

**BBC Media Action – Case Study – Climate Asia Research on Vietnam**

Resilience is the ability of countries, communities, households and individuals to adapt to changes that result from sudden events and long-term trends (which are often climate related), without undermining their long-term potential to cope with future challenges.

Media, can provide information, change attitudes and help people develop and share locally-rooted adaptation strategies to support them in becoming ‘more resilient’.

This case study shows how data from the BBC Media Action’s Climate Asia research was used by the state TV station in Vietnam, VTV to produce programmes that addressed concerns about climate change.

**Climate Asia Research**

In 2012 and 2013, Climate Asia, investigated the perceptions of climate change among more than 30,000 people across seven Asian countries to determine how media could play a role in supporting people.

The state TV station in Vietnam, VTV used data for Vietnam to develop programmes that targeted 15-24 year olds living in urban areas.

**Understanding the Urban Young**

Findings indicated that over half (53%) of those aged 15-24 got information on environmental issues either from the television (38%) or internet (15%)



However 75% said they did not know of any programme that provided information on climate change

- They were particularly willing to adapt to the environment and felt they could influence others
- They were willing to use public transport, save energy and take more care of their neighbourhoods.
- They felt they needed more information and were motivated if the financial and health benefits of taking these actions were highlighted.

See [report](#) and [data](#) for more information

### **The Action**

Based on these findings BBC Media Action trained senior editorial staff to produce new programmes which:

- 1) Focused on the health impacts of climate change for people in urban areas;
- 2) Addressed actions young people could take and engaged them in the issues
- 3) Looked at how people can prepare for extreme weather

### **The Outcome**

As a result of combining research and production training, VTV better understood their viewers and produced programmes to meet their needs. One of these programmes was Toughest Place in Vietnam.

This was a four episode twenty-minute show targeted at urban youth and showing challenges in different regions of Vietnam - see a short [clip](#) of the programmes that were produced here

You can also access the video Clip via this link - <https://youtu.be/r2Tc6ymSZ3M>