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DISSEMINATION STRATEGY

LEVERAGING ARTIFICIAL INTELLIGENCE FOR CLIMATE RESILIENCE SOLUTIONS

Submitted by:
Africa Research and Impact Network (ARIN)

To:
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Introduction

The Math4CCR project, *Leveraging Mathematical Sciences for Climate Resilience Solutions in Africa*, represents a pioneering approach to tackling climate resilience challenges by integrating mathematical sciences and Artificial Intelligence (AI). Recognizing the pressing need for advanced climate information systems in Africa, Math4CCR aims to empower a new generation of early-career researchers and policymakers with the skills to leverage AI for resilience planning.

With mathematical AI offering transformative potential, this project will deliver capacity-building programs, create institutional frameworks, and cultivate a network of climate-focused AI experts across the continent. Our dissemination strategy outlines a targeted approach to engage key stakeholders, including academia, policymakers, climate scientists, and practitioners. Through a series of focused activities, from capacity-building sessions and policy roundtables to community-building events, this strategy aims to raise awareness, enhance collaborative partnerships, and ensure that Math4CCR's insights and resources reach those best positioned to apply them in climate action.

1. Objectives

The dissemination strategy aims to:

- Raise awareness and knowledge of the Math4CCR project among target audiences.
- Engage stakeholders, including academia, policymakers, climate change experts, and practitioners, to maximize project impact.
- Facilitate the transfer of project findings to improve resilience planning through mathematical AI.
- Highlight the significance of mathematical sciences and AI in enhancing climate resilience.
- Foster collaboration and build partnerships among mathematicians, climate scientists, and practitioners for sustained climate resilience efforts.

2. Target Audience

To maximize impact, target audiences will be divided as follows:

- **Academia**: Researchers, students, and universities across Africa (University of Nairobi, Makerere University, Masinde Muliro University of Science and Technology).
- **Policy and Decision-Makers**: African government bodies, climate-focused NGOs, and the African Union (AU).
- **Climate and Data Science Practitioners**: Climate scientists, AI and data experts, and organizations such as AI for Earth.
- **Development Partners and Funders**: Organizations like IDRC, ACDI, and the UN Environment Programme.
- **Media and Public**: Journalists, bloggers, and influencers focused on climate action and AI.

3. Key Messages

The dissemination strategy will communicate the following key messages:

1. **Climate Resilience through Mathematical AI**: Demonstrate the role of AI and mathematical sciences in predicting climate risks and planning for resilience.
2. **Empowering African Researchers**: Highlight the training and capacity-building aspects of Math4CCR, emphasizing opportunities for early-career researchers.
3. **Long-term Institutionalization**: Promote the development of curricula, policy labs, and regional outreach efforts that embed climate-focused AI in African institutions.
4. **Innovative Outcomes and Solutions**: Emphasize the project's outcomes, including publications, policy briefs, and case studies, which will serve as resources for broader climate action efforts.

4. Dissemination Phases

Phase 1: Awareness and Engagement (Project Launch)

- **Announcement**: Publish a launch post on ARIN's website and social media channels, tagging partner organizations.
- **Press Release**: Issue a press release to African and international media outlets highlighting the project's goals and relevance.
- **Webinar**: Host an introductory webinar for stakeholders, detailing project goals, phases, and expected impacts.
- **Email**: ARIN's stakeholder database to distribute information to its network, promoting the project to a broader audience.

Phase 2: Capacity-Building Phase (Training, Institutionalization, and Community Building)

- **Project Blog Series**: Monthly blog posts on ARIN's website, with each post focusing on specific aspects of Math4CCR, such as AI training or curriculum development.
- **Social Media Campaign**: Weekly updates on Twitter and LinkedIn with project progress, fellowship opportunities, and partner spotlights.
- **Video Testimonials**: Capture video testimonials from trainees and early-career researchers sharing their experiences with Math4CCR to increase engagement.

Phase 3: Mid-Project Outreach and Stakeholder Feedback

- **Policy Labs and Roundtables**: Organize policy labs and round-tables with government officials, policymakers, and researchers to gather feedback and adapt project implementation accordingly.
- **Progress Report**: Publish a mid-term report summarizing initial findings and outcomes, disseminating through academic journals, partner sites, webinars and conferences.

- **Infographics and Visuals**: Develop visual summaries of project insights, such as gender distribution in training, AI case studies, and fellowship metrics.

Phase 4: Project Conclusion and Legacy Building

- **Final Report and Case Studies**: Publish a comprehensive report that includes case studies, lessons learned, and recommendations for policymakers.
- **Book Volume/Special Issue**: Create a dedicated publication (book or journal special issue) compiling key project findings, research papers, and case studies.
- **Annual Math4CCR Conference**: Host an end-of-project conference with stakeholders, showcasing project outcomes and facilitating dialogue on future applications of mathematical AI in resilience.
- **Outreach and Partnerships**: Engage potential funders, NGOs, and academic institutions to explore follow-up projects and funding for ongoing AI climate resilience initiatives.

5. Channels and Tools

1. **Website and Blog**: ARIN's dedicated Math4CCR page will host resources, publications, project milestones, and blogs.
2. **Social media (Twitter, LinkedIn,)**: Regular updates, insights, and fellowship opportunities with a focus on AI and climate resilience.
3. **Email Campaigns**: Regular updates on project progress, including training opportunities and event invitations, to ARIN's subscribers and partner networks.
4. **Academic and Policy Journals**: Target publications in climate and AI journals for academic credibility and reach.
5. **Conferences and Workshops**: Present findings at African climate forums, AI summits, and resilience conferences.

6. Monitoring and Evaluation

- **Metrics**: Track reach (e.g., social media analytics, website visits), engagement (e.g., webinar attendees), and conversion (e.g., registration for fellowships, attendance at events).
- **Feedback Mechanisms**: Utilize surveys post-events, webinars, and training to assess participant satisfaction and learning.
- **Partnership Impact**: Measure collaborative outcomes with institutions such as curriculum uptake and policy recommendations integration.

7. Timeline

Phase	Activities	Timeline
Launch Phase	Launch event, press release, social media announcement	Q4 2024
Capacity Building	Training sessions, blog series, social media campaign	Q1 - Q3 2025
Mid-Project Review	Policy labs, progress reports, visuals	Q3 2025
Conclusion and Legacy	Final conference, book volume, outreach for continuation	Q4 2025 - Q1 2026

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