

## ADAPTAYO - The Philippines' Call for Climate Change Adaptation

By EON



ADAPTAYO is the Philippines' call for climate change adaptation. It is an information, education, and communication (IEC) programme, an advocacy, and a continuing initiative towards influencing our behavior in relation to climate change. The campaign was developed by the Joint Programme of the Millennium Development Goal Achievement Fund (MDGF):1656 which seeks to strengthen the Philippines' institutional capacity to adapt to climate change.

Deriving its name from the words "adapt" and the Filipino words *tayô* (to stand up) and *tayo* (we), ADAPTAYO promotes courage, flexibility, strength, and resiliency among Filipinos amid the perils, dangers, and impact of climate change: droughts, typhoon, flooding, and extreme weather conditions.

ADAPTAYO is about standing up to the challenges and risks that climate change brings. It calls on leaders of our communities— national and local government agencies —to bear the duty of introducing and promoting climate change adaptation measures among the people they serve. It enjoins all of us to understand our role and potential contribution in adapting to climate change. ADAPTAYO is for everyone. It is for us. We, as a community. *Tayo* as individuals.

It's time to act now. Let's adapt to climate change. *Tayô na tayo.*

ADAPTAYO.

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