



COMMUNICATING CLIMATE CHANGE

**3Cs Training
February 2014**



INTRODUCTIONS

1. Introductions
2. Review objectives and agenda

AGENDA



Introductions

Session Warm Up

Trends in Public Opinion on Climate Change

(Break)

Identifying Audience Values and
Opportunities for Engagement

(Lunch)

Report on Audiences, Values and Themes

Developing a Climate Presentation

Developing Climate Narratives

(Break)

Developing Climate Narratives – continued

Wrap-Up

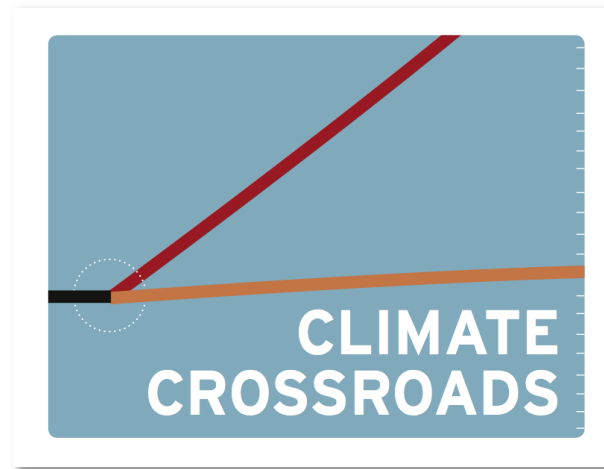
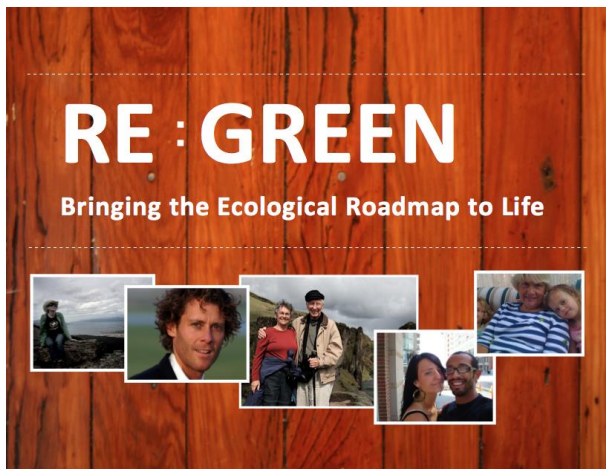
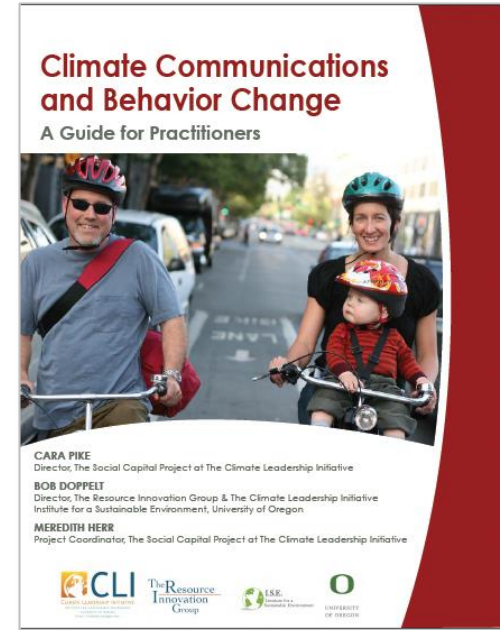
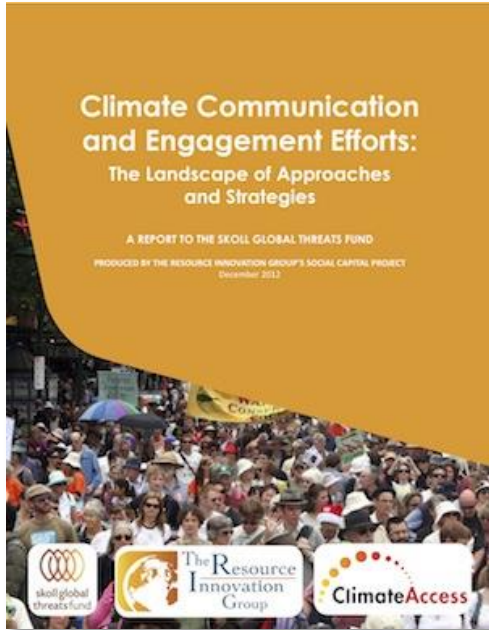


Session Warm up

1. What are the objectives for your climate public engagement efforts?
2. Who are the main decision makers/audiences you are trying to reach (peers/boss/other agencies, etc.) to achieve these objectives?

TRENDS IN PUBLIC OPINION ON CLIMATE CHANGE

The Social Capital Project





The network for those engaging the public in the transformation to low-carbon, resilient communities.

- About Us
- Blog
- Resource Hub
- Campaign Gallery
- Tips and Tools
- Member Forums
- Contact
- Logout

facebook

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SEARCH



RESOURCE

Does a belief in climate change affect perception of weather?

Who remembers a hot summer or a cold winter?

A paper from researchers at Yale and Utah State University that analyses survey data to determine whether people's perception of weather is affected by their belief in climate change.

Read more

BLOG



December 19, 2013

The Three C's of Influencing Climate Risk Management: Confirm, Convince, Change

Mark Trexler

Scientists have been raising the alarm over climate change for more than two decades. In recent years, the military and other disciplines have joined scientists in emphasizing to policy-makers and the public that climate change will be a societal game-changer. Nevertheless, the gap between

FEATURED EVENTS

CLIMATE ACCESS ROUNDTABLE Exploring the Public Appetite for Climate Solutions

Jan 31st 10-11 am PST – via webinar



7 reasons why the public is not engaged on climate AND WHAT TO DO ABOUT IT ▶

FROM THE BLOGOSPHERE



Global warming denial hits a six-year high

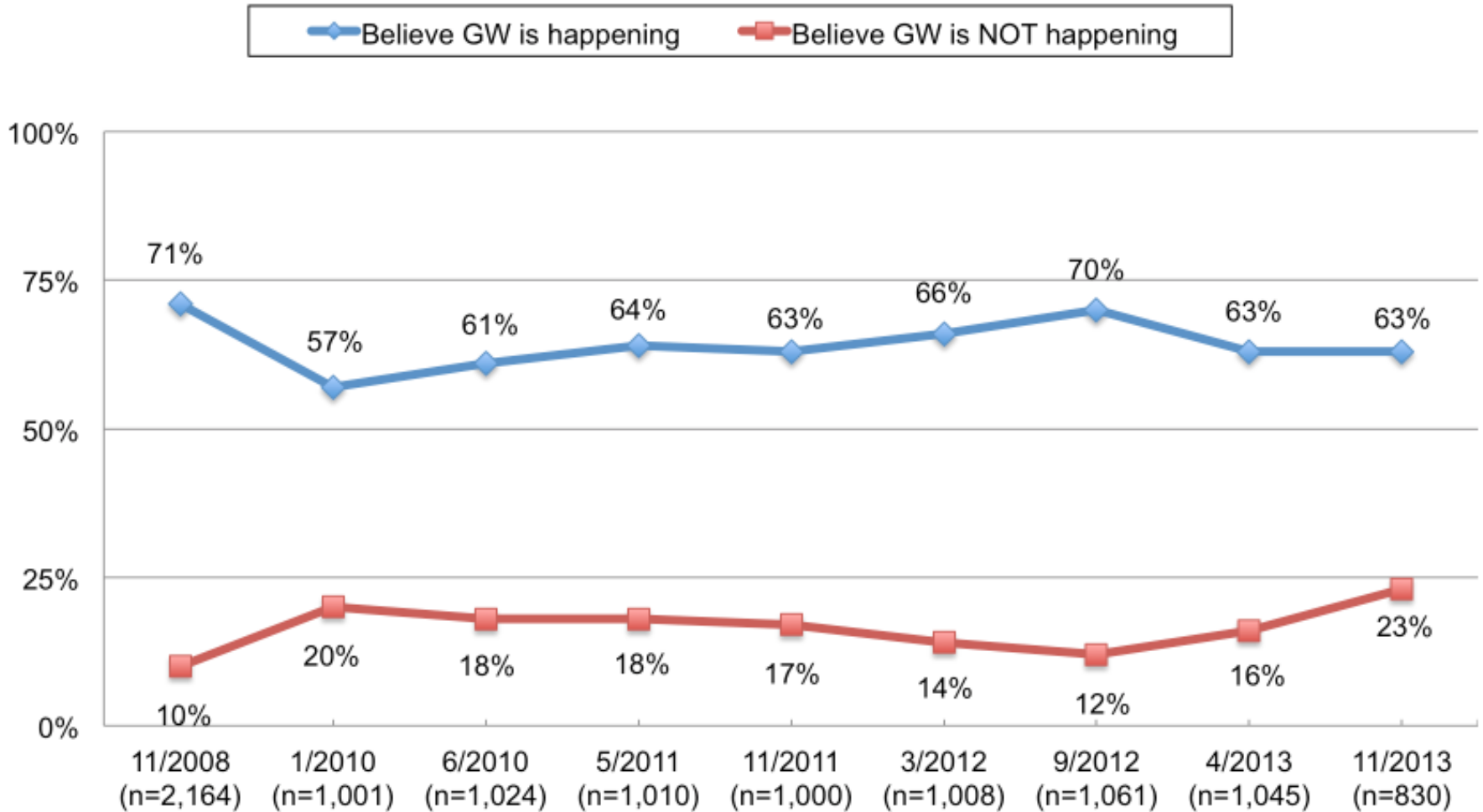
Chris Mooney
Jan 17, 2013

US POLLING SUMMARY

US POLLING: ISSUE UNDERSTANDING



63% of Americans believe global warming is happening (with an increase in those who don't think it's happening).



US POLLING: CONCERN



58% of Americans say they worry a great deal or fair amount about global warming.

■ % Worry a great deal/a fair amount



US POLLING: IMPACTS



54% of Americans saying the effects of global warming have already begun.



US POLLING: PRIORITY

Global warming has ranked at the bottom of the U.S. public's policy priorities since 2009.

28% say global warming is a top priority (Pew 2013)

Public's Policy Priorities for 2013

	4 years ago	1 year ago	Now	4- year chg
<i>% saying each is a "top priority" for president and Congress this year</i>	Jan 2009	Jan 2012	Jan 2013	
	%	%	%	
Strengthening economy	85	86	86	+1
Improving job situation	82	82	79	-3
Reducing budget deficit	53	69	72	+19
Defending against terrorism	76	69	71	-5
Making Social Security financially sound	63	68	70	+7
Improving education	61	65	70	+9
Making Medicare financially sound	60	61	65	+5
Reducing health costs	59	60	63	+4
Helping poor and needy	50	52	57	+7
Reducing crime	46	48	55	+9
Reforming tax system	--	--	52	--
Protecting environment	41	43	52	+11
Dealing w/ energy problem	60	52	45	-15
Reducing influence of lobbyists	36	40	44	+8
Strengthening the military	44	39	41	-3
Dealing w/moral breakdown	45	44	40	-5
Dealing w/ illegal immigration	41	39	39	-2
Strengthening gun laws	--	--	37	--
Dealing w/ global trade	31	38	31	0
Improving infrastructure	--	30	30	--
Dealing w/ global warming	30	25	28	-2

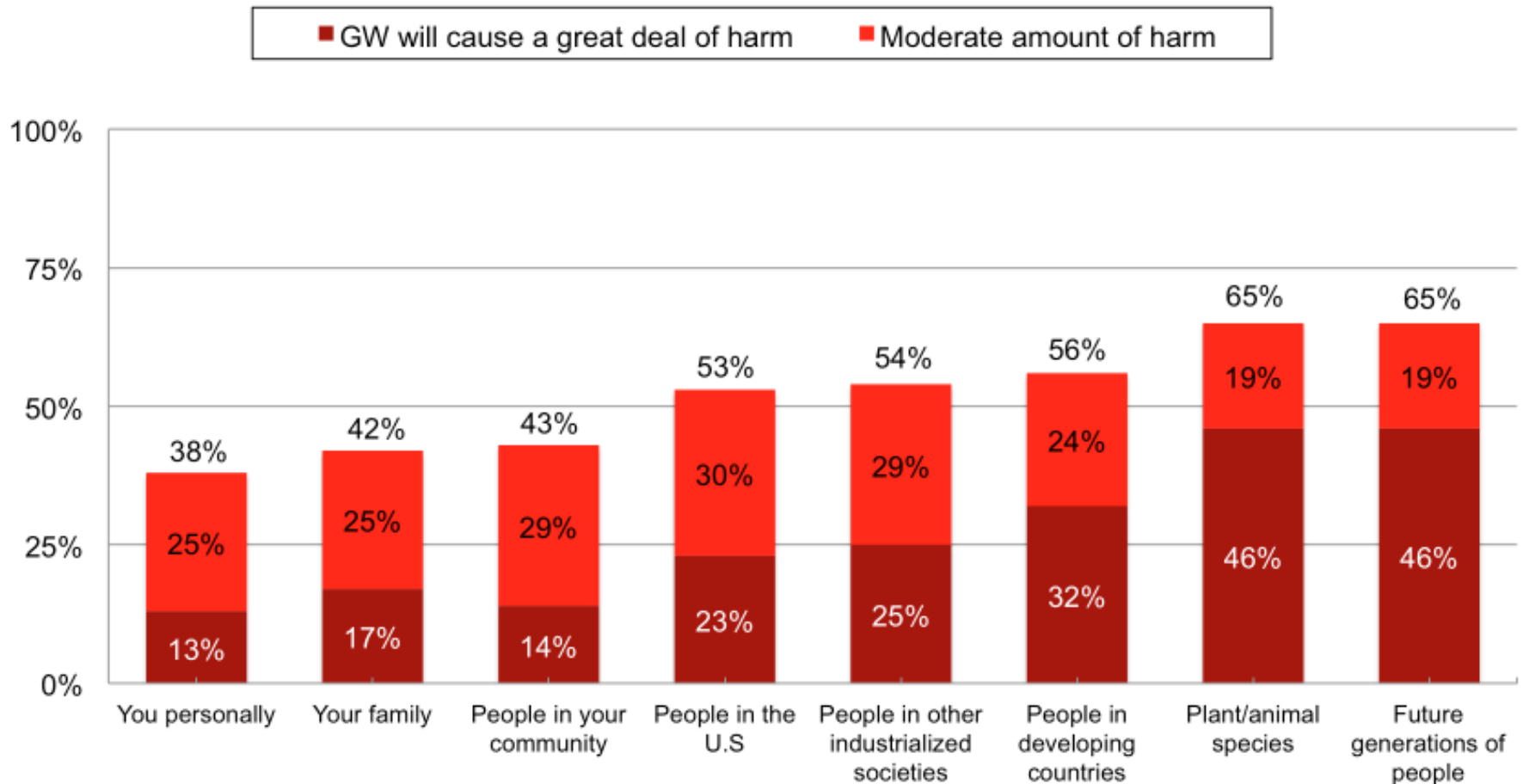


PEW RESEARCH CENTER Jan. 9-13, 2013. Significant differences in **bold**.

US POLLING: DISTANT THREAT

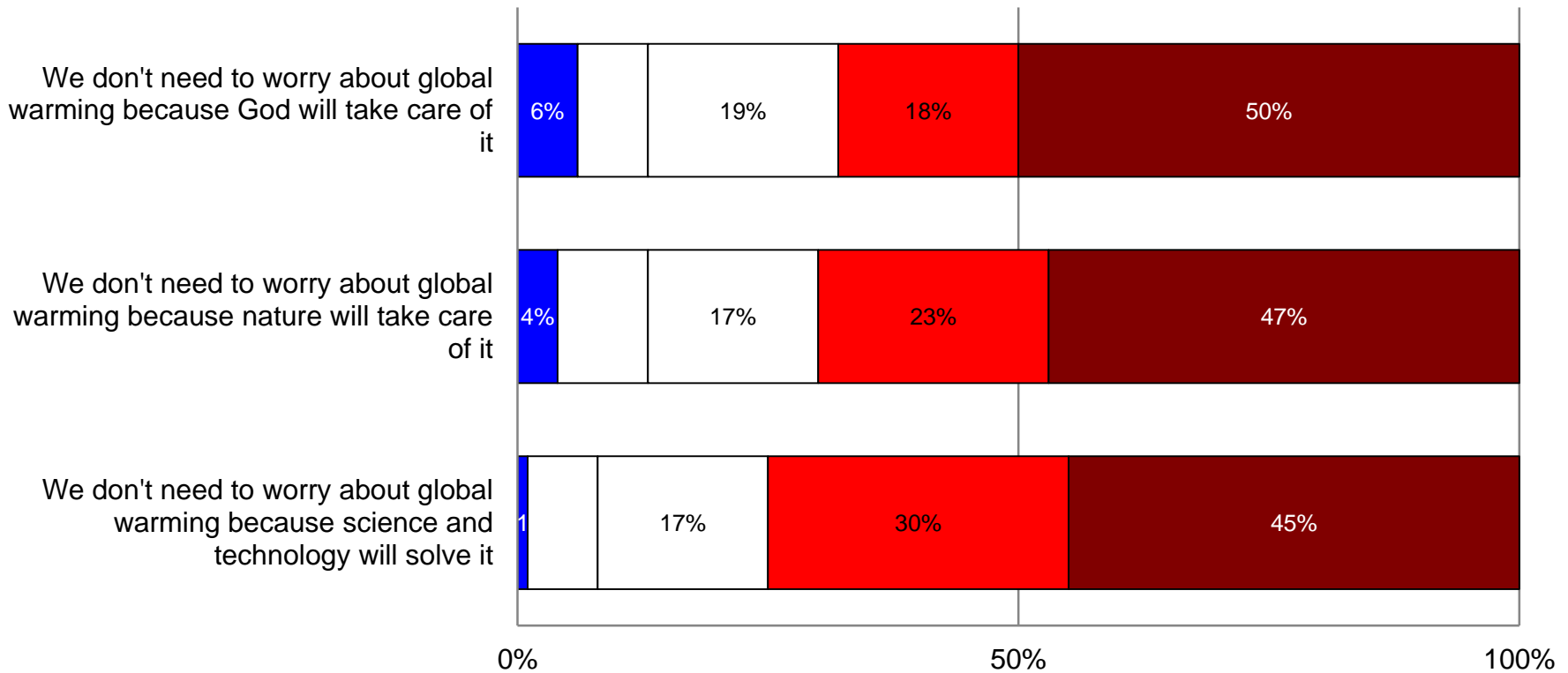


Most Americans believe global warming will primarily harm future generations and plant/animal species.



Of Those Americans Who Believe Global Warming is Happening, Few Say We Don't Need to Worry About It Because God, Nature, or Science and Technology Will Solve It

Strongly agree
 Somewhat agree
 Don't know/Refused
 Somewhat disagree
 Strongly disagree



Please indicate how strongly you agree or disagree with each of the following statements.

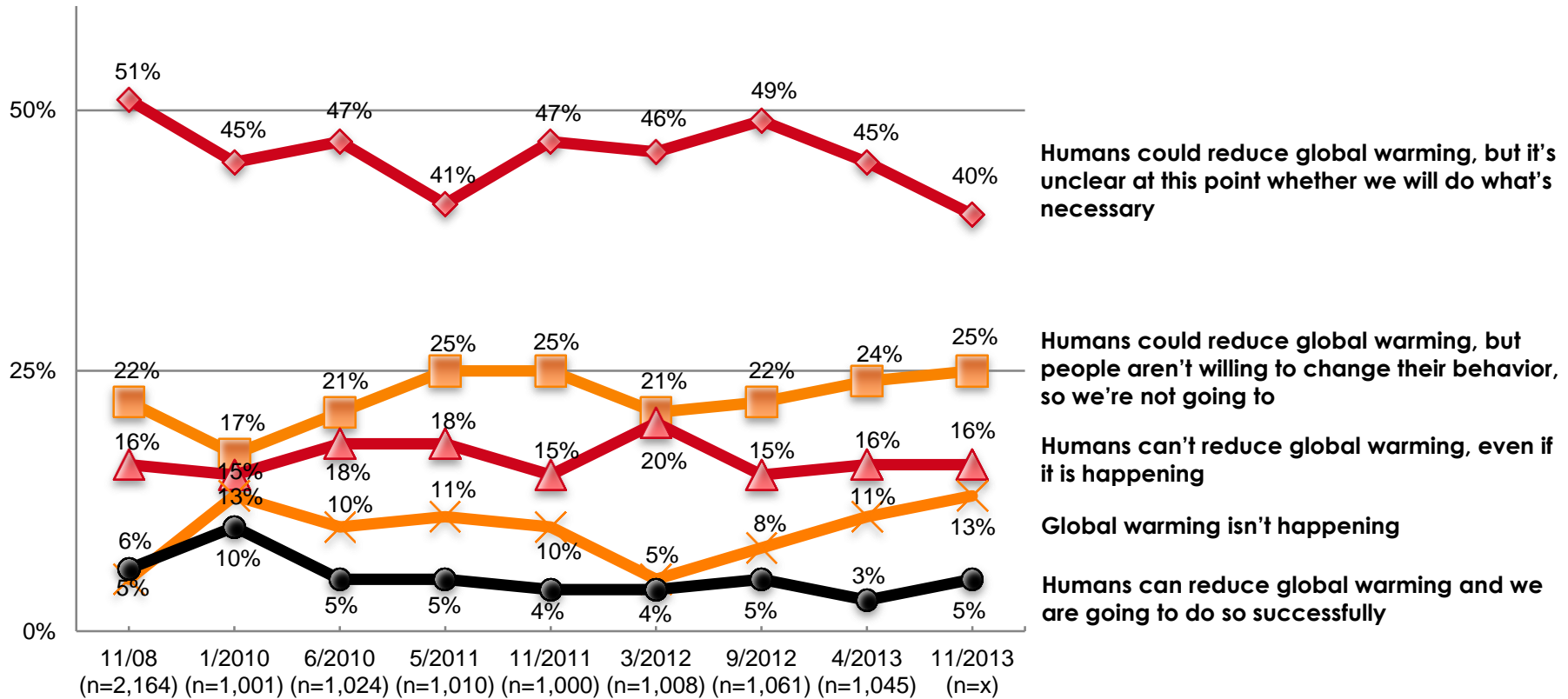
Base: Americans 18+ who believe global warming is happening (n=521).





Trend: Over the Past Two Years, a Growing Number of Americans Have Come to Believe Global Warming Is Not Happening or Won't Be Stopped

Which of the following statements comes closest to your view?



Which of the following statements comes closest to your view?

Base: Americans 18+.



George Mason University
Center for Climate Change Communication



MANY AMERICANS WHO BELIEVE GLOBAL WARMING IS HAPPENING ARE HOPEFUL IT CAN BE REDUCED

- Most people want to save resources for our children and grandchildren (**67%**)
- More and more people are becoming informed about global warming (**64%**)
- Individuals are already taking action to reduce global warming (**62%**)
- Once people feel the impacts of global warming, they will do something about it (**58%**)
- Corporations are starting to find ways to reduce global warming (**46%**)
- Humanity will rise to the occasion and reduce global warming (**34%**)
- Government will take responsible and necessary actions to reduce global warming (**26%**)
- The nations of the world will cooperate to reduce global warming (**25%**)



MANY AMERICANS WHO WHO BELIEVE GLOBAL WARMING IS HAPPENING ARE DOUBTFUL THAT IT WILL BE REDUCED

- Corporations care only about their own profits and not about global warming (**72%**)
- Most people don't know enough about what they can do to reduce global warming (**68%**)
- People are too greedy and selfish to reduce global warming (**61%**)
- Most people are unwilling to take individual action to reduce global warming (**56%**)
- People have higher priorities to worry about than global warming (**52%**)
- Politicians are incapable of taking action to reduce global warming (**48%**)
- Most people deny that global warming is a problem (**45%**)
- It will be too costly for society to reduce global warming (**28%**)
- Humans can't affect global warming because you can't fight Mother Nature (**18%**)
- It's already too late to do anything about global warming (**16%**)

CALIFORNIA POLLING SUMMARY

CA POLLING: ISSUE UNDERSTANDING

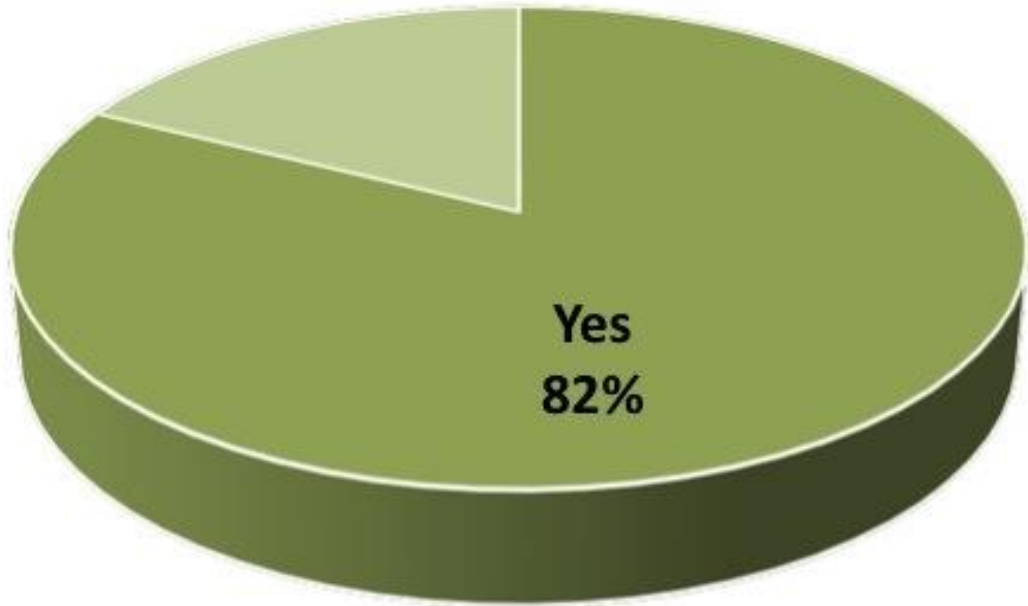


Californians largely acknowledge that global warming is happening and feel that they are well informed about the issue.

Has global warming been happening?

82% of Californians say global warming is happening.

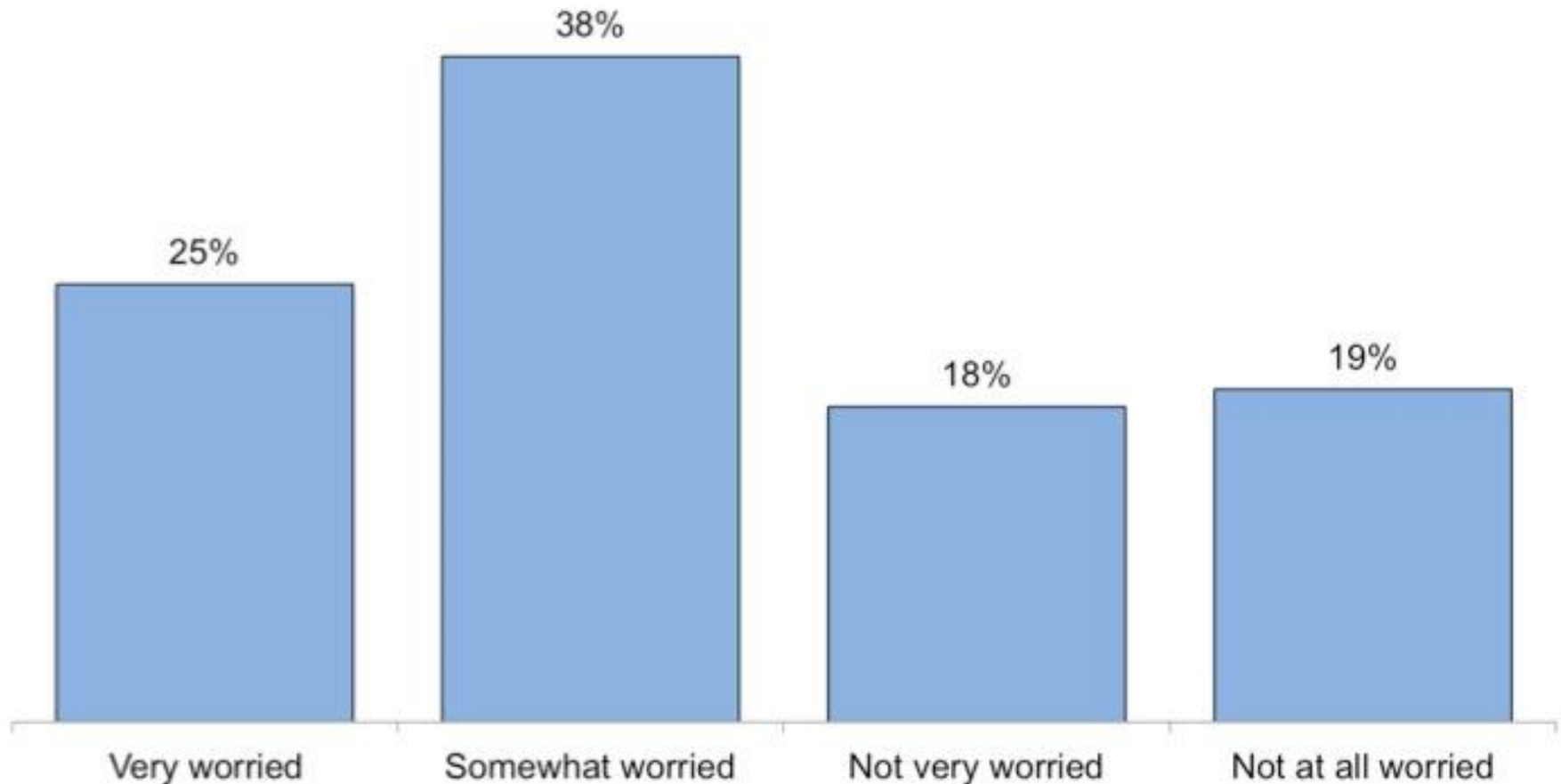
59% of Californians say they are highly knowledgeable about global warming.



CA POLLING: CONCERN



Most Californians are concerned about global warming and consider it a serious problem.



CALIFORNIA & COASTAL IMPACT TRENDS

CA POLLING: IMPACTS



Californians are experiencing climate impacts, but still largely see it as a distant threat that will primarily affect others.

55% of Californians say they have **personally experienced** global warming's effects.

44% say that global warming will harm them personally.



CA POLLING: SOLUTIONS



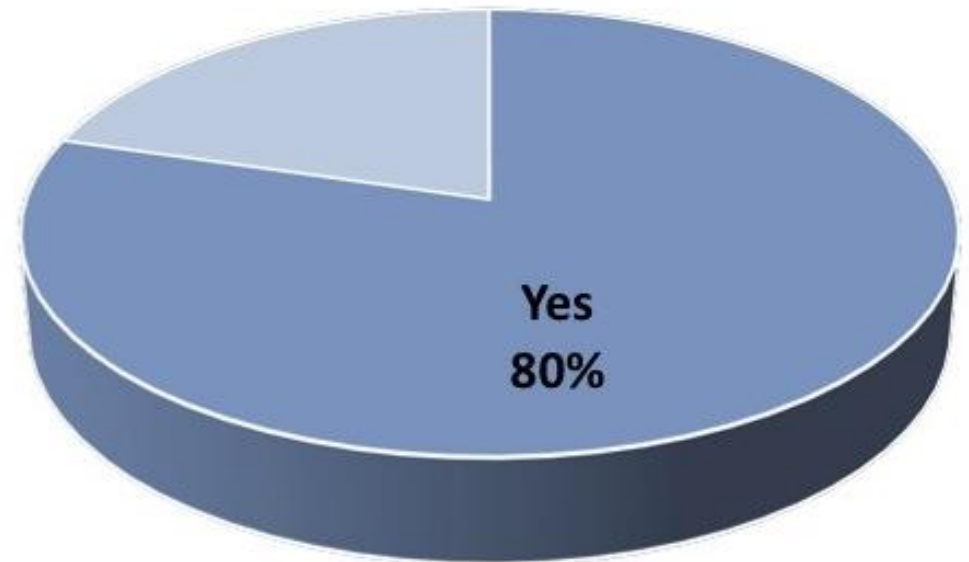
Most Californians believe action on global warming is needed, but they aren't confident that society will be successful.

80% of Californians say government should limit GHG emissions (Stanford).

75% of Californians say it is necessary to take steps to counter the effects of global warming right away (PPIC).

Only 12% of Californians are convinced that humans will successfully reduce global warming (Yale).

Should government limit greenhouse gas emissions from U.S. businesses?



CA POLLING: COASTAL IMPACTS

73% of Americans (76% of Californians) believe global warming will **cause sea-level rise**

76% of Americans (79% of Californians) believe sea-level rise will be a **serious problem** for the U.S.

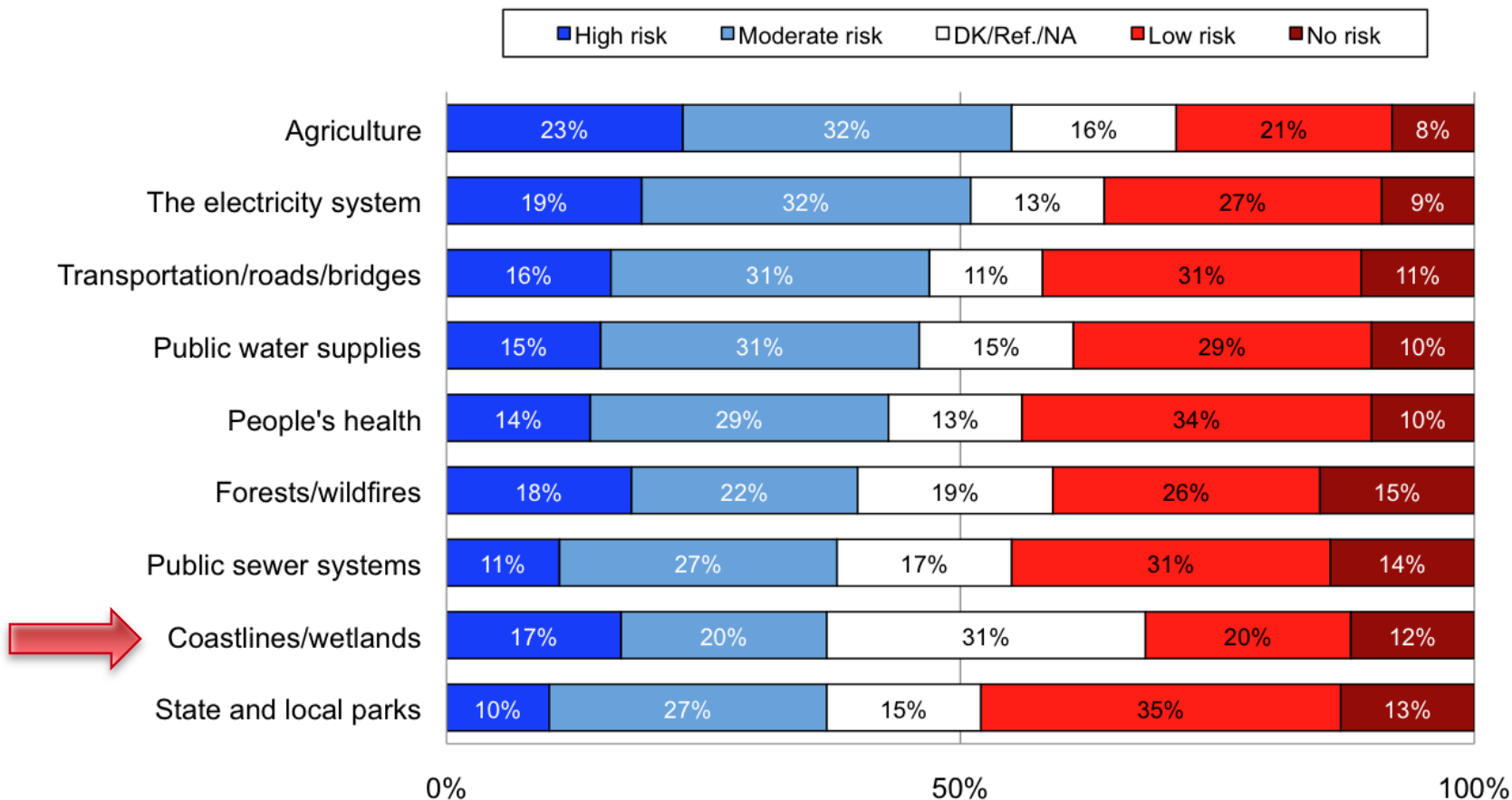
Among Californians who believe that global warming is happening -

73% expect to see the **abandoning of parts of major cities along the coast due to sea level rise.**

65% say that global warming is having a moderate to large influence on the **severity of coastal flooding and erosion** in California.

Risk perceptions of local sea-level rise are influenced by the political polarization and coastal proximity

Americans Think Agriculture and the Electricity System Are the Resources In Their Community Most at Risk From Extreme Weather Over the Next 10 Years



In your opinion, over the next 10 years how much risk does extreme weather pose to the following resources in your community?

Base: Americans 18+ (n=830).



George Mason University
Center for Climate Change Communication

Yale/GMU 2013

5 CHALLENGES

CHALLENGES:

1. Climate change is seen as an environmental issue



CHALLENGES:

2. Manufactured debate around scientific uncertainty



CHALLENGES:

3. Disconnect between challenges and solutions



CHALLENGES:

4. Negative perceptions of government,
yet want government to lead




CHALLENGES:

5. Climate efficacy gap



RECOMMENDATIONS



A Frame is a “central organizing idea...for making sense of relevant events, suggesting what is at issue.”

Gamson/Modigliani



RECOMMENDATIONS:

Use a preparation frame

82% of Americans say that people and organizations should **prepare for impacts** rather than deal with damage. *(Stanford 2013)*

60% of Americans say **coastal property owners** should pay for preparation efforts. *(Stanford 2013)*

There is strong **bi-partisan support** for taking steps to protect against impacts. *(Climate Nexus 2012)*

The term “**preparedness**” is significantly more motivating than the language of adaptation. *(ecoAmerica 2012)*



RECOMMENDATIONS:

Connect the dots across issues

Make climate solutions **real, urgent, and personal.**

Highlight **regional impacts** that will directly affect your audience (i.e. heat waves and food scarcity).

Conveying the **public health and lifestyle benefits** of mitigation and preparation elicits support for solutions.



RECOMMENDATIONS:

Caution in conveying impacts

post-apocalyptic



far future



local impacts

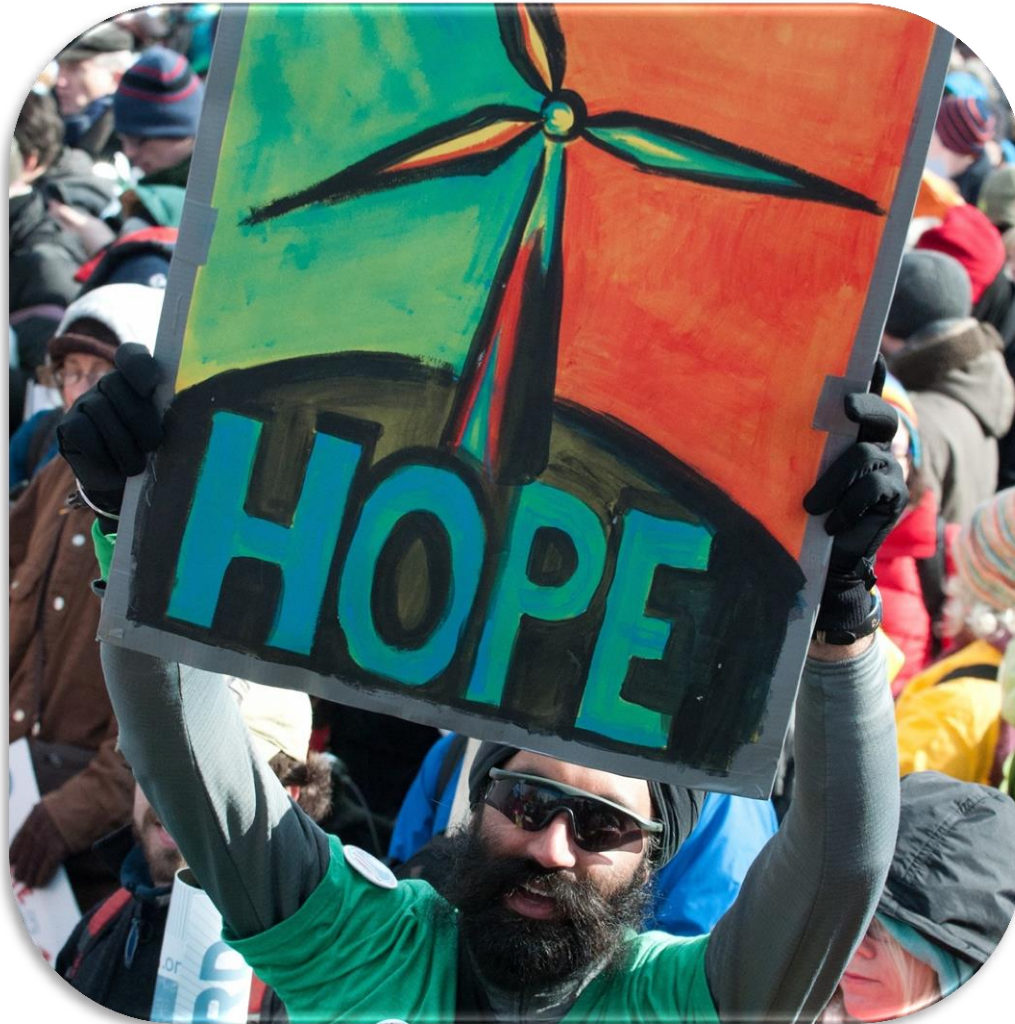


realistic hope



RECOMMENDATIONS:

Build the choir and encourage it to sing



RECOMMENDATIONS:

Make it a values conversation





Why
me?

Why now?

What are the
stakes?

What is the
problem?

What are the
solutions?



Connect
self

Crossroads

Climate affects
everything in
our lives

Carbon overload

Together, we can take
proven solutions
to scale

(c) Topos Partnership

RECOMMENDATIONS:

Recognize issues of climate equity

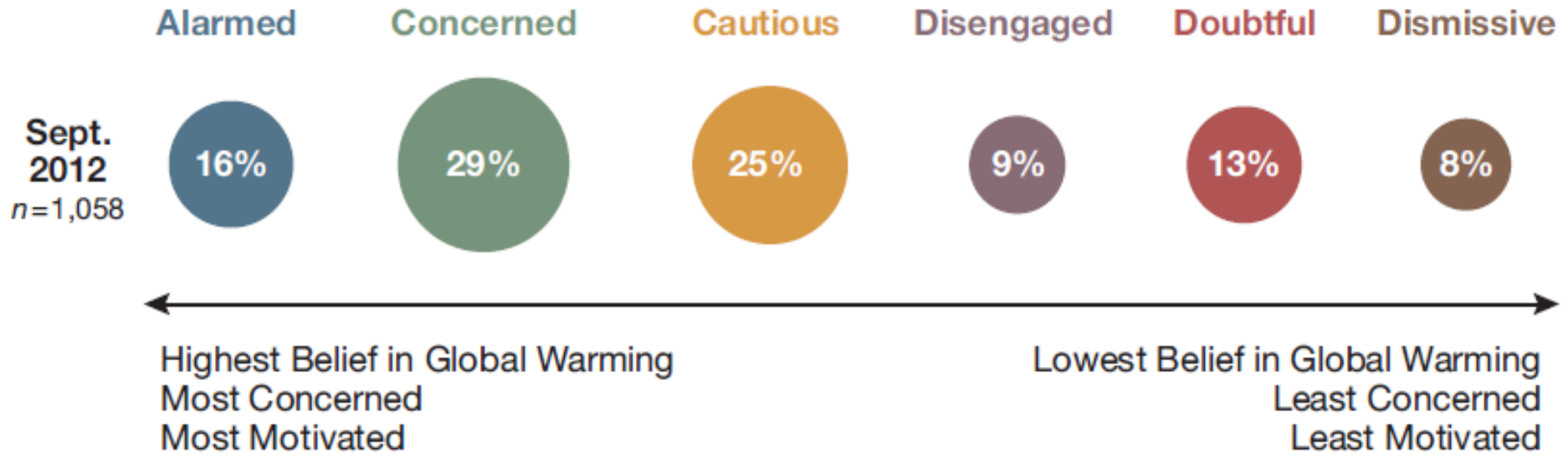


RECOMMENDATIONS:

Develop a moral call to action

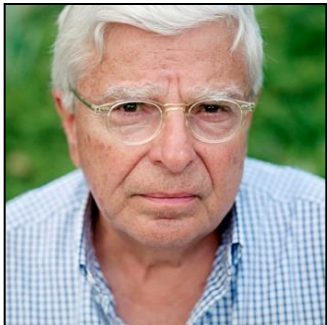


Global Warming's Six Americas



Sept.
2012
n=1,058

Proportion represented by area



RE:GREEN – ECOLOGICAL VALUES



SEGMENT	% U.S.	WORLDVIEW
Greenest Americans	9%	Everything is connected, and our daily actions have an impact on the environment.
Idealists	3%	Green lifestyles are part of a new way of being.
Caretakers	24%	Healthy families need a healthy environment.
Traditionalists	20%	Religion and morality dictate actions in a world where humans are superior to nature.
Driven Independents	7%	Protecting the earth is fine as long as it doesn't get in the way of success.
Murky Middles	17%	Indifferent to most everything including the environment.
Fatalists	5%	Getting material and status needs met on a daily basis trumps worries about the planet.
Materialists	7%	Little can be done to protect the environment, so why not get a piece of the pie.
<u>Cruel Worlders</u>	6%	Resentment and isolation leave no room for environmental concerns.
<u>UnGreens</u>	3%	Environmental degradation and pollution are inevitable parts of America's prosperity.

CHANGE STAGES AND MECHANISMS



Disinterest Deliberation Design Doing Defend

Cognitive and Experiential Change Mechanisms →

Disturbances →

Behavior Change Mechanisms →

Awareness-building →

Choice expansion →

Emotional Inspiration →

Supportive relationships →

**Organizational/
self-reevaluation** →

Commitment →

Helping relationships →

Reinforcement →

Substitution →

Structural Redesign →

BREAK

IDENTIFYING AUDIENCE VALUES & OPPORTUNITIES FOR ENGAGEMENT



1. What is your audience's stage of change?
1. What are your audiences' core concerns and values?
1. What are the themes that resonate with your audience?

CHANGE STAGES AND MECHANISMS



Disinterest Deliberation Design Doing Defend

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Reinforcement →

Substitution →

Structural Redesign →

THEORY OF CHANGE



Is the long-term **goal** to....?

- Increase resilience to climate impacts
- Protect coastal ecosystems
- Safeguard local infrastructure
- Reduce regional emissions

The near-term **objectives** might include shifting:

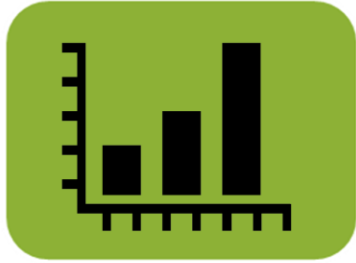
- Citizen Behavior
- Energy Behavior
- Consumer Behavior
- Social Norms
- Worldviews



Specific



S



Measureable



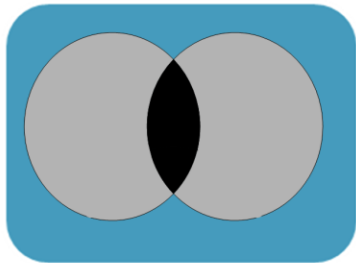
M



Attainable



A



Relevant



R



Time Based



T

THEORY OF CHANGE



Your **decision makers** might include:

- Policymakers
- Business owners
- Home and property owners
- Citizens
- Consumers

Your **audience** might be:

- Influencers
- Voters
- Students
- Families
- Vulnerable communities

The **strategies** might include:

- Promoting public participation in policy
- Increasing climate literacy
- Providing incentives for carbon reduction
- Consumer boycotts
- Artistic projects conveying coastal impacts



ENVIRONMENT AS HIGH PRIORITY

GREENEST AMERICANS

Values to Tap

Ecological Concern
Civic Engagement

Values to Avoid

Confidence in Big Business
American Entitlement

IDEALISTS

Values to Tap

Enthusiasm for New Technology
Rejection of Authority

Values to Avoid

Duty
Importance of Discipline

CARETAKERS

Values to Tap

American Liberty
Group Egalitarianism

Values to Avoid

American Entitlement
Unfettered Individualism



ENVIRONMENT AS MEDIUM PRIORITY

TRADITIONALISTS

Values to Tap

National Pride
Altruism

Values to Avoid

Excessive Taxation
Apocalypse

DRIVEN INDEPENDENTS

Values to Tap

Openness to Change
Enthusiasm for New Technology

Values to Avoid

Government as Economic Equalizer
Rejection of Authority

MURKY MIDDLES

Values to Tap

Equal Relationship with Youth
Openness to Change

Values to Avoid

Aversion to Complexity
Enthusiasm for New Technology



ENVIRONMENT AS LOW PRIORITY

FATALISTS

Values to Tap

Saving on Principle
Importance of National Security

Values to Avoid

Openness to Change
Liberal Communitarianism

MATERIALISTS

Values to Tap

Pursuit of Intensity
Need for Status Recognition

Values to Avoid

Religiosity
Civic Engagement

CRUEL WORLDERS

Values to Tap

Entrepreneurialism
American Entitlement

Values to Avoid

Technology Anxiety
Every Man for Himself

UNGREENS

Values to Tap

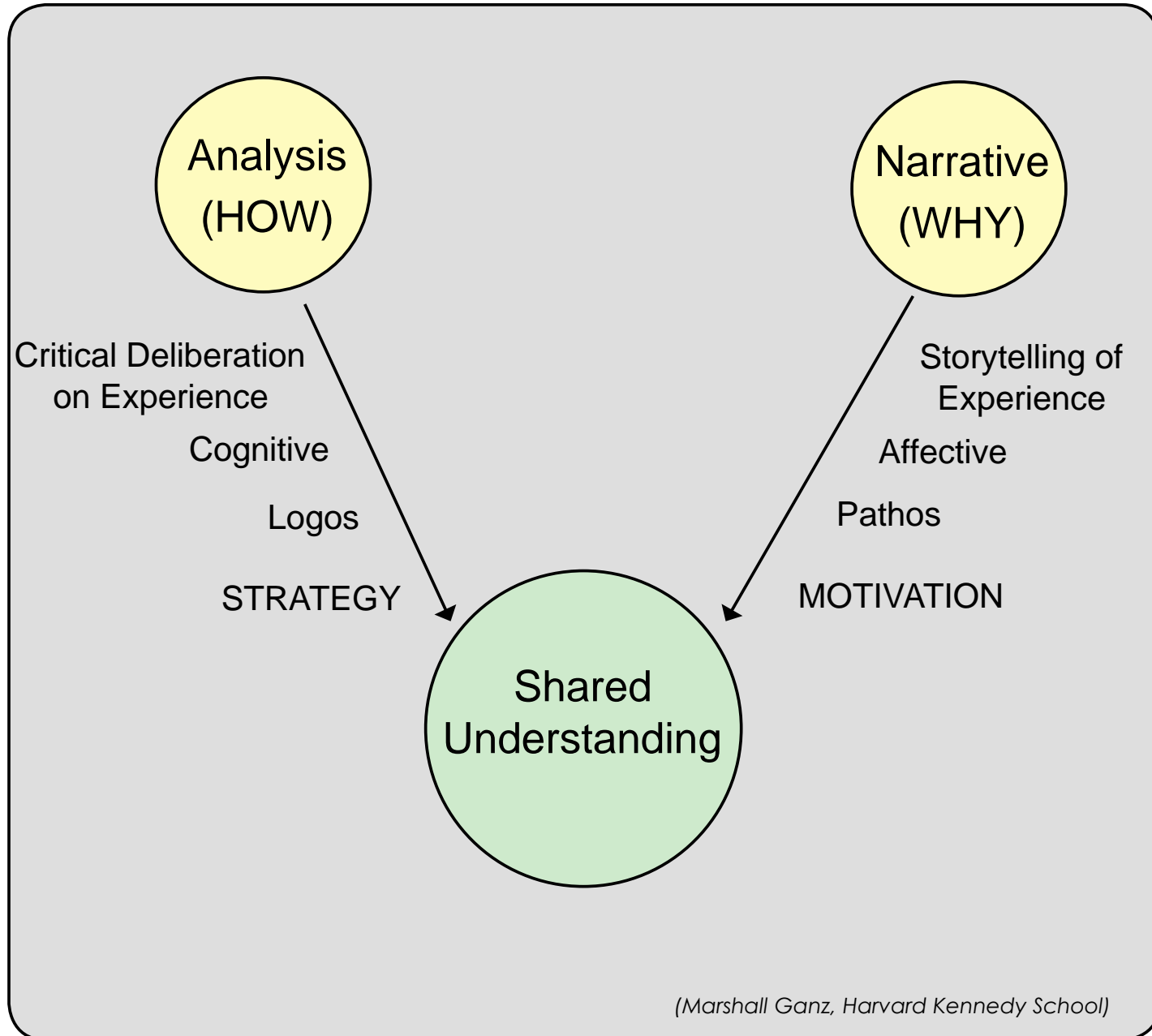
National Pride
Confidence in Big Business

Values to Avoid

Ecological Concern
Global Consciousness

DEVELOPING A CLIMATE PRESENTATION

TWO WAYS OF KNOWING



EMOTIONAL BARRIERS TO ACTION





CHALLENGE:

The actor is moving toward a goal and something happens. The “challenge” appears.

CHOICE:

The actor must decide what to do or “make a choice” and then deal with the outcome of that choice.

OPPORTUNITY:

“Opportunity” expresses what will get better if we act.



SELF:

Allows others to experience the values that have moved us to act.

US:

Allows us to make common cause with a broader community who shares our values.

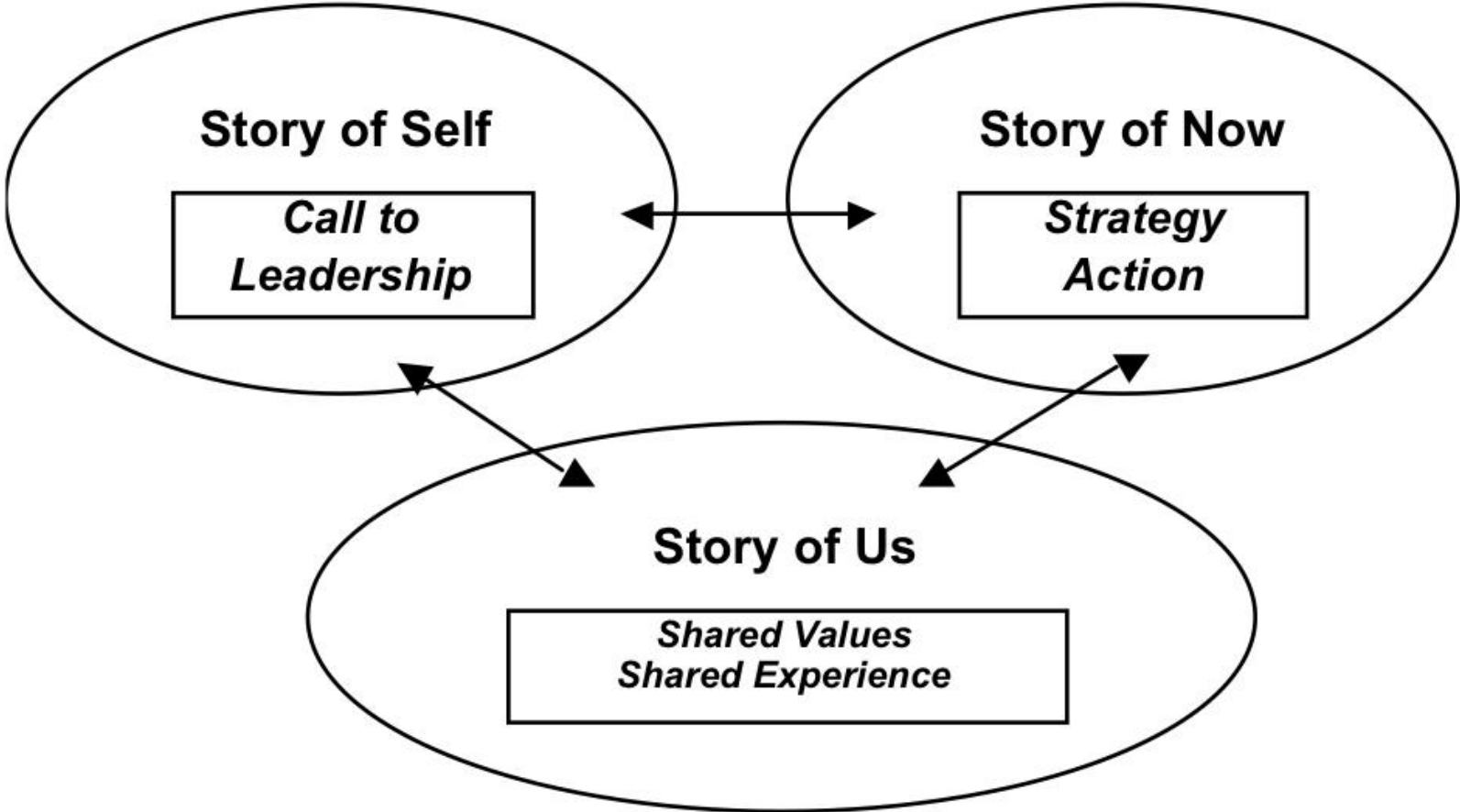
NOW:

Calls us to act so we can shape the future in keeping with those values.

DEVELOPING CLIMATE NARRATIVES



The SELF – US – NOW Structure





A Story of Self = How you came to be the person you are

Guiding questions:

- What memories do you have as a child that link to the people, places, events that you value?
- What factors were behind your decision to pursue a career in public work? Was there pressure to make different choices?
- Who in your life was the person who introduced you to your “calling” or who encouraged you to become active?


BREAK



A Story of Us = how your constituency, community, organization, came to be the people they are

Guiding questions:

- What community, organization, movement, culture, nation, or other constituency do you consider yourself to be part of, connected with? Do you participate in this community as a result of “fate”, “choice” or both?
- What was the most significant decision you have made relating to your role as a participant, activist, or leader of this community? What was at stake for you and for others?



A Story of Now = the challenge this community now faces, the choices it must make, and the outcomes to which “we” can aspire

Guiding questions:

- What is the biggest challenge this community faces now? Can you tell a personal story about why you care about this challenge now, at this moment, in this place?
- What can they hope for? If the challenge is so great, why is there hope of success?

RESOURCES



PUBLIC NARRATIVE

Marshall Ganz – Harvard Kennedy School

<http://www.hks.harvard.edu/about/faculty-staff-directory/marshall-ganz>

STORYTELLING BEST PRACTICES

Andy Goodman – The Goodman Center

www.thegoodmancenter.com

VISUAL STORYTELLING

Seeing is Believing – Resource Media

<http://www.resource-media.org/visual-story-lab/report/>

COLLECTION OF STORYTELLING RESOURCES

Climate Access

<http://www.climateaccess.org/storytelling-resources>

STORYTELLING VIDEO

Free Range Studio – Winning the Story Wars: The Hero's Journey

<http://vimeo.com/50791810>



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