

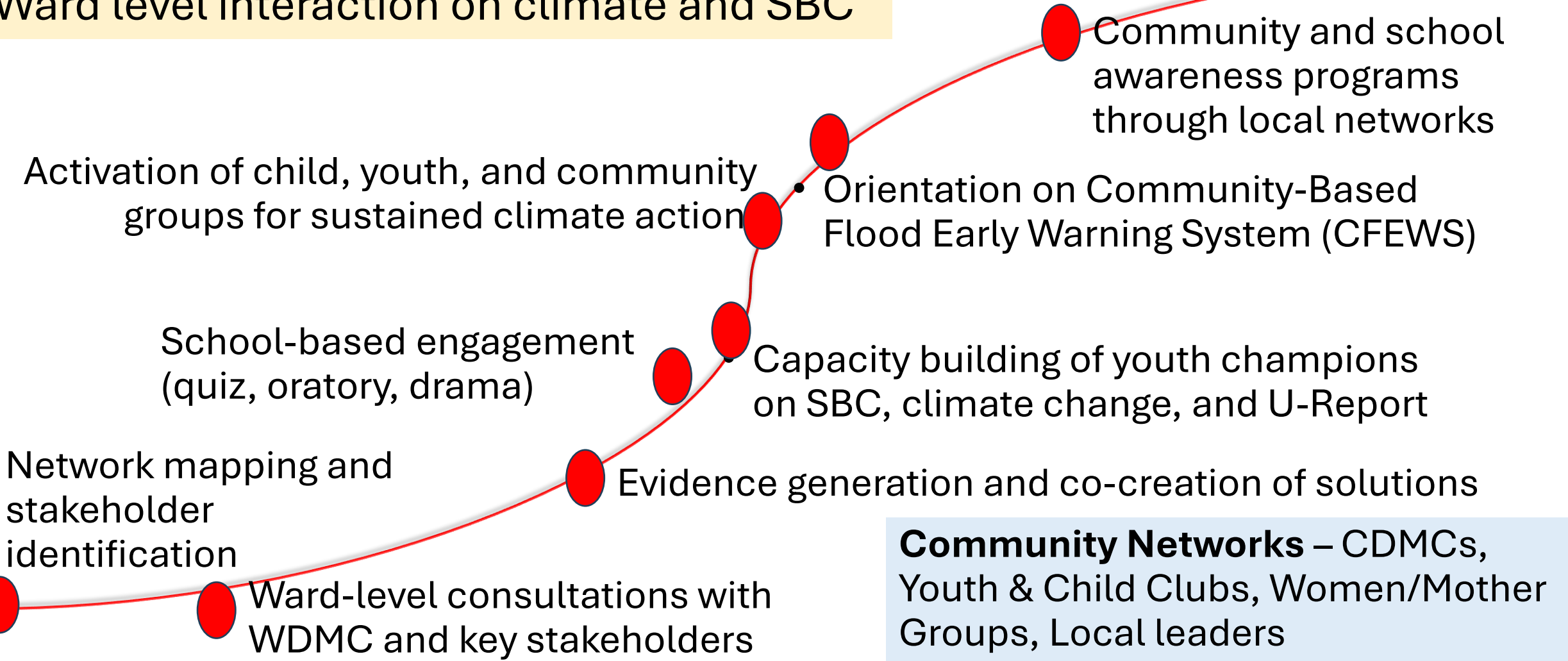
Social Behaviour Change (SBC) in Climate Action

Mobilizing Community Networks for Sustainable Impact

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Key Activities for Network Mobilization

Ward level interaction on climate and SBC



Community Networks – CDMCs, Youth & Child Clubs, Women/Mother Groups, Local leaders

Community Network Mobilisation for Climate Action

Identification & Engagement

- 65 community networks activated
- Ward-level consultations with WDMCs/youth/child and key stakeholders

Capacity Building & Co-Creation

- Evidence generation and co-creation of solutions (action plan prepared in presence of local leaders and stakeholders)
- Capacity building of youth champions on SBC, climate change, and U-Report
- Orientation on Community-Based Flood Early Warning System (CFEWS)

Community & School-Based Engagement

- School-based activities (quiz, oratory, drama)
- Community and school awareness programs through local networks

Activation & Sustained Action

- Activation of child, youth, and community groups
- Continuous engagement for climate action at the local level

Practical Examples

- Promotion of “bring your own bag” to reduce plastic use
- Tree plantation and community greenery campaigns
- Household-level waste segregation (organic/inorganic)
- Replacement of plastic items with eco-friendly alternatives (duna/tapari)
- Youth-led school campaigns (quiz, drama, awareness sessions)
- Promotion of biogas, electric stoves, and clean energy use
- Community awareness on avoiding plastic burning and deforestation
- Early warning awareness through SMS, radio, and local alerts



Results & Key Lessons

Results

- Increased community awareness and climate-friendly practices
- Strong mobilization of community networks
- Youth engaged as active change agents
- Improved adoption of sustainable behaviours

Key Lessons

- Continuous engagement is essential for behavior change
- Local influencers and networks drive impact
- Youth engagement accelerates change
- Combining traditional and digital SBC is effective



Way Forward

- Scale up SBC for climate action
- Strengthen community networks
- Implementation of action plan prepared for the sustainable climate action and social behaviour change
- Promote youth & digital engagement
- Integrate SBC into local systems
- Sustain climate-resilient behaviours



Visualizing Impacts





Thank You!

I respect your valuable time with me.
If you have any questions, please reach us.

