



PREPARING OF COMMUNICATION STRATEGIES ON CLIMATE CHANGE IN THAILAND

Supawan Wongprayoon

**Department of Environmental Quality Promotion
Ministry of Natural Resources and Environment**

The Kingdom of Thailand

wongprayoon@gmail.com

PRESENTATION OUTLINE

- **Introduction**
- **Activities related to Article 6**
- **Preparation to drafting Climate Change
Communication Strategy**
- **Conclusion**
- **Way Forward**



INTRODUCTION AND BACKGROUND

- **In recognizing the destructive impacts of climate change, Thailand has established various institutional arrangements with modalities to address the challenge of climate change.**
- **Some of these initiatives show the reflection level commitment of Thailand ambition to combat the Climate Change issues and response to country's commitments under the Convention.**



- **Climate Change Entities**
- **Climate Change Policy Committee**
- **Climate Change Initiatives**



- **Thailand Climate Change Master Plan (2014-2050),**
- **revise the third version of enactment of the Environmental Quality Management Act**
- **development of the National Adaptation Programme of Action (NAPA)**
- **National Adaptation Plan, National Strategy Plan on Climate Change**
- **Thailand's NAMAs.**
- **Sectoral initiatives and projects that aim at addressing the impacts of climate change and strengthen resilience of communities.**



Despite these initiatives, the level of awareness and understanding of climate change issues among stakeholders is still very low at all levels. One of the most important reasons for this is the **nonexistence of National Climate Change Communication Strategy** to enable effective communication of climate change knowledge



- **Recognize of the importance of Article 6 lies in the fact that it contributes to achieving the ultimate objective of the convention and the effective implementation of adaptation and mitigation actions**
- **The Department of Environmental Quality Promotion has been appointed by the Thailand Climate Change National Committee as the National Focal Point of Article 6 in November 2014**



ACTIVITIES

- **Article 6 Kick Off Seminar**
- **Article 6 Implementation Stock Taking**
- **Strategy on Thailand's Capacity Needs to Implementing Article 6**
- **Environmental Information Knowledge Management Systems for Civil Societies Capacity Building to tackling Climate Change Situation**



PREPARATION TO DRAFTING CLIMATE CHANGE COMMUNICATION STRATEGY

- **To raise public awareness of Climate Change , and how to adapt to it consequence and influence to our ways of living.**
- **It's necessary to implementing the Article 6**
- **Reviewing and stock taking of activities related to Article 6 are essential**
- **Climate Change Communication Strategies are important**



EXPECTED STRATEGIES

- Communicating Climate Change**
- Communicating Facts and Concerns**
- Communicating Diversify**
- Communication Mechanism**



COMMUNICATING CLIMATE CHANGE

- **Climate Change Messages**
- **Medium and Communication
Technology**



COMMUNICATING FACTS AND CONCERNS

The messages that necessary to be communicate and comprehensible are

- Climate change is not far away
- It's real
- It's consequence effects are long-term
- To rehabilitate are expensive and may not be the same
- It is potential way to adapt to climate change impact and likely to complementary to mitigate the grounds
- None action may jeopardy ecology system



COMMUNICATING DIVERSIFY

- **Target group oriented**
- **Embedded Climate change issue in all level of formal education**
- **Use different way of communication channels**



COMMUNICATION MECHANISM

- **Make Climate Change as National Agenda**
- **Public Relation Committee**
- **Local Voluntary group/Change Agent**
- **Local Participatory Engagement**
- **Climate Change Brand Ambassador**
- **Consistency Communication**



CONCLUSION

- **At the present ,the developing Communication Strategy on Climate Change is in the preparation procedure , further reviews , survey and drafting it strategy are underway**
- **As the infantile state to implementation Article 6 from Thailand, Capacity Building for NFP still in needed**
- **Recommendations and Suggestions are welcome and appreciated**



WAY FORWARD

- In order to identifying and increasing awareness of different climate change audiences in Thailand and evaluating how each audience responds to different types of climate change messages.
- The Research on how the communications on climate change adaptation and mitigation are effective influence to the Thai population is essential.



WAY FORWARD

- To enhance the implementation the Article 6 of the convention, Thailand willing to formulate the regional collaboration for experience exchange and lesson learn
- Thailand will seek for the opportunity to collaborative among stakeholder in Climate Change Communication in order to reach every target effectively
- Strengthening Capacity Building for the Journalist and local leader



Thank you for you attention

