

Ten key principles for communicating about climate change (from literature)

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;
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.