








TOOL 5 | Data, Media, and Policy – Needs and Solutions

Learning Objective	Understand the relation between media, policy, and data and what can be done to increase effectiveness of policies	
Learning Outcome	After use of the tool, participants will <ul style="list-style-type: none"> ▶ understand: <ul style="list-style-type: none"> ▶ the relationships between policy, data, and media ▶ how data can be used and misused ▶ be able to: <ul style="list-style-type: none"> ▶ plan for better data, policy, and media relations 	
Target Group	All	
Type	 	Duration 90 minutes
Use	 	Participants 12-25
Complexity	Medium	
Material Needed	 <ul style="list-style-type: none"> ▶ Flipchart per group and markers ▶ Group working rooms 	
	 <ul style="list-style-type: none"> ▶ Breakout rooms ▶ Whiteboard per breakout room 	
Preparation Steps	Prepare flipcharts	
Implementation Steps	<ul style="list-style-type: none"> ▶ Remind participants of the relation (triangle) of data, media, and policy (Module 2, slide “The relationship between data, policy and the media”) ▶ Build four groups of participants (public, media, policymaker, data-collector) ▶ Each group to define five points (on a flipchart) on the individual needs and interest of the group (public, media, policymaker, data-collector) regarding data on HMCCC (we want...from...) ▶ Let all groups present in plenary ▶ Let groups discuss what can be agreed on regarding the “wishes” and what cannot and possibly how (by going through the flipcharts) 	
Module		

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Prior Knowledge (Module)	<div><div>1</div><div>2</div></div>
Remarks / Reminders	<div><div>►</div><div>Could also be done as a stakeholder expectation matrix in plenary (in case that tool has not been used already): → see tool: Climate Mobility Toolbox - Tool “Stakeholder Expectations”</div></div>