



4 Billion Conversations

about Climate Change Preparedness and Resilience

The problem

"If you get a whole year's worth of rain in one or two days, how do you handle it? How do you protect your family and your crops? Who do you go to?" A villager in Nepal asked these questions after returning to a home and fields destroyed by floods. He said he feared it would happen again and, when it does, he will again be without a place to sleep, food, or the knowledge to protect and prepare him, his family, and his crops.

The facts

- Climate changes are estimated to cause over 150,000 deaths [annually](#).
- [1.47 billion](#) people, including a billion children, face the risk of floods.
- [A 6-10% decline in food staple yields](#) is expected for each additional 1°C rise in global temperatures. This will increase undernutrition in food-insecure and low-income regions
- The frequency of weather-related disasters increased by [46% from 2007 to 2016](#) (compared to the 1990s) due to climate change.

Climate change is a global issue that affects everyone. But not everyone's voice can be heard and not everyone has equal access to [information](#).

CLEAR Global's contribution

To effectively mitigate the effects of climate change, we need to both get information to people and hear their experiences and concerns. CLEAR Global does research on the languages people speak, and the channels they prefer. Based on this, we open up appropriate communication channels, using voice-enabled information kiosks, or chatbots in text messaging apps, often alongside traditional channels like radio. We use content from climate change experts to ensure the information is up-to-date and accurate. We aggregate the questions asked to gain insights on what people are concerned about and how they experience and cope with climate change. These, in turn, help our partners create content which addresses their needs. We emphasize the importance of listening to what people want to know—from farmers affected by floods in Nepal to those affected by wildfires in the US and Europe.

The outcome

Our solutions help people understand the effects of climate change and what actions they can take. We have found that many are surprised to get information in their own language. They share our tools with people and show them how to use them. This encourages others to use them; a solution that scales easily. Their questions and voices can be "heard" and used by policymakers who want to understand what people are really concerned about.

We want to start billions of conversations so that together we can protect ourselves, our families, our communities and our planet.

