

DM2009 Project Summary

Project Number: 5111 Booth Number: 95

Media Access and Education for Climate Change Adaptation and Risk Reduction

COUNTRY: Bangladesh

ORGANIZATION: Relief International-Schools Online (RI-SOL)

FUNDING REQUEST: \$140,000

OBJECTIVE: To provide access to information on climate change to vulnerable populations in coastal districts of Bangladesh as a means of reducing risks and promoting mitigating actions. The ultimate objective is to empower populations at risk from climate change to not only understand the process but also act to improve their situation.

RATIONALE: The coastal districts of Bangladesh have been prone to flooding and are extremely vulnerable to climate change. The local population faces chronic poverty and insecurity of livelihoods related to environmental factors while being poorly (if at all) educated about the perils of climate change. They lack opportunities for learning and access to information about critical issues associated with climate change and its possible impacts and about the steps they can take to protect themselves when catastrophes strike.

INNOVATION: The proposed program builds the capacity of local media to analyze and report on the issue and educates youth, teachers, and civil society organizations (CSOs), who can carry relevant messages to their communities and the general public. Involving journalists and youth as a means of informing the public is a new approach likely to grab the attention of community members. A technology-based approach ensures that the content created through the project and co-developed by beneficiaries is available widely to the general public in Bangladesh and elsewhere in South Asia and around the world. The proposed online portal and SMS alert system have yet to be used for climate adaptation.

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