

Final Report

Outlining Results from the Climate Voices campaign conducted between January and July 2023

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As we conclude this comprehensive report detailing the success and impact of Climate Voices, we would like to express our deepest gratitude to the Rainmatter Foundation who made this endeavour possible.

Your unwavering commitment to addressing the pressing issues surrounding the climate crises has been crucial behind the realisation of this resource. Your support not only facilitated the creation of the handbook but also enabled us to reach a wider community, fostering a more informed and engaged citizenry in the discussions that shape our collective future.

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ABOUT THE PROJECT

Civis has been working in the field of participatory lawmaking since 2018. In the years of operation, the team identified certain key thematic areas where there was an inclination on the part of governments to involve citizens in the law-making process and a yearning on the part of citizens for personalised engagement with the State.

One of the key thematic areas being environment laws and climate policy, the Civis team ideated a resource for citizens to understand participatory lawmaking and learn the importance and manner of giving effective feedback.

With support from the Rainmatter Foundation, we were able to create Climate Voices, a go-to guide for anyone who wants to make a difference in India's climate policy-making and play a direct part in co-creating environmental laws with the government. It explores the roles that citizens, civil society organisations and media persons and organisations play in facilitating a citizen to participate in public consultations for draft environmental laws.

Climate Voices was the result of months of hard work put in by all team members at Civis, different consultants engaged, environmental activists and researchers interviewed and valuable inputs from members of the Rainmatter Foundation. The process and progress of the hard work leading up to the launch of the primer can be found in <u>this Grove entry</u>.

This document outlines the result of all outreach activities conducted within the period between 29th April and 31st July 2023.

TESTIMONIALS

Nayana Udayashankar

Dakshin Foundation

An example from my own experience of working in coastal areas is that in one particular coastal state, there are a whole lot of schemes and subsidies that are available to small-scale fish workers. All of this information is available online on the departmental website in English, but it is not being accessed by the beneficiaries whom it is intended for because it is not in the local language, and they do not understand how to access this. I am really happy to know that Civis has planned for [the Climate Voices] handbook to be in multiple languages, and I would really want to use this handbook in my work.

(@ the Climate Voices Launch Event)

Berjis Driver

Urban Planner, National Institute of Urban Affairs

Strengthened public participation is key to creating truly inclusive development, climate action plans and related urban policies. In this regard, the Climate Voices handbook, through simple communication and vernacularisation, remains a truly accessible guide that can reinforce people's participation in climate and environment matters of concern. It stands apart due to the handson value it brings, capable of transforming its readers into enablers.



The Climate Voices handbook reached



Activity	Reach
Number of handbooks downloaded on WhatsApp between 29th April to 31st July	387
Page views on Civis' website from 29th April to 31st July	373
Number of Community Radio Stations engaged	6
Media mentions and reports	62
Number of people reached through Social Media	130832
Community organisations reached	62

MODES OF DISSEMINATION

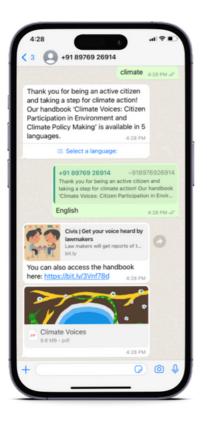
The Climate Voices Handbook is being made available to the public through the following modes:

Civis' Website

The handbook is available in all five languages under the Resources section on the website.

The page is available on this link.





WhatsApp

The handbook is made available via Civis' WhatsApp bot.

By sending a message 'climate' on our number, a chat gets initiated that allows the user to download the handbook directly on their phones in the language of their choosing.

MODES OF OUTREACH & RESULTS

RADIO

To disseminate the handbook among communities affected by climate change, beyond urban and peri-urban settings, our first phase of outreach was through community radio stations in Karnataka, Tamil Nadu and Maharashtra.



Jingles of upto 90 seconds were created in Marathi, Kannada, Tamil and Hindi to be broadcasted over community radio stations. These jingles had a call to action directing listeners to download the Climate Voices on their handbook.

Community Radio Station	Region
∯Kadal Osai FMK	📍 Rameshwaram, Tamil Nadu
♥VIT Community Radio	🕈 Vellore, Tamil Nadu
	📍 Kongu, Tamil Nadu
	🕈 Manipal, Karnataka
∯Janadhwani Community Radio	🕈 Udupi, Karnataka
	🕈 Nagpur, Rajasthan

These jingles were then broadcasted from 30th April to 9th May 2023. In this period:

REACH & ENGAGEMENT				
Number of views on Civis' website	7182			
Number of views on the Climate Voices handbook page		35		
	English	82		
Number of downloads on Whatsapp	Hindi	10		
	Marathi	3		
	Kannada	6		
	Tamil	64		

IVRS Engagement with Mobile Vaani

We engaged our partners at Gram Vaani to help us disseminate information from the Climate Voices handbook among their beneficiaries. A three part episode series is currently being circulated through their IVRS initiative, Mobile Vaani, to their audiences in 50 districts across Hindi speaking States. These episodes carry information on the importance of participating in climate consultations and case studies from the handbook.

MEDIA

We adopted a two-phased approach for media engagement. In the first phase, team members wrote explainer blogs and op-eds addressing different issues that the Climate Voices handbook aims to solve. Below is a summary of the articles written by the team:

Title of Article	Date of publication	Author	Publication	Page traffic in week since publication
<u>How can nonprofits</u> <u>ensure people's</u> <u>participation in</u> <u>lawmaking?</u>	10-05-2023	Antaraa Vasudev	IDR Online	20
Why public consultations should be built into policy and law making on environmental issues	27-05-2023	Shachi Nelli	Scroll	30
<u>Climate Voices: A</u> <u>Guide to Making a</u> <u>Difference in</u> <u>Environmental Laws</u> <u>and Climate Action</u>	09-06-2023	Samrath Kaur Kalsi	The Better India	48

Of these publications, IDRonline.org was able to offer us detailed insights on the performance of Antaraa's article published on 10th May 2023. -The article went out in IDR's weekly email newsletter. This reaches key decision-makers, including philanthropists, policymakers, heads of foundations, nonprofits, etc.

The insights are as follows:

Activity	Reach
People who read the article across IDR'S channels.	55,046
Number of times people engaged with the article across -social media platforms (shares, likes, comments, etc)	2580
Number of States reached	27
Number of countries reached	13

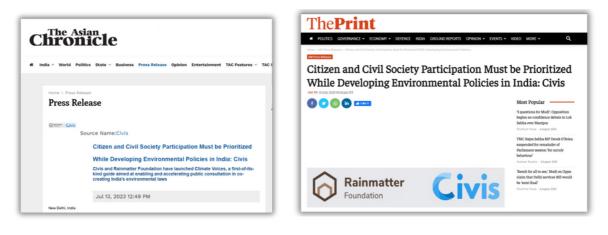


In the second phase, we engaged a public relations firm, AvianWe, to help us disseminate the press release among leading media organisations across different states in English, Hindi, Marathi, Kannada and Tamil.

As a result of this press release, Climate Voices was covered in 59 media organisations, seven of which were in print, carried by distinguished dailies in Chennai, Bangalore and Mumbai. Full coverage in Annexure.



Suvarna Times of Karnataka



இந்தியாவில் சுற்றுச்சூழல் கொள்கைகளை உருவாக்கும் போது குடிமக்கள் மற்றும் சிவில் சமூகத்தின் பங்கேற்புக்கு முன்னுரிமை அளிக்கப்பட வேண்டும்: சிவிஸ் அறிமுகப்படுத்தியுள்ளது.

िन्दांतका : ரையும் பாதிக்கிறது. பருவதிலை தெருக்கடி அல காலநிலை மாற்றத்தை எதிர்த்துப் போராடுவதை நோக்கமாகக் கொண்டு முன்மொழியப்படும் எத்தவொரு சட்டம் மற்றும்/அல்லது கொள்கைகளும் பலதரப்பட்ட பங்குதாரர்களின் கருத்துக்களைப் பிரதிபலிக்க வேண்டும்.

சமூகங்கள் மற்றும் சிவில் சமூக அமைப்புக்கள் தங்கள் கருத்துக்களைப் பகிர்ந்து கொள்ளவும், முடிவெடுப்பதில்

ஆலோசனைகள் முக்கியமானவை

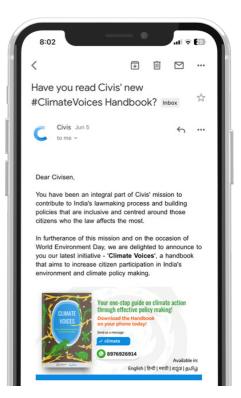
பொது ஆலோசனைகள் கொள்கைகளின் போது ஆலோசலாக சட்டபூர்வமான தன்வமையும் ஏற்றுக்கொள்ளலையும் மேம்படுத்துடுன்றன, ஏனெனில் அவை தேரடியாக விளைவைச் சந்திப்போரிடம் உரிமை மற்றும் ஒத்துழைப்பு உணர்வை ஏற்படுத்துகின்றன.

து பலக்க வேண்டும். எனவே, இந்த பொறிமுறையானது தனிதபர்கள், கொள்கை பிரிவில் குடிமக்களின் பங்கேற்பை அதிகரிக்கும் தோக்கத்துடன், சிவிஸ் என்னும் சமூகத்தால் இயங்கும் இலாப தோக்கற்ற அமைப்பான பங்கேந்கவும் மற்றும் பூமியின் எதிர் ரெயீன்மேட்டர் அறக்கட்டளையின் ஆதரவுடன், காலத்தை வடிவமைக்கும் கொள்கைகளில் இளைமேட் வாய்சஸ் என்ற தலைப்பில் பங்கேந்கவும் அனுமதிக்கும் என்பதால், பொது இதுபோன்ற வகைகளில் முதல் வழிகாட்டியை

இந்த வழிகாட்டி இந்தியாவின் சுற்றுச்சூழல் சட்டங்களை உருவாக்கவலில் பொல முக்கியத்துவத்தை அடிக்கோடிட்டுக் காட்டுகிறது மற்றும் குடிமக்கள் சட்டமியற்றும் செயல்முணையப் புரித்துகொள்வதற்கும் செயலில் ஈடுபடுவதற்கும் உதவுகிறது.

EMAIL MARKETING

Since the launch of the Handbook, Civis has sent 5175 emails to Civis' subscribers, media, community organisations and non-profit partners, including information on the handbook and how to download the same. We also shared mailers with YETI, NIUA C3 and Environment Journalists google groups.



SOCIAL MEDIA ENGANEMENT



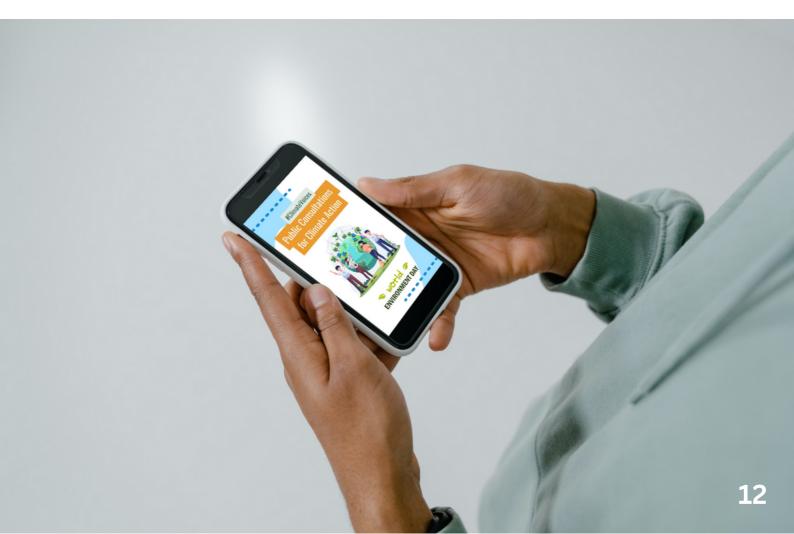
CONTENT CREATION

A very extensive social media strategy for the Handbook was developed and deployed in a phased manner.

For World Earth Day, we got quotes from 6 prominent individuals contributing to climate action in various forms - Rohan Chakravarty, Yuvan Aves, Zaman Ali, Berjis Driver and Meenaz Kakalia. Their quotes were an answer to a question we asked on their views on the importance of contributing to the planet's climate goals through policy. For World Environment Day, we created content centred around the handbook on public participation and importance of citizen participation. A collection of these posts from Instagram are available <u>here</u>.

Similar activities to continue conversations on the Handbook have been planned for World Clean Up Day, International Day of Preserving Ozone Layer, World Animal Day, International Day of Climate Action, etc.





INFLUENCER ENGAGEMENT

The Civis team reached out to several individuals on different social media platforms, all of whom have a strong interest and an influential voice in discussing issues of climate action. We requested them to feature the handbook and inform their audiences and the public at large about participatory lawmaking in helping combat climate change through policy.

Platform	Feature by	Likes	Views	Account Following
Instagram	<u>Kadal Osai CRS</u>	17	1164	12.9k
Instagram	<u>Aalekh Kapoor</u>	2628	37200	138k
Youtube	<u>Aalekh Kapoor</u>	9	131	474
Instagram	<u>News With Navya</u>	93	3136	17.9k
Youtube	<u>News With Navya</u>	18	341	1.64k
Instagram	<u>ClimateRISE Alliance</u>	9	-	30
Instagram	Biome Trust	42	-	2824

ENGAGEMENT THROUGH PARTNER ORGANIZATION

Takshashila Institute

The team at Takshashila Institute hosting the 'All Things Policy' podcast invited the Civis team for one of their episodes to discuss civic engagement as a mode for mitigating climate change. The episode was released on 13th April 2023 and is available <u>here</u>.



Youth Ki Awaaz



Youth ki Awaaz, a youth media organisation, hosts a series of Twitter Spaces called **#PolicyParCharcha**. They dedicated one session of these series to discuss the Climate Voices Handbook and invited our team members Aditya Tannu and Shonottra Kumar, along with two contributors from the

handbook, Sidharth Agarwal of Veditum and Ayadi Mishra of We are Tomorrow as panellists for this Spaces. More information available here.

TARGETED ADS

After radio engagement was complete, we initiated targeted social media ads with a specific redirect to our WhatsApp chatbot allowing users to download the handbook in their preferred language directly.

These ads were run in various cities across Maharashtra, Karnataka and Tamil Nadu.

Activity	Reach
Total number of people reached	106664
Total impressions	163877
Number of conversions	241
Total number of downloads on WhatsApp	243
Webpage traffic during period of advertisement	89 views

Downloads on WhatsApp in Target Period

English	Hindi	Marathi	Kannada	Tamil
86	9	48	34	66

COMMUNITY ORGANISATIONS FROM IDENTIFIED STATES

Our team collated a list of community organisations from Karnataka, Maharashtra and Tamil Nadu that whose beneficiaries are stakeholders directly impacted by the climate crises in various ways. The list consisted of about 60 organisations from each State. We called each of them and provided information on the handbook. Many of them showed a keen interested and requested for digital copies of the primer.

State	Number of Successful Conversations and Emails Sent
Tamil Nadu	16
Maharashtra	6
Karnataka	5
Others	34



BUDGET UTILISATION

BUDGET UTILISATION - TILL JULY 31	Approved Budget	Amount Spent
SOCIAL MEDIA MARKETING (Includes Graphics, illustrations for stand-alone posts Facebook Ads)	80000	18,928.35
PERSONNEL (Includes staff salaries and intern stipends)	171540	179100.0
DESIGNERS CONSULTANCY FEE (Includes Justice Adda's design fee for the handbook)	150000	129800
VIDEO CREATION (Includes teaser videos, explainer videos, primer promos - made in-house)	64400	69,400
PRESS ENGAGEMENT (Includes press release, radio ads, radio ad production cost)	144620	196,287
PRINTING AND PUBLICATION (Includes reports/production, translation of primer)	28300	46,204
ADMINISTRATIVE EXPENSES (Postage and shipping)	2500	1640
TOTAL SPENT	640000	641,359.35

ANNEXURE

DATE	PUBLICATION	EDITION
13-07-2023	ANI	Online
13-07-2023	<u>PTI</u>	Online
13-07-2023	Business Standard	Online
13-07-2023	Zee5	Online
13-07-2023	The Week	Online
13-07-2023	<u>The Print</u>	Online
13-07-2023	The Asian Chronicles	Online
13-07-2023	Lokmat Times	Online
13-07-2023	Nat Connect Foundation	Online
13-07-2023	HT Syndication	Online
13-07-2023	WebIndia123	Online
13-07-2023	<u>The Covai Post</u>	Online
13-07-2023	Daily Hunt	Online

DATE	PUBLICATION	EDITION
13-07-2023	<u>Latestly</u>	Online
13-07-2023	The Hans India	Online
13-07-2023	The CSR Universe	Online
13-07-2023	<u>APN News</u>	Online
13-07-2023	Passionate in Marketing	Online
13-07-2023	<u>Mix Point</u>	Online
13-07-2023	The Connect TV	Online
13-07-2023	Samachar Live	Online
13-07-2023	The Business Daily	Online
13-07-2023	The CEO Magazine	Online
13-07-2023	IBG News	Online
13-07-2023	Business News This Week	Online
13-07-2023	<u>Gadget2.in</u>	Online
13-07-2023	<u>Vishwa Times</u>	Online

DATE	PUBLICATION	EDITION
13-07-2023	Indian Economic Observer	Online
13-07-2023	<u>Gujarat Samachar</u>	Online
13-07-2023	<u>Marksman Daily</u>	Online
13-07-2023	<u>The Good</u>	Online
13-07-2023	<u>The Startup Post</u>	Online
13-07-2023	<u>Vyapaar/agat</u>	Online
13-07-2023	Daily Mail Express	Online
13-07-2023	Prime 24 Seven	Online
13-07-2023	<u>Rashtra News</u>	Online
13-07-2023	Report Story	Online
13-07-2023	<u>Scoop360</u>	Online
13-07-2023	<u>Delhi Live News</u>	Online
13-07-2023	<u>EBharat</u>	Online
13-07-2023	<u>Planet Report</u>	Online

DATE	PUBLICATION	EDITION
13-07-2023	<u>Earthnews4u</u>	Online
13-07-2023	Mangalore Mirror	Online
13-07-2023	<u>Hyd News</u>	Online
13-07-2023	<u>Media Bulletin</u>	Online
13-07-2023	Sustainability Next	Online
13-07-2023	<u>News Net Now</u>	Online
13-07-2023	Texile Value Chain	Online
13-07-2023	Fashion Value Chain	Online
13-07-2023	World News Network	Online
15-07-2023	Maalai Yugam	Print - Chennai
16-07-2023	Vanakkam Tamizhagam	Print - Chennai
16-07-2023	India Water Portal	Online
19-07-2023	Suvarna Times of Karnataka	Print - Bangalore
19-07-2023	Sanje Samaya	Print - Bangalore
19-07-2023	Divya Bhaskar	Print - Mumbai



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