

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



TEMPERATURE INCREASED

92%



RAINFALL DECREASED

82%



EXTREME WEATHER EVENTS INCREASED

60%



INSECTS AND PESTS INCREASED

85%



TREES DECREASED

48%

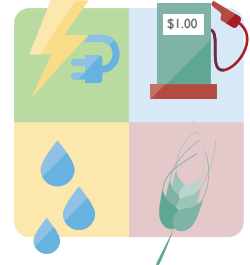
### % OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY

41%

FUEL

57%



38%

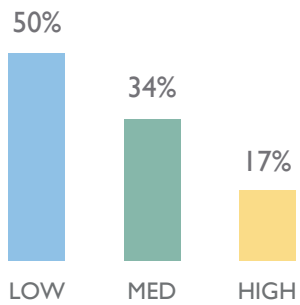
WATER

59%

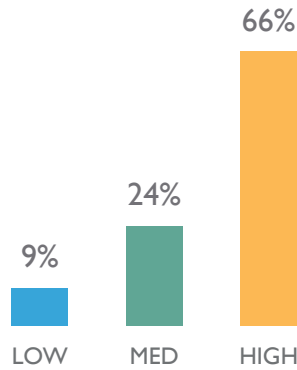
CROP PRODUCTION

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

IMPACT LEVEL NOW



FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

90%



PEOPLE FEELING IMPACT ON ABILITY TO EARN MONEY

81%

### PEOPLE ARE RESPONDING TO CHANGES

#### THINK THEY NEED TO MAKE CHANGES TO LIVELIHOOD

82%

19%

CHANGED LIVELIHOOD

22%

CHANGED LIFESTYLE

#### CHANGED LIVELIHOOD

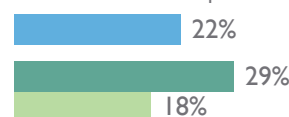
Changed job



Supplemented income in other ways

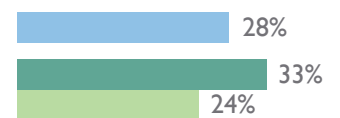


Grown alternative crops

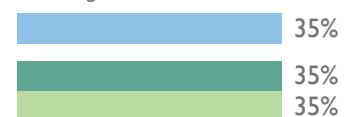


#### CHANGED LIFESTYLE

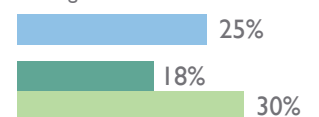
Changing diet



Reducing food waste

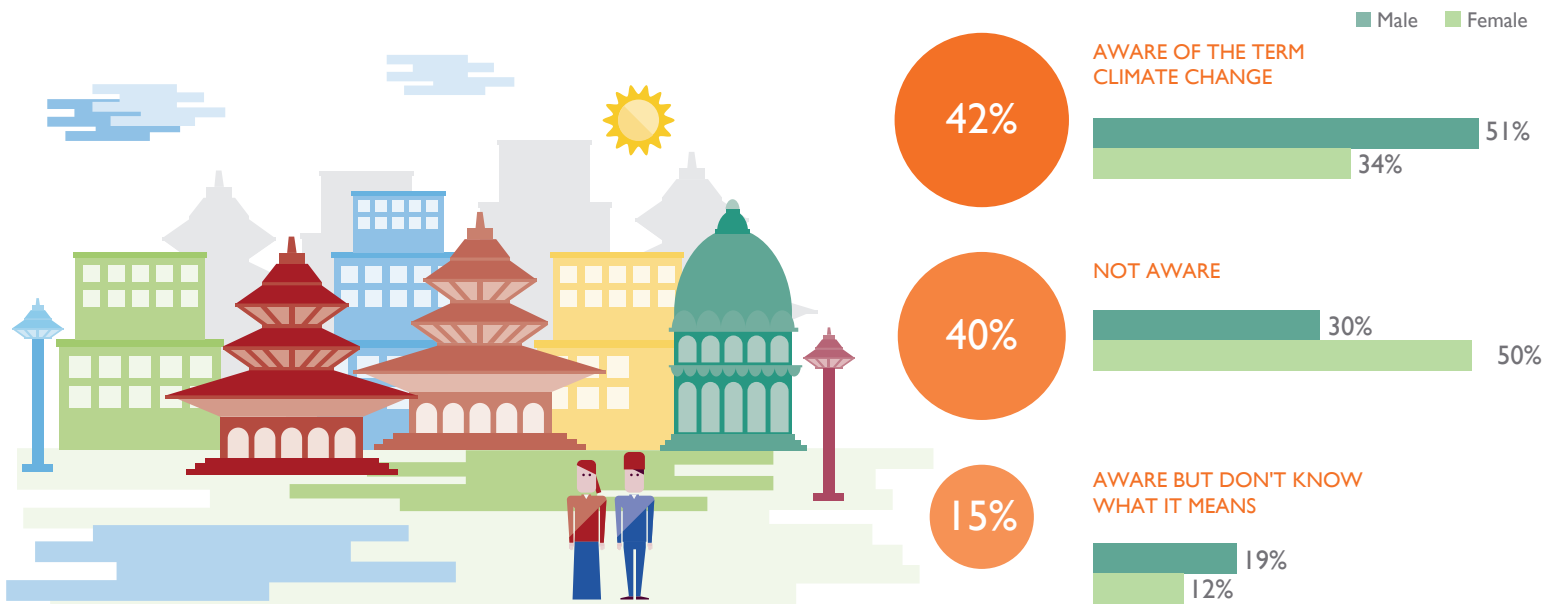


Making water safe to drink



■ All (livelihood) ■ Male  
■ All (lifestyle) ■ Female

## AWARENESS OF CLIMATE CHANGE



## WHAT IS MOTIVATING PEOPLE TO ACT?

### MOTIVATORS



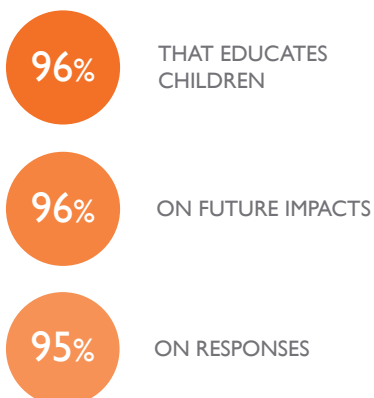
### BARRIERS



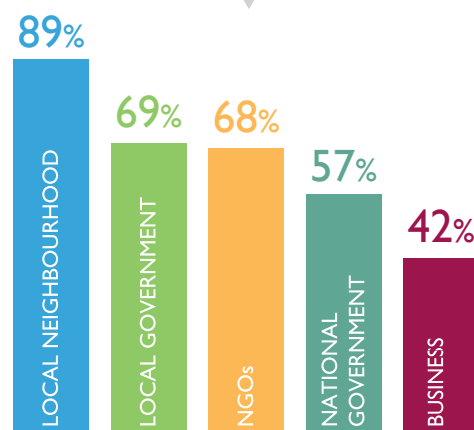
### ENABLERS



## PEOPLE WANT INFORMATION



## CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES



## MEDIA REACH

