

Call for Proposal Information Pack
Communicating Science for Climate Action
Malaysia

1. Background & Introduction

We are seeing the consequences of global warming today in many fronts, predominantly as a result of the significant amount of greenhouse gas emission that occurred within the past few decades. Urgent and efficient strategies and action plans are crucial to adapt to and mitigate the impacts of climate change. At a global level, the UN Framework Convention on Climate Change (UNFCCC) is an international environmental treaty that is central to collective action. The United Nations Climate Change Conference, also known as COP, is held yearly to assess climate change adaptation and mitigation progress globally. In 2021, the UK, in partnership with Italy, will be hosting COP26 in Glasgow, Scotland, from 1st to 12th November.

Climate change science plays a key role in forming the foundation of knowledge and understanding of climate change. This then contributes to the development of effective approaches to address this crisis. While science-backed information about climate change is widely available, the level of uptake and understanding on it differs across stakeholders. Ensuring effective communication of Climate Science for credible climate action, especially to those who have a key role in pivoting action for climate change, is a critical step in the fight against climate change.

To enhance understanding of the science behind the drivers and impact of climate change, as well as to accentuate the science and innovations available to tackle climate change, the British High Commission Kuala Lumpur, supported by EcoKnights, is organising 'Communicating Science for Climate Action' project. We are inviting science communication experts and enthusiasts to design unique strategies to enable effective communication of climate and climate change science to selected target stakeholders. The project designs must harness the scientific evidence, data analysed and reported in the provided IPCC reports and any other scientific findings reported by established organisation as well as share high quality Research and Innovation findings relevant to the selected sector.

2. Objectives

- a. To support climate science knowledge uptake and to enhance understanding of the science behind the drivers and impact of climate change among various stakeholders in Malaysia.
- b. To encourage more people to take robust climate action at individual, community and national level.
- c. To boost the science communication field by inculcating scientific literacy among the general public, enabling individuals the opportunity to interact with scientists and experts.
- d. To increase scientific awareness and prompt an enabling system that will utilise scientific evidence to effectively drive social and economic progress.

3. Timeline

- a. Proposal submissions will be accepted from the 14th of December 2020 until the 24th of January 2021.
- b. There will be a virtual briefing session for interested participants on the 23rd of December 2020, which will cover proposal development as well as to address FAQs.
- c. The winners will be announced on 2nd February 2021.
- d. Selected project winners will be required to participate in training sessions. More information about this will be given at a later date.
- e. The project is expected to begin on the 15th of February 2021 and must be completed by 18th April 2021.
- f. Submission of final report by project leads needs to be by the 17th of May 2021.

4. Budget

Each project will be awarded **RM13 500** to implement this project. Please include a budget breakdown and expenditure as part of the proposal submission.

5. Report Resources & Targeted Communities

Your project must cater to one of the communities and predominantly be based on the reports identified below. Additional inputs are to be drawn from experts' advisors that will be connected to each team upon selection.

Only one team will be selected for each topic.

The topics (link to IPCC reports)	Target Communities	Reports Resource
Oceans and Climate Change	Coastal communities Selected location with strong reason - priority to rural settlements	IPCC Special Report: Ocean and Cryosphere in a Changing Climate
Land and Climate Change	Agriculture communities Selected location with strong reason - priority to rural settlements	IPCC Report: Climate Change and Land
IPCC Reports on Global Warming	Teachers/Educators (educational perspective/science communication)	IPCC Report: Global Warming of 1.5°C Suggested Chapter to Focus; Chapter 2; Mitigation pathways compatible with 1.5°C in the context of sustainable development & Chapter 3 ; Impacts of 1.5°C global warming on natural and human systems
IPCC Reports on Global Warming	Media Communities	IPCC Report: Global Warming of 1.5°C Suggested Chapter to Focus; Chapter 3 ; Impacts of 1.5°C global warming on natural and human systems & 4 ; Strengthening and implementing the global response

Economics of Climate Change	Business Communities	IPCC; AR5; C17: Economics of Adaptation
		IPCC; AR5; C10: Key Economic Sectors
		UK Climate Change Risk Assessment 2017 Evidence Report Technical Chapters: Business and Industry

Please take note that only upon final selection will the selected groups be linked to the relevant UK and Malaysia scientists and experts for in-depth subject guidance. These advisors have either been involved in the development of the respective IPCC reports and/or actively working in the target sector.

For more information about the advisors, kindly check the [website](#) regularly for updates on our database.

6. How to Apply

To apply for this initiative, those who are interested are required to apply by using the proposal and budgeting template that can be found on the [website](#). Proposals are to be submitted via the application submission portal, latest by 24th of January 2021.

Proposals must include:

- a. Proposal Submission Form (Online)
- b. Narrative Proposal
- c. Budget Expenditure & Breakdown

7. Who is eligible to apply?

- a. A group of individuals of at least 5 members (eg. youth-led organisations/movements, university groups from both UK and Malaysia, NGOs/CSOs)
- b. Project lead must be Malaysian

c. Project leader should have considerable experience and exposure in delivering programmes, minimum 1 year of project management OR at least have handled 3 projects. We encourage groups to showcase diversity from background, age and gender aspects.

8. Selection Process

Submitted proposals will undergo screening process by the British High Commission Kuala Lumpur and EcoKnights. All applicants will be contacted about the outcome.

9. Selection Criteria

Project proposals that meet the following criteria will stand better chances of receiving the award.

- a. Clear and distinct techniques, tools and strategies to communicate climate science effectively
- b. Strong reasoning behind the selection of target group and target sector. It will be good to showcase that you have basic observation or understanding on current perception among the target group on climate change and how your project will bring changes to these perceptions.
- c. Innovative, personalised and localised techniques that will develop strong engagement with the participants of the project. The key is how different and ground-breaking your approach is. We **highly encourage** partnership with policy-makers, government (federal and state) bodies and registered associations relevant to designated target stakeholder groups to develop the proposal; these will be highly regarded during the selection process.
- d. Traditional approaches or usage of latest technologies is welcome. Proposals that clearly articulate which aspects of the science will be communicated, how feasible it is to promote understanding, and showcase good assessment strategy of the applied techniques will be highly regarded.
- e. Showcase of an existing connection/involvement to the target stakeholders is an added advantage.
- f. Showcase reasonable understanding on the suggested IPCC Report chosen to be worked on, and clearly indicate the content that will be extracted from the report for communication.
- g. Aimed at key group of the target stakeholder that has a clear and strong connection to climate change either from impact, mitigation or management perspective.

- h. Well defined communication and marketing strategies.
- i. Project reports from participants must be submitted by the 17th of May 2021.

10. Expected project outcomes

For the targeted community to:

- a. Understand the drivers of climate change, current trend and expected trend in global warming.
- b. Understand the impact of climate change better in terms of the risks, resilience of our ecosystems, national resource security, and the social and economic implication especially at a personal or community level.
- c. Develop the knowledge on potential ways to contribute in mitigating climate change.
- d. Develop the knowledge capacity and awareness to adapt to the impact of climate change.
- e. Appreciate the stability of earth's life-support systems; it is essential for human resilience to global changes. To understand the interdependencies, co-benefits and trade-offs across environment-human dimensions and for any prospect of sustainable development.
- f. Be aware of the multiple international initiatives in place to push and support global action for climate change including the IPCC, SDGs and UNFCCC.

For the winning team to:

- a. Provide a final report once the project is delivered and completed. Report consists of a summary of the processes and engagements undertaken, compact and concise review and assessment on the techniques used and discussion on the outcome observed from the project. More details are provided in the [report template](#).

11. Provisions to Adhere

The selected project winners have responsibilities to:

- a. Formulate the concept and strategy of activities implementation as aligned to the Call for Proposal information pack.
- b. Dedicate at least one communication staff to coordinate with the Communications Team of EcoKnights to develop and implement the project. They must update any activities that will be conducted to EcoKnights at least 7 working days in advance.
- c. Develop a working plan, timeline and budget of the project.

- d. Manage all documents related to the project implementation.
- e. Document every activity in various multimedia (written, photos, videos).
- f. Submit a final project report adhering to the provided template and timeline.