

VIETNAM

THE STORY



% OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



TEMPERATURE INCREASED

89%



RAINFALL LESS PREDICTABLE

55%



EXTREME WEATHER EVENTS INCREASED

50%



PESTS INCREASED

35%



TREES DECREASED

48%

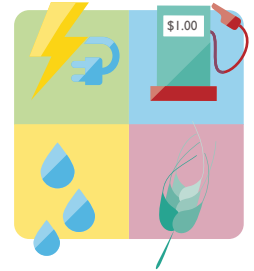
% OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY

8%

FUEL

8%



6%

WATER

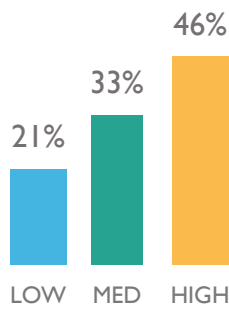
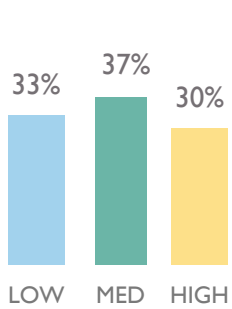
14%

CROP PRODUCTION

PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

84%



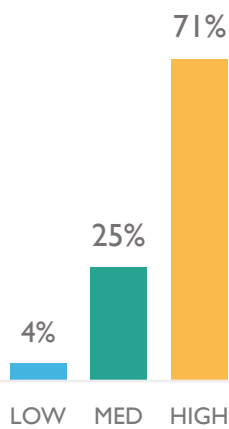
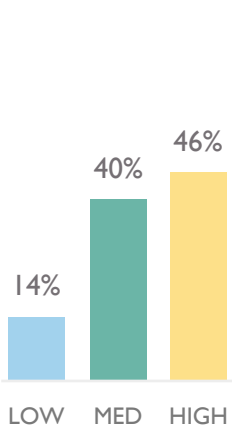
PEOPLE FEELING IMPACT ON ABILITY TO EARN MONEY

66%

PARTICULARLY ON THE CENTRAL COAST

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT

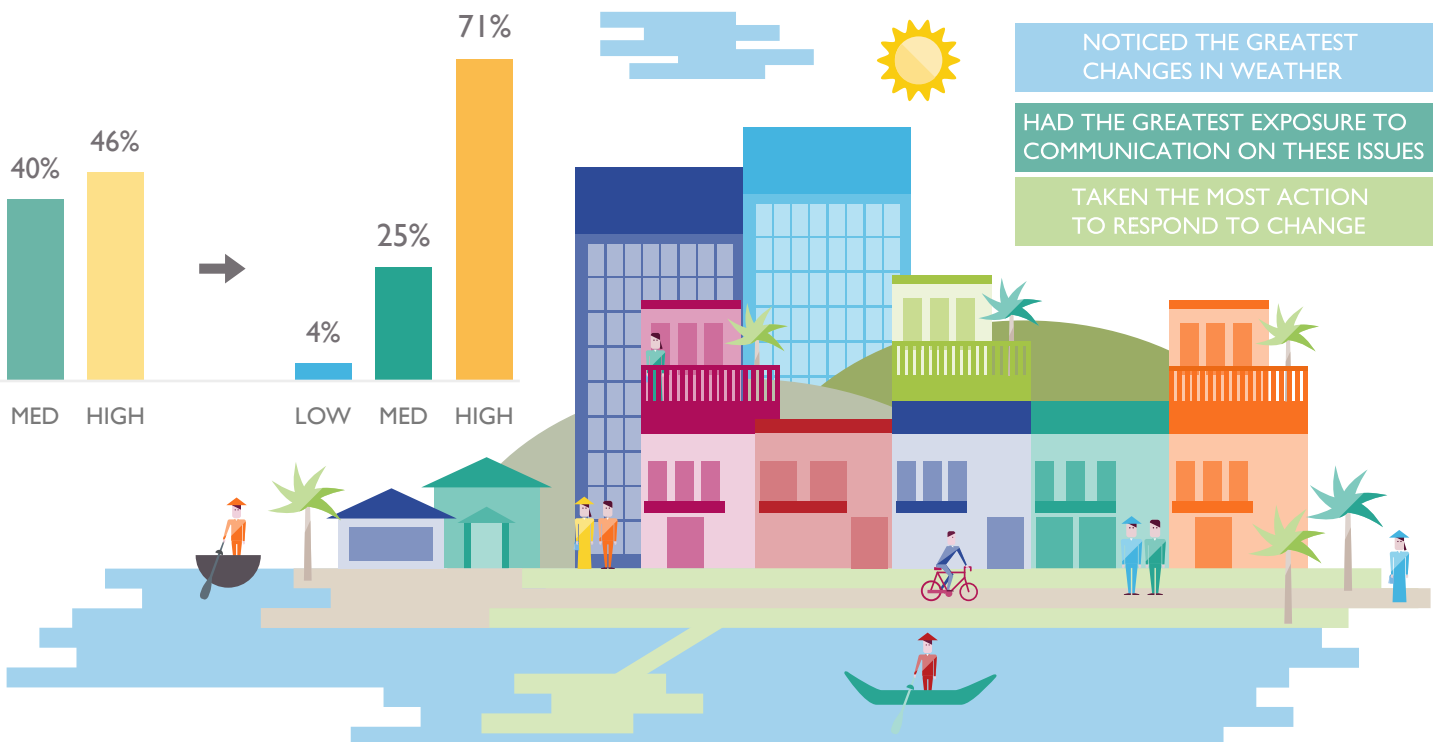


HERE PEOPLE HAVE

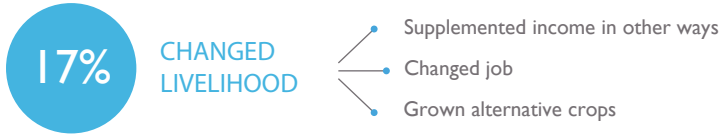
NOTICED THE GREATEST CHANGES IN WEATHER

HAD THE GREATEST EXPOSURE TO COMMUNICATION ON THESE ISSUES

TAKEN THE MOST ACTION TO RESPOND TO CHANGE

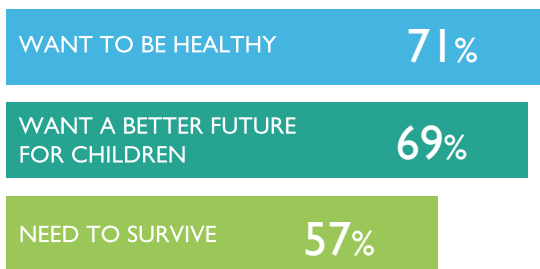


PEOPLE ARE RESPONDING TO CHANGES

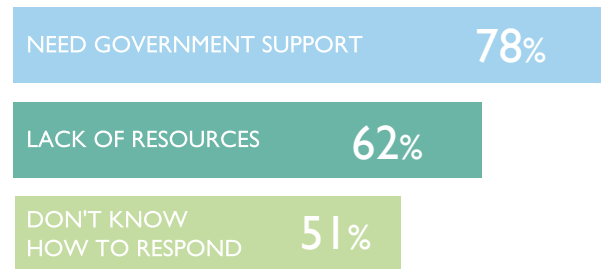


WHAT IS MOTIVATING PEOPLE TO ACT?

MOTIVATORS



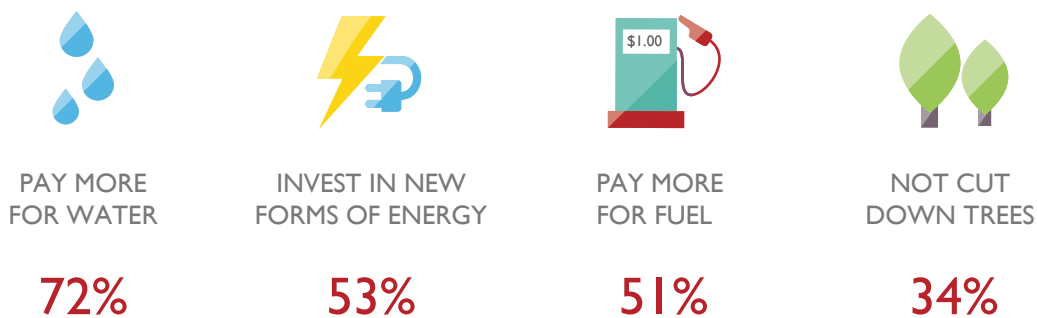
BARRIERS



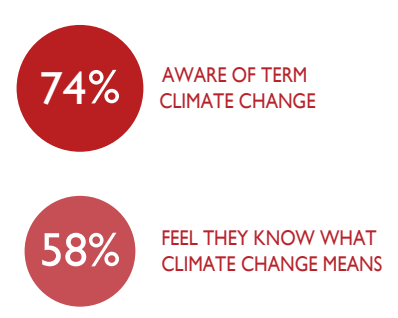
ENABLERS



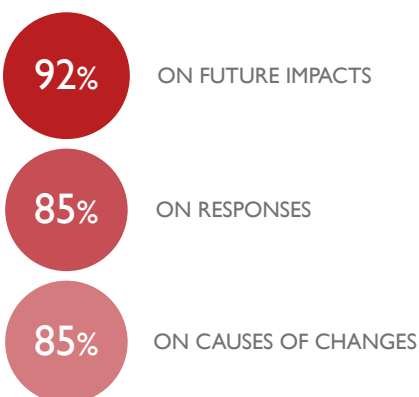
SUPPORT FOR GOVERNMENT ACTION (WILLING TO)



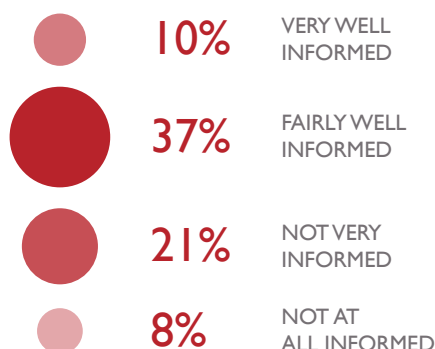
DO PEOPLE KNOW ABOUT CLIMATE CHANGE?



PEOPLE WANT INFORMATION



HOW INFORMED PEOPLE FEEL ABOUT THESE ISSUES



MEDIA REACH

