

# Communicating Climate Change: Webinar



***MARCH 19, 2014***

***11-12 A.M. PACIFIC STANDARD TIME***

***WEBINAR FACILITATOR: VIRGINIA GUHIN  
(ESNERR COASTAL TRAINING)***

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Access Code: 557407

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[info@climateaccess.org](mailto:info@climateaccess.org)





# AGENDA

- Introduction
- Key Takeaways from the Workshops
- Q&A
- Case Challenge Review
- Wrap up

# AMERICANS ARE WAKING UP TO IMPACTS



**54%** of Americans say the effects of global warming have already begun

**59%** weather has been getting worse

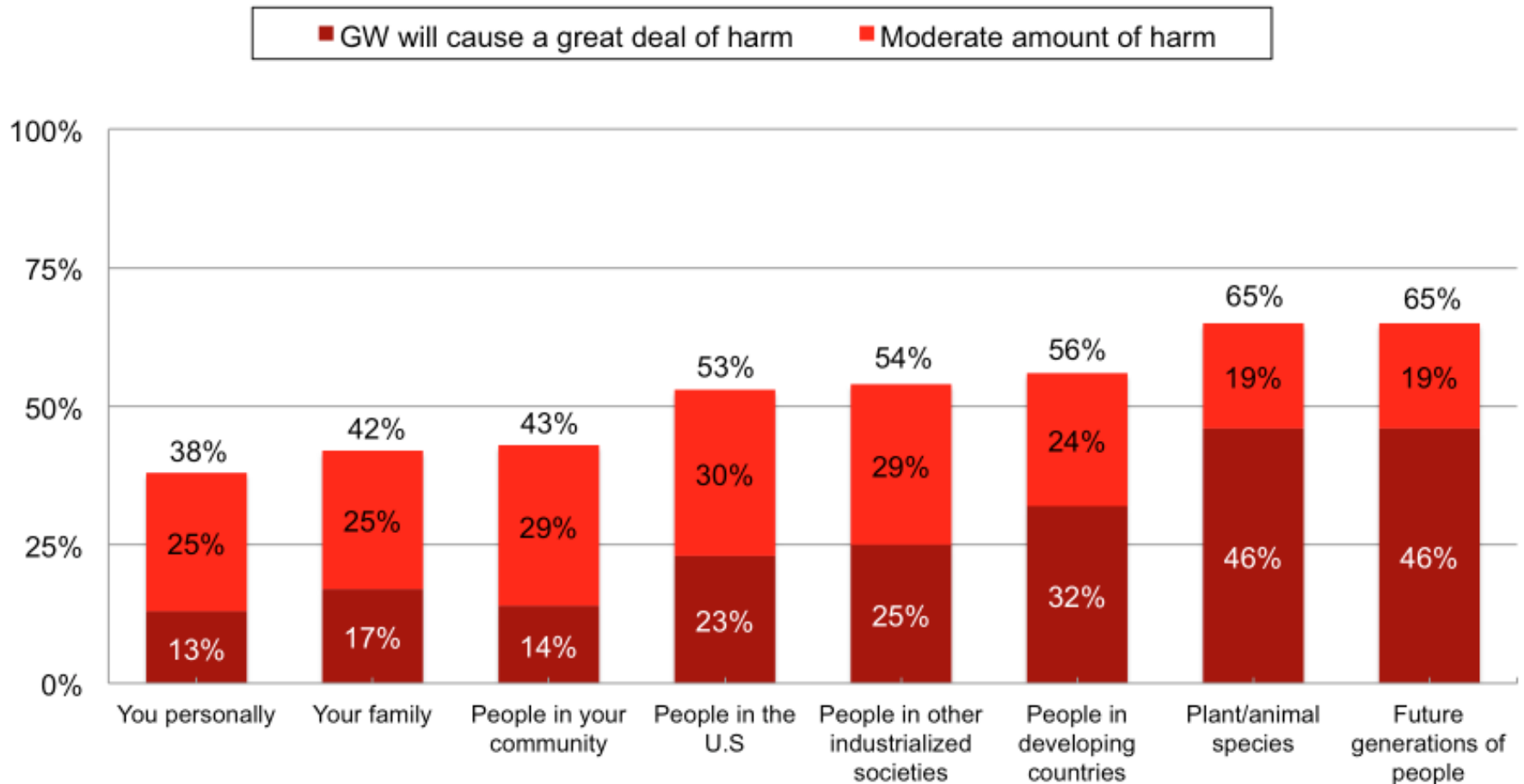
**70%** experienced extreme weather

**33%** experienced global warming



# DISTANT THREAT

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



# EFFICACY GAP

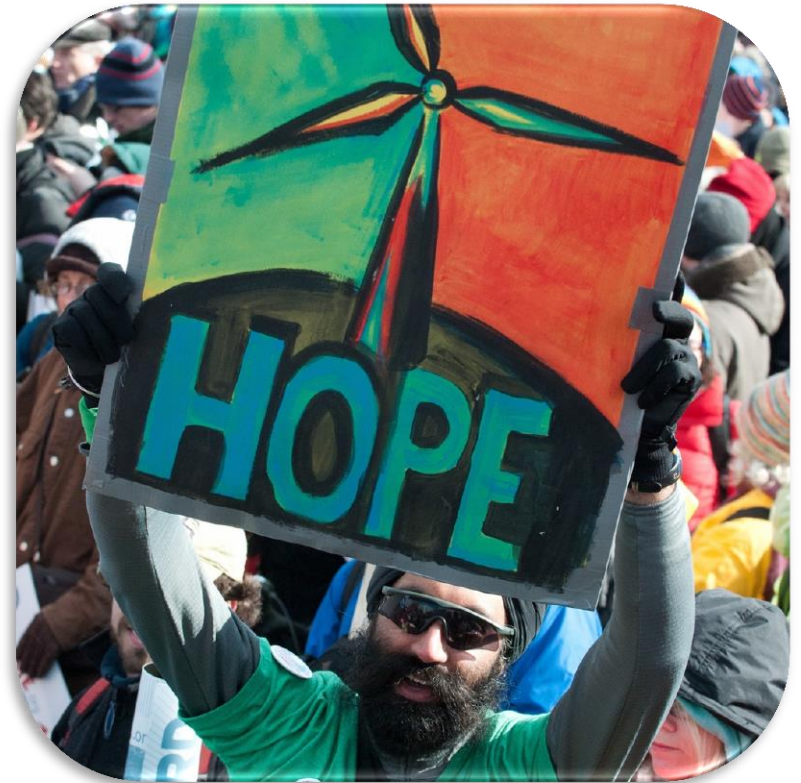


- **72%** Corporations care only about their own profits and not about global warming
- **68%** Most people don't know enough about what they can do to reduce global warming
- **56%** Most people are unwilling to take individual action to reduce global warming
- **5%** think we can successfully reduce global warming



# HOPEFUL THAT IT CAN BE REDUCED

- **67%** Most people want to save resources for our children and grandchildren.
- **62%** Individuals are already taking action to reduce global warming
- **58%** Once people feel the impacts of global warming, they will do something about it





# UNDERSTAND YOUR AUDIENCE & LEAD WITH STAKEHOLDER CONCERNS



# UNDERSTANDING ENVIRONMENTAL VALUES

Environment  
=  
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  
=  
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  
=  
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





# CHANGE STAGES AND MECHANISMS

**Disinterest    Deliberation    Design    Doing    Defend**

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**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** →

# EXAMPLES OF 5-D MECHANISMS



## **Disturbances**

- Cultural and art experiences raise the issue of climate change

## **Awareness-building**

- Interpretive and experiential education

## **Choice expansion**

- Dialogue sessions that explore the relevance of climate impacts and what can be done

## **Emotional inspiration**

- Profiles of leaders who speak out for climate action

## **Supportive relationships**

- Peer-based action networks

## **Organizational self-reevaluation**

- Energy audit, carbon calculators

## **Commitment**

- Pledges, public announcements

## **Helping relationships**

- Toolkits/case studies for developing climate action plans/green building/policy frameworks

## **Reinforcement**

- Awards that recognize climate leadership

## **Substitution**

- Promoting zip cars versus car ownership

## **Structural redesign**

- Community investments in public transit

# Recommendations

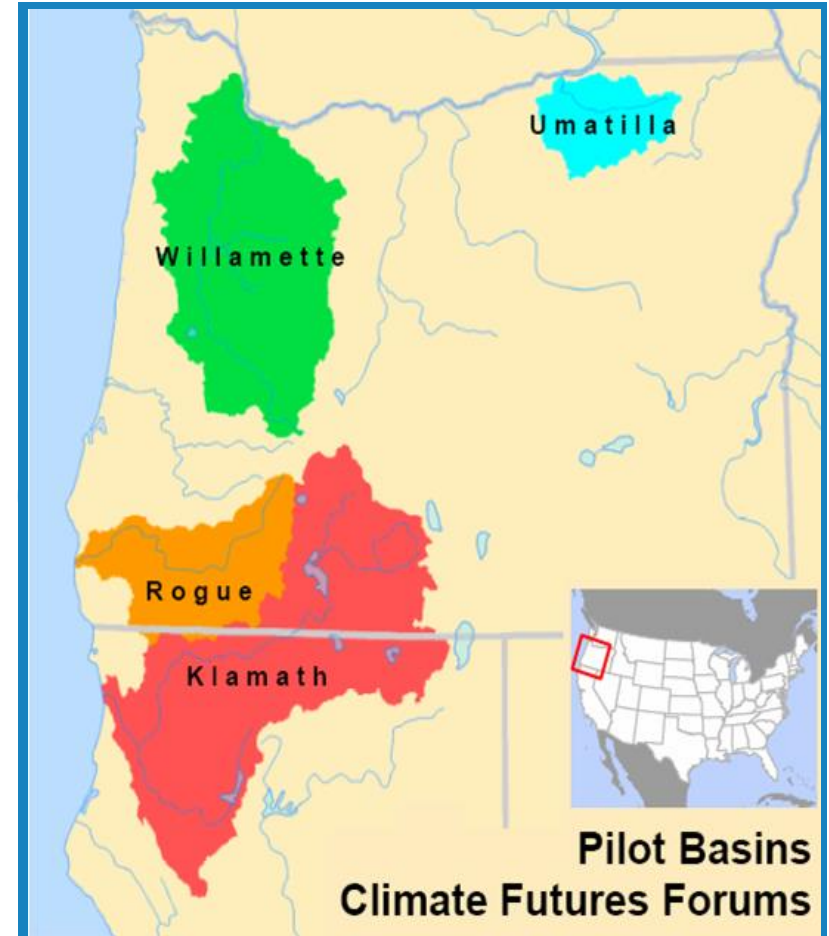
DISINTERES

## EXPERIENTIAL EDUCATION



## Climate Future Forums

- Integrating local knowledge with scientific expertise
- Providing local data to encourage action
- Finding opportunities to scale up for substantial impacts

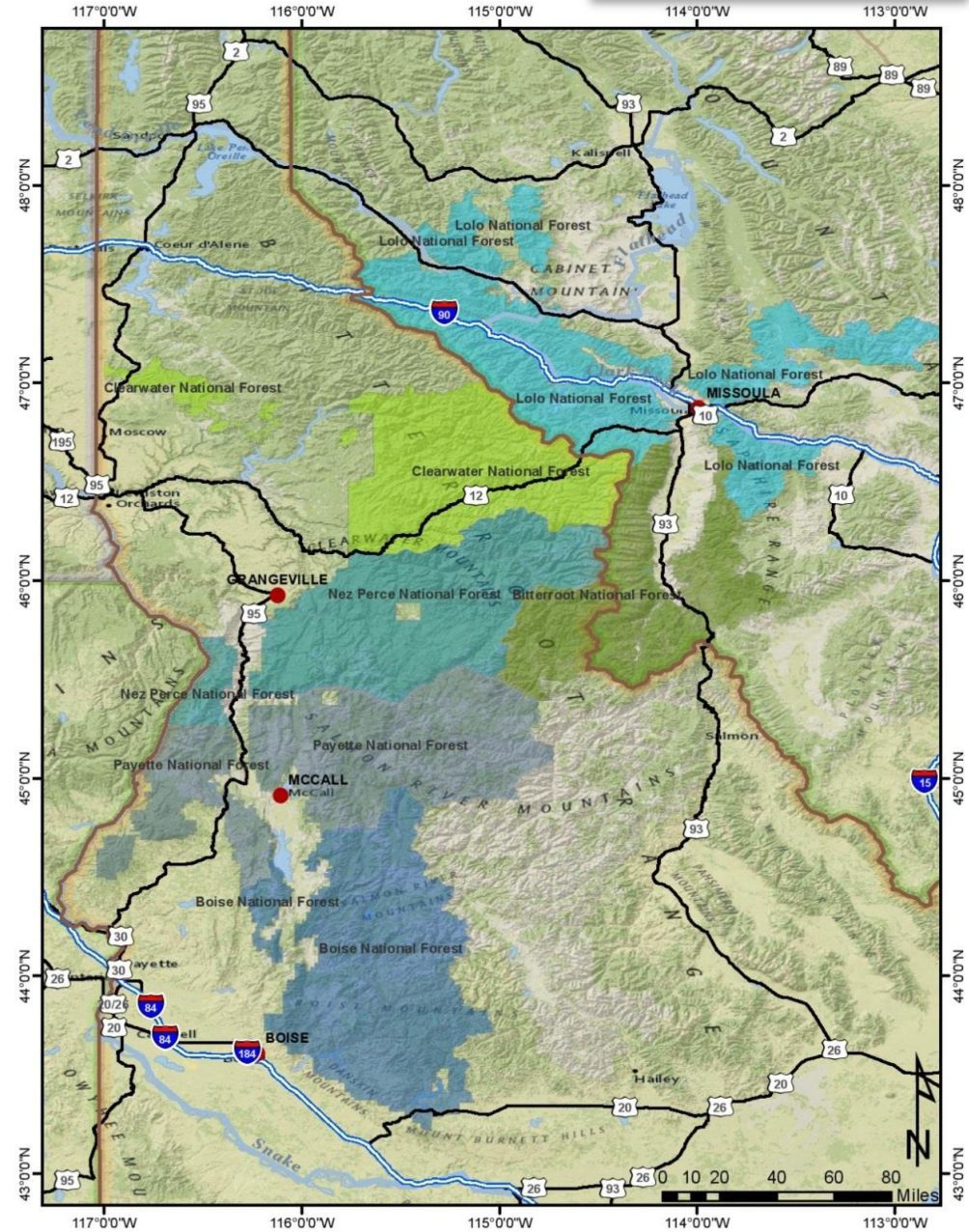




# Recommendations

# DESIGN

University of Idaho  
College of Natural Resources



PROMOTE  
AND REWARD  
LEADERSHIP  
IN PREPARATION

U.S. MAYORS'  
CLIMATE PROTECTION AGREEMENT





# Recommendations

**DEFEND**







# TRAINING OUTCOMES:

## Common Challenges

- Providing information on regional climate impacts.
- Making climate change relevant to audiences.
- Highlighting visible examples of benefits.
- Reframing the role of science.

# TRAINING OUTCOMES:

## Engagement Solutions

- Add climate lens to existing processes and audience concerns.
- Use relatable language that inspires peer-based dialogue and storytelling.
- Highlight milestone moments with internal and external stakeholders.
- Motivate increased involvement over time to encourage a deeper relationship with the issue.

# RESOURCE ROUND-UP



Buy Clean Energy

<http://buycleanenergy.org>

CAKE

[www.cakex.org](http://www.cakex.org)

Climate Access

[www.climateaccess.org](http://www.climateaccess.org)

Climate Central

[www.climatecentral.org](http://www.climatecentral.org)

Climate Communications & Behavior Change

[www.climateaccess.org/resource/climate-communications-and-behavior-change](http://www.climateaccess.org/resource/climate-communications-and-behavior-change)

Climate Masters

[www.theresourceinnovationgroup.org/climate-masters-at-home](http://www.theresourceinnovationgroup.org/climate-masters-at-home)

Code for America

<http://codeforamerica.org>

Re:Green – Ecological Roadmap

[www.climateaccess.org/resource/regreen-ecological-roadmap](http://www.climateaccess.org/resource/regreen-ecological-roadmap)

Elkhorn Slough Coastal Training Program

<http://elkhornsloughctp.org>

Free Range Studio

<http://freerange.com>

Global Warming's Six Americas

<http://environment.yale.edu/climate-communication>  
[www.climateaccess.org/resource/tip-sheet-who-are-six-americas](http://www.climateaccess.org/resource/tip-sheet-who-are-six-americas)

ICLEI

[www.icleiusa.org](http://www.icleiusa.org)

NOAA Digital Coast

[www.csc.noaa.gov/digitalcoast](http://www.csc.noaa.gov/digitalcoast)

Resource Media

[www.resource-media.org](http://www.resource-media.org)

Simon Sinek

[www.startwithwhy.com](http://www.startwithwhy.com)

The Goodman Center

[www.thegoodmancenter.com](http://www.thegoodmancenter.com)

The Solutions Project

<http://thesolutionsproject.org>

Topos Partnership

[www.topospartnership.com](http://www.topospartnership.com)

Union of Concerned Scientists

[www.ucsusa.org](http://www.ucsusa.org)

WWF Earth Hour

[www.earthhour.org](http://www.earthhour.org)



# Seeing is Believing: A Guide to Visual Storytelling Best Practices

Resource Media

[www.resource-media.org/visual-story-lab/report/](http://www.resource-media.org/visual-story-lab/report/)



VIEWPOINT  
LEARNING

*Project Report*

## Citizen Dialogues on Sea Level Rise: Start with Impacts/End with Action

Spring 2013



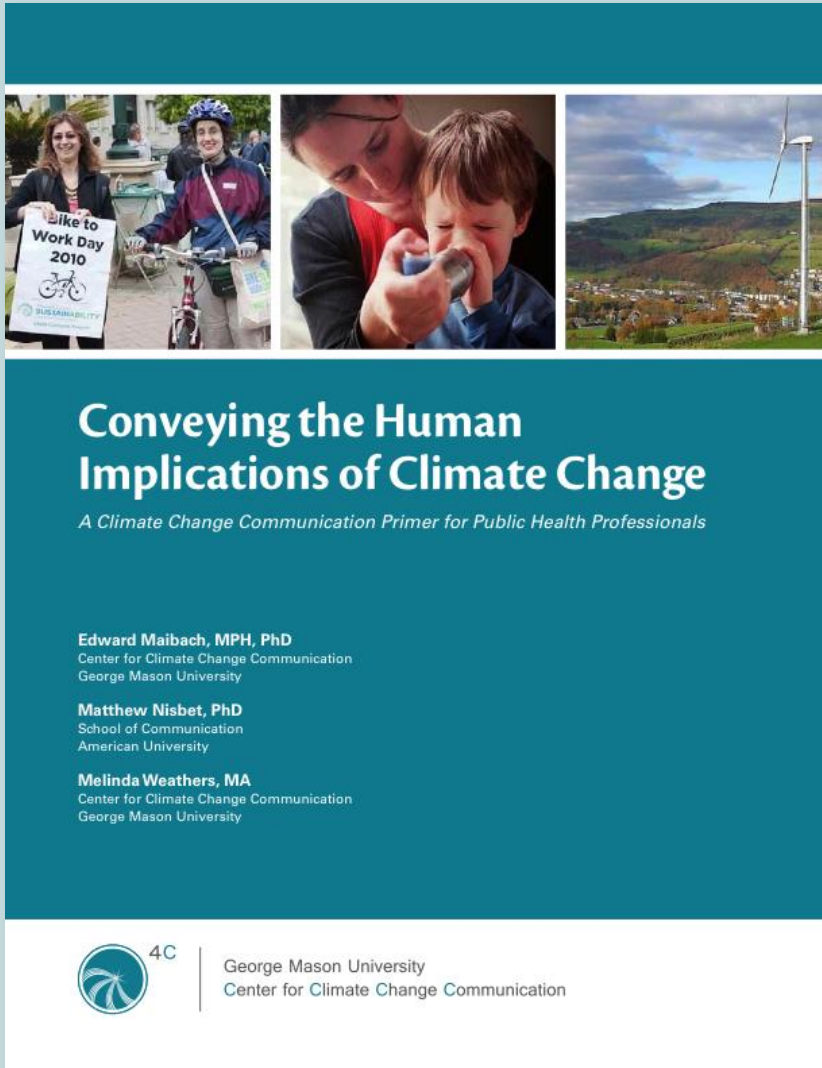
Prepared for the Union of Concerned Scientists  
by  
Viewpoint Learning, Inc.  
**PRINCIPAL AUTHORS: Isabella Furth, Heidi Ganwerk**



# Citizen Dialogues on Sea Level Rise

Union of Concerned Scientists  
Viewpoint Learning

[www.viewpointlearning.com](http://www.viewpointlearning.com)



# Conveying the Human Implications of Climate Change

George Mason University  
Center for Climate Change  
Communications

[www.climateaccess.org/resource/conveying-human-implications-climate-change](http://www.climateaccess.org/resource/conveying-human-implications-climate-change)

# Union of Concerned Scientists



**CLIMATE HOT MAP**  
GLOBAL WARMING EFFECTS AROUND THE WORLD

Tweet 848 Like 3.6k

Enter Email Address [get updates](#)

*list hot spots* **HOT MAP** *see* **IMPACTS** *find* **SOLUTIONS** **act** **donate**

Map Satellite

Google Imagery ©2014 NASA, TerraMetrics Terms of Use

*Check the boxes to turn global warming effects on and off and see which places are affected.*

[Download the Application](#) [View in Google Earth](#)

- PEOPLE
  - Health
  - Food
- FRESHWATER
  - Extreme wet
  - Extreme dry
- OCEANS
  - Sea level
  - Sea ice
- ECOSYSTEMS
  - Lakes and rivers
  - Land

[www.climatehotmap.org](http://www.climatehotmap.org)



**cake**  
Climate Adaptation Knowledge Exchange

CASE STUDIES | VIRTUAL LIBRARY | DIRECTORY | TOOLS

Home | Case Studies

### Preparing for Climate Change in California's East Bay Municipal Utility District

By: Rachel M. Gregg  
April 22, 2010

ShareThis



**East Bay Municipal Utility District**  
375 11th Street  
Oakland, CA 94607  
United States

Project Summary / Overview

The East Bay Municipal Utility District (EBMUD) has developed mitigation and adaptation strategies to address the effects of climate change on water resources in the San Francisco Bay Area. These strategies include reducing greenhouse gas emissions, incorporating climate change into planning efforts, and creating a monitoring and response plan to inform planning for infrastructure and water quantity and quality in the face of climate change.

Project Background

Located in the San Francisco Bay Area of California, the EBMUD serves approximately 1.3 million consumers in over 20 cities. The District obtains over 95% of its drinking water supply from the Mokelumne River; to supplement this supply, the District, along with the Sacramento County Water Agency (SCWA), is investing in the Freeport Regional Water Project, which will divert water from the Sacramento River and bring it into the East Bay system.

Climate change impacts of concern to the water system include loss of snowpack, changes in freshwater flow patterns, changes in precipitation levels, and increased temperatures. The District is working to stay up-to-date on the science and assessment of climate change effects in the Mokelumne and East Bay watersheds, and examining these



# CAKE:

# Climate Adaptation Knowledge Exchange





# Q&A

## Phone:

Dial: 626-677-3000

Access code: 557407

## Chat:

Type your questions in the chat window and send to All Panelists

*For tech support contact [info@climateaccess.org](mailto:info@climateaccess.org)*

# Communicating Climate Change

## At California Coastal Cleanup Day



CALIFORNIA  
**COASTAL**  
COMMISSION



# Challenges

- To clarify the connection between climate change and marine debris.
- To integrate new messaging when event already has a strong identity.
- To balance the needs of community partners and sponsors.

# Solutions

- Consider a multi-year phased approach to integrate new messaging and outreach efforts.
- Include measurable social media “moments” throughout the day.
- Tap into beach culture through interactive art installations.



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