

Unit 2 – Supplementary Resources

Values & Frames –

- A range of reports and guides on how to make values central to communication campaigns:
<https://valuesandframes.org/downloads>

Framing Research on Climate Change and the Oceans –

- Conducted by the US-based *Frameworks Institute*:
<http://www.frameworksinstitute.org/climate-change-and-the-ocean.html> (Particularly, view the 5 minute video on the framing elements used to communicate climate change in zoos and aquariums for insights into key framing elements of all effective messages)

Guidance on effective climate change communication –

- Climate Outlook (2018). *Principles for effective communication and public engagement on climate change: A Handbook for IPCC authors*. Available at: www.climateoutreach.org
- The *Climate Reality Project* on effective communication of climate change, especially those skeptical of climate change: <https://www.climate reality project.org/blog/communicating-climate-change-focus-framing-not-just-facts> (watch the short video by Katharine Hayhoe/Global Weirding, too!)
- *The Guardian*: 12 tools for effectively communicating climate change:
<https://www.theguardian.com/sustainable-business/2015/jul/06/12-tools-for-communicating-climate-change-more-effectively>
- *Scientific American* guidance on effective climate change communication:
<https://blogs.scientificamerican.com/observations/how-to-talk-effectively-about-climate-change/>
- *Various short articles in Grist Magazine with tips on communicating climate change*:
 - o <https://grist.org/article/its-time-for-climate-change-communicators-to-listen-to-social-science/>
 - o <https://grist.org/climate-energy/a-simple-useful-guide-to-communicating-climate-change/>
 - o <https://grist.org/article/futerras-principles-of-climate-change-communication/>Note the many good links in these articles!