

CLIMATE CHANGE AWARENESS:

MORE IMPORTANT THAN CLIMATE ACTION

1) Introduction

Climate change has certainly been a reality in 21st century and effective actions should be pursued to mitigate its surge.

However awareness raising is an important step prior to climate action. Awareness backed action policy can more efficiently solve the climate crisis.

- 2) Climate change is an issue to be focused,
 - a) raised awareness about and taken action on
 - b) Importance of climate change awareness prior to action in dealing climate crisis
 - a) Power of mass action via climate change awareness
 - b) Climate action fuelled by climate change awareness is more effective. ~~and~~
 - c) Negative consequences of missing awareness strategy.
 - d) Negative consequences of unawareness of common masses on climate change.

4) Awareness to climate change indicators as successful action policy.

a) Efforts of flood awareness and their ^{positive} results.

b) Heat wave awareness in the world and societal shifts.

c) Build up of conscious use of energy resources and current progress.

d) Power of developing environmental consciousness through awareness on climate change.

e) Global shifts in town and urban planning after rise of climate change awareness.

5) Global focus on climate action in absence of awareness raising strategy.

a) Global summits as milestone achievements of climate change but yet unknown to masses.

b) Disconnect between climate change awareness and common people in third world.

c) No use of power of social and mass media in raising awareness on climate change.

d) ^{Need for} Climate change awareness ~~is~~ ~~not~~ ~~do~~ translates into effective action policy.

6) A citizen well aware of climate change as the first step to climate action.

a) Awaiting citizens dissipates a change at grass root level.

b) Informed citizenry promoting a societal shift to ^{climate} sustainability.

c) Informed society leading to climate centric policies and their obedience.

d) Awareness reaching governmental level; a thrust even stronger.

7) Conclusion.

It was back in late 1990's that strange and bizarre news spread across the globe about stuff such as big chunks of ice breaking off from Antarctica and a huge hole in Ozone layer over Australia. As they say; "First step to solve a problem is to realise that there is a problem."

Such headlines, for the first time started reaching out to common people cascading a consciousness on environment. Concept of climate change started picking clarity and popularity among common people.

Since then the world at all levels is heavily focused on devising strategies to curb the delthal change. Informing the world about climate catastrophe is a step prior to action policy as its absence has left the current climate action effectivity, a bit shaky.

As awareness reaches out to masses at grassroot level it has the power to let unprecedented effects cascade. At multiple fronts climate change awareness ^{prior to action} has shown highly efficient response to climate catastrophes like floods, heatwaves, use of energy resources and development of environmental consciousness.

Also this awareness has resulted in ^{shifting} patterns of town and infrastructural planning. In contrast to successes of climate awareness backed response, its absence has been damaging for the global response. Global summits and action policies on climate change are unknown to common to people. Hence awaring a citizen would drive a response from grassroot level. From an informed citizen the change would

reach up to the governmental level. Thus climate change is certainly a reality in 21st century and effective actions should be pursued to mitigate its surge. However awareness raising is an important step prior to climate action. Awareness backed action policy can efficiently solve the climate crisis.

Climate change has been one of the bizarre challenges with which 21st century ensues its dawn. Since the industrial revolution, the global surge in usage of fossil fuels in transport & industry has led to global warming. Effects of global warming continue to quip humanity with their calamity. Glacial melting, rising sea levels, global heating and unprecedented temperature variations are all indicators of climate change. Since the realisation of climate crisis, world has spotlighted it and raising awareness at individual, societal, governmental and international level. But there has always been a lag in awareness raising step because awareness regarding intricacies of climate change hasn't yet reached a common man living his life in his own worries and packed routine.

Raising awareness regarding climate change is the step ^{more} a level crucial than action. Awareness always reaches out to masses and when a collective response is fuelled, it shapes an even more effective solution. The matter with climate crisis is that it requires input of each one of us by it small or huge. A societal shift to renewable and efficient use of energy resources by every person is only possible via mass awareness. Also to deal such a catastrophic turmoil as climate change, motivation at individual level is needed so that a common man inculcates the environmental consciousness factor in his routine. Thus an individual awareness would drive a climate response at the grassroots level.

Just as ^{climate} awareness is necessary to spark a deeper response; it is essential to enable an effective action policy as well. People aware of potential threats of climate change would effectively devise action strategy at governance level and ^{those at subjects level} would be better able to understand and act upon those strategies. A common observation is that ethical markets for environmental friendly products operate more in west because of greater levels of climate awareness there. Thus people in Europe and US are more likely to buy E-vehicles, Biocements and Biofertilizers. Thus a well-informed person would be a better agent of change for climate crisis.

Since long climate scientists and policy makers have focused on devising ways to deal climate change at emissions level and curbing its catastrophic indicators but awareness raising has always been neglected. Paris agreement and COP summits focused on reducing temperature levels but none of the climate summit ever discussed a plan to raise awareness among masses so that they may come up with novel solutions as well. The result is that people tend to lack the understanding on climate issue which is necessary to shape an effective individual response. Also people don't abide by the climate centric policies. For example, "Plastic bag ban" in Islamabad-Pakistan was lifted due to non-obedience of people which sprang from lack of awareness. This shows how important is awareness prior to action.

At various fronts, awareness backed climatic responses proved highly effective. One of the example is flood awareness. Since 2000s, floods have wreaked havoc across the globe intensified by glacial melting and shifting rainfall patterns. In US, flood response awareness campaigns were a common sight in great flood of 2000. Also in China, intensification of Typhoons has fuelled flood awareness campaigns. According to "Citizen Awareness Survey on Flood Response", 30% of Chinese were better aware of

handling a flood emergency than any other people in the world.

Like floods, heat waves widespread have occurred across the globe in 2022 and 2023. These heat waves led heat response campaigns cascading through communities. In Europe, people habitual of cool temperatures suffered heavy losses due to heat waves. 60,000 "heat related deaths" occurred in Europe. Stories of people moving out in intense heat and dying of stroke ^{were} could be heard which showed people's lack of awareness. However in Global South - whose temperatures are warmer and people are habitual of temperatures upto 50°C ; are well aware of response heat waves. Minimal levels of heat related deaths occur in South. Thus awareness factor plays in favour of climate response.

Similarly climatic awareness has also been the driving factor behind conscious use of energy resources. People aware of harms of fossil fuel usage are the ones showing shift to renewables. States such as Brazil, Germany and Japan have efficient climate response strategies as people are better aware of climate turmoil there. In Brazil vehicles use Bioethanol^{fuel} based cars. Also fossil fuel awareness caused governments to provide public transport facilities to people in different countries and adoption of E-vehicle system. Climate change awareness is further required for people to make use of public transport, use renewables and

eco friendly fuels in industrial, transport and agricultural sector.

Climatic awareness is important to develop environmental consciousness which shapes an overall responsible attitude towards the environment. An informed citizen would make climate friendly choices right ^{from} after waking up to going asleep again. Controlled use of electricity, use of cycling or public transport, buying eco friendly products at supermarket. Better informed people on climate change have proved a thrust for climate action. Also consumer choices on environmentally ethical product purchasing are better shaped by awareness that individual response always bears great power in the big picture.

Another major change springing from climate change awareness is that infrastructural changes are being inculcated. Flood water storage reservoirs, special management of coastal areas, and heat wave enduring houses are being focused. In this regard awareness has played a key role as these infrastructural changes require consent of communities to shift from old household to climate resilient ones. More awareness is needed so that people tend to accept the changes around them easily.

Despite effective results of awareness backed climate action, the macro approach of global action in dealing climate catastrophe is action centric rather than awareness backed. UN lead COP summits, Paris Agreement and several other conferences, were focused on devising action policy. If a layman is asked about them, he is yet unaware of climate change, its destruction and need to tackle them. The stark disconnect between climate reality & common man is because no awareness strategy has been devised such as holding official seminars and propagating climate crisis amidst all other global issues. Thus to bridge the gap of unawareness between climate change fact and layman, an effective awareness strategy is needed.

The lack of awareness on climate change among masses which hinders efforts to deal with it is much prominent in the third world. Eco friendly projects are known to masses as ~~some~~ projects of great importance to the governments but they lack the actual knowledge of why are they important. Thus the democratic protest culture always brings such projects to vulnerability under civil violence. For example; in Pakistan, mass protests are accompanied by destruction of public assets like public transport bus services, and Green belts. This is a surface symbol of deeply rooted dilemma that people are unaware of climate change and integrity of eco-system.

Another aspect that shows action centric response of global community to climate change lies in insufficient use of social media. In this age when mass awareness is raised and public opinions ^{are} moulded by YouTube advertisements, Petition campaigns, entertainment industry, hardly any such effort has been made to raise climate change awareness which on a sideline is also a grim peep into the fact the climate change is a neglected cause today amidst other geopolitical turmoils. Social and electronic media if used effectively would give an even better climate response.

Climate change awareness in west translates into effective climate action strategy and its absence otherwise ^{has} proved detrimental. People better aware of such intricacies allow the urban development around them and also better abide to the policies and climate laws. For example; In Stockholm Sweden, an entire neighborhood has been formed out of Timber comprising of 25 buildings, offices and restaurants. This was enabled with people's consent to modify their localities as they are much aware of climate crisis. According to general estimates, people in US and Europe are on average 30% more aware and concerned of climate crisis than people in East. Hence awareness has the potential to bring immense changes.

The effective most strategy to devise a plan for climate crisis is to start at grassroot level. Climate change with global warming at its heart was accentuated by usage of fossil fuels at domestic level; thus a domestic level start would surely suffice. Awareness strategies propaga via means of mass media, banners, festivals, seminars, books and entertainment impregnate household levels and sprout an eco friendly uspon from there. From efficient usage water at households no littering outside homes, use of solar panel ener and cycling etc are such small actions that need awaues but to be persued but have potential to bring big changes

Informed citizens promote an eco friendly society with majority of people practicing climate friendly routines. Also an air of awareness pushes those who are unaware or oppose the change to also go with flow of society. As a result an eco friendly community building promotes better effectivity of government led climate policies.

Forest burning laws and laws for timber mafias regarding deforestation were only made effective after successful awareness raising in Brazil after Amazon Forest Protection AFP highlighted that 13% of Amazon has been deforested. Today Brazilians seem better obedient to the societal policies and abide by them.

Finally an informed society pushes the change to policy formation and governmental levels. People pushing for climate resilient strategies would enable states to devise state level responses and a better strategy to shift the country to a least carbon emitting one, the best example is the global outrage after 2022 floods of Pakistan. Common people demanded global North to make up for the loss caused to global South via Loss and Damage Fund. In COP-27, the issue was taken up by Pakistan government successfully. All this was enabled with mass awareness at roots of Pakistani citizenry.

In summation, though effective actions are being pursued to tackle climate change, but the world has yet been overpassing in integral step towards a cooler earth i.e.; climate change awareness. Better informed the world is, better would be the response to climate catastrophes as seen by the example of floods, heatwaves and energy usage recently. A wider and efficient response is still waiting ^{made possible} by spotlighting climate crisis further. If YouTube can display agenda and opinion moulding advertisements related to wars, surely can it be used to raise mass awareness regarding lethality of climate

change. But the policy makers have been
oversleeping the crucial step of awareness and
suspecting it direct to action. An action policy
backed by foundations of a society deeply informed
on climate change would have its effectivity
surge four folds. Lets hold the banners, raise
our voices, chant our fears of global destruction
out and aware the greenery around us before
it wilts away.