



NEPAL

How the people of Nepal live with climate change and what communication can do

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CLIMATE CHANGE IS ABOUT PEOPLE

How do people in Nepal live with climate change now? How will its impacts shape their future and how will they, in turn, shape their environment? What are the most effective ways to support people to adapt to climate change and how best can the media, governments, organisations and businesses communicate with them?

These are the questions behind Climate Asia, the world's largest study of people's everyday experience of climate change. The project surveyed 33,500 people across seven Asian countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. This included 2,354 households and 20 opinion formers and experts in Nepal, and their experiences are at the heart of this report. We also held 12 focus group discussions and five community assessments¹ across the country.

Using both quantitative and qualitative research, we have built a nationally representative picture of how different groups of people in Nepal live and deal with change. This includes their values, livelihoods, use of food, water and energy, family life, worries, what they watch and listen to, whom they trust the most, what they hope for in the future, and the environmental changes they have noticed or deal with already.

The research was conducted from May 2012 to March 2013 across all Nepal's ecological and developmental regions.² This included a nationally representative survey conducted during July and August 2012. Climate Asia recorded the opinions, insights and needs of the population, more than 70% of whom live on less than \$2 (£1.30) a day.³

More details on the research methodology and sampling followed can be found in the Appendix and at www.bbc.co.uk/climateasia.

¹ In this report we use the term "community assessment" to describe a qualitative research method. This method involved spending one to two days with a community and using various qualitative tools, including a guided walk with a community member, to gather information.

² The ecological regions in Nepal are divided into mountains, hills and Terai (plains). The developmental regions refer to the Far-Western, Mid-Western, Western, Central and Eastern regions.

³ Government of Nepal, Ministry of Environment, (2010) *Nepal National Adaptation Programme of Action to Climate Change* Kathmandu: Ministry of Environment [online] Available from: www.napanepal.gov.np/pdf_reports/NAPA_Report.pdf www.napanepal.gov.np/pdf_reports/NAPA_Report.pdf [accessed 24 July 2013].



PEOPLE'S PERCEPTIONS MATTER

Understanding people's perceptions is crucial in order to craft communication that motivates people to take action to improve their lives. An individual's perception at any given time – for instance of changes in climate or the availability of water in an area – may differ from official records. Climate Asia research focused on people's perception of changes in climate, how these changes affect their lives and what they are doing to respond to them. Perceptions are shaped by a range of factors including exposure to media, communication with peers, personal beliefs and values and education levels.

ABOUT BBC MEDIA ACTION

BBC Media Action, the international development organisation of the British Broadcasting Corporation (BBC), uses the power of media and communication to support people to shape their own lives. Working with broadcasters, governments, other organisations and donors, we provide information and stimulate positive change in the areas of governance, health, resilience and humanitarian response. This broad reach helps us to inform, connect and empower people around the world. We are independent from the BBC, but share the BBC's fundamental values and have partnerships with the BBC World Service and local and national broadcasters that reach millions of people.

HOW CLIMATE ASIA CAN HELP

Climate Asia, a BBC Media Action project, is the largest-ever quantitative and qualitative research study into public understanding of climate change in Asia. Funded by the UK Department of International Development (DFID), Climate Asia interviewed over 33,500 people across seven countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. The resulting comprehensive data set paints a vivid picture of how people live with climate change now.

This report is one of many tools created from this unique data, all designed to help the planning and implementation of communication and other programmes to support people to adapt to the changes they face. They are available on the fully searchable and public Climate Asia data portal, www.bbc.co.uk/climateasia, including a climate communication guide, information on Climate Asia's research methods and the tools used to conduct research, including the survey questionnaire. Since all of Climate Asia's data and tools are designed for the widest possible use, this report and data portal details are freely available to anyone who might be interested.



WHAT'S THE STORY?

NEPALIS FEEL THE IMPACT OF CHANGES IN CLIMATE NOW

Nepalis believe that temperatures have risen, rainfall has become less predictable and floods and droughts have increased during the last 10 years. People also feel the environment has changed and nearly nine in ten say that insects and pests have increased.

They feel the impact of these changes in climate now – over half say that agricultural production is decreasing and the majority think that these changes are having an impact on their health.

The majority of people (66%) feel very worried about the impact these changes will have on their lives in the future – more than in any of the other six Climate Asia countries. This worry comes both from their personal experiences and from media coverage.

People are taking action and responding to these changes – one in five have made changes to their livelihoods, including changing job, supplementing their income or migrating. People are also making smaller changes; for instance farmers are rotating crops and growing different crops.

However, people want to take more action. In fact, among all the Climate Asia countries, Nepalis are the most willing to make more changes to adapt. The majority strongly want to make changes to improve agricultural production, prepare more for floods and droughts and cope better with water shortages.

Most people are struggling to take as much action as they would like for a number of reasons. They feel they need more money, government backing and information on how to respond. Others, such as some housewives from the Eastern and Central Terai, feel isolated within their communities and don't think their actions would make a difference.



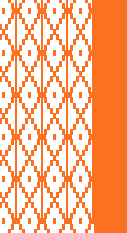
WHAT THIS MEANS FOR COMMUNICATION

There is a real potential for using communication to address the factors that can enable response among these groups.

For the majority, there is a need to provide clear, specific and practical information on actions such as increasing soil fertility, using alternative crops, dealing with pests and insects and saving water. Communication activities can also stimulate discussion among communities in which people share practices and inspire others. There should also be opportunities for people to question their leaders, particularly for actions that require complex responses and investment in infrastructure, such as building irrigation facilities.

For those who do not feel they can act and who feel they cannot participate in decision-making within their communities, stakeholders should make the most of media and interpersonal communication. This can help address social norms, values and beliefs, empower those who don't think they can act, and encourage collective work among communities.

The report concludes by highlighting how the reader can utilise the information, insight and tools generated by the Climate Asia project to communicate with relevant target audiences.



HOW TO USE THIS REPORT

This report explores how people live and deal with change in order to understand their communication needs and help them respond to changes in climate. Sections 1 and 2 of the report highlight how recent positive changes, including increasing development, have come hand-in-hand with new concerns about the environment, changes in climate and access to food, water and energy.

In sections 3 and 4, the report details how people are responding to change and the factors that enable and constrain response. This includes how informed they feel and the extent to which they are engaged in their community.

Section 5 explores how different stakeholders can use these insights to craft communication that supports people to respond to changes in climate.

Section 6 introduces segments for understanding people's needs in Nepal. Analysis of Climate Asia data allowed researchers to segment the people surveyed into groups. These segments help us to understand people's needs, as well as to identify communication opportunities to enable effective action. Section 7 details the communication channels Nepalis use now and how to best reach people through the media. Finally, Section 8 builds on all of this information to identify three important priority audiences – farmers, housewives living in the Terai, and young people aged 15–24 – and highlights each audience's specific communication needs.

The report concludes by highlighting how you, the reader, can utilise the information, insight and tools generated by the Climate Asia project to communicate with your own target audience.



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LIFE FOR NEPALIS

This section briefly outlines how people in Nepal live, focusing on recent patterns of development and migration as well as the values and beliefs that Nepali people hold.

DEVELOPMENT IS BOTH APPRECIATED AND A CAUSE FOR CONCERN

Nepal has become more developed in the last 10 years but still has a low level of human development; the UN Development Programme ranks it 157th of 186 countries in its Human Development Index.⁴ The Climate Asia survey found that more than three-quarters of people living in rural areas were poor or very poor, rising to approximately 90% of the population in the Mid-Western and Far-Western regions.

Climate Asia developed economic categories based on people's perceptions of their purchasing power.

Nepal: still home to many poor people

	Urban	Rural	Far-Western	Mid-Western	Western	Central	Eastern
Base (respondents)	586	1768	195	315	542	826	476
%	%	%	%	%	%	%	%
Well-off	3	1	0	2	2	1	2
Comfortable	57	21	18	7	40	35	29
Poor	27	43	33	42	43	35	41
Very poor	13	35	49	49	14	29	28

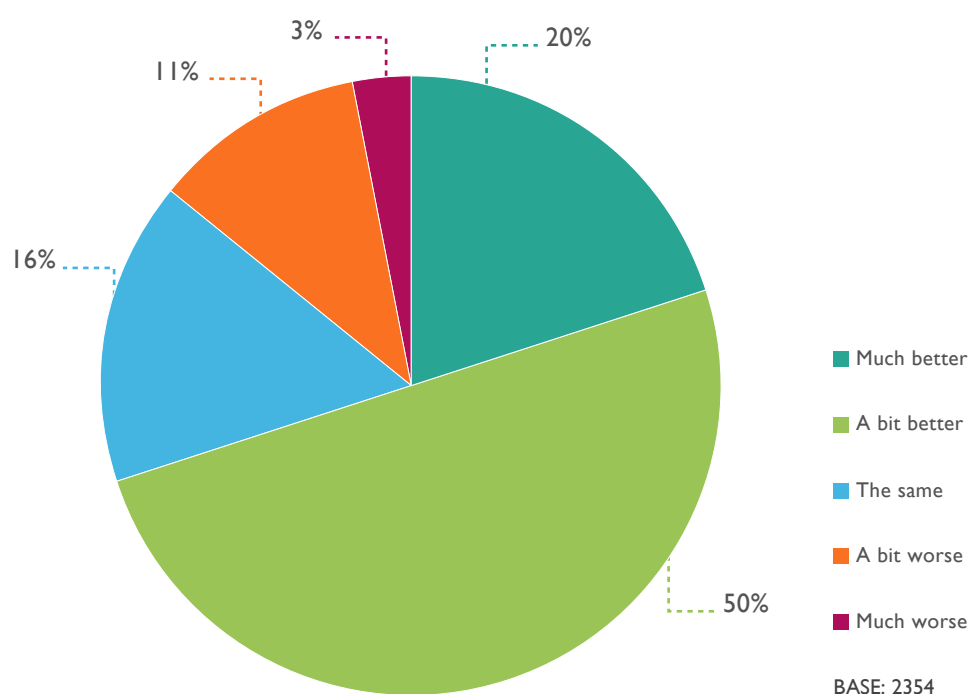
Q: What category does your household income fall within?

⁴United Nations Development Programme (2013) *Human Development Report*, New York: UNDP (online)
Available from: http://hdr.undp.org/en/media/HDR2013_EN_Summary.pdf (accessed 24 June 2013).

Despite this, people have felt the benefits of development, including improved education, better employment opportunities and a greater variety of ways to earn a living.

Most people felt their lives had improved compared with five years ago. However, the very poor were less likely to feel these benefits, with 21% of this group feeling their lives had become worse compared with 14% overall.

People think life has improved

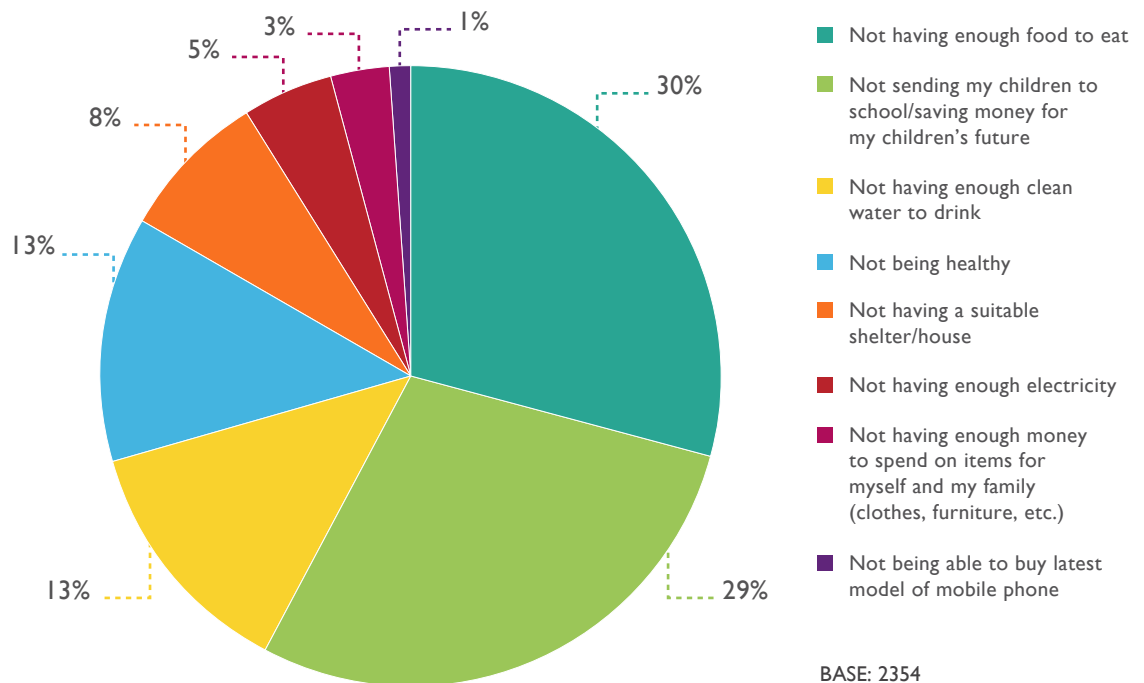


Q: Compared with five years ago, would you say that your life is better, worse or the same now?

Women mentioned that they were less discriminated against than in the past and have gained opportunities for equal participation, such as through women's groups organised by government or non-governmental organisations (NGOs). The attraction of foreign employment was thought to be an important cause of social change because it reduced the number of young people available for work in rural areas.

From a list of concerns, the biggest for Nepalis were not having enough food to eat and not earning enough for their children's future.

Main worries



Q: Out of the following, which is your biggest worry at the moment?

PEOPLE'S VALUES: RESPECTING NATURE

Nepalis strongly value their environment and feel close to nature. They mentioned singing traditional songs that celebrate seasons and harvest times, although these are less common now. They were also very much aware of the negative effects of development on their environment, such as increased pollution, contamination of food from overuse of chemicals and deforestation. Looking beyond the environment, fitting in with others and being part of a community were important values to Nepalis, while moral beliefs and religion were valued more among people over 35.

"The environment will be saved only if people get a proper education."

(Male, Rupendehi, 25–34)

Nepal was also notable for people's strong thirst for education and learning new things, particularly among the young. Older Nepalis were concerned that they might not be able to provide their children with a good education and that this could have an impact on many aspects of life.

CHANGES IN CLIMATE

Nepal's diverse geography makes it vulnerable to various climatic impacts, including extreme temperatures, erratic rainfall, drought, floods, melting snow and glacier retreat. The mountain areas are also vulnerable to glacial lake outburst floods (GLOFs) from melting glaciers, a risk mentioned by the experts and opinion formers interviewed in our research.

People in Nepal noticed changes in climate and availability of food, water and energy. This section focuses on people's perceptions of changes in temperature, rainfall and extreme weather events and the geographic, demographic and developmental factors that determine how changes are felt in their lives.

PERCEPTIONS OF CHANGING WEATHER: LESS RAIN, MORE UPHEAVAL

Not everyone has heard of climate change, but changes in climate have an impact on everyone. In order to find out how, Climate Asia first asked questions about people's perception of changes in temperature, rainfall and extreme weather events over a 10 year period. This was followed by a series questions about changes in the availability of key resources like food, water and energy and changes to their environments. Finally Climate Asia asked a series of specific questions on "climate change". This section does not include any comparison with existing meteorological or developmental records.

"Since we are farmers, forests are hugely necessary for us, especially for people who have animals because they need grass – more than what is available on their own land ... and they are necessary for firewood as well."

(Woman, rural, Pyuthan, age 25–34)

Across the country, people spoke of more extreme and unpredictable weather, with changes to seasons such as hotter summers and colder winters. Increased temperatures and a decrease in rainfall led to complaints that water sources were being depleted.

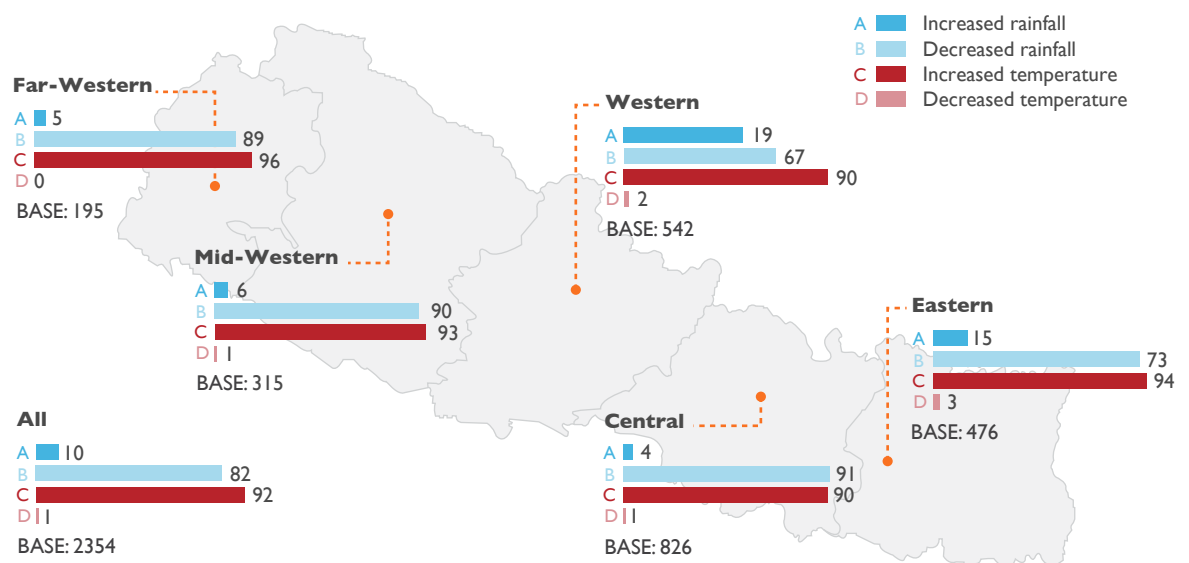
“Before, maize was sown around the first week of April and harvested in August. But now it has not rained until the month of May.”

(Man, Makwanpur, age 35–44)

People explained these changes through observations from their daily lives, for example, noticing that flowers bloomed at different times of the year and that cows had less grass and so produced less milk.

People’s perception by region (%)

Perceived change over the last 10 years



Q: Over the last 10 years, do you think the following have increased, stayed the same or decreased?

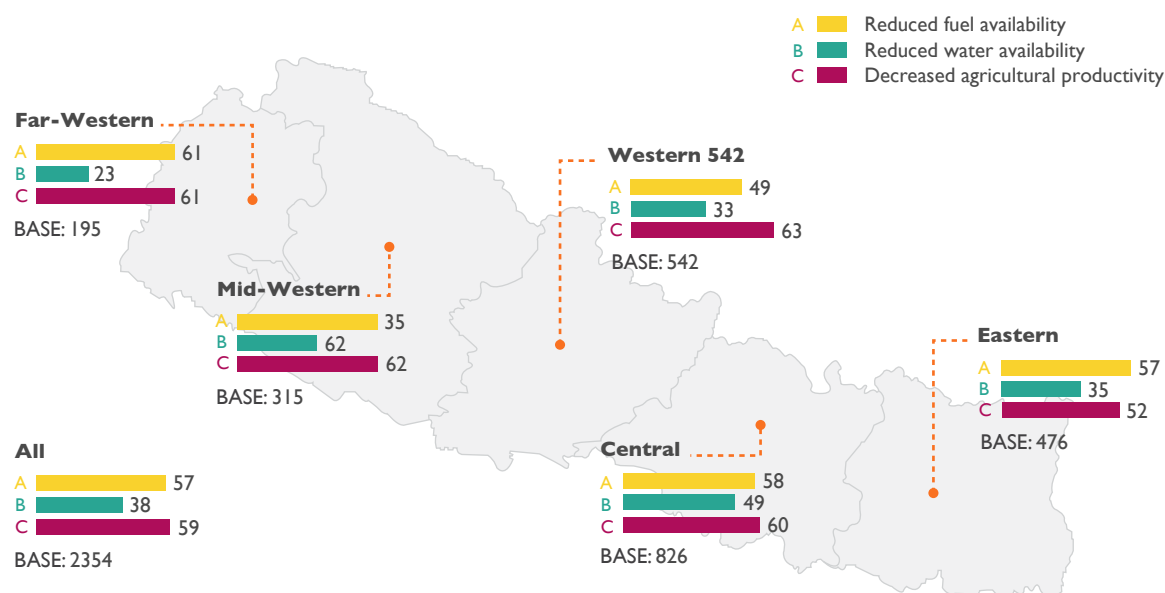
Some people in mountain areas saw the benefits of changes in weather – snow was melting faster than before and this had enabled people to grow more vegetables.

Extreme weather events, such as floods or droughts, were perceived to have increased, particularly in the Far-Western and Central regions.

As well as changes in weather, people also noticed a decrease in the availability of resources. One third thought that water availability had decreased, which was a particular problem in the Central region. Electricity and fuel availability were also seen to have decreased.

People's perception by region (%)

Perceived change over the last 10 years



Q: Over the last 10 years, do you think the following have increased, stayed the same or decreased?

The biggest issue noticed across Nepal was the decrease in agricultural productivity – just under two-thirds of people in rural areas complained about this. People explained that they were struggling to produce enough food because of poor irrigation, erratic rainfall and changes in seasons. They also had trouble affording additional food to replace what they had previously grown.

Extreme weather events were also blamed for lower agricultural yields. For example, participants in Saptari and Bardiya districts, both in the Terai region, highlighted drought issues. Chemical fertilisers and their impact on soil fertility were also repeatedly mentioned as a reason why crop yields had decreased. Many said that fertilisers had worked temporarily but failed in the longer term and some farmers mentioned they had gone back to organic fertiliser.

“During those days chemical manure was not used, rather compost manure was used. These days without pesticides vegetables do not grow and it seems like there is high production but after all the expense that level of production is still very low.”

(Woman, rural, Pyuthan, age 25–34)

There were also complaints that food was adulterated and poorly distributed. Many struggled to afford food; they had to buy it from elsewhere, such as India, and were concerned about its effects on health.

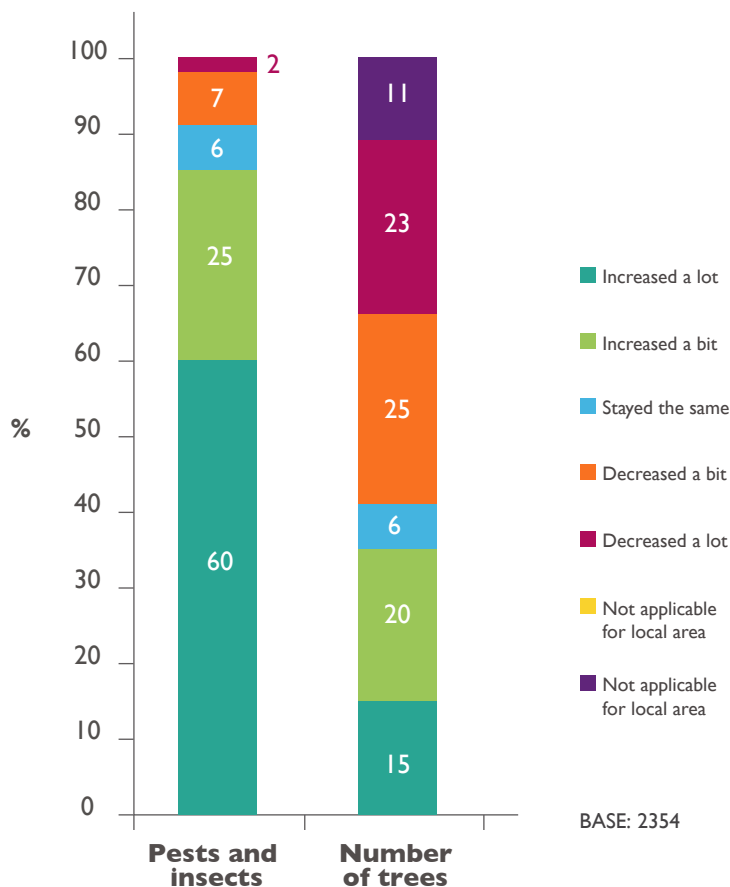
ENVIRONMENTAL CHANGE: FORESTS ARE LIFE

Deforestation has been a longstanding problem in Nepal, but over a third (34%) believed that the number of trees had increased in the last 10 years; this was particularly true of people in the Central region. In the hills, Eastern and Far-Western regions, however, deforestation was still very apparent.

Nepalis were very aware of the role trees played in the environment. For example, they blamed loss of trees for an increase in floods, droughts and changes to the times of the year when they could keep livestock.

The majority perceived that there had been an increase in the number of insects and pests. This, in turn, increased their concerns about pesticides, soil fertility and health.

Pests and insects have increased



Q: Over the last 10 years, do you think the following have increased, stayed the same or decreased?

IMPACTS AND RESPONSES: CHANGE NOW, THEN MORE CHANGE LATER

People described the impact of changes in climate and the availability of key resources in their lives. This section describes these impacts and people's responses to them in more detail.

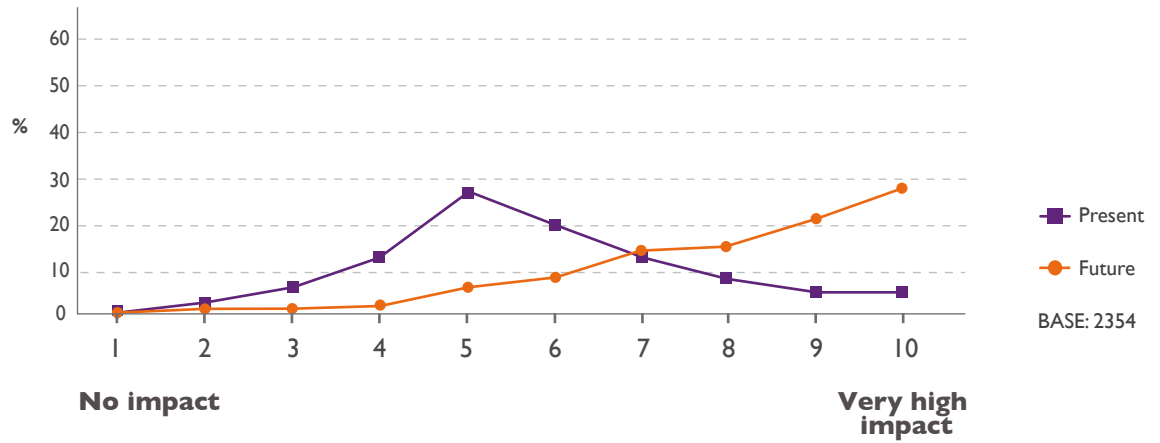
In Nepal, people thought these changes were already having an impact. But more than in any other country surveyed, people worried about the future impact, with two-thirds thinking it would be very high. Fears included an increase in natural disasters, heavy hailstorms destroying crops and no longer being able to farm land effectively.

While people with lower levels of education were already feeling the impacts of changes in climate, people from higher economic groups were more concerned about the future (78% better off, compared with 54% very poor).

People find it difficult to distinguish between impacts associated with the availability of key resources – food, water, energy – from those associated with changes in climate. Taking this into account, questions on impact in the survey were worded as follows:

“You have just answered some questions on availability of water, food, electricity and fuel and changes in weather. The next series of questions will be asking you about the impacts that these have had on your life.”

Impact of changes on people's lives now and in the future



Q: How much of an impact do you feel these changes (access to food/water and changes in weather) have on your life at present? And how much of an impact do you feel these changes could have in the future? (On a scale of 1 to 10 where 1=no impact and 10 is a very high level of impact)

MEDIA HELPING TO FUEL CONCERN

People with high exposure to the media were more worried about the future – 70% with high exposure were concerned compared with 51% of people with no media exposure. In discussions, people mentioned hearing news about events such as international climate meetings in Nepal and the Maldives where climate change as a broad global issue was discussed. They also expressed views about how changes in climate would have an impact on their lives in catastrophic terms.

“Actually, if the trees are destroyed then the hills will start to collapse, and in the future there could be floods.”

(Man, Mawankpur, age 34–45)

More awareness, more concern

Education levels

	All	High	Medium	Low	Better off	Comfortable	Poor	Very poor
Base (respondents)	2354	106	1120	1117	37	702	914	699
%	%	%	%	%	%	%	%	%
Changes are having a high impact now	17	20	18	16	14	18	15	18
Changes will have a high impact in the future	66	77	71	60	78	77	67	54

Economic groups

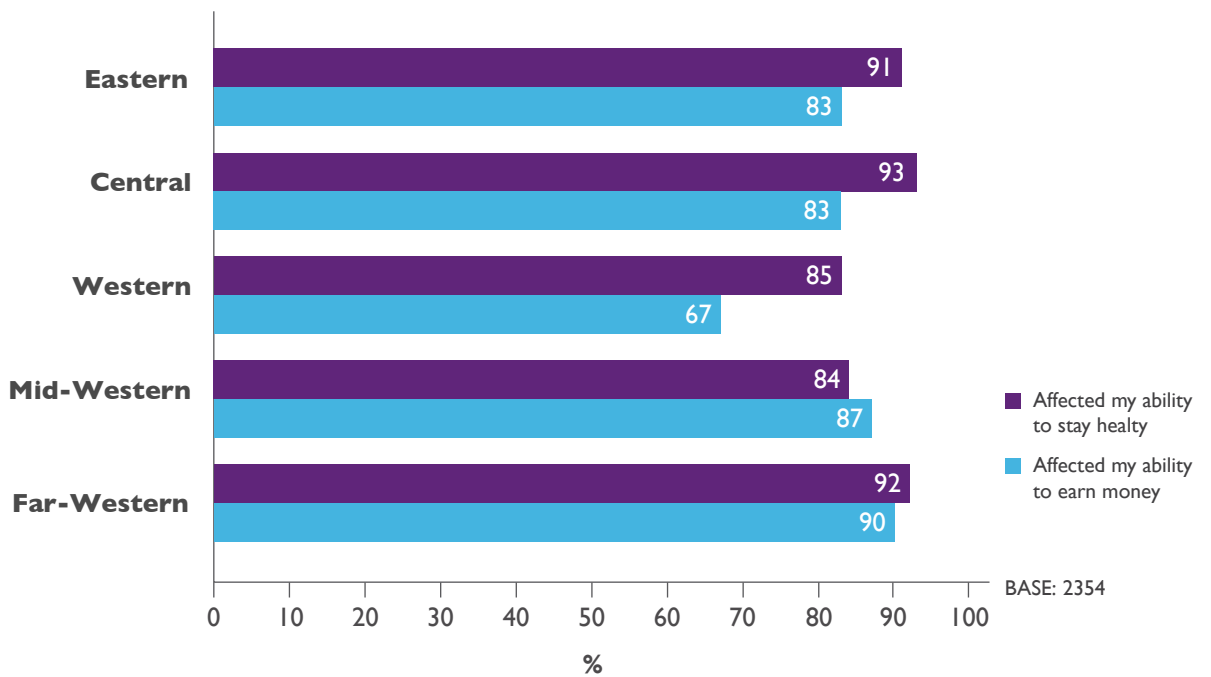
Exposure to media

	High	Low	None
Base (respondents)	586	1768	195
%	%	%	%
Changes are having a high impact now	18	14	9
Changes will have a high impact in the future	70	59	51

HEALTH AND INCOME IMPACTS FELT MOST

People thought changes in climate and resource availability had the greatest effect on their health and ability to earn money. Earning money was being affected by decreases in agricultural productivity as well as the need for more income to offset the costs of having to buy more food and medicine.

Health and income are major concerns



Q: In your opinion, overall, how have these changes (access to food/water and changes in weather) affected your ability to do the following?

Respondents were asked whether they had made changes to their livelihoods because of issues related to lack of food, water, energy and increased extreme weather events.

Climate Asia's use of the terms "adapting", "making changes", "changing livelihoods" or "changing lifestyle" refers to people's responses to the impacts of changes in climate, key resources, environment and extreme events. Climate Asia's analysis does not include a reflection on the extent to which these changes or responses might be positive or negative in the short or long term, or how effective they might be. It does, however, assume that people need to adapt to changes.

To respond to these impacts people were taking action to earn more money. Some had also migrated, either permanently or for periods of time. Nearly a fifth – 19% – had made changes to their livelihoods, including changing jobs or supplementing their income in other ways. People from remote regions were more likely to have made changes, particularly in Eastern Nepal (33%) followed by those from the Far-Western (23%) and Mid-Western (20%) regions, where people were both more aware of changes and felt a higher level of impact.

NGOs and civil society organisations have supported people to seek alternative livelihoods. For example, in Belwa, Bardiya district, NGOs had provided buffalos, pigs, goats and training to support people's livelihoods.

HEALTH: THE ENVIRONMENT CONNECTION

The observed increases in temperature were thought to have led to an increase in insects and pests. People directly linked the increase in insects such as mosquitoes and pests affecting crops, to health problems and diseases including typhoid, cancer, diarrhoea, tuberculosis and elephantiasis.

In addition, they connected health problems to other environmental changes, including air and water pollution and said that if they had more information and were better educated, pollution could be reduced.

People talked a lot about the use of fertilisers and pesticides, complaining that using them affected their health.

"It (pollution) is causing different kinds of effects in humans: for instance, burning sensations in the eyes, formation of different gases, bad effects on eyes, conjunctivitis, etc."

(Woman, Makwanpur, age 16–24)

"We feel really ashamed of ourselves when we use those pesticides. Using very strong pesticides and selling those vegetables in the market ... I feel that the cause of different kinds of diseases is the consumption of foods that are grown using pesticides."

(Man, Makwanpur, age 35–44)

The next section will explain how people are responding to specific impacts in more detail.

Climate Asia asked a series of unprompted questions about how people were responding in their day-to-day lives to changes they were noticing in climate and availability of key resources. This was followed by a series of prompted questions about specific actions they could take in response to changes in availability of food, water and energy and to extreme weather events. These questions were chosen by drawing on qualitative research and expert advice with the aim of making the responses simple and comparable across Asia.

AGRICULTURAL PRODUCTION: PEOPLE ARE ACTING NOW

People in all socio-economic groups were shown to be making changes with the aim of increasing agricultural productivity, such as growing different types of crops. Improving soil fertility with technology such as fertiliser was associated with purchasing power and was slightly less common among poorer people.

Responses to lack of food by gender

	All		Poor		Very poor	
Base = 914 (rural only)	Male	Female	Male	Female	Male	Female
%	%	%	%	%	%	%
Growing different types of crops (rural only)	65	68	67	75	65	63
Rotating crops (rural only)	57	58	60	63	53	52
Finding out about crops/ livestock prices (rural only)	50	62	46	64	49	59
Using technology to improve soil fertility (rural only)	48	50	51	53	37	45

Q: Which of these actions are you currently doing?

However, responses within the poor and very poor groups showed that people who took action were more likely to:

- Feel well informed
- Discuss issues with others
- Be aware of existing communication initiatives or activities
- Feel they could work together with their communities

CHANGE BEARS FRUIT

People can inspire others to make changes

Nandi is a farmer from eastern Terai who had to migrate to Kathmandu in order to earn enough to buy land. Even when he had land to cultivate, drought and lack of irrigation facilities meant that his rice crops failed and he was not able to provide for his family.

“There was no water even from the hand pump. I tried to carry water from the adjacent village also but that didn’t work. I had never imagined that my land would be so badly hit by drought. There was nothing to eat. I failed in my responsibility to feed my family members.”

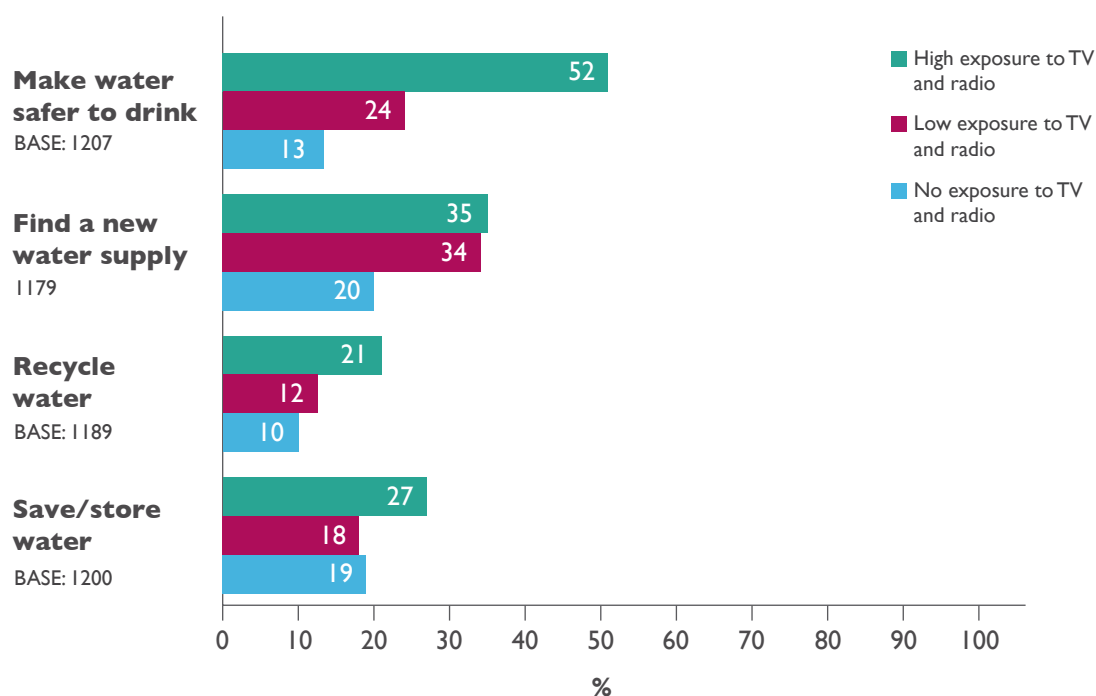
Despite the scepticism of his friends and neighbours, Nandi went back home and decided to start planting mangoes since they require less water. His gamble worked: Nandi now earns 10 times more than before. People in his community have become inspired by his example and have started to grow mangoes as well.

WATER: PEOPLE FIND IT DIFFICULT TO SOURCE WATER

People observed decreased and more unpredictable rainfall. Overall, people struggled to respond to the resulting lack of water, which affected their agricultural production and therefore their income and the availability of food. Most people were taking action in simple ways, such as making water safe to drink, but struggled to gain access to more water, either by finding a new water supply or increasing water available for irrigation.

People in the poorest groups were responding less to water issues, even including simple steps that would not require high investment, such as saving water. However, those in the poor and very poor economic groups who discussed the issues with others were more likely to take some action. Similarly, people who were more exposed to media were more likely to respond overall.

Responses to lack of water by exposure to TV and radio



Q: Which of these actions are you currently doing?

People in communities who worked together were, in general, more likely to take longer-term action such as finding new water supplies and making water safer to drink because they were able to pool their resources.

People who were not taking longer-term action looked to the government or investment from NGOs to do so.

“The main thing that we need is irrigation. If there were proper irrigation, then we could do something. We do not have alternative irrigation, but there is the possibility for lift irrigation and we could not do that by collecting money from everyone.”

(Woman, rural, Pyuthan, age 25–34)

“We don't know where the support comes from, whether it is from government, an NGO or international NGOs, we only need water or deep boreholes to irrigate our land.”

(Community assessment participant, Shripura, eastern Terai district, Saptari)

ENERGY: RESPONDING TO AVAILABILITY ISSUES

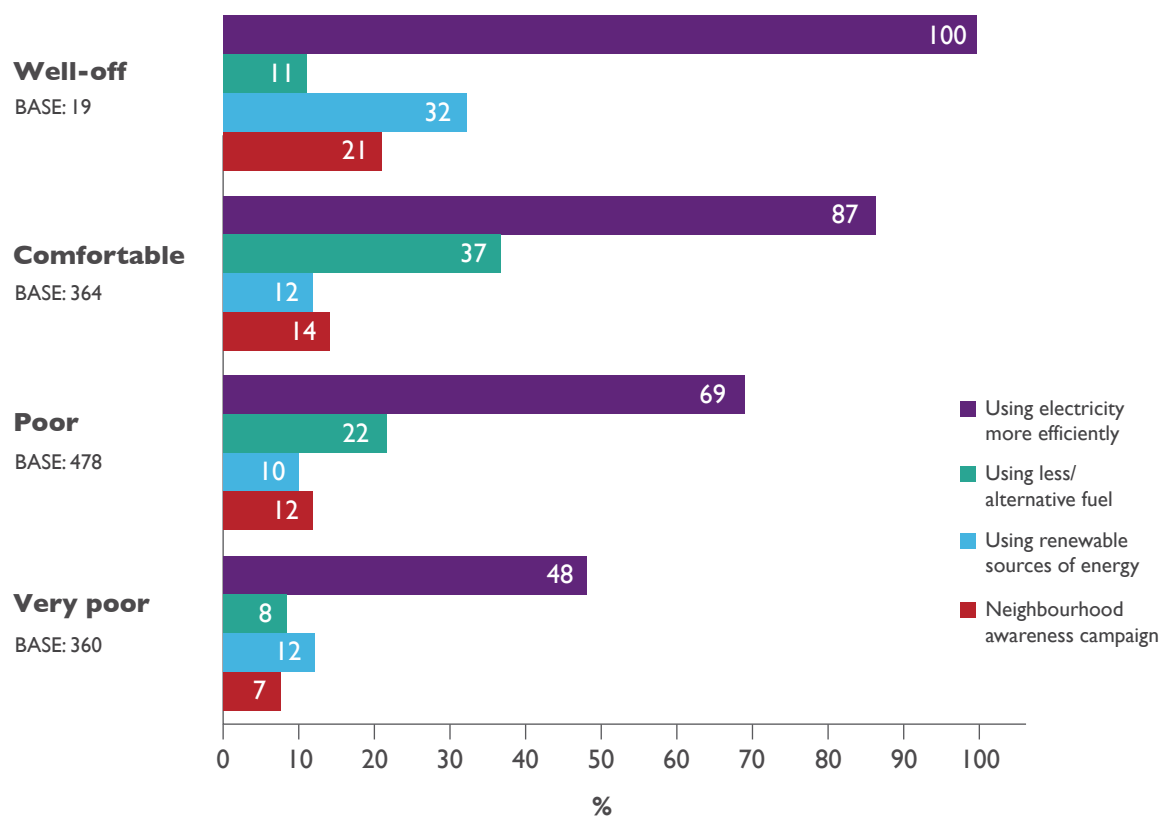
A decrease in electricity and fuel availability was felt to be a problem for many. Overall, those in the poorest groups were less likely to respond to energy shortages; however, the poorest used renewable energy as much as those in more comfortable economic positions. People

mentioned this was a result of communities working together to pool resources and NGO activities.

“Electricity was brought about through our community’s investment; the electricity department made very minimal investment. Rather than help from outside – people from the community have together brought many changes.”

(Woman, rural, Pyuthan, age 25–34)

Responses to lack of energy by economic group



Q: Which of these actions are you currently doing?

EXTREME WEATHER EVENTS: COMMUNITY CO-OPERATION HELPS

People perceived an increase in extreme weather events such as floods and droughts. Most people (63%) felt at medium or high risk of an extreme weather event and also felt they would be quite or very prepared to cope with it (69%). To prepare for these events, people were taking some action – for example, listening to weather forecasts, signing up to warning alerts and having a disaster plan.

Community co-operation refers both to the extent to which people feel involved in decisions made in their community and the extent to which they feel their communities work together to solve problems.

Preparation for extreme weather

	All % within the poor or very poor economic categories	Low community co-operation % within poor or very poor categories	Medium community co-operation % within poor or very poor categories	High community co-operation % within poor or very poor categories
Base (respondents)	757	126	407	224
%	%	%	%	%
Listening to weather forecasts	56	28	51	80
Learning first aid	14	3	10	26
Signing up to warning alerts	13	4	12	20
Having a disaster plan	12	4	12	18
Taking insurance to be covered in case of a disaster	3	2	3	4

Q: Which of these actions are you currently doing?

People who felt they could make decisions as a community were taking more action, in particular learning first aid and having a disaster plan. And while people in the poor and very poor categories felt less prepared in general, this was less true if they felt that they could work together with their communities.

By region, people in the mountains, who were more likely to think these events had increased, responded more overall. People in the Terai were more likely to have made permanent adjustments to their homes, as mentioned by an expert from a national NGO:

“The local people, who are unaware of climate change, have already been undertaking measures of their own to address the effects of climate change. For example, the people in Terai know that the floods can be repeated so they are giving this attention when building new houses.”

(In-depth interview, thematic expert)

WOMEN RESPOND IN DIFFERENT WAYS

Women were reacting to changes in climate differently from men, depending in part on the area of Nepal they come from and their occupation.

Women were more likely than men to have made changes to their livelihoods (23% of women compared with 15% of men). If they were involved in farming, women were more active in growing different crops and in trying to improve soil fertility. A local government official from Gorkha district offered an opinion as to why women in the poor and very poor categories did these things:

“Bringing grass and fodder from the forest, cleaning the area surrounding their houses and managing waste, food and inorganic materials – in all these activities women have the biggest involvement. That’s why it is important, in my opinion, that they are aware, motivated and committed.”

(Local government official, Gorkha district)

In contrast, women from the Terai and the Eastern and Central regions, who were often housewives, tended to feel more helpless in the face of these changes and were not taking action.

In some cases, women had less access to information. For example, women were less likely to sign up with warning alerts (11% of women compared with 23% of men) and listened less with weather forecasts (48% compared with 76%)

ENABLERS AND BARRIERS TO ACTION

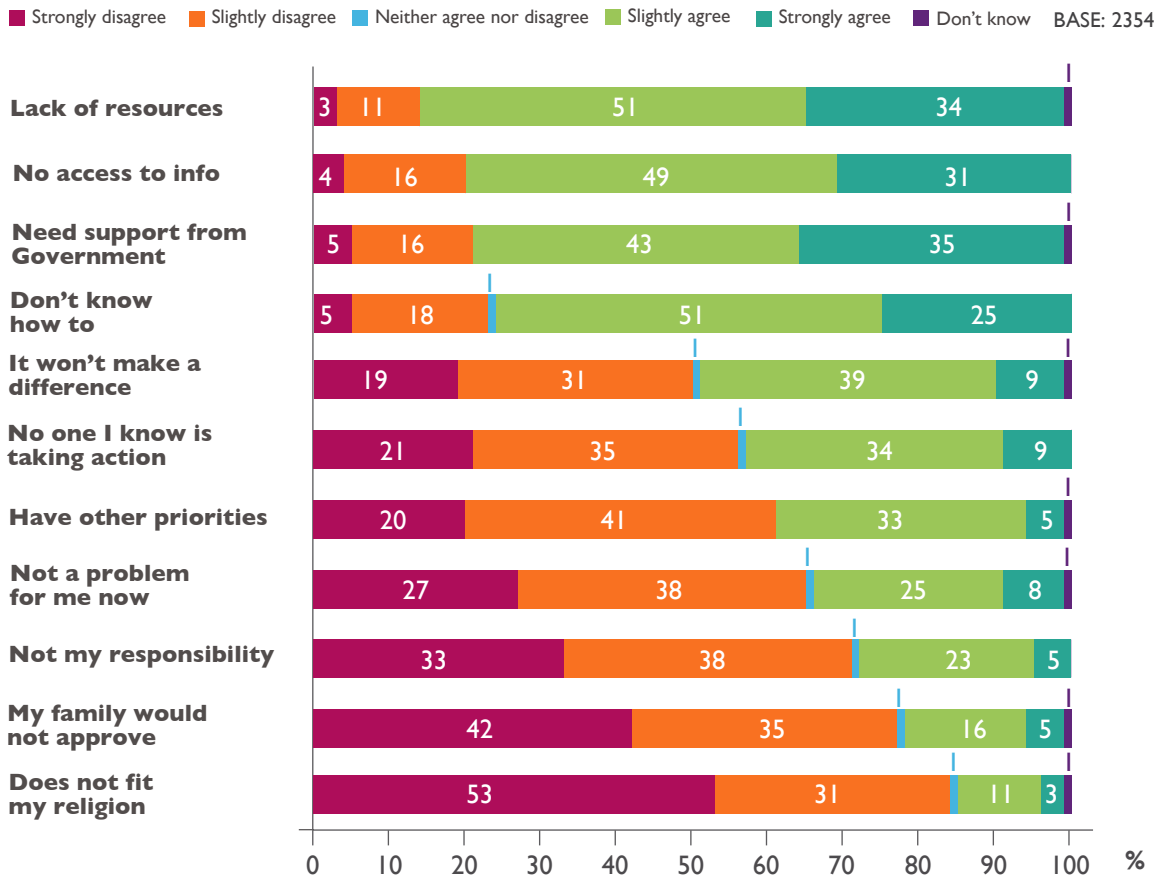
This section identifies key factors that enable or prevent action in response to changes in climate and availability of key resources. It includes analysis of people's stated barriers and motivations and of factors that are associated with higher rates of response.

People identified a lack of resources, government support and information as their main barriers to taking action. Experts and opinion formers expressed a similar view when interviewed, saying that the government was not implementing policies and that there was a lack of resources and technical information at many levels of society.



What stops people from taking action?

Nepal – Lack of resources (84%), lack of access to information (80%), lack of government support (78%) and not knowing how to (76%) are the main barriers to response.



Q: For each statement I read out, please say whether you agree or disagree with it as a reason for why you would not respond.

“Nothing will happen just by organising a meeting in Kala Patthar and shop (seeking funding) in Copenhagen. Everything will happen if there is a mechanism to take the messages of what happened in Kala Patthar and Copenhagen to the village level.”

(In-depth interview, thematic expert)

While the government of Nepal has actively participated in international climate change discussions and has a set of policies and mechanisms relating to it, experts and opinion formers highlighted that policies are not being implemented. They also believed there was not enough co-operation between the national and local governments.

People wanted the government to support them with infrastructure, training and information on alternative crops, fertilisers and alternative livelihoods. They thought that lack of support not only affected their agricultural productivity and income but also caused many young people to migrate abroad.

Although lack of government support was a major barrier, over two-thirds of respondents said they were confident that their local governments were taking the necessary action to respond to changes in food, water, energy and extreme weather. This feeling was higher in the hill areas of the Western and Mid-Western regions. Confidence in the national government was lower than confidence in local government across the country.

Some opinion formers and experts thought that government effectiveness depended on individual local officials' commitment rather than functioning governance structures. They also thought that local governments had limited human resources and had to handle many roles across many sectors, which limited effectiveness.

Others thought that if the government and NGOs co-ordinated better, budgets could be better allocated without duplicating work.

Confidence in institutions



Q: How confident do you feel that each of the following institutions are taking the necessary actions to help respond to changes in water, food, energy supplies or weather?

HOW WELL INFORMED DO PEOPLE FEEL?

Almost half of the respondents (47%) did not feel well informed about the changes and the impacts on food, water and energy availability. This was particularly true for respondents from the Mid-Western and Far-Western regions and those from the poor and very poor economic groups.

People in poorer groups feel less informed

Region

	All	Far-Western	Mid-Western	Western	Central	Eastern
Base	2354	195	315	542	826	476
%	%	%	%	%	%	%
Not at all informed	17	14	21	11	23	14
Not very well informed	34	46	40	36	28	33
Fairly well informed	44	39	35	50	43	48
Very well informed	4	1	4	3	5	4

Economic group

	Well-off	Comfortable	Poor	Very poor
Base	37	702	914	699
%	%	%	%	%
Not at all informed	5	11	16	27
Not very well informed	14	27	36	39
Fairly well informed	62	54	46	31
Very well informed	14	7	3	2

Q: How well informed do you feel about the things you could do to cope/deal with the changes in water, food and energy supplies you might be facing?

NGOs and local organisations were another important source of information through training, posters, leaflets and village awareness campaigns. Unfortunately, in some areas lack of co-operation within villages restricted the information flow.

While almost half did not feel well informed about issues, 57% said they had heard the term “climate change”. These respondents were mostly from Western and Eastern Nepal and from the comfortable and well-off economic groups. People surveyed who believed climate change was happening mentioned loss of trees (84%), population growth (78%) and human activity leading to greenhouse gas emissions (57%).

Climate Asia’s analysis of existing media initiatives on climate issues showed that it was covered mainly on the radio, not TV, and the content was not always clear and relevant for audiences. Research found that journalists used technical language from source material in their broadcasts and sometimes included information that they did not fully understand. The project also observed that programmes did not often include views of people who were most affected.

COMMUNICATION: ENABLING ACTION NOW AND IN THE FUTURE

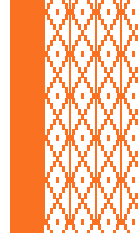
This section draws on the findings of our research to demonstrate how media and communication can be used to help people respond to change across Nepal.

Media and communication have real potential to support people to reduce the impact of changes in weather on their lives. They can help people build awareness, motivation, self-belief, knowledge and skills to enable them to take action. Similarly, media and communication can support communities to discuss common issues, work as a community, inform public policies and hold leaders to account. This, in turn, can contribute to stronger systems to support the public in the long run.

It is clear that communication can contribute to people's ability to secure food, water and shelter, improve economic opportunities and security, reduce risk of disaster and cope with crises.

Increasing awareness of the issue and convincing people that something needs to be done is often the first communication step. However, our research shows that in Nepal awareness of change was high. People were **very willing to make changes** and were motivated to act because of their strong attachment to their natural environment and their desire to secure a better future for their children.

This report shows that there are some key factors that influence how well people respond in Nepal. Media and communication can directly influence some of these factors; others need to be addressed at an organisation or systems level as well.



Audience

Worried about the future.

Nepalis are very worried about the impact of changes in climate on their lives in the future. In part, this has been caused by information in the media that has talked about the topic at a macro or scientific level, which people have found difficult to relate to. Therefore, there is a role for communication to break down this issue and deal with the impacts that people are feeling in relation to their health and ability to earn money.

Feeling informed.

Those who felt informed were more likely to respond. People had received information from radio and TV that led them to take certain actions, including people within the poorest groups. Information on disaster preparedness, better use of electricity and ways to deal with soil fertility were mentioned as having been heard in the media. However, people also complained that the information was not adequate or sufficient and could not always be trusted. Media are generally trusted sources of information on this issue, but the quality of programming could be improved by modelling behaviour in the community and giving simple steps on how to take action.

Belief they can do something.

“Not knowing how to” and “not thinking it will make a difference” were identified as barriers to response. For some, their religious beliefs led them to take a fatalistic approach. Increasing confidence in being able to act and fostering the belief that the things they do will make a difference to their everyday lives and on the impacts they are experiencing, can influence change.

Identifying who should act.

Some actions can be the responsibility of an individual (such as boiling water to make it safe to drink) and others, for instance installing a new irrigation system, cannot be completed without external assistance and support. The research reflected this. Although people were willing to take individual action, many thought the government should support them for longer-term actions. There is a role for communication to support audiences in identifying which actions individuals and communities could take and which should be initiated at a government or organisational level.

Social acceptance and support.

Some people thought that other people would not approve of their actions. Fitting in was also shown to be a strong value among Nepalis. Therefore, communication should showcase how people across the country are taking action to show that they are not alone. At a community level, trusted people such as village leaders are good channels to target to support adoption.

Financial resources and assets.

People with higher purchasing power and more assets were taking more action. This was particularly true of actions requiring investment, such as building water supplies or using renewable energy. Communication initiatives should partner on-the-ground interventions to ensure people are supported in these investment-heavy actions.

Community**Discussion with others.**

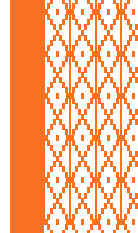
When looking at those within the poor and very poor economic groups, by discussing the effects of changes in climate, people learned ways to deal with the issues, shared problems and came up with potential solutions. We found that people who discussed this with others were more likely to take action, particularly relating to farming (such as rotating crops). Therefore, increasing engagement in these issues by facilitating discussion among communities is crucial in enabling response. This is particularly true for issues such as increasing agricultural productivity, which often relies on localised solutions.

Community co-operation.

Those who felt that their community could make decisions together were taking more action to cope with climate-related issues than those who did not feel this. Therefore, encouraging people not to deal with this issue alone and to solve problems as a community is important.

Spark and share innovation.

The qualitative research showed that when people had good ideas on how to respond, such as growing new crops, these ideas were adopted by others around them. This is particularly true if the innovator is someone who is respected and trusted in the community. There is a role for communication to share stories and inspire others.



Institutional support

NGO and local interventions are having some success.

NGO and local government initiatives were making a difference. They were mentioned as a reason people learned how to prepare for disasters, find alternative livelihoods, save water and increase agricultural productivity. Notably, over a third of Nepalis felt that the numbers of trees had increased and many poorer communities were using renewable energy, two areas that have been a focus for civil society and community groups. There may be a role for media and communication to amplify the success of these interventions.

Hold government to account.

People mentioned government interventions as a reason why they took some action, such as campaigns on using energy efficiently. However, they were disappointed and needed more support for responses that required investment or infrastructure, such as dealing with lack of water and electricity. Opinion formers and experts thought that although the government was active in designing policies at the national level, it was failing to implement them. Communication can support dialogue between audiences and governments and provide a space for institutions to be held accountable.

BRINGING IMPACTS AND ACTION TOGETHER TO UNDERSTAND PEOPLE IN NEPAL

This section introduces the results of a segmentation analysis conducted by Climate Asia across the region. This analysis builds on research findings to produce insights that allow for better understanding of people's needs in Nepal. These insights can then be used to identify opportunities for communication that encourages effective action in response to changes in climate.

People in Nepal vary in the changes in climate they perceive, the impact they feel as a result and the extent to which they are taking action to respond to these changes.

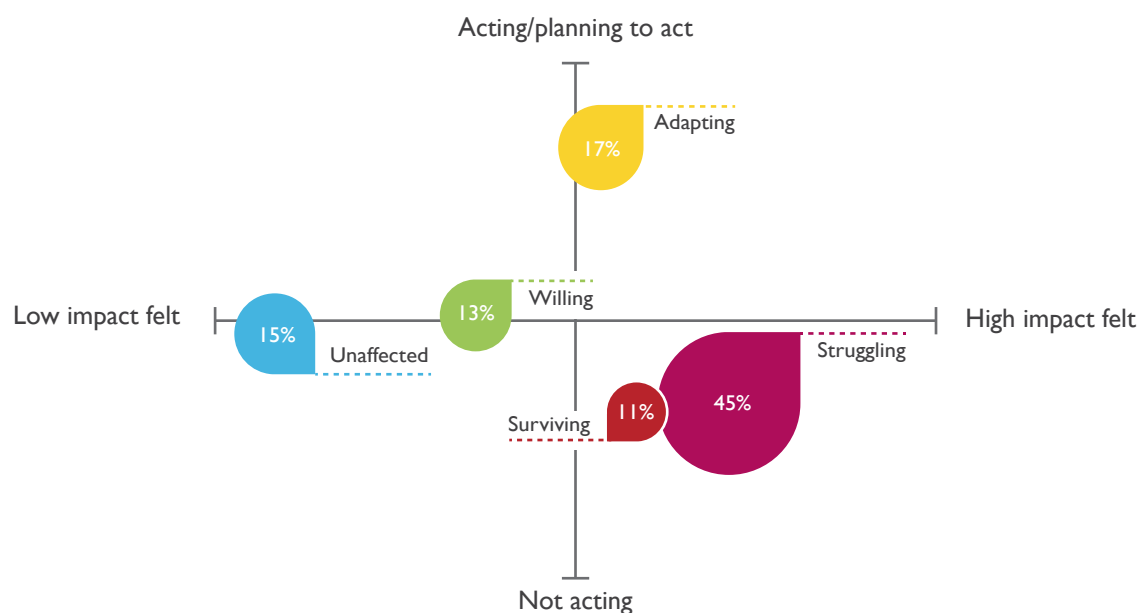
The previous section highlighted how people in Nepal respond differently to the changes they face for a variety of reasons including:

- Their exposure to media
- The degree to which they feel connected with their community
- Their financial resources
- Their personal beliefs

In order to understand people's needs and identify opportunities to communicate with them effectively, Climate Asia has analysed survey data from across the region and placed people into five discrete segments, using a process called cluster analysis. Each segment varies in the factors that enable and prevent response. As such, each has different communication needs and can be supported in different ways. We have called these segments surviving, struggling, adapting, willing and unaffected.

The size of each segment represents the extent to which people perceive impacts and are taking action to respond to them. In Nepal nearly three-quarters of the population fall into segments that perceive high levels of impact now: surviving (11%), struggling (45%) and adapting (17%).

Most Nepalis already face the impact of changes in climate



- Surviving: "Finding it too hard to take action"
- Struggling: "Trying to take action but finding it very difficult"
- Adapting: "Acting and wanting to do more"
- Willing: "Worrying about tomorrow"
- Unaffected: "Believe there is no need to do anything"

More detail on how these audience segments were formed can be found at <http://www.bbc.co.uk/climateasia>.

SEGMENTS BY DEMOGRAPHICS

The breakdown of the segments by key demographics shows that a majority of people who feel the highest level of impact – the struggling – are more likely to live off the land. They are also more likely to be in the poor and very poor categories, to have lower levels of access to media and to live in the Western regions.

The breakdown of Climate Asia segments in Nepal

	Total	Surviving	Struggling	Adapting	Willing	Unaffected
Base	2230	236	1008	372	284	330
Gender						
Male	52	28	53	61	63	49
Female	48	72	47	39	37	51
Economic category						
Very poor	30	39	35	16	24	26
Poor	39	38	43	33	36	39
Comfortable	30	22	21	48	37	33
Well-off	1	1	1	2	3	2
Occupation						
Farmers	40	33	44	35	41	35
Housewives	20	32	20	16	17	21
Petty traders/ shopkeepers	9	11	8	13	8	7
Unskilled workers	4	6	5	2	1	3
Teacher	3	1	2	6	5	2
Not working	12	7	10	14	15	17
Media access						
None	8	20	10	0	5	6
Low	21	27	25	11	13	22
High	72	53	66	89	83	72
Location						
Far-Western	9	5	10	9	10	6
Mid-Western	14	11	16	15	11	12
Western	22	19	16	26	25	37
Central	35	39	39	36	26	28
Eastern	20	27	19	14	28	19

SURVIVING (11%): FINDING IT TOO HARD TO TAKE ACTION

Key statistics

- 98% do not feel they can take decisions in their community
- 69% do not think taking any action will make a difference
- 38% worry about not having enough food to eat
- 24% value religious and moral beliefs most

People in the surviving segment don't feel connected to their community and are isolated. They feel uninformed, do not discuss the issues and do not feel they can work with their community. While they feel most at risk of extreme weather events, they are the least prepared to respond. They feel the government should support them but have low trust in it.

Effect size differences Surviving vs population in Nepal



The figures show how different people in each segment feel about key factors determining response in comparison with the average of the other segments. +1 is higher than average, and -1 is lower than average

Aims for communication

This segment needs a lot of support and encouragement and therefore more face-to-face communication and intervention from NGOs than others. Communication should aim to:

Increase awareness of the problem: People need to be encouraged to act. Research suggests that if the communication is rooted in the impacts that people are feeling, such as needing to be better prepared for floods, they will be able to relate to the issue more.

Increase self-belief and confidence that they can act: This can be done through showcasing people or communities similar to this segment who are taking successful action.

Increase knowledge of simple actions: This will help them to feel they can be successful.

Increase engagement in the issue: Encourage people to discuss the problems they face more and work together more as a community.

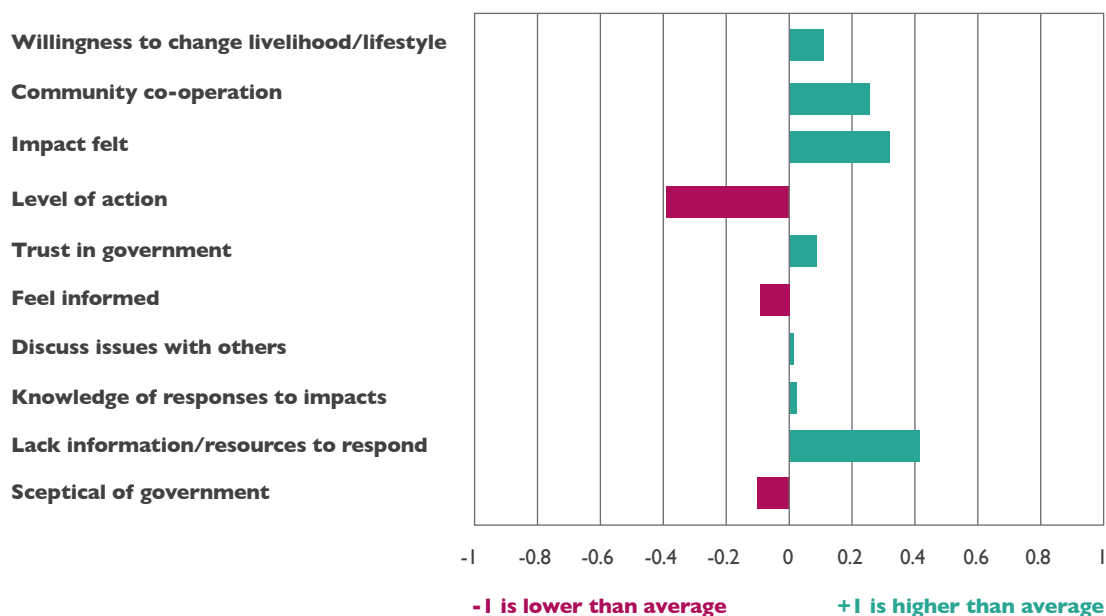
STRUGGLING (45%): TRYING TO TAKE ACTION BUT FINDING IT VERY DIFFICULT

Key statistics

- 95% feel they don't have access to information
- 59% feel that agricultural productivity has decreased
- 91% feel that pests and insects have increased

They have a strong community ethos, feel they can make decisions as a community and value fitting in and drawing on tradition. While they feel the impacts and want to act, they are finding it difficult to do things in practice. They do not think they have the finance and information to be able to act and feel the government should be supporting them. They are taking action, for example by growing different crops, but are finding it hard to do things that require greater risk or investment, such as finding new water supplies or using renewable energy.

Effect size differences of Struggling vs population in Nepal



Aims for communication

Inform people: Provide practical, relevant information on dealing with change in seasons, lack of water and increased pests.

Show what works: Showcase people like them who are taking action and working with their community. It could reassure them that other communities already use these approaches and that they work.

Encourage sharing of knowledge and learning: This group discusses issues a lot and works as a community, therefore communication should harness these networks to encourage knowledge sharing and learning.

Increase accountability: Facilitate dialogue between government bodies, other organisations and people to hear and respond to demands for infrastructure and resources.

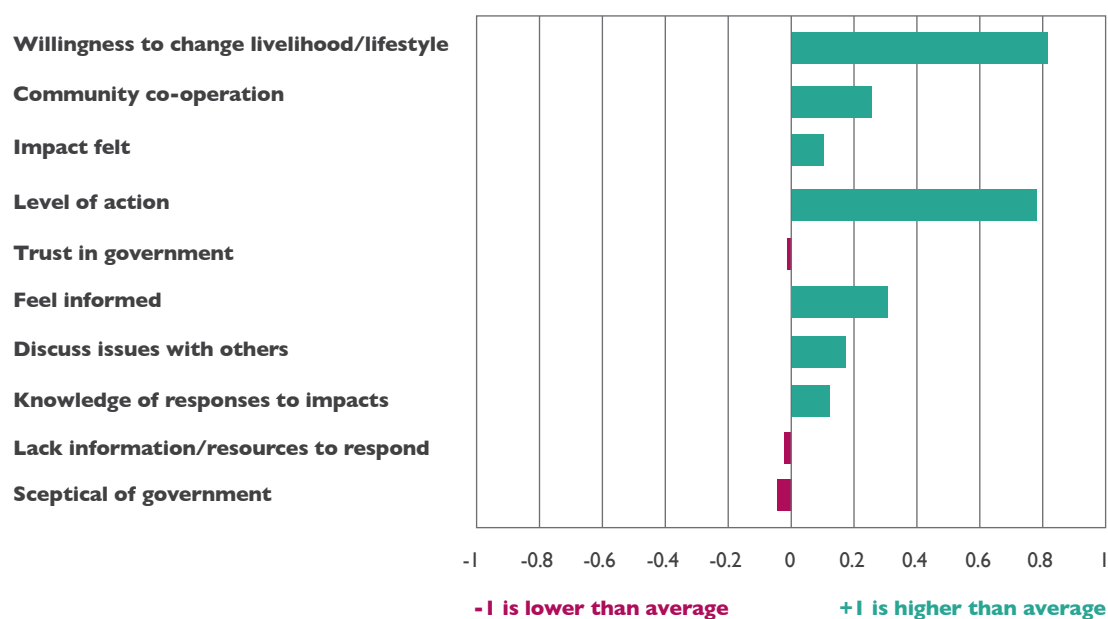
ADAPTING (17%): ACTING AND WANTING TO DO MORE

Key statistics

- 26% are local influencers
- 11% are more likely to have migrated
- 75% have grown alternative crops
- 51% found new water supplies
- 23% are aware of existing climate communication programmes

Being more informed than most, discussing the issue a lot and having more financial assets has helped people in this segment to take more action. They have changed their livelihoods by migrating, growing alternative crops and seeking alternative sources of income. However, they feel they need to do more but are hampered by the resources available to them, needing more information and not having government support.

Effect size differences Adapting vs population in Nepal



Aims for communication

Use as role models: People in this segment are more likely to hold a prominent position in their community and are good role models for people in the surviving and struggling segments.

Spark and share innovation: Communication should also harness their experience and knowledge to inspire, share tips and best practice with others, particularly regarding responses to water. This includes raising awareness about the importance of supporting people with fewer resources or people who do not feel involved in decision-making processes.

Provide more technical information: While people in this group have better knowledge of responses than most, they still feel that they are not well equipped to deal with the changes. More information on how to respond and ways to cope with the challenges they face will help to support them.

Increase skills: Increasing the skills in this group can help other groups too. Their skills can be shared with the community and could include new agricultural practices, installing renewable energy and building up houses so they would more resilient to flooding.

Help them to plan for future: As they are important community facilitators and have high levels of knowledge, these people could be instrumental in helping communities plan for future risk, such as preparing for floods and other extreme weather events.

Increase accountability: There is potential to build on this segment's current actions to strengthen communication with government bodies and discuss the need for more complex responses and infrastructure.

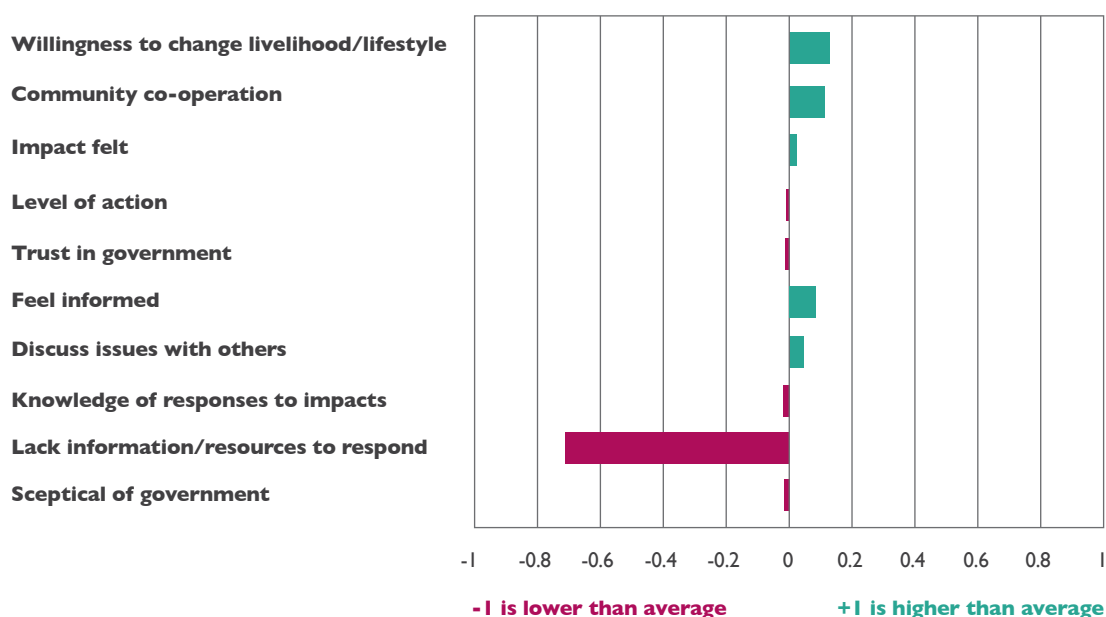
WILLING (13%): WORRYING ABOUT TOMORROW

Key statistics

- 96% think their communities work together
- 20% feel they are being affected at present but 64% feel the future impacts will be high
- 42% are more likely to think that water and energy availability has decreased (41% for electricity and 57% for fuel)

They are aware of changes in climate and resources. They don't feel barriers to response, but have not felt the need to take action yet. Being better connected, they are more likely to know about existing communication programmes. They value education and learning highly.

Effect size differences Willing vs population in Nepal



Aims for communication

Give information on specific responses: Communication to support this segment should provide relevant information on dealing with lack of water and preparing for extreme weather events.

Support them to inspire others: Communication should build on this segment's willingness to learn and act by enabling them to share what they learn with others and to encourage action in their communities.

Provide information on the future: This group is a target for constructive (not alarming) communication about the impacts and how to respond to them in the future.

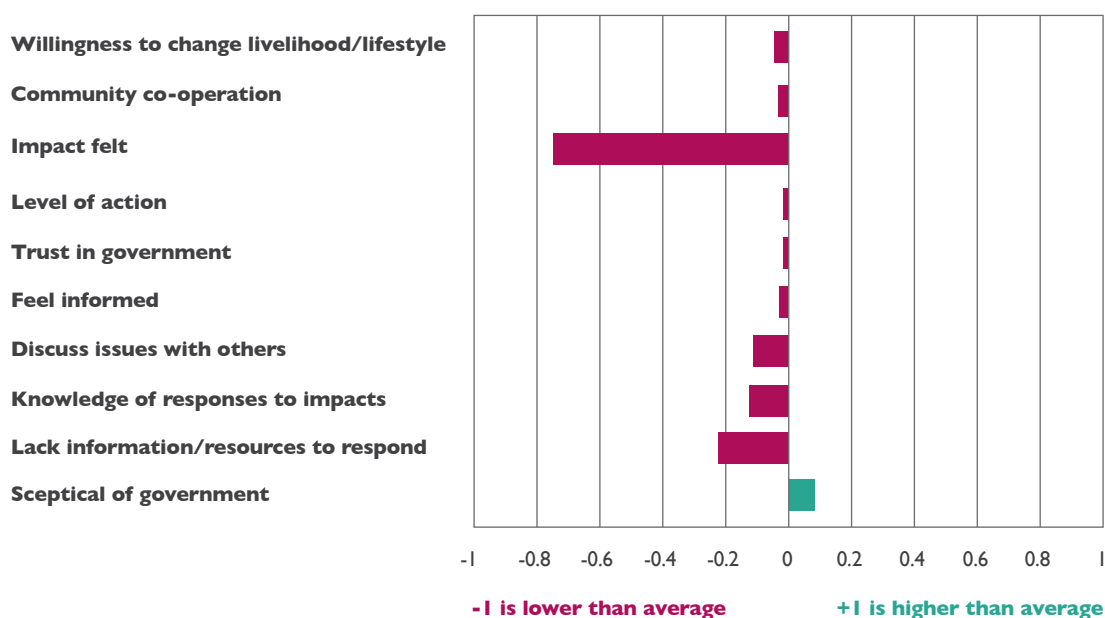
UNAFFECTED (15%): BELIEVE THERE IS NO NEED TO DO ANYTHING

Key statistics

- Only 8% think that the impact of the changes is very high now
- 4% have made changes to their livelihoods, while 26% in the adapting segment have already done so
- 49% think that agricultural productivity has decreased

This group does not feel the impacts, want to change or feel informed. They are more likely to work individually and less likely to discuss issues with others. They may take action to plan for the future if others are seen to do so. While people in this segment do not feel affected and are not willing to change, they take action to deal with lack of food, water and energy. This might, however, be a habitual response rather than a conscious attempt to respond to changes.

Effect size differences Unaffected vs population in Nepal



Aims for communication

Recognition of current action: They are currently taking some action, such as making water safe to drink, rotating crops and listening to weather forecasts. Communication can help them to recognise the importance of these actions and encourage discussion about new responses.

Increase understanding of future impacts: To increase engagement with this issue, communication can highlight ways that people's lives may be affected by changes in climate in the future and show how people can take action to prepare.

THE MEDIA AND COMMUNICATION LANDSCAPE: NOW AND IN THE FUTURE

In order to reach people, it is important to understand what they want – what media they use, whom they talk to and trust and how they would like information delivered to them. This section features figures on media and communication use in Nepal.

SOURCES OF INFORMATION: LOOK TO THOSE YOU KNOW

Family, friends, neighbours, local elders and media were some of the main information sources, with radio playing a bigger role than TV and all these sources were similarly trusted. Other sources, although mentioned less, were also highly trusted and included teachers, local organisations and agricultural extension workers.

While only 13% of people mentioned NGOs as an information source, 91% of them said they trusted NGOs. People thought that NGOs supported the community either directly or through community-based organisations.

Most rural communities used local communication networks to share knowledge and make decisions. In many areas, women mentioned that the creation of women's groups had provided places for them to communicate. However, social norms were still a barrier in some areas, particularly in Eastern Terai, where women and some social groups, such as people from the Dalit caste, were often marginalised in decision-making.

"We get different training to save the plants and trees. The community forest team has also been helping us and an organisation named LFP (Livelihoods and Forestry Programme) has been giving us training regarding sowing plants where there are none, saving land from landslides and preventing rainwater from flowing down hills."

(Woman, rural, Pyuthan, age 25–34)

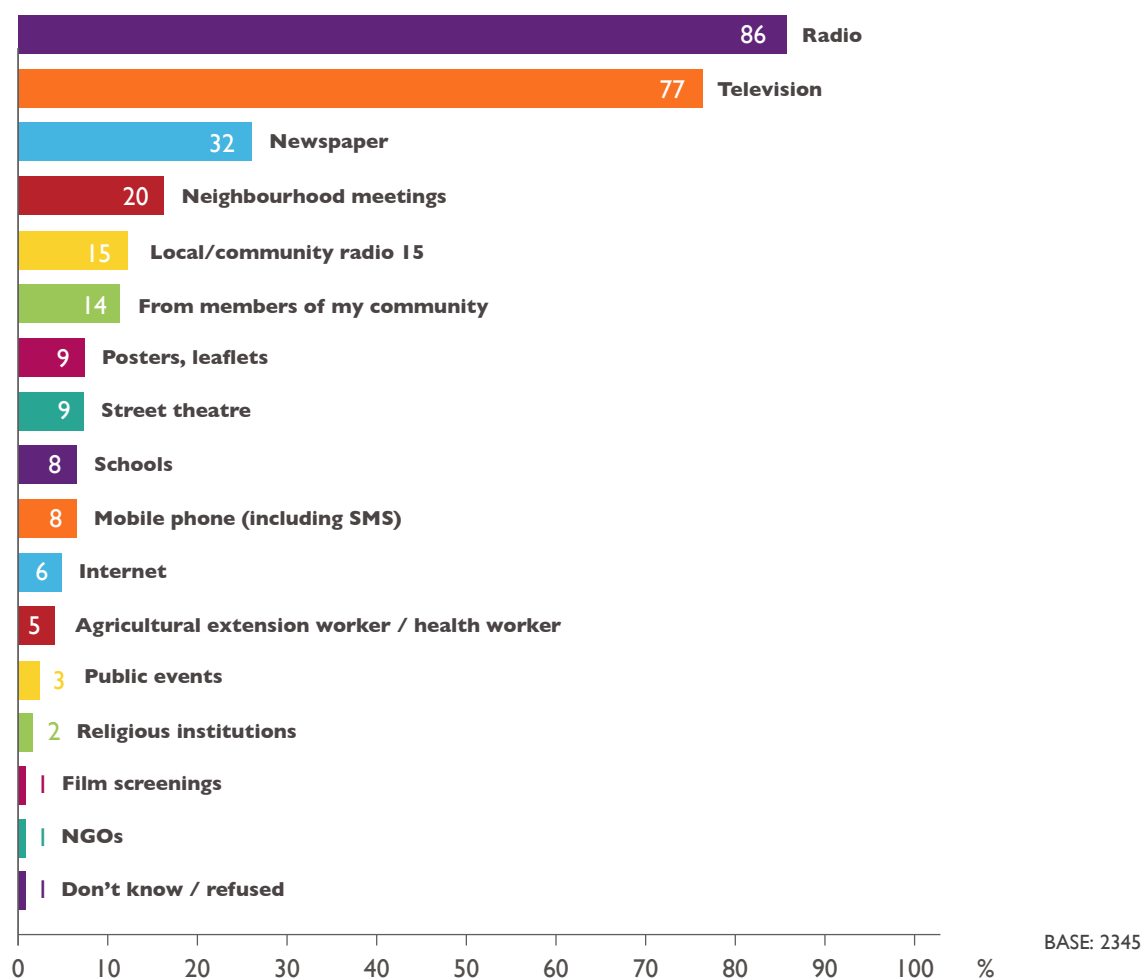
COMMUNITY CO-OPERATION IS VITAL

In Lamjung, in the hills of the Western region, villagers said they would get together and discuss issues with the Village Development Committee (VDC) chief and other local leaders, mainly elders or former village chiefs. They would usually meet in school buildings or a community space. Women mentioned that social mobilisers from the local government had encouraged the creation of women's groups, which is where they would first discuss these issues. A local NGO member said that community mobilisers were seen as the best way to circulate information through groups of mothers, fathers and young people.

Villagers also mentioned NGOs and health volunteers, who were very active in circulating health information. People also said that the weekend market and students were other effective ways of sharing information.

A few young people stated that they would get information from TV and radio. As mentioned by a stakeholder: "Radio is a one-way information flow, but two-way communication is possible with community organisations. It would be good to use pictures, drama, etc., to make things clearer. School children are another effective means of giving information to village people. From 200 schools, around 38,000 students can be used for such work."

Preferred sources of information on these issues



Q: If you were to get information about changes in water, food and energy supplies, how would you most like to be provided with this information?

HOW PEOPLE USE THE MEDIA IN NEPAL NOW

Media use

	All	Male	Female	Far-Western	Mid-Western	Western	Central	Eastern
Base:								
All respondents	2354	1212	1142	195	315	542	826	476
%	%	%	%	%	%	%	%	%
Mobile phone	64	73	53	44	49	76	65	64
Radio	54	68	39	53	51	56	56	50
TV	46	49	44	17	19	68	43	59
Internet	6	8	3	1	1	12	5	4

Radio: the preferred medium

Overall, most people had access to a radio and this was a preferred medium for rural respondents and farmers. The radio landscape in Nepal is localised and although Radio Nepal was listened to by over half of respondents, more than 40% mentioned listening to local or community radio stations. Some people said that they had stopped listening to the national radio stations since a new local radio station was established in their area.

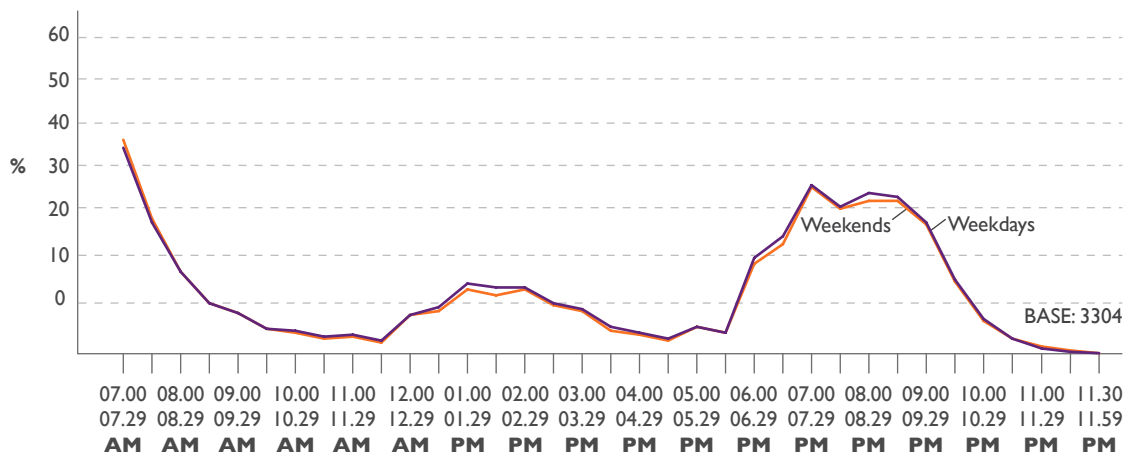
Within the localised media landscape, the Association of Community Radio Broadcasters (ACORAB) serves as an umbrella for more than 170 community radio stations spread across the country. Community radio stations are largely owned by non-governmental organisations and are geographically distributed across all regions.

Some respondents said they listen to the radio because they don't have TV, but others said that they prefer to listen to the radio news and watch entertainment programmes such as singing and dancing on TV. People also said that they could listen to radio anywhere, even when they were working and this was an advantage.

"I think radio would be the most effective because the television service is not available everywhere. It is not sure that they are available in all the rural areas. But the radios, they run even with the battery."

(Woman, rural, Rupandehi, age 35–44)

Radio listening times



Mobile phones: a good way to share information

Most people had access to a mobile phone, which was used mainly for texting and calling and more by men than women. Recent use was much higher among the youngest age group (15–24) and 77% of those who had access to it had used it “yesterday or today”.

Young women from Kharang said that mobile phones enabled them to be connected. “If we are involved in an organisation then we will receive information regarding various programmes. If we live in the village and have friends in the city then we can receive information about various happenings.”

“We can share our happiness with our relatives.”

(Woman, rural, Kharang, Age 16–24)

TV: with our own eyes

TV access was high in Eastern, Central and Western regions, but much more limited in the Mid-Western and Far-Western regions. It would therefore not be the best medium to reach people from remote regions who need information.

People talked about the visual benefits of TV.

“There was an airplane accident and we got to see it with our eyes. If we had only heard about it then we would not have much of an idea ... That is why people use TV.”

(Woman, rural, Makwanpur, age 25–34)

Most people felt that they could decide what to watch on TV. However, some respondents also mentioned that children usually decided what was watched on TV and that they listened to the radio when they were on their own. Others said that they avoided TV so that they did not have to watch politicians making promises they would not fulfil.

The internet: still a new medium

Internet use was still low in Nepal and mainly accessed by urban and young people. However, even among young people use was low, particularly in rural areas.

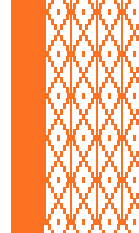
“We don’t really have much information about the internet and computers. We need to know how to use it, only wanting to use it is not enough!”

(Woman, rural, Kharang, age 16–24)

Formats: from news to drama

Overall, most mentioned that news (85%) and panel discussions (64%) were their preferred media formats. Women (72%) mentioned that they liked drama serials, while this fell to 56% for men. Songs were also very popular, particularly with women.

Most people mentioned that programmes on issues related to food, water, energy or extreme weather should include interviews with experts, who can provide specific practical information. They also suggested including people like them to share examples of how others deal with the problems and learn from different communities.



PRIORITY AUDIENCES

The population segments discussed in section 6 – surviving, struggling, adapting, willing and unaffected – have been used to prioritise groups that can be targeted through media and face-to-face communication.

BBC Media Action concentrates on communication with people who perceive the highest impact now. As such, Climate Asia has identified priority audiences for this report that include significant populations among the surviving and struggling segments. Our ideas for reaching these audiences are based on an understanding of the segments.

The priority audiences chosen for Nepal are farmers, young people aged 15–24 and housewives in the Eastern and Central Terai.

FARMERS ACROSS NEPAL



Jan Banning, Panos

“Before we only used compost manure whereas now we use pesticides because of insects and bugs ... The production has decreased whereas when we used compost manure the production used to be better. We do not know why this has been happening. We have been using chemical manure and pesticides yet production is low.”

(Woman, rural, Pyuthan, age 15–34)

Distribution of farmers across the five segments

Base (farmers segmented) = 886

	Surviving	Struggling	Adapting	Willing	Unaffected
%	%	%	%	%	%
All	11	45	17	13	15
Farmers	9	50	15	13	13

Why a priority?

They are feeling the impacts, but not responding very much. However, they are willing to respond, but need support. Those who are taking some action, such as using fertiliser, do not think this is working and feel confused about how to go about dealing with reduced crop yields.

Information sources

Overall, farmers get information through radio, TV and face-to-face communication with trusted community members. TV, however, will not reach the poorest in remote areas, where radio would work better. Farmers liked a wide range of formats ranging from news and discussion programmes to drama serials, entertainment and comedy programmes. Thirty-six per cent had watched the agricultural TV programme *Krishi Karyakram*.

When asked about a preferred programme in the media, a farmer from Pyuthan said:

“That is the one which shows vegetable farming. I was unable to do anything so I came back after staying in Qatar for 12 years. Nowadays I am earning my livelihood by growing cucumbers, vegetables, etc. It gives us good income. The (agriculture) programmes are the ones that match with our daily life.”

(Man, rural, Pyuthan, Age 45+)

Communication needs

Farmers were clear about what they needed in order to respond: more information, government support and money. Relevant, practical information will help meet farmers' need and desire to take action. Providing spaces for sharing knowledge and opportunities to hold the government to account for lack of support will also be useful.

What farmers want

Farmers said they needed:

- Information on the correct use of fertilisers, crop diversification, soil testing, suitable crops for the land, pesticides, coping with less water, increasing soil fertility, modern farming and irrigation technology, animal husbandry, loans and government subsidies, marketing networks.
- Help centres with information on how to cure crop and animal diseases and to answer farmers' questions.
- Programmes which are interactive and include experts who answer their questions on agriculture and villagers to share learning and experience.

"It is fun to know about agriculture in other villages."
"Information about Kathmandu and Butwal is not useful for us."

(Women, rural, Rupandehi, age 45+)

Reaching this audience

Community or local radio would be the best way to reach this audience. It can be used as a platform for discussion and to provide information and advice. Information on practices that are shown to work in situations similar to those that they are facing and won't be too risky to adopt would be most useful. In addition, these discussion shows can provide an opportunity for farmers to question local government officials and experts, to hold the government to account and to understand how decisions at the local level are made.

Television programmes and, for farmers without access to TV, activities such as mobile cinema could be used to show how people are taking action across the country and the benefits of these over time.

YOUNG PEOPLE AGED 15–24 ACROSS NEPAL



“If one knows something then that is taught to others as well. We inspire each other.”

(Woman, Makwanpur, age 15–24)

Distribution of young people (15–24) across the five segments

Base (respondents from the age group 15–24 segmented) = 482

	Surviving	Struggling	Adapting	Willing	Unaffected
%	%	%	%	%	%
All	11	45	17	13	15
Youth	8	41	18	16	17

Why a priority?

Young people aged 15–24 are a key target audience because of their eagerness to learn and willingness to change. This group can respond effectively – if given relevant information and communication platforms. They could also work as catalysts to disseminate ideas to others.

Context

Young people had a higher awareness of the term climate change. Nearly two-thirds said they had heard the term and knew what it meant compared with 42% overall. More than half felt well informed about issues related to food, water, energy and extreme weather events. However, they mentioned barriers including lack of information, resources and government support, as well as not knowing how to respond. Young people were also more likely to have migrated to support their families.

"I could not afford enough food for my family. I don't have any other option than going to India to work."

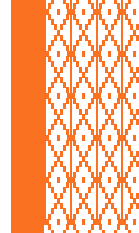
(Man, Bardiya, age 16–24)

Information source

Rural and urban youth differed in their preferred information sources. Those in urban areas favoured TV, while rural youth preferred radio. In urban areas, 79% of young people had mobile phones, whereas 64% of young people had them in rural areas. In both cases, this was higher than the overall population (55%). The same is true for access to the internet: 21% in urban areas and 14% in rural areas.

"I think radio would be the most effective. Secondly, if this kind of interactive programme is organised then it is easier because we can interact in such programmes. There would be both questions and answers."

(Man, urban, Makwanpur, age 16–24)



What young people need

Young people wanted the following information to support them to act as catalysts for information and change:

- Information about alternative livelihoods, how to create employment within the country, available training
- Knowledge about improved farming methods, responding to climate impacts overall

Young people also wanted programmes that allowed interaction and discussion, as well as technical information from experts.

Reaching this audience

Interactive television programmes could include spaces where young people can share innovative ideas as well as technical and practical information from experts on issues such as farming methods, ways to save water or how to be prepared for extreme weather events. An additional stream of programming should also provide information that can help young people with future prospects, such as potential jobs and alternative livelihoods. In rural areas, local radio programmes led by young people could adopt the same format as the television programme. Mobile phones can also be used as a way to increase participation in both television and radio programmes through phone-ins or SMS.

HOUSEWIVES IN THE TERAJ (EASTERN AND CENTRAL REGIONS)



BBC Media Action

“Lord Krishna did not give the reason (for lack of water). It is also due to all the sins committed by people, burglary has increased, houses are built by concealing the drains and the houses have increased which is why we are facing water problems. How can we have agriculture without water; we are not educated nor do we have other jobs. We take care of our children through agriculture and when we don't have water we face many problems.”

(Woman, rural, Rupandehi, age 45+)

Distribution of housewives from the Terai (Central and Eastern regions) across the five segments

Base (housewives from this regions segmented) = 166

	Surviving	Struggling	Adapting	Willing	Unaffected
%	%	%	%	%	%
All	11	45	17	13	15
Housewives in the Terai (Eastern and Central regions)	24	49	10	8	9

Why a priority?

Overall, Nepali women responded actively to issues, often more than men. However, housewives from the Terai (Eastern and Central regions) were much more likely to fall into the surviving segment, characterised by low response levels and lack of willingness to act.

Context

They thought their actions would not make a difference and faced barriers related to making their own decisions. They felt they needed the family's approval to respond or that responding did not fit with their religious beliefs. They were less likely to know anyone else who was responding and more likely to think it was not their responsibility to act.

Typical of the surviving group, these women perceived lack of community co-operation, lack of involvement in decision-making processes and isolation.

"Most of the decisions are taken by men; females are only the rubber stamp. Sometimes husbands even represent their wives."

Stakeholder interview, Terai region

Information sources

This target group's preferred information source was TV and the majority watched at least once a day. The most watched channels were Nepal TV and Kantipur TV, with drama serials, news, films, religious programmes and leisure/lifestyle programmes the most popular. Women also watched discussion and educational programmes. Outreach activities by groups for women and volunteers, as well as through traditional methods such as miking (making public announcements using loudspeakers or microphones), were another information source.

What Terai housewives need

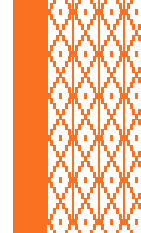
Women from this area said they needed the following type of information:

- Village awareness programmes that gather the community and present role models
- Adult literacy classes and training to improve income and provide alternative livelihoods
- Information about government services, facilities and places to get ideas, help and support, new farming techniques, health education, how to prepare for extreme weather events (early warning systems, flood prevention, etc.), possibly in a specific information centre

Reaching this audience

This group will be most effectively supported by communications that inspire and foster self-belief to take action. Encouraging collective action and providing practical information will help to address their behavioural barriers that lead to inaction. Communications should build on their preference for formats such as dramas, leisure programmes and face-to-face activities.

Television dramas should recreate situations such as dealing with water shortages and include characters that can model the desired behaviours, such as women taking actions to save water in the household or women from a community getting together to decide which actions to take. In addition, face-to-face activities such as training on alternative livelihoods through the creation of women's groups could be a useful tool to reach and support this audience.



WHAT NEXT?

This report and all Climate Asia data and tools are available on a fully searchable Climate Asia data portal, www.bbc.co.uk/climateasia. We believe that these resources can improve communication and decision-making by allowing stakeholders to better understand their audiences' needs.

The findings of this report can be explored in more detail using the data portal. For instance, responses to any question can be analysed by audience segments, key demographics, geographic location or media use.

SHARING FINDINGS AND TOOLS

We invite people to share this report, the links to the data portal (www.bbc.co.uk/climateasia), the climate change toolkit and our research tools as widely as possible. We will also work with stakeholders and partners to help them use our evidence and analysis. The more people who use our findings and tools, we hope and believe, the greater the chance of effectively supporting people who live with climate change today.

BUILDING ON DATA

This Climate Asia report is just the beginning. Our research can be built on. For instance, people can use Climate Asia research tools to conduct their own surveys. This will enable key indicators to be tracked over time, which would further add to an understanding of the role of communication in climate change adaptation.

By working with existing communication initiatives and new projects, stakeholders can bring this data to life for the people who need it.



APPENDIX: CLIMATE ASIA'S METHODOLOGY

Climate Asia's research has used qualitative and quantitative methods to understand people's perceptions of changes in climate and the environment as well as the impacts of these changes on their lives. The findings will inform adequate communication to support people's needs in responding to these changes.

QUALITATIVE RESEARCH

In Nepal, qualitative research included 20 in-depth interviews with experts and opinion-formers, 12 audience focus groups and five community assessments across Nepal.

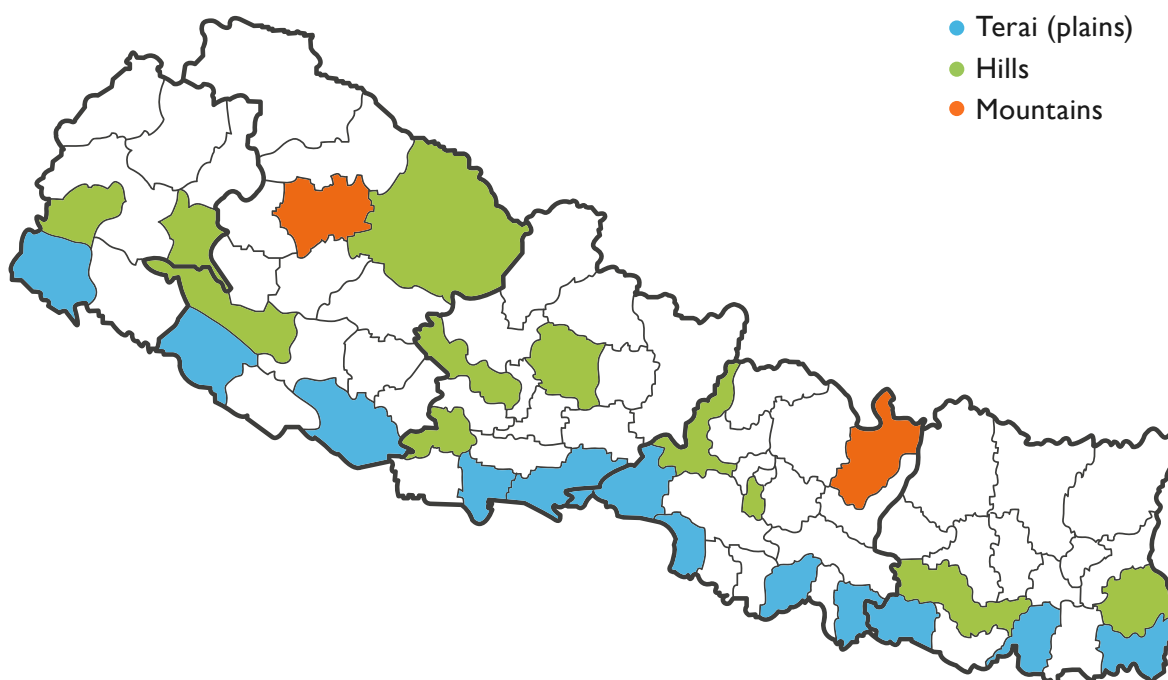
The in-depth interviews were conducted with key experts and opinion formers from the central and local government, the media, the private sector, civil society, science and academia. Focus group participants were members of the public from the main geographical areas in Nepal including mountains, hills and the Terai (plains) region. In each location, focus group participants were selected according to age, gender, occupation and social class to capture a diversity of views within the population. The locations for the five community assessments were chosen according to the regions' levels of vulnerability as outlined by Nepal's National Adaptation Programme of Action (NAPA) and taking into account the geographical diversity of the country and the diverse climatic impacts. These were Mahottari, Saptari, Bardiya, Lamjung and Mustang.

Initial insights from some of this research and the communication development process, which included workshops and an evaluation of existing initiatives, shaped the approach to quantitative research.

QUANTITATIVE RESEARCH

In Nepal, the project surveyed 2,354 people following a stratified random sampling approach. First, 25 out of 75 districts were randomly selected by ecological region. The number of districts in each region was based on population. A total of 60 groups were then chosen following the probability proportionate to size (PPS) method from urban and rural areas. Within each group, households were randomly selected following the right-hand rule of field movement and five households were skipped after every successful interview.

Districts sampled in Nepal





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