

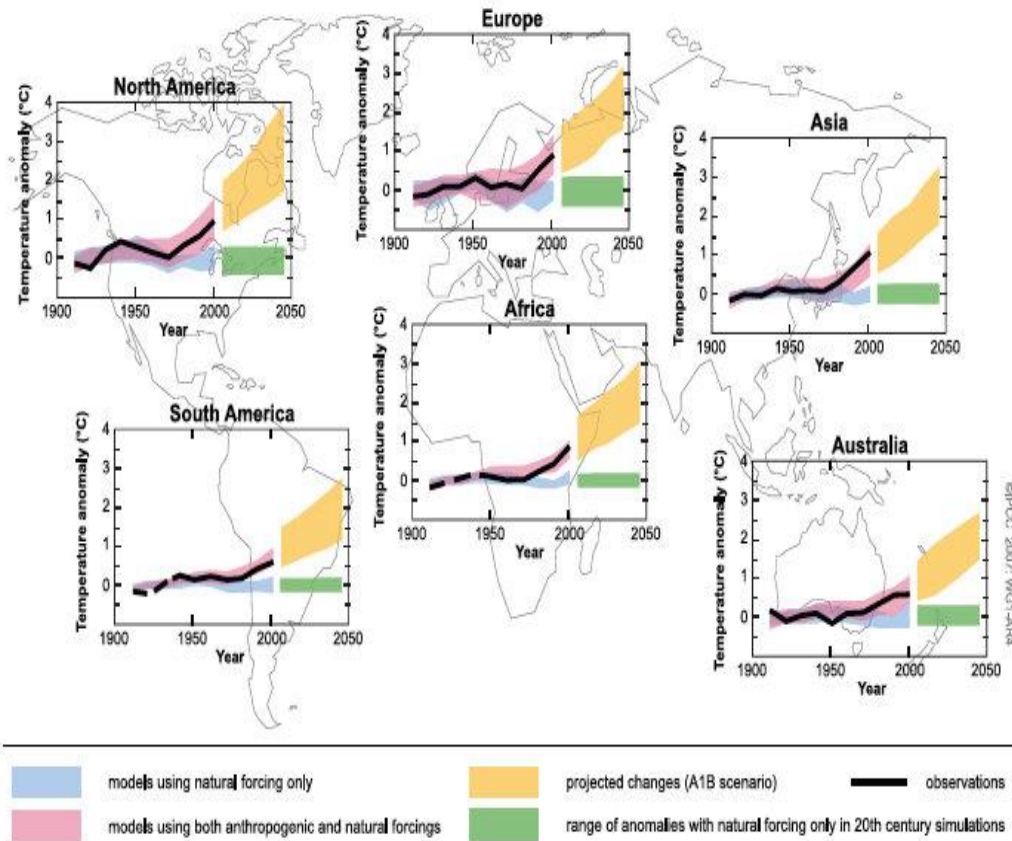
**BBC Media Action**

Climate Asia:  
A New Way to  
Communicate



# Global Temperature Change

## CONTINENTAL SURFACE TEMPERATURE ANOMALIES: OBSERVATIONS AND PROJECTIONS



# Climate Change Communications

- Expanding the Audience





# Meet Seema





China

Pakistan

Nepal

Bangladesh

Vietnam

India

Indonesia

33,500 Interviews  
96 Focus Groups  
120 In-Depth Interviews  
48 Community  
Assessments

# Climate Change and people

## Weather



## Water



## Electricity



## Fuel



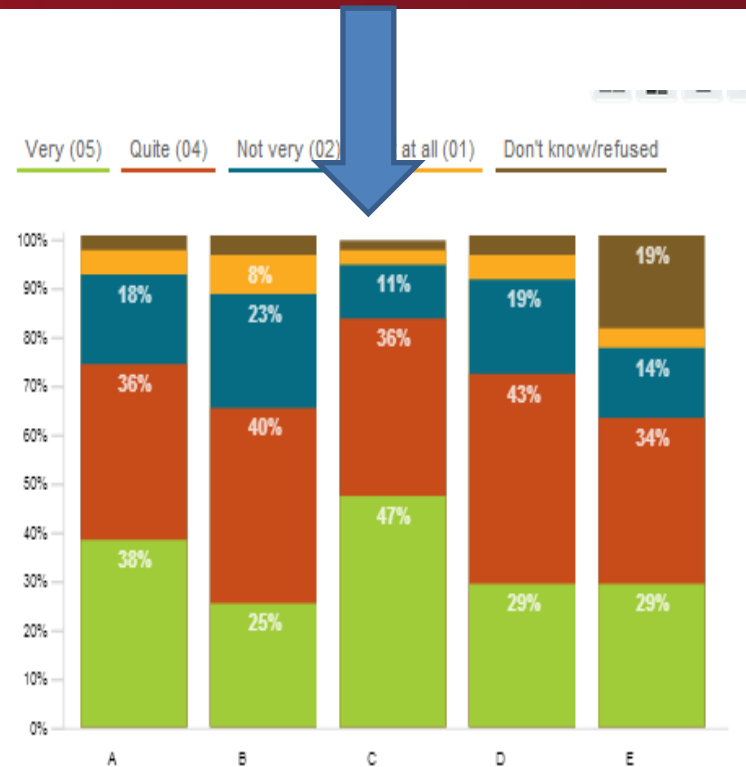
## Agricultural productivity



# From Rainfall to Migration



# Perceived level of impact of changes in climate on lifestyles



## KEY

- A** a Effect on ability to earn money
- B** b Effect on choice of job
- C** c Effect on ability to keep healthy

- D** d Effect on ability to maintain current lifestyle
- E** e Effect on ability to live the life they want to



# Barriers to Adaptation

- *Lack of:*

- Information

- Community Cooperation

- Institutional Support



# Role of Media and Communication



Provide information  
Improve motivation  
Build skills  
Spark innovation  
Enable discussion  
Promote public  
dialogue  
Enhance  
accountability

# An Example

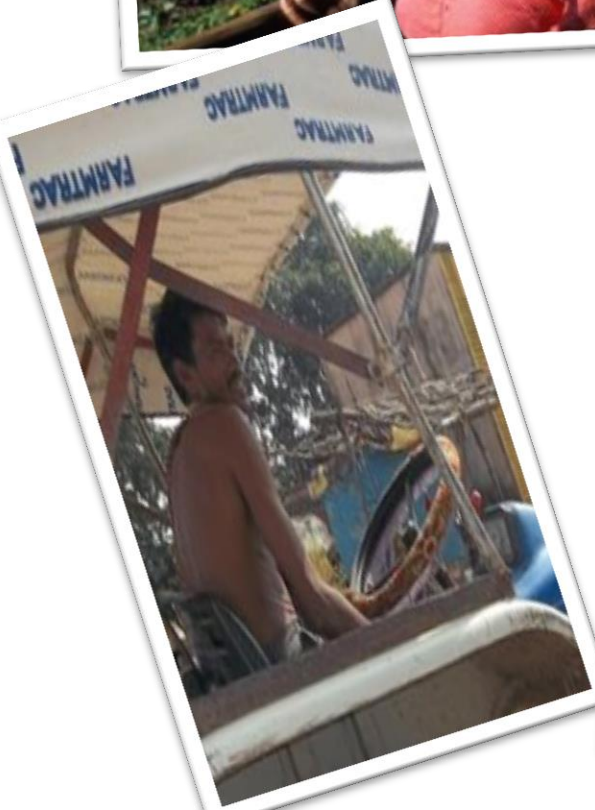
- Amrai Pari







# Know Your Audience





# Bangladesh



**Feeling the impacts:  
lack of water, health,  
jobs**

**Isolated  
Lack knowledge  
Helpless**

**Mahmouda, Dhaka**

# Bangladesh



**Working with their  
community**

**Willing to act but  
don't feel they  
have resources  
and information to  
act**

**Sultan, Barisal**

# Bangladesh



**Taking action  
Leaders in their  
community  
Pooling resources together  
Want more information,  
knowledge and skills**

**Ranjib, Rajshahi**


# Data Portal – a programme planning tool

## Data Portal

1 SELECT YOUR COUNTRY OF INTEREST

Switch View

COUNTRY REGION



Indian-controlled Kashmir China-controlled Kashmir Pakistan-controlled Kashmir

Your Selections

1 COUNTRY

2 TOPIC

3 QUESTION

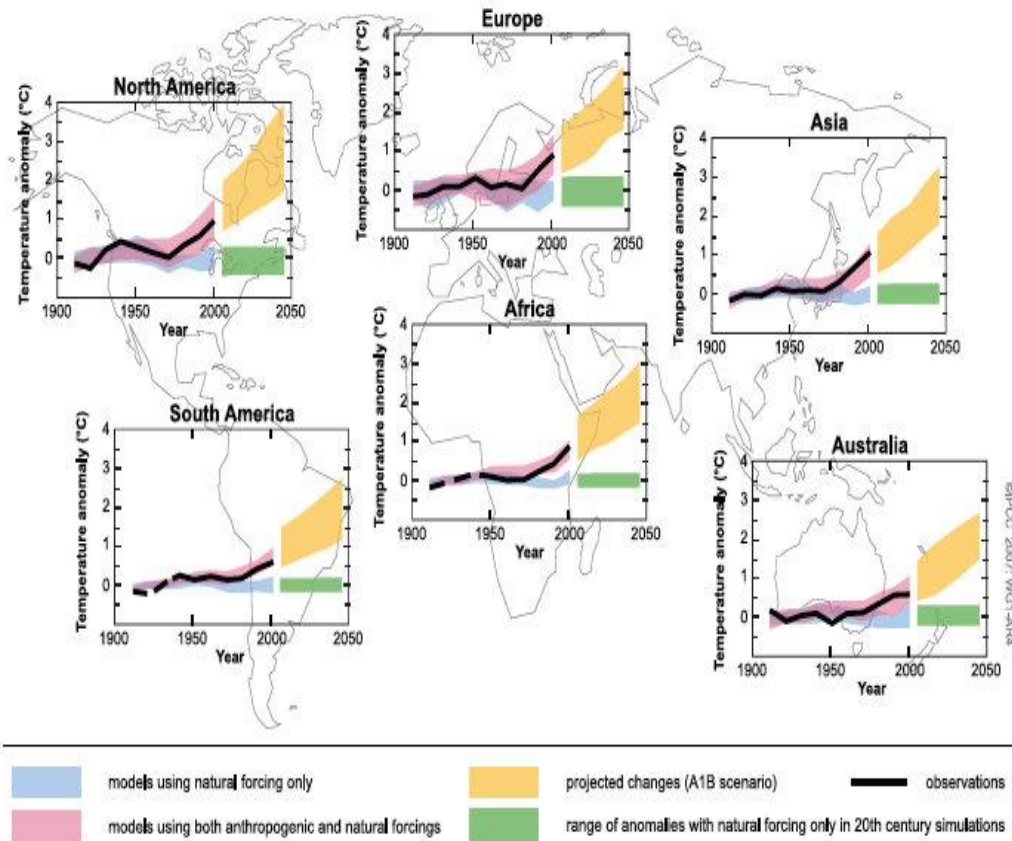
EXPLORE RESULTS

2 SELECT YOUR TOPIC OF INTEREST

3 SELECT YOUR QUESTION

# Climate Change Communications

## CONTINENTAL SURFACE TEMPERATURE ANOMALIES: OBSERVATIONS AND PROJECTIONS





# Article 6

- Evidence Base



# Communication Partners (Examples)



- Nepal TV
- Ministry of Environment, Vietnam
- Ministry of People's Welfare, Indonesia
- International Red Cross

# BBC Media Action

- *“From The Ground Up: Changing The Conversation Around Climate Change”*
- [bbc.co.uk/climateasia](http://bbc.co.uk/climateasia)
- @bbcmediaaction
- @realdelia

