



---

---

---

---

---

---

---

---

GCCA+ Capacity Building Program • Virtual Online Training • April 13-May 18, 2020

# Climate Change Communication Course

---

UNIT 1 – INTRODUCTION (PART 2)

SUSANNE C. MOSER, PH.D. WITH MICHELE MARTIN, PH.D.

The bottom of the slide features three logos: the GCCA+ logo, the European Union flag, and the name "SUSANNE MOSER" in a stylized font.

---

---

---

---

---

---

---

---

A photograph showing a group of people in vibrant, colorful clothing dancing on a sandy beach. In the foreground, there is a fire pit with a fire burning. The background shows a tropical beach setting with greenery and a body of water.

Source: Sephelia Travel

## Basics of (Strategic) Climate Change Communication

---

---

---

---

---

---

---

---

**Overview**  
Key Points of Discussion

- Communicating with people means **connecting** with people, not merely delivering information
- The problems effective climate change communication must address
  - Do people just not care? – Exploring one example, surfacing the issues that make communicating climate change difficult
  - The challenge is more than cognitive or educational, but deeply psychological, social, cultural and political
- Introduction to the fundamental approach to strategic communication and a step-by-step process through which we will practice it
- Outlook to Unit 2

---

---

---

---

---

---

---

---

 <p>Science of Climate Change Dr. David Frame Senior Lecturer/Assistant Professor Department of Environmental Science</p>	 <p>Impacts of Climate Change Dr. David Frame Senior Lecturer/Assistant Professor Department of Environmental Science</p>	 <p>The Solution – Mitigation &amp; Adaptation Dr. David Frame Senior Lecturer/Assistant Professor Department of Environmental Science</p>
The science is clear and compelling	It's rational/sensible to act now to avoid (further) problems	There are things we can do that will make a difference

---

---

---

---

---

---

---

---

Can we get anyone to listen?  
To care? And to act?



Source: goodmultigrow.com

---

---

---

---

---

---

---

---



### Some of your own concerns and challenges

- Getting people to pay attention
- Getting through with the message
- Getting people to care
- Getting people to do something




---

---

---

---

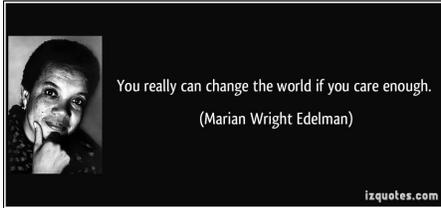
---

---

---

---

### If people really cared ...




---

---

---

---

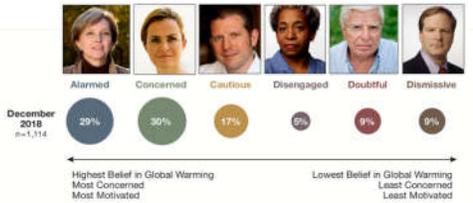
---

---

---

---

### Which people? Example: Distinguishing American "publics"




---

---

---

---

---

---

---

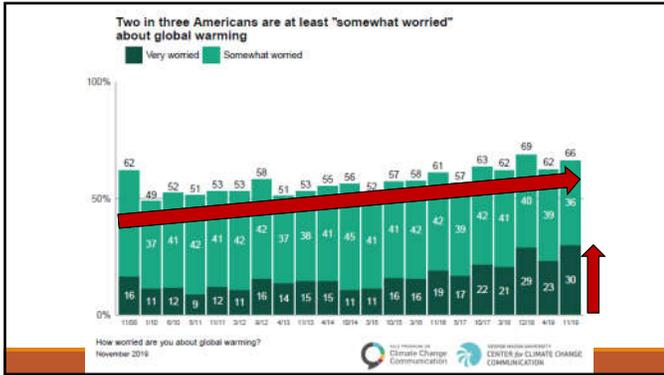
---

Source: Leiserowitz et al. (2018)










---

---

---

---

---

---

---

---

---

---

Possible explanation #5

### What if... people actually cared a lot?!

Source: lovewithhope.com

- Threat to all we love** (our families, communities, place where we live, places we treasure, nature...)
- Threat to all we have** (homes, property, businesses)
- Threat to all we depend on** for life and livelihood
- Threat to future generations**
- Threat to our identities**

---

---

---

---

---

---

---

---

---

---

### Psychological responses to existential threats

"I don't want your hope. I don't want you to be hopeful. I want you to panic... and act as if the house was on fire."  
...Because it is!

Greta Thunberg  
Environmental Activist

LOOK AT THESE SCANDALOUS EMAILS

We either reduce the threat.....or..... We reduce the feelings about the threat

---

---

---

---

---

---

---

---

---

---

Exercise 3:  
Discuss with your partner(s)



Source: clipartpanda.com

- **Distraction hypothesis:** Given more immediate, more familiar issues and distractions, most people don't pay enough attention to make climate change sufficiently important to act on it.
- **Social norm hypothesis:** Because of a lack of visible action by others (conveying a social norm), people don't take action themselves.
- **Lack of efficacy hypothesis:** Political engagement is lacking because of a lack of political, collective and solutions efficacy.
- **Worldviews hypothesis:** Most people's worldviews are such that they don't believe they can or need to take any action on climate change.
- **Existential threat hypothesis:** People may not be fully conscious of the existential threat, but nevertheless sense it deep down; thus, they shut down, turn away from, or debate the issue (but not engage constructively).

---

---

---

---

---

---

---

---

---

---



What's special about communicating climate change?

---

---

---

---

---

---

---

---

---

---

### Communicating climate science

- Climate change science is difficult to convey
- Climate scientists often not trained communicators
- Scientists' most important "currency" is credibility
- To scientists, information, learning, and understanding things deeply is important, but often not to lay people
- Information deficit model, while disproven, continues to prevail in science communication
- No convincing evidence that understanding the science of climate change is a necessary precondition for right action



Source: ECOMART

---

---

---

---

---

---

---

---

---

---

## Communicating mitigation

- Reducing the causes of climate change (mitigation) is
  - Technical and inadequately understood by most people
  - Political
  - Embedded in systems that seem beyond control
  - Ultimately effective only if done collectively across the globe
- Even personal/behavioral changes are demanding
- Solutions are often communicated without
  - A clear causal connection to the causes and outcomes of action
  - Most people don't know how to enact the change that is asked of them



Source: The Conversation

Teach *social* change, more than *climate* change!

---

---

---

---

---

---

---

---

## Communicating impacts and adaptation

- The risks aren't local or severe (enough) yet for many
- Global-local disconnect regarding existential threats
- Intense emotional responses when climate risks "come home"
- Interpretive lenses color views on what is happening
- Human causation can derail conversation
- Missing voices, trusted messengers
- Adaptation language still unfamiliar, not resonant, not a good conversation opener
- Local officials are often afraid to publicly address adaptation in their communities
- Organized resistance to local adaptation planning efforts



Source: SouthSouthNorth

Check this out: <https://www.youtube.com/watch?v=788888888888>

---

---

---

---

---

---

---

---

## Getting to active engagement

### THE "BIG FIVE" (GATEWAY BELIEFS):

- Climate change is real.
- It is caused by humans.
- Scientists agree on climate change.
- The impacts of climate change are serious now and will be even more so in the future.
- Climate change and its impacts can be reduced and we all can make a difference in shaping our future.



Source: Pinterest

---

---

---

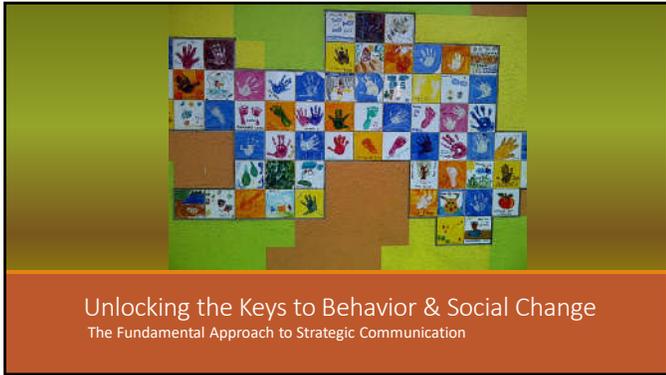
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

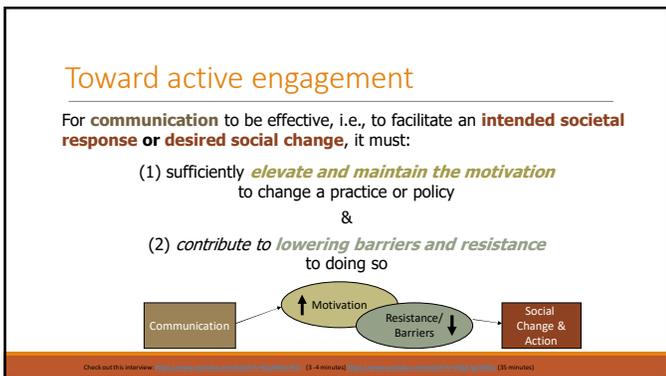
---

---

---

---

---




---

---

---

---

---

---

---

---

## Communication for social change: 7 basic steps

1. Identify and get to know your audience.
2. Define clear communication goals.
3. Frame the issue appropriately.
4. Use the right messenger and appropriate channels and venues for your communication.
5. Empower and enable the audience to act.
6. Repeat – Follow-up – Deepen.
7. Review – evaluate – learn.



Source: Wordpress.com

---

---

---

---

---

---

---

---

## Exercise: Implemented over Units 2-5

- Unit 1** Step 1: Identify/describe your audience
- Unit 2** Step 2: Brainstorm the goal of your communication  
Step 3: Develop key messages
- Unit 3** Step 4: Go deeper & get to know your audience (motivations, values, concerns, barriers to action, defenses etc.)  
Step 5: Find a resonant frame  
Step 6: Address emotions, add motivation (place, community, nature, etc.), make it empowering
- Unit 4** Step 7: Identify influential messengers and appropriate channels and venues for your communication
- Unit 5** Finish: Report out • Review • Evaluate effectiveness



Source: American Graphic Institute

---

---

---

---

---

---

---

---

## Review

Key Points of Discussion

- Communicating with people is **connecting** with people, not merely delivering information
- Effective climate change communication must address a variety of problems
  - Do people just not care? – Exploring one example, surfacing the issues that make communicating climate change difficult
  - The challenge is more than cognitive or educational, but deeply psychological, social, cultural and political
- The fundamental approach to strategic communication and a step-by-step process through which we will practice it

---

---

---

---

---

---

---

---

Supplementary Materials



- More on climate change:
  - Science
  - Impacts
  - Solutions
- More on the fundamentals of communicating climate change:
  - Videos
  - Short readings
  - Accessible scientific papers

---

---

---

---

---

---

---

---



Source: 1843imgonline.com

Outlook to Unit 2  
Will be available on April 20, 2020 @

---

---

---

---

---

---

---

---

Be a hermit! ☺

Connect only virtually with your partner(s) to do this week's practice assignments

Contact Michele Martin if you don't yet have a partner (mmpmartinsey@gmail.com)

Note down any questions, challenges, issues that arise

Bring them to our virtual group discussion on April 20

Check your email for information on how to connect to Zoom



Source: Pinterest

---

---

---

---

---

---

---

---

## What we will discuss during the Zoom meeting

- Getting to know each other
- **Debrief of Exercise 1** – Some insights from the scenarios exercise
- **Debrief of Exercise 2** – Your experience observing and reflecting on climate impacts close to home
- **Debrief on Exercise 3** – Your thoughts on why communicating climate change is so difficult
- Any questions, concerns (logistics, contents)

**Exercise 1: Developing an Audience-Specific Communication Strategy**  
Climate change scenarios for Seychelles

**Exercise 2: When Climate Change Comes Home - Reflections on Observed Impacts across Seychelles**

**Exercise 3: Why is Communicating Climate Change So Difficult?**  
A discussion with your training partner(s)

---

---

---

---

---

---

---

---

---

---

## Outlook to Unit 2

- Guest speaker: Patsy Athanase – A journalistic perspective on communicating climate change
- Main focus:
  - Audience(s)
  - Communication goal(s)
  - Messages
- Exercises



Source: People Focus Training Inc

---

---

---

---

---

---

---

---

---

---

## Questions about the material in this unit?



Susi Moser, Ph.D.  
Susanne Moser Research & Consulting  
Email: [promundi@susannemoser.com](mailto:promundi@susannemoser.com)

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---