

# BANGLADESH

## THE STORY

### % OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



TEMPERATURE INCREASED

93%



RAINFALL DECREASED

65%



EXTREME WEATHER EVENTS INCREASED

50%



PESTS INCREASED

53%



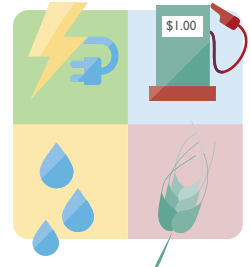
TREES DECREASED

55%

### % OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY

56%



FUEL

43%

32%

WATER

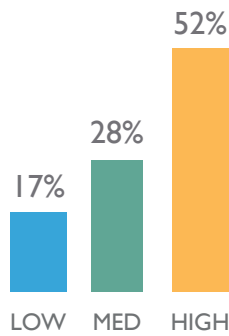
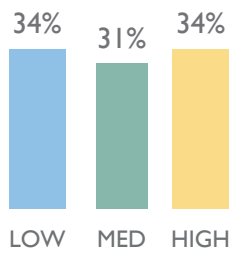
50%

CROP PRODUCTION

### PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

87%



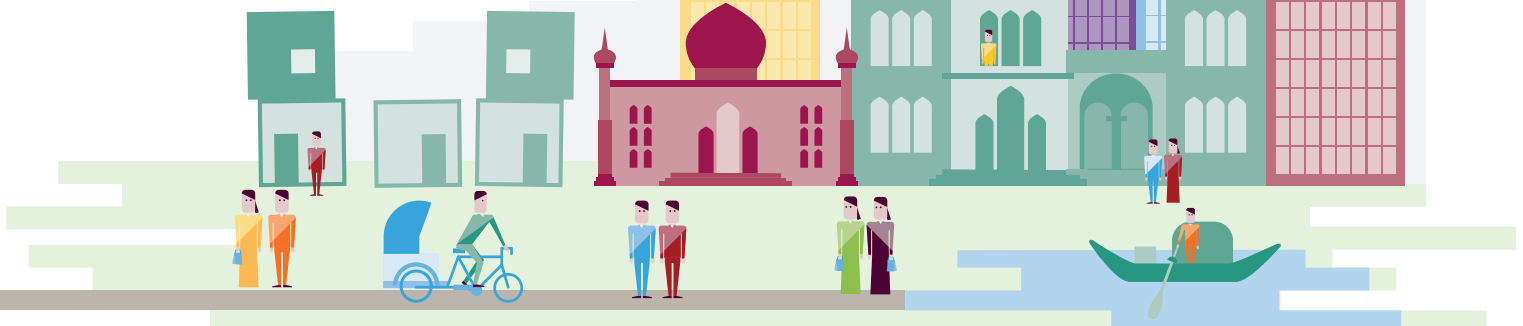
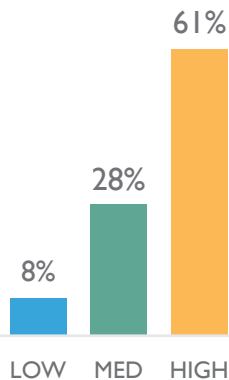
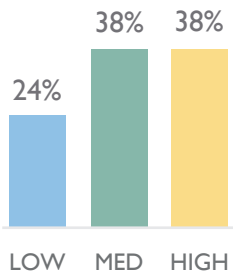
PEOPLE FEELING IMPACT ON ABILITY TO EARN MONEY

84%

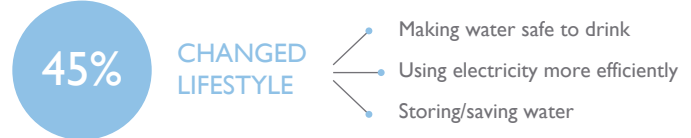
### PEOPLE IN LARGER CITIES FEEL IMPACT NOW

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



## PEOPLE ARE RESPONDING TO CHANGES

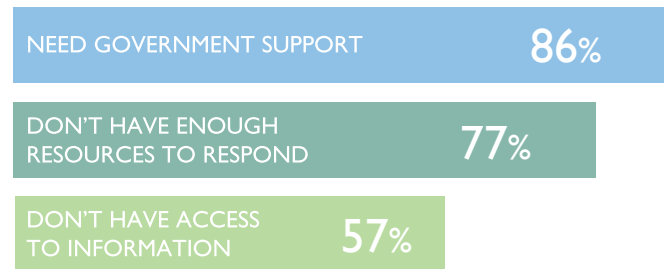


## WHAT IS MOTIVATING PEOPLE TO ACT?

### MOTIVATORS



### BARRIERS



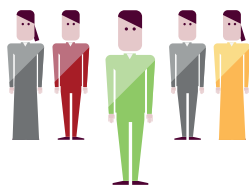
### ENABLERS



## % OF PEOPLE WHO BELIEVE CHANGES IN RESOURCES ARE CAUSED BY



CHANGES IN WEATHER  
**70%**



GROWING POPULATION  
**66%**

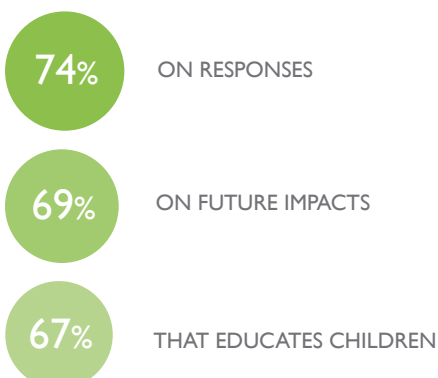


CORRUPTION  
**34%**

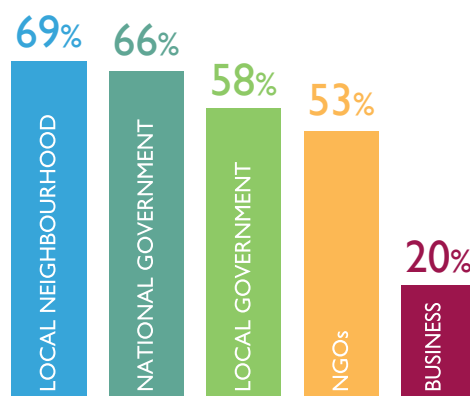
## DO PEOPLE KNOW ABOUT CLIMATE CHANGE?



## PEOPLE WANT INFORMATION



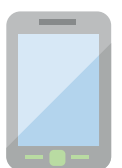
## CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES



## MEDIA REACH



WATCH TELEVISION  
**92%**



USE MOBILES  
**92%**