

Impact Report

Empowering Voices, Powering Climate Action



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About CWMA



**CLIMATE
WOMEN**
Media Action

Climate Women Media Action is a non-profit organization that mentors, and supports female journalists, youth and organisations to champion impactful climate coverage and advocacy that encourages action. Founded in 2023 by a team of experts, CWMA supports female journalists to transform how the profession covers the pressing issues of our time.

Unique Voice

Women journalists bring unique perspectives to environmental reporting. Their voices resonate with authenticity, empathy, and a deep understanding of local contexts. By empowering them.

Media Viability

As we transition towards more environmentally sustainable modes of production and consumption, green skills become imperative for all professions. By providing green enterprise practical skills, journalists are able to create new sources of income and contribute to reduction of individual and community carbon footprint.





What we do

1. Climate Storytelling Training & Mentorship

We equip female journalists with the skills and mentorship to produce impactful climate stories that influence public debate and policy. By amplifying women's voices in the media, we ensure climate reporting reflects community realities and drives inclusive, evidence-based climate policies. Our fellows emerge as recognized champions for climate justice, shaping narratives that inspire action and accountability.

2. Climate Media Hub

We empower youth and refugees with mobile storytelling and digital content creation skills to tell climate stories that matter. By linking climate narratives to entrepreneurship, the Hub enables participants to generate income, build visibility for local climate initiatives, and become digitally empowered advocates for resilience and justice.

3. Strategic Communication

We provide communicators in NGOs, government entities, and companies with tailored climate storytelling strategies. By combining narrative design, content production, and policy-aligned messaging, we help organizations communicate climate realities with clarity and impact. Our approach ensures that institutional voices not only inform but also inspire action, strengthen public trust, and advance inclusive climate solutions.

4. Climate Content Creation & Youth Influencer Program

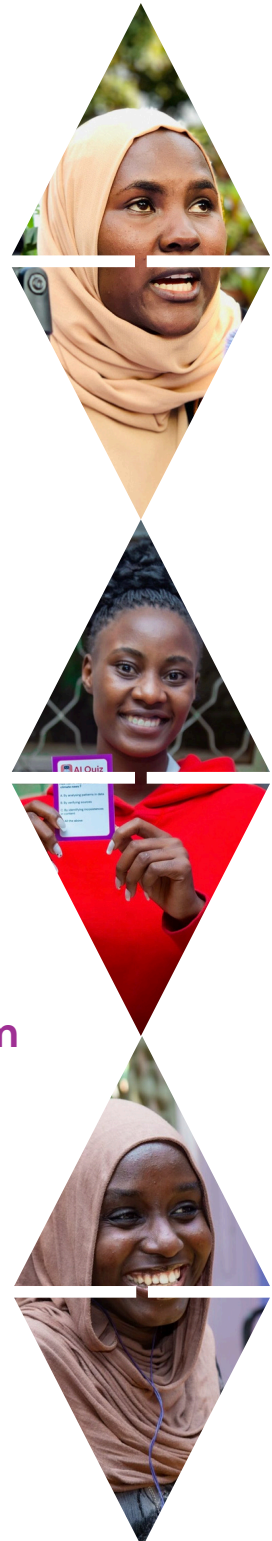
We provide platforms for youth to become climate influencers by mastering social media and new media storytelling. Through events, workshops, and mentorship, young participants learn to craft impactful climate stories using tools like podcasting, video, and digital campaigns. By equipping them with creative and strategic skills, we enable youth to amplify climate action, grow their audiences, and build sustainable entrepreneurial pathways in the digital economy.

5. Climate Research & Resource Development

We develop strategic resources including manuals, toolkits, and research publications to strengthen climate storytelling. By providing journalists and communicators with credible, practical materials, we ensure that our training has lasting impact.

6. Competency-Based Climate Communication Digital Course

We deliver a digital short course with certification, equipping learners with measurable competencies in climate storytelling, advocacy, and digital media. This program aligns with Uganda's transition to competency-based education, ensuring participants gain practical skills that can be demonstrated and recognized professionally.





2 Years of Impact

Over the past two years, Climate Women Media Action has directly impacted more than 5,000 people, equipping communities with the tools and knowledge to drive climate justice. We have trained 80 young women and 30 refugee youth, empowering them to become storytellers, advocates, and leaders in their communities. With your support, we can expand this reach even further, ensuring that thousands more benefit from inclusive, youth-led climate action.

Our vision is to ensure that young people are fully equipped to contribute meaningfully to climate policies and deliberations. Through our most recent Storytelling Today training, participants gained hands-on experience with artificial intelligence and podcasting tools, learning how to harness technology for climate storytelling. These innovations are enabling youth to craft narratives that influence decision-makers, mobilize communities, and amplify voices that are too often overlooked.

We are also committed to advancing national climate awareness. In Kabale and Gulu, we trained journalists to report on climate change in local languages, making climate knowledge accessible to all citizens. Beyond the newsroom, participants were introduced to practical solutions such as producing eco-friendly paper bags. This initiative not only reduces plastic pollution and lowers carbon footprints but also provides journalists with a sustainable side income stream, reinforcing the link between climate action and economic resilience.

Together, these efforts demonstrate our commitment to building a generation of climate leaders who combine storytelling, innovation, and practical solutions to drive measurable impact. With continued support, we can scale these initiatives nationally and globally, ensuring that communities everywhere are empowered to act on climate change.





Get Involved

1. Partner with us

2. Fund a Podcast Episode

3. Join our Expert Working Group

Our Partners





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