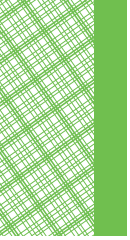


CAMBODIA

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





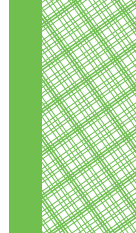
CLIMATE CHANGE IS ABOUT PEOPLE

How do people in Cambodia live with climate change now? How will its impacts shape people's future, and how will these people, 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 around this issue?

In 2018, BBC Media Action carried out a survey among people in Cambodia, funded by the Swedish International Development Cooperation Agency (Sida). Researchers interviewed 1,660 people in June 2018 in five geographic regions across Cambodia: Phnom Penh, Plain, Mountain, Tonle Sap and Coastal. This report is based on these findings.

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, BBC Media Action provides information and stimulates positive change in developing countries 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.



WHAT'S THE STORY?

Cambodia has undergone a period of significant economic change and development in recent decades, and as a result many people think that life has got better. New opportunities across different employment sectors have led to an increase in income for many. Despite this, much of the economy still relies on land – over half of the labour force in Cambodia continues to work in agriculture.

The World Bank states that Cambodia is experiencing a shorter, more intense wet season and a long, hotter dry season. This makes the country more likely to experience flooding, drought and storms – the frequency and severity of which have increased. Cambodians are noticing these changes in the weather and their environment – they feel the temperature is getting hotter, the intensity of storms has increased, the number of trees has decreased, and pests and insects have increased.

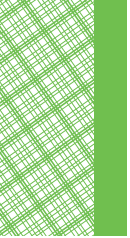
Cambodians are already experiencing the impacts of changes in the weather and the environment, particularly on their health and income. Eighty-one percent of respondents feel these changes have affected their ability to earn money. With most people's livelihoods dependent on land, it is concerning that half of those surveyed feel that agricultural production has decreased over the last decade and three-quarters think the number of fish has declined.

Cambodian people are particularly worried about how changes in the climate are affecting their health. A notable 85% of respondents feel that changes in the weather and environment are having a detrimental health impact. Many report experiencing common illnesses such as colds and fevers more frequently, but some are suffering more serious conditions such as dengue and typhoid fever.

In order to cope with these changes, Cambodians are most likely to change their job or supplement their income – relatively big life changes. Fewer people are adopting smaller coping mechanisms, including raising alternative livestock, changing agricultural techniques or making temporary adjustments to their homes, such as using sandbags. Therefore, there is still scope for people to take simple, individual actions to adapt to environmental changes.

Encouragingly, there is an appetite among Cambodians to adapt to the changes in the weather and environment they are experiencing. Many respondents expect the impact to get worse, and correspondingly three-quarters of them are willing to make more changes to their livelihoods and lifestyle.

Cambodians are motivated by keeping healthy and securing a better future for their children. There is also strong support for community action in Cambodia. Over 90% of respondents are confident their communities could work together to tackle problems and prepare for the future, and over half often discuss such action with the people around them.



However, there are barriers to people adapting to the impacts of climate change. The majority of respondents in Cambodia point to the need for greater institutional support from the government and non-governmental organisations (NGOs). Others feel ill-equipped to respond themselves, either because they do not have enough resources – or because they feel lacking in relevant information. Social barriers are also at play – some people feel reluctant to discuss possible actions with others, or do not want to try anything new.

The most vulnerable people in Cambodia are the very poor, who are particularly struggling to adapt to climate change. Living their lives from day to day, they worry most about immediate needs such as having adequate food and water, and find it hard to plan for the future. As well as feeling they lack the information or resources to act, this group does not feel able to discuss making changes with other community members.

WHAT THIS MEANS FOR COMMUNICATION

Cambodians are aware of the changes in the climate, and many say they are feeling the effects of this on their income and health. Communication that recognises the impacts that people are most aware of, such as increases in common illnesses and chemicals in food, is likely to be the most successful at engaging them.

Many Cambodians are already starting to act in response to these challenges, but there is still scope for individuals to do more. Emphasising the benefits on their health and income, by showing examples of low-cost and achievable practices, could motivate people to act.

The strong sense of community in Cambodia could be leveraged through communication to increase collective action, encourage local discussion to highlight key issues, and build networks to share information.

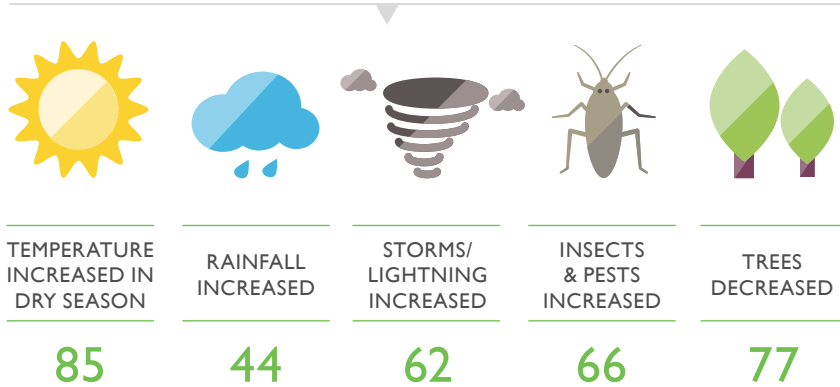
TV and mobile phones are regularly used by the majority of people in Cambodia, which makes them good channels of communication. However, Cambodians have greater levels of trust in people in their community than the media and so face-to-face discussion is still important – particularly among poorer groups.

CAMBODIA

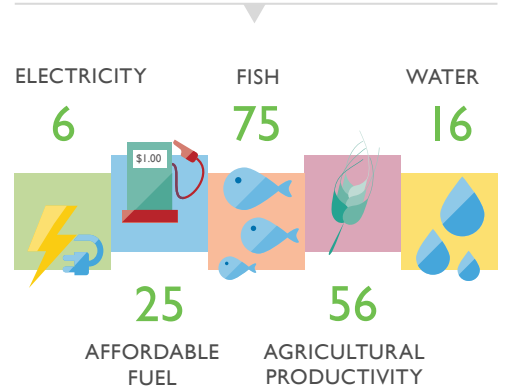
The Story

For the full story and what you can do, visit <http://dataportal.bbcmmediaaction.org>

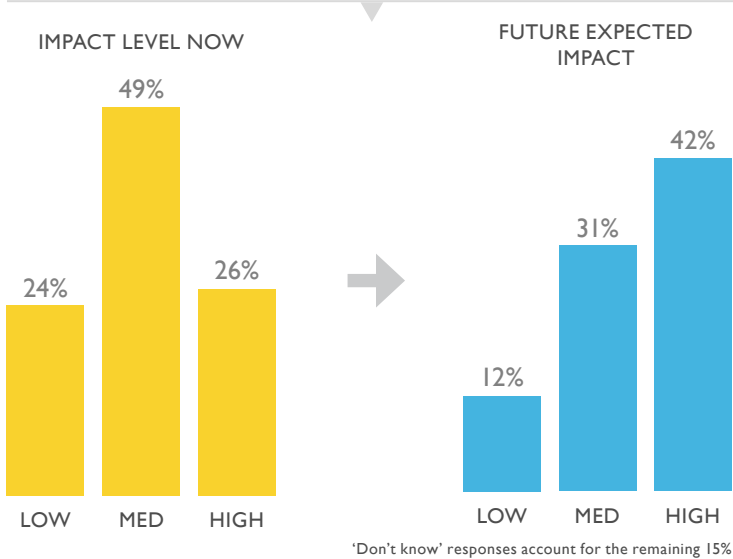
% OF PEOPLE WHO ARE NOTICING CHANGES IN CLIMATE AND THE ENVIRONMENT



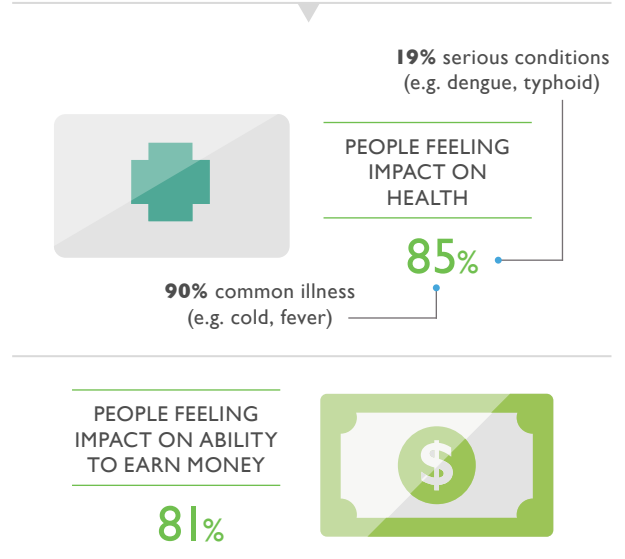
% OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING



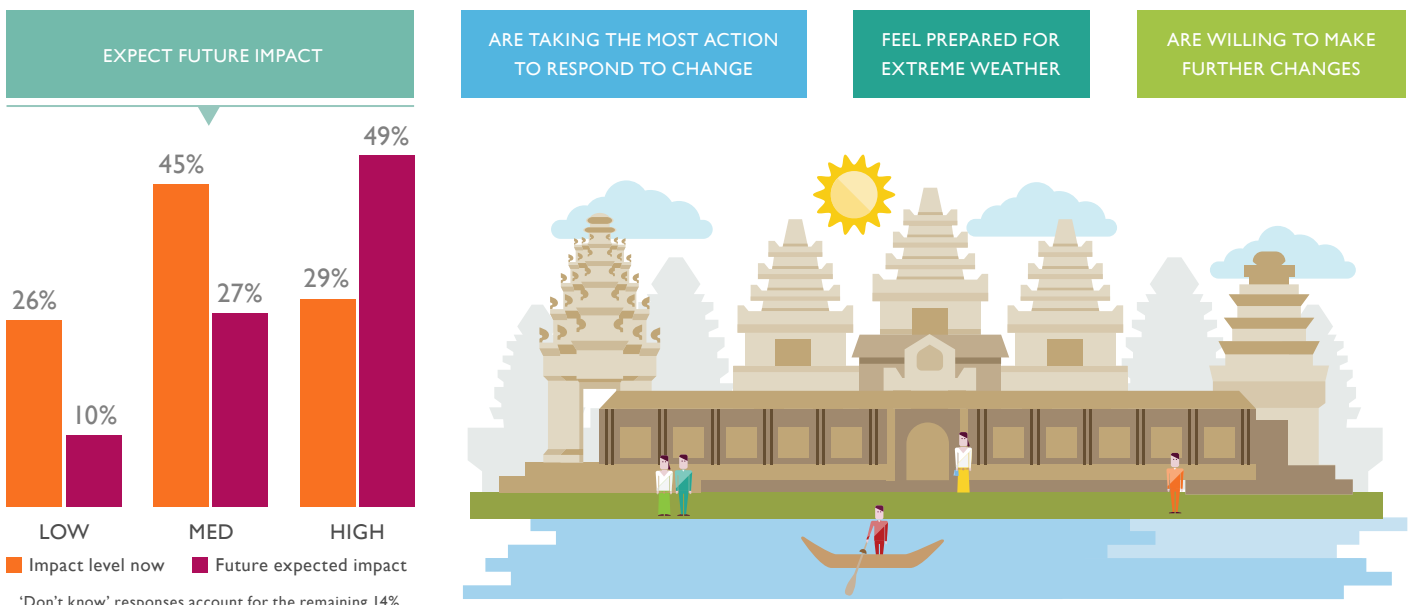
PEOPLE FEEL IMPACT NOW – WORRIED FOR THE FUTURE



CHANGES TO HEALTH AND INCOME



PEOPLE IN THE TONLE SAP REGION

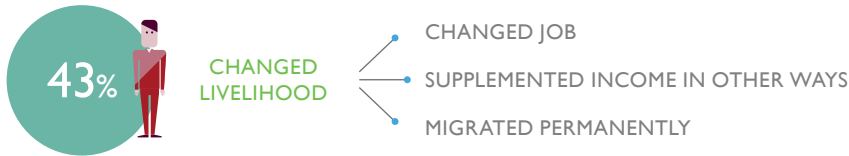


CAMBODIA

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PEOPLE ARE RESPONDING TO CHANGES



ACTIONS TAKEN IN RESPONSE TO DECREASED AGRICULTURAL PRODUCTIVITY (RURAL ONLY)

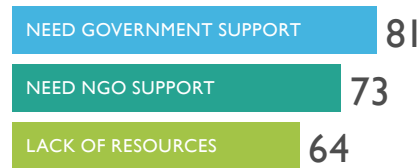
- USING PESTICIDES
- CHANGING DIET
- GROWING DIFFERENT TYPES OF CROPS
- REDUCING FOOD WASTE

WHAT IS MOTIVATING PEOPLE TO ACT (% AGREE)

MOTIVATORS



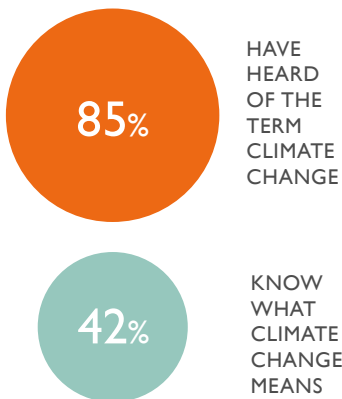
BARRIERS



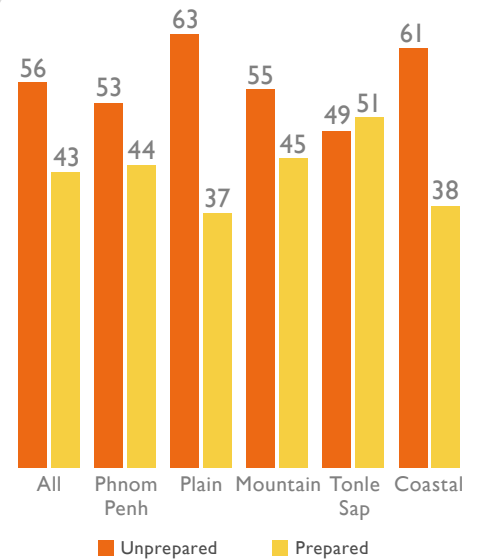
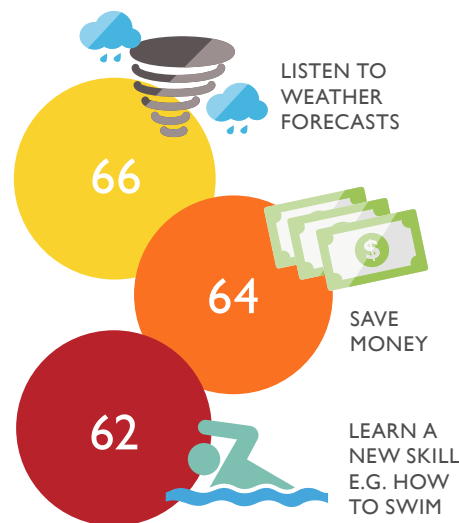
INFLUENCING FACTORS



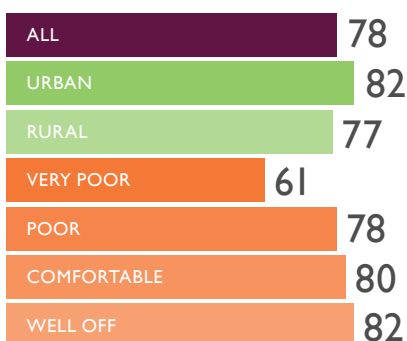
MANY PEOPLE ARE AWARE OF CLIMATE CHANGE BUT UNDERSTANDING IS LIMITED



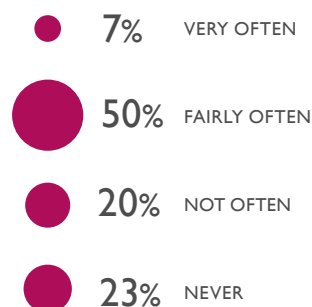
PREPARING FOR EXTREME WEATHER (%)



% OF PEOPLE WHO FEEL INFORMED ABOUT HOW TO ADAPT TO CHANGES



PEOPLE WHO DISCUSS CHANGES WITH OTHERS



MEDIA ACCESS IN HOMES

