

# တိရစ္ဆာန်

DOH  
GABAR



ဥရောပသမဂ္ဂ

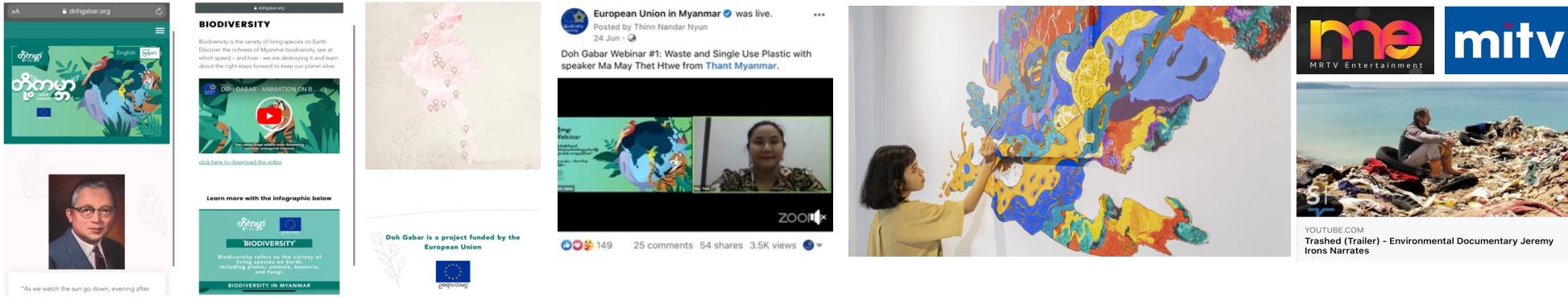




# A Creative Collaboration for Climate Action in Myanmar

Doh Gabar ("Our Earth") is a multimedia digital exhibition and public education campaign that aims to raise awareness of climate change and inspire people to protect Myanmar's exceptional biodiversity.

- ✓ **Visual storytelling** as an advocacy and engagement strategy
- ✓ **Digital as platform to effectively and safely engage** communities in lockdown



Bilingual multimedia content: visual arts, installations, educational videos, infographics, documentaries, and interactive environment projects map via [www.dohgabar.org](http://www.dohgabar.org)

## Key Outcomes

- Raised EU visibility across digital and mass media
- Pro-bono partnerships with major networks, trusted influencers and celebrities
- Reached 85% of Myanmar, approx. 40 million people



## Educate & Inform

- ❖ biodiversity loss
- ❖ deforestation
- ❖ climate change
- ❖ waste and single-use plastic
- ❖ air pollution

## Spotlight EU Projects

- ❖ SMART Textile and Garments
- ❖ Prevent Plastics
- ❖ Thant Myanmar
- ❖ Tha Bar Wa
- ❖ Myanmar Climate Change Alliance

## Mobilise and Engage

- ❖ Programme partners
- ❖ Artists, celebrities, creatives
- ❖ Environmental experts
- ❖ CSOs
- ❖ Media

## Challenges & Key Learnings

- COVID restrictions
- Multiple workstreams
- New channels & technology gaps
- Visual, shareable stories as a way to localise technical information