



## **Advocacy by Communities to Address Adverse Impacts of Climate Change:**

### **The Reducing Vulnerability to Climate Change (RVCC) Project Advocacy Campaign**

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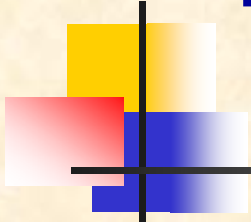
CARE Bangladesh

# Why the southwest region of Bangladesh is vulnerable to climate change

- **Low-lying coastal area**
- **Susceptible to natural disasters**
- **Unplanned poldering**
- **Tidal surges**
- **Poor socioeconomic conditions**



# As a result, the southwest is already facing a number of vulnerability contexts:



**salinity**



**river bank erosion**



**drought**



**cyclone and tidal surge**



**flood**

**waterlogging**



# Reducing Vulnerability to Climate Change (RVCC) Project

## Goal:

To increase capacity of communities in southwest Bangladesh to adapt to the adverse effects of climate change.

Duration: Three years (from January 2002 to March 2005)

Funded by: Canadian International Development Agency (CIDA) through CCCDF

Implementing Agency: CARE Bangladesh

Working Area: Six southwest coastal districts of Bangladesh

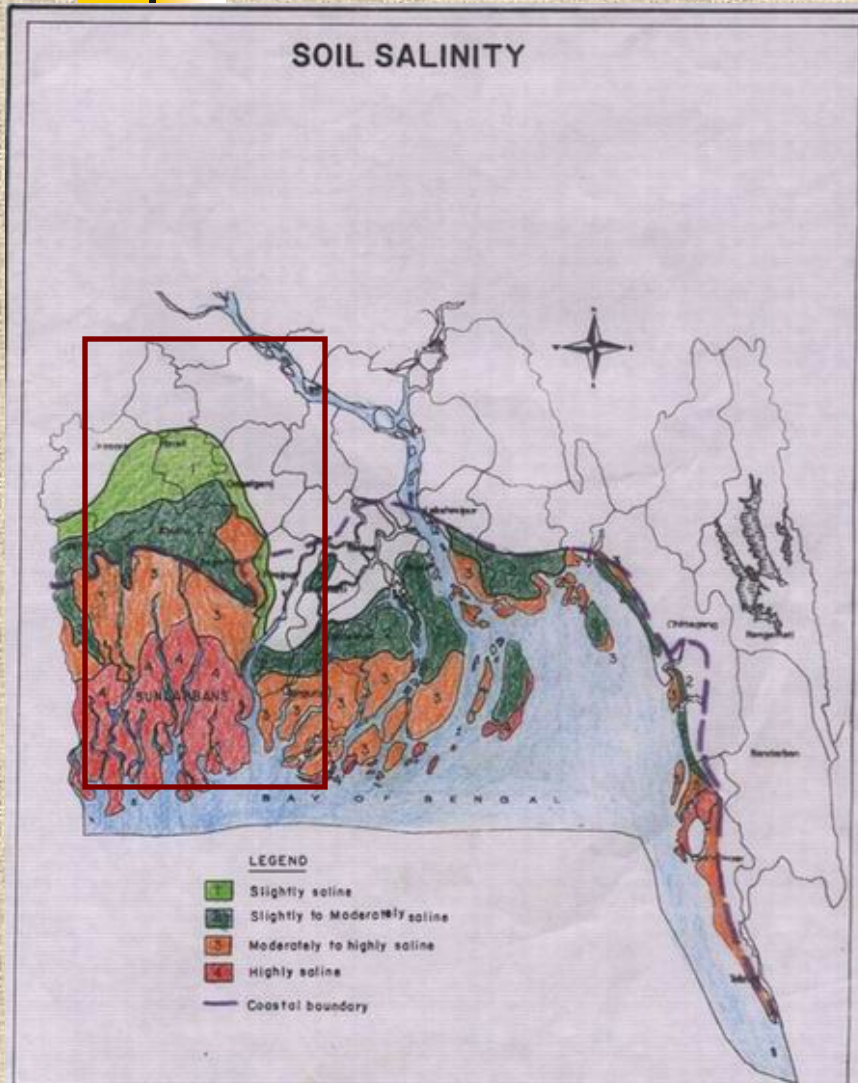


# Key Issue: Salinity in Drinking Water

Most of the southwest region is affected by salinity due to:

- Reduced river water flow from the north
- Tidal flooding and seepage of saline water
- Increase in shrimp farming

In the six southwest districts, 31 of 42 *thanas* are affected by salinity

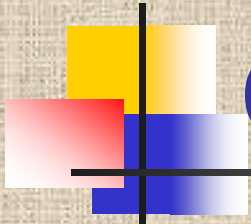


# The need for saline-free drinking water



## Means:

- Local initiatives
- Policy advocacy

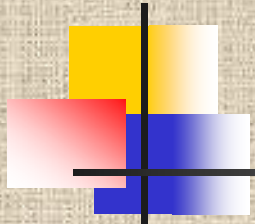


# Objective of Advocacy Campaign

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- ❖ To incorporate drinking water issues in the context of increasing salinity in the southwest region into the National Water Policy and National Policy for Safe Water supply and sanitation, and to ensure that the issue of saline drinking water is incorporated into the final National Water Management Plan (NWMP)

# Process of Advocacy Campaign



Recommendations are considered during policy development and reformulation

Persuasion and lobbying of policy-level stakeholders

Policy Review

Organizing deprived and civil society groups

Advocacy Campaign designed

Networking/alliance building

Raising awareness

Information collection

Issue identification

*Progress to date*

Issue selection:

Salinity and its effect on potable water  
selected as the advocacy issue

Based on:

- Vulnerability Assessment
- Focus Group Discussions (6)
- Force Field Analyses (4)
- PRA (5) (Mobility Map, Seasonality, Semi-structured interviews)



*Progress to date*

*... Continued*

Grassroots mobilization

Engagement of civil society organizations as campaign partners

Central, upazilla, and district level advocacy groups (*Pani* Committees) organized



*Progress to date*

*... Continued*

Raising awareness of community people through:

- Cultural song and drama
- Radio program
- Posters

Policy review and recommendations

- 12 Sectoral policies reviewed

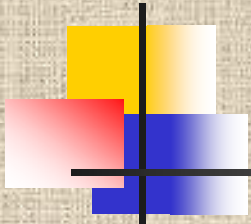


*Progress to date*

*... Continued*

## Persuasion and Lobbying

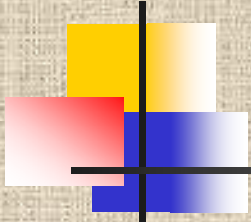
- Memorandum Submission
- Letter campaign
- Newspaper Mass Appeal



# Impact

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- Grassroots people and organizations are aware and organized to claim legitimate rights regarding saline-free drinking water
- Government administration is sensitized and is coming forward to work on the issue



# Next Major Activities

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## Local level

- Workshops with political parties
- Civil society workshops
- Lessons learned workshop at the end of project

## National level

- Lobbying at national level
- Representation to Policy Makers (parliamentary committees for LGRD and Water)
- Round table discussions