

UNFCCC Article 6 initiatives in the Caribbean region

presented by:

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The Caribbean project on Mainstreaming Adaptation to Climate Change (MACC) introduces a scientific approach to public awareness and outreach activities on climate change. This approach is based on the concept of social marketing by segmenting target audiences and using tools such as public opinion surveys and knowledge-attitude-practice/behaviour (KAP/B) surveys to understand behavioural gaps in addressing adaptation to climate change.