Taboo About The Effects of Climate Change

Explore how communities worldwide are addressing the impacts of climate change

Research

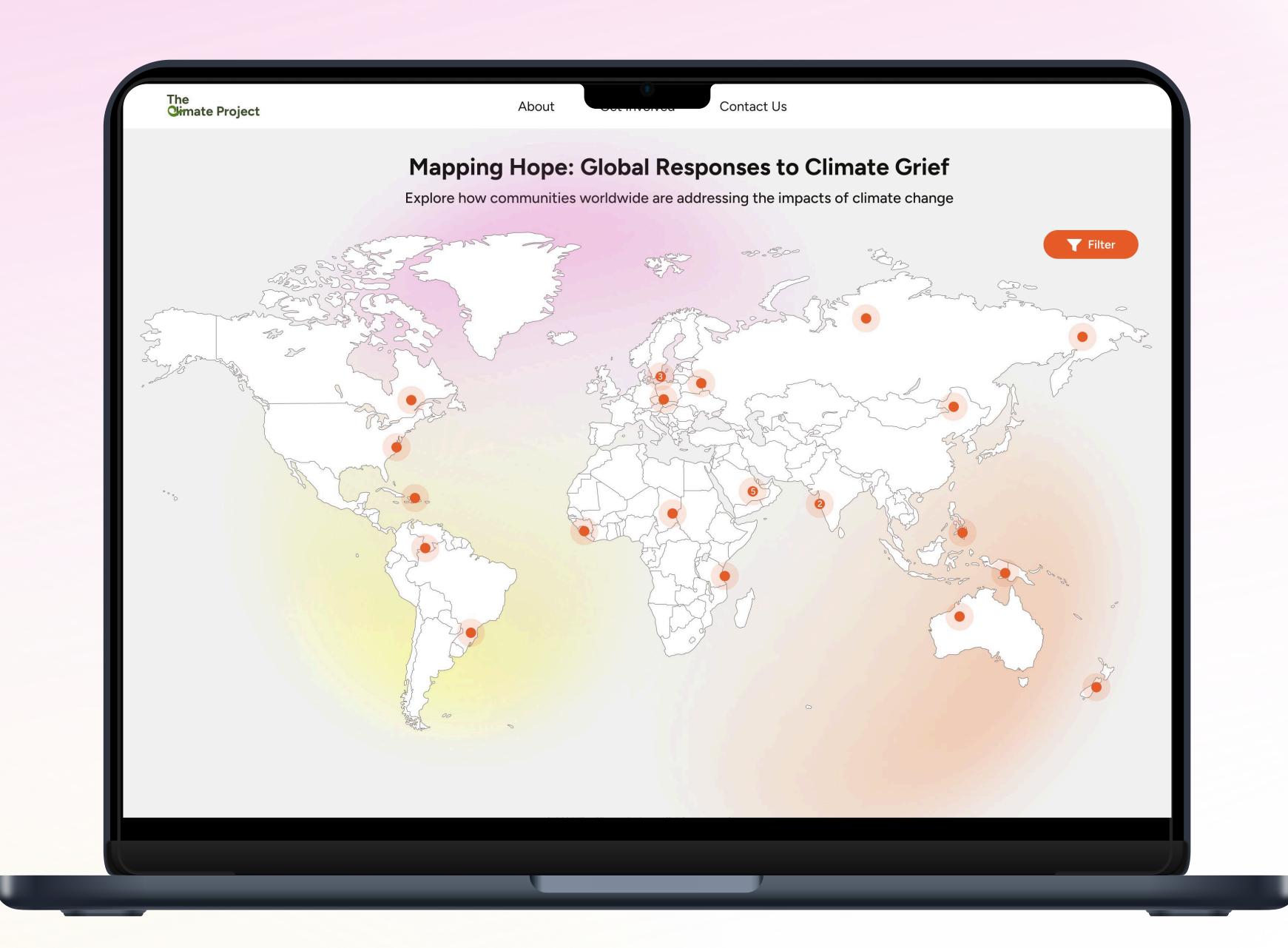
How might we increase awareness and develop support around climate grief while improving preparedness and recovery efforts for communities affected by extreme climate conditions in India, ensuring comprehensive strategies that provide equitable support and promote effective recovery for all?

Insights

- In flood-prone areas, makeshift coping strategies like collecting water in utensils, going to higher floors during floods are used.
- Insufficient government action to address these recurrent challenges.
- Technology, particularly social media and mobile phones, plays a crucial role in helping people navigate during these events.



Design Solution



A centralized platform that aggregates global resources on diverse climatic conditions and the solutions implemented to address them.

Target Audience



General public seeking climate awareness

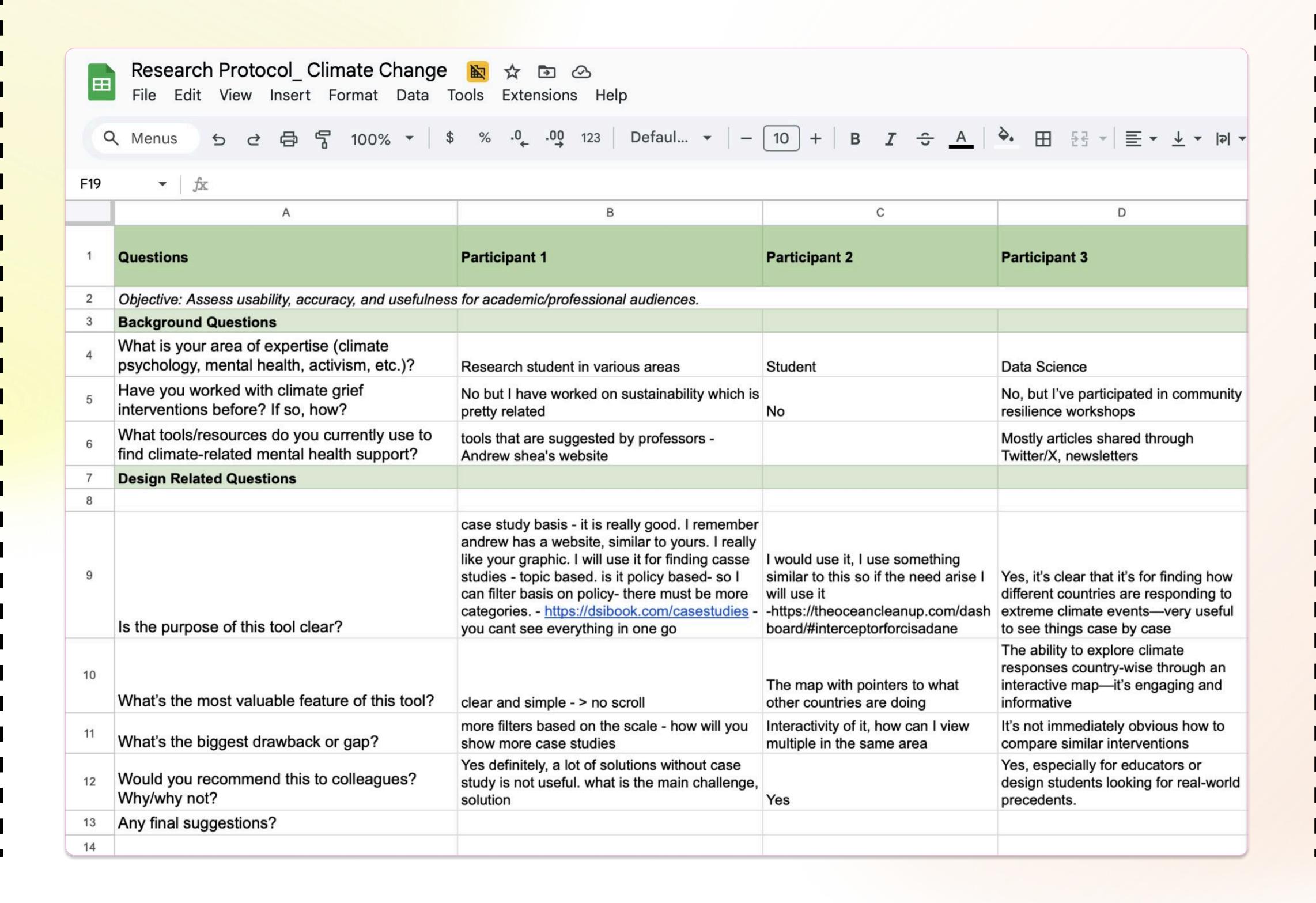


Policy makers, non-profits and government agencies involved in disaster preparedness

Testing

Initial prototype tested the basic functionalities of the platform and if the idea was clear to the user group or not.

The second website iteration incorporated insights from the first round of testing and added branding components.



Future Scope

