



AMIAhanDA

DA showcases climate change adaptation and mitigation initiatives nationwide in celebration of Climate Change Consciousness Week

BY DA-AMIA COMMS TEAM

The Department of Agriculture (DA), through the Climate Resilient Agriculture Office (CRAO), showcased its various climate change adaptation and mitigation initiatives across the country as part of the celebration of the 14th Annual Global Warming and Climate Change Consciousness Week on November 19 to 25, 2021, which bears the theme, “Klima ng Kinabukasan, Ating Pangalagaan.”

Highlighting its own theme, “Masaganang Ani at Mataas na Kita sa Gitna ng Pagbabago ng Klima at Hamon ng Pandemya,” DA shared facts about climate change, featured its different climate resilient agriculture technologies and practices, and promoted its Adaptation and Mitigation Initiative in Agriculture or AMIA Villages through a campaign dubbed as K-L-I-M-A.

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The K-L-I-M-A campaign represented the five sub-campaigns carrying the focused messages of the department. It ran from October 25 to November 26, 2021 where various DA Regional Field Offices (RFOs) and Attached Agencies, Bureaus, Corporations were mobilized to amplify public information on DA's climate change adaptation and mitigation efforts through the use of social media. During this five-week campaign, simultaneous posting consistent with the focused theme was done.

In its first installment, the campaign featured basic facts on climate change and agriculture through a series of infographics translated into different local languages, while the second sub-campaign popularized the different climate-resilient concepts, practices, and technologies through Tiktok videos and comic strips.

The third installment, coined as "I AM AMIA: Ang Makabagong Imahe ng Agrikultura" humanized the program's advocates and stakeholders by featuring them in 60-second clips where they talked about how different CRA practices helped them adapt to the changing climate.

The fourth sub-campaign provided a virtual tour of the AMIA Villages in the country through the "Dito Po sa AMIA" videos and posters which narrated how these climate-resilient villages attain "Mataas na Kita sa Gitna ng Pagbabago ng Klima at Pandemya." One of DA's innovation stories exemplifying a climate-resilient area, The AMIA Village is composed of organized farmers tilling adjacent farms where climate risk assessment is conducted, and similar climate-resilient agriculture practices are adopted. There are now 127 villages in 50 provinces in all regions in the country at varying levels of implementation.



Chief of Staff Dr. Leocadio Sebastian delivering his opening message

The last installment of the campaign, called "AMIAhanda," highlighted stories of preparedness using weather and climate-informed advisories showcased through an e-newsletter.

Prior to the production of campaign materials, a series of training was conducted led by DA-AMIA Communications Team..

Apart from its social media communications campaign, a KLIMA exhibit was also set up during the Climate Change Consciousness Week proper at the DA Main Building Lobby in Diliman, Quezon City. The exhibit, which opened on November 22, 2021, featured select CRA practices in the AMIA Villages as well as the packaged AMIA interactive learning modules for Agricultural Extension Workers. DA CRAO Director Alicia G. Ilaga spearheaded the opening of the exhibit, with support from DA Undersecretaries Ariel T. Cayan, Leocadio S. Sebastian, Fermin D. Adriano, Roldan G. Gorgonio, and Rodolfo V. Vicerra, Assistant Secretary Noel O. Reyes.

In his message of support to the celebration, DA Secretary William D. Dar emphasized that the Department takes climate change adaptation and mitigation very seriously, as it is aware of the great threat climate change poses to the agriculture sector. As such, he shared that the

