

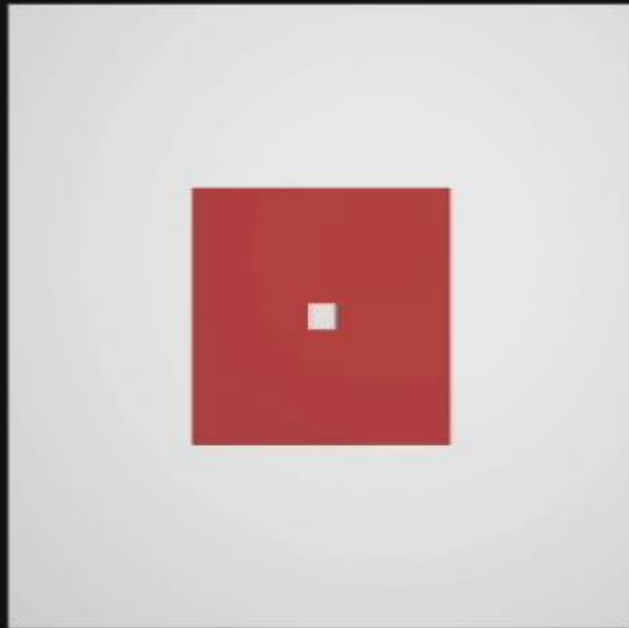
# Climate change: the need for communication?



# Who we are

BBC Media Action is the the BBC's international development charity. We work in health, governance and rights, and resilience and humanitarian response.

Our aim is to inform, connect and empower people around the world. We are currently working in 38 countries reaching approximately 250 million people, using media in all its forms to reduce poverty and promote human rights around the world.



# An experiment:

“Eleven of the last twelve years (1995-2006) rank among the twelve warmest years in the instrumental record of global surface temperature (since 1850). The 100-year linear trend (1906-2005) of  $0.74 [0.56 \text{ to } 0.92]^{\circ}\text{C}$  is larger than the corresponding trend of  $0.6 [0.4 \text{ to } 0.8]^{\circ}\text{C}$  (1901-2000) “ given in the Third Assessment Report (TAR) of the IPCC.

Climate  
change? Why  
should I care?



Mean Surface  
temperature?  
What?????



IPCC?

# WHY WE NEED TO COMMUNICATE CLIMATE CHANGE

- Understand your audience- and their climate reality.
- Demystify the jargon to improve adaptive capacity.
- Connect the Dots

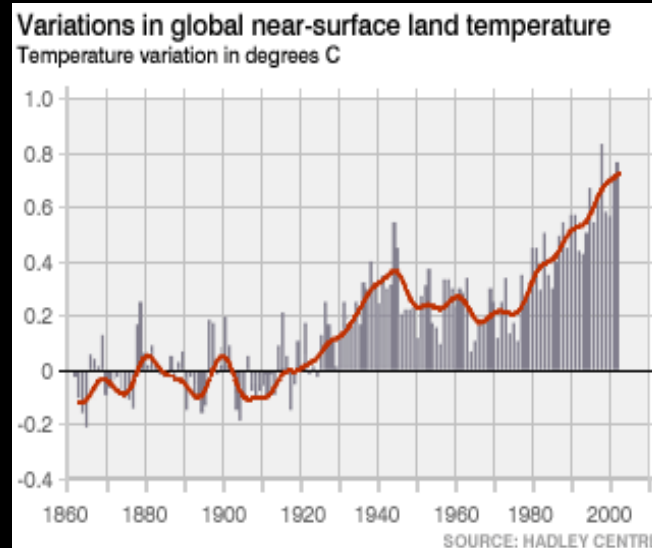




# Changing the conversation about climate change



vs.



# BBC Media Action's Climate Asia Project



33,500 interviews  
100 focus groups  
150 in-depth interviews with experts and opinion-formers  
42 community assessments  
Communication workshops  
Evaluation of existing communication

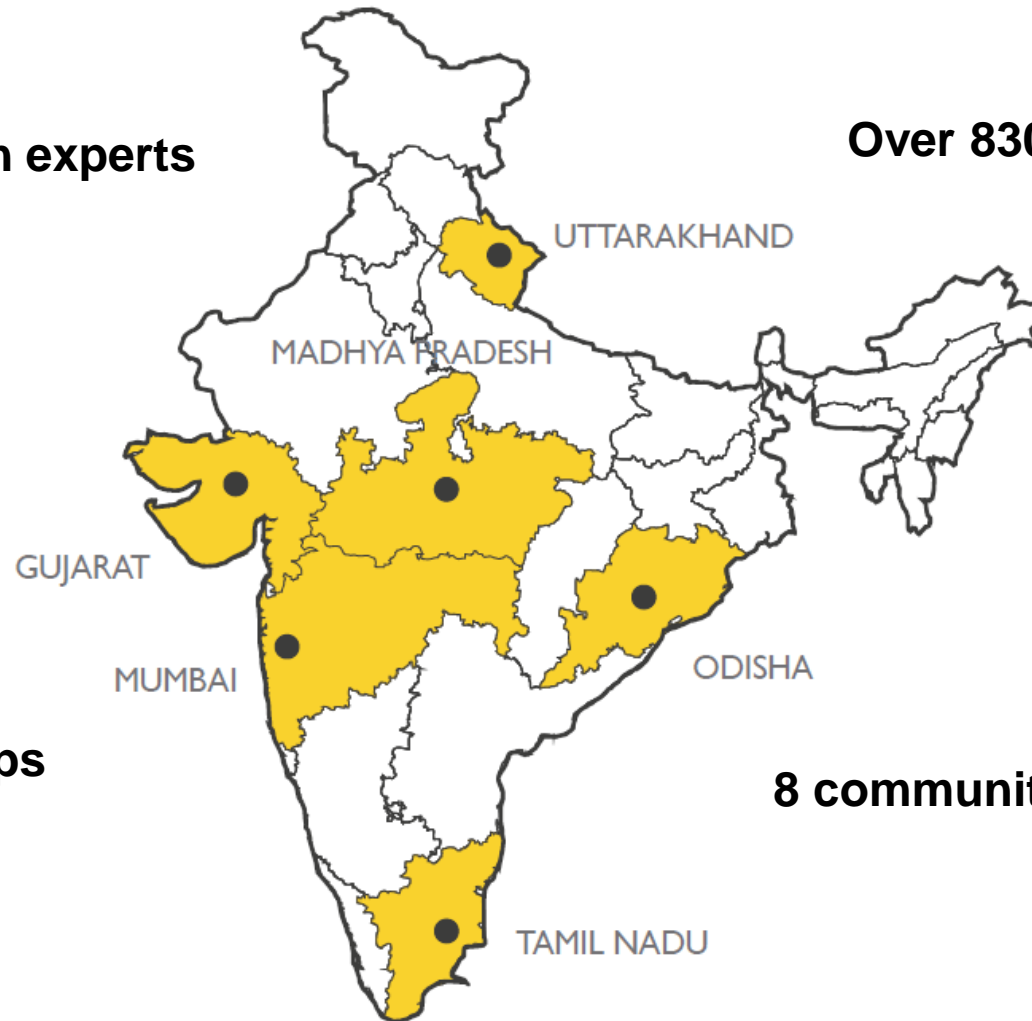
[www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia)



# Methodology and Sample Size

**30 interviews with experts**

**Over 8300 interviews**



**24 focus groups**

**8 community assessments**



**BBC**  
**MEDIA ACTION**  
TRANSFORMING LIVES THROUGH MEDIA: DIA  
AROUND THE WORLD



# Our approach:

## Weather



## Environment



## Resources

### Water



### Electricity



## Resources

### Fuel



### Agricultural productivity



# The Topline for India



TEMPERATURE  
INCREASED

**87%**



RAINFALL  
DECREASED

**82%**



EXTREME WEATHER  
EVENTS INCREASED

**25%**



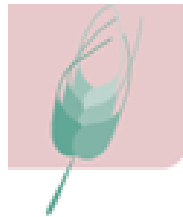
PESTS INCREASED

**54%**



TREES DECREASED

**79%**



**Producing less food**

53% decreases in agricultural  
productivity



**Choice of job**

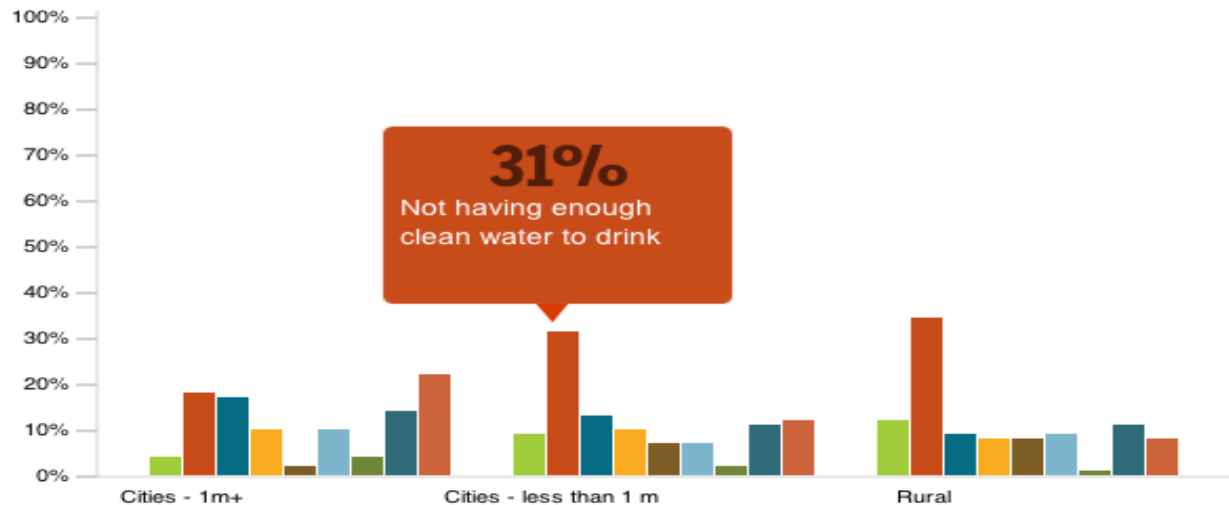
65%  
affects ability to choose job

# The 'CITY' Picture

QA2a Out of the following list, which is your biggest worry at the moment?

8368 RESPONDENTS

CROSSING VARIABLE APPLIED: TYPE OF AREA x

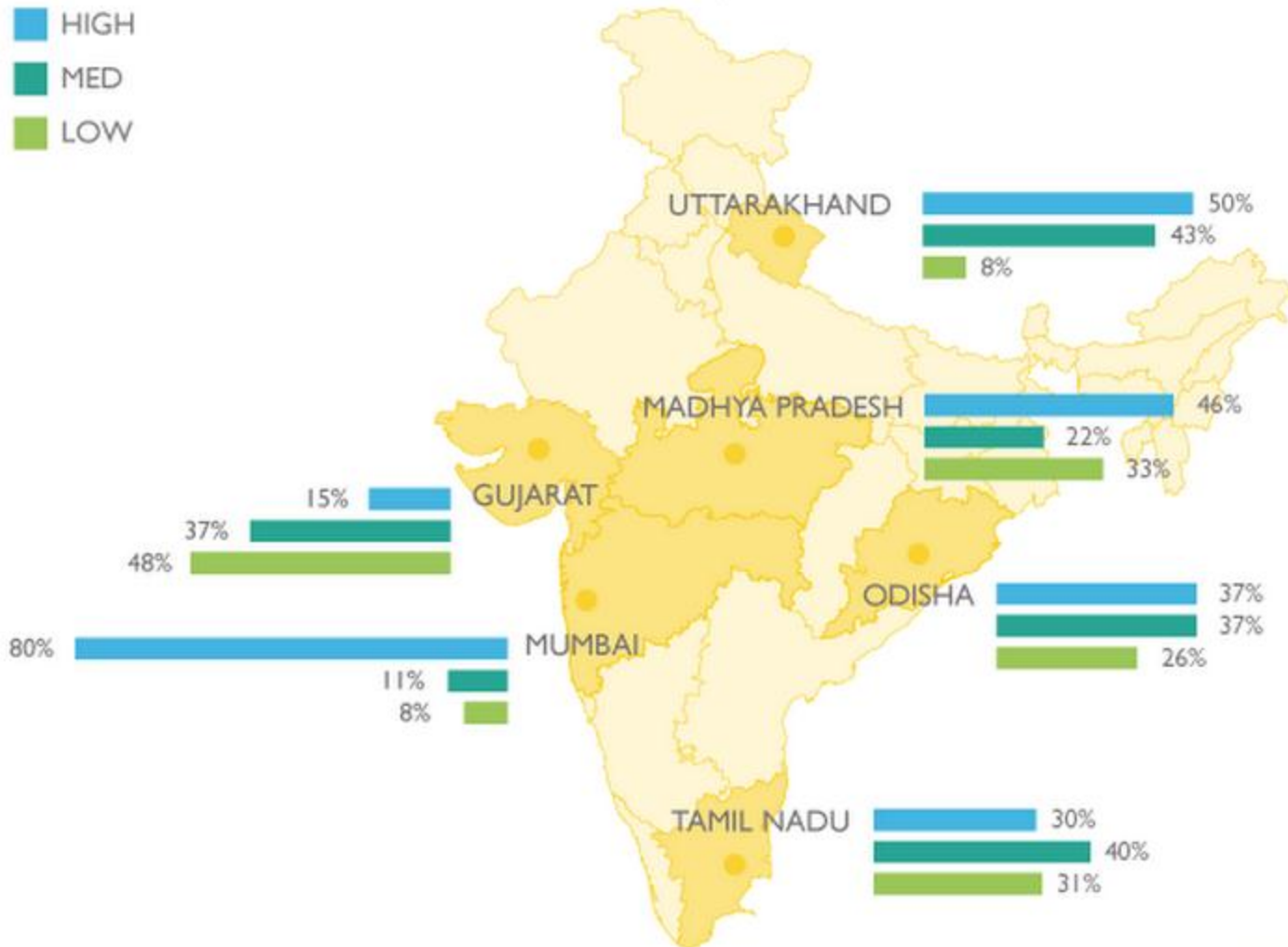


## KEY

- Not having enough food to eat
- Not having enough clean water to drink
- Not being healthy
- Not having a suitable shelter / house
- Not having enough electricity
- Not having enough money to spend on items for me and my family (clothes, furniture etc.)
- Not being able to buy the latest model of mobile phone
- Not sending my kids school / saving money for my children's future
- Don't know/refused

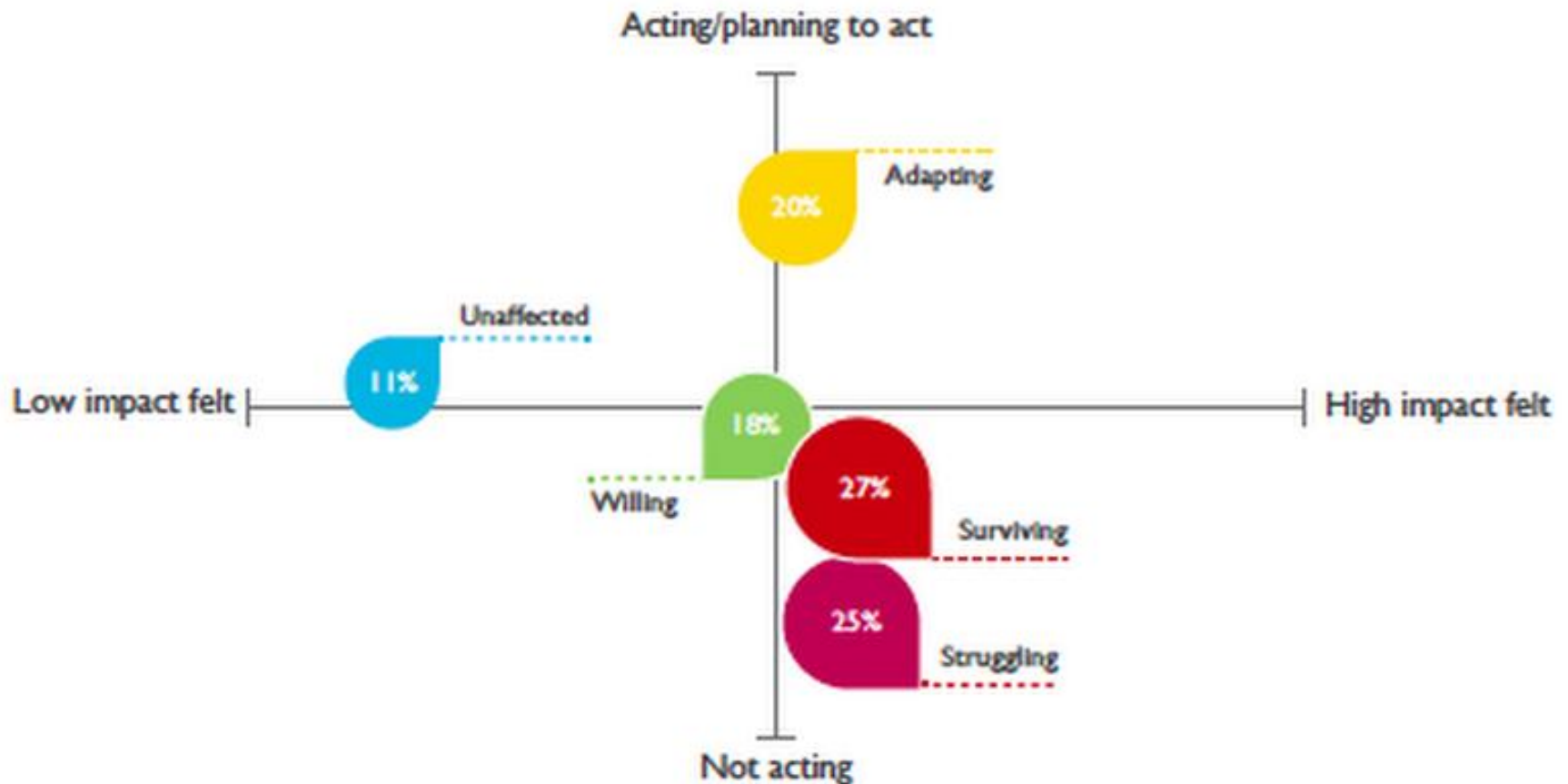
# State Differentials

PEOPLE IN DIFFERENT STATES FEEL THE IMPACT DIFFERENTLY



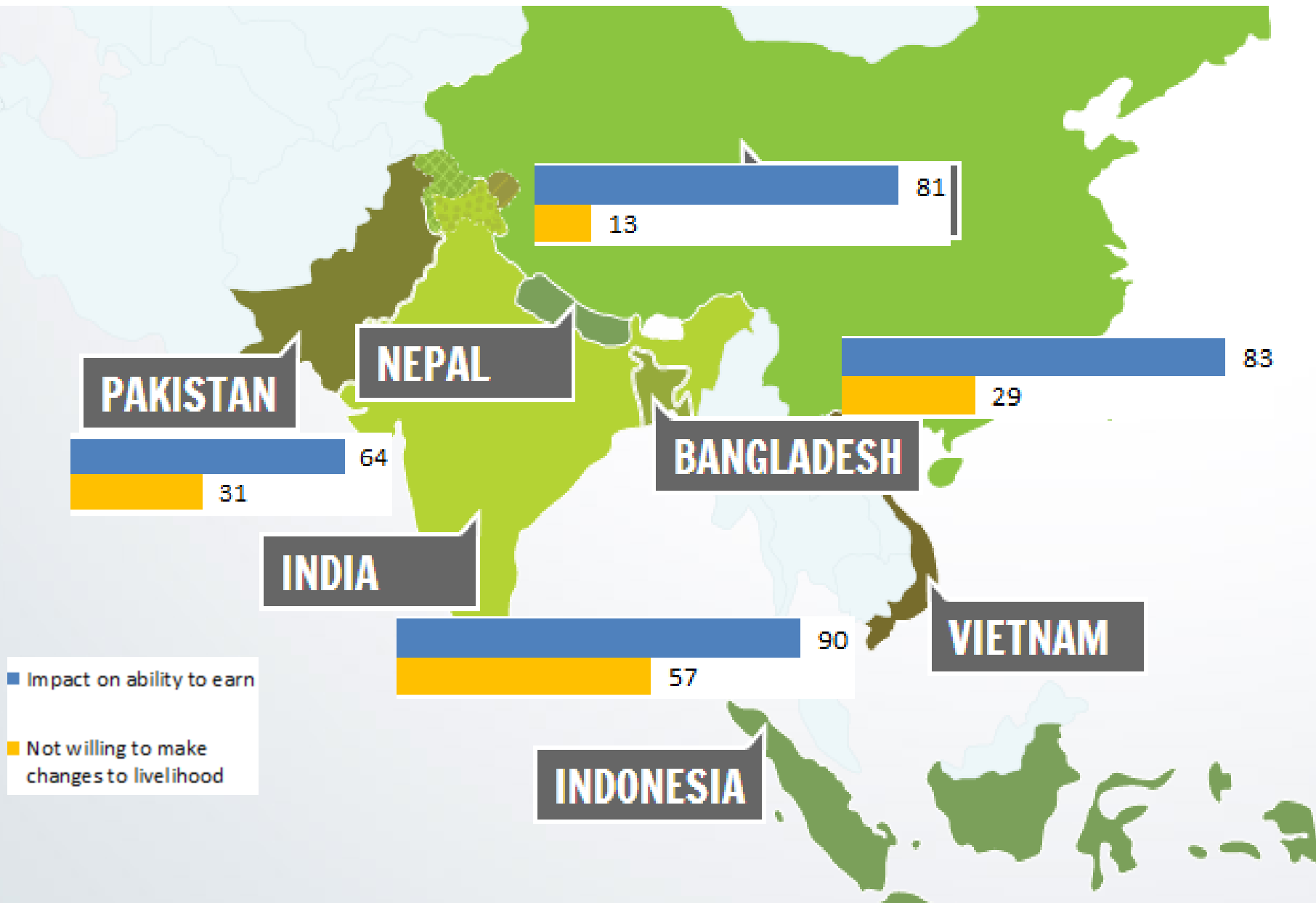


# Audience Segmentation



- Surviving: "Finding it too hard to take action"
- Struggling: "Trying to take action but finding it very difficult"
- Adapting: "Acting and wanting to do more"
- Willing: "Worrying about tomorrow"
- Unaffected: "Believe there is no need to do anything"

# Regional Differentials

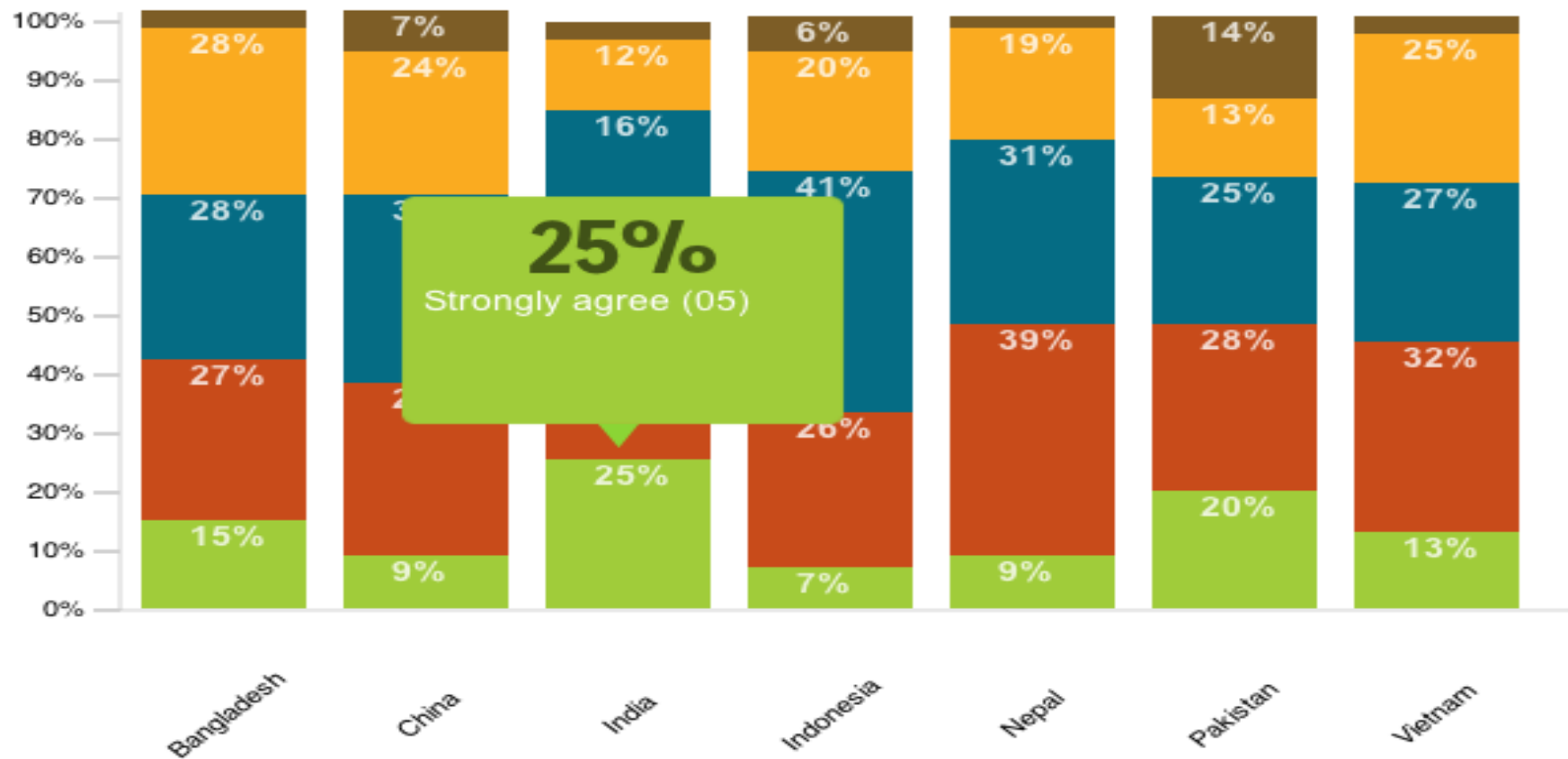


# Regional Differentials

QD9a Please say whether you agree or disagree with the statement as a reason for why you would not respond: I don't think taking any action/responding will make a difference

31961 RESPONDENTS

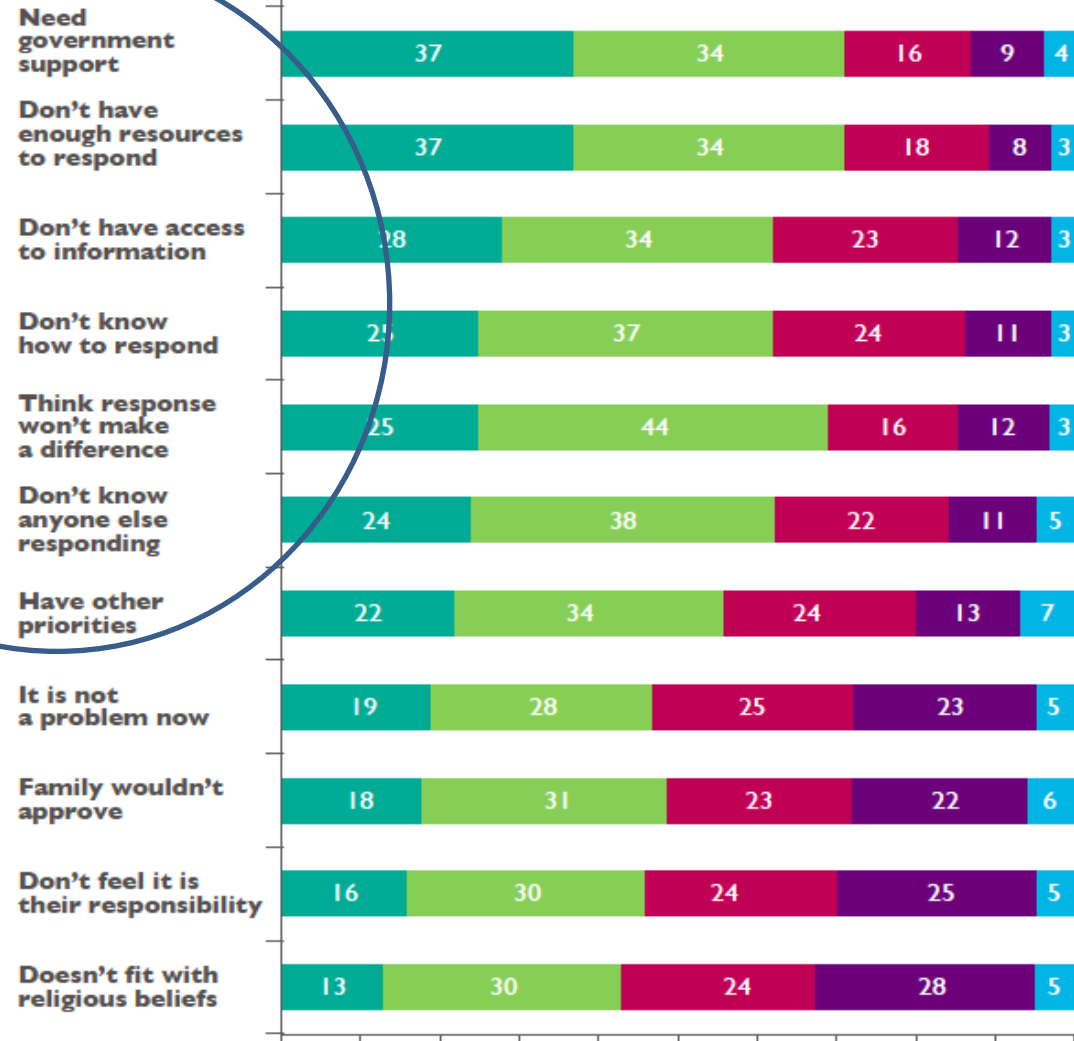
CROSSING VARIABLE APPLIED: COUNTRY x



# Barriers to act

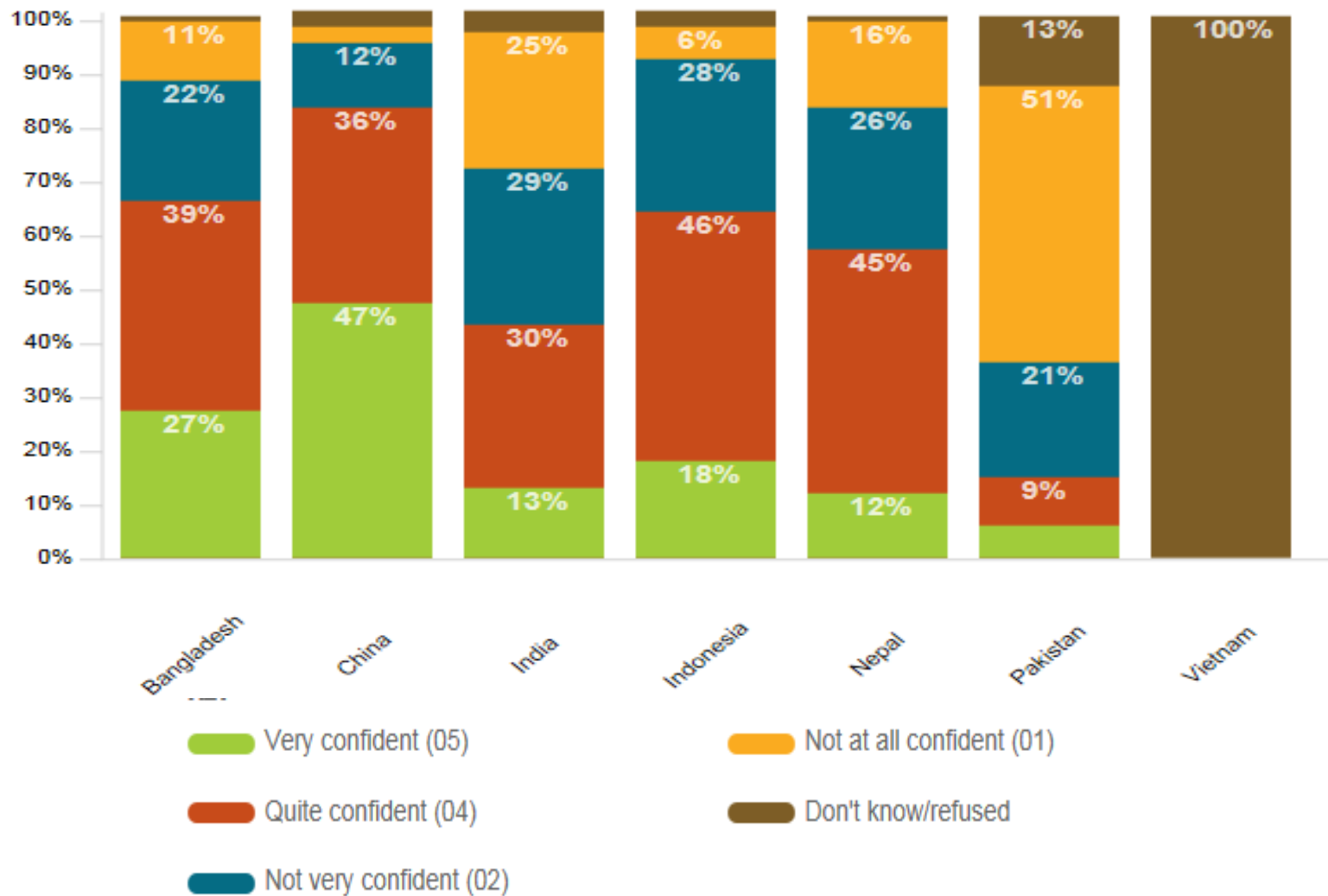
People don't believe individual actions will make a difference

Strongly agree Slightly agree Slightly disagree Strongly disagree Don't know/refused



BASE: 8368

# Confidence in National government in India is low



**BBC**  
**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD



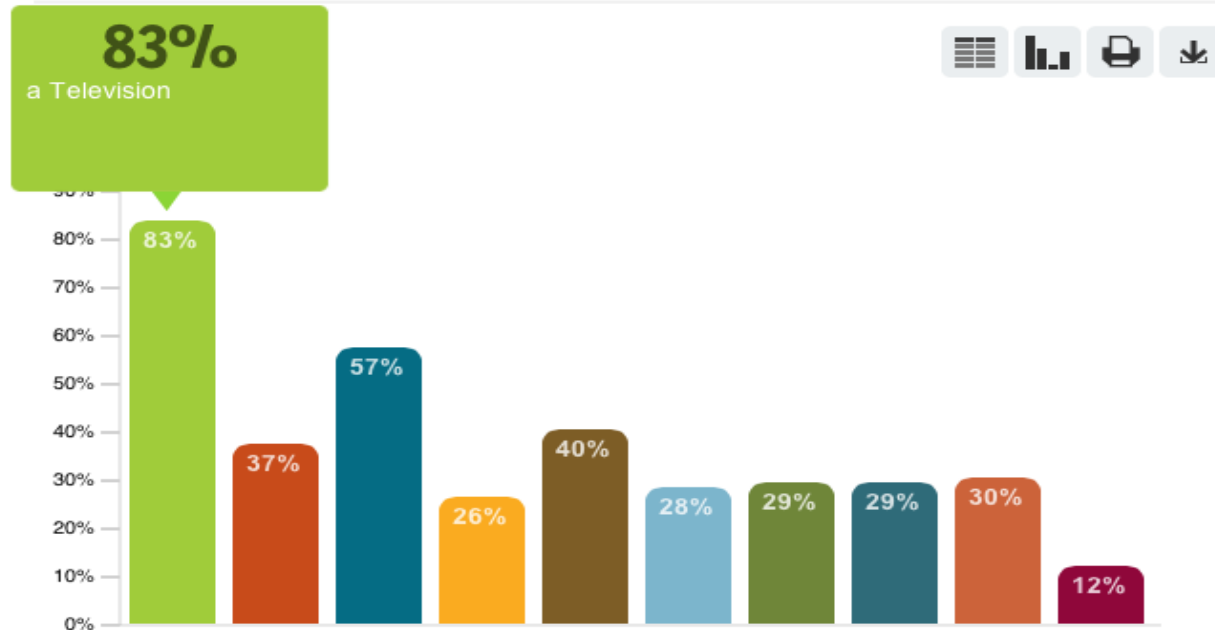


# The Bigger Picture

## EXPLORE RESULTS

Q14a Where do you currently get information on issues discussed today (water, food, energy, extreme weather)?

8368 RESPONDENTS



### KEY

a Television

b Radio

c Newspaper / magazine

d Internet

e Mobile phone

f Cinema / theatre

g Community centre / institution

h Religious institution

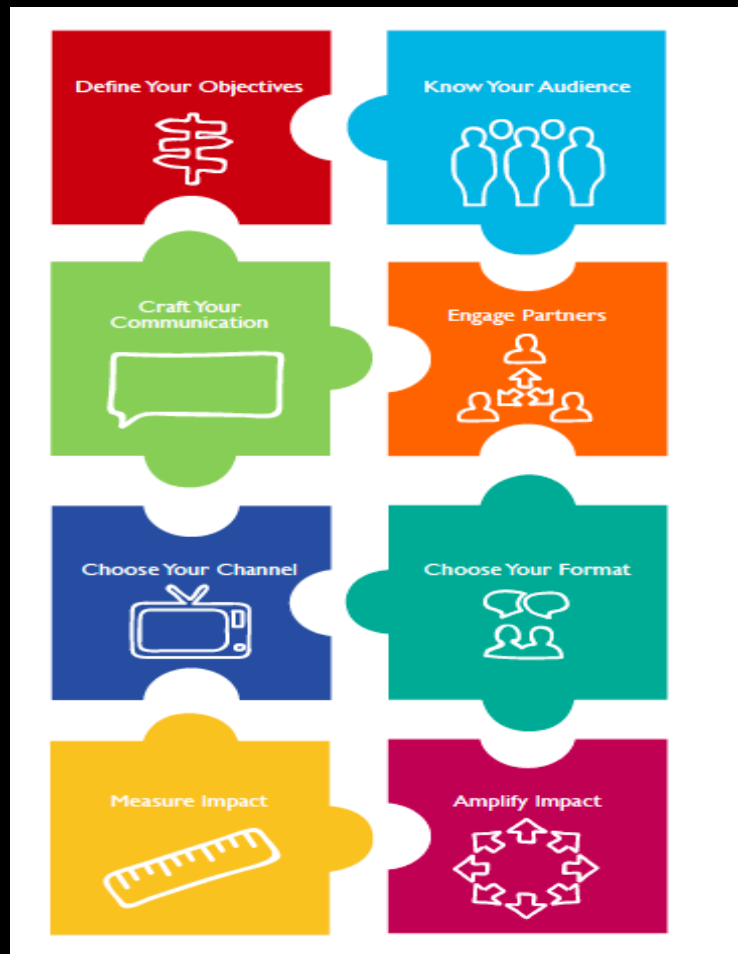
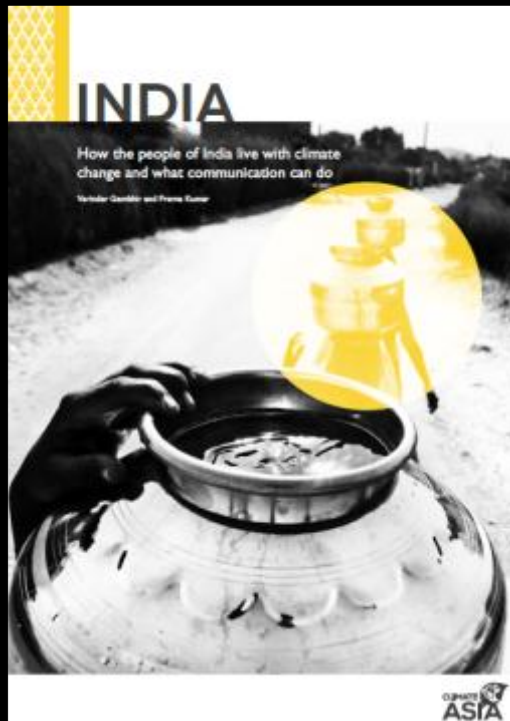
i Government official

Don't know/refused

<http://www.bbc.co.uk/mediaaction/climateasiadataportal/dataportal/india#?india/communication>



# The outputs



# An Activity for you: What's their climate story?

Motivators

Trust

Problems?

Responses:  
How are they responding



Information Needs  
What is their climate  
problem? Who do they  
Get their information from?  
What info do they need?

AUDIENCE

PROFILE



# KNOW YOUR AUDIENCE

**Indicators:  
Motivators**

**Problems/ Worries**

**Trust**

**Information needs**

**Climate Change/Environmental  
problems.**



# 5 minutes left

Think about: – Worries – Problems

What are the main issues facing them in their lives?

How are they responding?



# 1 minute left

Don't forget to write your thoughts on the flipchart



AUDIENCE



PROFILE



INTERVENTION



CHALLENGE



SOLUTION

Define Your Objectives



Know Your Audience



Craft Your Communication



Engage Partners



Choose Your Channel



Choose Your Format



Measure Impact



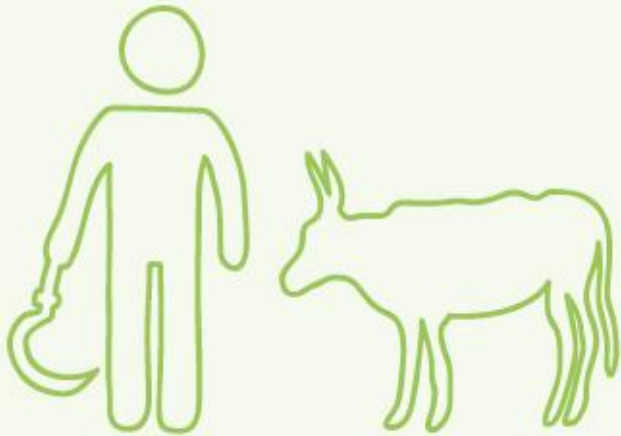
Amplify Impact



## The Climate Communication Strategy -10 mins.

# Choose one theme or a sub themes

Theme /  
Livelihoods

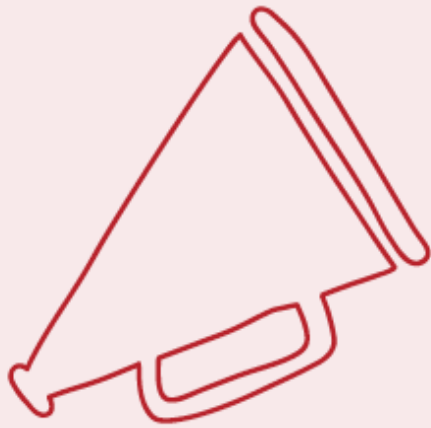


## CHOOSE A THEME

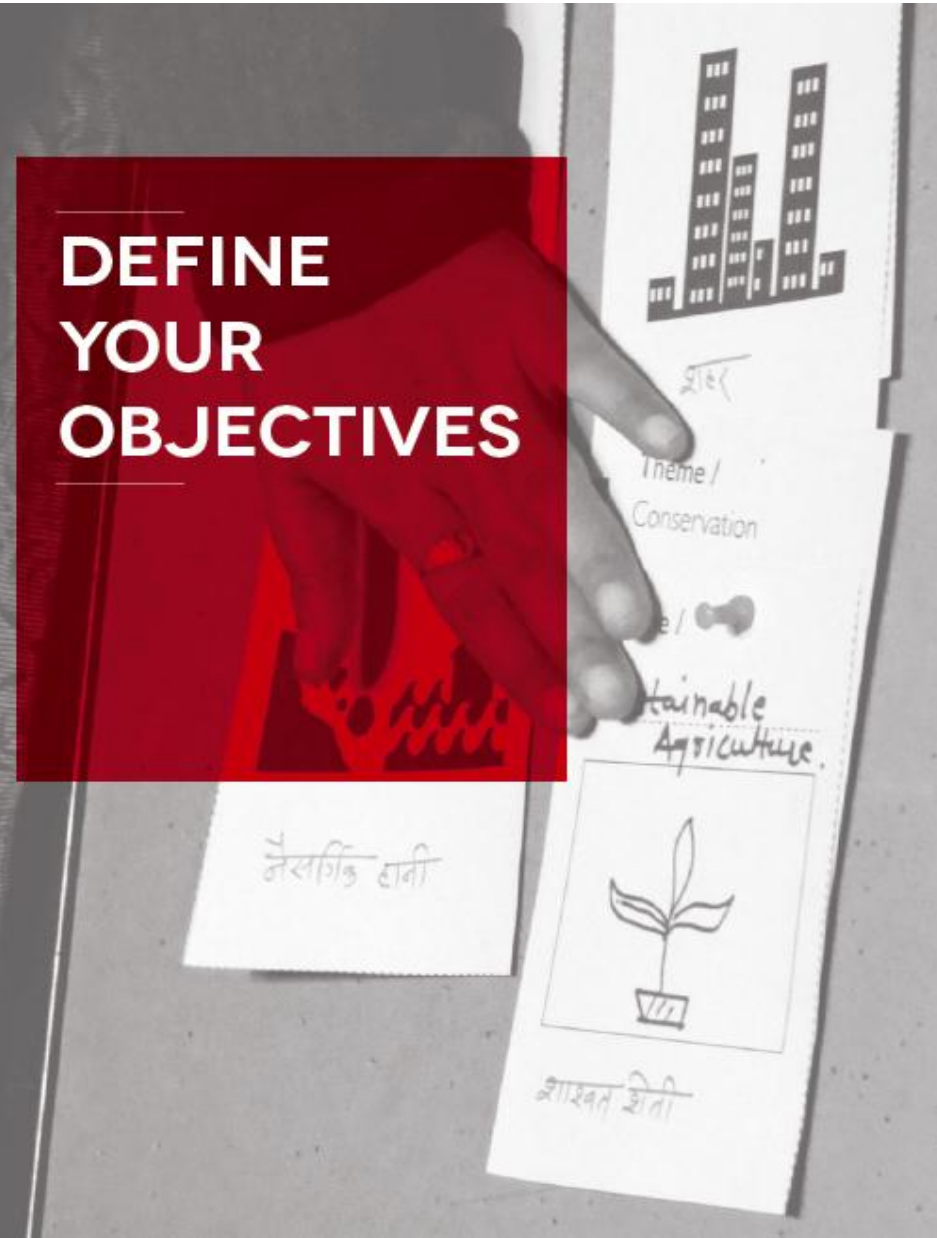
You can use the 'Theme' cards to understand what themes are most important to your audience and partners. You might find it interesting to compare the priorities of different stakeholders. For example, do the themes your donor wishes to address match up with the themes that members of your target audience are most concerned about?

# Choose 1 communication objective

Objective /  
Awareness raising



**DEFINE  
YOUR  
OBJECTIVES**





# Choose a channel or medium of communication

- TV
- Radio
- Community radio
- Interpersonal communications
- Internet
- Print
- Mobile phone
- Film



# Choose a format? Or complimentary ones ?

Format /  
Game



# Maybe identify a partner for a campaign?

Partner /  
Media



## ENGAGE PARTNERS

You can use the 'Partner' cards to identify partners that could help you to achieve your project objectives. Who do you need to work with in order for your project to be a success, and who could add value to your project? To focus your conversations, you can use the blank cards to add in the specific

1 minute left