

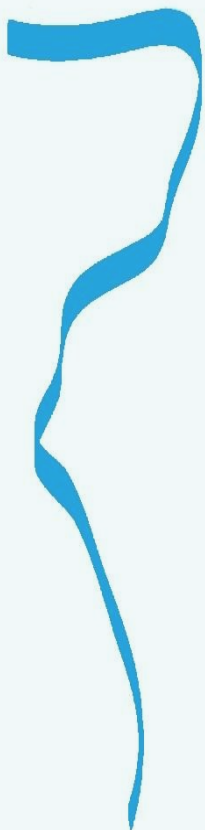
# Adaptation of the Meuse to the Impacts of Climate Evolutions



This project has received  
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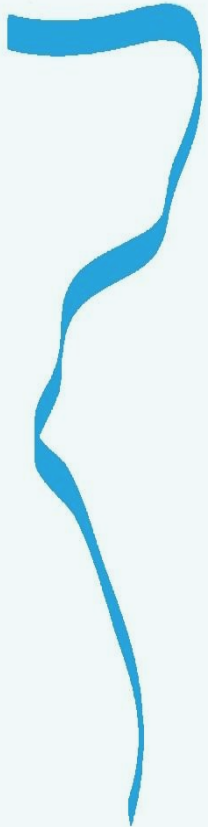


INTERREG IVB





# Strategies for communicating about climate change impact on public lands.



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# Content of paper

- ❑ General introduction and method
- ❑ Challenges to effectively communicating about climate change on our public lands;
- ❑ Example strategies for communicating about ../.. lands
- ❑ Ten key principles for communicating about climate change.



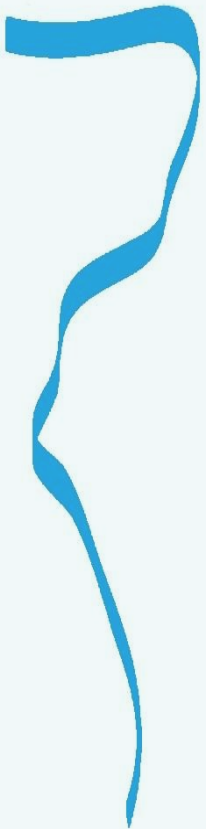
# General introduction

- Agencies which are responsible for managing changing landscapes mostly are not designed to address interdisciplinary issues like communicating on Climate Change
- Agency coordination of communication efforts is critical to ensuring the public receives clear and consistent messages about CC;
- Given the uncertainty surrounding this issue, **consistency** will be the key to building consensus and gaining support.




# Method

- Three day workshop; 41 scientists and public land managers;
- Approach
  - presentations by **lead scientists**
  - participants distilled this research into a series of **explicit, uncomplicated 'message themes'**;
  - team of **social scientists** offered their recommendations for effective communication about complex scientific topics;
  - exploring what participating agencies are currently doing in the area of climate change communication;
  - designing communication strategies, including **specific messages** and **delivery mechanisms** to be used with **different audiences**



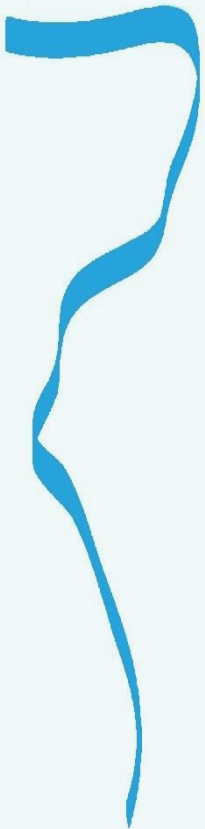
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# Challenges to effectively communicating about climate change on our public lands.

## □ Challenges

- Many people assume that climate change most directly affects animals and people far away;
- Widening gap between public awareness of what action is needed and what actions are being taken;
- Only few local examples or stories available to show that climate change is happening now and affecting our current life and landscape;
- People seem to accept climate change as a real phenomenon but most do not seem to have a great deal of concern about it.



# Challenges to effectively communicating about climate change on our public lands.

## □ Nine key messages:

1. Human choices have an impact on climate change
2. The impacts of climate change are occurring more quickly than initially predicted
3. The future will look different and we must adapt to it
4. Climate change impacts will vary by location (hotter/colder, dryer/wetter)
5. Climate change is like gravity – it affects everyone




# Challenges to effectively communicating about climate change on our public lands.


## □ Nine key messages:

6. Climate change affects you and the places important to you
7. Addressing climate change will require a combination of actions at multiple scales
8. Climate change will have significant social and economic impacts; it is a matter of not only saving the planet but also saving ourselves
9. You can help make a difference in addressing climate change.

# Content of paper

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- A vertical, wavy blue line graphic on the left side of the slide, resembling a stylized river or a decorative element.
- General introduction
  - Challenges to effectively communicating about climate change on our public lands;
  - Example strategies for communicating about ../.. lands
  - Ten key principles for communicating about climate change.

# Example strategy for communicating about climate change on our public lands

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- A vertical blue wavy line graphic on the left side of the slide, resembling a stylized river or a decorative element.
- ❑ Target audience: educators and students;
  - ❑ Key messages:
    - “Climate change is real and specific impacts are occurring”
    - “There is still a lot we don’t know”
    - “There are specific actions you can take to help (offer examples, personalize, and focus on the positive)”


# Example strategy for communicating about ..../.. lands

## □ Message delivery considerations


- Use interactive online activities
- Keep things simple
- Incorporate messages into existing nature-based education programs and make it fun for children
- Messages should demonstrate how climate change is important and relevant for them
- Link messages to local issues, local places and local charismatic wildlife
- Carbon footprint calculators can be used to reach children as well as adults
- Link children to children of the same age group in other parts of the world.




# Content of paper

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  - ❑ Example strategies for communicating about ..../.. lands
  - ❑ **Ten key principles for communicating about climate change.**

# Ten key principles for communicating about climate change.

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- A vertical blue wavy graphic on the left side of the slide, resembling a stylized river or a ribbon, extending from the top of the list area down to the bottom.
1. Know your audience and select a credible messenger for that audience
  2. Know why your type of claim or argument is appropriate for your audience; lead with your strongest argument;
  3. Connect your message to cultural values and beliefs;
  4. Make the message meaningful;
  5. Make the message empowering; tell what specific actions can be taken to make a difference;
  6. Encourage your audience to engage in systems thinking and help them to understand dynamic interrelationships and interconnections;

# Ten key principles for communicating about climate change.

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- A vertical, blue, wavy graphic element on the left side of the slide, resembling a stylized river or a ribbon, extending from the middle to the bottom of the page.
7. Partner with other organizations, key players, leaders, employees, ... and neighbours;
  8. Start from the inside – get your organization's top leaders involved, inspire action internally first; then communicate about it;
  9. Communicate about actions and remember that actions and events are an effective mode of communication;
  10. Situate the issue in a specific location or place.