

## About SCF

SEI Asia, with support from the Swedish government (Sida), launched the Strategic Collaborative Fund Phase 2 (SCF2) programme in 2018 to enhance the current 2030 Agenda efforts in Asia and the Pacific. SCF2 aims to foster regional cooperation and policy dialogue for sustainable development and environmental sustainability, through capacity building, knowledge sharing and increased collaboration.

Human rights and gender equality are central to SCF2, as it champions regional and inter-regional collaboration for transboundary environmental policy development.

Learn more about the programme [here](#).

## Theme

Social media for inclusive resilience in Southeast Asia

## Specific Focus

We are inviting proposals for regional events that will bring together diverse stakeholders to discuss opportunities to build inclusive resilience to climate and disaster risks in Southeast Asia through social media platforms, content, data, and users.

We would like to see groups that are typically overlooked or marginalized in climate and disaster processes – including the poor, informal workers, ethnic minorities, gender and sexual minorities, the elderly, people with disabilities, HIV positive people, migrants, women and young people – brought into the conversation to uncover ways in which social media can contribute to social equity and justice, and to closing the digital divide.

## Rationale

Around the world, climate and disaster risks are increasing in frequency, intensity, and uncertainty. In Asia, the health and well-being of millions of people and vast ecosystems and landscapes are threatened by flooding, cyclones, droughts, earthquakes, and tsunamis, to name a few. In the Philippines, Vietnam, and Thailand, for example, tropical cyclones are expected to impact between 60 to 80 million people in each country (Dimailig *et al.*, 2020). However, vulnerability differs for different social groups, depending on their gender, sexual identity, age, ethnicity, race, among other intersecting socio-economic characters. Young

people, for example, are among those who bear the greatest burden due to climate and disasters' impacts on health and development (Clark et al., 2020).

Social media have a great potential to contribute the resilience building in Asia. According to Global Digital Report 2021<sup>1</sup>, in the last year over 16 new social media users are added every second globally. In Southeast Asia, almost 70% of the population is connected to the internet, with the highest number of new users recorded in Indonesia, China, and India. Channels such as podcast, vlog, or influencer are becoming a new source of information sought after by many, particularly for younger people. Not only do social media connect people and communicate ideas but can also be a great source of data with the advance of big data and artificial intelligence.

Yet, the digital age does not benefit everyone equally. Stable internet, mobile device or digital literacy may be inaccessible for those living in remote areas or marginalized due to their socio-economic statuses. These may also be the most vulnerable to climate change and disaster risks. The Global Risk Report 2021 states that digital inequality presents a “clear and present danger” during the next two years unless actions are undertaken to address it.

Given this background, a conversation with regional stakeholders is imperative to discuss how we can harness the opportunities that social media offer to build climate and disaster resilience in an inclusive manner and tackle the challenges around the digital divide. Can social media be a transformative platform for resilience that *leaves no one behind*?

## Regional Strategic Collaboration

We invite proposals for regional events that explore how social media platforms, content, data, and users can play stronger roles in building inclusive resilience to climate and disaster risks in Southeast Asia.

Events should align with relevant international policies, including the Sustainable Development Goals (SDG), the Paris Agreement, the Sendai Framework for Disaster Risk Reduction (SFDRR), and the ASEAN Agreement on Disaster Management and Emergency Response (AADMER). Proposed events should address at least one of the following questions:

- What opportunities do social media platforms, content, and data offer to increase the resilience of society's most vulnerable groups to climate change and disasters, including in the context of the COVID-19 pandemic?
- How can social media users, influencers and professionals be empowered to contribute to inclusive resilience?
- Who are the key stakeholders and how should they be involved to ensure social media engagement addresses current and potential forms of inequality, and leads to

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<sup>1</sup> <https://datareportal.com/reports/digital-2021-april-global-statshot>

more equitable outcomes? E.g. social entrepreneurs, incubator companies, grassroots organizations, community foundations, etc.

- What roles do social media play in climate change education and awareness building? In what ways can young people be part of or contribute to an inclusive and equitable digital transformation?
- How do we connect the opportunities in emerging social media landscape in Southeast Asia with regional environmental or disaster risk governance? How is the social media and internet revolution changing the way we deal with environmental issues, disaster risk reduction, and climate change adaptation?
- What is the implication of the new digital economy in ASEAN to the participation of women and girls in disaster risk management and achieving decent work in the region?

## Expected Results and Theory of Change

This call is designed based on the following results chain and assumptions, which we hope event proposals are expected to be guided.

**IF** events are held to reflect on the current social media engagement in Southeast Asia in light of the opportunities they present as platforms to address climate and disaster risks facing vulnerable groups;

**IF** these events assess the current use and penetration of social media content (vlogs, live video, infographics, etc.), platforms (YouTube, Facebook, Twitter, Facebook Messenger, TikTok, Instagram, Signal, Telegram, WhatsApp, Line, weChat, etc.), and big data (via social listening, artificial intelligence, etc.) in Southeast Asia;

**IF** these events identify and involve key stakeholders in the region's social media landscape and climate change and disaster risk management;

**IF** these events are designed and executed with strong integration of gender and social equity through an understanding of how sex intersect with social and societal structures to result in identities and statuses;

**IF** these events are informed by the principles of human rights especially on non-discrimination and "leaving no one behind" of the SDGs and specifically address a particular SDG target;

**IF** these events contribute to the achievement of the AADMER Work Programme, SFDRR and the Paris Agreement, and ASEAN Declarations and Statements on climate change;

**THEN** the proposed events become an opportunity to collectively reflect on the roles of social media in building resilience the region and identify pathways on how to use it to address the vulnerabilities of marginalized groups so as to develop courses of actions to guide policymakers, decisionmakers, actors and stakeholders in the region.

## Ideal characteristics of a successful proposal

A successful proposal will have the following characteristics:

- It is creative (promoting out-of-the-box designs) and innovative (promoting forward thinking and learning through discovery-based approaches). The event could be online or in person or hybrid.
- It has addressed gender and social equity and human rights through an articulation of how multiple and intersecting social identities and status shape vulnerability and marginalization, which in turn deny people their human rights. This means the event looks at the roles or addresses the needs of vulnerable groups. The proposed event has also paid particular attention to power dynamics based on gender and sexuality, as well as on other protected grounds of discrimination, such as ethnicity, religion, economic status, age, disability, sexual orientation, and transgender identity, that cause the non-fulfilment of rights. The event particularly emphasizes, if possible, the specific needs and challenges of non-normative genders and sexualities.
- The event has a clear policy outcome, which could contribute to any of the following policy processes at the regional level:
  - the implementation or localization of at least one specific SDG target in the region;
  - the implementation of AADMER Work Programme 2021-2025 or any of the ASEAN Joint Statements or Declarations on Climate Change;
  - the implementation of the Sendai Framework on Disaster Risk Reduction or the Paris Agreement (e.g. by connecting with the Asia-Pacific Ministerial Conference for Disaster Risk Reduction).
- The event targets specific groups such as youth organizations or it addresses issues that are relevant to young people in Southeast Asia.
- The regionality of the event is sufficiently demonstrated not only through the involvement of several countries in Southeast Asia but, more importantly, the

coverage of the topic to be discussed is shared regionally wherein each country has important stakes.

## Partnerships

This event will be implemented in partnership with the ASEAN Secretariat's Division of Disaster Management and Humanitarian Affairs.

## Reference

Clark, H. et al. 2020. A future for the world's children? A WHO–UNICEF–Lancet Commission. *The Lancet* 395, 605–658. [https://doi.org/10.1016/S0140-6736\(19\)32540-1](https://doi.org/10.1016/S0140-6736(19)32540-1)

Dimailig, L.A. et al. (2020) The threat-multiplier: climate change and disaster risks cape in ASEAN. In *ASEAN Risk Monitor and Disaster Management Review (ARMOR)*, (Ed, AHA Centre) ASEAN Coordinating Centre for Humanitarian Assistance on disaster management (AHA Centre), Jakarta, pp. 25-57.