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Creating a Better Africa

# Climate *Changed.*

A Localized, Practical and optimistic **Change**  
of view as regards the Floods

# Act of God?

Natural disasters are largely seen to be an act of God, unforeseen occurrences that we have no control over. even though in reality, we all contribute to the problem. The best approach is to get people to understand that it isn't a random act of God but a serious problem, resultant from reckless acts, they also participate in. Localizing the problem. Taking it from a far away concept to an imminent danger. Educating people that every minor act they take towards solving the problem can go a long way in saving the life of someone else.

## Strategy

The central theme of the campaign is to Localize the problem. We would be inducing people to take action by scaling the Problem from a far away global phenomenon to 'their problem' by promoting a series of Communal activities geared towards having a large scale effect.

# Major Concerns

*The flood of 2012, affected 30 states and adversely affected 12 states, killing 363 people and displacing 1.3 million people.*

*That of 2022 was of a fraction of Noah's flood scale, taking 33 states, killing over 600 people and displacing over 2 million people. Hence we JUST CAN'T wait. The rains will be here again, the waters will rise and this time it might cost us a lot more than 90 percent of the populace.*

*Next, Important trade routes were blocked as a result of the flood. Fuel Tankers couldn't get Fuel to the Federal Capital Territory, Abuja leading to a subsidy and rise in price. Another example was the increase in the price of rice as at the first flood in 2012, due to farms being washed away.*

# We don't **fear** **Death** anymore.

*We are constantly bombarded with information about future tales of doom such that it scares one to inaction*  
*Behaviourists* believe that, on the issue of **climate change**, People feel its effects are as distant as the North pole but they don't know that earth is just warming up, Hence fear inducement won't work unless we **do something about it.**

**Take Waters into our own hands** People feel more in control when they pick their bottles

People to  
shoot aka

# Target Audience

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## Government

*Dam*

*Irrigation*

*canals*

*Hydro power*

*River Dredging*

## People

*Recycling*

*Aforrestation*

## Businesses/NGOs

*Afforestation(CSR)*

*Real Estate*

*Recycling (CSR)*

# To the Government: SOLUTION

*Aikido*: Japanese term in Judo, it's the use of the stamina of an opposing force productively. it means "The Gentle way"

Malaysia is the seventh country with the most intense rainfall record in the world and they use a dam not just to hold water but as a means of Hydro Electricity; Nigeria isn't among the top ten.

- In Ancient Rome, water was diverted from river Tiberis to canals for irrigation on farm lands.
- The Dam could be for Hydropower which decreases emission of carbon from generators.
- Petition the state government to make major irrigation channels to cushion the effects of the water runoff moving water to more arid regions of the north.
- Clearing the older channels and major trash dumps obstructing water flow.
- State and locals should be in charge of River Dredging might be one of the preset solution
- while the Dam is yet to be completed, it involves the removal of waste from water bodies to prevent clogging.

## Strategy and Execution:

- The Government can't act alone on this, we have to involve the people as well
- Delivering Free Tree saplings to communities and localities, Trees that are a part of their way of Life. For example regions where palmwine tapping is prevalent palm trees would be protected as a source of wealth for the community. Each family would be encourage to plant at least one tree. Intitutions that serve as a source of community and oneness (Schools , Mosques and Churches) will be utilized to promote the identity for afforestation.
- In urban Areas where it's difficult to plant trees, free pot plants will be given to residents to grow in house, offering them any plant of their choice in order to inculcate the planting culture everywhere.
- Promote a 'catch them young' culture by donating Trees to schools and making children become a part of the experience.
- Giving out free bikes to derserving citizens in order to reduce the carbon footprints of motor fumes

## Strategy and Execution:

- Pitching the Idea to Real Estate companies to reinvest in Aforestation as the Flood also affected them too. Making them understand that they are responsible for the increase in prices of wood and that reinvestment in Trees would be a logical step.  
further enlightening them that deforestation is one of the major causes of climate change that leads to flood.
- Encouraging Major supermarts to use cloth bags to sell products rather than cellophane, as it can be reused.
- Plastic Bottle companies could make it a part of their CSR to put recycle bins made in the shape of bottles at institutions, to encourage recycling.
- NGOs could encourage children through programmes to be creative with bottles by planting plants in them.
- Reaching out to relevant organizations such as groups of feminism, work unions and fraternities to encourage their members to secure a future for the coming generation.
- Sending messages of a constant reminder of what causes flood



## Social Experiment

This is already being done Abroad, Here we would utilize the Operant conditioning; a theory of reward and punishment. In popular shopping Malls an empty bottle would be given to each person that enters, inside it would be a message directing them to the nearest recycle bin. upon disposing of it a coupon would be given together with a pamphlet informing them that bottles could be returned from anywhere for coupons.

The more the better.

- On Television media, Documentaries such as Burna boy's whiskey video should be played, before the start of the day and at the end, preaching the spirit of responsibility not doom. Advocate that Actors of the Regions affected preach climate change to the people
- On Twitter the hashtag #Climatechanged would be attached to every video that showcases areas improving through the execution of these strategies, like the reception of trees etc

***Changed?***