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# Stocktaking exercise on **CLIMATE CHANGE** in Tajikistan

## ANALYTICAL REPORT



The present stocktaking report was commissioned as one of the outputs of Phase I of the Pilot Programme for Climate Resiliency (PPCR) in Tajikistan. The primary task of the present report is to present the findings of the stocktaking exercise of the current awareness raising initiatives and service providers on climate change in the country, identifying the gaps and providing the recommendations for improvements.

The chapters of the report are constructed in a way to provide the reader with a picture of (i) main service providers of the climate change awareness raising initiatives and education at present in the country, including both governmental and non-governmental players on the ground; (ii) gaps in the current situation and; (iii) recommendations for improvements.

The views expressed in this document are those of the author(s) and do not necessarily reflect views and opinion of the partner organizations and government.

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**Photo on the cover page:** Children's competition on drawing climate change. 15th WMO Congress exhibition, 2007



# **Stocktaking exercise on CLIMATE CHANGE in Tajikistan**

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# Abbreviations

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<b>AGOCA</b>	Alliance of Central Asian Mountain Communities
<b>ADB</b>	Asian Development Bank
<b>CCC</b>	Climate Change Center
<b>CIS</b>	Commonwealth of Independent States
<b>CEP</b>	Committee for environmental protection under the GoT
<b>CSOs</b>	Civil Society Organizations
<b>CAREC</b>	Regional Environmental Center for Central Asia
<b>CAMP</b>	Central Asian Mountain Partnership
<b>CDM</b>	Clean Development Mechanism
<b>CC</b>	Climate Change
<b>CACILM</b>	Central Asian Countries Initiative for Land Management
<b>COP</b>	Conference of the Parties
<b>DNA</b>	Designated National Authority
<b>DIPECHO</b>	Disaster Preparedness Programme of the European Commission of Humanitarian Aid Department
<b>EBRD</b>	European Bank for Reconstruction and Development
<b>EU</b>	European Union
<b>FNC</b>	First National Communication
<b>GEF</b>	Global Environment Facility Trust Fund
<b>GIZ</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit
<b>GHG</b>	Greenhouse Gas
<b>GEF</b>	Global Environment Facility
<b>GoT</b>	Government of Tajikistan
<b>IPCC</b>	Intergovernmental Panel on Climate Change
<b>PPCR</b>	Pilot Program for Climate Resilience
<b>MDB</b>	Multilateral Development Banks
<b>MEI</b>	Ministry of Energy and Industry
<b>NGOs</b>	Non-Governmental Organization
<b>NAP</b>	National Action Plan
<b>OSCE</b>	Organization for Security and Co-operation in Europe
<b>RRS</b>	Regions of the Republican Subordinations
<b>SNC</b>	Second National Communication on climate change
<b>SPARE</b>	School Project on Application of Resources and Energy
<b>SPCR</b>	Strategic Program for Climate Resilience
<b>TajCN</b>	Tajik NGOs Climate Change Network
<b>UNDP</b>	United Nations Development Programme
<b>UNFCCC</b>	United Nations Framework Convention on Climate Change
<b>USAID</b>	United States Agency for International Development
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>WB</b>	World Bank
<b>WOCAT</b>	World Overview of Conservation Approaches and Technologies
<b>YGPE</b>	Youth Group for Protection of Environment



# Introduction

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Tajikistan is one of 11 countries/regions selected for funding through the Pilot Program for Climate Resilience (PPCR). In Tajikistan the World Bank Group (WB), Asian Development Bank (ADB) and the European Bank for Reconstruction and Development (EBRD) are implementing Multilateral Development Banks for channeling PPCR funds, with WB serving as overall MDB coordinator. The Phase 1 grant proposal, to inform both the preparation of the Strategic Program for Climate Resilience (SPCR), and the early stages of investment project preparation thereafter, was approved by the PPCR Sub-Committee. Phase 1 is designed to take place over a 12 to 18 month period. It will inform the preparation and implementation (during Phase 2 of the PPCR) of a Strategic Program for Climate Resilience (SPCR), which is a proposed series of investments to demonstrate approaches for building greater climate resilience in development planning and programs.

The project “Technical Assistance on Capacity Assessment and Awareness Raising on climate change in Tajikistan” covers two of the six activities outlined in the grant proposal. These are “A1” which is a review of Tajikistan's climate change institutional arrangements and capacity needs and “A3” which is a campaign to raise awareness of climate change in Tajikistan.

The primary objectives of this project are to:

- (i) Produce an assessment of Tajikistan's institutional, technical and human capacity to mainstream climate change considerations in key policy areas, with particular focus on the requirements for taking forward the SPCR; and
- (ii) Conduct an initial awareness raising campaign aimed at building capacity on climate change impacts, vulnerability and adaptation.

The primary task of the present report is to present the findings of the stocktaking exercise of the current awareness raising initiatives and service providers on climate change in the country, identifying the gaps and providing the recommendations for improvements.

Based on the above mentioned task, the chapters of the report are constructed in a way to provide the reader with a picture of (i) main service providers of the climate change awareness raising initiatives and education at present in the country, including both governmental and non-governmental players on the ground; (ii) gaps in the current situation and; (iii) recommendations for improvements. Moreover, the report contains the matrix of the past/present awareness campaigns on climate change and an overview of the existing initiatives.

# Methodology

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The main methodology used in this report was (i) to review the literature and reference materials, including the website information and relevant project narrative reports available on the service providers and initiatives on climate change awareness-raising and education in the country, and (ii) to interview the governmental and non-governmental representatives dealing with the questioned issue (see the Annex 2). A list of partially-structured questions along with the list of interviewers can be found in the Annex 1. In fact, the mapping analysis that was undertaken on the basis of the desk-reviewed information allowed identifying the gaps and providing recommendations, which inter alia, include some best international practices on awareness initiatives both on climate change and other topics that could be used in the future campaigns or programmes in the country. The limitation of the study that aroused from the desk review and interviews was the lack of information on the efficiency of the conducted initiatives, i.e. no evaluation of its impact on the target audience was conducted. Anyway, the findings of the report, showing the strong and weak sides of the current service providers on awareness raising and education, provide a room for improvement of the future initiatives and campaigns on climate change both at the national and local level.

The report is mostly based on scientific and popular sources of information on climate change, including the reference materials from the projects, initiatives and awareness raising campaigns. This stocktaking exercise was not aimed to highlight the issues of climate science and interlink it to the mandatory educational system of the country; the latter are reflected in the context of awareness-raising only.

# Chapter 1: Current activities and existing players on education and awareness on climate change in Tajikistan

## 3.1. Legal frameworks on education and raising awareness on climate change

Recognizing the importance of climate change impacts and needs for global actions as well as joint collaborative activities on raising awareness and education, Tajikistan ratified the UNFCCC in 1998, being the Non-annex I Party of the Convention. The international frameworks for raising awareness and education actions are prescribed in the Article 6 of the Convention, which says that *“All Parties shall promote and cooperate in education, trainings and public awareness related to climate change and encourage the widest participation in this process, including that of non-governmental organizations”*.

Tajikistan established the basic legal and normative platform to act on climate change. The State Administration for Hydrometeorology of the State Committee for environmental protection and forestry under the GoT is the responsible governmental body to deal with climate change issues in the country with its director to be the National Focal Point of the UNFCCC. Since the ratification of the convention, the country prepared and submitted the First and Second National Communications on climate change under the UNFCCC and undertook the basic awareness raising campaigns for the mass media, general public and NGOs.

The legislative base to act in favor to environmental protection and education is supported by the following laws: Law on environmental education (2010) that identifies the credentials of the GoT, local authorities and local NGOs in environmental education as well as considers the interdepartmental coordination on the same issue. The Law on environmental information (2011) identifies legal, organizational, economic and social base for provision of environmental information in Tajikistan, as well as ensures the access of the physical and legal bodies to complete, reliable and timely environmental information.

The need for climate change education and raising awareness was for the first time indicated in the National Action Plan of the Republic of Tajikistan for climate change mitigation (NAP), highlighting the possible measures of the governmental and non-governmental organizations to improve the services on education and raising awareness on issues related to climate change. The national legal frameworks on environmental education are also reflected in the State Programme on ecological education and awareness for 1998-2008 (approved by the GoT in 1997), Country Concept of the sustainable development (approved by the GoT in 2007) and Concept of the environmental protection (approved by the GoT in 2008). However, these programmes do not sufficiently reflect the issue of climate change and the need for education and raising awareness or the concept of its mainstreaming to the regular education curricula.

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<sup>1</sup> The new draft Programme on environmental education for 2010-2015 considering three main Rio Conventions is prepared within the UNDP/GEF project on environmental learning (pers. com. Usmanova 2011)



### 3.2. Overview of the awareness level of the population on climate change

It is evident that the interest of the general public and academic communities in Tajikistan is growing. The public perception assessment conducted by the Youth Ecological Centre in 2007 showed that up to 25% of respondents, namely communities and general public, are aware about climate change and its impacts<sup>2</sup>. The latter were particularly acute, as mentioned by the majority of the respondents, in terms of extreme changes in precipitation and temperature (70%), more frequent rate of natural hazards (65%), including droughts (50%). The respondents also mentioned that the climate change impacts are evident in the loss of the harvest (65%) and health threat (50%). The rural population also claimed that climate change caused other problems, like local conflicts associated with the water decrease for the irrigation purposes and labor migration. Harsh climatic conditions, especially in the Southern Tajikistan, outdated water drainage systems and the lack of demand for cotton production are the main reasons that make farming unprofitable and, therefore, unstable each year. The changes in the ground water and frequent draughts aggravate current conditions, leading to the increased rate of the soil salinity, deficiency in drinking and irrigation water. The findings of the survey showed that the main source of information that increases the people's awareness is the Russian TV broadcasting channels, which are supposed to overwhelmingly cover the questioned issue as oppose to the national and local TV companies.

The overview assessment of climate change awareness that was conducted within the project on the Second National Communication (SNC) under the UNFCCC in 2008 showed that in the past five years public awareness on climate change increased in cities and towns by 10-15%, in rural areas by 10% with the 10%, as compared to 2003, i.e. during the preparation of the First National Communication (FNC). The main factors that hamper the spread of information on climate change are supposed to be the remoteness of the areas and limited access to media and electronic data.

The similar results, i.e. significant growth of the public awareness about climate change and its impacts are shown in the latest assessment conducted by the World Bank team in 2010<sup>3</sup>. The people were particularly informed and concerned about climate change affect on water resources, agriculture and energy. The multiple data shows that the level of self-reported public awareness on climate change is very high and is similar to that in Kazakhstan and EU (Reference: 27). The majority of the respondents (57%) believes that they are very well-informed about this problem (9%) or fairly well informed (48%). However, at the same time, the awareness about the main reasons and impacts in different regions of the country varies. For example, the respondents from Dushanbe (81%), from the Sughd Oblast (60%), Khatlon Oblast (54%) and the Regions of the Republican Subordination (RRS), 41%, believe that the level of their awareness is high enough. Moreover, the respondents are extremely concerned about climate change and its cross-cutting impacts. Thus, 41% of respondents believe that climate change is one of the serious challenges of the mankind today.

The gender-specific difference in the awareness level on climate change is also evident. The WB (WB 2010) and Oxfam (Oxfam 2010) assessment showed that the level of awareness among the women in Tajikistan is lower as compared to men.

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<sup>2</sup> The Report on public perception on climate change in Tajikistan and Kyrgyzstan  
<http://ecocentre.tj/ru/index/index/pageId/74/>

<sup>3</sup> World Bank, 2011. Economic impacts and climate change in Tajikistan

### 3.3. Main players on raising awareness on climate change in the country

This section of the chapter introduces the main players, both governmental and non-governmental, that are currently dealing with raising awareness on climate change in Tajikistan (see the chart 1). The analysis of the initiatives and events conducted by these players showed that the main role for education and raising awareness stands with the State Administration for Hydrometeorology, which is the principle governmental agency responsible for climate change policy in the republic. However, major activities on the raising awareness and education are usually conducted within the projects funded by international donors. The similar situation is observed with other governmental implementing organizations (State Committee for Sport and Tourism) that perform sporadic and non-regular initiatives on raising climate awareness mostly because of the lack of financial resources and completion of the projects.

The role of the NGOs and SCOs on raising awareness on climate change in the country, especially on the grass-root and community level, is highly acknowledged. They provide trainings and educational services on practical responses (adaptation practices, sustainable use of water and land, etc.) to climate change impacts. At the national level, NGOs are the main players for organization and conducting the mass awareness campaigns, like the Earth Hour, 350 movements, etc.

#### 3.3.1. Governmental agencies and universities

The main events that are usually conducted by the governmental agencies and universities on raising awareness about climate change in Tajikistan are workshops, trainings, round tables, press-conferences and national/international conferences. Meanwhile, the latter do not

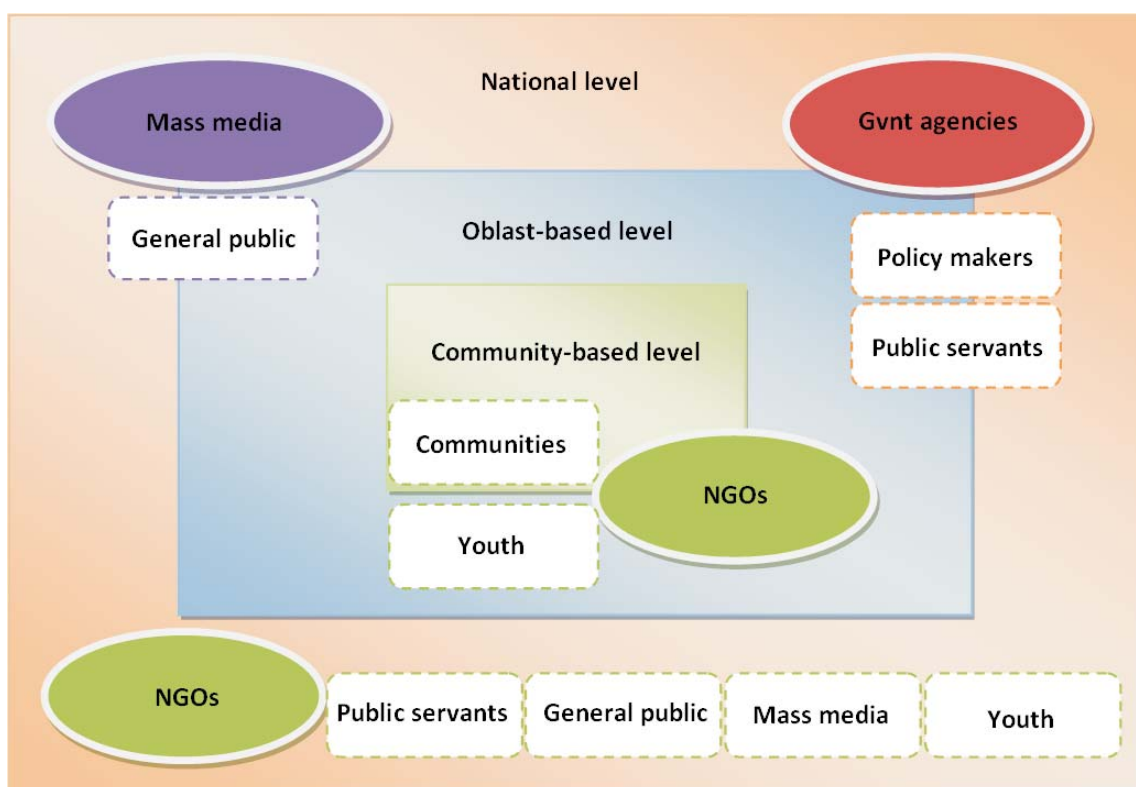


Chart 1: Main players on climate change awareness raising in Tajikistan

particularly focus on climate change but rather use it as a cross-cutting issue in any other related areas of research. The audience for such events usually covers the policy-makers, experts, and NGOs.

(a) *State Committee for environmental protection under the GoT*

The State Committee for environmental protection and forestry under the Government of the Republic of Tajikistan is the central body of executive authority that conducts its activities in line with the integrated state policy on environmental protection, forestry, protected areas, hydrometeorology, rational use of natural resources, and conducts the state control over environmental protection and use of natural resources. The major priorities among the Committee's activities are: protection, restoration and rehabilitation of forests and natural parks, rational use of flora and fauna, control over protected areas and tourist routes, water resources, air, minerals, norms of environmental and biological security, etc (Makhmadaliev et al. 2008).

However, the activities<sup>4</sup> that involve climate change education and raising awareness are not sufficient for the time being. Until 2008, the Committee and its Department of the Ecological Propaganda regularly produced the ecological newsletters, which touched upon numerous environmentally-related topics, including climate change. However, due to the reorganization of the organizational structure of the Committee, the Department and, therefore, the periodical no longer exist. In September 2011, however, the first attempt in renewal of the periodic issuance started, resulting in a new publication, named “Nature protection” that dedicates to highlighting the environmental problems, including climate change. In the past years, however, with the support of the international agencies and projects, an attempt was made to renew the activities of the Department, which was resulted in the establishment of the Ecological Education Centre (2010).

Moreover, within the UNDP Project on environmental learning<sup>5</sup> the resource centres were opened on the basis of the State Polytechnic University and Postgraduate Institute of the continuous education. The centres developed two training modules that include climate change agenda for the secondary schools and high education institutes. It is expected that the centres will further develop new training modules on climate change and organize a series of trainings and workshops for teachers and public servants (pers. com Davlatov 2011).

(b) *State Administration for hydrometeorology*

The State Administration for Hydrometeorology or Tajik Hydromet, is a coordinating governmental entity responsible for the implementation of the UN Framework Convention on Climate Change in the Republic of Tajikistan. The following commitments, in cooperation with other governmental agencies, research organizations and NGOs, are foreseen and included: research and projection of climate change, preparation of the GHG inventories and national communications under the UNFCCC, maintaining the cooperation with UNFCCC, IPCC and other international and regional institutions (Makhmadaliev et al. 2008).

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<sup>4</sup> The main responsibilities to act on climate change in Tajikistan are delegated to the State Administration for Hydrometeorology, which is the governmental body under the authority of the Committee

<sup>5</sup> More information about the project is available at the [http://www.undp.tj/index.php?option=com\\_content&task=view&id=422&Itemid=129](http://www.undp.tj/index.php?option=com_content&task=view&id=422&Itemid=129)



**Image 1.** National workshop on climate change  
**Source:** State Administration for hydrometeorology

The awareness-raising stands as one of the priorities of the climate change policy of the Tajik Hydromet, which, inter alia, is envisaged in the commitments under the UNFCCC, particularly the Article 6. The Climate change centre (CCC), which was established in 2004, provides technical assistance, maintains the resource materials and advocates about climate change adaptation and mitigation in Tajikistan at international forums and conferences. During the preparation of the Second National Communication, the CCC in collaboration with the project team organized the climate change educational trainings (basic climate science, climate change impacts and mitigation measures) in a number of schools (Dushanbe) and university (Khujand) in the country (pers. com. Rajabov, 2011).

In overall, the awareness programme of the Tajik Hydromet envisages the national workshops, trainings, capacity building and technical assistance to the local experts/governmental agencies and educational campaigns (like the lectures for the schoolchildren and students, movie screening, etc.). The dissemination of the information on climate change is also recognized. Upon the completion of each priority section on climate change<sup>6</sup> within the frames of the FNC, SNC and NAP preparation, the Tajik Hydromet presented the main findings at a series of the national workshops, working groups and round tables with involvement of the policy makers, national experts, NGOs and media (pers. com Rajabov, 2011). The need for new research of the Tajikistan glaciers in light of global climate change was repeatedly announced in the national and regional conferences with the Tajik Hydromet representing the strong evidence base<sup>7</sup> (graphs, photos,

<sup>6</sup> These sections included: the National Greenhouse Gas Inventory, Vulnerability and Adaptation assessment and Climate change mitigation and Policy, Raising awareness and education on climate change

<sup>7</sup> CD “Glaciers of Tajikistan and global warming” (2007)



calculations and survey findings) on glacial retreat in the Pamir-Alai region. Until the present time, this evidence base serves as a good reference platform for a number of projects and initiatives in the region<sup>8</sup>. The dissemination of the important information and findings of the research and observation of climate change is usually channeled through the media and NGOs. First awareness workshops were held within the FNC and SNC projects with the target groups, representing the mass media and non-governmental environmental and educational organizations as well as the civil societies, who were given the basic information about climate science, adverse impacts of climate change and existing and planned global and national policies. These workshops<sup>9</sup> in fact, were the first attempt of the governmental agency to attract the attention of the society and general public to the problem of climate change in Tajikistan through the means of other players, i.e. media and non-governmental organizations.



**Image 2.** Raising awareness on climate change in schools  
**Source:** State Administration for hydrometeorology

(c) *Ministry of energy and industry*

The Ministry of energy and industry (MEI) is the governmental entity responsible for the implementation of the Kyoto Protocol, in particular, Clean Development Mechanism (CDM) policy in Tajikistan, acquiring the mandate of the Designated National Authority (DNA) since 2009. Throughout of its existence, the MEI with support of the donors<sup>10</sup>, conducted a number of awareness workshops and round tables on CDM and its procedures and launched a web-site<sup>11</sup> for

<sup>8</sup> PPCR, International Complex Expedition to Pamir (2011)

<sup>9</sup> The awareness workshops are usually accompanied by other additional reference materials, prepared by the national experts, including booklets, handouts of the presentations, publications and CDs ([www.meteo.tj](http://www.meteo.tj))

<sup>10</sup> UNDP/GEF project on the capacity building of the MEI on the Kyoto Protocol

<sup>11</sup> <http://cdm.tj>



information exchange. As a result of this project, the capacity of the DNA was strengthened in terms of procedures and guidelines and PIN submission in line with CDM mechanism. Three potential projects were identified.

(d) *Committee of the youth, tourism and sport*

Raising awareness campaigns are sometimes conducted by other governmental agencies in the frames of the environmental or youth projects. For example, in 2010, the Committee of the Youth, Tourism and Sport with the support of Intergovernmental Fund for Humanitarian Cooperation of CIS conducted a one-week educational environmental camp “Ecology of the Commonwealth” with involvement of more than 50 representatives from 8 CIS countries: Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia and Tajikistan. Throughout the course of this event, the youth took an active part in educational seminars on ecology, climate change and energy saving. The overall goal of the camp was to create favorable conditions for strengthening of the youth cooperation and improving the level of the audience's awareness on environmental problems<sup>12</sup>. However, such awareness-raising camp was a one-time entry event that is conducted on irregular basis.

(e) *Schools, universities, academia and post-graduate institutes*

In overall, climate change is not included into curriculums of the secondary schools and high education institutions. Any events that aim at raising awareness on climate change among the target audience (namely, students and schoolchildren) are of sporadic manner, which are usually conducted by NGOs and experts within the temporary projects. The only exception case is with the Faculty of the Human Hygiene of the State Medical University that provides periodic lectures on adaptation of the human being to climate change to the medical students since 2003 (pers. com. Prof. Kayumov 2011). On the other hand, in 2011 the issue of climate change became crosscutting in the educational modules on human development, which is introduced in 6 universities in Dushanbe city (pers. com. Prof. Babadjanov 2011).

In 2010, the Postgraduate Institute of continuous education developed three training modules in line with three Rio Conventions (UNFCCC, UNF CBD, UNCCD) with the one to describe the problem of climate change in a full extent. In 2011 and onwards, it is expected that the Institute will deliver 20 trainings on climate change for public servants in main oblasts of Tajikistan as well as set up the department on ecologic education (pers. com Davlatov 2011).

The issue of climate change is relatively new for the secondary schools, which is not yet introduced in systematic curricula. However, the first steps forward are done in 2005. The Ministry of education approved the new textbook “Environment for future generation” (elaborated by the CAREC project team), which inter alia includes the sections on climate change and impacts. Around 500 copies of the textbook and 300 posters were circulated in 200 secondary schools of the country and are mostly used for out-of-school activities (pers. com Davlatov 2011).

<sup>12</sup> <http://www.mfsgs-sng.org>

### 3.3.2. Non-governmental organizations and civil society organizations

The role of the NGOs in awareness raising and education is extremely important in Tajikistan. The main players among the national and international NGOs along with the CSOs that provide services on raising awareness on climate change in Tajikistan, are the Youth Ecological Centre, the Little Earth, the Youth of the 21st century, the Centre for Climate change and disaster reduction, Tajik Branch of the Regional Environmental Centre for Central Asia (CAREC), CAMP Kukhiston, Oxfam, Acted, etc. A summary of the NGOs that are actively involved in raising awareness on climate change in the country is given below.

#### 3.3.2.1. NGO activities and initiatives on climate change awareness raising

##### (a) *School and youth projects on climate change awareness*

Raising awareness and education are the principle objectives of the numerous NGOs in the country. These players are working in various areas of expertise: agricultural development, human rights, politics, gender equality, natural hazards and risks, etc. The NGOs that are working on environmental issues and climate change are also recognized. They are the Youth Ecological Centre, Little Earth, Youth of the 21st century; the Centre for climate change and disaster reduction, CAREC, NGO “Human ecology”, etc<sup>13</sup>. The projects that address both environmental issues and education of the youth serve as a good example of the successful implementation of the raising awareness activities by local NGOs. Since 2006, within the SPARE<sup>14</sup> project, the NGO “Little Earth”, focusing on energy efficiency and climate change, could reach 70 secondary schools located in Dushanbe, Sughd oblast, Khatlon oblast and GBAO.

Interactive communication, raising awareness, education and team-building are the priorities of the conduction of summer environmental camps for the youth that are annually organized and welcomed by the NGO “Youth Ecological Centre”. The agenda of such camps usually includes environmental trainings (including those of climate change) and master classes on production of solar kitchens and basic solar water heaters. The regular debates with involvement of the youth are also very popular in the activity of the Centre. In overall, since 2008 the topic of climate change was recognized as the most discussed one in a series of the national debates<sup>15</sup>.

The youth and its environmental education are the priorities of other NGOs as well. For example, the “Youth Group for Protection of Environment” or YGPE, leads the environmental movement named “Green Patrol” in the northern Tajikistan and mostly focuses on Sughd oblast secondary schools. The team of the movement conducts regular awareness-raising campaigns on environmental protection, energy saving, reduction the natural hazards and risks and climate change<sup>16</sup>.

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<sup>13</sup> Summary table describing the mandate and initiatives dedicated to climate change awareness and education of the main players in Tajikistan is available in a separate matrix.

<sup>14</sup> SPARE or the School Project on Application of Resources and Energy, funded by the Norwegian Environment Protection Society is currently implemented in 16 countries worldwide. For more information, please, refer to <http://www.spareworld.org/rus/tadjikistan>

<sup>15</sup> More information is available at the: [www.ecocentre.tj](http://www.ecocentre.tj)

<sup>16</sup> For more information, please, refer to: <http://ygpe.tj/>



**Image 3.** Youth making the model of solar kitchen  
**Source:** Youth Ecological Centre

*(b) Raising awareness on climate change of the governmental agencies and communities*

The role of NGOs is also recognized to strengthen the capacity of the governmental officials and experts through involvement of the national, international and regional consultants and provision of trainings and education courses. The principle players in this area are the CAREC and CCRD.

Designed by the CAREC in 2009, the advanced training course on sustainable development, including climate change and energy efficiency, is an evidence of the capacity building of the public servants (CAREC 29). This course was introduced in the training modules of the State Committee for environmental protection and forestry in 2009, serving as an example of interdepartmental cooperation and raising of awareness about environmental challenges and climate change impacts<sup>17</sup>. With a focus on disaster risk reduction and climate change, the CCCR provides technical assistance and advice to the professionals and practitioners of the Committee of emergency and civil defense through the trainings, workshops and interactive courses.

The crucial role in educating the farmers and local community on climate change belongs to the Youth of the 21st century, who developed the training modules on three Rio Conventions, including the topic of climate change. In 2011 the NGO covered 4 local jamoats of the RRA.

<sup>17</sup> For more information, please, see: [www.carecnet.org](http://www.carecnet.org)



NGOs are active players in working with the communities. Through provision of the trainings and master-classes, the NGOs enable them to acquire practical skills on climate change adaptation practices. For example, since 2008, the Youth Ecological Centre set up a number of community-based centres in Kabodiyan, Nosiri-Khisrav, Shartuz and Gissar districts that provide support to the communities in effective use of the natural resources, construction of solar greenhouses and energy-efficient stoves, use of drought-resistant crops and employment of the renewable energy sources through master classes and on-site trainings (YEC 2009). The approach in establishment of the community-based information centres is also evident in the activities of the PO “Azal” that conducts climate-related trainings and produces awareness materials for the communities living in Rasht valley.

In order to raise awareness and strengthen the capacity of the communities in the above mentioned areas, the Centre regularly invites not only practical trainers but the national experts from the academia and scientific institutions. Moreover, the trained farmers also contribute to education and awareness-raising, informing other villagers that live in neighboring communities. To provide a live picture and test of the proposed adaptation practices, the Centre in cooperation with local farmers, set up 6 demonstration plots, located in Khatlon oblast (Kabodiyan, Nosiri-Khisrav, Shaartuz) and RRA oblast (Gissar district) that aim to visually display not only the evidence of the sustainable use of the natural resources but to acquire social and economic benefits from the used technologies. The main principles foreseen here is that the technology should be low-costly and easily to repeat, should be based on experience and adaptive to the existing local conditions (YEC 2008).

Raising awareness of the local communities about climate risk management and development of adaptation practices in agricultural and land management sector is the principal direction of the projects implemented by the AGOCA network (or the Alliance of Central Asian Mountain Communities). The NGO CAMP “Kuhiston” provides technical assistance and information materials to the communities by improving the use of natural resources and contributing



**Image 4.** Raising awareness on adaptation practices for women in the communities

**Source:** Youth Ecological Centre

awareness-raising activities on adaptation<sup>18</sup>. The trainings that include sustainable land management practices and climate change cover the (i) adaptation of the land use to climate risks, (ii) identification of drought-resistant crops and varieties, (iii) improved practices of the pasture management, (iv) sustainable water management practices, and (v) disaster risk management.

The principle in sustainable use of the natural resources, namely, land management, agricultural development and water management in light of climate change is also a platform for the community-based activities of other NGOs. For example, the NGO “Foundation to Support Civil Initiatives” collects and analyses traditional land and water use practices, distributes the knowledge among the communities and, therefore, helps them to adapt to climate change<sup>19</sup>. On the other hand, NGOs “Zan va Zamin”, “Mehrangez”, “Nau”, NGOs “Ghamkori bakhri tarakkiet”, “Baht” and “Saodat” work closely with farmers, women's groups and extremely poor communities. They develop brochures and booklets to educate and inform their target groups about adaptation practices, mostly of local bio- and agro-diversity in light of climate change (Partoev and Rajabov 2010).

### 3.3.3. Activities of the international NGOs and agencies on climate change awareness

As it was mentioned in previous chapters, the majority of the initiatives on climate change awareness are performed within the projects and programmes funded by the international agencies. The main players among the international agencies on climate change in Tajikistan are WB, ADB, UNDP, OSCE, EU, GIZ, Acted, Oxfam, etc. These programmes, even though, not directly perform climate change activities, but highlight its importance and possible impacts on other crosscutting sectors, like economic and human development, deviations in the rate of natural hazards, etc. Specific activities on systematization and documentation of technologies and approaches on natural resource management in light of climate change as well as strengthening of capacity of the national experts are obvious in Tajikistan since 2010-2011. The projects on sustainable land management<sup>20</sup> can serve as best examples.

One should mention the role of Oxfam GB activities in dealing with climate change in Tajikistan. In the framework of its information campaign conducted in 2010-2011, this international NGO conducted three press-conferences dedicated to the presentation of the findings of the performed surveys on climate change<sup>21</sup>. Despite local NGOs, which mainly focus on the population and bring together young people, Oxfam focuses on governmental officials and workers of international organizations involved in climate projects and PPCR. In the future Oxfam plans to develop strategies of information campaigns aimed at civil society and communities.

<sup>18</sup> More information is available at the: <http://www.camp.tj>

<sup>19</sup> More information is available at the: <http://www.fsci.freenet.tj>

<sup>20</sup> PALM or Sustainable Land Management in the High Pamir-Alai Mountains is a transboundary initiative of Tajikistan and Kyrgyzstan aiming to restore, sustain, and enhance the productive and protective functions of the trans-boundary ecosystems of the High Pamir and Pamir-Alai Mountains. WOCAT or the World Overview of Conservation Approaches and Technologies is the established global network of Soil and Water Conservation (SWC) specialists, contributing to sustainable land management (SLM). CACILM or the Central Asian Countries Initiative on Land Management is a partnership between Central Asian countries and international donor community to combat land degradation and improve rural livelihoods and adapt to climate change in Kazakhstan, Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan.

<sup>21</sup> For more information, please, refer to “Climate change and poverty in Tajikistan” (Oxfam, 2010), “Climate Change beyond coping. Women smallholder farmers in Tajikistan” (Oxfam, 2011), “Climate change investment through the Pilot Programme for Climate Resilience in Tajikistan” (Oxfam, 2011)



### 3.4. Role of mass media in raising awareness on climate change

In Tajikistan mass media mainly focuses on climate change and security. They are highlighted in press, TV and radio programs and in the Internet. It is known that the coverage of climate change in Tajikistan pursues two main reasons. First, climate change issue is rather politicized and is directly (even if it's a fact) interlinked with existing and future challenges of water deficit and energy production. At the same time, the media often refers to the country's insignificant rate of greenhouse gas emissions due to hydropower generation as opposed to the neighboring states, who excessively use fossil fuels that challenges the environmental and energy security between the countries<sup>22</sup>. Second, mass media recognizes the attraction of climate investments to the economic development as a priority<sup>23</sup>.

Although, the role of the media in highlighting the policy and security issues of climate change in Tajikistan is recognized, it does not overwhelmingly cover the basic needs of awareness-raising of the general public. Unfortunately, the interest of the big mass media companies in the country to environmental challenges and climate change grounded mostly on commercial basis. One has to pay to publish the article or post the video or other information materials in the press or TV and radio. Moreover, it is the big broadcasting companies that have coverage along the whole country sides and oblasts. The enthusiasm of the journalists to highlight the issue of climate change in press and radio programmes, is nevertheless, growing. This became possible because of the launch of big programmes on climate change, including PPCR and interest from the GoT<sup>24</sup>. At present, the Ecological Journalists' Club is set-up to highlight the issues of environment and climate change. The Club covers 20 journalists, who are frequently meet to exchange news and communication as well as to deal with other issues. The agenda and programme of the club's functions are flexible and do not rely on the strict media plan. Therefore, the members of the Club

**Summary table 2: Capacity building trainings for mass media on climate change**

Training	Responsible NGO	Date
Training on Climate Change	Dushanbe Media Resource Center with YEC	2008
Training on “Communication skills: Climate change”	UNESCO in partnership with the Central Asia Regional Eco Center's Office in Tajikistan	2009
Journalism and climate change training	Public Organization “Homa”	2010
Ways for improving the reporting skills on natural environment, climate change and biodiversity	“Tajikistan – XXI Century” independent school of journalism	2010
Monthly seminars to inform journalists about protecting the natural environment	New Club of Eco Journalists which has been set up on the basis of the Environment Protection Committee under the Government of Tajikistan	2011

<sup>22</sup> Sh. Nazarov “Peaceful Wind Rose”, “News time” #202, 2566 as of November 3, 2010

<sup>23</sup> K. Nabieva “Corruption poses no threat to Tajikistan's eco project”, Deutsche Welle, as of August 27, 2010

<sup>24</sup> For example, a series of awareness raising activities, including radio translation and video screening about climate change and its impacts on glaciers of Tajikistan, was developed in the frames of the International Pamir Expedition in 2011. (Pers. comm. Prof. Kayumov 2011)

are free to decide what particular environmental issue they wish to reflect. However, the capacity of the media to properly interpret climate change science, impacts and mitigation is limited enough. The representatives of the press, radio and TV are regularly invited to the workshops, conferences and round tables, but the knowledge acquired is still limited. In order to strengthen the capacity of the mass media, a number of trainings were conducted by the local NGOs with the technical support of the Tajikhydromet. Below is the summary table, highlighting the courses and trainings that were organized for the mass media in the past three years.

### 3.5. Public actions and campaigns

Public campaigns and actions dedicated to climate change mitigation and protection of environment are regularly conducted in Tajikistan with involvement of general public, mass media and local authorities, mainly in Dushanbe city (see Annex 4). The following are a number of those, organized by local NGOs.

#### (a) “Earth Hour”

Earth Hour started in 2007 in Sydney, Australia when 2.2 million individuals and more than 2,000 businesses turned their lights off for one hour to take a stand against climate change. Only a year later and Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries/territories participating. Global landmarks such as the Sydney Harbour Bridge, CN Tower in Toronto, Golden Gate Bridge in San Francisco, and Rome's Colosseum, all stood in darkness, as symbols of hope for a cause that grows more urgent by the hour. On Saturday March 26th, Earth Hour 2011 became the biggest Earth Hour ever. 135 countries took part, many for the first time including Lebanon, Jamaica, Iran, Uganda, Swaziland, Tajikistan, Chad, Azerbaijan, Gibraltar, Palestine, Suriname, Uzbekistan, Trinidad & Tobago and Lesotho. Earth Hour 2011 marks the beginning of a new era, with individuals, organisations and governments asked to go beyond the hour by committing to ongoing action for the planet<sup>25</sup>.

In Tajikistan, on the 26th of March 2011, according to the Dushanbe Mayor's decision, the electricity was off for one hour (in all residential areas, traffic lights and advertisement) as a joint action dedicated to the Earth Hour. However, preliminary information about this campaign and dedication to climate change were insufficient as the people in Dushanbe used to have regular black outs and there was no enthusiasm and understanding. Many people were simply frustrated.

#### (b) «350.org»

350.org is an international environmental organization headed by Bill McKibben, with the goal of building a global grassroots movement to raise awareness of climate change, to confront climate change denial, and to cut emissions of greenhouse gases in order to slow the rate of global warming. 350.org takes its name from the research of NASA scientist James E. Hansen, who posited in a 2007 paper that 350 parts-per-million (ppm) of CO<sub>2</sub> in the atmosphere is a safe upper limit to avoid a climate tipping point. The overall goal of the 350.org movement is to influence the governments worldwide to adopt policies that would lower carbon dioxide emissions<sup>26</sup>.

<sup>25</sup> For more information, please, visit the source: <http://www.earthhour.org/about/>

<sup>26</sup> More information about the worldwide campaign is available at: [www.350.org](http://www.350.org)

The 350.org movement was for the first time conducted in Tajikistan in 2009 by public organizations, members of the Ecological NGOs club together with the Tajik Hydromet. The action included a drawing contest that was conducted in Dushanbe secondary schools and dedicated to climate problem, exhibition of works of students and pupils, climate contest and demonstration of climate related videos. The first ever open air campaign was conducted in Dushanbe in a symbolic date 10/10/2010 at 10.00 local time. The campaign was conducted under the international “350.org” movement. It was conducted in one of the biggest avenues of the Dushanbe city. The campaign brought together bicycle and skateboard amateurs and professionals, who took part in the marathon and disseminated ecologic brochures to passersby. The campaign was conducted by a series of NGOs, including “Youth of the 21st century”, “Little Earth”, “Youth of the new century”, “YEC” with a support of the State Committee for environment protection and forestry and Dushanbe Mayor's Office.



**Image 5.** 350 org. campaign in Dushanbe

**Source:** Umed Ulugov

(c) «Earth Day»

Every year on the 22nd of April Tajikistan hosts an eco-campaign dedicated to the biggest environmental festival: the “Earth Day”. Every year public and governmental ecological organizations conduct festivals, contests, exhibitions, as well as screen videos and conduct cleaning and greenery campaigns. It is already 12 years that Tajikistan celebrates this campaign. In 2008, 2009 and 2010, the Earth Day event was dedicated to climate change, promoting more responsible and careful behavior in consumption of natural resources and energy saving. The contests were performed in schools and universities, whereas, exhibitions, graffiti contests, concerts, eco-photo hunting were conducted in public places. The “Earth Day” campaign brings together citizens of Tajikistan and the youth. Traditionally, it is organized by non-governmental organizations based in Dushanbe, Khujand and Kulob together with the oblast branches of the State Committee for environmental protection and forestry.





**Image 6.** Earth Day campaign in Dushanbe

**Source:** Youth Ecological Centre

### 3.5.1. Awareness raising campaigns and means of message delivery that can be used in the area of climate change and related issues

The awareness raising campaigns both on climate change and climate-related issues that proved successful in the region and other countries can also be replicated to draw the attention of the general public to the issue of climate change, its impacts and adaptation. The approach to innovative ideas can play a critical role. For example, the exhibition on wheels that was used within the SDC regional project on *Awareness Building for Integrated Local Risk Management* proved to be very successful in reaching the communities with learning materials (posters, photos and texts on risk management). The exhibition was accompanied by presentation of thematic film. Since the raising awareness campaigns are tend to be the “city” format, i.e. the citizens of the big cities and towns of the country is the key target audience, the *exhibition on wheels* can be widely used in villages and rural areas, therefore, reaching the less informed people.

Another good example to raise the awareness on climate change and mitigation can be used from this year campaign on *Energy Efficiency Day* (11-11-11), which took part in Dushanbe city centre. The campaign was designed by NGO “Little Earth” activists, who were running into large shops and cafes along the main city avenue, performing the flash mobs and holding the big posters with a key information about the energy saving. This campaign attracted a wide attention among the citizens of Dushanbe and was further translated into video post.

Mass campaigns dedicated to the *World AID's Day* tend to be regular and successful in Tajikistan<sup>27</sup>, especially in terms of joint efforts from all agents dealing with HIV prevention. The governmental organizations in tandem with international agencies and NGOs jointly collaborate in preparation

<sup>27</sup> Pers. com with N. Mustaeva, UNDP programme associate (12 Nov 2011)

to this date and usually conduct the high-level conference/workshops and press-conference, take part in dedicated festivals and concerts. Volunteers walk around the streets and distribute the information leaflets and prevention materials, NGOs make the theater performance and conduct the competitions among the general public and youth. The high advantage of this Day is its memorizing effect: the people know the date (the 1st of December) and AIDS/HIV logo (red ribbon). The success of the campaign is also its regularity and participatory approach. The similar type of the campaign can also be used in raising awareness on CC.

One can also diversify the means and tools in reaching the audience. For example, the widely used facebook, twitter and youtube can be an excellent means for raising awareness on CC and related issues. For example, the education video (prepared by the NGO Youth of the 21st century within the UNDP project on sustainable transport) on using the “clean” transport (trolleys, buses and bicycles) in Dushanbe city to reduce CO<sub>2</sub> emissions from vehicles was promoted in youtube and facebook, and tends to increase the awareness about CC mitigation. The same communication tool (youtube) was also used when presenting the evidences about global warming and its impacts on the glaciers of Tajikistan (in the frames of the Pamir expedition in 2011).

Wide street boards and screens can also play a crucial role in raising awareness. For example, the large screen in crowded shopping centre in Dushanbe that regularly demonstrates the learning videos about prevention on domestic violence is eye catchy and reaches thousands of people every day. This communication tool can also be replicated while raising the awareness on CC and its impacts/adaptation.

In addition to the mentioned above communication means, the press should not be avoided. Instead of publishing too many articles about CC and related issues in the newspapers (which undoubtedly require skills and knowledge of journalists, whose capacity on CC needs to be strengthened) short fact statistics about CC (e.g. climate-induced disasters, climate variability, upcoming CC awareness campaigns, etc.) can be reported on the paper header. The advantage in using this type of a communication means is its eye-catchy and memorizing effect and wide coverage of the reading population.

Despite of the benefits in using the above mentioned communication means in raising the awareness of the population, the main drawback remains its limited accessibility to rural population. It is known that the rural population do not have an access to internet and online resources as well as do not have regular access to TV and press. Therefore, other means of reaching the rural population to the CC information need to be explored. One of the examples can be driven from the Radio Action Day that was organized by the NGO CAMP Kukhiston. During the two-hour live radio translation (“Sadoi Dushanbe”) the leading experts and professionals, dealing with mountain environment and associated natural hazards tried to reach the general public through discussions, questions and answers, etc. The same approach can be explored in conducting the awareness campaign on CC issues using radio means. The people can ask questions on CC, while the national experts can properly deliver key messages. Moreover, the rural population, who receive the information mostly through radio, will be reached as well.

A full list of the awareness-raising campaigns on CC and other issues is provided in a matrix (Annex 4).



### 3.6. Publications, reference materials and training modules

#### (a) Reference materials and scientific publications

The First National Communication (FNC) on climate change under the UNFCCC (2002), including the FNC Phase 2 on capacity building (2003), the Second National Communication (SNC) on climate change under the UNFCCC (2008) along with the National Action Plan (NAP) for climate change mitigation (2003) serve as a solid national reference platform for the preparation and publication of other publications and materials on climate change in Tajikistan. The reference base is regularly updated by newly prepared or updated assessment reports, performed within other international and regional initiatives. They include: Adapting to climate change in Europe and Central Asia (WB, 2009); National and regional interventions towards environmental sustainability and sustainable natural resource management in 2008-2009 in Tajikistan (UNDP, 2009); Climate change survey in Tajikistan (OSCE, 2010), Climate change in Central Asia (ZOI Environmental Network, 2010), and a number of publications on the Kyoto Protocol and CDM for the country circumstances, publications on climate change and health, climate change and natural resources (A. Kayumov, B. Makhmadaliev, 2002 and 2006 accordingly), etc. A list of publications on climate change, including national scientific literature that are referenced, and popular materials, addressing various target groups is provided in Annex 3<sup>28</sup>.

In order to meet the needs of the youth, general public and communities in education as well as in performing adaptation practices on the ground, the role of NGOs in adjusting and downscaling the above mentioned publications is crucial. The main players in producing these materials are the YEC, NGO Little Earth, CAREC, Oxfam GB, Khamkori Bahri Tarakkiet and Red Crescent Society of Tajikistan. The newly published materials are regularly disseminated throughout the workshops, trainings and uploaded to the websites.

The following publications on climate change for various target groups can serve as live examples of the NGOs contribution. Focusing on the pupils of the secondary schools and students of higher education institutions, the education book “Interesting Ecology” (YEC, 2007) discovers the environmental problems and particularly highlights the issue of climate change. The publication “Everything about climate change problem” (YEC, 2011) and “Global warming” (YEC, 2010) provide basic information about the causes and impacts of global warming and climate change, with the latter focusing on schoolchildren. The popular brochure “Climate Change” (YEC, 2007) and “Adaptation to climate change” (YEC, 2010) discuss the causes and impacts of climate change globally and nationally. Targeting on the local communities, especially farmers, the brochure “Recommendations for dekhkan farms on adaptation to climate change”, (YEC, 2010) provides practical recommendations on adaptation of the agriculture and land management to climate change. The brief brochure on the “Best practices on climate change adaptation” identifies practical measures on adaptation for the general public and communities (YEC, 2011). The publication “Climate change: from facts to policy” (YEC, 2010) discusses the international and national climate change policy.

<sup>28</sup> The report does not aim to collect the total roster of literature and reference materials on climate change in Tajikistan. It rather considers most popular and available publications, which are mainly used to increase awareness on climate change in the country (author's remark).

### *(b) Training materials and modules*

The preparation and use of the training materials and modules designed to be used as education and raising awareness base on environmental and climate change. In 2009, the CAREC together with the YEC and NGO Little Earth developed a new training module on climate change for teachers of secondary schools and universities. More than 60 teachers were trained using this module in 2010. As oppose to the curriculums designed in a series of universities for routine share of knowledge, this module is designed to formulize the environmentally-friendly viewpoint, aiming to positively change the consumer behavior. The Manual “Environment for future generations” (CAREC, 2005) contains the updated data and information about climate change and possible measures of mitigation. The manual was designed by a working group on environmental education CAREC. It was successfully recommended by the Ministry of Education to use during the environmental classes in the national secondary schools.

The “Green Pack” training materials package that was developed by CAREC in 2011 for Central Asia with a focus on students, contains specific training manuals and distribution materials (visuals, education movies, etc.) that are available in interactive mode, covering 22 subjects in the field of natural environment and sustainable development, including climate change (CAREC, 2011).

### *(c) Visual materials*

Visual materials, like videos, posters, and banners are another means of visually attract the attention of the people to the problem of climate change. The main producers of posters and videos on climate change in Russian and Tajik were designed by CAREC working group on environmental education in 2005. These are important methodic materials that allow developing new environmental thinking and understanding, and positively change the human behavior and reduce its impact on environment. More than 150 sets (each consists of 5 thematic posters) and video films were distributed among secondary schools, universities, non-governmental organizations and through the Institute of the continuing education, and branches of the Environment Protection Committee in the oblasts of the country.

Despite of some developed publications on climate change both by the governmental and non-governmental organizations in Tajikistan, there is an extreme deficit of publications in the national language, i.e. Tajik. Although, the target audience in cities understands the information in Russian, majority of the communities, who are living in the rural areas, communicate in Tajik only. Therefore, considering that the rural population compiles up to 70% of the total population of Tajikistan, it is important to elaborate both training materials and practical brochures in the national language.

### 3.7. Communication tools

The means of communication exchange on climate change by the NGOs is wide enough and include the publication and distribution of periodic magazines and newsletters, organization of round tables and meetings, extensive use of the network, websites, etc. Below is provided a list of communication tools that enable the NGOs to exchange the latest environmental and climate change news;

#### (a) *Magazines and newsletters*

The periodical “Tabiat” (or Nature) (YEC 2011) is a monthly magazine produced by the Youth Ecological Centre that mostly narrates about the sustainable management of the natural resources. In 2010-2011 the edition was extremely popular with its climate change thematic and included important articles on the national climate policy, international talks, progress under the CDM of the Kyoto Protocol, adaptation to climate change, including best adaptation practices at the community-based level, etc. The Magazine “Compass” (YGPE 2011) is mostly circulated in the northern Tajikistan. Aiming at its target group – the youth – the magazine is dedicated to the environment protection and climate change adaptation and mitigation. The Newsletter “Green energy” (2011) is dedicated to energy saving and energy efficiency and considers a series of adaptation measures and practices related to sustainable use of energy sources in light of climate change. The Magazine “Sustainable development: first steps” (2011) considers the issues of local economic development and touches upon adaptation practices to climate change impacts.

#### (b) *E-mailing list and network*

TajCN or the Tajik NGOs Climate Change Network was set up in 2008 by a joint initiative of the YEC, NGO “Little Earth” and Club of Ecological NGOs, established in Tajikistan. TajCN is the informal network of free exchange of information, dialogue and discussions of the CSOs and other partners that highlights the issues of environmental and climate policy, adaptation to climate change, energy efficiency, deployment of renewable energy sources. The main principle of the network is to promote the interests of the civil society on the national climate change policy, maintain a joint platform of actions in the international climate policy, raise awareness and strengthen the capacity of NGOs and CSOs on climate change, etc. At present, the network is popular enough and includes up to 86 subscribers that represent local NGOs, international agencies, organizations from the CIS, experts and academicians and mass media (pers. com. Idrisov 2011).

#### (c) *Websites*

A number of the NGOs websites was indicated as a reference to the section above. The websites that regularly update the information and news about climate change in Tajikistan are those of the State Administration for Hydrometeorology ([www.meteo.tj](http://www.meteo.tj)), Committee for environmental protection under the GoT ([www.hifzitablet.tj](http://www.hifzitablet.tj)), Youth Ecologic Center, ([www.ecocentre.tj](http://www.ecocentre.tj)), the NGO “Little Earth” (<https://sites.google.com/site/littleearth>), the NGO “Youth group for protection of environment” (<http://ygpe.tj/>). These websites have thematic sections on climate change and serve as a reference platform of important sources of environmental and climate change information in the country. The website of the State Administration for hydrometeorology and Committee for environmental protection serve as database for official information, while NGOs sites grant access to CSOs and youth.

## Chapter 2: Gaps and recommendations on education and awareness on climate change in Tajikistan

Based on the existing situation on the present awareness of the population on climate change in Tajikistan as well as on acting players in this area, who deliver the services in the country, the following gaps on educating and raising awareness on environment and climate change were identified.

### **(i) Absence of policy in introduction of climate change subject to systematic curricula of school, university and specialized institutions for adult education**

Although the basic legal and normative base to act on climate change in Tajikistan along with the platform that was set up to promote environmental learning and education are evident, no substantial changes are witnessed to the date. The existing curricula of the secondary schools, universities and specialized institutions for adult education do not consider climate change. The environmental classes that are conducted in educational institutions still have the lessons on nature protection but nothing about climate change<sup>29</sup>. The related events that are performed in schools and universities both by NGOs and trained teachers remain voluntary. On the other hand, the activities on environmental education that had been initiated in the Postgraduate Institute for continuous education that envisage the topics of climate change for a wide audience, including the adults, local communities and public servants. Despite of this good start, the issue of sustainability is challenging. The development of the modules and provision of educational trainings to a number of farmers and rural authorities were within the UNDP project on environmental learning that will be completed in the end of 2011, meaning that the continuous work of the Institute will need further capacity building in the subsequent years as well as require resources and funds.

### **Recommendations:**

- Integrate the issue of climate change and adaptation to training curricula at all educational level (secondary schools, universities and postgraduate institutes for continuous education, etc.) on a systematic basis, including the mainstreaming to the educational policy and programmes (e.g. State Programme for environmental education for the forthcoming years).
- Promote the crosscutting comprehension/ understanding of the problem (e.g. integrate the risk of climate change and adaptation to training modules/ curricula on poverty reduction, economic development, etc.) in the specialized institutions (universities, postgraduate institute for continuous education, etc.). The efforts have already being made to integrate climate change to the human development module<sup>30</sup> or adaptation of human health to climate change impacts in the current lectures of the Tajik State Medical University.

### **(ii) Minor role of the governmental bodies in awareness and education on climate change**

As it was mentioned previously, the role of the governmental entities in raising awareness on climate change issues is rather interlinked with the project activities. Within the preparation of the

<sup>29</sup> Except for the lectures on climate change and its impact on a human health that are conducted in the State Medical University

<sup>30</sup> Pers.com with R. Babajanov

First and Second National Communications, a number of initiatives on raising awareness were organized to provide the basic information about climate change science, impacts and mitigation to the various target groups. In fact, the State Administration for Hydrometeorology, the implementing partner of the national communications under the UNFCCC is the lead governmental organization in dealing with climate change in the country. However, the limited resources of the state budget do not allow the Tajik Hydromet conducting the awareness activities on a regular basis. The similar situation is observed in some other governmental entities (e.g. State Committee for environmental protection and forestry, State Committee for youth, sport and tourism) that perform awareness events, like workshops, campaigns, round tables and conferences on climate change on a sporadic manner, just within the duration of the related projects. Moreover, if conducted, these events do not usually reach various target groups. For example, the general public from the cities are more informed about climate change than that living in rural areas. On the other hand, the role of NGOs is rather acknowledged in delivering the services on climate change awareness-raising. On a regular basis, they contribute to the circulation of news and information about climate change initiatives and programmes, perform education campaigns and awareness activities, working with the governmental officials, youth and communities.

### Recommendations:

- Build on the existing government structures and existing partnerships when striving to improve training and learning including: :
  - In policy making process make a collaborative participation with the institutions that are dealing with education, raising awareness and capacity building. For example, the Committee for environmental protection and Ministry of education could take a leadership role in this process.
  - Develop a comprehensive, multi-year work-plan for the Postgraduate Institute for continuous education that has a strong focus on climate change education and specifies key ways of implementing the work plan.
  - Create and ensure continuous support for the leading organization(s) to enable it/them to lead climate change awareness-raising and training (again, main players can be the Committee for environmental protection<sup>31</sup> and Ministry of education). Through the established leading organizations and committees collaborate with other countries in the region to share, translate, and use materials and approaches which were developed in the region and/or other countries to address climate change and to share experiences from their application.
- Enhance the capacity of the existing press-centres affiliated to the key ministries and departments and/or communication specialists on climate change and explore the ways of increasing the awareness among the ministerial personnel (press-releases, videos,

<sup>31</sup> The State Administration for hydrometeorology, which used to effectively collaborate with governmental and non-governmental organizations dealing with climate change, can provide technical support and ensure the availability of the latest available data on cc.



articles, etc.) and promoting the integration of climate change issues in sectoral action plans on raising awareness among the key ministries and departments.

### **(iii) Irregularity and sporadic manner of the conducted initiatives on climate change awareness**

The issue of performing the awareness activities on a sporadic manner, i.e. irregularly mostly depends on the resources, meaning not only financial resources, but technical and human capacity able to conduct such activities and understand its crosscutting impacts. Unfortunately, the lack of capacity of the governmental bodies, both at the national and oblast level prevent them of being the effective agents of service delivery in raising the awareness on climate change. Moreover, there is no straightforward strategy or action plan<sup>32</sup> with designated tasks for the governmental and non-governmental organizations and mass media as well as with the planned state budget for the activities to increase the awareness of the various target groups.

#### **Recommendations:**

- Envisage in the state budget of the key ministries and departments (e.g. in the frames of the sectoral action plans and programmes) activities aimed at raising awareness on climate change (e.g. considering climate change as a crosscutting issue for key sectoral development: energy, water resources, socio-economic development, etc.);
- Build on the existing capacity and resources centers (affiliated to the universities /organizations/NGOs) for information and literature exchange as well as to conduct awareness campaigns/events on climate change;
- Assess the regions and oblast with a low level of awareness on CC; based on the findings, develop the media-plan (in collaboration with mass media), which should include the delivery of key messages on climate change/ adaptation and crosscutting issues (for example, in agricultural regions, there is a need to raise the awareness of dekhans about the best adaptation practices on land management and farming, whilst in disaster-prone regions the people need to increase their knowledge on CC and natural hazards / adaptation capacity and preparedness);
- Ensure continuity and information-sharing about awareness and training on climate change through developing of the online system to provide and monitor key training and capacity-building activities. Such systems could include:
  - Online database of trainers who are able to deliver climate change training, their key areas of expertise and location;
  - Announcements about the up-coming training events and training materials;
  - Monitoring system that regularly collects key information about capacity-building activities in urban and rural areas, such as location, number of participants, types of participants, issues covered, length on the event, partners and key lessons learned.

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<sup>32</sup> Except for an incorporated action plan that was proposed within the National Action Plan for climate change mitigation(2003)

– Identify specific target groups for whom climate change education would be most needed and for elaboration of the specific differential materials on CC, including:

- Students at universities and post-secondary institutions:

- Identify key universities, which can be used as pilot to integrate CC in curricula;
- Develop education materials that could be provided to the students to use in their courses (as testing materials) and then revise and finalize them once the testing is completed and evaluated at the systematic basis;
- Explore diverse methods of delivering the courses including online course, combining live online tools (development of educational wiki sites and forums).

- Experts and policy makers:

- Develop and introduce executive summaries/ brief notes/ guidelines on climate change (directions: science, impacts, vulnerability, adaptation and policy), targeting the policy makers as a key audience;
- Use the best practices for education and raising awareness on CC and sustainable development that tend to be effective for policy makers;
- No regular literature update (scientific, technical, popular and reference database) and support of the resource centres on environmental education that affiliated to the governmental institutions, universities and NGOs (including the climate change and ozone layer centre);
- Mobilization of resources for the programmes and projects that envisage CC awareness-raising components.

- Vulnerable people at the local level:

- Assess successful and failure communication practices /and means for raising awareness on CC at the jamoat and community level: replicate successful practices and enhance/re-estimate the weak ones.
- Integrate CC and adaptation to the existing and planned training modules on natural hazards prevention/ preparedness (including extremely cold and hot air temperatures, floods, droughts, etc.).

**(iv) Limited role of media coverage (capacity of broadcast and print journalists to understand and communicate the issue, frequency with which CC issues appear in print, broadcast, and (to a much lesser extent) on-line media in Tajikistan**

As it was mentioned in the report, the lack of capacity of the mass media to properly deliver the message on climate change issued to the general public is another gap in raising awareness in Tajikistan. Even though, NGOs made attempts to enhance the capacity of journalists through

provision of trainings and educational courses on basic concepts of climate change, the regular programme and projects that would target the media as a goal group in raising awareness in Tajikistan, is highly needed. Moreover, if at present the topic of climate change as showed by the media is highly politicized, in the future it needs to be more scientifically-justified (arguments, facts, options) that undoubtedly, require acquired knowledge and capacity of the delivers. At the same time, the coverage of public population should not be limited to those living in cities and towns where the access to information is quite wide (TV, radio, press, internet, etc.) but to embrace the local communities as well, using local TV translation and radio, which is the most used media tool in the rural areas.

### **Recommendations:**

- Strengthen the capacity of the media journalists to comprehend the issue of climate change, vulnerability, impacts and adaptation (e.g. through trainings or small-scale projects funded within the proposed small grants programme); meanwhile, the key service providers on capacity building can be the national experts and NGOs.
- Set-up the network of the media journalists, who will communicate and further deliver the message about CC and sustainable development in the country to a wider audience (current NGO CC network can play as the successful tool to be replicated);
- Develop short videos with key messages (8-12 min) for regular translation in local TV;
- Develop the media-plan for extensive coverage of the population, including the national and local level and particularly consider the means of delivering the information (for example, to use the radio channel at the community and jamoat level and TV and press in the cities).

### **(I) Lack of publications and media resources in the national language**

In fact, most of the population in Tajikistan is the Tajiks by origin whose mother tongue is Tajik. This means that the Tajik language is the widely spread language of communication in all regions and oblasts of the country. While in Dushanbe the people may communicate in Russian, the oblast-level and community-based population communicate in the national language only. Therefore, the lack of communication on climate change in Tajik is also a problem. The media, even though, particularly interested in delivering messages in a scientifically justified or surveyed-based way, usually don't have these materials in the national language, which challenges the information access of the wider audience who speaks and understands Tajik only. Moreover, the reference materials or the study findings, which NGOs use in their activities to reach community-based level, are also either in Russian or English. The players make the efforts in interpreting some of the key messages for the needs of trainings and distribution materials but it is not enough.

### **Recommendations:**

- Identify the needs and priorities in key CC publications at the country and oblast level that can be translated into Tajik. As a result, expand the database of publications, reference materials and media tools in the national language (with an involvement of existing environmental and climate resource centres);

- Downstream the assessment and stocktaking reports and publications on CC and adaptation prepared by the experts (in Russian and/ or English) to the local authorities and communities for practical use (in Tajik)
- Use regional projects to share publications in Russian and then translate those publications (or parts of them) that are relevant to Tajik.
- Collect regional best practices and promote them in the Tajik publications, and actively disseminate the publications.



## Annex 1: A list of unstructured questions asked during the interviews

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1. What is the role of your organization in contributing to climate change awareness raising and education in the country?
2. What is the liaison of your organization and any other relevant agencies/organizations that provide delivery services on climate change awareness raising and education?
3. What do you know about current activities to raise awareness on climate change issues of the governmental entities, civil society and rural communities in Tajikistan?
4. Which awareness raising campaigns can serve as models or examples for the future awareness raising activities?
5. What could be the main areas of raising awareness and performance criteria's in this work for the selected target groups?
6. What kind of documents, training materials, and climate change assessments are available and will be useful to conduct awareness raising activities?

## Annex 2: A list of interviewers

Name	Institution/Affiliation	Area of focus
Alikhon Latifi	Head of Club of Ecological NGO	Dushanbe
Timur Idrisov	Director of “Little Earth” NGO	Dushanbe
Tatyana Alikhonova	A Network of experts for Sustainable Development	Dushanbe
Muhabbat Mahmadalieva	NGO “Zan va Zamin” (Woman and Earth)	Dushanbe
Rustam Kalandarov	NGO “Zumrad”	Dushanbe
Nodir Hokimov	NGO “Munis”	Hissar
Kurbonali Partoev	Director of NGO “Hamkori Bahri Tarakiyot” (Cooperation for Development)	Dushanbe
Tatyana Novikova	Coordinator of NGO “Noosphere”	Dushanbe
Kayumov Abdukhamid	Director of NGO “Human Ecology”	Dushanbe
Ikrom Mamadov	NGO “Youth Group to Protect Environment” (YGPE)	Khujand
Toshburi Hotamova	Director of NGO “Hamdilon”	Shartuz
Hamza Boboev	Head of Community Development Center in Nasir Khusrav District	Nasir Khusrav District
Sharof Yusupov	Head of the PO “Obi Hayot”	Kabodiyon District
Rahmon Sodirov	Coordinator of National Association of Dehkan Farmers	Dushanbe
Svetlana Jumaeva	Director of Center for Climate Change and Disaster Reduction	Dushanbe
Roziya Alieva	Director of CAMP “Kuhiston”	Dushanbe
Sergey Nazarov	PO “Azal”	Dushanbe, Ferghana Valley
Murod Ergashev	Coordinator of PALM Project	Dushanbe
Mavluda Akhmedova	Head of women center “Parastu”	Gissar District
Ilhom Rajabov	Head of Climate Change Center, State Administration for Hydrometeorology	Dushanbe
Muzafar Shodmonov	Head of Science and International Relations of State Administration for Hydrometeorology	Dushanbe
Kurbonjon Kabutov	Head of Renewable Energy Resources in Tajikistan	Dushanbe
Tojiniso Nasirova	Deputy Chairwoman of State Committee for Environmental Protection	Dushanbe
Umed Karimov	Tajik Academy of Science	Dushanbe
Nargiza Usmanova	Programme Associate at the United Nations Development Programme	Dushanbe

## Annex 3: A list of publications, reference materials and training modules on education and climate change

Title of the publication/manuals:	Type	Overview	Target group
Interesting Ecology	Book	Discover environmental problems and highlight climate change issues	Secondary school and Higher Education students
Everything about Climate Change Problem	Book	Provide information about causes and impacts of climate change	Schoolchildren
Global Warming	Book	Describes causes and impacts of global warming	Schoolchildren
Climate Change	Brochure	Describe causes and impacts of climate change globally and nationally	Local communities
Adaptation to Climate Change	Brochure	Describes causes and impacts of climate change globally and nationally	Local communities
Recommendations for Dekhkan Farms and Adaptation to Climate Change	Brochure	Provides practical recommendations on adaptation of the agriculture and land management to climate change	Farmers
Best Practices on Climate Change Adaptation	Brief Brochure	Identifies practical measures on adaptation to climate change	General public and communities
Climate Change: From Facts to Policy	Brochure	Discuss international and national climate change policies	Community, government, policy makers
Environment for Future Generations	Manual	Provides environmental education, particularly updated data and information about climate change and possible measures of mitigation	For National Secondary Schools and future generation
Green Pack	Training materials package	Contains training manuals and distribution materials, covering 22 subjects in the field of natural environment and sustainable development, including climate change	Central Asian students

About Climate Change and Adaptation to it	Booklet	Describes climate change issues and its impact globally and in Tajikistan	Communities
Agro Biodiversity in Tajikistan	Booklet	Talks about agro-biodiversity and ways of protecting it from climate change impacts	Farmers and community in general
Ways of Growing Potatoes	Booklet	Describes ways of growing potatoes in changeable weather protecting it from various diseases	Farmers in Tajikistan
Best Practices and Projects of Central Asia	Organizational Document	Describes projects that were successfully implemented in isolated places of Central Asia despite climate change impacts	Communities
Good Practices in Disaster Risk Reduction: Examples from Tajikistan	Document	Bring examples of disaster risk reduction that were successful in various parts of Tajikistan	Communities and International Organizations
Mountain Communities of Central Asia and Climate Change – call to action	Magazine	Central Asian experts describes Climate Change impacts on various spheres in their countries and give their recommendations	Mountainous communities of Central Asia
Natural resource Management for Sustainable Livelihoods	Magazine	Describes challenges and trends in Central Asian mountain regions and how to overcome them	Central Asian Mountainous Communities, politicians, NGOs
“EcoSodruzhestvo” (eco-commonwealth)	Periodical	Best practices and preparations during emergency situations and adaptation to Climate Change	For communities, especially those living in isolated places
“Tabiat”	Periodical	Narrative about the sustainable management of natural resources; has articles with Climate Change thematic as climate policy and adaptation.	For public and organizations
Central Asia: Impact Locally – Cooperate Regionally	Magazine	Best practices and preparations during emergency situations and adaptation to Climate Change	For communities, especially those living in isolated places



Forestry Sector Analysis of the Republic of Tajikistan	Magazine	Describes the current forestry situation in TJ and the expectations of forestry resources; strategic priorities of forestry sector	Donors, politicians, NGOs, Government and the community
Fruit Trees Cultivation	Booklet	Cultivation of fruit trees, findings and recommendations to farmers	Seminar participants, farmers and public
Second National Communication of the RT under the UN Framework Convention on Climate Change	Book	Provide general and specific data how climate change reflect in Tajikistan; its impact on biodiversity and natural resources; and Tajikistan contribution to the cause of climate change	Public, decision makers, specialists, convention parties
Climate Change Investment through the Pilot Programme for Climate Resilience in Tajikistan	Oxfam report	Address those most vulnerable to cc; support civil society, communities' participation and gender balance in planning and implementing climate funding to make funding transparent.	Investors, government and public
Climate Change: Beyond Coping. Women smallholder farmers in Tajikistan	Oxfam report	The report looks at climate change through the eyes of women farmers in TJ; examines the critical role of women in food security and in mitigating and adapting to climate change	Women farmers, community, investors, government
Compass	Magazine	Dedicated to environment protection and climate change adaptation and mitigation.	Youth in Northern Tajikistan
Green Energy	Bulletin	About energy saving and energy efficiency; considers a serious adaptation of measures and practices related to sustainable use of energy in light of climate change	Communities, CSOs & NGOs, governmental projects, donors
Sustainable Development: first steps	Magazine	Consider local economic development and touches upon adaptation practices to climate change impacts	Economists, government, public and investors

## Annex 4: Matrix of the awareness campaigns on climate change in Tajikistan

Campaign / scale / period	List of organizations / leading organization	Goals / task	Target groups / Number of participants	Geographic focus	Approaches / technologies	Outcomes / Indicators of efficiency
«Earth Hour», International campaign, March 26, 2010. Tajikistan joined in 2010	WWF Dushanbe Khukumat	Draw attention to climate change, reduction of GHG emissions and energy efficiency	Residents of big cities	Dushanbe	According to the Dushanbe Mayor's decision, on 26 March 2011 electricity was off for one hour (including traffic lights and advertisement light boxes)	Preliminary information about the action and its link to climate change was insufficient since the people in Dushanbe used to have regular electricity cut offs and there was no enthusiasm and understanding. Many people were simply frustrated.
«Earth Day», National Ecologic Campaign, conducted in Tajikistan for more than 10 years on April 22	Club of Eco NGOs, Youth EcoCenter, «Little Earth» NGO, «YGPE» NGO, Environment Protection Committees in Dushanbe, Khujand, Kulob.	Draw public attention to environment protection issues. In 2008 and 2009 the campaign was conducted with a slogan «Climate is changing! Do you care?» and «Climate is changing! What you can do?» The goal of the campaign is to change behavior and motivate people for sustainable behavior.	School and university groups, public and governmental organizations, business.  In 2011 the number of participants was about 2000 people	Dushanbe, Khujand, Kulob, Kurgon-Teppa, Shahrutuz	- Drawing, poster and picture contest; - Open-space exhibition of alternative energy devices; - A quiz on climate change and environment. - Demonstration of thematic climate movies «Home», «Inconvenient truth», «The Age of Stupid». - Waste cleaning campaigns in central parks; - Flashmobs and «photo hunting»; - Extensive use of leaflets, banners, stickers and calendars.	Traditional campaign which attracts huge number of participants. The results are being calculated. The campaign stimulates students and demonstrates optimal behavior and examples of energy and resource saving. In recent years the campaign reached the business sector.
«350.org», International campaign. (Initially it was conducted in 2009)	International movement «350.org» Little Earth NGO, Youth of XXI Century NGO, Youth of New Century NGO, Youth EcoCenter NGO, Dushanbe Khukumat	Public attention to climate change problem and reduction of CO <sub>2</sub> emissions is down to 350ppm (need for mitigation measures)	Residents of cities, youth and general public  In 2010 the number of participants was about 1000	Dushanbe	The mass campaign was conducted on 10/10/10. This campaign included the first ever open-space campaign, cycling marathon and exhibition. Leaflets and banners were used.	The city Khukumat supported the first open-space campaign. However, poor PR and coordination failed to disseminate key message on the behavior change model.

Raising awareness on climate change and adaptation at the community-based level  2009-2010	Act Central Asia, Youth EcoCenter, Mahalla committees, Jamoat Resource Centers	Raising awareness on climate change risks Raising awareness on potential adaptation measures	Communities and farms having agriculture as the only source of income generation.  Goal group is more than 10000 people	Remote and most vulnerable to climate change, desert regions in the southern Tajikistan (Nosiri-Khusrav, Shartuz, Kabodiyon)  Densely populated and fertile areas of irrigated and dry agriculture in Hissar region	- Design and introduction of adaptation mechanisms at the community and farm level  - Attract communities to vulnerability analysis, design and implementation of Local Action Plans on reduction of vulnerability and protection of sources of livelihoods  - Provision of master-classes and trainings on water saving technologies, rational land use, plant protection, energy efficiency, construction (energy saving stoves, solar greenhouses), the use of renewable sources of energy, energy saving. Design and publication of brochures and banners. - Establishment of 5 Community-Based Centers for raising awareness and conducting trainings, establishment of demonstration plots on adaptation technologies.	- Design and introduction of adaptation mechanisms at the community and farm level  - Attract communities to vulnerability analysis, design and implementation of Local Action Plans, is most preferred.  Climate and adaptation issues can be successfully integrated into village development plans and sustainable livelihoods programs, access to basic services, access to market.  Quality assessment of program efficiency is based on reduction of poverty and losses communities suffer from climate change. Community's ability to deal with difficulties using knowledge and technologies is another important indicator.	Approach, where communities and vulnerable groups play the leading role in vulnerability analysis, development and implementation of Local Action Plans, is most preferred.  Climate and adaptation issues can be successfully integrated into village development plans and sustainable livelihoods programs, access to basic services, access to market.  Quality assessment of program efficiency is based on reduction of poverty and losses communities suffer from climate change. Community's ability to deal with difficulties using knowledge and technologies is another important indicator.
	Local campaign “Plastic bag? No, Thanks!” May 7, 2011	Little Earth NGO, 2 supermarkets of «Paikar» and «Shokhona»	Draw consumers and business sector's attention to reduce the garbage utilization	Supermarkets' buyers  About 100 participants	Dushanbe	Information booklet, calendar, ragbags instead of plastic bags	There was clear and emotional key message. But no economic mechanism for introduction of ragbags was proposed.

National Awareness Campaign on Desertification February-December 2009	CAREC, Tajik Branch	Raising awareness on desertification and possible solutions	Population from rural areas, environment users, government officials, pupils and students  The participants about 10000 people	Khatlon and Sughd areas	The media, seminars, trainings, educational materials.  Possible ways of the human behavior change in terms of rational use of the land resources and introduction of sustainable land use technologies	Unfortunately, no impact evaluation was conducted. There were difficulties with selection of goal group: the major part of activities was conducted for experts who already aware of land use challenges
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### Awareness raising campaigns on other topics that could be replicated within the climate change issues

World AIDS Day	All governmental and non-governmental agencies and international community, dealing with HIV/AIDS prevention	Raising expert's and general public awareness on HIV situational worldwide and Tajikistan; prevention and access to information	Policy makers, experts, general population	Dushanbe	Conference, workshops, street campaigns, press-conferences, theater performances, concerts, festivals, etc.	The campaign tends to be diverse and attracts a wide attention of the general public and policy makers.
National awareness campaign "Understanding gives hope!"  National campaign 15 November – 1 December 2010	AFEW, (AIDS Fund East-West), Fidokor NGO, Sudmand NGO, Young Generation NGO, Dina NGO, etc.  The event was dedicated to the World AIDS Day	Raising public awareness on HIV, revere the victims' memory, urging for measures that would ease access to medical treatment and prevention	- Population of the country, youth, media workers, prisoners - The number of participants was more than 50,000 people	Sughd, Khatlon GBAO, Dushanbe	- Video materials broadcasted on republican and local TV channels; - Contest for best media report; - Training for journalists; - Creative contest among women; - Activities in correctional institution and among prisoners; - TV program on HIV on Shabakai Yakum channel; - Sport contests, Club of Funny and Quick Persons, Theater performances, contests in schools	The campaign tends to be diverse and attracts a wide attention of the general public and policy makers.



Energy Efficiency Day: flash mob campaign	NGO “Little Earth”	Raising awareness of the general public on energy efficiency and saving	Unknown: the people in the streets, shops and cafes	Dushanbe	Flash mob action and posters	The positive effect was the innovative approach (flash mob) that was used; the weak side: the key message was not fully delivered
Exhibition on wheels: Awareness Building for Integrated Local Risk Management	SDC, CAMP, NGOs	Raising awareness about the prevention of natural hazards and risks in the communities	Unknown: communities and rural population	Muminabad, GBAO	Posters, thematic text and film	The positive effect was the coverage of the villagers and rural population
National Campaign “46 days against violence against women”  25 November-10 December 2009	UNIFEM, OSCE, Dast ba Dast NGO, Media Alliance of Tajikistan, Association of Young Lawyers, Gulruhsor NGO, Women's Committee under the Government of Tajikistan.  The event was dedicated to the International Day for the elimination of violence against women.	Draw the public attention to the problem of violence against women and treat it as a crime and violation of human rights. Raising socio-political status of women;  In 2010 the campaign was conducted under the slogan “Healthy family – healthy society, healthy nation”	The campaign was designed for wide audience without having specific target groups The number of participants was more than 10,000 people	Sughd, Khatlon areas and Dushanbe	- Conduction of round tables - Demonstration of videos - Information meetings - Essay contests among pupils	Evaluation of the campaign's effectiveness allowed to define its further providers (sport and media organizations)

### Raising awareness campaigns on climate change conducted in other countries that can be replicated

“One ton less” The campaign was launched in April 2010	The state authority of Moscow, «Ecoline» NGO with support of the Danish Embassy. Department of Environment Protection of Moscow and St. Petersburg	The goal is to adapt the city economy to climate change through energy saving	Active internet users aged 12-50, residents of Moscow and St. Petersburg. Pupils, students, parents. The number of participants was more than 100,000 people	Moscow, St. Petersburg	The concept was approved by the state authority of Moscow. It included 5 concept elements: 1. Personal calculation of CO <sub>2</sub> emissions (on the basis of tools used in Denmark) 2. Awareness on simple activities available to everyone (series of technologies)	All network components of the campaign were well-designed, including efficient indicators by directions: - awareness - interest - number of web users - development of partner strategies in institutions and business organizations
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