



IFRC's work addressing climate change in areas relating to public participation, public awareness, public access to information and international cooperation

The International Federation of Red Cross and Red Crescent Societies (IFRC) and its members in 190 countries have a long tradition of educating communities on disaster risks, increasing safety and resilience through campaigns, informal education, participatory learning and formal school-based interventions, including a long track record in public awareness and education, crucial components in promoting environmentally sustainable living. To facilitate the work carried out by its member Red Cross Red Crescent Societies, the IFRC has developed a wide array of tools to support the awareness programmes. In 2005–08, research found that 50 out of 82 National Societies had carried out structured public-awareness and education activities on disaster reduction which includes risks of climate change and variability.

Since 2007, its work has been guided by the resolution addressing humanitarian consequence of climate change and environmental degradation adopted by 194 governments and its members in the International Conference of the Red Cross and Red Crescent (IC). This resolution – ‘Together for Humanity’ – laid down the institutional building blocks to bridge the frequent divide between climate science projections and action-driven local relief work attending to the needs of the most vulnerable.

By spreading environmental values, disaster preparedness and best practices through education programs, awareness campaigns and information distribution, the IFRC as a whole has contributed to climate friendly and risk informed behavior change and actions such as tree planting and care, solid waste management, food waste minimization and recycling. Globally, through its extensive network of 190 National Societies – each one plays an auxiliary role to the public authorities – and over 17 million active volunteers, and in cooperation with other agencies, activities have been conducted from national to community level to engage public and promote the understanding for them to better meet challenges brought by climate change in their own context. For example:

At the country level, e.g. in Bangladesh, the Bangladesh Red Crescent Society (BDRCS), supported by the Canadian Red Cross and the IFRC, built a stage on a truck and visited different districts in cyclone, flood and drought-prone areas. Using interactive popular theatre medium and supported by BDRCS youth volunteers, the roadshow communicated messages on preparedness and climate change adaptation along its route. The roadshow also asked people to outline how they envision a resilient community and the voice as such from the grassroots level are collected and analyzed for strategic planning. Materials to facilitate information dissemination, e.g. colorful hand fans printed with climate change adaptation messages, were distributed for them to bring the key messages home.

At the regional level, e.g. in the Pacific, two short humorous animation films were produced in 2013, with inputs from 14 Pacific island states, by an alliance of agencies to link climate science with decision-making and preparedness in the region. The films are available in three languages and accompanied by resource toolkits which aim to help facilitate dialogue and action. Till 2015, 9'000 DVD copies of the animation have been distributed across the Pacific and incorporated into the curriculum of schools across five countries. They are also available via Youtube¹ in Tonga, Niue and Kiribati languages.

¹ See <https://www.youtube.com/watch?v=sIUSWEftN4w>.

At the global level, the IFRC has various tools to facilitate its members' reach-out to local communities and build their resilience. Public Awareness and Public Education (PAPE) guide [Public Awareness and Public Education: Key Messages](#), Early Warning Early Action guide, and the [Vulnerability and Capacity Assessment](#) (VCA) are some of the examples of such tools. The VCA uses various participatory tools to involve communities and gauge people's exposure to and capacity to resist natural hazards. It has been an integral part of disaster risk management, including [climate change](#) awareness raising, at the rural and urban grass-roots level. The brochure produced in 2015 for COP 21 on Red Cross and Red Crescent's activities relating to climate change captured what has been done since the commitment made in IC 2007 (as mentioned above) and is to inspire more partners for cooperation within and beyond the Red Cross and Red Crescent Movement.

To catalyse these collective efforts the IFRC launched in December 2015 the "One Billion Coalition for Resilience". This coalition is with the aim to engage individuals, households, communities and partners from all sectors, enabling, by 2025, at least one billion people around the world to take active steps towards reducing the risks that affect their lives and their vulnerability in the face of adversity, including climate change. It is expected that through enhanced collaboration at all levels the commitment made in Paris can be transformed into concrete results on the ground.

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