

BBC Media Action

Climate Asia



Research across the region

Climate Asia & formative Research



China

Pakistan

Nepal

Bangladesh

Vietnam

India

Indonesia

33,500 interviews
100 focus groups
150 in-depth interviews with experts and opinion-formers
42 community assessments
Communication workshops
Evaluation of existing communication

A new way to communicate

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“This survey has done us a great service in providing the voices of the poor. This issue is no longer about people’s vulnerability but how they are taking action.”

Saleemul Huq, Director of Bangladesh
Centre for Advanced Studies

“We are now at a stage where what we need even more than a global agreement is for people to take the initiative to respond.”

Dr. Pachauri, Chairman of IPCC

5 people in Asia

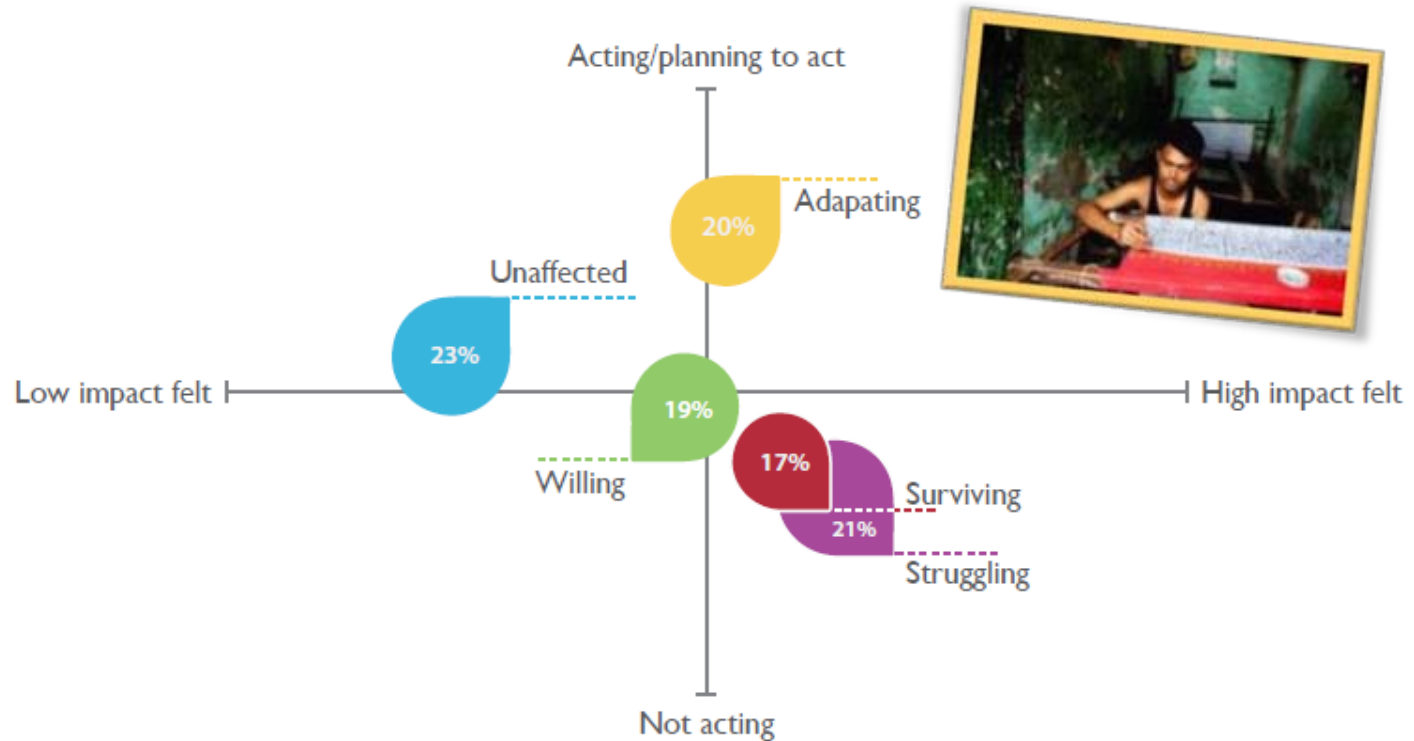
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Allum, Bangladesh



Audience segmentation

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5 people in Asia

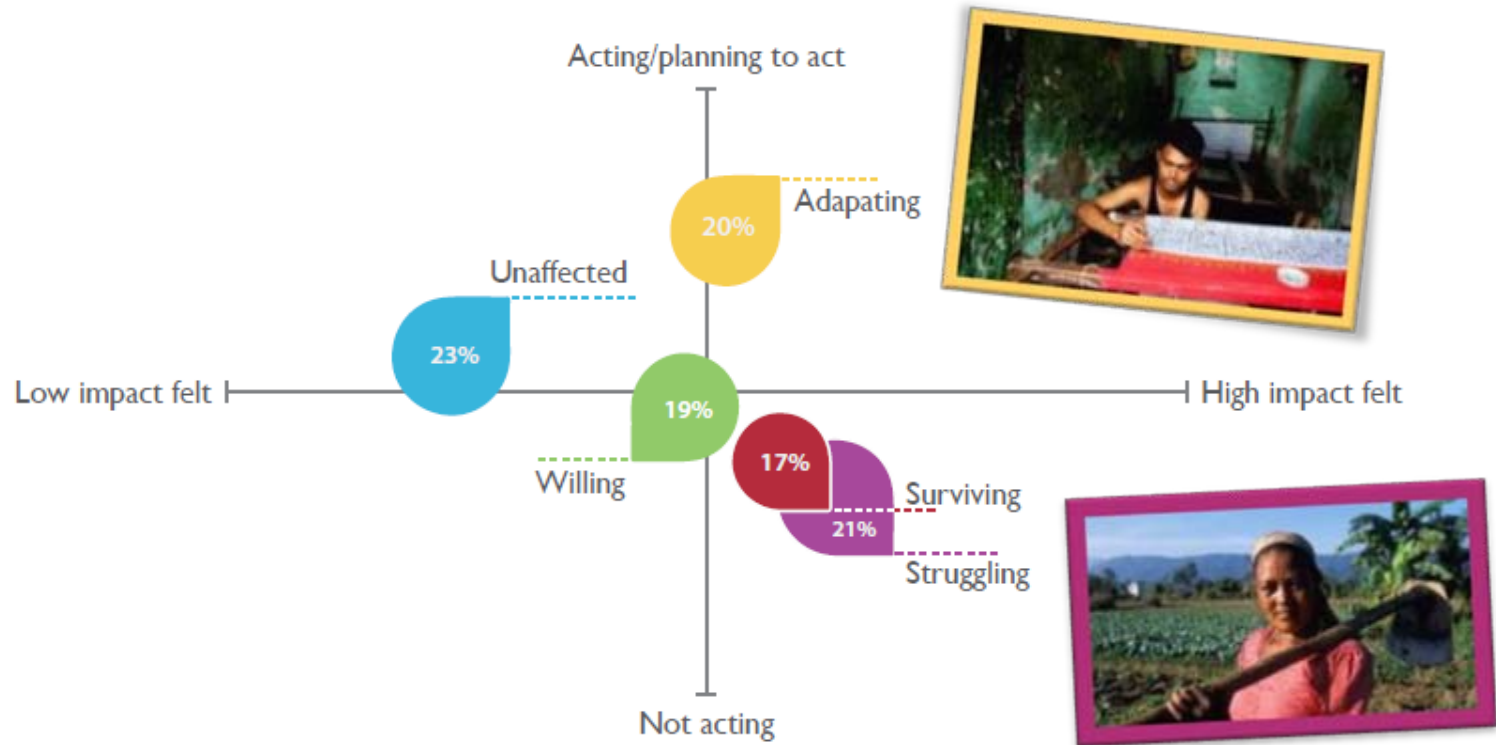
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Seema, Nepal



Audience segmentation

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Asia

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已结束，完整报告链接和二维码如下：

http://www.yunbaogao.cn/report/index/report?reportId=5_6174

