

- How can you prevent these methods from being purely extractive, and not actually being available to the communities themselves? The communities involved are provided with computer access at weekly meetings, and provided with access at a nearby university.
- How do you overcome issues of quality control, if any farmer can upload information? Farmers are provided with guidelines, and they are trained during initial sessions.
- There were also concerns about how the farmers could be motivated to provide this information on a continued basis.

Clare Davis: Bridging the gap: experiences of communicating climate information between producers and end-users in southern Africa.

Clare spoke about the need to improve the science-practice dialogue, and the value of proper stakeholder engagement. She suggested that this was best achieved through facilitation by a boundary organisation or professional science communicator. She then discussed several examples from South Africa where this has been successfully used.

The follow-up discussion included the following:

- It was agreed that scientists often don't provide their findings in a format that is easily understandable to others outside their specialist area.
- Workshops between the producers of climate information and media should be arranged, connecting them to each other.
- A glossary of the climate terminology used should be produced.

For example, in advocacy, the message that the media and other advocates of change are passing across should be clear and easily understood so as to avoid confusion and ensure that the gravity of situation is grasped in the shortest time possible therefore, ensuring that the actors of change get the message, understand it and are able to act on it in order to bring about change. The change could be in legislation or community practices that aggravate the impacts of climate change.

4. Style

The choice of words and the use of figurative language to further drive in the point should be considered. The means of delivering information should not be considered as boring by the receiver of the information to avoid instances where there is a breakdown in communication due to a lack of interest in what is being said. The styles used in communication should vary, for example, the use of audio visual material to make real the information that is being relayed to the community. For example, the images of a flooded area and the damages caused by it have more impact when the community can see for themselves the damage that the floods caused and the plight of the casualties.

This can further be exemplified by the following: Citizen Media projects whereby the community is part of the reporting team are known to focus on a limited range of common goals like giving voice to a marginalized people, or freedom of speech, or promoting government transparency. Citizen media can be very beneficial to development projects, for example, the NOMAD GREEN Project in Mongolia trains citizens to use social media to report on environmental issues using blogs, mapping, videos and podcasts. The project now has dozens of authors writing about environmental issues in the country and a map where citizens can report environmental problems (Sarah Standish: Role of Citizen Media in Development Work).

From this model, local media houses can develop a project whereby the communities which they cover can have a forum for airing their views, report occurrences in the community as they happen and share ideas on how to mitigate emerging and recurrent environmental problems that are directly or indirectly linked to climate change. By sharing this information, it becomes easy for the institutions involved to know immediately environmental issues arise, the probable cause and the course of action to take.

5. Correctness

The rules and conventions of spelling, grammar, punctuation, usage, and idiom; style (appropriateness of word choice and level of formality to audience, purpose, and material); social and cultural appropriateness and accuracy in proofreading should be

