Climate Change Communication Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Climate change is one of the most urgent global challenges, requiring not only scientific solutions but also effective communication, public engagement, and behavior change strategies. *Climate Change Communication Training Course* is designed to equip participants with advanced climate literacy, science communication skills, digital advocacy tools, and strategic storytelling techniques to translate complex environmental data into clear, compelling, and actionable messages. The course integrates climate journalism, risk communication, sustainability narratives, and behavioral science insights to empower participants to influence policy, communities, and corporate action.

In an era dominated by misinformation, greenwashing, and digital information overload, communicators must master climate storytelling, social media engagement, stakeholder mapping, and data-driven advocacy. This training provides practical, real-world applications through case studies from global climate campaigns, disaster risk communication, and environmental activism. Participants will gain hands-on experience in designing impactful climate campaigns, mobilizing communities, and leveraging AI-driven communication tools to accelerate climate awareness and sustainability transformation.

Programme Curriculum

Climate Change Communication Training Course

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Course Duration

5 days

Course Objectives

1. Develop advanced climate change communication strategies
2. Strengthen science-based environmental storytelling
3. Enhance public awareness and climate literacy campaigns
4. Apply behavior change communication (BCC) models
5. Design digital climate advocacy and social media campaigns
6. Combat climate misinformation and greenwashing narratives
7. Build skills in risk and crisis communication for climate disasters
8. Integrate data visualization for climate impact reporting
9. Master stakeholder engagement and policy communication
10. Develop community-based climate adaptation messaging
11. Use AI tools for climate communication optimization
12. Create sustainable branding and ESG communication strategies
13. Strengthen global climate activism and youth engagement strategies

Target Audience

1. Environmental journalists and media professionals
2. NGO and climate advocacy workers
3. Government policy and environmental officers
4. Corporate ESG and sustainability managers
5. Teachers, educators, and academic researchers
6. Social media influencers and digital creators
7. Public health and disaster risk communication officers
8. Youth activists and climate movement leaders

Course Modules

Module 1: Foundations of Climate Science Communication

- Climate science basics and key global warming indicators
- Translating scientific jargon into public language
- Understanding audience perception of climate risk
- Communication ethics in environmental messaging
- Climate misinformation detection strategies
- **Case Study:** IPCC climate reports simplified communication campaigns

Module 2: Climate Storytelling & Narrative Building

- Power of storytelling in environmental change
- Emotional vs data-driven narratives
- Framing climate stories for different audiences
- Visual storytelling and documentary impact
- Indigenous and local climate narratives
- **Case Study:** “Before the Flood” documentary campaign impact

Module 3: Digital Climate Advocacy & Social Media Strategy

- Building viral climate campaigns
- Hashtag activism and trend engineering
- Platform-specific content strategies
- Influencer collaboration for climate awareness
- Metrics and engagement tracking
- **Case Study:** #FridaysForFuture global youth movement

Module 4: Climate Risk & Crisis Communication

- Communicating floods, droughts, and disasters
- Emergency communication frameworks
- Public trust during climate crises
- Early warning communication systems
- Media coordination during disasters
- **Case Study:** Cyclone Idai communication response

Module 5: Climate Misinformation & Greenwashing

- Identifying fake climate narratives
- Corporate greenwashing analysis
- Fact-checking tools and verification systems
- Media literacy for climate content
- Counter-narrative development
- **Case Study:** Fossil fuel advertising misinformation campaigns

Module 6: Data Visualization & Climate Reporting

- Climate dashboards and infographics
- Turning data into visual stories
- GIS mapping for climate impact
- Interactive climate reporting tools
- Data-driven journalism techniques
- **Case Study:** NASA climate visualization projects

Module 7: Policy Communication & Stakeholder Engagement

- Communicating climate policies effectively
- Multi-stakeholder dialogue strategies
- Government and NGO collaboration models
- Climate negotiation communication basics
- Advocacy for policy change
- **Case Study:** Paris Agreement communication strategy

Module 8: Community Engagement & Climate Action Campaigns

- Grassroots mobilization strategies
- Community-based adaptation messaging
- Youth-led climate initiatives
- Behavioral nudges for sustainability
- Measuring campaign impact
- **Case Study:** Clean cookstove adoption campaigns in Africa

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com