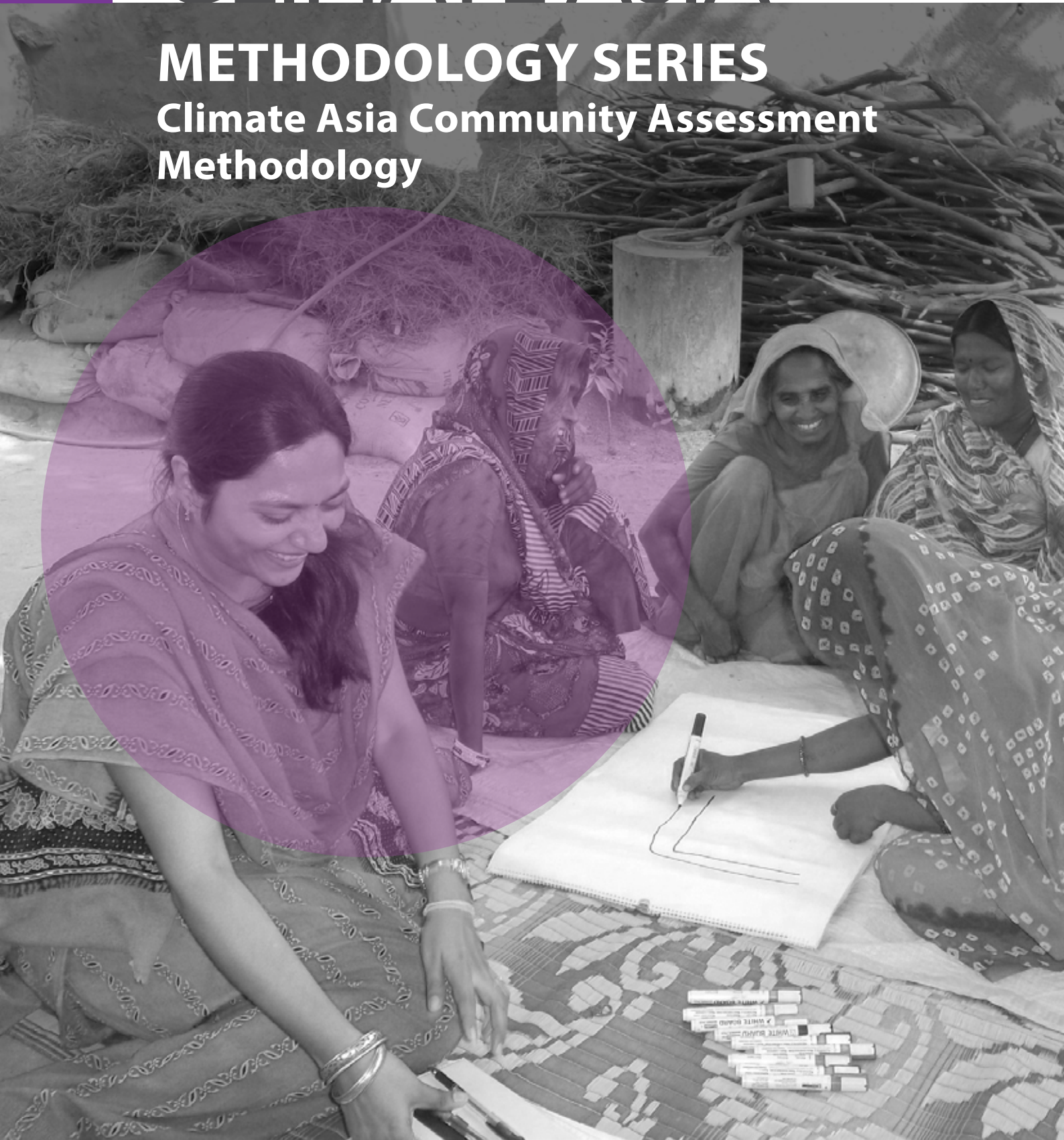


# CLIMATE ASIA

## METHODOLOGY SERIES

### Climate Asia Community Assessment Methodology



# CLIMATE ASIA COMMUNITY ASSESSMENT METHODOLOGY

## Background

BBC Media Action conducted 42 Climate Asia community assessments across all project countries except Vietnam (because of logistical constraints) in late 2012 with people who are not normally sampled in national surveys. The aim was to understand their access to information, informational needs, and the challenges they encounter. These “hard to reach” populations included:

- People who live in isolated areas
- People who do not have fixed abodes (including people living in slums, nomadic populations and migrants)
- Minority groups

In each country seven community assessments were undertaken and split across communities that fit into the above three groups. The location of these assessments was decided taking account of the type of community as well as security and logistical factors.

For example, in Bangladesh the community assessments were completed in the following locations:

## Example of locations to be used in Bangladesh for Community Assessments

	Cities	Deltas	Plains	Coasts
Transitional communities	1) Korail Slum, Dhaka	2) Char land (small islands) Sirajgonj, Rajshahi		
Isolated Communities				3) Bagerhat, Khulna; Sundarban, 4) Mithakhali, Khulna
Other vulnerable communities	Govindaganj, Rangpur (Rapid industrialisation)	Chadpur, Chittagong (river erosion)	Dinajpur, Rangpur (agriculture)	

## How community assessments were carried out

Because it can be difficult to contact some of the target groups, BBC Media Action worked with local people and NGOs to support access and appointments with key people in the community. When possible, BBC Media Action researchers travelled to the locations and spent at least a full day with the specified community. In more restricted areas, locals from the community itself were trained to collect specific information from their community.

Each community assessment started with an interview with elders or heads of the community (such as the village chief or head of a community association) to understand their feelings and beliefs about changes to their local environment. These were supplemented by transect walks around the area with these key leaders and members of civil society groups. The interviewer also asked people from the community to show environmental changes and, where applicable, examples of how they have responded to the changes. Researchers also took detailed field notes while observing the community.

After this initial meeting, the interviewer spoke to groups within the community, such as women with children, farmers and young people (15–30 years old). With each group, researchers used a range of research techniques including rural participatory appraisals. These included:

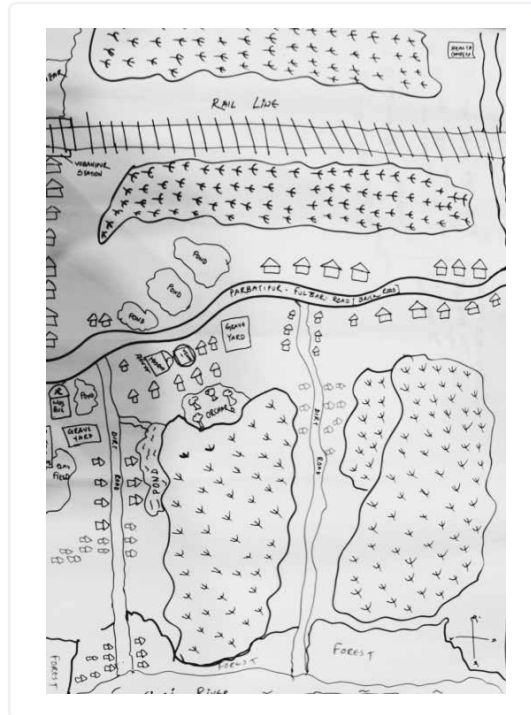
- Drawing community maps
- Seasonal calendars
- Communications network maps
- Group discussions of issues around climate and livelihoods that support the above

Local NGOs in each country working with these specific communities were consulted for information on the best ways to engage with the audience, and techniques were adapted accordingly. Members of the community were also asked which media and sources of information they accessed and used.

Researchers took notes on key findings and observations during community assessments, and where it is culturally appropriate and consent is given, discussions were audio recorded. In addition, where possible, photos were taken to record findings from the community assessment.

**Example of a community map drawn during a community assesement in Bangladesh**

The community map below highlights hazards, locations of natural resources, housing, civic services and market places or trading points.



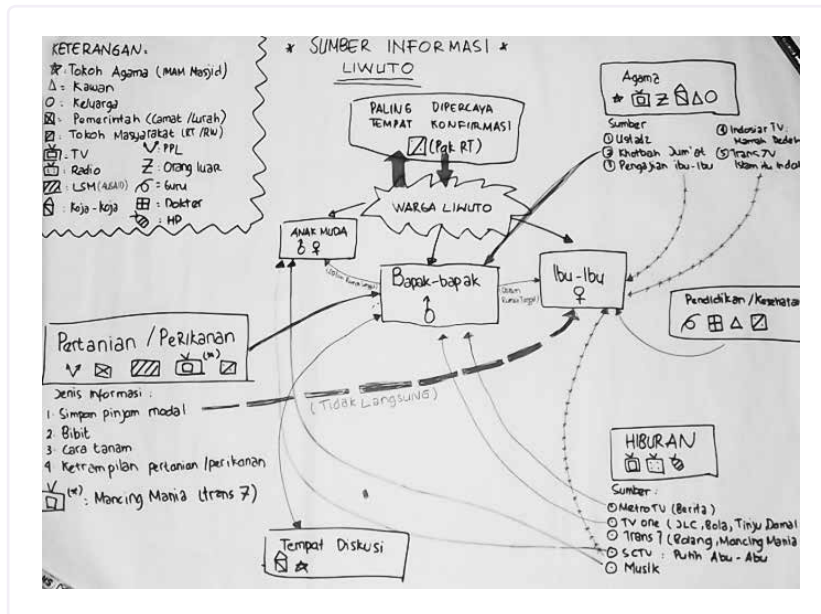
**Example of a seasonal calendar, drawn during a community assesement in Bangladesh**

With months running across the top and middle of the page, the grid on the calendar below includes information on planting and harvest seasons, periods of food scarcity, times of migration and extreme weather events.

জানুয়ারি	ফেব্রুয়ারি	মার্চ	এপ্রিল	মে	জুন
সবুজ, লস্কর	সবুজ, লস্কর		আলু, কুমড়া লাগে	আলু, কুমড়া লাগে	
১-৬	০ সবুজ, লস্কর লাগে		সবুজ, লস্কর	সবুজ, লস্কর লাগে	
৭-১২	সবুজ, লস্কর লাগে		আলু, কুমড়া লাগে	আলু, কুমড়া লাগে	
১৩-১৮	সবুজ, লস্কর লাগে		আলু, কুমড়া লাগে	আলু, কুমড়া লাগে	
১৯-২৪	সবুজ, লস্কর লাগে		আলু, কুমড়া লাগে	আলু, কুমড়া লাগে	
২৫-৩১	সবুজ, লস্কর লাগে		আলু, কুমড়া লাগে	আলু, কুমড়া লাগে	
জুলাই	আলু, কুমড়া লাগে	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর
আগস্ট	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর
সেপ্টেম্বর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর
অক্টোবর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর
নভেম্বর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর
ডিসেম্বর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর	সবুজ, লস্কর

## Example of a communications network map, drawn during a community assessment in Indonesia

The map below illustrates the flow of information and communication within a community, including information from media and interpersonal communications



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## ABOUT CLIMATE ASIA

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](http://www.bbc.co.uk/climateasia), including a climate communication guide, further 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.

## ACKNOWLEDGEMENTS

BBC Media Action would like to thank everyone who agreed to be interviewed and take part in the Climate Asia research project. All Climate Asia data, including this report, findings from each country, a climate communication guide, further information on our research methods and the tools we used to conduct our research are available on [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia).

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