

## Leveraging behaviour change to Prepare the Ground

**Empower** key vulnerable stakeholders involved in your resilience journey by:

- **Identifying cultural values and practices** conducive to behavioural change, such as community involvement
- **Raising awareness on adaptive behaviours**, aiming for the normalisation of household adaptive practices
- Facilitating participation of individuals in **public discussions that may trigger changes** in social behaviour related to climate adaptation.

**Promote understanding of climate impacts** across the system through stakeholder engagement in discussions around the assessments of climate risk by:

- **Involving them early** in planning process to set strategic agendas
- **Including them in assessing** current and future climate risks to foster knowledge sharing and experiences
- **Enhancing understanding of climate impacts** across the system through stakeholder involvement in discussions around the assessments of climate risk

Recognise and leverage the influence of **existing networks** in capturing and disseminating social attitudes towards climate adaptation, thus:

- Connect with them to **disseminate info** and promote adoption of new behaviours
- Map the **most used platforms** in the region and create a social media strategy to interactive with your audience

