







Recall: Course goals

1. Have a clear understanding of the **basic components of impactful climate change communication**;
2. Know how to identify key audiences, and develop and practice **audience-specific communication techniques**;
3. Have developed a core set of **key messages** and practiced applying and delivering them; and
4. Understand the importance and role of, and practice working with, **emotions, values and identity** in climate change communication.



Where we are in the arc of the training

Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
<ul style="list-style-type: none"> • Course introduction & overview • The challenges effective communication has to address • The basic components of strategic communication 	<ul style="list-style-type: none"> • Basics of audience-specific communication • Identifying and getting to know your audience • Goals of communication • Selecting effective frames & shaping key messages 	<ul style="list-style-type: none"> • Identifying audience-specific motivations • Dealing with audience-specific barriers • Understanding and addressing psychological/emotional and other defenses 	<ul style="list-style-type: none"> • Communication opportunities and channels <ul style="list-style-type: none"> - Basics - Participants' options and considerations • Identifying the best messengers • Communication goals revisited 	<ul style="list-style-type: none"> • Evaluating communication effectiveness • Identifying meaningful indicators of impact/ change

Quick Review

Key Points From Unit 1

- Communicating with people means **connecting** with people, not merely delivering information.
- The problems effective climate change communication must address are
 - **More than cognitive or educational,**
 - **Deeply psychological, social, cultural and political.**
- Learning about the **basics of climate change.**
- For **communication to be effective**, i.e., to achieve a **desired outcome**, it must
 - Sufficiently **elevate the motivation** to undertake the action/make the change and
 - **Minimize or eliminate the barriers** to making that change.
- The **focus of strategic climate change communication** should
 - Not be on educating people merely about climate change,
 - But on helping people see how to make **social change** happen.

Re-orienting: Finding course materials

Which Course Materials?	Youtube Channel	Google Folder	Email
Lectures and interviews (video recordings, Zoom mtgs)	X		(links)
Training slides for note taking (ready to review or print out)		X ("Unit_/Slides for notetaking")	X
Exercise materials, worksheets etc. (ready to view or print out)		X ("Unit_/Exercises")	X
Supplementary materials (readings, online examples, chats)		X ("Unit_/Supplementary materials)	X

- **YouTube Videos:** for now all private; we will send direct links each week
- **Google Folder:** https://drive.google.com/drive/folders/1Na_iQ-4xpkkDGSh7dTBnzPTg2UFfzge?ths=true

Exercises completed in Unit 1

Exercise	Focus	Purpose
1.	Self Introduction & Developing an Audience-Specific Communication Strategy	<ul style="list-style-type: none"> • Use your existing skills, expertise and experience and apply them toward a typical climate communication challenge • Collaborate with your partner(s) to devise an effective and creative approach to the communication challenge
2.	When Climate Change Comes Home - Reflections on Observed Impacts across Seychelles	<ul style="list-style-type: none"> • Notice and carefully observe climate change impacts and solutions • Reflect on their implications for individuals, families, businesses, and Seychelle society at large • Notice any emotional responses you may have
3.	Why is Communicating Climate Change So Difficult?	<ul style="list-style-type: none"> • Understand and deepen into the various hypothesis about why communicating about climate change is so challenging • Explore the challenges you and others experience when trying to communicate climate change



Audience-Specific Climate Change Communication

Quick Overview
Key Points for Discussion & Practice

- Focus on **key aspects of effective communication**
 - **Audience** and the all-important imperative to know your audience
 - Audience-specific communication **goal(s)**
 - Audience-resonant ways of **framing**
 - Using **mental models**
 - Developing **key messages**
- The **iterative nature** of developing effective communication strategies
- **Collaboration and practice** make perfect!
 - Your training partner(s) are key resources for developing effective communication strategies.



Toward active engagement

For **communication** to be effective, i.e., to facilitate an **intended societal response or desired social change**, it must:

- (1) sufficiently *elevate and maintain the motivation* to change a practice or policy
- &
- (2) *contribute to lowering barriers and resistance* to doing so




The first rule of effective communication:
know your audience!




 **Exercise 4**
Initial identification of your audience

- Virtually connect with your training partner(s) to *discuss and decide on an audience you would like to focus on* for this exercise.
- Once you agree on an audience, *use the worksheet provided to begin to get to know your audience.*
- Do some background research to fill gaps in what you know about your audience to establish a complete audience profile.
- Discuss what you think might make it difficult to communicate with this audience and what might help?



Source: Michele Martin





This ends Unit 2 – Part 1. Please complete the exercise and then go to Unit 2 – Part 2.


