



Project Final Report

Name of the Organization: **INFLUENCERS**

Submission Date: **25th January**

Project Information (250 words)

- **Briefly describe the project**

The project "Influencers" is a collaborative initiative supported by ICCCAD and the Embassy of Sweden in Dhaka. It aims to address the challenges faced by climate migrants through informed storytelling and community engagement. The project utilizes documentary filmmaking and magazine publishing to highlight personal stories and advocate for sustainable solutions to climate-induced displacement.

- **Start and end date of the project:**

- **Targeted participants of the project:** (Identify the primary group(s) that the project is intended to benefit. For example, "Farmers, women, men, youth women, youth men or any other.")

- **Location of the project:** (Specify the geographical area where the project will be implemented, such as the Village, Union, Upazila, district.)

All works (surveys, interviews, etc.) have been done in Dhaka.

Objective of the Project (Write down in bullet points)

- To encourage Youth capacity building towards a sustainable environment
- To build a community in a sustainable way.
- To influence the policy makers to improve policies regarding climate crisis and relevant issues.
- To enhance the potential of young individuals.

Measuring the progress of the project

	Name of activities	Target	Progress	Remarks
1	Field Visit	Climate-Induced Internally Displaced People.	Done	Successfully conducted
2	Interview	Climate Expert, Academician, Climate Activists.	Done	Key insights gathered
3	Online Campaign	National & International Stage	Done	Achieved wide engagement
4	International Day for DRR (Event)	Multi-disciplinary stakeholders	Done	Participated & presented a brief overview
5	Documentary	National & International Stage	Done	Uploaded & publicly available
6	Publication	Development practitioners, policy-makers, multi-disciplinary stakeholders, and young professionals.	On-going	In progress, expected completion soon.

Narrate the achievement of your project according to your project objectives

Objective 1: To encourage youth capacity building towards a sustainable environment.

Achievement: Organized discussions during the field visit and interviews to understand the problems of climate-induced issues and highlight them through the Documentary, which was launched at Share Hub, Baku, COP 29, by one of our project members.

Objective 2: To build a community in a sustainable way

Achievement: Successfully conducted field visits to interact with Climate-Induced Internally Displaced People, raising awareness and fostering community engagement. An online campaign (Facebook page) was launched, reaching national and international audiences to spread awareness about sustainability.

Objective 3: To influence policymakers to improve policies regarding the climate crisis and relevant issues.

Achievement: Participated in a well-attended International Day for Disaster Risk Reduction Day, involving key policymakers and stakeholders, advocating climate-focused policies. The online campaign also influenced discussions on climate policy at various levels.

Objective 4: To enhance the potential of young individuals.

Achievement: Created and uploaded a documentary highlighting climate challenges and youth-driven solutions. The publication is ongoing, aiming to document the project outcomes that will further help to empower the youth individuals in climate action.

People reached

- Number of people reached directly through project interventions.

Event/Activities	Number of people reached		Total
	Women	Men	
Survey	68	47	115
KII	19	13	32
Workshop	68	112	180
COP 29	40	50	90
Total	195	222	417

Total number of people reached directly: 417 (Women and Men)

- **Number of people reached through social media (On particular awareness-raising issues)**

Posting date in social media	Number of people reached (Viewer)	Social media Link (FB/YouTube)
September 1, 2024	1,601	https://www.facebook.com/share/r/1EiuspJ2HM/
September 13, 2024	3,000	https://www.facebook.com/share/v/1D8Nq9wqGX/
November 6, 2024	1,293	https://www.facebook.com/share/v/1HDfsx85gP/
November 13, 2024	962	https://www.facebook.com/share/v/1PAaJBAZz/
November 17, 2024	656	https://www.facebook.com/share/v/1MfG23Km5n/
Total	7,512	

Total number of people reached (social media): 7,512 (Women and Men)

The CAP-RES project has three objectives as follows:

Objective 1: Create an enabling environment and foster individuals to enhance their knowledge of climate change issues and develop problem-solving skills.

Objective 2: Generate factual evidence from local practices to scale up at the global level.

Objective 3: Improve institutional efficiency and effectiveness in decision-making and put climate intervention into practice.

Based on these above objectives which one is more relevant to your project? How do your project objectives and activities achieve this objective? (Maximum 200 words)

Objective 3 aligns with our project the most. Improving institutional efficiency and effectiveness in decision-making and implementation for climate intervention aligns closely with our project. Our initiative, **Influencer: The Path Led by Knowledge**, empowers communities through knowledge-sharing and advocacy. We collect real stories from climate victims and activists, highlighting their challenges, innovative solutions, and resilience. These stories are transformed into documentaries, magazines, and social media content, creating impactful resources that raise public awareness and influence policymakers. By showcasing the realities vulnerable communities face and their adaptive strategies, our project bridges the gap between policy and practice. Through workshops and campaigns, we engage the youth and community members, equipping them with the knowledge to address climate issues and advocate for systemic changes. These activities strengthen community understanding of adaptation and mitigation processes, while also empowering individuals to contribute to sustainable solutions. Our project's outputs—documentaries, magazines, and campaigns—serve as advocacy tools to engage policymakers and stakeholders. By presenting evidence-based narratives and solutions, we aim to improve institutional decision-making and encourage the adoption of policies that enhance resilience and sustainability. Thus, the project directly supports Objective 3 by fostering informed decisions and effective implementation of climate interventions.

Skills/Capacity

- What new skills/capacity you have developed?
We have learned about the snowball effect and how it works.
We have learned how to organize a group and manage the work between all the members for the best-expected outcome.
We have learned how to write a proposal professionally.
- What knowledge or skills do you think would have improved your project?
 - If we had enough experience in Video editing and directing then it would have improved our production.
 - If we had enough skills on time management then it would be better.

“Lesson-learned” of your project

Sharing real-life stories of climate migrants helped us understand their struggles. Marginalized communities bear the brunt of climate impacts despite contributing the least to global emissions, underlining the injustice of climate change.

Platforms like Instagram, Facebook, and YouTube helped us reach a large number of people, especially young ones. Short videos (reels and shorts) grabbed attention and made it easier to share the message widely.

Teaching people about climate change and its effects on vulnerable communities helped us understand why it's important to act. We learned how to utilize the resources properly. Dividing time and money between making social media content, documentaries, and magazines was not easy. It required careful planning to make sure every part of the project was effective.

Listening to feedback from viewers, readers, and partners helped us improve the project. It showed us what was working and what needed to be adjusted.

What are the challenges/Risks you faced during the project activities? How you overcome/minimize those challenges?

Challenges/Risks Faced:

1. People were uncooperative and hesitant to engage in discussions.
2. The slum areas were complicated and challenging to navigate.
3. Lack of expertise and experience in handling video equipment.

Steps to Overcome/Minimize Challenges:

1. Tried to think from the other person's point of view and empathize with their situation.
2. Assured them that they could speak freely without judgment.
3. Sought guidance from people with prior experience in videography.
4. Practiced extensively to build confidence and competence.

Selected best 5/6 pictures of the project intervention



