

Climate Literacy and Marine Litter Management

We⁴ Climate

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

Climate Literacy and Marine Litter Management (CLMLM), through a multi level educational and communication campaign, empowered and improved resilience of the communities in the East Coast of India to better adapt to climate risk and reduce the marine litter burden. Along with literacy improvement, the project facilitated development of climate change adaptation infrastructure and built synergies with existing policies and action plans.

The campaign was designed through a participatory approach, building upon the experiences and knowledge of the partners organizations. The campaign design provided space for knowledge sharing and community dialogue with a view to developing insights for future adaptation and livelihoods action.



School campaign

Focused group discussions

Cultural events and exhibitions

Gram sabha meetings

Beach clean up

District and State Level workshop

Climate Change adaptation Pilots

CLMLM at a Glance



280 villages across **4** states and **1** Union Territory

392177 community members reached

25 pilot projects on climate change adaptation

143 km coastline cleaned and **81** tonnes waste collected

68550 salt resistant varieties planted

18 km bund strengthening

3810 acres increase in cultivable area

Key outcomes of project

- The Chief Conservator of Forests, Andhra Pradesh will include campaign points into the State Climate Change Action Plan.
- Two beaches in Andhra Pradesh are proposed to be reviewed for receiving Blue Flag status.
- SHGs in Tamil Nadu have decided to plant more salt resistant plants under 100 days employment programme.
- Fishermen have unanimously decided to collect litter from sea and its safe disposal on land.
- Use of eco-friendly packaging being encouraged.

The project was able to increase the local awareness on climate change adaptation and marine litter management by 62%

