusombwa na mafuriko wakiwa njiani kwenda kwenye mahafali yake ya kidato cha sita, amefaulu kwa kupata division 1 ya 9 katika mihani wa kidat...



11.5K Engagement **3.2M** Potential Reach

Kenyans.co.ke Post Kenya
11/09/23 9:48 am Neutral ORGANIC Twitter

2,500 youth employed as environmental staff to clear drainage and mitigate flooding in Nairobi ahead of the El Nino pic.twitter.com/qE2CewT2W9



3.6K Engagement **1.6M** Potential Reach

BWgovernment Post Botswana
26/07/23 8:49 am Neutral ORGANIC Facebook


...of the Republic of Botswana has declared 2022/2023 a severe arable agricultural drought year throughout the country. 2. The ... feeding for children aged 6-59 months, single ration for normal growth and moderate underweig...



2.4K Engagement **863K** Potential Reach

Addis Standard Post Ethiopia
31/07/23 7:14 am Negative ORGANIC Online News Other

...shocks have all made Ethiopia one of the leading countries in the world where drought and conflict related shocks are best ... reports that vulnerable civilians, including children, pregnant women, and the elderly – from Tigray t...



1.4K Engagement **74K** Potential Reach

METHODOLOGY

This social and community listening study employed online, offline, and on-ground data sets. This comprehensive multi-method approach was used to allow for an in-depth understanding of the experiences, perceptions, challenges, and developments in terms of climate crisis across the region. Integrating qualitative and quantitative techniques provides a more holistic view of the complex factors shaping the discourse and news surrounding climate change in the region.

Primary Data Collection

A key component of the study was the collection and analysis of primary data from a variety of sources. This included analyzing relevant surveys, media reports, verbatim quotes, social media posts, tweets, and other narratives related to education in Eastern and Southern Africa (ESA). While direct contact and data collection was not part of the process, these sources provided crucial insights into climate crisis and allied issues in community members' own words. This bottom-up understanding of climate change was achieved through coding and thematic analysis of qualitative and quantitative data which revealed common themes and trends.

Secondary Data Collection

To supplement the primary data, the study also utilized rigorous secondary data collection from existing resources. These included government reports, academic journal articles, data from UNICEF, World Bank, and partner organizations, and some quantitative studies on the relationship between child labor and climate events. Statistical analysis and review of this secondary data provided important insights into topics such as disproportionate impact of climate change on children and girls, increased malnutrition, children leading climate action and the use and incorporation of technology and more sustainable climate solutions within communities. demographic, enrollment, literacy, and other quantitative context on education in ESA. However,

relying solely on secondary sources can miss nuanced realities. Combining quantitative secondary data with qualitative primary information provided a more comprehensive picture.

Online Social and Community Listening

The study employed online social and community listening techniques to gather data from education conversations on public social media platforms and the internet. This included specialized queries using relevant keywords and geotagged locations through tools such as Talkwalker and CrowdTangle. This process provided insights into how students and communities are engaging online around climate change topics. Given the growing access to social media in the region, analyzing these conversations is crucial to understand online behaviors, concerns, aspirations, and discussions. Of course, social media skews towards urban, connected youth so is not representative of all audiences, but still offers relevant insights.

Data Time Frame

Social media and news reporting data was between 1 July 2023 and 30 September 2023. For academic research, published reports, and journal articles, the start date was expanded to 1 January 2023. Field research data was included from dates starting in 2022.

Analysis Techniques

The study utilized a combination of qualitative and quantitative analytical techniques to evaluate the large dataset: Statistical analysis identified trends and allowed for cross-country comparisons of secondary survey data on climate crisis. This provided a broad regional overview. Thematic coding, content analysis and triangulation of the qualitative primary data revealed common themes, narratives, and experiential patterns. This provided a nuanced bottom-up view. Geospatial analysis of geotagged social media conversations uncovered geographic variations in experiences around the looming and ongoing climate crisis.

REFERENCES

- "Child Climate Risk Index-Disaster Risk Model (CCRI-DRM) Subnational Risk Assessment | UNICEF." *Www.unicef.org*, www.unicef.org/documents/CCRI-DRM. June 2023
- Baptista, Diogo Miguel Salgado, et al. *Climate change and chronic food insecurity in sub-Saharan Africa*. International Monetary Fund, 2022.
- Buechner, Maryanne Murray. "The Climate Crisis and UNICEF: How to Create a Livable Planet for Every Child." *Forbes*, www.forbes.com/sites/unicefusa/2023/04/13/the-climate-crisis-and-unicef-how-to-create-a-livable-planet-for-every-child/?sh=d8f09a954ccc.
- Chapman, Sarah, et al. "Past and projected climate change impacts on heat-related child mortality in Africa." *Environmental Research Letters* 17.7 (2022): 074028.
- Eissler, Sarah, Brian C. Thiede, and Johann Strube. "Climatic variability and changing reproductive goals in Sub-Saharan Africa." *Global Environmental Change* 57 (2019): 101912.
- Falchetta, Giacomo, et al. "Hydropower dependency and climate change in sub-Saharan Africa: A nexus framework and evidence-based review." *Journal of Cleaner Production* 231 (2019): 1399-1417.
- Helldén, Daniel, et al. "Climate change and child health: a scoping review and an expanded conceptual framework." *The Lancet Planetary Health* 5.3 (2021): e164-e175.
- Louise Fox, Danielle Resnick, et al. "Breaking Silos between Think Tanks and Youth Groups for Climate Change Action in Africa." *Brookings*, 8 Feb. 2023, www.brookings.edu/articles/breaking-silos-between-think-tanks-and-youth-groups-for-climate-change-action-in-africa/.
- Ludick, Sanette. "Social Protection and a Resilient Future for Sub-Saharan Africa." *Social Science and Law Journal of Policy Review and Development Strategies* 8.1 (2021): 74-78.
- Nhapi, Tatenda Goodman. "Perspectives on Safeguarding Children in Sustainable Disaster Mitigation in Zimbabwe." *Cyclones in Southern Africa: Volume 3: Implications for the Sustainable Development Goals* (2021): 81-93.
- Ofori, Samuel Appiah, Samuel Jerry Cobbina, and Samuel Obiri. "Climate change, land, water, and food security: Perspectives From Sub-Saharan Africa." *Frontiers in Sustainable Food Systems* 5 (2021): 680924.
- Rees, Nicholas. "The Climate Crisis Is a Child Rights Crisis: Introducing the Children's Climate Risk Index." *UNICEF* (2021).
- Rother, Hanna-Andrea, et al. "Impact of extreme weather events on Sub-Saharan African child and adolescent mental health: The implications of a systematic review of sparse research findings☆." *The Journal of Climate Change and Health* 5 (2022): 100087.
- Thiede, Brian C., and Johann Strube. "Climate variability and child nutrition: Findings from sub-Saharan Africa." *Global Environmental Change* 65 (2020): 102192.
- UNICEF. "UNICEF Poll: African Youth Report Reconsidering Having Children due to Climate Change at Higher Rate than Youth from Other Regions." *Www.unicef.org*, 9 Nov. 2022, www.unicef.org/press-releases/unicef-poll-african-youth-report-reconsidering-having-children-due-climate-change. Accessed 5 Oct. 2023.
- UN News. "African Children Bearing the Brunt of Climate Change Impacts | UN News." *News.un.org*, 1 Sept. 2023, news.un.org/en/story/2023/09/1140312

