

# COMMUNICATING CLIMATE CHANGE ADAPTATION

Communication is a key tool for implementing ecosystem-based adaptation (EbA) measures because it translates scientific technical information into a common language and call to action to get key stakeholders involved.

ADAPTUR's communication strategy incorporated the awareness of the private sector and the media in three tourist destinations in Mexico as a key element.

# ADAPTUR

The Ecosystem-Based Adaptation to Climate Change project in the Tourism Sector (ADAPTUR) was implemented by the German Agency for International Cooperation (GIZ) in Mexico in six pilot destinations between 2017 and 2023. It is supported by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) based on a decision of the German Bundestag. It is part of the International Climate Initiative (IKI).

Nowadays, it's a methodology that has been proven, and which purpose is supporting the tourism sector to reduce their business' risks caused by the impacts of climate change through conservation and restoration of the natural capital and the environmental services they provide.

## RESULTS

What was achieved?



Involvement and interest of **more than 60 media outlets** with outreach in three tourist destinations.



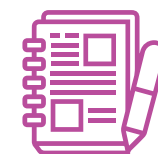
Publication of **more than 40 press releases** directly related with the project, positioning GIZ and the subject matter at local, national, and international levels.



Consolidation of a multiactor audience consisting of **more than 2,264 people interested** in the progress of the tourism sector in climate action.



Broadcast of ADAPTUR's experience in **more than 30 international forums** so it can be replicated elsewhere.



Publication and dissemination of **more than 30 technical publications** on climate change, sustainable and resilient tourism, EbA measures and biodiversity protection.



# IMPACTS

What are these results translated into?



**1** Leaders from the private sector have become spokespersons for climate action and carry on with activities beyond the project.



**2** Actors from different working fields support and mobilize the implementation of EbA measures in tourist destinations.



**3** Creation of an alliance at a local and national level between the tourism and environment sectors for the subnational climate action.



**4** Positioning and consolidation of the project at local, national, and international levels.



**5** New tourist destinations interested in replicating ADAPTUR's methodology.

## TOOL KIT



### Analysis of knowledge, abilities, and practices (KAP)

This tool gathers information on what is known, believed, and carried out by a sector or actor. It is useful for establishing a baseline that helps measure the effectiveness of the project.



### Guide for effective communication of climate change adaptation in the tourism sector

A guide design based on ADAPTUR's experience on the implementation of a communication strategy with a vision towards 2030 that includes concrete, clear and forceful actions for future initiatives.

For more information, visit [www.adaptur.mx](http://www.adaptur.mx)