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# We <sup>4</sup> Climate

## Climate Literacy and Marine Litter Management in the East Coast of India

5 States  
250 Villages  
2,50,000 People



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CEE  
Centre for Environment Education



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## The Programme

The Climate Literacy and Marine Litter Management (CLMLM) Programme aims at facilitating and empowering the communities of the East Coast India in (1) adaptation to the possible impacts of climate change and (2) their sensitization towards better management of marine litter.

The project also aims to help develop and support climate change adaptation infrastructure and to build synergies with existing policies.

The programme targets to reach out to 250 villages across the states of Andhra Pradesh, Tamil Nadu, Puducherry, Odisha and West Bengal through a campaign aided with educational materials, exhibitions, focus-group discussions and other participatory tools.

## Objectives

1. **Enhance awareness** among coastal communities on climate literacy, marine pollution and litter management.
2. Enhance local youth and women CBOs in **marine litter cleaning and management.**
3. Communicate **community dialogues** on climate literacy and marine litter management and action tools.
4. Develop and carry out **pilot initiatives** in 25 villages communities to reduce vulnerability through multi-sectoral cooperation and approaches

## Target audience

Fisher communities, farmers, women SHGs, schools, youth and tourists.

## Campaign themes

1. Climate change and role of oceans.
2. Impacts of climate change, especially in coastal region.
3. Disaster preparedness at the village and sea.
4. Livelihood adaptations by fisher and farmer community
5. Waste management and marine litter management

## Activities

1. Two days in a village: Cultural events, quiz, rally and exhibition using various communication techniques on Climate Literacy and Marine Litter Management.
2. Climate *Samvaad*: Dialogues and discussions with fishermen, farmers, women SHGs and seaside vendors on developing district level action plan on climate change.
3. Beach cleanup: Beach visits, waste mapping and clean-up activities.
4. Demonstration and pilots: Demonstration and pilots on climate change adaptation (CCA) involving support measures to strengthen community-based CCA infrastructure.

## Campaign outcomes

1. Mass awareness campaign covering 250 villages in East Coast of India.
2. Train youth on Climate Literacy and Marine Litter Management who take lead role to educate the villages, local government and school children.  
Climate action plans through stakeholders consultation which may be integrated in their village plans
4. Engagement of over 1 lakh (100,000) youth and women in marine litter management along 150 km length of East Coast of India.
5. Improved climate adaptation infrastructure facilities and increased resilience, livelihood security, better living and environmental conditions in communities.

