



CLIMATE CROWD

Community-driven solutions to help people and nature in a changing climate



BACKGROUND

Founded in 2014, [WWF's Climate Crowd](#) is a bottom-up community-driven initiative that works with communities to implement locally led climate resilience projects. Climate Crowd centers indigenous, local, and traditional knowledge — long vital to climate resilience but historically underused — with nature protection at the heart of every project. Working in over 40 countries, Climate Crowd has directly supported projects all across the globe and informed large proposals to governments, multilaterals, and foundations. The Climate Crowd model provides a rapid way to gather data, pilot projects, and mobilize financial resources for the most vulnerable communities through a participatory method.

CLIMATE CROWD PROCESS



1. COMMUNITY INTERVIEWS

The Climate Crowd process begins with community—or key-informant—interviews to collect data. The interviews ask about the most significant changes in weather and climate, what impacts these are having on livelihoods, natural resources, and biodiversity, and what the community's responses to these impacts have been so far.

For data collection, we partner with local in-country organizations and provide them with

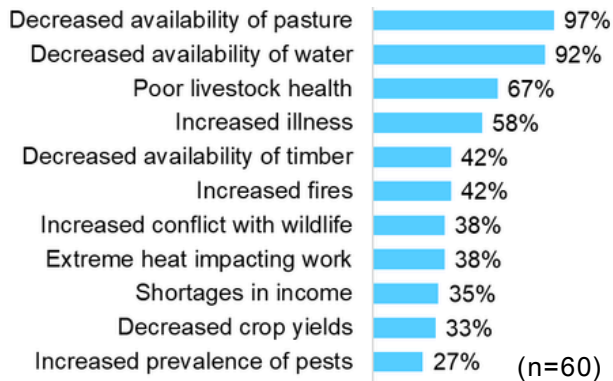
[training](#) on the Climate Crowd [survey](#) and [guidance](#) on interview techniques. Working with partners that already have established relationships with the communities allows us to get a better picture of the environmental and sociocultural contexts on the ground, helping to inform more responsible and impactful projects. All of our data can be explored on our website's [interactive map](#).



A key-informant interview in Fiji.

2. DATA ANALYSIS

The data from the key-informant interviews is qualitative, so we analyze and quantify the findings to produce [summary reports](#) by country or thematic area. Each interview is reviewed to identify reported changes in weather and climate, their impacts on livelihoods, natural resources, and biodiversity, and current coping responses. These insights are then synthesized into a summary report highlighting the most significant findings reported by respondents. Infographics are also created, which can be disseminated digitally or printed and displayed for community access.



A sample dataset from the [Madre de Dios, Peru summary report](#) (2024).

3. COLLABORATIVE PLANNING

The next step in the Climate Crowd process is to present the data back to the communities. Meetings are held where the findings from the interviews are presented and discussed, ensuring participatory information-sharing and decision-making. We collaborate with the community members to brainstorm and develop solutions that build resilience to climate change by addressing their most significant needs, as detailed in the summary report.



Collaborative planning with community members in Jigme Dorji National Park, Bhutan.

WANT TO LEARN MORE?

Visit the Climate Crowd [website](#) to explore and download interview data, view [project pages](#), and read more reports like this on our [publications page](#).

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4. PROJECT IMPLEMENTATION

Using the data and discussions from the collaborative planning process, we work with local partners and communities to implement community-led, on-the-ground projects that help people and nature adapt to a changing climate. Projects are all nature-based or nature-friendly, focusing on building resilience to specific climate impacts, reducing climate threats for communities, and in turn reducing pressure on nature.



Basket-weaving as a diversified livelihood in Bwabwata National Park, Namibia.

Projects implemented to date include increasing water security, climate-smart agriculture, and diversified livelihoods, amongst other projects. Climate Crowd supports these projects with the goal of further fundraising for proven solutions and scaling them to deliver broader benefits to more people.



Increased crop yields from climate-smart agriculture in Matatiele, South Africa.

CASE STUDY: BHUTAN

In 2024, Climate Crowd implemented climate resilience projects in Bhutan's Jomotsangkha Wildlife Sanctuary (JWS). JWS, a critical tiger habitat in the southeast, is characterized by its biodiversity-rich subtropical forests and is home to many communities. Thirty-three key-informant interviews were conducted in JWS, revealing increasingly problematic flooding, heat waves, and drought.

REPORTED CHANGES IN WEATHER AND CLIMATE (n=33)

- 58% Flooding
- 55% Heat waves and hotter days
- 52% Changes in the timing of seasons
- 48% Loss of water source
- 42% Decreased rainfall
- 39% Changes in wind patterns
- 39% Storms
- 30% Erosion and landslides
- 12% Increased rainfall

Community members reported that these changes in weather and climate were making it harder to find freshwater and were reducing crop yields, leading people to change where and how they acquire water and to depend more on markets.

In collaboration with the Department of Forest and Park Services, we presented these findings back to the community, and co-developed projects which increased water availability for consumption and agriculture. In one village, an existing debris-prone water infrastructure was restored and reinforced through debris removal, installation of a filtration tank, and construction of walls to prevent future debris accumulation. In another village in JWS, water supply infrastructure was repaired, and a new water collection chamber was built that draws from a more reliable water-tapping point.

Throughout the entire process, community members, local leaders, and conservation experts were involved. By the end of project implementation, 450 acres of agricultural land and over 400 households in JWS had more reliable access to water.



Restored water infrastructure in JWS.

In 2026, Climate Crowd scaled work in JWS with the implementation of four new projects. These projects focused on supplementing traditional livelihoods with diversified income sources like beekeeping, bamboo cultivation, and soft broom production, and restoring lake systems and habitats of high ecological and cultural importance. To learn more about our work in Bhutan, view our StoryMap.



Climate-smart beekeeping in JWS.