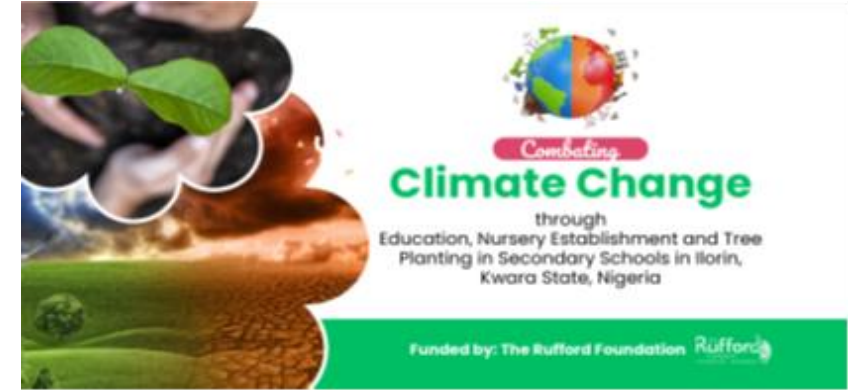


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CLIMATE CHANGE EDUCATION SEMINAR FOR SECONDARY TEACHERS

Delivered by:

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**Project title: Combating Climate Change through Education, Nursery Establishment and Tree Planting in
Secondary Schools in Ilorin, Kwara State, Nigeria**

GENERAL INTRODUCTION

ALL ABOUT THE
PROGRAMME

WHY CLIMATE
CHANGE EDUCATION?

IMPORTANT THINGS TO
NOTE

THE
PROJECT/PROGRAMME

PACKAGES

PARTNERSHIP WITH
SCHOOLS

THE RUFFORD
FOUNDATION

OTHERS

THE PROJECT

OBJECTIVE 1: Increased Climate Literacy and Advocacy Skills Among Secondary School Students in Ilorin, Kwara State

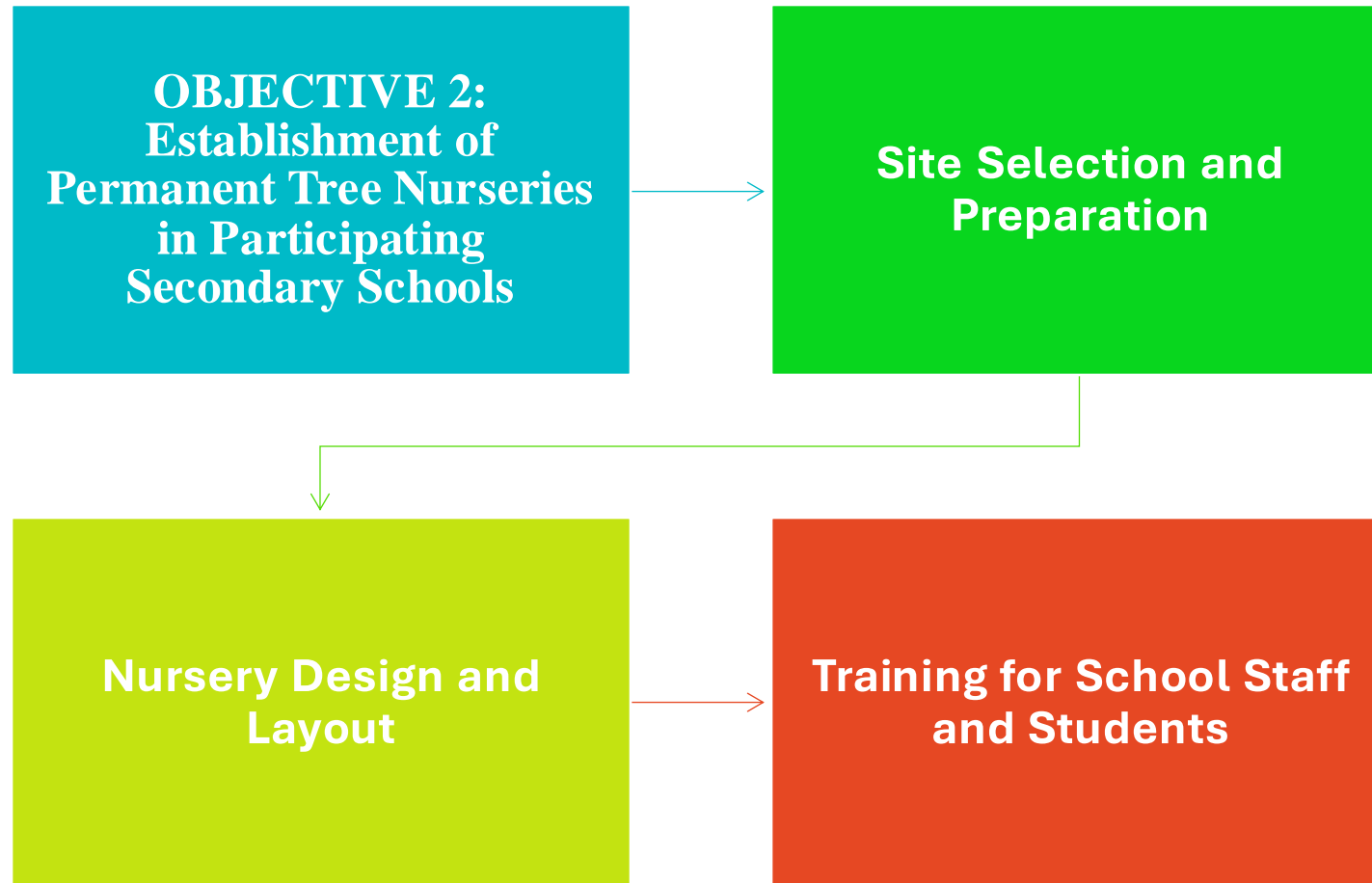
Curriculum Development

Teacher Training Workshops

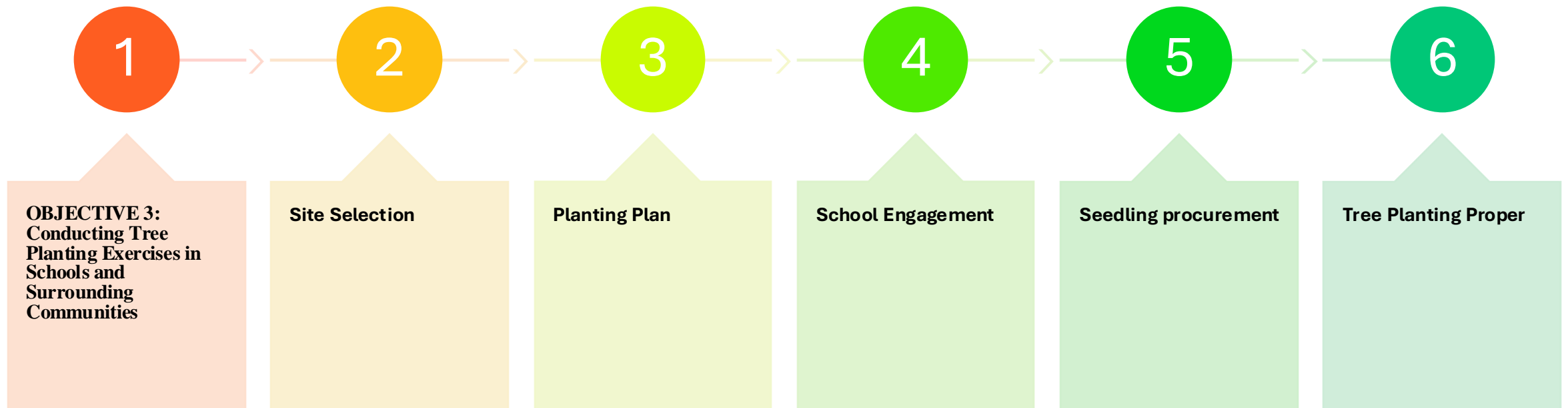
Student Classes on Climate Advocacy (advocacy skills such as (i) effective communication, (ii) networking, (iii) storytelling, and (iv) data interpretation)

Implementation of Education Modules

THE PROJECT CONT'D....



THE PROJECT CONT'D...



CONTENTS

GENERAL INTRODUCTION

INTRODUCTION TO CLIMATE CHANGE

TERM AND CONCEPTS (Weather, Climate, Greenhouse Gases, Global Warming, and Carbon Dioxide)

IMPORTANCE OF UNDERSTANDING/STUDYING CLIMATE CHANGE.

REAL LIFE EXAMPLES OF CLIMATE CHANGE CONCEPT

CAUSES OF CLIMATE CHANGE

EFFECTS OF CLIMATE CHANGE

MITIGATION MEASURES

ADAPTATION STRATEGIES

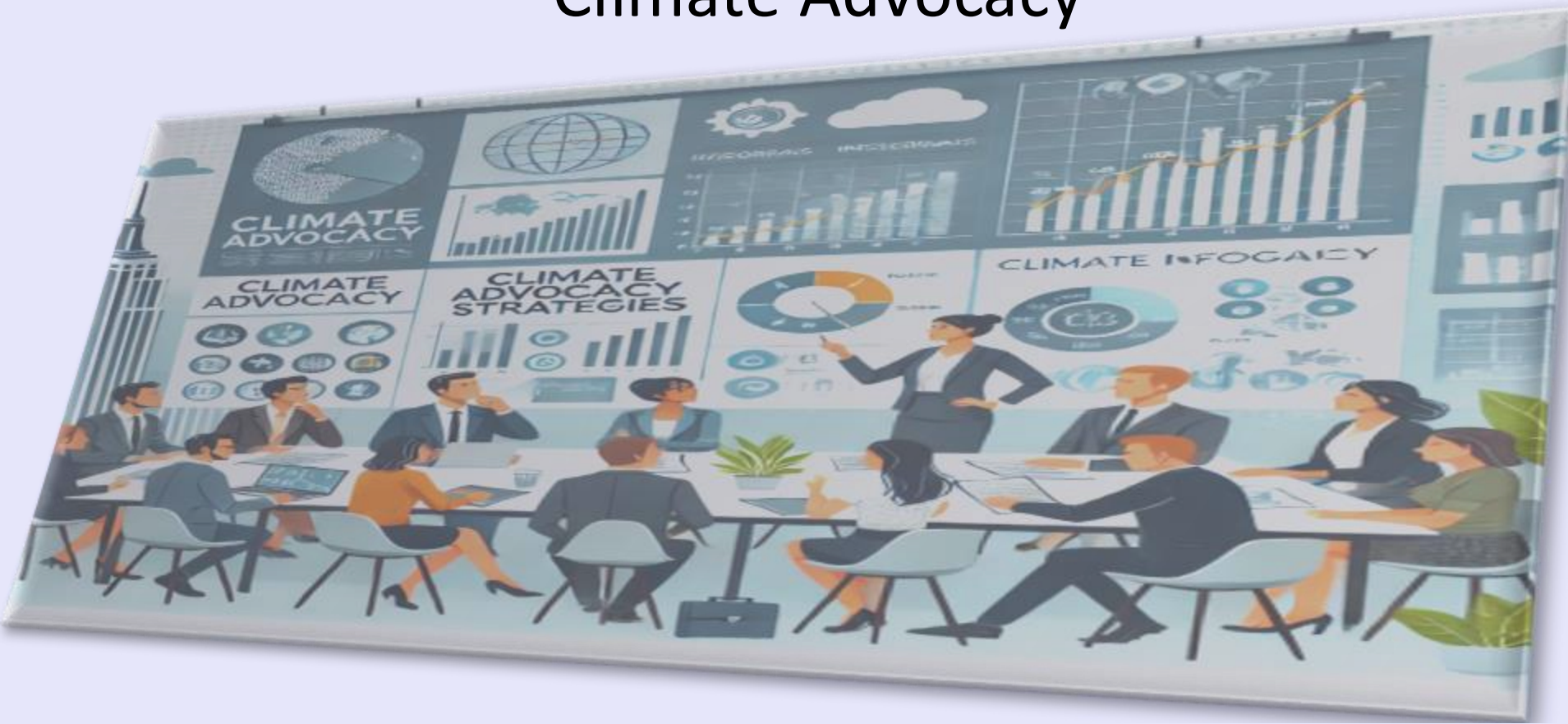
ROLES OF AN INDIVIDUAL IN CLIMATE ACTION



PART II

Effective Communication and Networking

Key Skills for Climate Advocacy



Effective Communication for Climate Advocacy

- Essential for raising awareness and inspiring action
- Helps simplify complex climate issues
- Influences policy and drives change



Understanding Your Audience

- Identify their knowledge level (Experts, Public, Policymakers)
- Determine their priorities (Health, Economy, Environment)
- Use relatable language and avoid jargon





Crafting a Clear and Concise Message

Follow the Three C's: Clear,
Concise, Compelling

- Use the ABC formula: Attention, Body, Conclusion
- Example: Start with a fact, provide evidence, end with a call to action

The Power of Storytelling



- Helps people connect emotionally with climate issues.
- Use personal experiences and real-life stories.
- Highlight both problems and solutions.

Choosing the Right Communication Medium

- Social Media – Quick outreach
(Twitter, Instagram, TikTok)
- Public Speaking – Engaging
discussions
- Traditional Media – Reaching wider
audiences (TV, Radio, Newspapers)
- Infographics – Simplifies complex
data





Active Listening and Engagement

- Show genuine interest through eye contact and interaction
- Ask questions and acknowledge concerns
- Provide clear responses to audience queries

Overcoming Misinformation

- Use credible sources to back claims
- Stay calm and respectful when addressing scepticism
- Ask thought-provoking questions to challenge false beliefs

Encouraging Participation

- Provide clear steps for action
- Use positive reinforcement to inspire involvement
- Example: Organize tree-planting events with incentives



Importance of Networking

- Expands reach and mobilizes resources
- Gains knowledge and access to funding
- Influences policymakers and stakeholders



Identifying Key Stakeholders

- Government agencies and NGOs
- Community groups and activists
- Media and business entities
- Academics and scientists

Effective Networking Strategies

- Attend climate events and workshops
- Leverage social media platforms
- Join advocacy groups and establish relationships
with mentors

Conclusion

- Effective communication simplifies climate issues and drives action
- Networking helps build influence and support
- Engage actively, choose the right medium, and foster meaningful connections



PART III

Storytelling and Data Interpretation for Climate Advocacy

Tools for Effective Climate
Communication





Why Storytelling and Data Matter in Climate Advocacy?

- Storytelling creates emotional connections and inspires action.
- Data provides evidence and credibility to support advocacy efforts.
- Together, they make climate issues relatable and actionable.

Storytelling for Climate Advocacy

- Creates emotional connections.
- Makes climate issues relatable.
- Inspires action and simplifies complex topics.

Example:

Instead of saying, "Deforestation leads to biodiversity loss," tell the story of a farmer whose land is drying up due to tree loss, showing the real-life impact of deforestation.

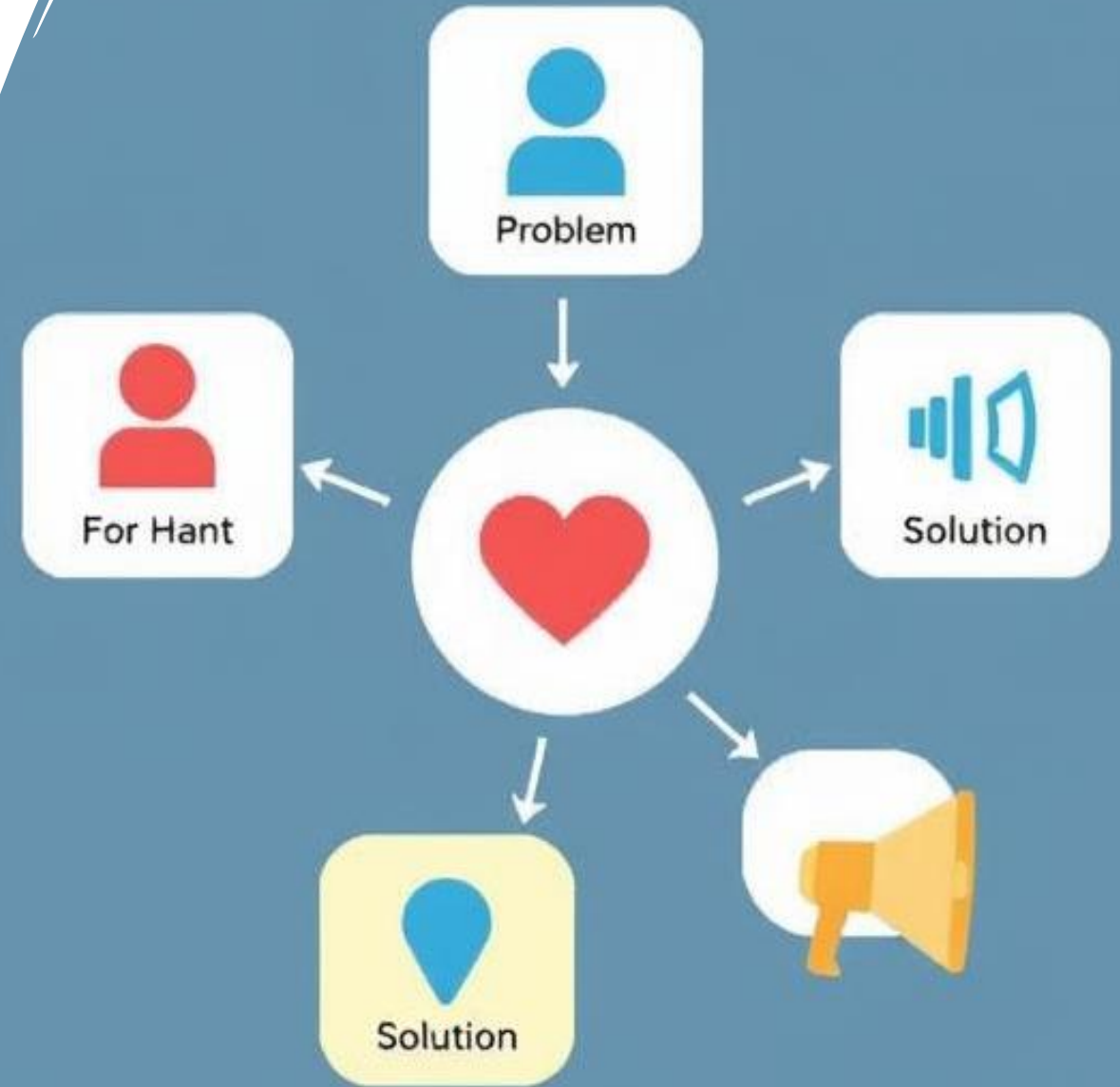


Key Elements of a Climate Story

-
- Relatable character.
 - Clear problem.
 - Emotional connection.
 - Solution or action.
 - Call to action.

Example:

Musa used to wake up every morning to the chirping of birds near his home. But one day, he noticed the trees were being cut down, and soon, the birds were gone. He decided to plant trees with his friends, and slowly, the birds returned. You, too, can help restore nature by planting trees in your community



Types of Climate Stories

- **Personal Stories:** Firsthand experiences (e.g., losing a mango tree).
- **Community Stories:** Collective impacts (e.g., fishermen struggling).
- **Success Stories:** Positive changes (e.g., tree-planting clubs).
- **Future Stories:** Imagined scenarios (e.g., a greener 2050)

Story type



Eg. this tree



a future greener city



A mid high greenery



a future greener city

A. Personal Stories

Example:

- *As a child, I used to play under a large mango tree in my village, but last year, it was cut down due to logging. Now, the heat in my village is unbearable. We must protect our trees before we lose more of them*



B. Community Stories

Example:

- *The fishermen in our town used to catch enough fish to feed their families. But rising water temperatures have reduced the number of fish in the river. Now, they are struggling to survive. We must act before it is too late*



C. Success Stories

Example:

- *A group of students in Ilorin started a tree-planting club three years ago. Today, their school has over 500 new trees providing shade and improving air quality. Imagine what we can achieve if more schools join this movement!*



D. Future Stories

Example:

- *In 2050, if we continue cutting down trees, our city will have no shade, and temperatures will be unbearable. But if we start planting trees today, the future will be greener and cooler for the next generation.*



Storytelling Techniques

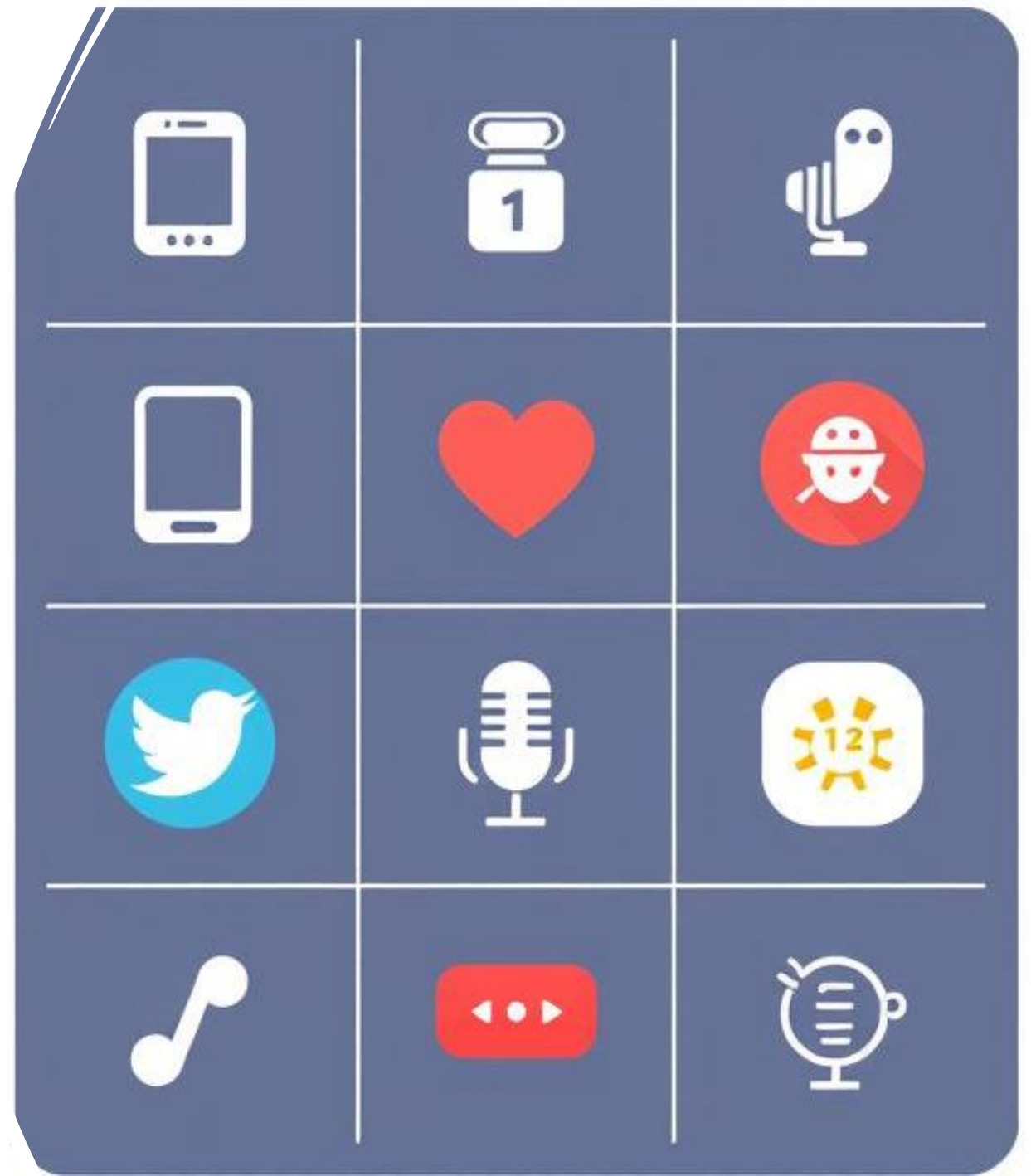
- Use vivid descriptions (e.g., "cracked fields").
- Use metaphors and analogies (e.g., "Earth is like a human body").
- Build suspense and emotion.
- Show real people acting.

Example: *The once-green fields had turned brown, cracked by the scorching sun. The farmers, once hopeful, now looked at the sky, praying for rain that never came*



Choosing the Right Medium for Storytelling

- Social media: Short, engaging stories for young audiences.
- Videos & documentaries: In-depth storytelling.
- Podcasts: Conversations and expert interviews.
- Blogs & articles: Detailed narratives.
- Infographics: Quick visual summaries.
- Public speaking: Direct audience engagement.



Using Storytelling to Drive Climate Action

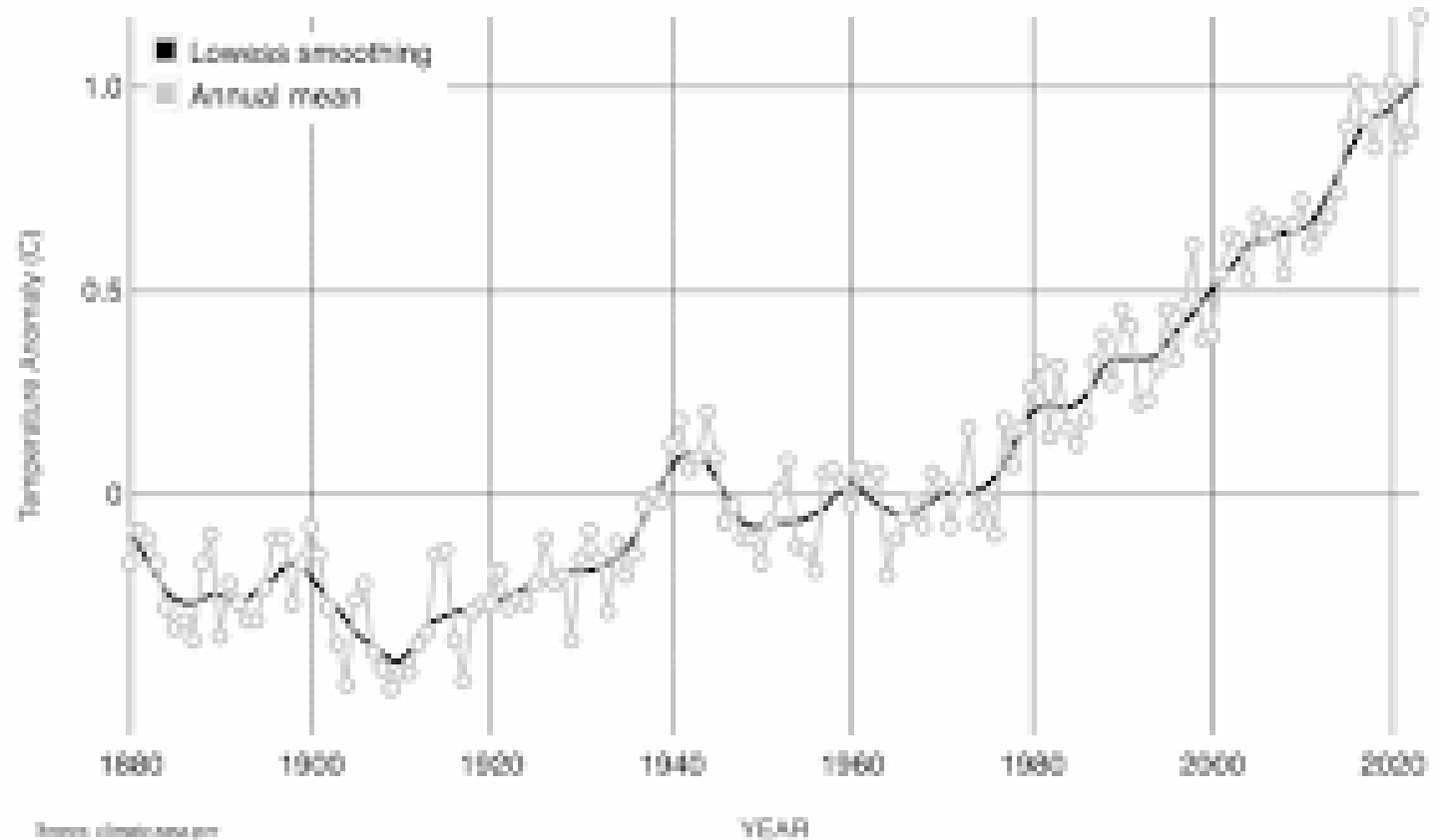
- Make the call-to-action clear (e.g., "Join us," "Take action now").
 - Show that every small action matters.
 - Use stories to influence policy and leaders.
-
- Example: *Ali started using a reusable water bottle, and now, 50 of his classmates do the same. Small actions create big change!*



The Importance of Data in Climate Advocacy

- Validates claims.
- Simplifies complex issues.
- Influences decision-makers.
- Measures progress.

Example: *Instead of saying, “Temperatures are rising,” an advocate can use data: According to NASA, global temperatures have increased by 1.1°C since the late 19th century due to greenhouse gas emissions.*



Understanding Climate Data Sources

Sources	Type of Data Provided
NASA	Global temperature trends, satellite imagery.
IPCC (Intergovernmental Panel on Climate Change)	Scientific climate reports, future projections.
NOAA (National Oceanic and Atmospheric Administration)	Weather patterns, ocean temperatures.
UNEP (United Nations Environment Programme)	Climate policies, environmental impact data.
Local Meteorological Agencies (e.g., NiMet)	National climate trends, weather forecasts.
Scientific Journals	Peer-reviewed climate research.

Key Climate Indicators

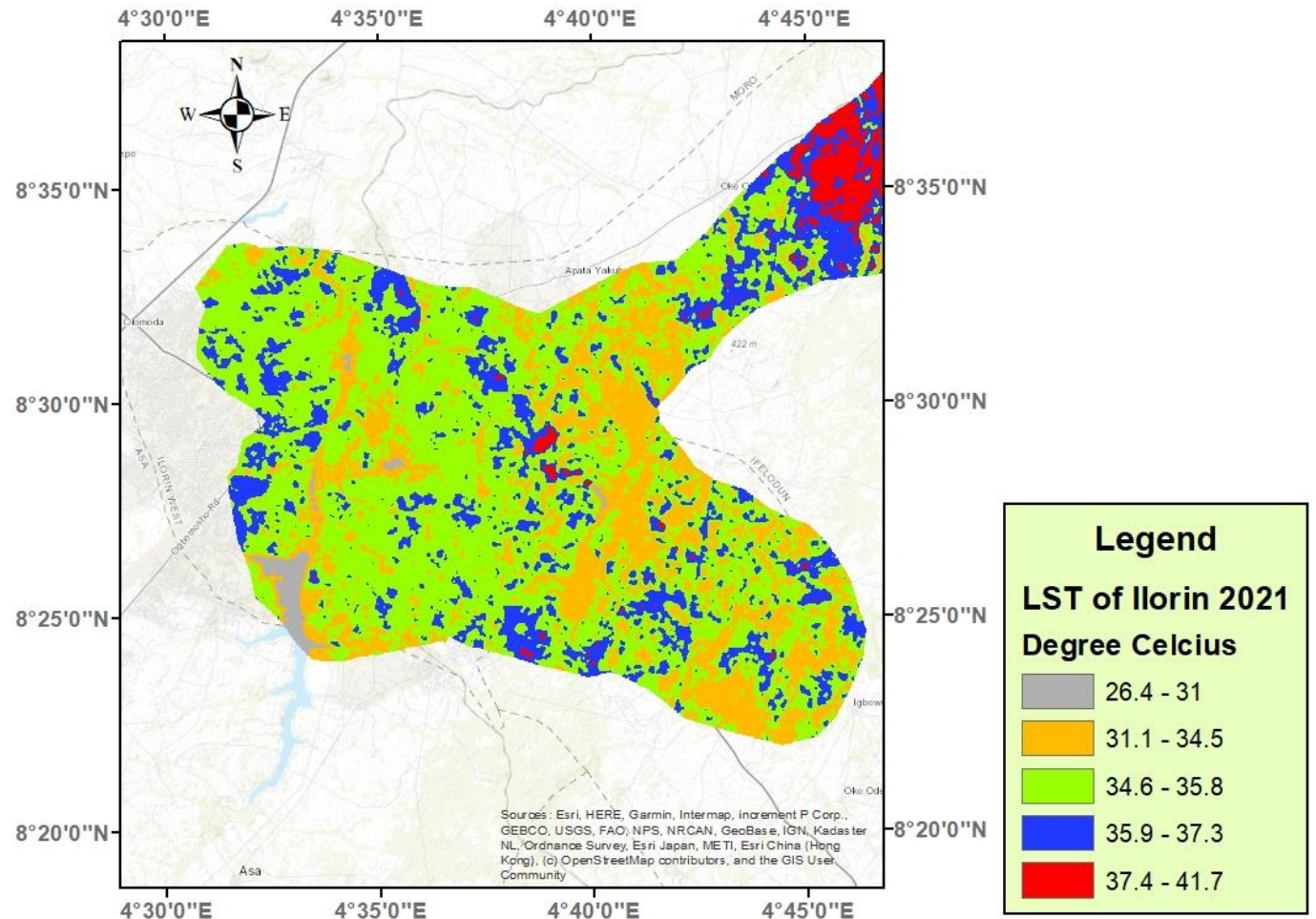
Temperature trends:
Rising heat levels.

CO₂ levels: Increased
emissions.

Sea level rise: Coastal
flooding risks.

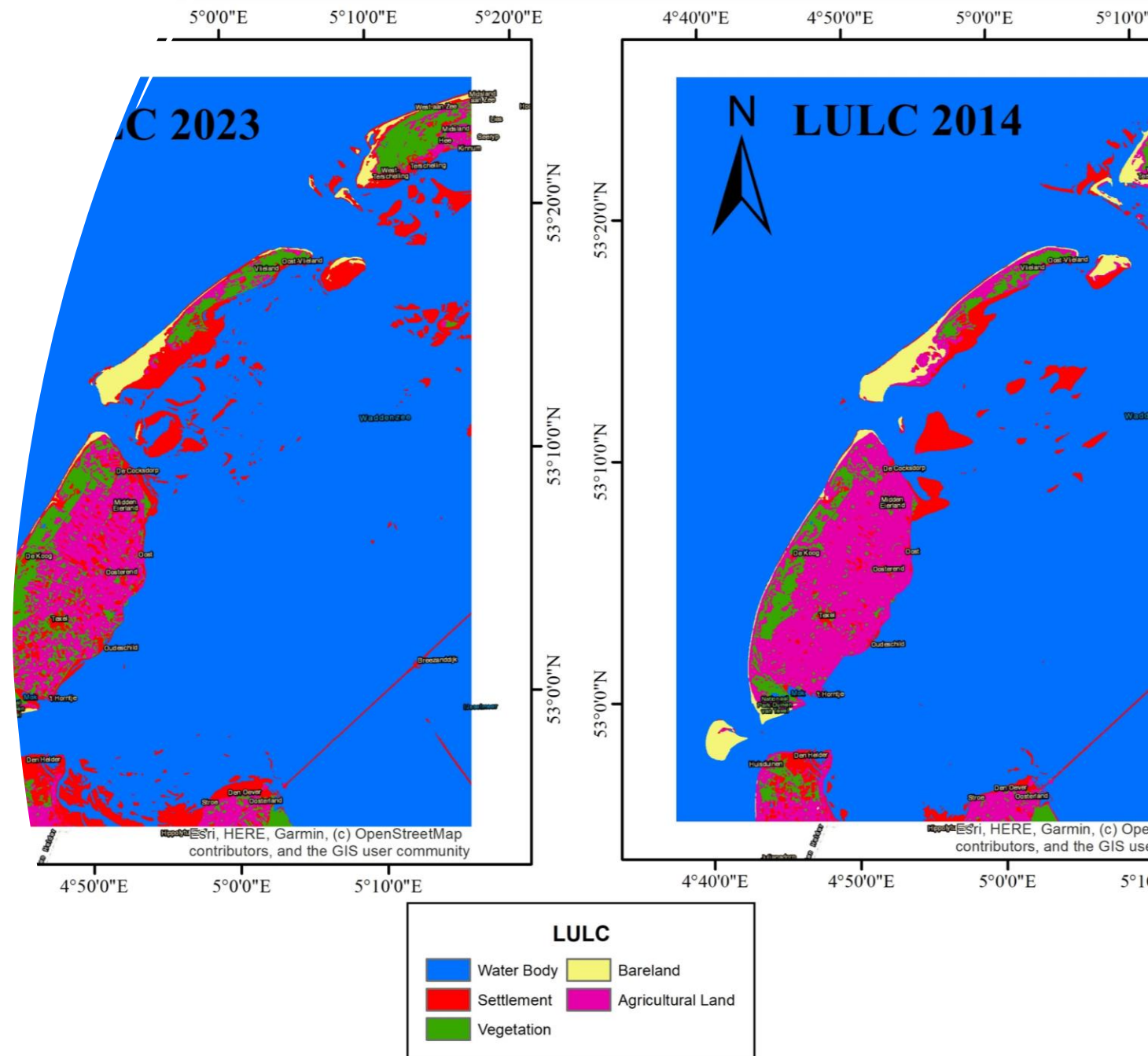
Deforestation rates:
Biodiversity loss.

Rainfall patterns:
Droughts and floods.



Visualizing Climate Data

- Use graphs, charts, and maps.
 - Simplify complex data with comparisons
 - Combine statistics with real-life examples.
- Example: Instead of: "CO₂ levels have increased by 50 ppm over the past century,"
Say: "The amount of CO₂ in the air is like adding 50 extra blankets around the Earth, making it much hotter"



Practical Exercises for Students in Climate Advocacy

Exercise 1: Analyzing Temperature Trends

- Ask them to identify trends and explain how it relates to climate change

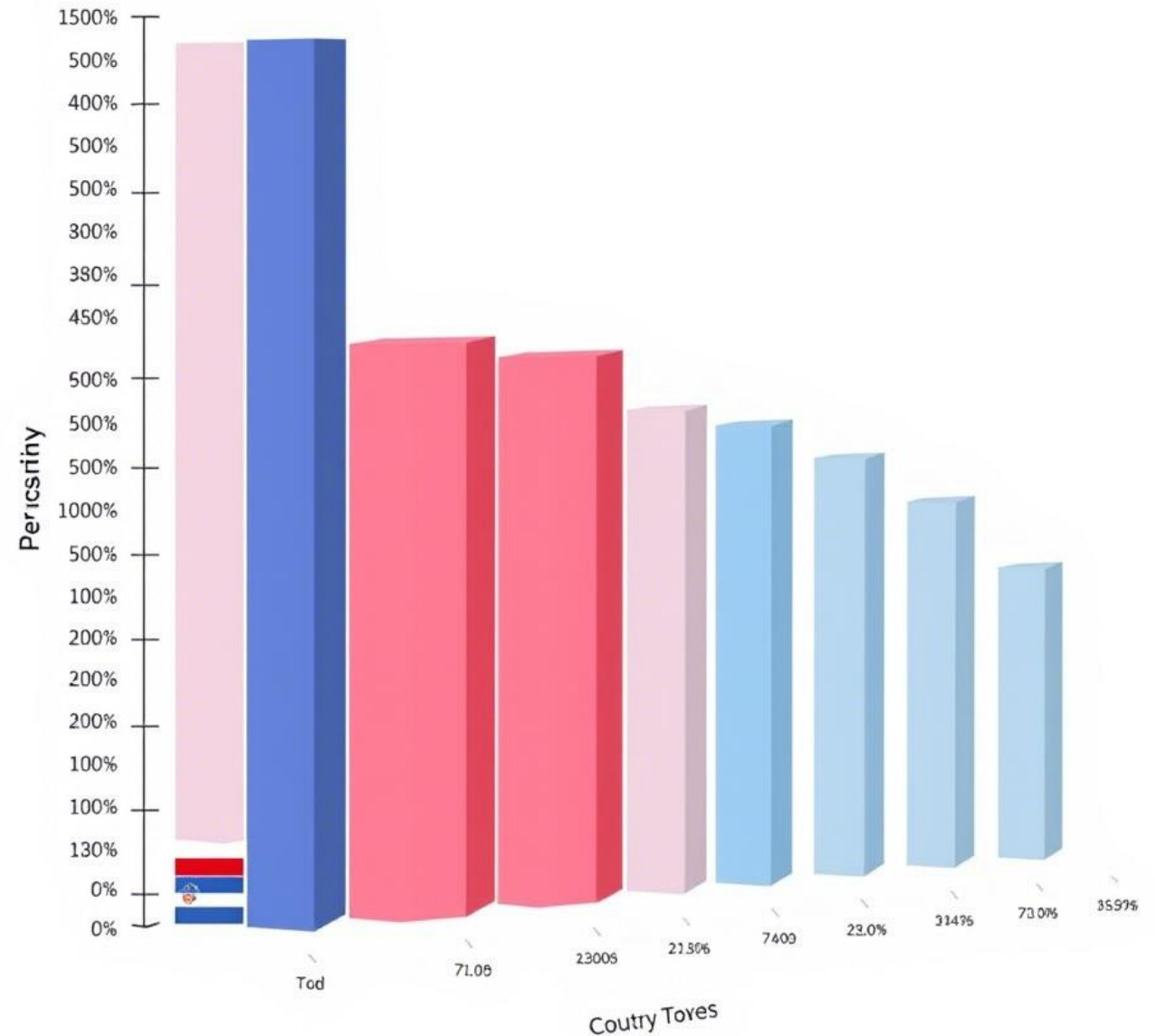
Exercise 2: Comparing CO₂ Emissions by Country

- Discuss why some countries produce more CO₂ and how they can reduce emissions.

Exercise 3: Visualizing Local Climate Impacts

- Ask students to collect climate-related data from their communities.
- Have them present findings using infographics or short presentations

CO₂ Emissions by Country



Using Data Interpretation to Drive Climate Action

- **Raise Awareness** – Share data-driven infographics on social media.
- **Advocate for Policy Change** – Present evidence-backed arguments to local leaders.
- **Develop Climate Solutions** – Use data to design projects (e.g., tree planting in areas with high deforestation).
- **Monitor Environmental Progress** – Track improvements in climate action over time.



Conclusion

- Recap key takeaways:
 - Storytelling connects emotionally.
 - Data provides evidence.
 - Together, they inspire action.
- Next steps: Use these tools to advocate for climate solutions

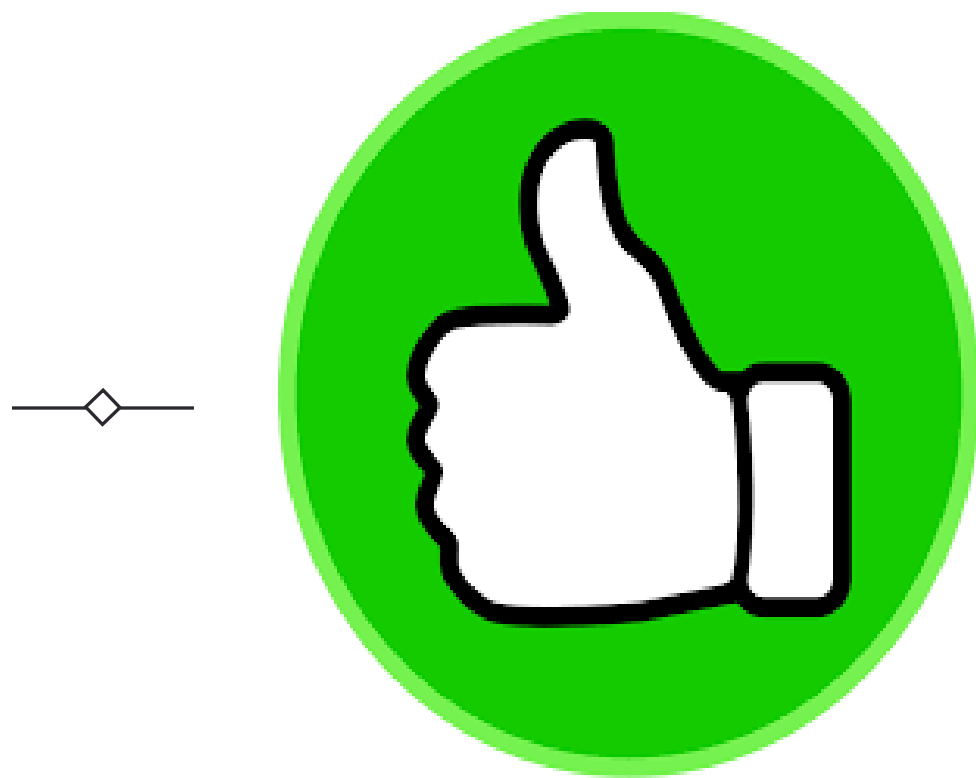
Small actions create big change



APPRECIATION



- ✓ WE APPRECIATE THE RUFFORD FOUNDATION FOR FUNDING THIS PROJECT
- ✓ WE APPRECIATE THE KWARA STATE MINISTRY OF EDUCATION AND HUMAN CAPITAL DEVELOPMENT FOR GRANTING US THE PERMISSION TO PROCEED WITH THE PROJECT
- ✓ WE ALSO APPRECIATE THE MANAGEMENT, STAFF AND STUDENTS OF ALL THE PARTNER SCHOOLS FOR THE PROJECT



THANK YOU FOR LISTENING