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Clima y Café = Climate & Coffee: Adapting Together to Climate Change in Colombia (2020/2021 Engaged Activities)

Jessica Eise

Purdue University, jeise@purdue.edu

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Clima y Café = Climate & Coffee

Adapting Together to Climate Change in Colombia

2020/2021 Engaged Activities ★

*A blended academic/social
project supporting climate change adaptation
and awareness*

By Jessica Eise, PhD

Funded by the:
National Science Foundation**
Purdue University Brian Lamb School of Communication
Purdue University College of Liberal Arts

★ This report contains outreach activities supporting the social, engaged scholarship component of *Clima y Café* during the outreach phase of the academic calendar year of 2020/2021. It does not contain research results.

★★ National Science Foundation EAGER Grant Number 10001771, PI Jessica Eise, 9/2020 – 8/2021

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Director's Note

This international, interdisciplinary outreach phase of the *Clima y Café* project was conducted during the COVID-19 pandemic, which required special accommodations and commitments from team members who often struggled with internet connectivity issues, quarantine or lockdown measures and the need to be creative – and resilient – in the face of personal health challenges and restrictions.

But no crisis will sit on hold in the face of another. And as the pandemic tapped into the depths of our resiliency, the commitment of my team – despite the overwhelming challenges of this time – was a source of inspiration both personally and more broadly; that we can overcome the climate change challenges that loom on the horizon by focusing on our strengths, not our weaknesses.

– Jessica Eise, PhD

Project Overview and History

Climate change is already impacting many regions around the world with changing temperatures and weather events. Some of the hardest hit are our farmers, who rely on the climate to grow the food that we need to survive and thrive. Farming depends on weather patterns and when these change, crops can be lost or the harvests reduced. Many farmers around the world live on the brink of poverty, and these variations can mean a loss of livelihood or extreme stress, duress and uncertainty. Our farmers, in every corner of the Earth, need support to adapt to the current or coming changes in the climate in order to protect their livelihoods and wellbeing, but also to ensure continued food security for all of us. Adaptation to climate change means learning to adjust the way we live to new climatic conditions wherever we are so we can continue to thrive. Mitigation means decreasing our greenhouse gas emissions that cause climate change or capturing carbon to decrease existing damage. We need both to occur in tandem now, as our window of opportunity to focus exclusively on mitigation is now gone.

Clima y Café is a blended academic/social project to help farmers adapt to climate change, with its current focus in the Colombian coffee region. It is participatory and combines research-informed activities with collaborative activities that seek to (1) support farmers with useful, targeted information, resources and solutions, (2) draw attention to their needs and (3) inspire and motivate change in local, regional, national and international communities. *Clima y Café* originated out of Purdue University Brian Lamb School of Communication and the Purdue Climate Change Research Center in collaboration with the Universidad Tecnológica de Pereira (UTP) in Colombia. It grew from interdisciplinary doctoral research led by Dr. Jessica Eise, its director and founder, and a small team of researchers from Purdue University and UTP. It has since expanded to involve international collaborators in farming associations, NGOs, government agencies and academic institutions. The project is now housed at the University of Texas at San Antonio and is co-administered with UTP with co-director Diana Carolina Meza Sepúlveda.

The project is driven by a focus on agility, creativity and maximizing scarce resources by building on collaborators' strengths and remembering – always – that our priority is to work with and support those who need the most help; struggling farming and rural communities. It seeks to bridge the gap between academic research and practical application by combining research with outreach activities as well as using research to inform engagement strategies. *Clima y Café* looks for talent, commitment and dedication wherever it may exist – regardless of status, age, gender, education level or area of expertise – informed by the belief that we are always stronger together.

Original 2018 team meeting for first data collection in Pereira, Colombia. From left to right: Sebastián Ríos Sanabria, Diana Carolina Meza Sepúlveda, Jessica Eise, John Mario Rodríguez

Team

Jessica Eise, PhD | Founder and Co-director – USA

Jessica is the founder of *Clima y Café*. The project originated during her doctoral studies in the Purdue University Brian Lamb School of Communication. During this phase of the project, she was a postdoctoral researcher with the Purdue University Lamb School and Purdue Climate Change Research Center. Jessica is now an assistant professor of social and environmental issues at the University of Texas at San Antonio. She directed this project and secured and managed its funding.

“Working with my team during this phase of the project has given me hope that change – and a better way – is possible. With tireless enthusiasm and dedication, they committed themselves to this project during the most challenging of circumstances; conducting outreach in the midst of a pandemic. But resiliency is contagious, and so is seeing those around you stretch into their better natures. We can learn to show up for each other.”

Diana Carolina Meza Sepúlveda | Co-director – Colombia

Diana is an instructor and researcher at the Universidad Tecnológica de Pereira in Pereira, Colombia, and is currently pursuing her doctorate in biotechnology. She is passionate about learning and has been involved with *Clima y Café* since its inception in 2018. Diana worked in various components of this project and is the principal liaison with farming communities in the region.

“I have used materials from www.climaycafe.com in my classes and in the many interactions I have with producers, and it has always been very warmly received. This project has been a learning experience for me, where I can apply my knowledge in an active way. Working collaboratively in an international environment has, for me, always been absolutely wonderful; an opportunity to learn and understand different points of view that have enriched the project.”

Andrea Murillo Bernal | Broadcast Journalist and Coffee Producer – Colombia

Andrea is a broadcast journalist and coffee producer. She is the founder and commercial director of María Antonia Café Gourmet. Andrea hosts the radio program “Desde el Cafetal” on the Emisora Cultural de Pereira 97.7 FM. She lives in Pereira, Colombia, and produced the podcast series for *Clima y Café*.

“Working with the project *Clima y Café* was an opportunity to reflect on the different variables that impact the production of coffee under climate change. It challenged me to think about what I can do as a coffee grower and a journalist to

mitigate the consequences of climate change on the coffee sector, from the acknowledgement of its impacts to the acknowledgment of possible actions we can take.

By working on this project, I learned about the different alternatives we have for adaptation to climate change in coffee production, as well as the importance of continuous learning in order to not only adapt, but also stop, through conscientious actions, the impacts of climate change.

Completing the development of our audio products with the Covid-19 pandemic was an enormous challenge; having to look for different alternatives other than in-person meetings to be able to gather information. It limits a little the natural fluidity of interviews and the development of a podcast.

Speaking with different coffee growers on their experiences expanded my own knowledge on the subject and, on some occasions, I felt distress and in other moments I was full of hope – of a feeling that it is possible to make great transformations from our own communities.”

Camila Atencio | Social Media Coordinator – Colombia

Camila is an audiovisual and multimedia communicator. She works at a digital agency as a digital content leader and video marketing producer. During this project, she was in charge of creating social media strategies to encourage coffee farmers to engage with the videos. Camila was a senior at the Universidad de La Sabana when she began this project and graduated while it was ongoing.

“This project was a great way for me to improve my skills on social media. It was a challenge because the target audience is tricky to access digitally so we needed to try to reach them in different ways. I had an amazing experience where I got the opportunity to learn and help spread the word about a very important topic for coffee farmers. This project has taught me a lot about target audiences and how to make better strategies to let people know about the content we are making.”

Vanessa Bernal | Graphic Designer and Illustrator – Colombia

Vanessa Bernal is an audiovisual communicator. She focuses on research and management of digital media campaigns. She is also passionate about illustration and good stories. Vanessa worked as the designer and illustrator in the most recent projects developed by *Clima y Café*.

“During this project, I was able to grow personally and professionally. This project not only has an impact on those to whom it directs its message, but also transforms those who work on it, because it allows us to disconnect from our reality for a moment so we can connect with those who work every day to bring a cup of coffee to our table. We have countless traditions that deserve the attention and effort that the *Clima y Café* project invests in.”

Nicolás Angel Gómez Luque | Photographer, Videographer and Sound Designer – Colombia

Nicolás is an audiovisual and multimedia communicator. He is currently studying for a master's degree in social innovation and is working as a freelance video editor and musical producer. Nicolás was the photographer for the photographic exposition as well as the cinematographer and composer of the original music for the video series.

“Right now, I'm in a place of learning and searching for my identity as a Colombian, Latin American and human being. This project allowed me to be in touch with a strong fiber of Colombia. It meant a lot to me to have contact with all these wonderful people, learning from them and supporting them through my profession and vocation.

When I first started with the project, I was finishing my thesis and in the middle of the project I graduated as an audiovisual and multimedia communicator. On this project, I learned techniques for making better interviews, as well as social skills to make people from a different communities feel comfortable with the presence of a camera. I also learned to be creative under pressure and with limited resources.”

Mario Esteban Isaza | Videographer and Director – Colombia

Mario is an audiovisual and multimedia communicator who is currently finishing a second degree in philosophy from the Universidad de La Sabana. He works on film and media projects. Mario was the writer, director and editor of the project's video series promoting adaptation strategies for coffee farmers.

“This project was my first paid professional experience and was an opportunity to improve my skills as a filmmaker and content creator while contributing and helping a community I care about. While working on this project, I graduated from my first undergraduate program, Audiovisual Communication and Multimedia at La Sabana University.

I learned that a lot can be done with very few resources with enough planning and creativity, which is a fundamental skill for young filmmakers and content creators. I also learned that even small contributions such as the videos and other media contents of the *Clima y Café* website can have enormous positive impacts on communities.”

Laura Montes Ramirez | Writer – Colombia

Laura is an audiovisual and multimedia communicator who specializes in research, creative writing, film analysis and criticism and audiovisual production. She was in charge of managing the written content of the project, including writing the adaptation tips for the printed materials and co-authoring the children's book.

“This project gave me the opportunity to combine my writing and social sensitivity in an international project with global impact. Working in this campaign was very important for me because I feel I can impact future generations through the book: an impact that will perhaps not be seen now, but in ten or twenty years we will be able to reap what we sow in the children who read our book. The principal challenge I faced was writing the book in a childlike language. At the beginning, my writing had a more mature style, so I had to learn to modify it across this process.

This project affirmed to me that communication can change the world. Even though the impact of what we did will likely be seen a few years from now, I know that it will help many future coffee farmers to adapt and fight for better conditions.”

Sebastián Ríos Sanabria | Administrative Support – Colombia

Sebastián is a young entrepreneur in Pereira, Colombia, who has worked with *Clima y Café* since 2018 when he was a student at the Universidad Tecnológica de Pereira. Since, he has assumed increasing responsibility and been involved in various components of the project. During this phase of the project, he was responsible for radio programming, printing the children’s book and administrative support.

“I have identified with this project from the first. I grew up in the coffee region and working on this made me feel like I was able to give something back to the land. I believe I have developed my critical thinking on this project, and I have learned a lot about methodology and international collaborations. As we finish the project, I hope that *Clima y Café* and all of the team have left a positive footprint in the region.”

Sierra Smith | Administrative Support – USA

Sierra is a fourth-year sociology student at Cal Poly, San Luis Obispo with a concentration in sustainable development with a biology minor. She has a research background in marine technologies, science communication, sustainability practices and climate change impacts. She was responsible for coordinating team members to achieve project objectives and cover administrative duties.

“My work with the *Clima y Café* project was invaluable to my understanding of the impacts of climate change on rural communities, and how our daily actions threaten the livelihoods of people around the world. I continue to be inspired by the resiliency and determination of the producers of Risaralda and I look forward to learning from and following their successes.”

[Access Clima y Café’s advisory board](#)

Photography Exhibition

Unseen Guardians: Rural Colombian Women and the Earth (Protectoras Desconocidas: Mujeres Rurales y la Tierra) is the name of a photographic exposition of portraits of female coffee producers in Colombia who have dedicated their lives to maintaining rural areas and all the ensuing challenges in protecting the environment, their livelihoods and families. The exhibit was produced by *Clima y Café* and showcased these women with quotes about the environment alongside information raising awareness of climate change.

These 25 pictures were exhibited from the 9th to 18th of December, 2020, in the municipal center of Santa Rosa de Cabal, Colombia. The same day of the launch it was released digitally on the website *Clima y Café* in [Spanish](#) and [English](#). After the exhibition, the physical pictures were donated to the local Universidad Tecnológica de Pereira for permanent display.

This was an eye-opening experience. It was a privilege to be in touch with these female coffee farmers; to learn more about them, their culture, their perspective on life, their connection with the earth. They taught me to love the place you live and be proud of who you are. It was fulfilling to be able to be part of this tribute to them, to present them as wonderful as they are, as the guardians they are.

- Nicolás Gómez | Photographer

Photographic exhibit in Santa Rosa, Colombia

On-the-field photography in the Colombian Coffee Axis

[Press Release](#)

Rural Colombian Women and the Earth

Podcast and Radio Segments

We produced four podcast radio segments entitled *Tiempo del Café* produced by local radio personality and coffee farmer Andrea Murillo Bernal and producer Paula Andrea Rendón Cardona featuring interviews with coffee farmers on climate change adaptations they are practicing on their farms. Additionally, we conducted outreach with local stations in the coffee-growing regions in and near Risaralda and conducted two radio segments on local stations discussing *Clima y Café* and adaptation.

PODCAST SERIES

Tiempo del Café: Experiencias de la Caficultura con el Reto Climático
Coffee Time: Experiences in the Coffee Sector Facing Climate Change

- [Podcast 1 – Water](#)
- [Podcast 2 – Crop Change](#)
- [Podcast 3 – Fertilizer](#)
- [Podcast 4 – Shade](#)

The podcast series are currently hosted on the *Clima y Café* website:

Podcasts con Caficultores sobre Adaptación

Tiempo del Café: Experiencias de la Caficultura con el Reto Climático con Andrea Murillo Bernal

RADIO SEGMENTS

Interview with **Radio Guatica**
 Reaches Belén, Mistrato, Quinchia y Anserma
[Segment](#)

Interview with **Campus Informa Universitaria Stereo – UTP**
 Reaches Pereira, Santa Rosa, Dosquebradas, Cartago, Marsella and La Virginia
[Segment](#)

Printed Posters and Calendars

For hard-to-reach rural populations that struggle with digital access and to raise awareness of *Clima y Café* as a resource, our team created two printed materials; a large poster to be hung in local associations and calendars to be distributed to coffee growers via the associations and local groups or governments.

The poster had ten tips for adaptation for coffee growers and for each month of the 2021 calendar, there was an adaptation tip. At the bottom of each material, there was contact information for *Clima y Café* as well as directions to the website. The team distributed 40 posters and 1,000 calendars. Taking appropriate precautions due to the pandemic, all the posters and calendars were distributed to 14 local coffee-growing associations and local groups in six municipalities in the coffee-growing axis from January 12 to January 15, 2021.

“Personally, I believe it was very important and gratifying for the associations and producers to receive these materials. Not only because it is useful and will help with their farming, but also so they felt the continuity of the project in which they had participated – and they felt that there was a form of recognition and appreciation for their participation in earlier research. This reciprocity is very important, and from my experience, very uncommon. Normally, they are interviewed – and the interviewers never return. In particular, I enjoyed bringing the materials to Belén de Umbría. Immediately, they told me that they would use them in their programmed trainings with local producers. Also, in Santa Rosa del Cabal, they said they would give them to their contacts and tell them that they are part of this project. I believe this outreach will have an impact on the producers in various ways.”

- Diana Carolina Meza Sepúlveda | Co-director and Community Liaison

“Writing the content for the promotional materials of this project was a great experience as I was able to merge several interests – writing and researching – in one common objective: a social campaign with *Clima & Café* in which we can help coffee growers adapt to climate change. The biggest challenge was writing the adaptation tips for the poster in just two or three lines, because sometimes you feel the need to explain every concept. But as promotional material, it had to be concise and go straight to the point. That taught me to gain attention from viewers and readers by learning how to say a lot in a few words.”

- Laura Montes | Writer

“Our goal was to engage rural communities with materials that were impactful, of high quality, easy to use and with relevant content in the short and long term. Digital communication is not easily accessible to communities living in the most remote areas of the region, so printed materials were a good alternative. Another challenge was to get closer to the community, and to demonstrate the project's willingness to work with them and for them. For all these reasons, the design process always took into account the opinion of the community, creating prototypes on which they could give their opinion. The visual design itself was nourished by this knowledge and based its important decisions on three key aspects: first, to facilitate the readability for any type of population, second, that the content would be relevant in the long term and lastly, a clear and attractive message. Teamwork, the practice of active listening and good planning made it possible for all the materials to be distributed with a positive response from the different communities. It is gratifying to see all of the *Clima y Café* efforts materialize.”

- Vanessa Bernal | Graphic Designer

CLIMA Y CAFÉ

JUNTOS ADAPTÁNDONOS AL
CAMBIO CLIMÁTICO
EN COLOMBIA

Junto a Clima y Café, queremos brindarle apoyo para que pueda adaptarse al cambio climático. Únase a nosotros para implementar estas estrategias en su finca y conectarse con otros caficultores que están viviendo lo mismo que usted.

<p>1</p>	<p>Las condiciones climáticas de su finca son únicas y nadie las conoce mejor que usted, las prácticas de adaptación que implemente pueden basarse en su experiencia.</p>	<p>6</p>	<p>Para mantener los suelos en buen estado ante el incremento de la frecuencia e intensidad de las lluvias, es posible utilizar coberturas vegetales o residuos de cultivos, para así evitar la acción destructora de las precipitaciones.</p>
<p>2</p>	<p>Para asegurar una mejor calidad de vida, no limite sus ingresos a un solo tipo de producto. Los riesgos de un único cultivo son mayores si este depende de un clima constante, por esta razón busque variedad en los productos agrícolas que cosecha.</p>	<p>7</p>	<p>El uso de fertilizantes requiere cuidado. Es posible usarlos en dosis precisas y únicamente en los lugares necesarios. El uso en épocas de sequía puede provocar deterioro de la calidad del suelo y la planta.</p>
<p>3</p>	<p>Es posible que en el futuro, el microclima de su finca cambie. Alternativas como cosechar agua en época de lluvias ayuda a evitar el desabastecimiento en épocas de sequía. Si es una opción viable económicamente, puede implementar tanques de agua u otros sistemas de riego, para almacenarla y emplearla en estos periodos.</p>	<p>8</p>	<p>Es importante cuidar y fortalecer el suelo ante climas impredecibles, al talar o quemar los cultivos se pierde la oportunidad de una descomposición natural y la mejora de la calidad del terreno.</p>
<p>4</p>	<p>Para obtener un mayor beneficio económico es recomendable involucrarse en otras etapas del proceso productivo como la tostión y la comercialización. De ese modo se disminuye la cadena de intermediarios y se asegura que los ingresos lleguen directamente a su bolsillo.</p>	<p>9</p>	<p>Durante años de trabajo usted ha acumulado conocimiento valioso. Puede compartir sus experiencias con quien las necesite para fortalecer las redes de apoyo. La confianza en el conocimiento de sus tierras es muy importante para experimentar.</p>
<p>5</p>	<p>El cambio climático aumenta la temperatura en muchas zonas. Sembrar árboles en áreas estratégicas puede brindar protección del sol y calor excesivo a sus cultivos.</p>	<p>10</p>	<p>La adaptación es una decisión, de acuerdo a su conocimiento, curiosidad y comunicación con otros productores y asociaciones todos pueden encontrar respuestas a sus necesidades.</p>

WWW.CLIMAYCAFE.COM
contacto@climaycafe.com

Large poster distributed to coffee grower associations and local groups (40 total)

CLIMA Y CAFÉ

JUNTOS ADAPTÁNDONOS AL
CAMBIO CLIMÁTICO
EN COLOMBIA

2021

Enero

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Tip 1

El cambio climático hace que las condiciones del clima no sean las mismas que en el pasado. Esto, le impactará de maneras diferentes según donde viva y a qué se dedique. Puede tomar las decisiones que usted considere según el microclima de su finca.

Febrero

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
01	02	03	04	05	06	07
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15	16	17	18	19	20	21
22	23	24	25	26	27	28

Tip 2

Las condiciones climáticas de su finca son únicas y nadie las conoce mejor que usted, las prácticas de adaptación que implemente pueden basarse en su experiencia.

Marzo

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
01	02	03	04	05	06	07
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Tip 3

Para asegurar una mejor calidad de vida, no limite sus ingresos a un solo tipo de producto. Los riesgos de un único cultivo son mayores si este depende de un clima constante, por esta razón busque variedad en los productos agrícolas que coseche.

Abril

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Tip 4

Es posible que en el futuro, el microclima de su finca cambie. Alternativas como cosechar agua en épocas de lluvias ayuda a evitar el desabastecimiento en épocas de sequía. Si es una opción viable económicamente, puede implementar tanques de agua u otros sistemas de riego, para almacenarla y emplearla en estos periodos.

Mayo

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
				01	02	
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10	11	12	13	14	15	16
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24	25	26	27	28	29	30
31						

Tip 5

Para obtener un mayor beneficio económico es recomendable involucrarse en otras etapas del proceso productivo como la tuestión y la comercialización. De ese modo se disminuye la cadena de intermediarios y se asegura que los ingresos lleguen directamente a su bolsillo.

Junio

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
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25	26	27	28	29	30	

Tip 6

El cambio climático aumenta la temperatura en muchas zonas. Sembrar árboles en áreas estratégicas puede brindar protección del sol y calor excesivo a sus cultivos.

Julio

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
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Tip 7

Para mantener los suelos en buen estado ante el incremento de la frecuencia e intensidad de las lluvias, es posible utilizar coberturas vegetales o residuos de cultivos, para así evitar la acción destructora de las precipitaciones.

Agosto

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
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02	03	04	05	06	07	08
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Tip 8

El uso de fertilizantes requiere cuidado. Es posible usarlos en dosis precisas y únicamente en los lugares necesarios. El uso en épocas de sequía puede provocar deterioro de la calidad del suelo y la planta.

Septiembre

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Tip 9

Es importante cuidar y fortalecer el suelo ante climas impredecibles, al talar o quemar los cultivos se pierde la oportunidad de una descomposición natural y la mejora de la calidad del terreno.

Octubre

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Tip 10

Durante años de trabajo usted ha acumulado conocimiento valioso. Puede compartir sus experiencias con quien las necesite para fortalecer las redes de apoyo. La confianza en el conocimiento de sus tierras es muy importante para experimentar.

Noviembre

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Tip 11

La adaptación es una decisión, de acuerdo a su conocimiento, curiosidad y comunicación con otros productores y asociaciones todos pueden encontrar respuestas a sus necesidades.

Diciembre

LUN	MAR	MIÉ	JUE	VIE	SÁB	DOM
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Tip 12

La adaptación al cambio climático es una alternativa. ¿Cuál práctica de adaptación cree que funciona en su finca?

Junto a Clima y Café, queremos brindarle apoyo para que pueda adaptarse al cambio climático. Únase a nosotros para implementar estas estrategias en su finca y conectarse con otros caficultores que están viviendo lo mismo que usted.

WWW.CLIMAYCAFE.COM
contacto@climaycafe.com

Calendar distributed to coffee grower associations to give to local growers (1,000 total)

WhatsApp Videos

Our team produced five videos targeted for distribution through WhatsApp messaging, a popular communication method for the farming population in this region. They were distributed via WhatsApp, as well as on social media outlets. These videos explained the basics of climate change and covered various forms of adaptation that may be appropriate for coffee farmers of this region. In each video, we emphasized the need for farmers to use their critical thinking to assess their own farm's conditions and decide what choices are right for them and their microclimate.

Episode 1: Climate Change

This video introduces the challenge of climate change, some of its causes and how it can impact coffee production for farmers. The video invites farmers to visit the *Clima y Café* website where they can find useful resources and information on how to adapt to climate change.

Episode 2: Shade

This video presents the benefits of growing coffee under taller and bigger species of trees. The shade provided by the trees protects the crops against some of the impacts of changing climatic conditions such as increased temperatures, droughts and landslides.

Episode 3: Crop Diversification

This video presents the importance of growing other types of crops than coffee for coffee farmers in this region, in order to (1) have other sources of income in case the coffee harvest is harmed by impacts of climate change and (2) use the nutritional benefits of growing coffee next to other crops as a strategy to increase the market value of their products.

Episode 4: Coffee Varieties

This video presents the importance of knowing which varieties of coffee adapt better to the conditions of every farm in terms of size, climate and water. It also demonstrates how some varieties tend to be more resistant to the plagues, increase of temperature and other consequences of climate change.

Episode 5: Economic Adaptability

This video shows how some of the climate adaptation strategies presented in previous videos can be employed to increase the market value of the farmer's product. This is important as climate change poses a threat to the economic sustainability of coffee farmers.

“This was my first paid job. I felt a lot of pressure to get this project right with limited resources, time and having to travel in the middle of a pandemic. This meant we had to rely heavily on our knowledge and skills to create simple but quality content that above all could be of use to coffee farmers who are already facing the impacts of climate change. In order to do this, we took a lot of time planning ahead and selecting content that was most relevant for the coffee farmers to know. This was especially important due to the short format of the videos.

On set we tried to adapt and make the most of the location, so that every video felt like a completely different place and tried to enrich the overall visual aspects of each video. The main reason behind this is that, despite the limited resources, we

wanted to engage with our audience not only through spoken information but through images, even if these were very simple as well. It was very enriching and fulfilling creating content for an audience that is often overlooked and knowing that what was being communicated could be of help to coffee farmers.”

- Mario Esteban Isaza | Director

Media Outreach and Promotion of Videos

The videos were promoted through WhatsApp* groups and other social media, primarily Facebook. In total, the content was pushed 36 times through a WhatsApp group, Facebook groups and Instagram. These were targeted groups of coffee growers. Additionally, they were published publicly on YouTube and are embedded on the *Clima y Café* website.

*WhatsApp video views cannot be traced as they are communicated as private message, just like any other chatting app and it does not show how many people watched it. The only thing you can see is if someone saw the message, but there is no way to know or count how many people watched it or if it was forwarded and to whom. Therefore, there are no reliable statistics of how many views the videos have had.

Tips para adaptarse en video

Videos embedded on the *Clima y Café* [website](https://www.climaycafe.com)

“Media outreach to this group is, as we knew ahead of time, a challenge as they are hard to reach due to limited digital access. Many of the coffee farmers don’t have social media. However, the best way to reach them is through WhatsApp, which is popular in this region, as well as Facebook group, as the most common social medium that is used.”

- Camila Atencio | Social Media Coordinator

Facebook Live Meetings

Due to the pandemic, we were not able to host in-person trainings as planned. Therefore, we substituted these for three Facebook Live events hosted on the Universidad Tecnológica de Pereira Facebook page and led by co-director and community liaison Diana Carolina Meza Sepúlveda. Invited attendees were coffee sector stakeholders, with a primary focus on farmers (other invitees included researchers, students, governmental entities, businesses). They were promoted through an email list, a student list, 5 WhatsApp groups of coffee farmers and stakeholders and other outlets.

During these Facebook live events, all the information on the website was presented with special emphasis on three components: (1) the collaborative nature of the project, (2) the involvement of coffee farmers in building the page and how they were consulted before and during its construction and (3) that the farmers involved in the initial research were included through the entire project and were able to experience continuity.

- July 15, 2020 (Trial Meeting): 45 attendees ([recorded Facebook Live event.](#))
- September 25, 2020: 27 attendees
- October 15, 2020: 286 attendees ([recorded Facebook Live event, time 2:11 – 2:43.](#))

“In the questions and comments at the end of each of our three Facebook Live sessions, the participants were very interested in the farmers. They were particularly focused on how we tried to get to know the farmers first and that we asked them what they wanted before and during the creation of *Clima y Café*. They thought this – that we included them and contacted them and did not create something in isolation – was the most interesting part.”

- Diana Carolina Meza Sepúlveda | Meeting Host

Images from the Facebook Live meetings

Children's Schoolbook for Rural Schools

In order to reach rural populations with climate change adaptation content, our team wrote, produced and distributed a children's book for rural schools in the coffee-growing region of Colombia. The book, *Flora and the Wonderful Earth*, targets 10 – 13-year-olds, but is appropriate for readers of many ages. We printed 1,000 copies and distributed them to three municipalities for their rural schools (Santuario, Pereira, Santa Rosa de Cabal). The book will also be available online and is currently being translated into English and Portuguese for a broader readership. It is being reprinted and distributed as ongoing funding allows.

Flora and the Wonderful Earth

By Laura Montes and Jessica Eise, Illustrations by Vanessa Bernal

Flora, a brave and curious 11-year-old girl, loves to explore her coffee farm in the mountains of Colombia. But one day everything begins to change when she realizes that the farm and life she loves is at risk. So, Flora decides to embark on a magical adventure to save her farm from climate change. Because after all, if she doesn't do it, who will?

Alongside her best friend Marco and her dog Pancho, Flora and her friends follow her Grandma Aurora as she takes them on an exploration of a new world to uncover an important lesson; even the smallest person can make a difference.

Flora and the Wonderful Earth will take you on an adventure to a world full of discovery where you can learn, alongside Flora, why it is important to do something for your home and what you can do to save what you love.

“Writing for children in rural communities about a topic as complex and crucial as climate change is a challenge. We knew we had to understand our audience and consulted with educational professionals and children in the region on what makes a good story for them. It is satisfying to know the result is a collaboration of people who share the same ideal: environmental education should be a priority.”

– Vanessa Bernal | Illustrator

“Being able to be part of this project was an inspiring and amazing experience for me. I had the opportunity to expand my creativity, writing skills and knowledge. But also, I worked to create a positive impact on future coffee growers who today may only be kids, but tomorrow will be the ones who make change possible.”

– Laura Montes | Writer

The front cover of *Flora and the Wonderful Earth*, entitled *Flora y la Tierra Encantadora*

dor y todo se veía acabado. Parecía un terreno en tiempos de cosecha, pero no había cosecha alguna. Todo se veía abandonado. Como si el trabajo de muchos meses se hubiera echado a perder.

— Sentí un dolor en mi pecho. No me gustaba este mundo. Me quería ir.

— ¿Así que esto lo genera el cambio climático?

— Sí, Marquito. Pero eso solo es un futuro posible, no está definido.

Volteé a mirar a mi abuelita Aurora.

— ¿Pero qué tiene que ver exactamente?

— No solo los climas son diferentes, sino que afectan nuestro día a día y nuestro trabajo. En el caso del café, el café viene de una planta. La planta necesita de ciertas temperaturas para estar cómoda y florecer, ¡como tú, mi Flora! ¿No te incomodas cuando tienes mucho frío o mucho calor? ¿Y no te pones débil, o enferma, cuando tienes frío o calor por mucho tiempo? Así es con nuestras plantas. Todos necesitan temperaturas distintas, y se debilitan si no lo tienen.

— ¿O sea que el problema es que afecta el clima que las cosechas necesitan para desarrollarse?

— Así es, mi niña. Como los climas son impredecibles, los agricultores tienen que vivir en una amenaza constante. Y no pueden saber con certeza cuándo cosechar y sembrar, porque no saben qué clima hará cada mes.

Marco y yo estábamos impresionados. No es fácil que estemos callados, y lo estuvimos un buen tiempo. ¡Hasta Pancho estaba impresionado! Aunque no duró mucho, luego empezó a jugar con una hoja seca en la tierra, y salió corriendo detrás suyo.

— Pancho, ¡espera!

Sali corriendo detrás de él porque no quería que se perdiera. Abuelita Aurora y Marco me siguieron. Llegamos a una colina, desde donde podíamos ver muchos cultivos y laderas. Pero no era diferente a lo que habíamos visto antes. La naturaleza muerta se extendía por toda la montaña. Me dio una sensación de frío en el pecho.

— Mi abuelita Aurora me agarró la mano. Me sentí segura.

— Vengan conmigo, niños.

Bajamos por una colina. La bajada era tan pronunciada, que los pies de Marco se empezaron a resbalar. Había mucho barro, el pasto verde era escaso, en cambio todo parecía una gran mancha color café.

Me senté en el pasto y me deslicé colina abajo. Marco estaba un poco asustado, pero me siguió y a pesar del lugar tan sombrío donde estábamos, nos divertimos. Pancho y mi abuelita Aurora siguieron nuestros pasos.

Los animales que vimos no se veían tranquilos. Había una vaca con su ternero que parecían buscar algo. Estaban solos, y el ternero se veía asustado. Me acerqué a él y lo acaricié. La vaca me miró con ojos tristes. Y yo me empecé a sentir igual que ella.

Mi abuelita Aurora nos llamó para seguir el camino. Debajo de la colina había un lago. El agua era cristalina, se podía ver todo. Casi parecía un espejo, yo podía ver a través del agua, y el agua podía verme a mí. Había muchos peces amarillos nadando dentro de ella, siguiendo su curso.

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— ¿Y qué es?

— Que el cambio climático es trabajo de todos. Y que las pequeñas acciones hacen la diferencia.

— Pero mamá no me escucha. Dice que soy muy pequeña para esto.

— Flora, no hay papel pequeño, todos cumplimos una función en esto. Hasta la persona más pequeña puede cambiar al mundo.

Abracé a mi abuelita Aurora. Ella me apretó con mucho amor. El tiempo parecía ser infinito. No quería que ese abrazo terminara nunca.

— Te lo prometo, abuelita Aurora.

Ella me dio un beso en la frente, y me dio un sobre.

— No olvides que no hay una solución mágica, Aurora. Tienes que encontrarla todos los días.

Mis ojos empezaron a cerrarse levemente, y mi cuerpo a sentirse pesado. El agotamiento entró por todo mi cuerpo, y se sintió por todos mis huesos. Empecé a ver todo borroso, como si entrara en un sueño profundo. Con voz cansada, pude alcanzar a hablar con mi abuelita Aurora una última vez.

— No quiero volver... No quiero dejar de verte.

— No tienes que hacerlo, mi Flora.

Yo estoy ahí, siempre con ustedes.

Cuando coseches un fruto, cuides un árbol, y ayudes a tu

mamá a salvar la finca, ahí

estaré. Búscame en tus pequeñas acciones para cuidar la tierra y todas las

personas que la habitan, que son tus hermanos y hermanas.

Volví a abrazar a mi abuelita Aurora.

Todo fue borroso después.

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Mi abuelita Aurora metió sus pies descalzos en el agua. Cerró los ojos y hubo un gran silencio. Luego, el agua empezó a sonar más fuerte, como si fuera una cascada. Abuelita Aurora empezó a mover sus manos, y el agua empezó a separarse del suelo. El agua se levantó, se mezcló con el aire y con la tierra y formó una clase de torbellino. Abuelita Aurora abrió sus ojos. El agua empezó a tomar formas, casi como si nos contara una historia.

Marco y yo nos acercamos para ver de cerca. Había muchas personas quemando cosas, construyendo fábricas, usando muchos carros. Pero, sobre todo, había humo. Mucho humo.

— Quiero que me digan qué es lo que ven.

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Capítulo 5

Los primeros rayos de la mañana entraron por mi ventana e iluminaron mi rostro. Abrí los ojos lentamente, todavía despertándome de un largo sueño: el más lindo de mi vida. Di un sobresalto y suspiré. De pronto recordé todo lo que viví con mi abuelita Aurora en su mundo mágico. Todo lo que me dijo, todo lo que aprendí.

— Pero... ¡el sobre!

Empecé a buscarlo frenéticamente. Qué alivio cuando lo encontré, justo debajo de mi almohada. Era una carta.

Flora,

Ten la confianza de hacer lo correcto. Dedicate a estudiar o trabajar mucho para que en el futuro puedas ser una agricultora que proteja el campo o una científica, o política, o inventora.

Ten coraje y enfrenta a las personas que hacen cosas que dañan al ambiente. Organízate y trabaja con otras personas para pedir cambios reales. Como te mostré, no hay una solución mágica. Pero mira tus manos. Estas manos pueden juntarse con otras para crear e inventar soluciones. Eso sí es magia.

Cuando trabajes por mejorar el mundo, jamás te desanimes si ciertas personas no te escuchan o te minimizan, tampoco si dicen que no entiendes, o que ese tipo de mundo no es posible. Son ellos los que no entienden. Son ellos los que no ven.

Aprender brinda un gran poder. Y ahora, tú eres muy fuerte.

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Sample content from within *Flora and the Wonderful Earth*, entitled *Flora y la Tierra Encantadora*

The back cover of *Flora and the Wonderful Earth*, entitled *Flora y la Tierra Encantadora*

Additional Resources

Academic Articles:

- Eise, J., & Rawat, M. (In press). Applying Structural Divergence Theory to Climate Change Adaptation in a Localized Context: Understanding Adaptive Potential of Coffee Producers in Risaralda, Colombia. *Journal of Applied Communication Research*.
- Lambert, N. J., & Eise, J. (2020). Farming in the Face of Uncertainty: How Colombian Coffee Farmers Conceptualize and Communicate Their Experiences With Climate Change. *International Journal of Communication*, 14, 21.

Popular Press Articles:

- Eise, J. (2019, Mar). [Climate Adaptation in Coffee Country](#). *SIERRA*.
- Eise, J. & White, N.J. (2018, Aug). [Coffee farmers struggle to adapt to Colombia's changing climate](#). *The Conversation*.

Media Citing Project Research:

- [Telling Climate Adaptation Stories](#) in *The Measure of Everyday Life*, Oct, 2020.
- [The global coffee crisis is coming](#) in *Vox*, Aug, 2020.
- [Colombian students' web series raise awareness on the threats facing coffee farmers](#) in *International Comunicaffè*, Aug, 2020.
- [Café colombiano, entre el cambio climático y la ausencia de jóvenes cafeteros](#) [Colombian coffee, between climate change and the absence of young farmers] in *Semana Sostenible*, Aug, 2020.
- [Purdue, Colombian students raise awareness of coffee farming threats](#) in *The Lafayette Leader*, Aug, 2020.
- [Salvar el café colombiano](#) [Saving Colombia's coffee] in *El Espectador*, Jul, 2020.
- [Colombia's National Coffee Organization Profits Off Climate Change Denial](#) in *VICE*, Jul, 2020.
- [Las malas condiciones de los campesinos: otro desafío para la producción de café colombiano](#) [Poor conditions for rural workers: another challenge for Colombian coffee production] in *El Espectador*, Jul, 2020.
- [El cambio climático amenaza el futuro del café colombiano](#) [Climate change threatens the future of Colombian coffee] in *El Espectador*, Jul, 2020.
- [Un mundo sin café](#) [A world without coffee] in *El Espectador*, Jul, 2020.
- [Desde el Cafetal – Presentando Clima y Café](#) in *Emisora Cultural de Pereira 97.7 FM*, Jun, 2020.
- [Rebuilding the coffee system for resilience](#) in *In This Climate Podcast* from Indiana University's Environmental Resilience Institute, Nov 22, 2019.
- [As Climate Changes, Colombia's Small Coffee Farmers Pay the Price](#) in *Yale Environment 360*, Jul, 2019.