

# Inaugural ABCG Media Science Cafe



PR Report, September 12<sup>th</sup> 2023

# Summary

Beeline Communications supported ABCG during inaugural Science Café with Media for Environment, Science Health and Agriculture Mesha held in Nairobi on August 22nd, 2023.

The Event brought together science journalists from Across Africa and regional Conservation Directors under ABCG and other likeminded organizations

The Agency also assisted ABCG in finding suitable panelists and speakers for the event.

## Panelists

1. Fred Kwame Kumah, AWF
2. Ken Mwathe, Bird Life
3. Rubina James, ABCG
4. Paul Gacheru, Nature Kenya
5. Wanjohi Kabukuru, Award Winning Journalist

## Moderator

Evelyn Namvua, ABCG





# Summary

The Agency invited the media, coordinated the event including recording of audio visual material for use and also facilitated the media with access to the conference material required for them to file their stories

A total of **24** journalists attended the event; **18** from across Kenya and **6** from other African countries namely Uganda, Rwanda, Tanzania and Nigeria.

Most of the journalists said they had learnt so much from the forum and would like to continue participating in similar events so as to improve their science reporting skills

The event also created a platform for the media and conservation directors to interact one on one and learn from each other

Other than the panelists and journalists, communication teams from other conservation organizations attended the event among them AWF, Birdlife International and the Wetlands International.



# Media Coverage Report

**Online Coverage**

7 hits

USD 11,650 advertising value





# Talk Africa



Home > Climate Change

Climate Change Environment

## There Is An Urgent Need To Heal Humanity's Broken Relationship With Nature

August 25, 2023 108 0



*In The Agriculture Sector, There Will Be Shorter Growing Seasons And Net Crop Revenues Are Projected To Fall By 90% In Africa By 2100. Photo Joyce Chimbi.*

**Country:** Pan-African

**Publication:** Talk Africa

**Media tier:** One

**Date:** 25<sup>th</sup> August 2023

**Ave (USD):** 1,800

**Link:** <https://www.talkafrica.co.ke/28560-2/>

**Title:** There is an urgent need to heal humanity's broken relationship with nature



## Climate change: Governments urged to seize the moment at COP28

AUGUST 29, 2023 · BY MESHA

By Aghan Daniel

The forthcoming United Nations Conference of Parties (COP28) is an opportunity for governments to put nature at the heart of efforts to address the climate crisis, biodiversity experts have said.

Ken Mwathe, the Policy, Climate and Communications Coordinator at BirdLife International, Africa, said governments

**Country:** Kenya

**Publication:** Mesha

**Media tier:** One

**Date:** 29<sup>th</sup> August 2023

**Ave (USD):** 1,500

**Link:** <https://meshascience.org/climate-change-governments-urged-to-seize-the-moment-at-cop28/>

**Title:** Climate Change: Governments urged to seize the moment at COP28

# The Star



## NATURE

### Africa can use nature for power bargain - Environmentalists say

*African Wildlife Foundation says that Africa is home to more than a third of the world's ecosystems.*

#### In Summary

- The Organisation's Vice President of Global Leadership, Fred Kwame said being home to more than a third of the world's ecosystems, nature presents Africa with an untapped investment and green development opportunity.
- He said global biodiversity conservation and climate agenda should be twinned with Africa because the former two could not succeed without Africa.

by **LOISE MACHARIA**

Rift Valley  
30 August 2023 - 20:51

[Read E-Paper](#)

**Country:** Kenya

**Publication:** Star

**Media tier:** One

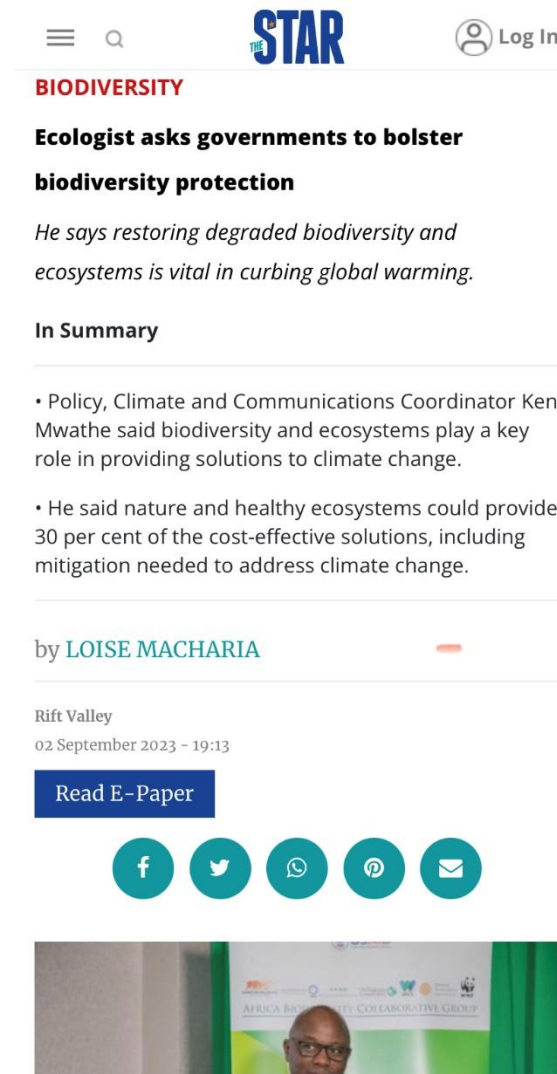
**Date:** 30<sup>th</sup> August 2023

**Ave (USD):** 1,650

**Link:** <https://www.the-star.co.ke/counties/rift-valley/2023-08-30-africa-can-use-nature-for-power-bargain-environmentalists-say/>

**Title:** Africa can use nature for power bargain – Environmentalists say

# The Star



The screenshot shows the top of a news article on The Star website. At the top left is a menu icon, a search icon, and the 'The STAR' logo. To the right is a 'Log In' button with a user icon. Below this is a red header for 'BIODIVERSITY'. The main headline reads 'Ecologist asks governments to bolster biodiversity protection'. A sub-headline says 'He says restoring degraded biodiversity and ecosystems is vital in curbing global warming.' Below this is an 'In Summary' section with two bullet points: 'Policy, Climate and Communications Coordinator Ken Mwathe said biodiversity and ecosystems play a key role in providing solutions to climate change.' and 'He said nature and healthy ecosystems could provide 30 per cent of the cost-effective solutions, including mitigation needed to address climate change.' The author is listed as 'by LOISE MACHARIA'. Below the author is the location 'Rift Valley' and the date '02 September 2023 - 19:13'. A blue button says 'Read E-Paper'. Below the button are five social media icons: Facebook, Twitter, WhatsApp, Pinterest, and Email. At the bottom of the screenshot is a photo of a man speaking at a podium with logos for 'AFRICA BIODIVERSITY COLLABORATIVE GROUP' and other organizations.

**Country:** Kenya

**Publication:** Star

**Media tier:** One

**Date:** 2<sup>nd</sup> September 2023

**Ave (USD):** 1,650

**Link:** <https://www.the-star.co.ke/counties/rift-valley/2023-09-02-ecologist-asks-governments-to-bolster-biodiversity-protection/>

**Title:** Ecologist asks governments to bolster biodiversity protection



# The Star



## ENVIRONMENTAL AGREEMENT

### Two international groups commit to conserve Africa's habitat

*They signed an MoU to address climate change, biodiversity loss and pollution.*

#### In Summary

- ABCG Director Africa Rubina James said the agreement will also address the most urgent triple planetary crises.
- She said the MoU comes at a time Kenya is hosting the Africa Climate Summit starting September 4 to build momentum for urgent climate action.

by [LOISE MACHARIA](#)

Rift Valley  
03 September 2023 - 18:17

[Read E-Paper](#)



**Country:** Kenya

**Publication:** Star

**Media tier:** One

**Date:** 3rd September 2023

**Ave (USD):** 1,650

**Link:** <https://www.the-star.co.ke/counties/rift-valley/2023-09-03-two-international-groups-commit-to-serve-africas-habitat/>

**Title:** Two international groups commit to conserve Africa's habitat

# Science Africa

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By Sharon Atieno

With more than a third of global ecosystems present in Africa, investment in biodiversity is crucial to drive sustainable development while mitigating and potentially avoiding climate change shocks in the continent.

This is according to experts attending a Media for Environment, Science, Health and Agriculture (MESH) café on Global Biodiversity Framework (GBF) to achieve sustainable development.



**Country:** Pan-African

**Publication:** Science Africa

**Media tier:** One

**Date:** 3rd September 2023

**Ave (USD):** 1,800

**Link:** <https://news.scienceafrica.co.ke/african-countries-urged-to-invest-adequately-in-biodiversity/>

**Title:** African Countries Urged to invest

# Health Business



## Climate experts urge developed countries and donors to fulfil funding pledges on the ongoing adverse effects of climate change

by **Mike Mwaniki** — September 7, 2023



Share This:



Developed countries and donors have been faulted for failing to fulfil pledges made 14 years ago to allocate

**Country:** East African

**Publication:** Health Business

**Media tier:** One

**Date:** 7<sup>th</sup> September 2023

**Ave (USD):** 1,600

**Link:** <https://healthbusiness.co.ke/6926/climate-experts-urge-developed-countries-and-donors-to-fulfil-funding-pledges-on-the-ongoing-adverse-effects-of-climate-change/>

**Title:** Climate experts urge developed countries and donors to fulfil funding pledges on the ongoing adverse effects of climate change

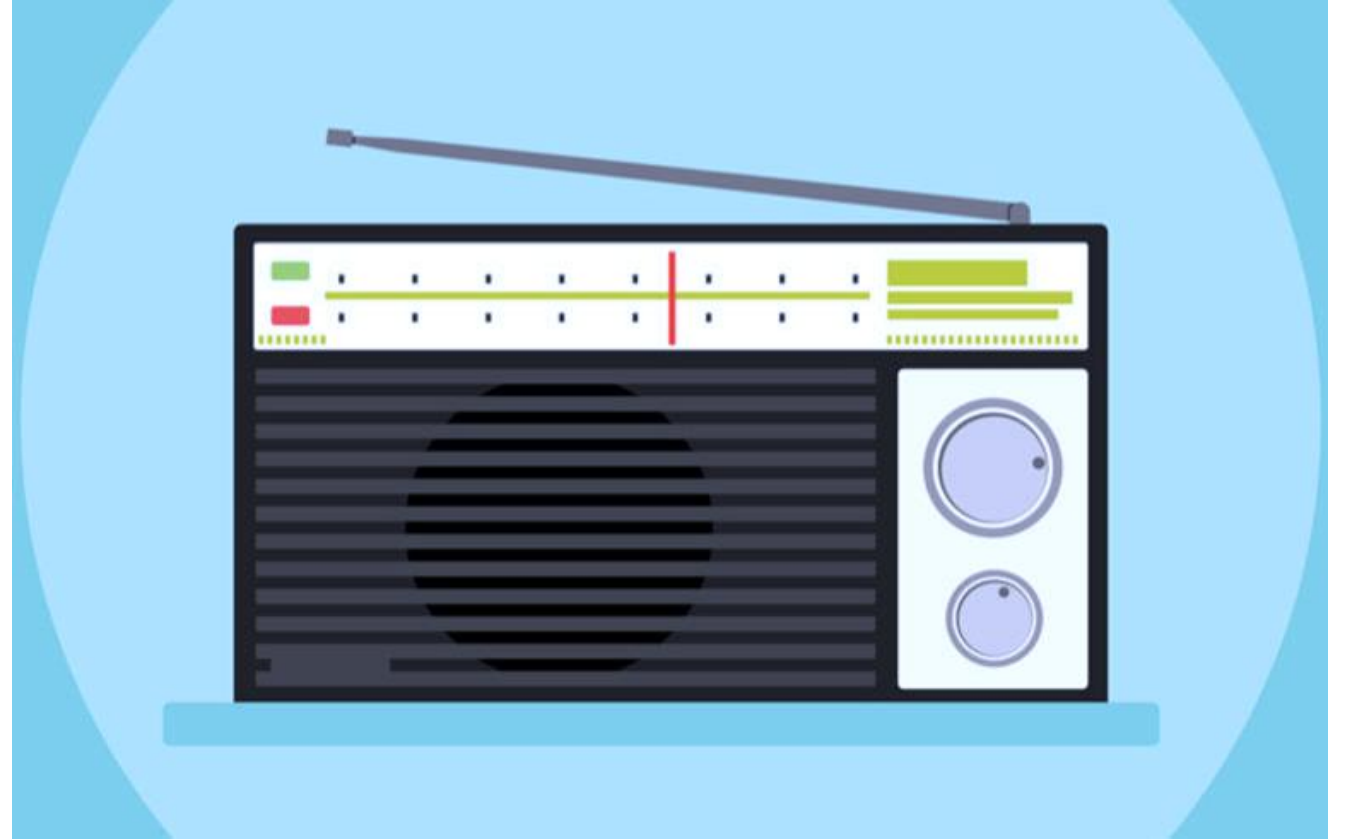


## Broadcast Coverage

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2 hits

USD 2,900 advertising value



# Nyota FM

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**Country:** Kenya

**Publication:** Nyota FM

**Media tier:** Two

**Date:** 1<sup>st</sup> September 2023

**Ave (USD):** 1,000

**Clip:**



**Title:** *Mashirika ya Mazingira yanahofia kuhadhirika kwa mazingira*

## Nyota FM/TV

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**Country:** Kenya

**Publication:** Nyota FM/TV

**Media tier:** Two

**Date:** 3rd September 2023

**Ave (USD):** 1,900

**Link:** <https://youtu.be/rQEJkgyTXes?si=1KpjZZxlkBf3btRg>

**Title:** African Countries Urged to invest



# MEDIA COVERAGE SUMMARY

Coverage Type	No. of hits	AVE(USD)
Online	7	11,650
Broadcast	2	2,900
<b>TOTAL</b>	<b>9</b>	<b>14, 550</b>

A total of **9 hits** equivalent to **USD 14,550 in AVE** with the majority of the media coverage in **tier one and two media**