

Exercise 5: Exploring Different Frames to Talk About Climate Change

Important caution: We are suggesting you do the following exercise with your chosen (or assigned) partner(s). However, due to the corona virus pandemic, we ask you to *do this exercise virtually*, i.e., to talk by phone, Skype, or any other social media app you feel comfortable with. If you cannot use any of the virtual options and are meeting in person, please adhere to all local guidelines on social distancing during the COVID crisis: maintain at least a 1.5 m distance to your partner(s) and other people. Behavioural guidelines during the pandemic are updated frequently and you can see the latest at the [WHO website](#) and, particularly, the [Seychelles Department of Health](#) guidelines.

Purpose of Exercise

The purpose of this exercise is for you to:

- *Understand the concept of framing and its importance for effective communication*
- *Explore the implications of using different frames to talk about climate change (e.g., resonance with different audiences, values conveyed, frame elements that would need to be included to create a coherent frame)*

Needed Supplies

- Pen and paper or Notebook/journal
- Worksheet on page 2

Time Requirement

25 minutes

Instructions

1. Virtually connect with your training partner(s) to *discuss the implications of framing climate change in different ways*.
 - Review the selection of frames on the next page, and explore each one for whom it might resonate with.
 - Discuss why, and if the frame does not quite resonate in the Seychellois context, can you tweak it to make it fit better?
2. Note in the second column whom/which audience(s) each frame might resonate with.
 - Again, be as specific as possible.
3. Note in the third column some specific elements (imagery, cultural symbols, iconic places, individuals, language, colours, tone of voice, noises etc.) that could be featured in a communication using this frame, so that you would create a coherent story.
4. Take notes on your discussion in your notebook/journal. Also note down any questions you might have.

Different Frames to Talk About Climate Change

Frame	Who might this resonate with	Frame elements
The science is clear...		
Protecting our way of life		
Unleashing the creativity of free enterprise to meet our energy needs		
An ounce of preparedness is worth a pound of avoided loss and distress		
Taking action now saves money and insures against an uncertain future		
Building climate-resilient communities: Prevent, prepare, respond, recover		
Changing the atmosphere: Bringing out the leader in you		
Each of us doing our part		
We are the stewards of God's creation and our neighbors' keeper.		
Investing in clean tech means creating opportunities now and for the future		
A time-tested tradition: Leaving a better future for our children		
Protecting the Seychelles' heritage: resilient coasts		
Self-reliance: the island way		