INTEGRATE SOCIAL AND BEHAVIOUR CHANGE IN CLIMATE CHANGE ADAPTATION

OBJECTIVE

Foster adaptation behaviours and intentions that reduce the impacts of climate-related hazards.

DESCRIPTION

This measure encompasses actions that promote awareness for the altered conditions under climate change and adaptation. However, not all stakeholders are aware and informed about their vulnerability and the measures they can take to proactively adapt to climate change. Awareness raising is therefore an important component of the adaptation process to manage the impacts of climate change, enhance adaptive capacity and reduce overall vulnerability. Raising political awareness is important as policy-makers and politicians are key actors in the policy process of adaptation. Awareness-raising requires strategies of effective communication to reach the desired outcome. The combination of these communication strategies for a target audience can be labelled as 'awareness-raising campaigns'. The aim of awareness-raising campaigns most often differs between contexts but generally includes increased concern, information exchange with the target audience, creation of a positive image and attempts to change people's behaviour.

EXPECTED RESULTS

Increased number of people engaged in awareness-raising initiatives on climate adaptation.

RESULT INDICATORS

Number of people reached with campaigns.

INVOLVED ACTORS

National and local government, NGOs, education system, interest groups, citizenship.

EXPECTED TIMELINE FOR ACTION

- Short term (1-4 years)

BEST PRACTICES

- UK
- Germany
- Austria
- Germany
- Italy
- Macedonia
- Portugal
- Slovakia

- Netherlands
- Greece
- Germany
- Ireland
- Hungary
- Greece
- Netherlands
- Hungary
- LIFE Saimaa Seal project
- Spain
- Belgium
- Spain
- UK
- Austria

CRITICALITIES

In general, households often are not aware of climate change impacts and adaptation possibilities. Moreover, lack of knowledge on the costs and the effectiveness of measures that should be implemented may represent a barrier to adaptation.

SCOPE OF THE ACTION

- Adaptation
- Mitigation

TYPE OF PROPOSED ACTIONS

- Soft

SECTOR OF ACTION

- Public health
- Other

CLIMATE IMPACTS

- Change or loss of biodiversity
- Coastal erosion
- Drought
- Extreme precipitation
- Extreme temperatures
- Fires
- Floods
- Salinization and acidification of water

- Strong winds

IMPLEMENTATION SCALE

- Municipality
- Region / Country
- Other

SOURCE

https://climate-adapt.eea.europa.eu/metadata/adaptation-options/awareness-campaigns-for-behavioural-change