



**We create a healthier, more sustainable, and just world through the power of storytelling, technology, and community.**

# **Improving Climate Resilience through Story**

**“The only way our forest [becomes a valuable resource] is when we, the community members, get to know the importance of our forest and value it... so we want more education on the radio for the people.”**

Alice G., farmer and a fan of PCI Media radio drama, Forest Blessings, West Africa

**LIVABLE  
PLANET  
PORTFOLIO**



Surviving the impacts of climate change will require creative and inclusive solutions. PCI Media partners with local organizations to shift social narratives and mobilize communities to create positive behavior changes at scale. Our inclusive methodology creates capacity for our local partners and encourages audiences to take informed action. PCI Media improves lives through narrative interventions that have local, regional, and global impact.

**We Offer:**



**Customized Communication Support**  
for your initiative



**Design and Implementation of SBCC**  
(Social and Behavior Change Communications)



**Thought Partnerships**

- Communications Strategies
- Advising and Mentorship

PCI Media’s Program Priority Areas are aligned with the United Nations Sustainable Development Goals (SDGs). Our Climate Resilience initiatives address the following SDGs:



**The Climate Crisis Demands Action from All of Us, For All of Us.**

Climate change has the potential to impact life on this planet. But we know that investing in climate resiliency can protect livelihoods, preserve ecosystems, and maintain our natural resources for generations to come.

Our ability to respond effectively to climate threats depends on creating powerful stories that bring new visions of tomorrow to billions of people. The stories we help communities tell and live inspire personal and collective change—empowering people to open up to new information, explore ideas, and imagine a better life.

PCI Media is an award-winning 501c3 non-profit organization with over 35 years of world-class expertise in using radio dramas, television shows, and media-based campaigns to accelerate global social change. We have applied our proprietary approach to produce change in 75 countries across the globe.

# Punta Fuego

## Belize



“I will be honest, I used to fish in the zones from time to time, but now I think about what I hear in the show and I don’t think I will be doing that again.”

-Fisher/listener, Belize

## The Issue

Overfishing and the absence of regulated replenishment zones have devastated marine ecosystems, threatening food sources and livelihoods.

## PCI Media’s Response



Radio  
Drama



Call-in  
Shows



Social  
Media



Community  
Mobilization

The epic adventures of a young fisherman engaged Belizean fishing communities in sustainable practices.

**26.8%**  
Increase

in awareness of benefits  
of replenishment zones

**31%**  
Increase

in desire to  
protect zones

**22.6%**  
Increase

in those who joined a  
fishing association

As more fishers embrace sustainable fishing practices, food sources for people and marine life will be protected.

**Capacity  
Development**

Because of this program, local organizations are able to design and implement content that engages audiences in sustainable fishing practices.

# #OzoneHeroes

## Global

**“It’s so fantastic what we humans can do when we all come together, you know?”**

-Rocket, Character in Ozone Heroes comic

### The Issue

To mark the 30th anniversary of the Montreal Protocol in 2017, a global action to eliminate 99 percent of chemicals damaging the ozone layer, PCI Media designed the #OzoneHeroes campaign in partnership with Marvel and UN Environment (UNEP).

### PCI Media’s Response



Website



Celebration  
Event



Social  
Media



Community  
Mobilization

**In a comic to engage young audiences globally, Iron Man and the Guardians of the Galaxy discover that humans are the superheroes who healed the ozone layer.**

**24K**  
People  
Shared

images of themselves  
as an #OzoneHero

**23**  
Million

people have been  
reached on social media

**3K**  
People

engaged  
on social media

**The program showed younger generations that collaboration can create meaningful change even in the face of a seemingly insurmountable issue, such as keeping our planet livable.**

**Capacity  
Development**

**As a result of this program, we enhanced the capacity of our partners to engage younger generations in climate action.**

# WA BiCC

(West Africa Biodiversity and Climate Change)

## West Africa

“Because of the radio program, I have learned how to protect my rice farm from being eroded by practicing rice and mangrove integration.”

- Farmer and fan of PCI Media radio drama, Watasay Ston

## The Issue

Because of unsustainable practices, West Africa’s coasts, forests, and wildlife are vulnerable to the effects of climate change. WA BiCC is a multi-partner initiative in 15 West African countries funded by the U.S. Agency for International Development (USAID) to improve conservation and sustainability.

## PCI Media’s Response



Radio Drama



Call-in Shows



Videos



website



Policy Convening



Social Media



Community Mobilization

**A drama about a successful fisherwomen and a village chief learn to sustainably use natural resources for the survival of their families and community**

**12**

Radio Stations

broadcasting the radio dramas

**3.1**

Million

Social Media impressions

**43K**

People

Mobilized

**As these changes take root, we will see an increase in sustainability practices that protect coastal communities and forests.**

**Capacity Development**

**Because of this program, local radio producers are able to design engaging radio shows using social change strategies and local leaders are able to better advocate for natural resource protection.**

PCI Media develops capacity and creates sustainable change in three impact portfolios meeting the most urgent needs around the globe:

**Livable Planet – The climate crisis demands action from all of us, for all of us.**

- Climate Resilience
- Biodiversity Conservation
- Clean Air, Water, and Land
- Sustainable Food Systems

**Empowered People – Societies thrive when minoritized groups are fully included.**

- Women and Girls
- LGBTQ+
- Migrants and Refugees

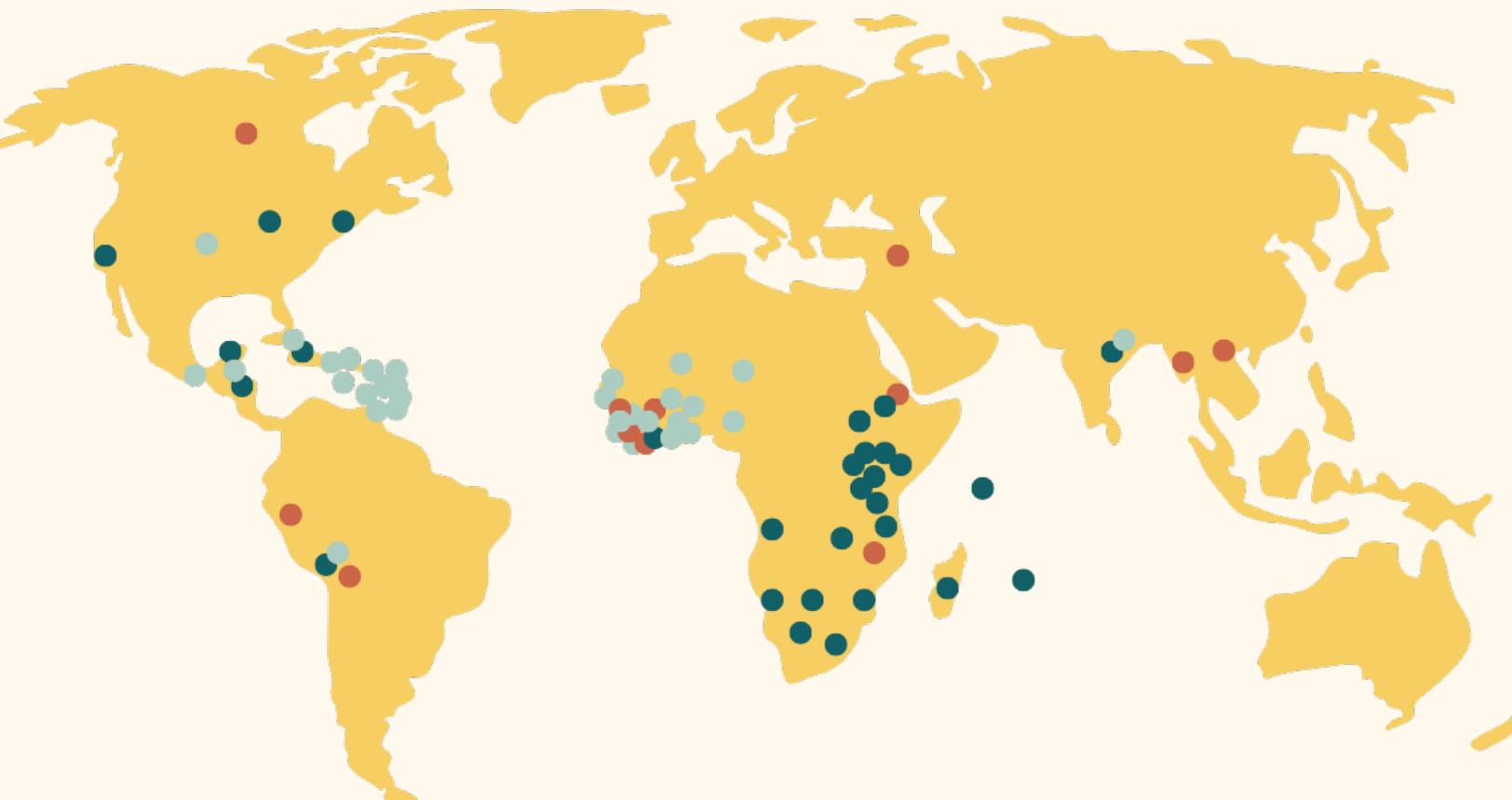
**Healthy Living – Healthy families are the foundation for prosperous communities.**

- Nutrition
- Noncommunicable Diseases
- Infectious Diseases
- Maternal and Child Health

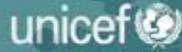
Livable Planet

Empowered People

Healthy Living



# We Partner For Success



## Our Awards Celebrate Excellence in Programming and Partnerships





**For more information, visit [www.pcimedia.org](http://www.pcimedia.org)  
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