

ACCESSING PERCEPTION OF CLIMATE CHANGE ADAPTATION AMONG STUDENTS: CREATING THE GROUNDWORK FOR A COMMUNICATION TOOL AND NETWORKING IN BRAZIL

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In face of uncertainties associated with natural disasters, some of the challenges in climate change is improving adaptive capacity to environmental change and developing flexibility in response to crises and surprises. Due to the seriousness and urgency of climate change, mass mobilization may be required. Therefore, efforts on communicating urgency without overwhelming and paralyzing audiences would be an important aspect of research. In order to so effectively, we must understand the perception of society on this matter. We have selected a large group of university students to conduct an on line research on perception of climate change and adaptation. The objective of this paper is to present these results, in order to understand perception and start engagement at Brazilian universities on climate change adaptation. We believe that the information collected should be helpful to provide guidance for European finance aid projects, so as to help decision makers on which projects to support. This paper is original, transdisciplinary and policy and practice-oriented.

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