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INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

The role of the media in Preparation of Climate Change in Kenya

PAULINE NANDAKO NAFULA KITUYI

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Supervisor: Dr. PATRICK MALUKI

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Master of Arts in International Studies at the Institute of Diplomacy and International
Studies, University of Nairobi**

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DECLARATION

I declare that this project is my original work and has not been presented for any academic award in any other University.

PAULINE NANDAKO NAFULA KITUYI

R50/82447/2012

Signature.....

This research project has been submitted for examination with my approval as University supervisor.

Dr. Patrick Maluki

Signature.....

DEDICATION

I dedicate this project to God Almighty, my late Mother Aurelia Namaemba, my children and my entire family members who have played a significant role in ensuring that I pursue this course to the end. It has been very challenging but I am glad they gave me reasons to continue pushing on until the successful completion.

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ABSTRACT

Climate change has affected all the aspects of human life and has been declared a universal phenomenon and its diverse consequences can impact on loss of biodiversity and affecting on fundamental human rights especially those groups that already are politically and economically in a sorry state (Dirk Niebel a tourist at dadaab refugee camp). Detectable increase in temperatures, rise in sea levels, increased cases of flooding and erosion, changes in the level of precipitation, changes in rainfall patterns, increased cases of storms, increased water scarcity are just but among the few of the effects which are affecting mostly the emerging economies and developing countries who are trying to fight poverty in these economically turbulent times. In today's world, climate change stands as one of the greatest challenges facing mankind and his existence. The United Nations has recently discussed this issue at the conference on sustainable development in Rio de Janeiro. Climatic conditions in Kenya has always varied according to physical structure which is viewed as hot and humid along the coastal region, hot and dry in the Northern region and cool and wet in central and western parts of the country. Kenya experiences mainly two rainy seasons, long rains from March to May and short rains from October to November. Temperatures in hotter areas are at 30 degrees at average while the cooler areas like Nairobi for example are averaged at 25 degrees Celsius. The aim of this study therefore seeks to explore the significance of the media in highlighting climate change in Kenya. The national taskforce in Kenya obligated with finding ways of mitigating with adverse effects of climate change recognized that global warming is real. The general dwindling of food production, increased pandemics, heavy floods and declining water towers and the changing periods of prolonged droughts witnessed in the country are as to the effects of climate change. There has been a lot of weather alteration and the rainfall pattern keeps reducing yearly.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Climate change refers to the long term variation of the normal patterns of weather that human beings are familiar with. Climate change is usually limited to specific regions in the world. In Kenya there has been a lot of change in weather patterns and the country continues to experience such changes which have led to several natural catastrophes like droughts, floods and starvation, resulting in unprecedented outbreaks of diseases. For example at the Kenyan coast where strong floods are beginning to be experienced every rainy season, researchers have warned that nearly 17 per cent of the Coast towns is likely to be covered by water following rise of water levels in the ocean of 0.3 meters, which will render most areas uninhabitable and unusable for farming due to water logging and high salinity levels in the soil.¹

In order to prepare Kenyans for these harmful results of changes in climate there is need to mainstream, and create more awareness on mitigation measures, for example reduction of greenhouse gases that are in large extent contributing to global warming.² In Kenya, tourism is the greatest revenue earner from the tourists who visit the different scenic places which Kenya has to offer. Hence the need to portray the country in a positive light is highly recommended. This can be done by providing the right information in the media and taking the necessary measures to create awareness on topics around the adverse effects of long term changes which is likely to affect the tourism industry in the long run and bring it to its deathbed.

¹ Climate change (2014). Impacts, adaptation & vulnerability. Edited by Christopher B. Field & Vincent R. Barros. Cambridge University Press.

² Elinor Ostrom, (2014). "A polycentric Approach for coping with climate change," Annals of economics and finance, society for AEF, Vol. 15 (1), pp 71-108.

In creating public awareness there are strategies that if employed would assist in mitigating the widely spread results of changes in climate to the Kenya people which are stipulated in 6th edition article on changes in climate of the UN Framework Convention. For Kenya to make remarkable strides towards achieving the global Sustainable Development Goals (SDG), measures and awareness should top the list of priorities.³

1.2 Statement of the Problem

Climate change effects are felt in every corner of the globe and its diverse consequences can impact on loss of biodiversity and affecting on fundamental human rights especially those groups that already are politically and economically in a sorry state. World's most vulnerable people who already have insufficient access to basic resources like water and good climatic conditions will have these further reduced. Detectable increase in temperatures, rise in sea levels, increased cases of flooding and erosion, changes in the level of precipitation, changes in rainfall patterns, increased cases of storms, increased water scarcity are just but among the few of the effects which are affecting mostly the emerging economies and developing countries who are trying to fight poverty in these economically turbulent times.

Projections of the future climate are very uncertain and any analysis for future adaptation needs to take the above uncertainties into consideration. This research seeks to highlight the place of the modern and traditional media in pointing out adaptation of changes in climate in sub-Saharan Africa. This research seeks to look at the long term effects of changes climate in Kenya and evaluate the mechanism that country has put in place to deal with the effects of changes in climate. It will also look at various way by which media in Kenya has reported on climate change.

³ www.corpsclimate.us/adaptationpolicy.cfm

According to the social responsibility theory, media is part of society and should maintain a harmonious relationship in the social relationship of the society. This study will interrogate the following questions: To determine the critical role the media plays in creating awareness of climate change adaptation and also establish ways in which Kenya could benefit from researches conducted by other countries on climate change.

1.3 General Objective

The main aim of this study was to determine the role of the media in grounding of climate change in Kenya.

1.3.1 Specific Objectives

1. To establish the impact of climate change on Kenya.
2. To analyze how Kenyan media reports on climate change.
3. To determine how the Kenyan community plans to realize adaptive and preparedness approaches to climate change.

1.4 Literature Review

Media consumption has always grown and continues to grow; Individual news media see their market share declining as consumers are now more willing to pay for what they consume so long as it meet their expectations and provide them with relevant information related to them. Therefore this study will bring out the importance of the media in preparing the people for the continuous and future climate change when we talk about climate change, most people think in the line of rains only and forgetting that it is very vast as the effects do not only come from the change of the patterns of the rains.

The media has always only reported when climate change impacts occur for example when there are floods, droughts, earth quakes, El Niño and other diverse impacts of the weather patterns. Media studies have shown that most people are now accessible to the media especially by the introduction of multimedia. The media also plays in personal influence, national and international happenings on matters concerning climate change. The media is also used to influence public opinion on climate change.

1.4.1 Climate Change

Climate change is something that affects human and animal livelihoods. According to Robert G.B. Reid and Hetherington, 2010, the global migration and expansion of early man begun with Homo Sapiens occurred about some 135, 000 years ago during the last glacial cycle (LGC). During this time significant global climate changes took place, whereby there was a strong variation in the oceans in the strength of thermohaline circulation, which directly influences the climate of the northern hemisphere. This saw the rise and fall of global sea levels, expose for hundreds of kilometers of continental shelves in some regions and submerging in others. It also resulted in the rapid change of the global distribution of vegetation and animal.

Human population keeps increasing and expanding every day because of Agriculture, the earth is once again in state of instability when it comes to matters concerning climate. Recent research shows that human population has approximately reached 6.75 billion people it also indicates that by 2050, it will rise to a billion more. The burning of fossils for fuel generates an additional input of carbon dioxide every year into the atmosphere. In Kenya the population keeps rising and according to the reports given by the ministry of Planning the mark was 40million in the year 2009. Through technological innovation and behavioural adaptability, humans have managed a tremendous increase in population despite the increase; humans have managed to maintain global dominance and mitigated climate change.

Climate models have indicated that sea levels will continue to rise even if the levels of greenhouse emissions were rapidly reduced.⁴ The global average surface air temperature will continue increasing and the incidence of severe droughts will escalate. To prepare better for the future, we need to understand the evolution of climate in the past, because a drastic change is needed in our behaviour to generate an immediate and global reduction in greenhouse gas emissions. Modern humans took advantage of the climate stability whereby we domesticated animals and developed agriculture, we even further enhanced the stable environment by storing food in good times for use during lean times this is also well seen among Kenyan communities who could store Grains in Granaries. As a result, growing seasons could be lengthened and water stored for use in the times of drought.

Today we have become heavily dependent on energy and technology that we expect them to protect us from all manner of climatic and natural calamities. The world is experiencing an increase in amount and intensity of extreme weather cases, sea levels are rising, glaciers and sea-ice are melting and biodiversity is reduced.⁵ These changes are in addition to depletion of the ozone layer acid rain is rising toxic pollutant levels, deforestation, increased desertification, soil erosion, reduction in portable fresh water and an increase in likelihood of global epidemics. Concern is increasing over what this means for the welfare of people around the world. According to Kimmins (2008), firewood remains a major source of energy in the developing economies, over the past half century it has increasingly been displaced by gasoline, oil, natural gas, coal, nuclear, diesel and hydro-energy.⁶

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⁵ Dooley, J.J., R.T. Dahowski and C. Davidson 2007 CCS: A key to addressing climate change.” In fundamentals of the Global Oil & GAS INDUSTRY 2007. London: Petroleum Economist.

⁶ Kimmins, J.P., Blance, J.A., Seely,B & Welham, C. (2008). ‘Complexity in modeling forest ecosystems; How much is enough? Forest Ecology & Management, Vol 256, pp. 1646-1658.

1.4.2 Importance of the media

Mass media is notably a key influencer and contributor to matters that affect the environment and the effects of climate change.⁷ Climate change adaptation is the adjustment by natural or human systems in reaction to anticipated climatic impacts which exploits favorable activities.

Through mass media news, studies have shown that the public consumes a lot of information. This news mostly are transmitted through newspapers, television, Radio and in the recent times we have seen that multimedia plays a very significant role as most of current affairs are reported through face book, twitter and what's up. Media representation will always cover a myriad of activities. Various studies that have been conducted⁸ over the two decades have shown how mass media has been used to cover a range of environmental matters. Climate change mitigation and adaptation requires lots of discussion here, with the issue of media coverage and the impact being not the same. When we talk about mitigation it's the reduction of greenhouse emissions that are released to the atmosphere. Developing economies have used mitigation activities to help in dealing with climate change.

1.4.3 Place of Citizen Journalism in Society

No consensus has been arrived at on how to refer to the process of gathering, scrutinizing broadcasting information through Citizen Journalism to the target public and the whole of last de cade the Citizen Journalism have been practiced. Giving information and education has been the main purpose of the traditional main stream mass media according Jemima Kiss. Further it holds individuals and the leaders into account by reminding them their roles and mandates in the society. Citizen Journalism benefits the audience by educating and informing them on one hand, while also it provides them with opportunity to tell and report their stories.

⁷ www.bbc.co.uk

⁸ See Post Conflict Peacebuilding Revisited: Achievement, Limitations, Challenges: International Peace Academy Peacebuilding Forum Conference 2004

Most of the news in Kenya is mostly about politicians on what they have done and what they have not done. More audience is given to politics rather than covering issues of great matter like climate change which has become a global sensation. If properly utilised media coverage being the main form of passing information would be helpful to give public understanding on climate change.

Citizen journalism is equally comparable to democracy which is the active participation of citizens in political and civil affairs in leadership. Entails direct involvement of citizenry in collecting the news and broadcasting, playing the substitute role from mainstream media in exposing the ills of a society, encouraging accountability, documenting of abuses of power and as well as providing alternative views on local and international affairs. The survey by global scan done by the British Broadcasting Cooperation and Reuters revealed that the most important source of news was television at 56%, followed by newspapers (21%), internet holding 9%.⁹ For citizen journalism to have remarkable effect on conventional journalism and play an important role in the society, it requires to be organized, be regulated by rules and code of conduct, where those who engage in it clearly understanding guidelines on publishing content.

1.4.4 Educating and informing the public

For good reasons local news-throwing is pegged to the Internet through its starting nor end on the web. Communicate content, sustains off and coordinates components of resident news-casting. Hence, the comprehension is that the present concentration of dedication is in the residents' life to teach and educate them. This has especially assumed a critical part of teaching and advising the citizenry and the outside world on the social challenge amid the

⁹ Butcher, M., (2006) in the people on the move in a changing climate by Etienne Piget & Frank Laczko. Editors, 2014 Springer science and business.

Arab spring when remote media were banned from reporting. For sure, online networking stages like blog, Twitter, Facebook, YouTube and others which are Internet based and advanced intuitive media have been spillage wellsprings of data from the more shut Arab world, which has confronted incredible political agitation and mass challenges in later past.

Individuals from people in general, through Internet, composed energizes and assembled assets prompted to the fall of long-serving pioneers like Egypt's Hosni Mubarak and Mohammed Morsi and Col. Muammar Gadhafi of Libya. From their separate blog entries, in Facebook or Twitter messages, not just did resident columnists advise, in this way, illuminate others on the development, however they likewise instructed them on efforts to establish safety. These are the encounters that subject news coverage has demonstrated its need of being, its pertinence in our present society and the vital instructive and educative parts. On an alternate note, the story uncovered on Twitter by Avery Edison, a British transgender lady, sent to men's office over visa issue in Canada is making mindfulness in general sentiment on how powerless individuals can be subjected to shameful acts in our social orders.

Thus steady, is open source news coverage in getting first pictures or option story reporting of catastrophes. Traditional media giving an account of regular catastrophes dependably rely on upon news nourishes from individuals from the general population to send overhauls, pictures as well as remarks. A decent case is when parts of England was overflowed. People in general participated in making accessible pictures and remarks in this way empowering access of data and stories concerning the surges to viewers, audience members and perusers. Through sharing their encounters, along these lines participating in resident news coverage, individuals from the general population instruct different nationals as well as help powers and organizations in strategy making. In asking what other part national news-casting could play in the general public, this answers the topic of environmental change. Points of environmental change are likewise talked about in the web-based social networking and

along these lines an exceptionally huge medium to transmit data to everybody other than the typical and normal mediums of transmitting news on environmental change.

1.4.5 Plat Form to Speak

Aside from being a wellspring of data and training, national news coverage helps individuals from general society express their perspectives and recount their stories. The significant measure of group sites, Twitter, Face book and YouTube accounts thriving day by day on Internet express the case. in the Syrian clash and especially the battling in Aleppo, despite the fact that expert columnists reported, bloggers had their specific stories to depict.

With this sort of reporting being referred to, one can see there are changed wellsprings of data. Positively, it is currently conceivable to get news outside of conventional offices like Reuters, Agence France Presse and even open connection officers and police public statements. Through connecting with option sources like group bloggers, observers and individuals from the general population it not just allows them to report stories, however it similarly gives them the chance to represent themselves, and give an option storyline. Corinne Barnes shows this through her paper Citizen Journalism versus Conventional Journalism: A Circumstance for Collaboration with the narrative of a news production from Jamaica's Constabulary Communication Network reporting that a man who had assaulted the police was shot and murdered. This reported adaptation ended up being a distorted one when a resident flowed video footage demonstrating the affirmed police assailant apparently lamenting, being beaten with twirly doos lastly shot and executed while still stifled and unarmed. Through demonstrating the part resident reporting plays, it is one that could be qualified as flat since it slices opposite the general population to the general population, with its connection with expert news coverage being evoked in many occasions. It facilitate gets some information about what it comprise of, how resident reporting impacts ordinary news

coverage. These inquiries are what the accompanying part of the exposition will attempt to reply.

1.4 Media coverage of climate change

Media representations have incorporated an extensive variety of exercises and methods of correspondence. Extending from execution craftsmanship, plays, and verse to news and open deliberation, media depictions have drawn on accounts, contentions, references and reports to convey different exteriors of the issue. Broad communications have been all around characterized as the distributors, editors, columnists and other people who frame part of the correspondences business and calling, and in addition the individuals who spread data, to a great extent through print and electronic media. Many studies in the course of the most recent two decades that have analyzed how broad communications have secured a different ecological issues. Case by Anderson investigated communications between news media and social developments in the issue of atomic power (Anderson 1997). The association of broad communications, atmosphere science and arrangement is an especially dynamic and high-stakes field of these interchanges.

Moderation and adjustment from environmental change both require talk, and for them the issues of media scope and its effect vary. Alleviation is named as the lessening of nursery gasses discharged to the environment, which for quite a long time, has been the main guide for environmental change connected to creating nations. Adjustment to environmental change as been characterized by the Working Group II of the Intergovernmental Panel on Climate Change as the "alteration in regular or human frameworks because of genuine or expected climatic jolts or their belongings, which moderates damage or endeavors valuable exercises". Such a conformity can be expectant or responsive, arranged or comprehensive/unconstrained,

open or private. The readiness to counter catastrophe can either be founded on arrangement and counteractive action or alleviation, recovery, and reconstructional.

Different methodologies and models have been received to clarify ways how media covers environmental change news and in addition the part media plays in impacting general supposition on helping groups to adjust to environmental change. All things considered, broad communications scope has molded talk and activity – in mind boggling, dynamic and non-direct courses – at the interface of atmosphere science and arrangement. In addition, the effects of media on practices, governmental issues and popular assessment and comprehension identified with environmental change have turned out to be more vital to day.

Carvalho and Burgess (2005), talks about 'three periods' of news generation, open talk, and media utilization, and individual engagement with environmental change. In the first place stage, vast scale financial and political elements impact the generation of news, same as smaller scale issues like the standards and requirements of writers, editors, and makers. Under the second stage, atmosphere news stories rival different issues for open consideration and the spending significances of open authorities. In conclusion, in the Anthony Downs' persuasive "Issue Attention Cycle," show broad communications are seen as "Open Arenas" which give a more right focal point to comprehension inclines in reporting and feeling on environmental change.

Media has archived environmental change for a long time. In the mid-1800s, media extended their span and impact hugely in North America and Europe. Media came to fruition fundamentally as mass-flow print presses in urban focuses, where day by day daily paper creation quadrupled in 40 years. Atmosphere scientists and broad communications first met up in scope of environmental change in the 1930s. For instance, the New York Times reported, "The earth must be definitely changing its angle and its atmosphere. How the

change is gradually occurring and what the outcome will be has been considered...)" . Media reporting of human commitments to environmental change seemed all the more unmistakably in the 1950s. For instance, the Saturday Evening Post distributed an article by Abarbanel and McClusky, entitled 'Is the World Getting Warmer?', investigating linkage between barometrical temperature change and farming movements and additionally ascent of ocean level. In 1956, Waldemar Kaempffert was cited in the New York Times, "Today more carbon dioxide is being created by man's mechanical procedures than by volcanoes, fountains and hot springs. Consistently man is expanding the carbon dioxide substance of the climate by 30 percent – that is, at the rate of 1. 1oC in a century. It might be a shot happenstance that the normal temperature of the world since 1900 has ascended by about this rate. However, the likelihood that man took part in the ascent can't be disregarded". In 1957 – the International Geophysical Year – science columnist Robert C. Cowen in his article for the Christian Science Monitor called 'Are Men Changing the Earth's Weather?' he says "Modern action is flooding the air with carbon dioxide gas. This gas demonstrations like the glass in a nursery. It is changing the world's warmth adjust. It could convey anything structure an ice age to a tropical age... .Every time you begin an auto, light a fire, or turn on a heater you're joining the best climate "explore" men have ever propelled. You are adding your bit to the huge amounts of carbon dioxide sent continually into the air as coal, oil and wood are scorched at uncommon rates" .

However, in the ensuing three decades, broad communications providing details regarding environmental change stayed meager. With these pieces in regards to human's part in a changing atmosphere served to be an uncommon occasions of media scope of atmosphere science, and additionally exactness in regards to anthropogenic environmental change. For example, there was inadequate daily paper, radio and TV news scope on themes, for example, U.S. National Academy of Sciences reports in the 1970s that made a few references to rising

atmosphere science, and connections to anthropogenic sources. It's prominent that global and household atmosphere arrangement started to come to fruition in the mid-1980s, principally through exercises of the International Council of Scientific Unions (ICSU), the United Nations Environment Program (UNEP) and the World Meteorological Organization (WMO). In 1985 Villach Conference assembled in Austria to look at effects of nursery gas outflows on the planet. Meanwhile, advanced media were taking their present globalized frame, set apart by expanded corporate focus, combination and commercialization. Force of the media kept on developing, as did clashing weights of corporate control and just standards. The three media-science-approach circles struck in the mid-1980s, when media scope of environmental change science and strategy expanded radically. .Examinations of media reporting of environmental change in Australia, New Zealand, France and Germany indicate how in every study inspected how media scope affected connections between both science and open approaches. These studies establish a framework for work to be done in future investigations of media scope of environmental change subjects. Case is the manner by which Hay and Israel analyzed how media depicted logical research in the South Australia. They inspected two neighborhood Adelaide daily papers – the Courier and the Advertiser – and mapped a portion of the mind boggling forms and contending weights that molded news creation. An alternate study took up examinations of Australian media scope of Kyoto Protocol transactions in the November of 1998 in the meeting after Kyoto in Buenos Aires, Argentina (COP4).

By investigating features, page position and substance amid this time, the study discovered that scope is set apart by critical acknowledgment of the political and master voices. The concentrate additionally uncovered that rising approach discourses were notably not quite the same as the atmosphere science which they were based upon. McManus contends that this

reporting serves as a negative potential to open weight on Australian approach on-screen characters to sanction Kyoto.

In Uganda, a program cooperated with two non-benefit associations, Ecotrust Uganda and Nature Harness Initiatives, and investigated upstream-downstream linkages and an extensive variety of impetus alternatives for crunch administration. The organization with Ecotrust Uganda, through the Plan Vivo approach, urged singular landholders to draw up economical land administration methodologies, 17 agriculturists got to be qualified for carbon exchange installments (for sequestration huge amounts of carbon dioxide coming about because of trees planted to improve the River Mubuku watershed). Other comparative impetuses tried to supplement up/downstream rewards included woodland based undertakings, eco-named handiworks and the association of private-division organizations in corporate social duty. In Tanzania, the program worked in the Usambara Mountains locale where deforestation and unsustainable land-utilize practices are wild. The negative effects have been seen in diminished agrarian creation and lower water amounts for neighborhood and local water supply. Hydroelectric power era has likewise been influenced. In the West Usambaras, the program worked together with specialists from the World Agroforestry Center and the Selian Agricultural Research Institute to address the corruption by associating upland cultivating groups with urban water utilities, hydropower generators and downstream agrarian makers. The program likewise examined the possibility of diminishing outflows from deforestation and backwoods debasement (REDD) in the East Usambaras, with consideration ashore utilize exchange offs, benefits sharing and the depiction of subnational REDD intercessions.

1.6 Theoretical Framework

The main theory guiding this study is the Agenda Setting theory of the media that postulates about the ability of the media to choose and highlight certain topics, thereby causing the

public to identify them as important.¹⁰ Lowery & DeFleur¹¹ state that “the press may not be successful much of the times in telling people what to think, but it is stunningly successful in telling its readers what to think about.” According to McCombs and Shaw who established the theory, predicted that when the media highlight an issue, they influence audience to see it as important.¹² An agenda is a list of things to be considered or require action upon them, while agenda setting is that process of listing and planning the topics or issues that should be covered in news, information and entertainment. Media decide what the public should think about Many communication scholars have found out that what people think about is based on external forces, the main one, being the mass media. According to Price (1993), particular forms or contents of the mass media have effects on their audience. These effects their socialization, social control and moral panics. Others are attitude change, behavior change and agenda setting. Therefore agenda setting is considered to be more indirect procedure based on the impression that mass media have the power to decide which events or issues of an event or a topic deserve more attention.

By agenda setting effect, the media directs the audience on what to think about a specific topic by placing the issues to the readers, listeners or viewers many of which without the media could know little or nothing about. It is therefore has the capability to order and organize the world mentally for purposes of its audience. Most studies on the theory focus on information media such as newspapers, magazines, television and radio. Political campaigns provide the most suitable situation for study of agenda setting by the media because they are usually designed to tactically set the agenda. According to Dominick, (2005), it is believed that voters viewed as important issues that the media saw important as evidenced through the

¹⁰ Dominick, 2005

¹¹ 1995: p267

¹² Tan, 1993: p324

amount of coverage given to them. The genesis of the agenda setting theory is first attributed to Walter Lippman, a newspaper columnist who in 1922 ascertained that the media had the influence to portray images to the public. He is reported by Baran and Davis (2006), to have argued in public opinion (1992) that people do not deal directly with their environment as much as they respond to ‘pictures’ in their head. Lippman postulates that the media dictates over the formation of pictures in the minds of the audience. He so believed that the public does not react to actual events but to the pictures created in their minds.

According to McQuil (2005) his theory based on the idea that the media indicate to the public the main issues going to carry the day, and is reflected in what the public perceive as the main issue. McCombs and Shaw first proposed the agenda setting theory, as a sharp disconnect from the limited effects hypothesis that had held influence in media research since Lazarsfeld introduced the conception of selective exposure that implied that the media agenda affects the acceptance of some issues for some people in particular time. However the new dimension of framing reasserts over a powerful media effect model.

McCombs’ defines framing as the active selection of restricted amount of thematically related attributes for inclusion on the media agenda when a particular object is discussed. Most of the scientific researches on agenda setting have measured the effect of media agendas on public opinion; however some intriguing findings suggest that media primacies also affect people’s behaviour.¹³

Therefore in an attempt to answer the role of media in preparation of climate change in Kenya is offered through the outlook of behavioural change theoretical models. Over time social scientists have been describing the impact of communication on human behaviour. Griffin, 2009

¹³ Griffin, 2009.

A few scholars assert this procedure is somewhat more convoluted, saying that individuals first pick up information and get to be mindful of some new thought -, for example, natural preservation. This impacts their influence to trust that ecological protection is a smart thought or that it works. At that point they choose whether they bolster it, as an idea. On the off chance that they do bolster it, they may execute their support through voting in favor of a government official who advances protection qualities or they may actualize it by giving to preservation associations. At long last, individuals return to their choice to bolster protection and affirm their faith in its esteem.¹⁴

Classical theories of behaviour change state that people change through influence, compulsion, persuasion or a combination of the forces. Since conservation centers on values of empowerment and awareness, it embraces persuasion rather than compulsion or manipulation for people to change. This consequently underscores the significance of human behavior change theories.

It has been uncovered that when one's cognizance, demeanors or practices changes by their own decision as a consequence of influence, the change are more durable than that brought by either drive or control. The most widely recognized impact of media is in its capacity to increment subjective learning by giving individuals data. The media in one route set the general population plan and contextualize the extent of open level headed discussion by giving and restricting the assortment of thoughts to look over.¹⁵

1.7 Justification of the Study

This study seeks to assess the role of the media and its influence to public opinion in assisting Kenya in understanding and adapting to climate change. Not much has been achieved to mitigate these effects and yet only a few people could claim not to have noticed the impacts

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¹⁵ See *ibid*

of climate change. The media becomes a very vital instrument when it comes to transmitting information about issues that happen in day to day activities and therefore a very core element in disseminating reports on climate to the Kenyan people. This study will also bring out the importance of citizen journalism in media coverage on climate change.

1.8 Hypotheses

1. Climate change will decrease food production and increase conflict in Kenya.
2. Media reports on climate change in Kenya are insufficient.
3. The Kenya government has put in place effective mechanisms to cope with climate change.

1.9 Methodology

The data collection methods will be secondary. The researcher intended to collect data from books, book chapters, journal articles, encyclopaedia, newspaper articles, magazines and internet sources. The researcher will analyze the data by examining the language styles for various authors, critiquing their arguments and examining which theories they derive their arguments from. Secondary data collection is the preferred method because it is readily available and also because it is cheap. However caution will be exercised when using the data to ensure that the data is credible. Care will be taken to avoid situations such as institutional bias. This is where institutions collect data and engage in self-reporting and exaggerate positive aspects in order to acquire more funds to look good. Secondary data is used extensively due to its availability and because it is suitable in understanding historical concepts and changes over time. It is also useful for comparative purposes. Secondary data can be used for triangulation, the validity of research findings is increased and there is stronger basis for generalization. In this research, qualitative data will be mainly used. Qualitative data can be described but no measured.

1.10 Scope and Limitation of the study

The study looks into the impact of climate change in Kenya and how this has been reported by the Kenya media. It specifically looks at print media, but some analysis on social media. The impact is focused on production of and the propensity to generate conflict in Kenya. It also looks at the mechanisms put in place to enable Kenya cope with climate change. A number of challenges will be encountered during the study. First, media is very wide and the research will not be able to cover all the media coverage on climate change. To mitigate this, the research will use content analysis of media articles according to the sampling frame. Secondly, the impact of climate change in Kenya today is very wide and all of it may not be covered by this study and so the study will only focus on food security and its propensity to cause conflict. Lastly, Kenya's climate change coping mechanisms are part of government policy and may not be readily accessible to the researcher so the study will use key informants to access the information.

1.11 Chapter outline

This study will comprise five chapters. Chapter one is composed of this research proposal and contains the statement of the problem, the objectives of the study, review of past literature, theoretical framework and methodology that the study adopts. Chapter two will be to determine the impact of climate change on Kenya, chapter three will be to analyze how Kenyan media reports on climate change, chapter four will be to determine how the Kenyan community plans to realize adaptive and preparation to climate change and lastly chapter five will comprise the summary, conclusion and recommendations.

CHAPTER TWO

THE IMPACT OF CLIMATE CHANGE ON KENYA

2.1 Introduction

Climate change is associated with a variety of socioeconomic and biophysical changes, but potential and projected changes in climate variability, including increases in extreme event frequency or intensity, is well recognized as a central societal concern. This section will hereby debate on the impact of climate change in Kenya and its adverse effects.

2.2 Impact of Climate Change in Kenya

Kenya has had encounters with antagonistic environmental change. Environmental change is set to increment in events and size of numerous extraordinary occasions, similar to surges, dry seasons, tropical violent winds and rapidly spreading fires.

In Kenya, the atmosphere conditions that have long haul impacts that will undermine human security, including expanded water worry for individuals in Kenya, diminishing streams in waterways that supply water to Kenyans, decrease in harvest creation in low scopes, including a 50 percent decrease in rain-bolstered yields in a few sections of Africa. There are many individuals who are presented to surges in the most populated and monetarily gainful areas of Kenya in this manner increment in ailing health in low-salary social orders; expanded passings, infections and wounds connected with extraordinary occasions, for example, dry spells, surges, flames, and storms and diminishing yields of fish. Environmental change puts at hazard large portions of the fundamental things individuals require to be sound and to live stately lives. There may likewise be changes in precipitation designs, more serious

outrageous occasions, and ascend in the levels of the ocean.¹⁶ Nearby sustenance generation from the land and ocean are probably going to decrease, water shortage may increment, and coasts may disintegrate to the point where the islands may stop to have the capacity to manage exhibit quantities of individuals.

Demise mortality because of environmental change is probably going to increment encourage through an assortment of direct impacts e.g. for example, more extreme warmth waves, surges, and flames. Aberrant impacts like decrease in water quality and sustenance security, and changes in sickness vectors, and through social and monetary disturbances like expanded neediness and human relocation.¹⁷ Environmental change in Kenya is probably going to intensify the event of irresistible ailments like jungle fever, waterborne infections and cardio-respiratory maladies. In the African mainland, for instance, one gauge proposes that presentation to jungle fever will increment by between 16 – 28 % under a scope of environmental change situations, which is huge given that 445 million individuals in the landmass, are as of now presented to intestinal sickness every year, prompting to more than 1.3 million passings every year. In connection to atmosphere fluctuation and outrageous occasions, hydro meteorological extremes can have gigantic effect on vocations and prosperity. The World Bank evaluated for instance that taking after Hurricane Mitch, 165,000 nationals of Honduras fell beneath the destitution line, with the poorest losing 18 percent of their advantages and 29 percent of yields were lost.

The antagonistic effect of environmental change in Kenya can likewise have various unexpected impacts moreover. These may emerge through changes in the expenses of fundamental products and enterprises. Expanded water deficiencies, prompting to an

¹⁶ Disaster Risk Reduction, Climate change adaptation & human security report (2008) by Karen O' Brien Linda Sygna et al.

¹⁷ Ibid.

expansion in water costs; hotter temperatures are probably going to impact interest for and the cost of vitality for cooling; and atmosphere initiated changes in the rural segment may see an ascent in sustenance costs. The immediate impacts of environmental change, circuitous impacts will turn out to be unevenly appropriated. The weight will fall most intensely on low-pay family units where a considerable share of uses as of now go towards buy of sustenance and vitality. The open door expenses of expanded spending in these ranges may prompt to declining access to products and enterprises important to carry on with a noble life. Work markets might be influenced as well. For instance if diminish underway connected with dry spell prompts to decreased interest for agrarian workers.

Where people are included in the annihilation of nature, this can have contrary effect on environmental change which thus will have colossal ramifications on advancement, especially for activities adapted towards destitution lessening and worldwide activities, for example, the Sustainable Development Goals (SDGs). For example, Agrawala has evaluated that between 15 – 60 % of authority advancement help (ODA) streams to the worldwide south will be influenced by environmental change.

It's not just the substantial measure of ODA will be presented to atmosphere dangers, additionally ventures and foundation will too be influenced. Watson says that the ventures made by the private firms in low pay nations are at a more serious hazard, since adjustment measures and hazard spreading instruments stay insufficient. In addition, the entire open framework on which these ventures are pegged on is exceptionally defenseless against any atmosphere push.

Human Development Report calls that inability to satisfactorily address environmental change now will "dispatch the poorest 40 percent of the total populace – nearly 2.6 billion individuals – to an eventual fate of decreased open door." The Stern Review concurs with this

announcement, cautioning that warming over 2°C will bring about "real changes in human geology where individuals live and how they experience their lives." Climate change remains and will progressively keep on being a key supporter to dreariness, mortality, and neediness, especially among populaces that are asset subordinate, with low livelihoods, and are restrained in their ability to adjust by deficient access to the social, ecological and financial assets expected to moderate. These impacts will be most recognizable when consolidated with hazardous occasions and calamities.

In Kenya, travel and tourism is one of Kenya's top foreign exchange earners because these two do not only boost the economy, but also provide employment opportunities for the millions of Kenyans who are job seekers. The two sectors are estimated to have generated 12% of Kenya's GDP in 1999. Visitors are attracted to the equable Indian Ocean beaches and the national parks and game reserves. It is estimated that 8 out of 10 visitors come to Kenya for the wildlife tours. Climate change in Kenya may increase the occurrences of flooding, drought and land degradation and reduce the possibility of recreation activities and wildlife safaris.

Interestingly the distribution of wildlife in Lake Manyara national park and Masai game reserve is linked closely to the climatic cycles. Hydrological conditions may alter breeding and migration patterns of not only birds, but also other wildlife (walker, 1991). A good example is the flamingos which have deserted their habitat in lakes due to high sensitivity to changed environmental conditions.

According to Hernes et al., 1995 as the growth of vegetation changes with altered patterns in rainfall, there will be equivalent shifts in migration patterns of wild animals and birds. As we all know, infrastructure is critical in tourism, but this could adversely be affected by climate change. As Zinyowera et al (1995) state heavy rains and flooding in the country can cause temporary closure of tracks and bridges in our national parks and reserves inaccessible.

Phases of intense rainfall, such as the El Nino one experienced in 1997 can leave the park roads impassable over prolonged periods and lead to reduction in tourists visits and loss of revenue.¹⁸

2.3 The Impacts of Climate Change on Smallholder and Subsistence Agriculture

In spite of the fact that there is proceeded with open level headed discussion of the impacts of environmental change on rustic regions of creating nations, there has been little dialog that both draws in with the art of environmental change affect on horticulture, and with the specificities of smallholder and subsistence plans. Various propensities are obvious in the writing: firstly quantitative projections of future effects from displaying concentrates on, at an assortment of topographical scales, concentrating on key smallholder yields or biological systems utilized by smallholder ranchers, or looking into information from such learns at a territorial level.

An essential case is the work by Jones and Thornton who found that total yields of maize in subsistence rain-nourished frameworks in Kenya and Latin America are likely to show an abatement of 10% by 2055, however that these outcomes cover up tremendous changeability and give purpose behind concern, particularly in territories of little holder farming. An improvement of this approach is that of ILRI, delivered maps showing defenselessness to environmental change in sub-Saharan Africa, in view of current topographical information sets of current cultivating plans and of markers of financial helplessness, and conjectures of length of developing period, advance recognized by SRES circumstance. This examination highlights "hotspots" for powerlessness: semi-parched blended rain-sustained yield animals frameworks in the Sahel, bone-dry and semiarid brushing frameworks in East Africa and blended product domesticated animals and good country enduring.

¹⁸ Potential impacts of climate change on international tourism (2001) by maureen D. Agnew & david Viner. Sage publications, Ltd.

The unfavorable effect of environmental change in Kenya can likewise have various unanticipated impacts moreover. These may emerge through changes in the expenses of basic products and enterprises. Expanded water deficiencies, prompting to an expansion in water costs; hotter temperatures are probably going to impact interest for and the cost of vitality for cooling; and atmosphere actuated changes in the farming segment may see an ascent in nourishment costs. The immediate impacts of environmental change, roundabout impacts will turn out to be unevenly disseminated. The weight will fall most vigorously on low-salary families where a considerable share of consumptions as of now go towards buy of sustenance and vitality. The open door expenses of expanded spending in these ranges may prompt to declining access to products and enterprises important to carry on with a honorable life. Work markets might be influenced as well. For instance if diminish underway connected with dry season prompts to lessened interest for horticultural workers.

Where people are included in the annihilation of the earth, this can have pessimistic effect on environmental change which thus will have huge ramifications on advancement, especially for activities adapted towards neediness diminishment and worldwide activities, for example, the Sustainable Development Goals (SDGs). For example, Agrawala has assessed that between 15 – 60 % of authority improvement help (ODA) streams to the worldwide south will be influenced by environmental change.

It's not just the extensive measure of ODA will be presented to atmosphere dangers, additionally ventures and foundation will too be influenced. Watson says that the ventures made by the private firms in low pay nations are at a more serious hazard, since adjustment measures and hazard spreading instruments stay lacking. Besides, the entire open framework on which these ventures are pegged on is profoundly powerless against any atmosphere push.

Human Development Report calls that inability to enough address environmental change now will "relegate the poorest 40 percent of the total populace – around 2.6 billion individuals – to an eventual fate of decreased open door." The Stern Review concurs with this announcement, cautioning that warming over 2°C will bring about "real changes in human geology where individuals live and how they experience their lives." Climate change remains and will progressively keep on being a key supporter to bleakness, mortality, and neediness, especially among populaces that are asset subordinate, with low livelihoods, and are restrained in their ability to adjust by deficient access to the social, natural and financial assets expected to relieve. These impacts will be most detectable when joined with perilous occasions and fiascos.

2.4 Environmental and physical processes

Likewise to be required here are impacts of environmental change on soil ripeness and water-holding properties. A worldwide temperature alteration and intensified by hydrological changes are probably going to influence all dirt procedures in complex routes, including by quickened decay of natural matter and sadness of nitrogen-settling action. Kundzewicz et al. take note of that anticipated increment in disintegration of precipitation, and a few components prone to expand the erodibility of soils around the world.

Different cases of comparative ecological or bigger scale effects are the impacts of ocean level-ascent on beach front zones, expanded power of landfall tropical and different types of natural impact as yet being distinguished, for example, expanded woods fire dangers for the Mount Kilimanjaro environment and remobilization of hills for semiarid Southern Africa.¹⁹

¹⁹ Thomas DSG, Knight M, Wiggs GFS (2005) Nature 435:1218-1221.

2.5 Impact of climate change on agriculture in Kenya

The apparition of environmental change, together with other worldwide natural changes, for example, absence of water, lessening in land cover, adjusted nitrogen accessibility in the air and cycling that are all firmly impacted by human exercises, has enlarged worries about accomplishing sustenance and nourishment security, particularly among the individuals who are poor.²⁰

The connections between environmental change and nourishment security need to-date been investigated in connection to impacts on yield creation and henceforth sustenance. Sustenance security is concerned with accessibility of nourishment as well as with access to and use of nourishment, so that studies, which concentrate just on nourishment creation, give just a halfway appraisal of sustenance security - environmental change connections. About 75 for every penny of Kenya's populace gains its living through horticulture, which thus is rain subordinate.²¹ Because of the limitless zones being arranged to dry season, Kenya's helplessness to sustenance weakness is most noteworthy among pastoralists and subsistence agriculturists in the Arid and Semi-Arid Lands (ASALs) of the nation. Extraordinary climate conditions and atmosphere changes influence the whole economy, which is needy significantly on horticulture. The nation is confronted with gigantic improvement challenges in about every one of the divisions: destitution is endemic, deforestation is proceeding with, sustenance weakness is rich, lack of healthy sustenance and newborn child death rates stay high.²²

Changing climate conditions in Eastern Africa is progressively being felt inside agrarian frameworks not just by approach levels adjoin additionally little scale ranchers. In Kenya,

²⁰ Impact of climate change on food and nutrition security in kenya by Prapti N. Patel et al. International Journal of current research (2012), Vol. 4, Issue 01, pp.242-248.

²¹ Ibid.

²² Thaxton, M. (2008). *Integrating Population, Health Environment in Kenya*. www.prd.org/kenya Retrieved 23.07.08.

there is a specific worry over tea – a fundamentally critical part for the economy, yet which is additionally exceptionally delicate to environmental change. Attributable to its monetary significance, tea in Kenya is confronting challenges under dangers of environmental change, raising worries as time goes on its feasibility. Tea makers are as of now confronting decrease in volume and whimsical rainfalls, higher rate of hail or ice periods and expanded temperatures that vigorously influence yields and yield levels. More than 500,000 little scale tea cultivators are confronting expanded instability about future occupation. The Kenyan government recognizes changes in atmosphere as posturing risk to the area's improvement motivation and has figured a structure for intercession.

Amid the Inter-Governmental Group (IGG) on Tea meeting in New Delhi in 2010, the real tea delivering nations communicated worries about the potential negative effect of environmental change on the fate of tea part amid an uncommon sitting on environmental change. FAO was requested that give specialized support and lead an environmental change affect appraisal on the harvest and give arrangement bolster in planning atmosphere perfect tea area in Kenya.²³

Staying on unpredictable climate designs, sporadic climate designs respected by annihilating surges and cycles of dry spells have turned out to be more basic with expanded force. Financial misfortunes because of environmental change have been evaluated to cost up to 40% of the nation's national GDP. The national verbal confrontation on environmental change has been moderate fit as a fiddle in Kenya. Notwithstanding, national environmental change adjustment and reaction system has been created. In a matter of seconds the UNEP Kenya Country Program is in meetings with the Kenya Government to bolster the creating of an environmental Change Policy. UNEP is additionally building up a few Climate Change ventures for Kenya on adjustment and alleviation.

²³ Climate change and tea in Kenya: impact assessment and policy response brief by SIDA & GOK.

2.6 Disasters and Conflicts

Under the UNEP program, the goal is to reduce ecological dangers to human prosperity coming about because of the natural causes and results of contentions and calamities. Inside the current commands, helpless or emergency influenced nations and groups are being helped by giving natural ability, with particular regard for defenseless human gatherings, biological systems like terrains tainted by radiation and also crisis reaction and recuperation operations at the sub territorial, national and sub national statures. In addition, upon request from part States, early cautioning techniques on natural dangers, information and aptitudes to alleviate the conceivable effects is given. A portion of the mediations are equipped at enhancing interest in incorporated calamity chance lessening and characteristic asset organization plots in the nations, prompting to an expansion in the rate of intense natural emergency distinguished and relieved in post-strife and post-debacle periods.²⁴

2.7 Forests

Forests support the livelihoods of over 1 billion people, most of these are poor and live in developing countries. Forests also sustain over 50% of the Earth's species, control our climate through the carbon cycle, and protection of watersheds. This priceless resource, a fundamental component of the ecological infrastructure, is under threat by deforestation and forest dilapidation standing at a rate of 13 million hectares every year.²⁵ Stopping deforestation may be a good investment. Models propose that investment of just US\$ 40 billion every year from 2010 to 2050 in reforestation and payments to landholders for preservation could increase value added in the forest industry by 20%, and at the same time increase forest carbon preservation by 28%.²⁶

²⁴ www.unep.org

²⁵ Ibid.

²⁶ Ibid.

2.8 Waste

As nations' economies develop, so does the volume of their waste. As indicated by evaluations, exactly 11.2 billion metric huge amounts of strong waste are being gathered everywhere throughout the world yearly, and the decay of the natural part is adding to around 5 percent of overall nursery gas outflows (GHG). Also, waste is turning out to be progressively mind boggling to oversee. The quickest developing waste stream in both creating and created nations is electrical and electronic items. They contain risky materials that make disposing of much additionally difficult. Human wellbeing and the earth are progressively being at hazard, especially when dumpsites are uncontrolled or volume gets to be unmanageable. All kinds of diseases and contaminations, ground water contamination, GHG outflow, and environment demolition are only a portion of the antagonistic effects of our overloaded worldwide dustbin.²⁷

2.9 Climate change and migration

Concerning movement, fiascos associated with both extraordinary occasions and more slow changes frequently prompt to dislodging of individuals, displaced people, moved groups, and transitory or lasting relocation. This relationship between atmosphere hazard and dislodging is a composite one and there are various variables that influence removals and relocation. By the by, late research recommend that adjustments in atmosphere and related unfavorable natural effects can possibly set off relocation of an expanded number of individuals.²⁸ Scholars have demonstrated that major movements will happen inside in individual nations and that the larger part of relocation will come as an aftereffect of moderate changes in atmosphere and less from individual grievous occasions that as a rule when hydro-climatic

²⁷ Ibid.

²⁸ V. Kolmannskog, Future floods of refugees: A comment on climate change, conflict and forced migration (Report by the Norwegian Refugee Council, Oslo, Norway, 2008); E. Ferris, Making sense of climate change, natural disasters and displacement: a work in progress. (Lecture at the Calcutta Research Group Winter Course, 14 December 2007. Washington DC: Brookings Institution. 13 p, 2007).

calamities happen in rising economies they won't prompt to trap out movement since individuals slope to come back to re-build up their lives after a fiasco has struck. In this manner long haul ecological changes are probably going to bring about more to some degree perpetual movement.²⁹

Late studies recognize movement driven by 1) the expanding recurrence and force of moderate onset fiascos, for example, dry season and desertification; 2) quick onset catastrophes, for example, surges and tornados, and 3) incremental changes driven via ocean level ascent.³⁰ Findings from several studies concur that the most huge environmental change-related driver of movement will be ocean level ascent, with the more cautious appraisals perceiving that the seriousness of relocation will depend basically on the rate of confined changes in ocean level, and how much adjustment happens and is productive. The concentrates additionally perceive that the recurrence of relocation driven by ascent of ocean level is probably going to be moderate, however relentless, which proposes that lessening of fiasco hazard and adjustment methodologies may help maintain a strategic distance from philanthropic emergencies and political unsteadiness.

A few concentrates additionally perceive that there might be some type of misrepresentation encompassing talks of "ecological outcasts" driven by environmental change, making the peril of wrong approach reactions that do little to guarantee the privileges of those most at hazard from environmental change. While it seems likely that environmental change will be an additional patron to relocation, many studies stress that it is exceptionally misty what number of transients there might be, the place they may move from and to, and over what time scale. This instability recommends that a portion of the all the more disturbing

²⁹ E. Piguet, Climate change and forced migration (Research Paper No 153. Evaluation and Policy Analysis Unit, UNHCR. 15 p, 2008).

³⁰ Piguet (2008).

expectations, including those by Myers and Christian Aid, ought not be utilized as establishment for strategy.³¹

It is likewise broadly perceived that natural change is never a sole reason for relocation, and that there are constantly at least one basic financial, political or other social components that roll out ecological improvement a prompt trigger, instead of a basic driver of movement.³²

Whether an individual may relocate because of environmental change relies on upon what is comprehended of the dangers acted by environmental change, and to what degree the advantages and costs emerging from movement are comprehended by the person.³³

Numerous factors frame one or family's choice to move, including components at the purpose of root, variables at the new land, interceding impediments, for example, separate and institutional limitations, and individual conditions.³⁴ A number of studies likewise demonstrate that by and large relocation because of debacles is just conceivable after a specific level of riches is achieved, implying that the bigger helpful issues might be in spots where individuals can't stand to move, as opposed to the spots to which they do move.³⁵ As far as moderate onset disasters, for example, dry spell, the proof is more blended: rehashed dry season occasions, for example, happened in the Sahel in the 1970's and 1980's led to

³¹ Myers, *Environmental Refugees: A Growing Phenomenon of the 21st century* (Philosophical Transactions of the Royal Society 357/1420, 609-613, 2002); Christian Aid, *Human Tide: The Real Migration Crisis* (Christian Aid: London, 2007); Brown (2008); S. Perch-Nielsen, et al. *Exploring the Link Between Climate Change and Migration*, *Climatic Change*, 2008); R. McLeman and B. Smit. *Migration as an Human Adaptation to Climate Change* (*Climatic Change* 76/1-2, 31-53, 2006); Meze-Hausken (2000).

³² G. Hugo, *Environmental Concerns and International Migration* (*International Migration Review* 30/1, 105-131, 1996); S. Castles, *Environmental change and forced migration: Making sense of the debate,* UNHCR Working Papers 70, 1-14, 2002); S. Lonergan, *The Role of Environmental Degradation in Population Displacement* (Environmental)

³³ Ibid.

³⁴ R. Bedford, et al. *International Migration in New Zealand: Context, Components and Policy Issues* (Population Studies Centre Discussion Papers (37), University of Waikato, 2000); C. Macpherson and L. Macpherson, *The Changing Contours of Migrant Samoan Kinship* (In: King, R. and Connell, J. (eds.), *Small Worlds, Global Lives: Islands and Migration*. Pinter Publications, London, pp. 277-296, 1990); A. Ravuvu, *Security and Confidence as Basis Factors in Pacific Islanders' Migration* (In: Spickard, P., Rondilla, J. and Wright, D. (Eds.), *Pacific Diaspora: Island Peoples in the United States and Across the Pacific*. University of Hawaii Press, Honolulu, pp. 87-98, 2002); R. Oederth, *An Introduction to the Study of Human Migration: an Interdisciplinary Perspective* (Writers Club Press, Lincoln, 2002).

³⁵ Brown (2008).

enormous relocation, despite the fact that it is all the more regularly the case that dry season was just a trigger, with the fundamental drivers being changes in work frameworks driven by reliance on fares of a couple of essential products as an aftereffect of colonization.³⁶ For another instance, the dry season in Bangladesh in 1994, huge scale relocation was not a result.³⁷

To call attention to that relocation as a type of adjustment is not clear. For example, if late gauges of a 140cm ascent in the levels of the ocean and coral dying event yearly are right,³⁸ at that point there is little that should be possible to deflect or adjust to misfortunes of arrive on low-lying islands, most pessimistic scenario result being the crumple of the ability of island biological systems to prosper and manage human residence and the accompanying dangers to the presence of the world's five atoll-island states. The resultant could be increments in dreariness and mortality, and in addition an expanded consideration for movement.³⁹

Additionally in the Arctic, there is significantly little that should be possible to turn away or adjust to total misfortunes of snow and ice, liquefying of permafrost, and resultant change in social-natural plans.⁴⁰ As a result the low-lying atoll islands, expanded disorder, death and movement come about. Both cases are other critical misfortunes too, consideration of place

³⁶ R. Franke and B. Chasin. *Seeds of Famine* (New Jersey: Rowman and Allanheld, 1980).

³⁷ K. Smith, *Environmental Hazards: Assessing Risk and Reducing Disaster* (Routledge, London, 1996).

³⁸ S. Rahmstorf et al. Recent climate observations compared to projections (*Science* 316/5825, 709, 2007); S.D: Donner et al. (2005).

³⁹ J. Barnett and W.N. Adger, *Climate Dangers and Atoll Countries* (*Climatic Change* 61, 321-337, 2003).

⁴⁰ ACIA, *Impacts of a warming Arctic* (Arctic Climate Impact Assessment, Cambridge University Press, 2004); E.J. Keskitalo, *Climate change and globalization in the Arctic: An integrated approach to vulnerability assessment* (London, Earthscan 2008).

and culture and the privilege to a nationality and a home.⁴¹ In this manner relocation can't be seen as an "adjustment" yet rather as lost culture, business, put and the privilege to a home.

2.10 Conclusion

Little scale and subsistence agriculturists will sting from the effects of environmental change that will be locally particular and complex to foresee. The assortment of yield and domesticated animals species created by any single family unit and their relations, and the significance of non-market relations underway and promoting will expand the multifaceted nature both of the effects and of resulting adjustments, in respect to business ranches with more confined scopes of products. Subsistence ranchers, low innovation, low capitalization, and various non-atmosphere Stressors will tend to expand powerlessness, yet the strong components, family work, existing examples of variety far from farming, and ownership of a store of indigenous learning ought not to be disparaged.

⁴¹ W.N. Adger, et al. (eds.) *Adapting to Climate Change: Thresholds, Values, Governance* (Cambridge: Cambridge University Press (in press))

CHAPTER THREE

HOW KENYAN MEDIA REPORTS ON CLIMATE CHANGE

3.1 Introduction

Often, it is through the news reports of journalists that inhuman and other malpractices anywhere in Kenya, be it in a political, social or economic conflict are made known to the rest of the world. It becomes clear then that their role of gathering and transmitting news to those outside a particular climate change may be helpful in generating awareness and putting in place mitigation measures.⁴² Reporting the truth is said to be ‘at the heart of the journalistic enterprise.’⁴³ To understand modern and forthcoming journalistic ways and allied occupational issues, then we need to appreciate how its numerous roles and social positioning have emerged and developed over time. For the watchdogs and agenda setters in society, journalists act not only as ‘informers’ but also as ‘teachers’ and ‘entertainers’ therein. These are roles that assign them power to make a difference in any climate change situation. It places them in a position where they can play a meaningful role in creating conditions that may facilitate the coping capacities of the affected community through accurate, comprehensive and responsible reporting.

By heeding the early warnings and sounding the alarm, journalists can perform as a useful tool in climate change mitigation. This is from an informed point that all communities require climate change awareness. If not quickly recognized for what it is or its potential, a disaster can in time explode to engulf a larger section of the community or nation. There has,

⁴² (Detter, 2000)

⁴³ (Klaidman, Beauchamp, 1987)

therefore, been a growing interest in the roles that journalists can play in disaster preparedness and management.

The question of whether or not journalists have a place in disaster management process is, however, one that elicits mixed reactions. Arguments have been that the way a journalist frames a disaster through his/her report can alarm fan or cool down a community. On one end there are those who feel journalists can do more harm than good to a disaster situation by blowing the situation out of proportion and scaring society. On the contrary, there are those who view journalists more positively, seeing them as partners in successful management of disasters. The former draws the many incidences where journalists have worsened disaster situations through sensational reporting. An instance of a dramatic incident that generated tremendous news coverage was the Hurricane Katrina of 2006. In spite of the scientific uncertainty that remains regarding links between hurricane intensity and frequency and climate change, this event spurred an outburst of coverage.⁴⁴

This feels that journalists, if sensitized properly on disasters, can be of great aid and even expedite community coping or mitigating mechanisms. This group is of the opinion journalists only need to be made to understand the causes of a disaster, its cycle and their role in the mitigation process. The latter's argument is drawn from the observation that journalists are watchdogs and agenda setters in society and they have the power to make difference and can place an important role through creating favourable conditions that can facilitate the community coping capacities and disaster mitigation measures through accurate, comprehensive and responsible reporting.

⁴⁴ Eilperin 2005.

3.2 The impact of citizen journalism on professional journalism

Albeit couple of expert writers censure routine of native news coverage in Kenya for justifiable reasons, it is by and by critical to note that the two sorts of news-casting support a synergistic relationship that can be qualified as vertical. These messages – TV/radio communicates, printed daily papers/magazines, and web interchanges – involve correspondences that then challenge in broad daylight for a for consideration. This connection can be alluded to as vertical in light of the fact that the data goes from base, native writer, up to proficient ones regardless of the possibility that the last rely on upon the previous to advance their stories. This was the situation at Boston Marathon bombarding in 2013 when proficient writers vigorously depended on nationals to advance their accounts. Second case of their coordinated effort is focused in the production of TV and Radio projects, Websites, online journals, Face book, Twitter and YouTube accounts by predominant press to permit open from around the globe to contribute pictures and video of breaking news stories. As to what goes before, CNN, BBC, The Guardian and France 24, to refer to yet a couple these, have separately made open engagement fora like I-Report, Your News, Guardian Witness and Reporters to push the significance of the communitarian relationship amongst expert and subject news coverage. The part you play in making the news is critical. Whether it is breaking news or a highlighted thing, your support can have any kind of effect". BBC's call did, most likely, not fall into hard of hearing ears. This gets day by day, "a great many pictures from around the globe of both significant news and nearby issues. Recordings got from around the globe incorporated that of a traveler one Kim Dong-soo holding up to be spared from the sinking South Korea ship in April 2014. The discharged video demonstrated quiet travelers holding to anything they could when the ship was sinking. Kim Dong-soo indicated pictures that couldn't generally be communicated if there was no cooperation between the two sorts of news-casting.

As indicated by Dooley Peter, traditional news-casting is the outside looking in. then again, native news coverage is within watching out. Keeping in mind the end goal to get the entire story, it encounters both perspectives. Despite the current joint effort amongst community oriented and customary news coverage, the last presumably sees the previous as a risk to the profession. The dread, or doubt, of experts could be advocated, as it is not on the grounds that some person can oversee emergency treatment that the individual is a medicinal specialist. It requires years of studies and practice to end up one, thus it is for news coverage also. The doubt, of experts could be advocated, as it is not on account of some individual can regulate emergency treatment that the individual is a restorative specialist. It requires quite a while of preparing and practice to wind up one, thus it is for news coverage also. The calling is liable to code of practice, morals and is managed by law. For anyone trying to practice is required to experience preparing, yet it is, lamentably, not the situation for community oriented columnists. Catching a photo or video and giving a record of an occasion regardless of how great the quality, does not make one a writer but rather an observer for this situation. Subject news coverage will function admirably for news associated with environmental change and its belongings at the grassroots level as web-based social networking is the in thing in the current times.

A writer will regard the guidelines of the occupation even in photography. Protection of the subjects will be regarded and also secrecy when an expert columnist reports, won't not be the situation when native writers report, bringing about corrupting the calling. Experiences, for example, uneven supposition in legislative issues and current issues, productions of defamatory material regular in native news coverage rehearses discolored reporting and depict qualified writer in terrible light. After these reflections, what could be the conclusion? Past studies that have endeavored to guess the moving media scope and open sympathy toward natural and biological issues have relied on upon Anthony Down's 'Issue - Attention Cycle'

which gives edification of the debilitating and waxing of issues inside the approach environment which is more particular to environmental change. The media has been a reformist medium in its depiction of the greatly required activity on environmental change. Its troublesome position in an industrialist society is the trap of immense spending for business news outlets is required for promoting, paying of compensations and their different costs. Most promoters will publicize what will create more cash for them like genuine bequests, autos, aircrafts, home decorations and fast food. Awesome media progressive change in the general public would be of incredible significance to have the capacity to make interest for alleviation of environmental change this will help environmental change news to end up an essential item to publicizing for Kenya.

3.3 Factors that influence Media coverage on climate change in Kenya

Connections between atmosphere science, arrangement, media and Kenyan people in general are multidimensional and dynamic. It's completely clear that science and arrangement shape the way media reports and open comprehension. Be that as it may, it is additionally genuine that news-casting and open concern shape continuous atmosphere science and approach choices and exercises around it. While columnists in Kenya have reliably seen their part as one of data spread as opposed to instruction, the contrast between these parts gets to be obscured in the practice. The 'circuits of and Burgess' model give an exceptionally helpful approach to consider these mind boggling strategies of media scope and science strategy connections and individual comprehension of environmental change. Identify that this model holds for both alleviation and adjustment parts of environmental change reporting. This model delineates in three "stages" or "circuits" in which interchanges ignore a timeframe correspondence begin and scatter into the general population circle before entering the private

circle of individual engagement.⁴⁵ Though all people are involved to various degrees in adding to sources of inert gas emanations – through family unit exercises, managing modern exercises through utilization, transport – those confronting concentrated effects are much lesser. So while duty is turgid, subdivisions of more defenseless human gatherings feel the concentrated costs.⁴⁶

Subsequently, the media representations that radiate and seek consideration in this open circle are taken up to fluctuating degrees in our own lives, and criticism again through progressing media performs over period. Those inputs shape news encircling and educate continuous atmosphere science, arrangement and practice connections in Kenya. Excessively, media scope of environmental change – both relief and adjustment – happen in the more prominent setting of administrative structures, political restrictions and monetary drivers. Socially and also territorial contrasts have a commitment too to contrasts in how these communications happen. The elements all add to the routes in which environmental change is conveyed through the media representations.

Media key players (editors and writers) deliver news based on political, monetary, organizational, social scene. In addition, news limitation of changes in climate is created through journalistic standards and potentials. Happening of news, stories are somewhat made from lopsided power connections and halfway created through the historical backdrop of expert reporting.⁴⁷

Socio-political and financial aspects have created the ascent to separate standards and norms, and those that bolster journalistic practices. This preparation of force is perplexing, and

⁴⁵ Carvalho and Burgess 2005.

⁴⁶ Lowi 1972.

⁴⁷ Starr 2004.

regularly inconspicuous and additionally clashing. Truth be told, crevices can emerge in media scope through the rehearsed journalistic standards and qualities that have created to shield close by potential misuse of uneven forces. Accordingly, media scope of environmental change-adjustment and relief is not as straightforward as accumulation of news articles and clasps delivered by writers, yet rather, representation of connote key edges determined by complex and non-direct connections between researchers, approach on-screen characters and people in general, regularly mediated by news content. Encircling is a procedure, and a fundamental piece of comprehension whereby substance is created – as issues, occasions and data – to arrange, compose and control regular daily existence. This can be characterized as the routes in which components of talk are gathered that then benefit certain elucidations and understandings over others. Confining injects all features of collaborations between science, arrangement, media and the purchasers. For instance, Roger Pielke Jr. has contemplated the approach ramifications of the confined meaning of 'environmental change' by the UN Framework Convention on Climate Change (UNFCCC).

The procedure of media encircling in Kenya includes an mandatory arrangements of choice to cover certain incidents within a bigger commonness of dynamic exercises. These occasions are then changed into news stories. As of late, more specialists from fields of ecological humanism, geography, political studies and correspondences have contemplated confining of portrays there cooperations inside news coverage. Entman trusts that, "surrounding basically includes decision and striking nature. To casing is to choose a few parts of an apparent reality and change over them to more notable in a conveying content, in a way that advance a specific issue definition. Hence, the improvement of significance and talk infer through consolidated basic and agential components."⁴⁸

⁴⁸ Entman 1993, 52.

Lopsided impacts additionally respond to these social connections and by a wide margin shape rising edges of 'news', information and talk in Kenyan media. These procedures occur at numerous layers. For instance, singular columnists must manage time and space weights when reporting news. A large number of these such section inches are arranged and unequivocal, while others like time administration are inferred and formed by social tradition. Such related choices are made with regards to bigger scale weights. While a few elements like access through proprietorship and control are more probable obvious, different impacts, for example, expert preparing are more unidentified. The power progression that rise up out of such components then gets to be re-implanted in relations, for example, basic leadership in an industrialist political economy, and again small scale procedures, for example, ordinary journalistic practices. By and large, these standards, values and weights are interconnected and consequently exceptionally hard to unwind. Multi-scale weights in Kenya can be considered regarding political, monetary, social, social, moral and finally journalistic.

Also, due submission dates and space concerns corner writers.⁴⁹ For example, tight due dates to meet can prompt to stories to depend on simply single hotspot for data and they can confine the capacity of writers to both handle and impart complex issues of atmosphere science. In addition, article inclinations and distributor weights can influence news reporting. The level of introduction and position either on front page or somewhere down in the daily paper spread, and in addition the utilization of charming features and photos, which are regularly publication choices, likewise have an orientation on environmental change occasions and circumstances are translated by the general population.

In Kenya, the prevailing economic conditions have resulted in reduced mass-media costs for analytical broadcasting. In the past this negatively affected the training of news practitioners

⁴⁹ Schudson 1978.

in gathering and broadcasting news. It is contended that in Kenya a typical journalist is not an expert in science or math. Malcolm Hughes of University of Arizona stated that, “The huge gulf in the nature of the questions and concerns that come from journalists working broadly.”⁵⁰ This trend has served to affect communications of scientific information when compound scientific material is made simple in Kenyan media reports.

Production of news conditions engage in important ways with first-order journalistic norms: personalization, dramatization, and novelty, because these factors are significant and baseline influences on both the selection of what is news and the content of news stories.⁵¹ The personalized lens focuses attention on competition between personalities struggling for power and acting in a strategic manner in order to improve their prestige and socio-political influence. Human-interest story conforms to the notion that news focuses on individuals rather than group dynamics or social processes.⁵² The gaze is on the individual claims-makers who are entangled in political battle, and thus operational or institutional analyses are avoided over in favor of stories that cover the trials and tribulations of individuals. Due to this effect, these stories are linked to a much profounder social analysis. In the same light, Hilgartner and Bosk (1988) argue drama the source of energy that gives social problems life and sustains their growth.”⁵³

Emotional news has a tendency to make light of more profound examination of the long haul issues, for covering the developments at the surface of occasions such an environmental change. Previously mentioned logical vocabulary does not help the issue fit in with the

⁵⁰ Hughes 2005.

⁵¹ Boykoff and Boykoff 2007

⁵² Gans 1979.

⁵³ Hilgartner and Bosk 1988, 62.

performance standard, yet in certainty makes the "story" less engaging writers. In addition, the journalistic estimation of show can serve to trivialize news content, as it likewise can prompt to the shutting out of news that does not hold a moment feeling of eagerness or debate. In any case, this standard does not really prompt to decrease in scope given. In their report entitled 'Warm Words', Ereaut and Segnit have set that displaying news in a performed frame is most basic, and sensationalization or "scaremonger" reporting "may even turn out to be surreptitiously exciting – adequately a type of 'atmosphere porn' instead of a productive informing" A case of an emotional occasion that created fantastic news reportage is the Hurricane Katrina. In spite of logical vulnerability that remaining parts with respect to joins between tropical storm power and recurrence and environmental change, this occasion impelled a "wave" of scope. In Kenya contemplations of such connections in the operationalization of universal atmosphere approach in the general population space are likewise determined by remarks made by conspicuous government officials.

Performance meets with the normal journalistic fascination in oddity. Calling attention to this relationship amongst performance and oddity in the broad communications, Hilgartner and Bosk express that, immersion of people in general fields with excess cases and images can demystify an issue. Because of the apparent requirement for a 'news peg,' certain stories are considered reasonable and others are not and this influences providing details regarding environmental change in Kenya. There is repeating unthinkable whereby writers dispose of stories that have as of now been accounted for news that is crisp, unique, and new. This permits constant, and developing, ecological issues to slide outside of anyone's ability to see if there is just the same old thing new to report. Practically speaking, this adds to an inclination for scope of emergencies, as opposed to constant social issues. Consequently, with regards to environmental change scope, the basic causes and long haul results are regularly neglected in the ordinary granulate to locate another edge by time constrain. So a pressure

develops amongst science and broad communications: inside set up storylines of environmental change in Kenya, there is a requirement for original thought to depict these stories. In mix, through impacts on the determination of news and the substance in that, these first request standards start and advise an arrangement of journalistic standards: power request, and adjust. Together, these standards and impacts add to what gets to be news, and media scope of environmental change – both relief and adjustment. Going before study has contended that such adherence to these first-and second-arrange standards to 'long winded surrounding' of news – instead of 'topical encircling' whereby stories are arranged in a bigger, topical setting – and this has been appeared to prompt to shallower understandings of political and social issues.

This long winded encircling skews media scope that influences open comprehension of environmental change relief and adjustment in Kenya. Power arrange predisposition is a moment arrange journalistic standard where columnists tend to for the most part, and now and then exclusively, counsel power figures – government authorities, business pioneers, and other key figures. Additionally, the intricate issue of open trust in power considers more often than not nourishes back along with and impact atmosphere arrangement basic leadership even in Kenya. Since natural issues, for example, relief and adjustment for environmental change regularly show up in the news as a result of an unfurling emergency, this inclination for definitive – frequently government - sources is not an irrelevant matter. By and by, impacts of this journalistic standard turn out to be less direct when there is plain contestation and "dueling" powers challenge. This leads both back to first-arrange standards of personalization and sensation, and to the last second-arrange standard of balance. With adjusted reporting, writers "exhibit the perspectives of honest to goodness spokespersons of the clashing sides in any huge debate, and give both sides generally meet consideration". In reporting of

atmosphere science, adjust can help journalists when they do not have the essential logical foundation or information, or are confronted with an imposing time limitation.

3.4 Conclusion

Communicating the seen and potential consequences of climate change is one challenging task, which is often done poorly in the media. Legislators, researchers, and strategists are progressively sending the idea and dialect of hazard with regards to instability to edge what is likely the greatest test this century, human-prompted environmental change. As a great part of the civil argument on environmental change pulls later on, it unavoidably includes degrees of instability about the planning, pace, and seriousness of conceivable effects, and in addition the choices for overseeing and maintaining a strategic distance from them. The framework of media sources are confronted with political monetary and conveyance challenges. Likewise, there has been insignificant scope of natural issues addressing environmental change, especially in the national daily papers. To cover climate issues Journalists should be trained on climate mitigation strategies; there should be more scope for inclusion in website articles of details and discussion about how uncertainty can be quantified and given a confidence level. In addition there should be more use of info-graphics to illustrate the concepts of risk and other aspects of climate change, plus more use of probabilistic forecasting in public weather forecasting on television.

CHAPTER FOUR

THE KENYAN COPING MECHANISMS ON CLIMATE CHANGE

4.1 Introduction

As a reaction to the challenges posed by climate change to Kenya, the national climate change response. Strategies have proposed a number of measures meant to reduce the adverse impacts of climate change in Kenya i.e. adaptation measures and to tame global warming (mitigation measures).

4.2 Adaptation

Adaptation or Adjustment measures allude to the aversion, resistance or sharing of misfortunes, changes in land utilization or exercises changes of area, and reclamation. An adjustment measure covers the following areas:

4.3 Health

Working of an extensive number of migrant facilities; enrolment of additional, around 24,000 specialized staff to reinforce general wellbeing area the nation over; increased observation of new flare-ups with ensuing quick reactions; and wellbeing instruction crusades can demonstrate effective.⁵⁴

4.4 Agriculture

Giving down-scaled climate data and homestead inputs; water reaping e.g. construction of sand dams for water system; assurance of common assets (soil and water preservation methods); and research and supply of predominant (dry spell tolerant, salt-tolerant, vermin and malady safe) crops.

⁵⁴ National climate change response strategy paper, 2010.

4.5 Water

Construction of water catchment and storage units such dams; safeguarding of water towers, stream banks; removing of silt from dams; city water reusing offices; upgrading limit with respect to water quality change, and mindfulness creation battle to advance water effectiveness measures. Such mediations in the water part should adjust the fused way to deal with water asset administration and use. In Kenya, this is settled in the 'Coordinated River Basin and Large-Water Bodies-based Natural Resource Management Program' by the six territorial bowl based organizations called TARDA and LBDA.⁵⁵

4.6 Fisheries

Creating countrywide mapping that will target shore security measures; creating financing systems, utilizing non-destructive alternatives for rationing marine environment, innovative work; and support a seaside and watershed-bowl administration approach interfacing land-utilization practices to marine and fisheries assets preservation.

4.7 Tourism/Wildlife

Creating and sustaining wildlife management policy of a suite of very much evaluated environmental change adjustment procedures by the KWS and WWF, the tourism industry. Generating and maintenance of a green practice and habit, and additionally labelling Kenya a green place for tourists.⁵⁶

⁵⁵ Ibid.

⁵⁶ Ibid.

4.8 Livestock/Pastoralism:

Creating specified domesticated animals protection plans, rearing of creatures that adjust well to climatic driving forces; reliable immunization campaigns; advancement of monetary employment disparity, e.g. cultivating of dry season tolerant sustenance crops like millet and honey bee keeping for nectar generation; and mindfulness crusades among peaceful groups to highlight the noteworthiness of adjusting stocking rates with the accessible land assets as a method for guaranteeing feasible keeping of animals.⁵⁷

4.9 Physical Infrastructure including transportation and telecommunication networks:

Ensuring that the framework is competent to withstand all climate over its life expectancy, which incorporates doing geotechnical site examinations (GSIs) to characterize appropriate destinations for foundation advancement; calculating an upkeep segment into all infrastructural improvement supports; and outlining foundation that can persevere through the predominant climatic conditions, e.g. structures that can withstand solid winds, tides furthermore high temperatures.⁵⁸

4.10 Social Amenities including human settlements:

Firming catastrophe readiness through appropriate arranging of urban settlements which nulls over the foreseen high development rate of urban populace because of atmosphere instigated relocation from country zones to urban focuses; and building up protection plans to prop readiness in locales powerless to climatic debacles.⁵⁹

⁵⁷ Ibid.

⁵⁸ Ibid.

⁵⁹ Ibid.

4.11 Mitigation

Mitigation or Alleviation indicates to the endeavours that look to deflect or back off the expansion of air GHG focuses by restricting present and future discharges and upgrading potential sinks for GHGs. In Kenya, the segments worried with high outflows incorporate ranger service in view of woods logging and land utilize change, vitality, agribusiness and transport. Proposed relief intercessions incorporate undertakings of the Kenya Forest Service's Forestry Development Plan (FDP); Energy Ministry's Green Energy Development; and in addition different mediations in the vehicle and farming divisions.⁶⁰

The Forestry Development Plan (FDP) has a plan for developing of 7.6 billion trees amid the following 20 years. This will be accomplished by planting of trees by 35,000 schools; 4300 ladies bunches; 16,350 youth bunches, and the six RDAs. Every school will be given a 10,000 litre water tank to bolster gathering of water for the development and running of tree nurseries and in addition watering of planted out seedlings. Moreover, vast scale arrive proprietors with no less than 50 sections of land of land will be urged to construct dams for water collecting and capacity keeping in mind the end goal to bolster foundation of watered private woodlands. The Green Energy Development Program will try to exploit Kenya's ample renewable vitality assets. The geothermal steam stores are equivalent to 7000 MW. The northern locale of the nation is perfect for wind control era, while the bone-dry and semi-bone-dry regions being helpful for sun based vitality era and usage. Kenya has an adequate potential to develop non-food crops like sugarcane, sweet sorghum, Jatropha and others appropriate for delivering biofuels.

In expanding these option vitality sources, Kenya can contribute essentially to lessen worldwide GHGs and additionally its unfortunate dependence on fossil energizes imports.

⁶⁰ National climate change response strategy paper, 2010.

Various proper and implementable environmentally friendly power vitality ventures have as of now been recognized. The Government is equipped to allot a lot of budgetary assets, though a similar time, look for support from two-sided and multilateral money related organizations. The administration will stretch out credit and appropriation offices to private financial specialists to encourage quick consummation of these endeavours. Counts on the accomplishment of this program, it is conceived that Kenya will turn into a Green Economy by the year 2020. Moreover, Kenya will seek after vitality proficiency alternatives like: (a) mandatory vitality reviews of vast business and mechanical buyers; (b) evaluation of expense approaches to support the import of vitality effective engine vehicles; (c) sponsorships and other duty motivating forces to energize and manage more extensive grasping of vitality proficient electrical contraptions, for example, reduced glaring light (CFL) knobs and sun oriented high temp water warming frameworks; and (d) developing vitality productive structures. Other proposed intercessions incorporate advancement of minimal effort open transport modes, for example, Bus Rapid Transit (BRT) and different method for open transport; legitimate urban and transport wanting to empower viable and low GHG methods of transportation, e.g. decongesting streets; empowering non-mechanized methods of transport (NMT) by making bikeways and person on foot walkways; making transport request administration measures that energize or support open transport and NMT; building a Light Rail Transit (LRT) alongside the BRT in real urban areas and towns to help decongest activity; and enhancing the nation's railroad system to encourage minimal effort and low-carbon long-remove transportation of payload and travellers.

4.12 Agriculture

The Kenyan ways of dealing with issues on environmental change include: proposed alleviation measures, suitable utilization of biotechnologies which increment nourishment creation per unit range while at the same time constraining GHG discharges; appropriate

administration of bio waste e.g. utilizing excrement to deliver biogas; and progression of agroforestry particularly tree-based intercropping (TBI).⁶¹

4.13 Carbon Markets

Still under ways of dealing with systems, growing countries, for example, Kenya can embrace alleviation extends in the parts depicted above and also assembling and others. These undertakings can pick up fiscally from 'carbon exchange' that permit them to offer Certified Emission Reduction (CER) credits to created nations to help the last alleviate against environmental change cost-adequately. The Certified Emission Reductions are worked through controlled consistence advertises under the Kyoto Protocol's Clean Development Mechanism (CDM).

Carbon exchange likewise contains the purchasing of 'carbon counterbalances' as Verified Emission Reductions (VER) by people and gatherings who wish to enthusiastically remunerate their GHG emanations, i.e. under the Voluntary Carbon Markets (VCM). In looming days, the VCM will most likely be commanded by the Reduced Emissions from Deforestation and Degradation (REDD) instrument. For Kenya to contribute adequately in the carbon exchange including the CDM, a few measures will require to be embraced into record: estimation of the benchmark GHG Grid Emission Factor (GEF) for the power framework of the nation to encourage CDM extends in the power area and help carbon extend engineers and experts, target limit working for private division and financial specialists to enhance the learning of GHG lessening venture improvement and markets, e.g. building up a manual for CDM Project Activities depicting the part of government and the UNFCCC, CDM cycle, sorts of undertakings, qualification criteria, CDM exchange expenses and how to offer Certified Emission Reductions (CERs). The administration fronted manual

⁶¹ Ibid.

that aides CDM execution ought to be delivered and dispersed on an open site, as has been finished by various nations including Tanzania, fortifying applicable bodies, for example, the Designated National Authority (DNA) and evacuating impediments to carbon exchanging, for example, high beginning exchange expenses and low level of attention to CDM potential with respect to private segment, especially venture and monetary associations, giving assessment motivating forces and ideal import duties on innovation for activities that lessen discharges, having clear vitality evaluating and CDM extend arrangements including an unmistakable, powerful structure and great administration structures, guaranteeing that Kenya makes itself as a financially savvy have nation to GHG outflow diminishment ventures, arranging a general positioning of the simplest and most suitable venture sorts to the most troublesome and minimum beneficial (low hanging natural products first to fabricate energy), making a database of existing tasks, emanation decrease limits, different advantages, extend engineers, lenders, government bolster, and investigating methods for incorporating carbon markets into the principle economy and opening it to by and large legitimate and managing an account frameworks.

Characterized proposals that can empower Kenya to profit by REDD openings include: establishing energetic checking, reporting and confirmation (MRV) institutional courses of action (clear solid national backwoods observing baselines and rules), filling the recorded information crevices on timberland cover everywhere throughout the nation, tending to the danger of non-lastingness and spillage as a vital condition for any gathering or element to contribute in a REDD instrument and exercises, setting up and constructing limit on REDD system advancement particularly fortifying budgetary support, innovation exchange and arrangement for strengthening particularly among woodland subordinate groups, and building

up and reinforcing organizations between general society and private divisions with a specific end goal to assemble the essential fund and quicken REDD activities..⁶²

4.14 Building farmer resilience in Kenya

In the previous century, the ice sheets of Mount Kenya have lost very nearly 92 for each penny of their mass, and the volume and degree of this misfortune has incredibly hurried as of late, bringing about significant flooding in the Lower Tana Basin. Genuine dry seasons have likewise influenced the regions in the course of recent decades. In 2000, the third progressive year of dry season, a few waterways and streams in the center catchment ranges of Meru Central and Embu have become scarce totally without precedent for their history. Under the Kenyan moderation instruments, an IFAD-financed pilot extend in the zone is utilizing group drove ways to deal with strengthen the flexibility of poor groups' cultivating frameworks in the wake of transient atmosphere erraticism, and to lessen helplessness to current climatic dangers. The venture has presented a scope of versatile activities, for example, enhanced water asset administration through water client affiliations; additionally fitting agrarian practices, for example, agroforestry and stream bank preservation; vitality productive cooking stoves and charcoal furnaces; and the reclamation of corrupted land, particularly peaks. The Global Environment Facility (GEF) allow exercises supplements the credit extend exercises by supporting biological community administration, including reforestation and administration of Mount Kenya's rich and differing vegetation and wild creatures and flying creatures, which are of worldwide preservation significance. The exercises are rejecting weight on woodland and water assets by concentrating on destitution destruction methodologies and presenting elective work alternatives and enhanced overseeing

⁶² Ibid.

rehearses in agrarian ranges contiguous the backwoods, while likewise advancing practical answers for the administration and preservation of secured zones.

4.15 There has also been piloting rewards for environmental systems in Kenya, Uganda and the United Republic of Tanzania

The haggardness of biological systems as an impact of environmental change directly affects the occupations, wellbeing and welfare of groups in provincial Africa, and additionally the urban groups that rely on upon environment administrations. Changing climatic conditions strengthen destitution and undermine the capacity of groups to avert corruption and sustain the earth they rely on upon. A giver supported program in Kenya, Uganda and the United Republic of Tanzania additionally executed in West Africa, in Guinea depended on an acknowledgment that poor rustic individuals can possibly be essential players in overseeing characteristic asset and carbon assignment, profiting themselves as well as others further abroad.

The program worked with denied groups and potential environment benefit recipients to set up plans to pay or reward groups for giving these administrations, including through enhanced land-utilize practices, reforestation and stream bank rebuilding.

Rewards for ecological administrations (RES) is an imaginative approach that connections biological system administration with the interests of environment administration recipients. Installments or RES components are another and broadly perceived kind of willful, contingent and arranged contract between biological system stewards and environment benefit recipients. The contributor subsidized exercises advanced the improvement of these frameworks for carbon stockpiling, hydrological administrations and biodiversity preservation. In Kenya, the program concentrated on the Upper Tana, where biological

community corruption has the best effect on the waterway's life-supporting purposes. The Tana River conveys critical hydropower furthermore water for water system. Its repositories and dams are, be that as it may, undermined by sedimentation coming about because of cultivating exercises in the upper Tana catchments. Deforestation and the infringement of business and subsistence cultivating are elements adding to the debasement.

4.16 Green water credits in Kenya

Inside the previous two decades the vast majority of Kenya's farming land has lost its topsoil, while the populace has multiplied, expanding interest for power and water. Green water credits approach depends on a conviction that the most practical method for building strength to expanding water shortage brought about by environmental change and land corruption in Africa is to expand water stockpiling in ranchers' fields. 'Green water' or water supplied in the dirt and accessible for take-up by plants, is the biggest freshwater asset on earth. The availability of green water can be expanded by decreasing keep running off and vanishing from the dirt. These outcomes in a bigger measure of water being accessible for products furthermore in more water that can be utilized downstream additionally alluded to as blue water. Ranchers and pastoralists are key directors of soil and water yet their administrations regularly go unnoticed and unrewarded. The idea of green water credits redresses this market disappointment by remunerating upstream water makers for indicated natural administration benefits that decide water supplies for utilization downstream. Prizes might be as money or other all the more enduring advantages.

Mind International, 2011 gives cases of systems that will add to the commonly strong thoughts of environmental change adjustment and sustenance security in Kenya. Expanding rural yield, atmosphere versatility and manageability, especially for smallholder ranchers (for instance, by advancing protection farming practices, reclamation of debased soils and rural biodiversity) Promoting privileges of powerless individuals, especially ladies, to basic

employment assets, for example, land and water. Coordinated water asset administration, Sustainable land utilize and biological community Services, Technology exchange (water system, preservation and practical farming, biogas innovation, and so on.), Disaster hazard diminishment approaches, Improving government ability to execute social assurance plans, Evaluating helplessness to and effect of environmental change on the distinctive measurements of nourishment security, Improvement of sustenance security checking to join markers identified with sexual orientation equity sustenance and atmosphere changeability and change. Organizations with other philanthropic, advancement and natural gatherings, examine establishments, governments and the private segment to distinguish viable and viable reactions to environmental change and nourishment instability, Information administration and sharing crosswise over areas, interchanges and mindfulness raising.

The germane messages raised by the CARE International (2011) brief are: Climate change impacts influence every one of the four extents of nourishment security: accessibility, get to, use and steadiness. Improvement of nourishment security programs should subsequently consider environmental change keeping in mind the end goal to guarantee maintainability and effect, Food security and adjustment to environmental change are commonly steady approaches. They have shared goals of dropping weakness and expanding versatility. Transformative exercises that advance sexual orientation value, ladies strengthening, rights and proper administration must be incorporated into ways to deal with move down powerless individuals to accomplish sustenance security and atmosphere versatility.

Ways to deal with nourishment security must perceive environmental change and ecological corruption as drivers. By unequivocally coordinating environmental change into sustenance security programming, activities to address nourishment security will likewise build ability to adjust to environmental change. Adaptation approaches must join activities focused as atmosphere versatile jobs and fiasco hazard diminishment, and also tending to the basic

reasons for helplessness. In numerous unique circumstances, ways to deal with slice defenselessness to environmental change will likewise enhance nourishment security. Appropriation of a coordinated approach which addresses versatile occupations, hazard lessening and the hidden reasons for helplessness and nourishment weakness in ranges where individuals are defenceless against both environmental change effects and causes sustenance frailty. Solid and critical activity on moderating environmental change is expected to avoid swelling hunger in the coming decades, especially for poor and helpless individuals in creating nations.⁶³

4.17 Economic Policy and the Environment

Kenya's economy is for the most part characteristic asset subordinate such as agribusiness, ranger service, nature/untamed life, tourism and essential assembling. The monetary piece of farming has declined from 33 for each penny in 1980 to 23 for every penny in 1999. This unfriendly pattern may decline with time if relief endeavours are not direly affected. This additionally applies to work creation in farming where more individuals move to urban communities in any expectation of discovering employments. Openings for work in the towns and urban communities, are not keeping pace with that of the movement from provincial regions bringing about expansive unemployment rate. Corruption and soil disintegration posture one of the best dangers to maintainable nourishment creation and Kenya's advancement all in all. Intensified by incidental dry seasons and surges, ecological issues assume a key part the execution of the agrarian division. This in this way requires an extraordinary arrangement to bolster soil and water protection.

⁶³ Ibid

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1 SUMMARY

This study began with a background to the study by defining what climate change is all about, the effects of climate change in Kenya and its environs. We have appreciated the inclusion of the media in matters on climate change and the importance of media in providing the correct information on climate change, the role of educating and informing the public about climate change.

In 2011 Kenya experienced one of the worst droughts in history which affected mainly the pastoralist community in the northern part of the country. This group is most vulnerable to climate change for reasons mainly that; they are likely to suffer from climate change exposure, they are likely to suffer from climate change sensitivity and have less adaptive capabilities.⁶⁴ Climate change exposure is the rate and degree of climate change that a region is exposed to. In Kenya, climate change is categorized by increasing temperatures and higher rainfall variability⁶⁵ with both increasing the likelihood of more frequent and extended drought. Sensitivity is the degree to which a system is affected either adversely or beneficially by climate change. In Kenya, pastoralists are more sensitive to climate changes because their livestock rely on the availability of water and pasture for grazing. Adaptive capacity relates to availability of knowledge, skills, options and assets to adapt to climatic changes. Northern Kenya area is more vulnerable to climate changes, hence, more frequent and prolonged droughts, combination with social economic development have increasingly overwhelmed the current adaptive capacities. Under this conditions in the pastoral conflicts

⁶⁴ Adger 2006.

⁶⁵ Christensen et al 2007.

which are closely related to violent livestock raiding tend to escalate. The media in Kenya has failed to capture this fact.

5.2 Recommendations and Conclusion

It is no doubt that climate change is slowly affecting Kenya. With droughts and floods becoming a common thing, the country has also witnessed variations in temperatures where you find some days are very hot than others, others are very cold. Crop failures and the spread of diseases like malaria to places not known to have malaria. Such erratic weather patterns seriously affect the well-being of the nation. For example, the 1999/2000 La Niña droughts resulted in 4.7 million Kenyans facing starvation, as well as the effects of the 2006-2009 successive drought episodes according to unconfirmed reports caused 10 million people, nearly a quarter of Kenya's population to starve.

As worldwide discharges proceed unabated, environmental change effects are probably going to venture up an officially dubious circumstance into what's to come. In the event that no move will be made to diminish or minimize the effects from environmental change, then the expenses to society and the economy will be gigantic and destructive. A portion of the proposals to manage include: thinking of mediations that work, to decrease or moderate these antagonistic effects, while advancing a low carbon economy and environmental change-flexible generation frameworks. Also, there is a requirement for the arrangement of a committed Climate Change Secretariat that will control its execution. Since considerable subsidizing is required for this and given its significance, it is prescribed that the Kenyan Government build up a multi-partner National Adaptation Facility (NAF) for preparing stores for adjustment programs. All partners ought to standard atmosphere sealing and environmental change responsive occasions in their projects and ventures.

To accomplish this, the line services of the nation have created environmental change reaction program-ideas, which will frame the premise of segment programming and venture usage. While Kenya is ready to profit significantly from the propelled innovation of created nations, endeavours ought to be made to bolster neighbourhood innovation developments and application through limit building programs. All the more in this way, new and extra financing is required to bolster and fortify the nation's exploration and scholarly organizations to empower them attempt ponders in environmental change related fields.

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