

Ref: PC 42610 Journalists Training on Environment
**EU Delegation of Sierra Leone – Cooperation Section – Governance
and Civil Society**

Empowering Environmental Journalism: Skills for Advocacy, Collaboration, and Impact

Curriculum

October 2024



Introduction

In the face of unprecedented environmental challenges, the importance of compelling journalism in shaping public discourse and policy cannot be overstated. As our planet grapples with the urgent realities of climate change, pollution, and biodiversity loss, the role of journalists as informed advocates has never been more crucial. This is where the "Empowering Environmental Journalism: Skills for Advocacy, Collaboration, and Impact" curriculum comes into play.

Developed through a collaborative effort between Initiatives for Media Development (IMdev) and the Sierra Leone Association of Journalists (SLAJ) and funded by the European Union Delegation in Sierra Leone, this training program is designed to equip journalists with the essential skills needed to report on environmental issues comprehensively and effectively. Participants will engage with critical topics throughout this curriculum, including environmental governance, investigative reporting, multimedia storytelling, and policy advocacy.

Each curriculum module has been carefully crafted to provide theoretical knowledge and practical skills that can be applied in real-world reporting contexts. Participants will learn how to harness the power of storytelling and multimedia tools to engage audiences and elevate critical environmental issues in the public consciousness. Furthermore, the program emphasizes the importance of collaboration and networking among journalists, fostering a supportive community committed to advancing environmental reporting.

Foreword

This training program is a collaborative effort between Initiatives for Media Development (IMdev) and the Sierra Leone Association of Journalists (SLAJ), made possible through the generous funding of the European Union Delegation in Sierra Leone. Together, we aim to equip journalists with the skills and knowledge necessary to report on environmental issues accurately and compellingly, fostering a deeper understanding of our challenges and the solutions that can be implemented.

Throughout this curriculum, participants will delve into critical topics such as environmental governance, investigative journalism, multimedia storytelling, and policy advocacy. Each module is designed to enhance individual capabilities and promote collaboration among journalists. By building a network of environmental advocates, we aspire to create a unified voice that can effectively address the pressing environmental challenges in Sierra Leone and beyond.

We recognise that the journey to impactful environmental journalism is a shared one. As you engage in this training, I encourage you to embrace learning, networking, and collaboration opportunities. Together, we can amplify our efforts, drive positive change, and prioritise environmental issues in the media and public consciousness.

I extend my heartfelt gratitude to the European Union for their unwavering support and to IMdev and SLAJ for their partnership in this endeavour. I look forward to seeing the innovative stories and advocacy efforts that will emerge from this program and the positive impact they will have on our society.

Lolo Yeama Sarah Thompson-Oguamah

CEO

Initiatives for Media Development

21st October 2024

Module 1: Environmental Science and Governance

Objective:

This module aims to provide participants with a robust foundational understanding of critical environmental issues, the importance of governance structures in addressing these issues, and journalists' role in environmental advocacy and accountability. It will introduce the basic principles of environmental science, explore Sierra Leone's environmental governance landscape, and discuss the significant role journalists can play in environmental protection.

Session 1.1: Environmental Science Basics

Learning Objectives:

- Understand the basic principles of environmental science.
- Identify major environmental issues affecting the world, focusing on Sierra Leone.
- Gain insights into how these environmental issues impact human health, biodiversity, and ecosystems.

Content:

- **Introduction to Environmental Science:** Explore the interdisciplinary nature of environmental science, covering areas such as biology, chemistry, ecology, and geology and how they interconnect to address environmental challenges.
- **Key Global Environmental Issues:** Climate change, biodiversity loss, deforestation, air and water pollution, desertification, and land degradation.
- **Local Environmental Issues in Sierra Leone** include deforestation, unsustainable mining practices, loss of biodiversity, water scarcity, waste management issues, and the impact of coastal erosion.
- **Impact on Human Health and Biodiversity:** How pollution, poor waste management, and deforestation contribute to health problems, food insecurity, and loss of wildlife habitats in Sierra Leone.

Methodology:

- **Lecture:** A detailed lecture from an environmental expert introducing the basic principles and critical challenges.
- **Interactive Discussions:** Participants will engage in small-group discussions on the local and global environmental issues affecting their regions.
- **Case Studies:** Examination of real-life environmental challenges faced by Sierra Leone, such as the impact of deforestation in Kambui Hills and illegal mining activities.

Duration: 1.5 hours

Session 1.2: Environmental Governance in Sierra Leone**Learning Objectives:**

- Analyze the environmental governance structures in Sierra Leone and their effectiveness.
- Understand the roles of key governmental and non-governmental institutions responsible for environmental management.
- Explore how Sierra Leone develops, implements, and monitors environmental policies.

Content:

- **Governance Structures:** Overview of the Ministry of the Environment, the Environmental Protection Agency (EPA), and other relevant governmental agencies in Sierra Leone.
- **Key Environmental Policies and Legal Frameworks:** Overview of the Environmental Protection Agency Act, National Environmental Policy (NEP), and other regulations governing natural resource management, waste disposal, and environmental protection.
- **Role of Civil Society:** The role of local and international NGOs, civil society groups, and community-based organisations in promoting ecological awareness and holding the government accountable.
- **Challenges in Implementation:** Lack of funding, corruption, weak enforcement, and public awareness of environmental laws.
- **International Agreements and Treaties:** Sierra Leone's commitment to global environmental protocols, such as the Paris Agreement on climate change, and how these commitments are implemented locally.

Methodology:

- **Expert Presentation:** A presentation by an official from the Environmental Protection Agency (EPA) or an environmental lawyer on governance structures.
- **Panel Discussion:** Invite local environmental advocates, NGO representatives, and government officials to discuss the practical realities of ecological governance in Sierra Leone.
- **Q&A Session:** This is an open-floor session where participants can engage with the panel on key issues regarding environmental governance, policies, and challenges.

Duration: 1.5 hours

Session 1.3: The Role of Journalists in Environmental Reporting**Learning Objectives:**

- Recognize the importance of environmental journalism in holding governments and corporations accountable for environmental protection.
 - Learn how journalists can influence public opinion and policy changes through accurate and impactful environmental reporting.
 - Understand the ethical responsibilities of journalists when reporting on environmental issues.
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Content:

- **The Role of the Media:** The role of the media as a watchdog, educator, and advocate for environmental protection.
- **Environmental Advocacy through Journalism:** How journalists can advocate for environmental change through investigative stories, data-driven reporting, and multimedia storytelling.
- **Case Studies of Environmental Journalism:** Examples of impactful environmental reporting in Sierra Leone and beyond that have led to policy changes or raised public awareness (e.g., reports on illegal logging or mining).
- **Challenges Faced by Environmental Journalists** include political pressure, safety concerns, access to reliable data, and maintaining neutrality.
- **Ethical Considerations:** Addressing potential conflicts of interest, bias, and the role of responsible reporting in shaping public opinion on environmental matters.

Methodology:

- **Group Discussion:** Participants will discuss the challenges and opportunities for environmental journalism in Sierra Leone.
- **Role-Playing Activity:** Participants will act out scenarios where journalists uncover environmental issues, deal with pressure from authorities, and make decisions about reporting ethically and responsibly.
- **Multimedia Presentation:** To inspire participants, examples of successful environmental journalism stories using audio, video, and print formats will be presented.

Duration: 1 hour

Assessment and Practical Application for Module 1:

1. **Group Assignment:** Participants will be divided into small groups and tasked with selecting a local environmental issue. They will then research the problem, identify governance challenges, and draft a brief report on how journalists could cover the story to raise public awareness or advocate for change.
 2. **Report-back Session:** Each group will present their findings to the rest of the participants, followed by a feedback session from the facilitator.
 3. **Individual Reflection:** Participants will reflect on how their role as journalists can influence environmental governance in Sierra Leone, submitting a brief 300-word reflection at the end of the module.
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Module 2: Advanced Environmental Journalism

Objective:

This module is designed to equip journalists with the advanced skills and techniques to conduct investigative journalism on environmental issues. It will focus on using data-driven reporting, understanding scientific reports, and translating complex environmental concepts into compelling stories for the public. Journalists will also learn to navigate the challenges of reporting on sensitive environmental issues, including access to information, safety concerns, and overcoming political or corporate resistance.

Session 2.1: Investigative Techniques in Environmental Journalism

Learning Objectives:

- Understand the principles of investigative journalism in the environmental context.
- Develop strategies for uncovering hidden or underreported environmental issues.
- Learn how to identify and verify sources of information.

Content:

- **Introduction to Investigative Journalism:** Definition and characteristics of investigative journalism, particularly in environmental reporting.
- **Key Investigative Methods:** Research, interviews, observation, and document analysis. How to uncover illegal activities such as deforestation, pollution, and corporate environmental negligence.
- **Identifying Story Ideas:** Monitor scientific studies, government policies, and activist reports to identify newsworthy environmental topics. Examples include mining impacts, illegal fishing, and climate adaptation failures.
- **Source Verification and Fact-checking:** Techniques for verifying data and sources. Using official records, satellite imagery, scientific data, and local testimonies to support environmental claims.
- **Challenges and Risks:** Protect oneself while reporting sensitive or controversial environmental issues. Legal considerations, safety risks, and dealing with opposition from governments or corporations.

Methodology:

- **Lecture:** Introduction to investigative techniques with a focus on environmental topics.
- **Case Study:** Participants will analyse a case of successful investigative environmental journalism that led to policy change or raised public awareness (e.g., an investigation into illegal logging or toxic waste dumping).
- **Hands-on Practice:** Participants will draft an outline for an investigative environmental story based on real-life scenarios in Sierra Leone, identifying sources and critical information.

Duration: 2 hours

Session 2.2: Data-driven Environmental Journalism**Learning Objectives:**

- Learn how to find, interpret, and analyse data relevant to environmental issues.
- Understand how to use environmental data to tell compelling stories.
- Gain familiarity with tools and platforms that provide environmental data.

Content:

- **Introduction to Environmental Data:** Types of data available for environmental journalism, including air and water quality reports, biodiversity records, deforestation rates, and climate change projections.
- **Sourcing Data:** Identifying reliable environmental data sources such as government agencies, NGOs, scientific reports, and international organisations like UNEP, NASA, and the World Bank.
- **Analyzing Environmental Data:** Participants will learn basic techniques for interpreting raw data. They will also learn how to identify trends, assess changes over time, and link data to broader environmental issues.
- **Visualizing Data:** Techniques for turning complex environmental data into visual aids like infographics, charts, and interactive maps to make stories more engaging and accessible to the public.
- **Telling Data-driven Stories:** Combining data with storytelling techniques to create narratives that engage audiences while delivering hard facts.

Methodology:

- **Workshop:** This is a hands-on workshop where participants will work with environmental datasets, analyze them, and create visualizations.
- **Software Training:** Introduction to tools such as Google Sheets, Tableau, and free online platforms for data visualisation.
- **Group Assignment:** Participants will work in teams to find data on a local environmental issue (e.g., deforestation rates or pollution levels in Sierra Leone) and produce a simple data-driven story.

Duration: 3 hours

Session 2.3: Understanding Scientific Reports and Translating Complex Concepts**Learning Objectives:**

- Gain the ability to read and understand complex scientific reports related to environmental issues.
 - Learn to translate scientific findings into clear, accurate, and accessible language for a general audience.
 - Develop strategies for simplifying complex environmental topics without losing the essence of the story.
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Content:

- **Introduction to Scientific Reports:** Types of scientific reports relevant to environmental journalism, such as climate assessments, biodiversity surveys, and environmental impact assessments.
- **Reading and Interpreting Reports:** Techniques for breaking down complex reports, focusing on the key findings, understanding methodologies, and identifying relevant conclusions.
- **Translating Scientific Language:** Participants will learn to avoid jargon and make scientific information understandable for the general public. They will also learn to simplify technical language while maintaining accuracy.
- **Making Science Engaging:** Using storytelling techniques to make scientific reports interesting to readers. Using real-life examples, analogies, and human-interest angles to explain complex environmental issues.
- **Examples of Simplified Reporting:** Analysis of successful stories that broke down complex environmental issues (e.g., articles that explain carbon emissions, coral bleaching, or air pollution in a way that engages the public).

Methodology:

- **Reading Exercise:** Participants will read excerpts from a scientific environmental report and practice identifying key information and summarising the findings.
- **Writing Exercise:** Each participant will rewrite a complex scientific paragraph into a short, engaging news piece aimed at the general public.
- **Peer Review:** Participants will review each other's work and provide clarity, accuracy, and engagement feedback.

Duration: 1.5 hours

Session 2.4: Ethical Considerations in Environmental Reporting**Learning Objectives:**

- Understand the ethical dilemmas faced by journalists reporting on environmental issues.
- Learn to balance objectivity and advocacy in environmental journalism.
- Gain awareness of the potential consequences of reporting on sensitive environmental topics.

Content:

- **Ethical Dilemmas in Environmental Journalism:** Conflicts of interest, funding sources, political pressure, and corporate influence.
 - **Balancing Objectivity with Advocacy:** Understanding the fine line between reporting the facts and advocating for environmental protection. How to maintain journalistic integrity while pushing for positive environmental change.
 - **Transparency and Accountability:** The importance of disclosing sources, conflicts of interest, and the use of funding from environmental NGOs or interest groups.
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- **Addressing the Human Element:** How to report on environmental issues that impact marginalised communities without sensationalism or exploitation.

Methodology:

- **Lecture and Discussion:** Facilitator-led discussion on ethical challenges in environmental journalism.
- **Role-playing Scenarios:** Participants will be presented with various ethical dilemmas in environmental reporting and tasked with discussing and defending their approach.
- **Case Study:** Examination of real-world ethical challenges faced by environmental journalists and how they were addressed.

Duration: 1.5 hours

Module 3: Multimedia Storytelling in Environmental Journalism

Objective:

This module aims to teach participants how to leverage multimedia tools to enhance their environmental journalism. It will provide journalists with the skills to use various forms of media—such as photography, video, audio, and digital platforms—to create compelling environmental stories that engage a broad audience. Journalists will learn to use these tools to enhance their stories' visual and emotional appeal, making complex ecological issues more accessible and engaging to diverse audiences.

Session 3.1: Introduction to Multimedia Storytelling

Learning Objectives:

- Understand the power of multimedia storytelling in enhancing environmental journalism.
- Learn the types of multimedia elements (video, photography, audio, infographics) that can complement environmental stories.
- Identify the appropriate use of multimedia tools for different types of environmental content.

Content:

- **What is multimedia storytelling? What is the definition of multimedia, and what is its role in modern journalism?** How multimedia can make environmental stories more impactful by appealing to different senses (sight, sound) and emotions.
- **Types of Multimedia:** Overview of the various multimedia formats that can be used in environmental journalism, including:
 - **Photography:** Capturing environmental degradation, conservation efforts, and local communities affected by environmental changes.
 - **Video:** Telling dynamic stories through interviews, field reporting, and documentation of environmental processes.
 - **Audio:** Using sound to convey environmental issues (e.g., sounds of deforestation, polluted rivers, or endangered species).
 - **Interactive Graphics:** Visualizing data and trends to make complex environmental issues (e.g., climate change impacts, species extinction) understandable to the audience.
- **Multimedia Formats for Different Platforms:** Choosing the correct format for digital, social media, television, and radio platforms.

Methodology:

- **Lecture:** Introduction to multimedia storytelling techniques.
- **Case Study:** Analysis of successful multimedia environmental stories, such as National Geographic's interactive reports on endangered species or BBC's short environmental documentaries.
- **Discussion:** Participants will discuss how multimedia can enhance local environmental issues in Sierra Leone.

Duration: 1.5 hours

Session 3.2: Visual Storytelling with Photography

Learning Objectives:

- Learn basic and advanced photography techniques that can be used to document environmental issues.
- Understand how to tell stories through compelling visuals.
- Develop skills in photo editing to enhance environmental narratives.

Content:

- **Essentials of Environmental Photography:** Techniques for capturing environmental subjects, including landscapes, wildlife, and human impacts on nature (e.g., pollution, deforestation).
- **Framing and Composition:** Using framing, lighting, and composition to create powerful images that tell an environmental story.
- **Documenting Environmental Change:** Using photography to show before-and-after scenarios (e.g., deforestation, pollution over time).
- **Photojournalism Ethics:** Ethical considerations in environmental photography, including photographing vulnerable communities, wildlife, and environmental damage without exploitation or sensationalism.
- **Photo Editing and Enhancement:** Basic photo-editing skills using tools like Adobe Lightroom or free software. Participants will learn to adjust exposure, contrast, and colours to improve their images without distorting reality.

Methodology:

- **Practical Workshop:** Participants will take photos of an environmental issue around their training location. They will then edit their pictures and present them to the group.
- **Feedback Session:** The group will analyse and critique each other's photos based on storytelling, technical quality, and ethical considerations.

Duration: 2 hours

Session 3.3: Telling Stories Through Video

Learning Objectives:

- Gain the skills to shoot, edit, and produce short video stories on environmental issues.
- Understand the key visual storytelling elements through video, including scripting, shooting, and editing.
- Learn how to use video as a powerful tool for advocacy and awareness of environmental issues.

Content:

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- **Introduction to Environmental Video Journalism:** Why video is an effective medium for environmental storytelling. How video can capture dynamic scenes (e.g., wildlife, community reactions, environmental damage) and evoke strong emotional responses.
 - **Shooting Techniques:** Basic camera techniques, including angles, framing, lighting, and capturing action. How to shoot in challenging environmental conditions (e.g., remote areas, natural landscapes).
 - **Scripting and Storyboarding:** How to plan a video story by scripting interviews, voiceovers, and visual sequences. Creating a storyboard to guide the video production.
 - **Editing Videos:** This is an introduction to video editing software (e.g., Adobe Premiere, iMovie). Participants will learn to cut, arrange, and polish video footage to create a coherent and engaging story.
 - **Incorporating Interviews and Testimonials:** How to film interviews with environmental experts, community members, and activists to give stories a human face.

Methodology:

- **Hands-on Practice:** Participants will work in small groups to film a short environmental story using their smartphones or cameras. They will then edit their footage to produce a short, polished video.
- **Group Screening and Feedback:** Participants will screen their videos for the group, followed by feedback on storytelling, technical quality, and emotional impact.

Duration: 3 hours

Session 3.4: Creating Audio Stories and Podcasts

Learning Objectives:

- Understand the role of audio storytelling in environmental journalism.
- Learn to create engaging audio content such as podcasts or radio features.
- Develop skills in sound recording, interviewing, and editing for audio storytelling.

Content:

- **The Power of Sound:** Why audio is an effective tool for environmental journalism. Using sound to transport listeners to environmental scenes (e.g., forest sounds, ocean waves, urban pollution).
 - **Creating an Audio Narrative:** This section covers how to structure an audio story, including scripting, voiceovers, and sequencing sound elements (e.g., interviews, ambient sounds).
 - **Interview Techniques for Audio:** Conducting impactful audio interviews with environmental activists, scientists, and community members.
 - **Editing Audio:** This is an introduction to audio editing software (e.g., Audacity, Adobe Audition). Participants will learn to clean up recordings, remove background noise, and create smooth segment transitions.
 - **Podcast Production:** How to create and produce an environmental podcast series, from conceptualising the theme to distributing the final product.
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Methodology:

- **Audio Recording Exercise:** Participants will record audio interviews and ambient environmental sounds. They will then edit these recordings to produce short stories or podcast episodes.
- **Critique Session:** The group will listen to each other's audio pieces and provide feedback on narrative structure, sound quality, and engagement.

Duration: 2 hours

Session 3.5: Creating Infographics and Interactive Digital Stories**Learning Objectives:**

- Learn to visualise data and environmental trends through infographics and interactive digital tools.
- Develop skills to create compelling visual stories that combine text, data, and graphics.
- Understand how to use digital platforms to reach a wider audience with interactive stories.

Content:

- **Introduction to Infographics:** Why infographics are helpful in environmental journalism. How they help readers quickly understand complex data (e.g., deforestation rates, climate change statistics).
- **Designing Effective Infographics:** Basic design principles for creating visually appealing infographics. How to balance text, colours, and graphics to ensure clarity and engagement.
- **Using Online Tools:** Introduction to free tools like Canva, Infogram, and Piktochart for creating infographics. Participants will learn to use these platforms to visualise environmental data.
- **Interactive Storytelling:** Combining text, photos, videos, and data into interactive digital stories. Examples of interactive environmental storytelling from leading platforms like the New York Times and National Geographic.
- **Publishing Infographics and Digital Stories:** How to optimise infographics and interactive stories for digital platforms, including websites and social media.

Methodology:

- **Workshop:** Participants will work in teams to create an infographic on a local environmental issue, using online tools to visualise data and trends.
- **Presentation and Feedback:** Each team will present their infographic, followed by group feedback on design, clarity, and storytelling.

Duration: 2 hours

Assessment and Practical Application for Module 3:

1. **Photography Assignment:** Participants will submit a photo story that captures an environmental issue in their local area. The assignment will be graded based on composition, storytelling, and ethical considerations.
2. **Video Production Project:** Participants will produce a short video (1-2 minutes) on an environmental issue, incorporating interviews, footage, and a clear narrative structure.
3. **Podcast or Audio Story:** Participants will create a 3-5 minute podcast episode or radio feature that explores an environmental topic, including interviews and ambient sound.
4. **Infographic Design:** Participants will create an infographic visualising data on a chosen environmental issue. They will present their infographic to the group for critique and improvement.

Module 4: Sustainable Resource Management

Objective:

This module aims to provide journalists with a comprehensive understanding of sustainable resource management practices and their importance in addressing environmental challenges. Participants will learn about global and local efforts in sustainable resource management, best practices, and the role of journalists in advocating for sustainable policies and practices. By the end of the module, participants will be equipped to report effectively on sustainable resource management issues in their communities.

Session 4.1: Understanding Sustainable Resource Management

Learning Objectives:

- Define sustainable resource management and its significance in environmental conservation.
- Understand sustainability principles and the interdependence of environmental, economic, and social factors.
- Learn about the essential resources subject to sustainable management, including water, forests, fisheries, and minerals.

Content:

- **What is Sustainable Resource Management?:** Overview of the concept, principles, and objectives. The importance of managing resources to meet current needs without compromising future generations.
- **The Triple Bottom Line:** Understanding the interconnections between environmental health, economic viability, and social equity.
- **Key Resources:** Introduction to the critical resources that require sustainable management, including:
 - **Water:** Importance of freshwater resources, challenges such as pollution and over-extraction, and sustainable management practices (e.g., rainwater harvesting, watershed management).
 - **Forests:** The role of forests in biodiversity, climate regulation, and community livelihoods. Discussion of deforestation, reforestation, and sustainable forestry practices.
 - **Fisheries:** Importance of sustainable fisheries management in food security and community livelihoods. The impact of overfishing and marine conservation efforts.
 - **Minerals:** The need for sustainable extraction practices, responsible mining, and the impact of mining on communities and the environment.

Methodology:

- **Lecture:** Introduction to sustainable resource management principles and practices.
 - **Case Study:** Examining successful sustainable resource management initiatives (e.g., community-based fisheries management, agroforestry projects).
 - **Discussion:** Group discussion on local resources and the challenges faced in Sierra Leone regarding sustainable management.
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Duration: 1.5 hours

Session 4.2: Global and Local Initiatives in Sustainable Resource Management

Learning Objectives:

- Learn about international frameworks and agreements related to sustainable resource management.
- Explore local initiatives and best practices in Sierra Leone and how they align with global goals.
- Understand the role of various stakeholders, including government, NGOs, and communities, in sustainable resource management.

Content:

- **International Frameworks:** Overview of key international agreements and frameworks that promote sustainable resource management, including:
 - **United Nations Sustainable Development Goals (SDGs):** Focus on Goal 12 (Responsible Consumption and Production) and Goal 15 (Life on Land).
 - **Convention on Biological Diversity:** Importance of biodiversity conservation and sustainable use of biological resources.
 - **Paris Agreement:** Implications for resource management in the context of climate change.
- **Local Initiatives:** Highlight successful local initiatives in Sierra Leone, such as community forestry programs, sustainable agriculture practices, and regional fisheries management.
- **Stakeholder Roles:** This section will discuss the roles of government agencies, NGOs, communities, and the private sector in promoting sustainable resource management and the importance of collaboration and partnerships for effective resource management.

Methodology:

- **Lecture:** Overview of global and local initiatives, frameworks, and stakeholder roles in sustainable resource management.
- **Panel Discussion:** Invite local experts or practitioners to discuss their experiences and challenges in implementing sustainable resource management initiatives.
- **Group Exercise:** Participants will work in groups to identify local resources, stakeholders, and ongoing initiatives related to sustainable resource management.

Duration: 2 hours

Session 4.3: Best Practices in Sustainable Resource Management

Learning Objectives:

- Identify best practices in sustainable resource management across various sectors.
- Understand the importance of community involvement and traditional knowledge in resource management.
- Learn about innovative solutions and technologies for promoting sustainability.

Content:

- **Best Practices in Different Sectors:**
 - **Agriculture:** Introduction to sustainable agricultural practices, including permaculture, organic farming, and agroecology.
 - **Water Management:** Techniques for sustainable water management, including integrated water resources management (IWRM), watershed management, and water conservation methods.
 - **Fisheries:** Overview of sustainable fishing practices, including catch limits, marine protected areas, and community-managed fisheries.
 - **Forestry:** Sustainable forest management techniques, including selective logging, agroforestry, and community forestry initiatives.
- **Community Involvement:** The importance of involving local communities in resource management decisions and incorporating traditional knowledge and practices into modern management strategies.
- **Innovative Solutions:** Exploration of innovative technologies and practices that promote sustainability, such as precision agriculture, renewable energy solutions, and digital platforms for resource monitoring.

Methodology:

- **Case Studies:** Participants will review successful case studies from various sectors demonstrating best practices in sustainable resource management.
- **Group Discussion:** Discuss local best practices and how they can be implemented or improved in Sierra Leone.
- **Field Examples:** Participants will be encouraged to share examples of successful practices they have witnessed in their communities.

Duration: 2 hours

Session 4.4: The Role of Journalists in Advocating for Sustainable Resource Management

Learning Objectives:

- Understand the importance of journalism in raising awareness about sustainable resource management.
- Learn strategies for effective advocacy through environmental journalism.

- Develop skills to engage with stakeholders and policymakers on sustainable resource issues.

Content:

- **The Journalist's Role:** How journalists can influence public perception and policy regarding sustainable resource management. The importance of accurate reporting in shaping sustainable practices.
- **Advocacy Strategies:** Techniques for effective advocacy through storytelling, including highlighting success stories, exposing challenges, and mobilising public opinion.
- **Engaging Stakeholders:** Building relationships with key stakeholders, including government officials, NGOs, and community leaders, to promote dialogue on sustainable resource management.
- **Crafting Compelling Narratives:** Techniques for writing impactful articles that resonate with readers and drive change. How can voices from affected communities be included to give a human perspective on resource issues?

Methodology:

- **Workshop:** Participants will draft a short article or pitch that advocates for a local sustainable resource management issue, using strategies discussed in the session.
- **Role-Playing:** Participants will engage in role-playing exercises to practice communicating with stakeholders and advocating for sustainable practices.
- **Feedback Session:** Participants will share their articles or pitches with the group for constructive feedback.

Duration: 2 hours

Session 4.5: Field Visits and Practical Application**Learning Objectives:**

- Apply learned concepts in real-world settings to observe sustainable resource management practices.
- Engage with local stakeholders and communities involved in resource management.
- Gather material for reporting on sustainable resource management issues.

Content:

- **Field Visit Preparation:** This section provides an overview of the objectives of field visits and what participants should look for in terms of sustainable practices and community involvement.
 - **Field Visits:** Participants will visit selected sites (e.g., local agricultural farms practising sustainable methods, community-managed forests, or fisheries) to observe best practices.
 - **Engagement with Local Communities:** Opportunities to interact with community members and stakeholders and ask questions about their experiences and challenges related to sustainable resource management.
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- **Reporting from the Field:** Guidelines for gathering material (notes, photos, interviews) to inform future reporting on sustainable resource management.

Methodology:

- **Field Trip:** Organized visits to local sites exemplifying sustainable resource management practices.
- **Group Reflection:** After the visits, participants will gather to share observations, insights, and potential story ideas based on their experiences.

Duration: Half-day (4 hours)

Assessment and Practical Application for Module 4:

1. **Article Assignment:** Participants will write an article focusing on a specific sustainable resource management issue observed during the field visits. The article should highlight best practices, challenges, and community perspectives.
2. **Pitch Presentation:** Participants will present their article ideas to the group, explaining their chosen focus, the stakeholders involved, and the expected impact of their reporting.
3. **Reflection Journal:** Each participant will maintain a reflection journal throughout the module, documenting their learning experiences, challenges faced, and insights gained regarding sustainable resource management.

Module 5: Policy Advocacy

Objective:

This module aims to effectively equip journalists with the skills and knowledge necessary to advocate for environmental policies through evidence-based journalism. Participants will learn how to analyse and communicate policy issues, engage stakeholders, and leverage their reporting to influence policy decisions that promote environmental sustainability.

Session 5.1: Understanding Environmental Policy

Learning Objectives:

- Define critical concepts related to environmental policy and advocacy.
- Identify the main stakeholders involved in local, national, and international environmental policy-making.
- Understand the policy cycle and the role of journalism in each stage.

Content:

- **What is Environmental Policy?** An overview of environmental policy, its goals, and its importance in addressing ecological issues.
- **Stakeholders in Environmental Policy:** Identify the various stakeholders involved, including government agencies, NGOs, community organisations, and the private sector.
- **The Policy Cycle:** Introduction to the stages of the policy cycle, including agenda setting, formulation, adoption, implementation, and evaluation. Discussion on how journalists can engage at each stage.

Methodology:

- **Lecture:** Present the key concepts and stages of the policy cycle.
- **Group Discussion:** Participants will discuss the stakeholders involved in specific environmental policies with which they are familiar.
- **Case Study:** Analyze a successful environmental policy initiative to illustrate the policy cycle in action.

Duration: 1.5 hours

Session 5.2: Researching Environmental Policies

Learning Objectives:

- Develop skills to conduct thorough research on environmental policies and issues.
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- Identify credible sources of information, including government reports, academic studies, and expert opinions.
- Learn how to analyse and interpret data related to environmental policies.

Content:

- **Research Techniques:** Overview of effective research strategies, including online databases, government resources, and academic journals.
- **Data Analysis:** Introduction to basic data analysis techniques, including interpreting statistics, understanding key performance indicators, and using data visualisation tools.
- **Credible Sources:** Identify credible sources and differentiate between reliable and unreliable information.

Methodology:

- **Workshop:** This is a hands-on research exercise in which participants will practice finding and evaluating sources related to a specific environmental policy issue.
- **Data Analysis Exercise:** Participants will work with data relevant to an environmental issue, practising data interpretation and visualisation.

Duration: 2 hours

Session 5.3: Crafting Evidence-Based Stories**Learning Objectives:**

- Learn how to craft compelling narratives using evidence-based research.
- Understand the importance of incorporating diverse perspectives and voices in environmental reporting.
- Develop skills to communicate complex policy issues clearly and effectively to the public.

Content:

- **The Importance of Evidence:** Discuss the role of evidence in supporting journalistic integrity and credibility in environmental reporting.
- **Storytelling Techniques:** Techniques for structuring a narrative incorporating data, personal stories, and expert opinions to enhance engagement.
- **Diverse Perspectives:** Including the voices of affected communities, policymakers, and experts is essential to provide a comprehensive view of the issue.

Methodology:

- **Writing Workshop:** Participants will draft a short article or op-ed on an environmental policy issue, using evidence and diverse perspectives.
 - **Peer Review:** Participants will exchange articles for feedback and suggestions on clarity, structure, and use of evidence.
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Duration: 2 hours

Session 5.4: Engaging Stakeholders and Policymakers

Learning Objectives:

- Develop strategies for effectively engaging with stakeholders and policymakers.
- Understand the importance of building relationships for successful advocacy.
- Learn how to organise and conduct interviews with policymakers and key stakeholders.

Content:

- **Strategies for Engagement:** Discuss strategies for reaching out to and building relationships with key stakeholders, including government officials, NGOs, and community leaders.
- **Conducting Interviews:** Techniques for preparing for and conducting stakeholder interviews, including developing questions and active listening skills.
- **Advocacy Through Reporting:** Explore how journalists can use their reports to advocate for specific policy changes and engage their audience in discussions about environmental issues.

Methodology:

- **Role-Playing:** Participants will engage in role-playing exercises where they practice stakeholder interviews, focusing on effective communication techniques.
- **Group Discussion:** Discuss experiences and challenges in engaging with stakeholders in environmental reporting.

Duration: 2 hours

Session 5.5: Field Visit and Practical Application

Learning Objectives:

- Apply learned advocacy techniques in a real-world setting.
- Engage with local stakeholders involved in environmental policy-making.
- Gather material for reporting on policy issues.

Content:

- **Field Visit Preparation:** Overview of the objectives for the field visit and what participants should look for regarding stakeholder engagement and policy discussions.
 - **Field Visits:** Participants will visit local organisations, government agencies, or community meetings focused on environmental policy issues.
 - **Engagement with Stakeholders:** Opportunities to interact with stakeholders, ask questions, and gather insights about local environmental policies.
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Methodology:

- **Field Trip:** Organized visits to relevant local sites to observe and engage with stakeholders.
- **Debriefing Session:** After the visits, participants will gather to share observations, insights, and potential story ideas based on their experiences.

Duration: Half-day (4 hours)