ClimateWest, a central hub for climate services in Manitoba, Saskatchewan, and Alberta, is proud to host Alberta's Adaptation Resilience Training module recordings and resources.

Check out climatewest.ca for all training material available through ART and other initiatives.





The aim of the Adaptation Resilience Program (ART) is to build the capacity of professionals in Alberta to adapt to climate change. This module was recorded in September, 2021.

Professionals across the Prairie region may find this training useful.

Supported by the Natural Resources Canada's Building Regional Adaptation Capacity and Expertise (BRACE) Program and the Government of Alberta



Aberta







Adaptation Resilience Training But it's so Cold Outside! How to Speak Effectively About Climate Change (Climate Change Communication Considerations)

Garry Drachenberg, P.Eng., Associated Engineering

September 10, 2021

The single **biggest problem** in communication is the illusion that it has taken place. - George Bernard Shaw

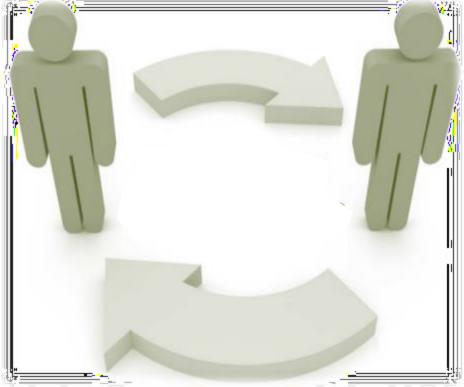
Communication – Easier said than done!

"Effective communication requires more than an exchange of information.

When done right, communication o fosters understanding,

- o strengthens relationships,
- \circ & builds trust

It's Hard Work!



The Climate Change Communication Challenge

- Complex issue
- Lack of understanding
- Psychological & ideological barriers



- Climate risks can appear distant & exaggerated
- Scale of issue can be used to rationalize inaction
- Need to plan for & incorporate uncertainty
- Associated with political, social and financial costs

Overview

There are many pieces to this puzzle... we'll only look at a few

Communication Basics

(Know Your Audience, Communication Goals, Keys to Good Outcomes)

Climate Change Communication Tips, Tools, & Resources

(Words & Messaging, Visual Aids, Helpful Resources)

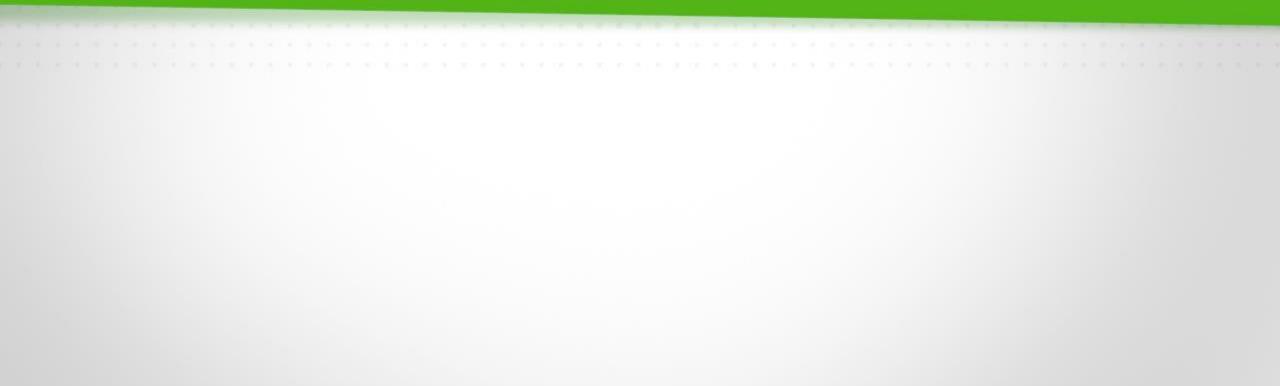
Change Management Considerations

(Change Types & Phases, Change Management Basics, Helpful Resources)





Topic 1: Communication Basics

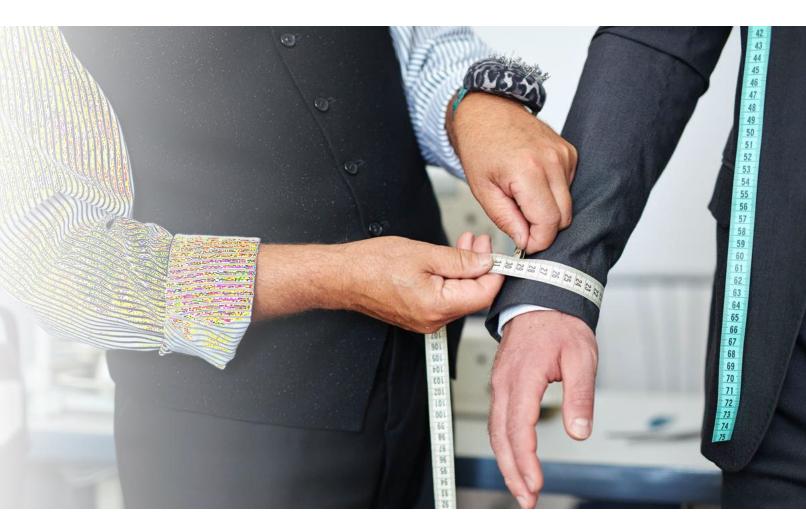


Communication Basics (Predelivery Items to Ponder)



Communication Basics

- Who is the target audience?
- Communication must be tailored to suit the audience
- Doing homework is important





Who is the Target Audience?

What is their CC issues understanding level (novice, intermediate, advanced)?

- Internal Audience Inventory
 - Colleagues within the department
 - In other departments
- External Audience Inventory
 - Public Sector entities
 - Private Sector entities
 - General Public





What is the Audience Make-up?

What is their CC issues understanding level (novice, intermediate, advanced)?

- Age Range
- Occupational & Economic Status
- Educational Background
- Political Orientation
- Who they trust & respect





Who Are They & What Makes Them Tick

How people respond and react to messages about climate change is shaped by:

- Differing values (e.g. freedom, prosperity, or equality)
- Identities (e.g. being a care giver, progressive, or business person)
- Worldviews (thinking the world should be egalitarian or hierarchical)



Center for Research on Environmental Decisions Earth Institute | Columbia University

• Personal priorities (e.g. health and finance)



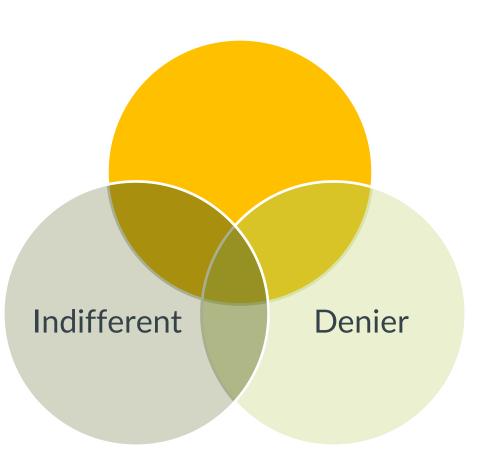
Target

Audience

"We need put our selves in their shoes, to better understand out they might react to our cc communication messages."

What's Predisposition Towards the Topic? **Different Types of Audiences**

- Indifferent Audience
- Denier Audience
- Advocate Audience

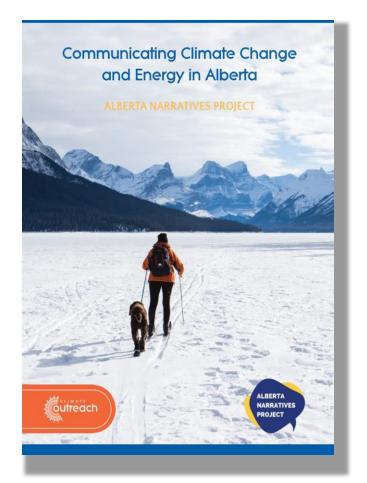




Target

"A one-size fits all approach" to Climate Change communiciation does not exist!

So, What's the Scoop On Albertan Views Albertan's Predisposition Towards the Topic



SOME KEY FINDINGS

(Alberta Narratives Project)

- Most (though not all) people accepted that the weather is changing
- Albertans were split about weather climate change is caused by humans or natural variations
- People find it hard to talk about climate change and rarely do so
- People would prefer to talk about preparation
 & adaptation rather than causes & mitigation



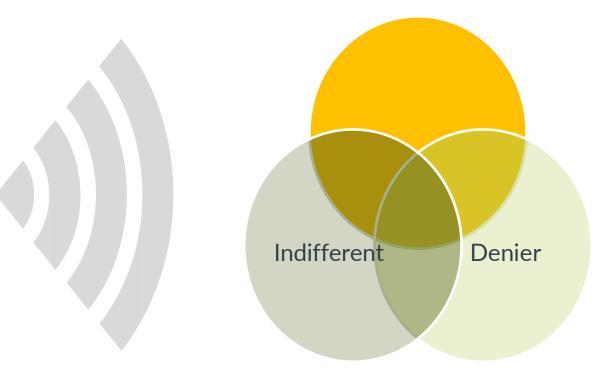
Target Audience

Communication Basics (Predelivery Items to Ponder)



Different Goals for Different Audiences

- Inform or educate
- Persuade or convince
- Activate
- Inspire or Motivate





Speakers Intention & Calibration to that Intention & Purpose

- Is it to help facilitate understanding?
- Is it to help find common ground?
- Is it to help folks become more climate literate?
- Is it to convince them that climate change is real?
- Is it to create a pathway for further dialogue?



Different Goals for Different Groups



Highest Belief in Global Warming Most Concerned Most Motivated Lowest Belief in Global Warming Least Concerned Least Motivated



December 2018. Base: 1,114 Americans.



VALE PROGRAM ON Climate Change Communication



GEORGE MASON UNIVERSITY CENTER for CLIMATE CHANGE COMMUNICATION

Different Goals for Different Groups





Depending on Who We Speak To

- Different communication outreach initiatives may be needed for different groups
- Some will require more effort
- Some will take more time commitment









Communication Basics (Predelivery Items to Ponder)





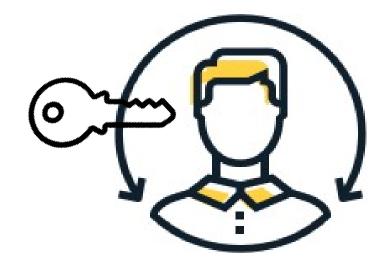


Communication Goals

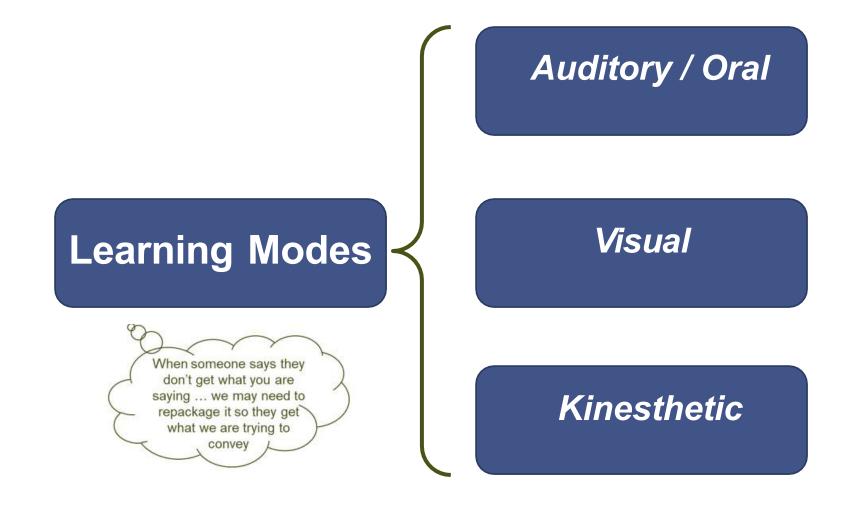


Keys to Successful Outcomes

- Understand communication aspects & their impact
- Understanding key barriers
- Finding common ground
- Being Scout rather than Warrior
- Use right-sized out reach format, venue & personnel for occasion



Must also tailor communication to suit learning styles





Communication Aspects & Their Impact Learning Modalities (Auditory/ Oral)

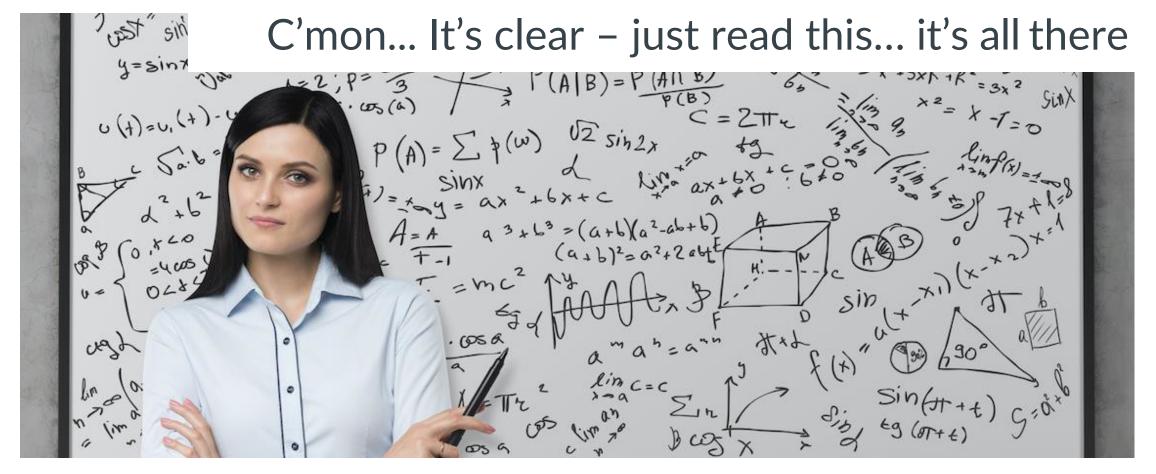
Explain to me ... what's the story around this



Let me tell you what's taking place ... and how it works



Communication Aspects & Their Impact Learning Modalities (Visual)



Let me write it down for you ... how it works



Communication Aspects & Their Impact Learning Modalities (Kinesthetic)

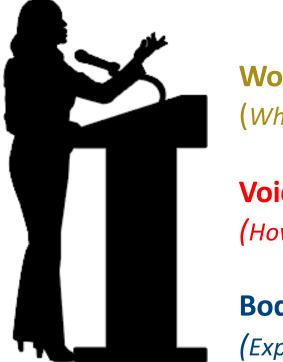
Move that over there and switch that on



Let me show you... how it works



Verbal vs Non Verbal Impacts



Words (What we say)

Voice & Tone (How we sayit)

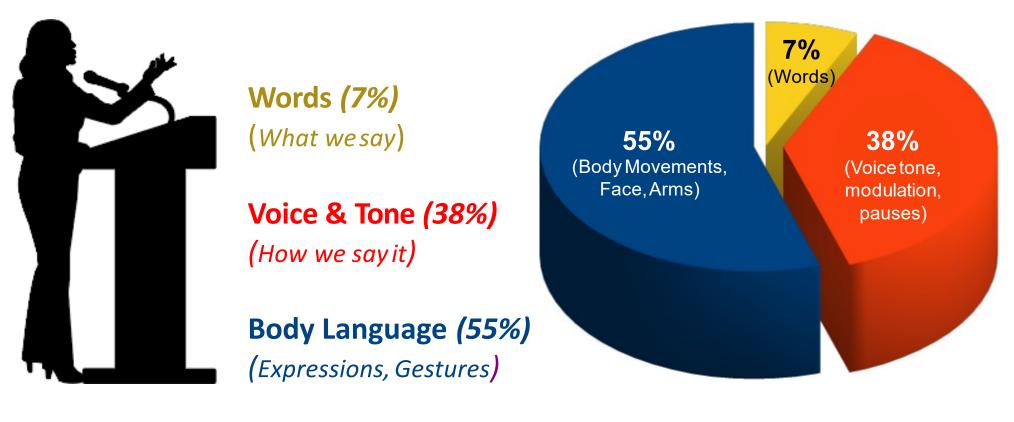
Body Language (*Expressions, Gestures*)





Verbal vs Non Verbal Impacts

eys to Good Outcomes



Prof. Albert Mehrabian University of California Research

Verbal vs Non Verbal Impacts



Words (7%) (What we say)

Voice & Tone (38%) (How we say it)

Body Language (55%) (Expressions, Gestures) Studies suggested that we overwhelmingly deduce our feelings, attitudes, and beliefs about what someone says not by the actual words spoken, but by the speaker's body language and tone of voice.

If words and body language disagree, one tends to believe the body language.

Univ. of CA Research Prof Albert Mehrarbian Research



Words certainly do matter "BUT"

- They are only part of what is required
- How we say & convey it matters
- The listener's predisposition & understanding also matters









CC Communication Research Insights:

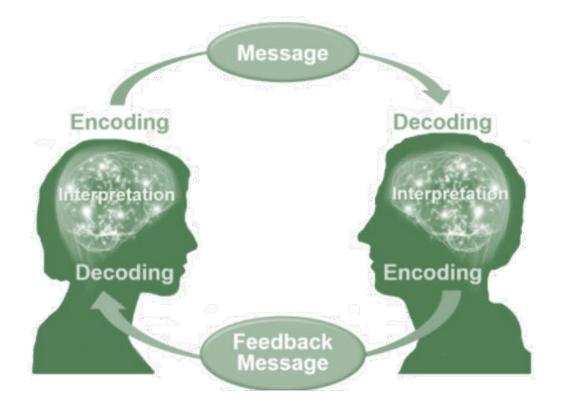
- Facts alone, not sufficient for effective public engagement
- People 'filter' the information according to whether it fits their values





Understanding Barriers





Most of the time, people seek out information that supports their existing beliefs and values and reject information that contradicts the beliefs and values that are most important to them.





Research shows

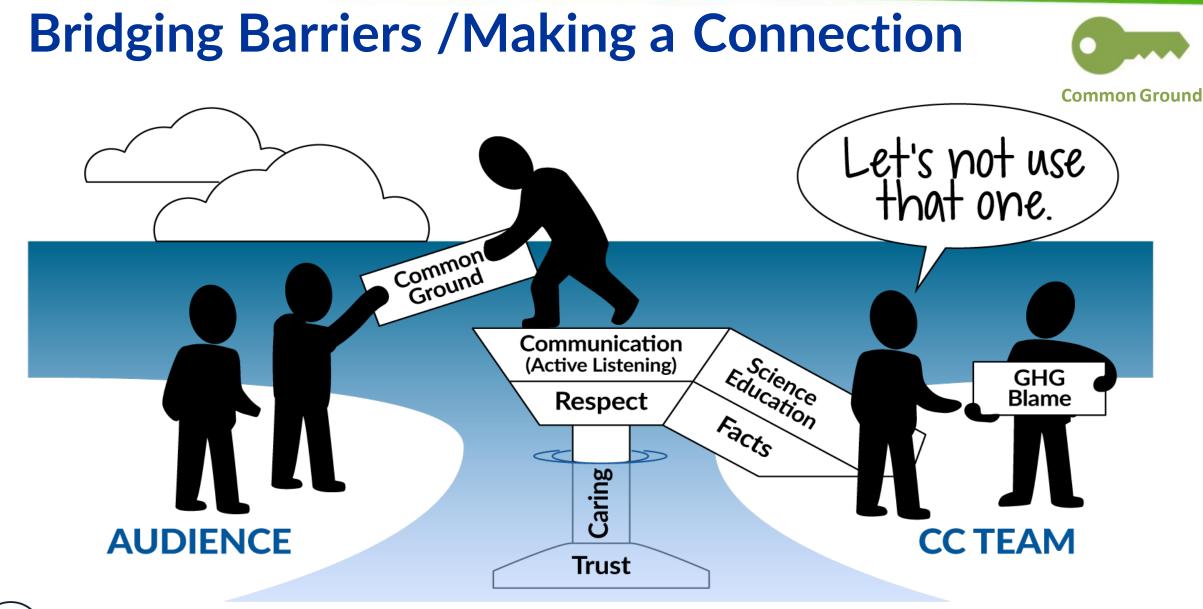
- values & political viewsdominate
- scientific facts / knowledgenot as important

For science to be heard, it must connect with

- widely-shared public values
- Points / issues of 'local interest'









Bridging Barriers / Making a Connection



It starts with seeing, hearing, and experiencing the other as they are, not as they should be, could be, or ought to be.

People need to know they are not judged. This doesn't mean living without expectations.

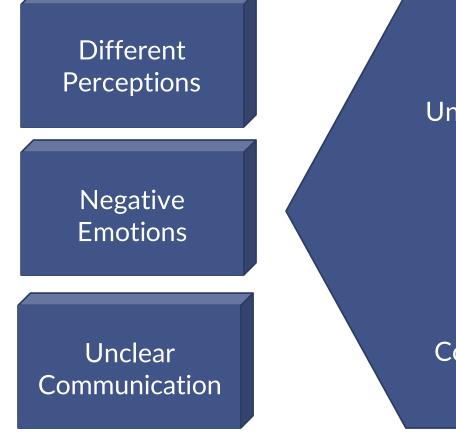
What it does mean is relating in a way that feels safe, supportive, and caring. A key relationship principle is to "*connect before you expect*".



- David Irvine

Handling Resistance / Conflict

3 Sources of Problems



Strategies for HandlingProblems Put yourself in their shoes Understand emotions, theirs and yours Discuss each other's perceptions Listen actively Show that you understand them Speak to be understood Come-up with options for mutual gain Be friendly





Handling Resistance / Conflict Be Kind First, Be Right Later



- When we are in the moment, we can easily forget that the goal is to connect with the other side
- We can get so caught up in winning that we forget about connecting
- Labelling is easier than getting to know someone who disagrees with



Discard the label... Check-out what's inside.



Format for Climate Change Outreach



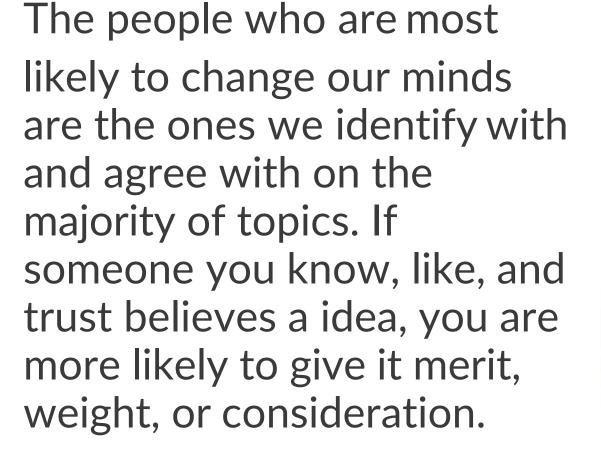
Depends on communication outreach purpose, who is in the audience, their predisposition to the topic and what you hope to accomplish.





Face time to enable discussion where everyone is heard is best!

Best Personnel for CC Outreach Messengers that Audience Can Identify With



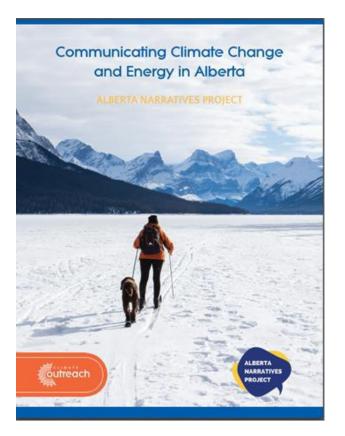


i.e. for doubtful or dismissive audience types





Alberta Narratives Project – Reflections from Collaborators





https://www.youtube.com/watch?v=mSXI38GQPRY





Segment Recap

- Communication is not that easy at the best of times
 - CC Communication is even more complex & challenging
- The purpose of communication must recognize the type of audience in place
 - Sometimes just creating an opening to continue discussion on another day is enough
- Scientific facts matter... but less than most think
- People process information through their value sets
- To connect, we must find common ground

Segment Recap

• To find common ground, we must listen, be a scout rather than a warrior, care in order to help build trust

"People don't care how much you know until they know how much you care"

 Communication format matters; face time matters to enable discussion & 2-way listening

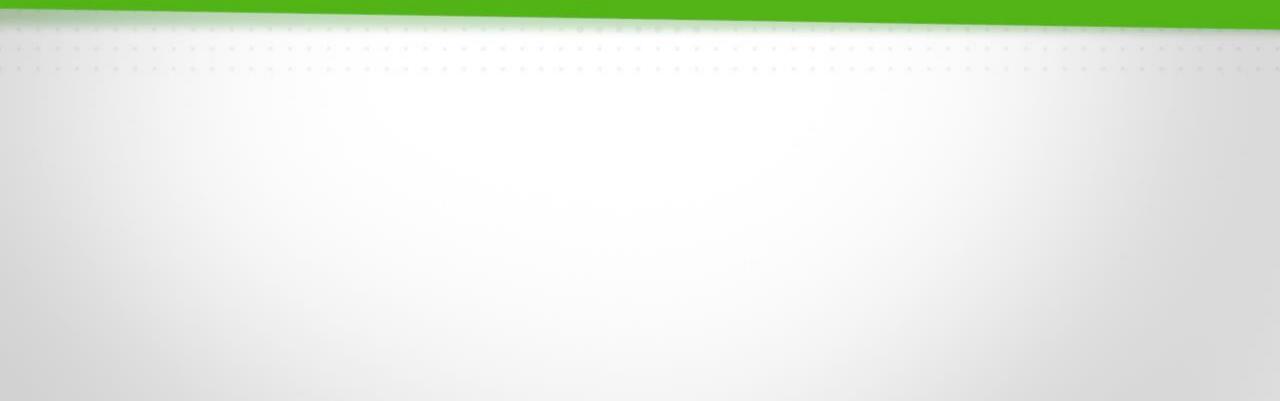


• Sometimes may need a trusted ally to come along (i.e. one trusted within the group or community)





Topic 2: Communication Tips, Tools & Resources



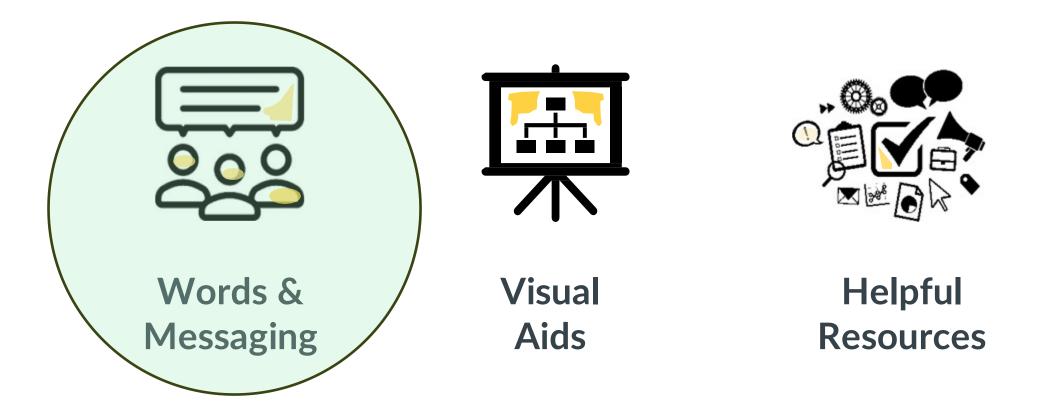
Climate Change Communications

There's no one-size-fits-all approach to climate change communication



Luckily, there are a range of tips, tools & resources that can help.

CC Communication Tips, Tools & Resources

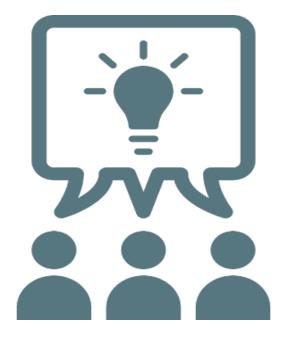


Words & Phrasing Matter

To connect & keep communication channels open, nuances matter

Clarify terms that might carry different meanings







Words & Phrasing Matter Suggested Word/Language Usage

Scientific Word Non-scientific Meaning scheme conspiracy uncertainty Not knowing positive trend good trend adaptation going with the flow, dealing with problems as they arise theory hunch, opinion, conjecture, speculation





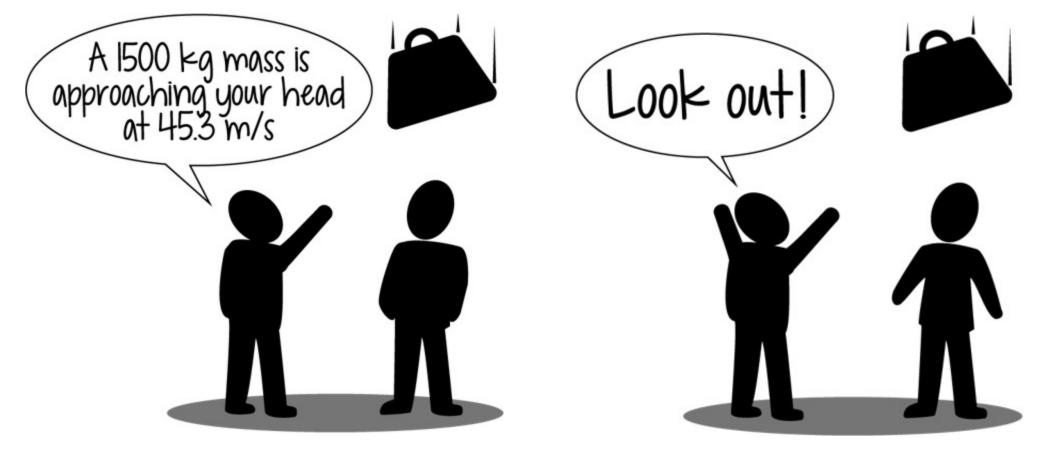
Words & Phrasing Matter Suggested Word/Language Usage

Center for Research on Environmental Decisions EARTH INSTITUTE | COLUMBIA UNIVERSITY

Scientific Word	Non-scientific Meaning	Better Language
scheme	conspiracy	blueprint
uncertainty	Not knowing	range
positive trend	good trend	upward trend
adaptation	going with the flow, dealing with problems as they arise	increasing preparedness for climate impacts
theory	hunch, opinion, conjecture, speculation	physical understanding of how this works



Words & Phrasing Matter Taking Tech Talk to People Talk







Significance

Words & Phrasing Matter Taking Tech Talk to People Talk

Severe Weather Caused \$2.4 Billion in Insured Damage in 2020

Rank	Year	Total loss	Notable severe weather event
		(\$ billion)	
1	2016	5.261	Fort McMurray, Alberta, fire
2	2013	3.418	Alberta and Greater Toronto Area floods
3	1998	2.494	Quebec ice storm
4	2020	2.388	Fort McMurray, Alberta, flooding and Calgary, Alberta, hailstorm
5	2018	2.113	Multiple events: Ontario and Quebec rainstorms and windstorn
6	2011	1.740	Slave Lake, Alberta, fire and windstorm
7	2012	1.456	Calgary, Alberta, rainstorm
8	2019	1.334	Multiple events
9	2005	1.299	Ontario rainstorm
10	2017	1.255	Multiple events

SOURCE Insurance Bureau of Canada ... Edmonton Newscast

Bigger Storms Bigger Bucks

We are having the same storms we had in the past ... the difference is the intensity within a shorter period of time. -Craig Stewart



Message Framing "Example Set"





MOST SUCCESSFUL LANGUAGE	LEAST SUCCESSFUL LANGUAGE
Speaks well across multiple audiences, is engaging, and stimulates a strong discussion	Feeds division, does not engage people, or does not stimulate discussion



MOST SUCCESSFUL LANGUAGE

Speaks well across multiple audiences, is engaging, and stimulates a strong discussion

Everyone is important in Alberta

LEAST SUCCESSFUL LANGUAGE

Feeds division, does not engage people, or does not stimulate discussion

Excessive focus on oil and gas



MOST SUCCESSFUL LANGUAGE	LEAST SUCCESSFUL LANGUAGE
Speaks well across multiple audiences, is engaging, and stimulates a strong discussion	Feeds division, does not engage people, or does not stimulate discussion
Everyone is important in Alberta	Excessive focus on oil and gas
The main problems with oil and gas are over- dependency, vulnerability, and insecurity	The main problem with oil is climate change and environmental destruction



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The main problems with oil and gas are over- dependency, vulnerability, and insecurity	The main problem with oil is climate change and environmental destruction
We need to diversify	Alberta can be a leader on climate change



MOST SUCCESSFUL LANGUAGE	LEAST SUCCESSFUL LANGUAGE
Speaks well across multiple audiences, is engaging, and stimulates a strong discussion	Feeds division, does not engage people, or does not stimulate discussion
Everyone is important in Alberta	Excessive focus on oil and gas
The main problems with oil and gas are over- dependency, vulnerability, and insecurity	The main problem with oil is climate change and environmental destruction
We need to diversify	Alberta can be a leader on climate change
We can discuss our choices	This is the only way



MOST SUCCESSFUL LANGUAGE

LEAST SUCCESSFUL LANGUAGE

Speaks well across multiple audiences, is engaging, and stimulates a strong discussion Feeds division, does not engage people, or does not stimulate discussion

Straight talk

Techno-jargon, euphemisms and slogans



MOST SUCCESSFUL LANGUAGE	LEAST SUCCESSFUL LANGUAGE
Speaks well across multiple audiences, is engaging, and stimulates a strong discussion	Feeds division, does not engage people, or does not stimulate discussion
Straight talk	Techno-jargon, euphemisms and slogans
This will not be easy	This will be easy – eco-boosterism



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This will not be easy	This will be easy – eco-boosterism
Renewables offer new opportunities and positive challenges — the next "boom"	"Clean" energy will replace "dirty" fossil fuels



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This will not be easy	This will be easy – eco-boosterism
Renewables offer new opportunities and positive challenges — the next "boom"	"Clean" energy will replace "dirty" fossil fuels
Building a transition towards something new	Transition away from something old



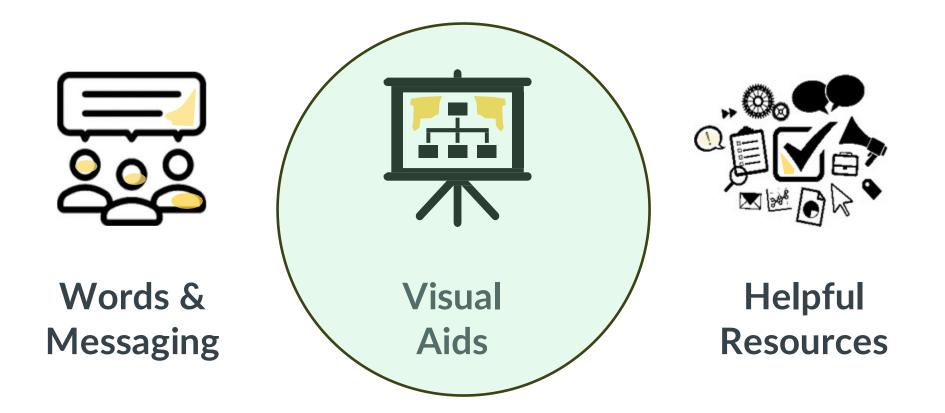
Other "Simple Core Message Examples"

5 evidence-based messages that work

- It's real
- It's harmful
- Our actions are causing it
- Experts agree
- Our actions can reduce the threat



CC Communication Tips, Tools & Resources



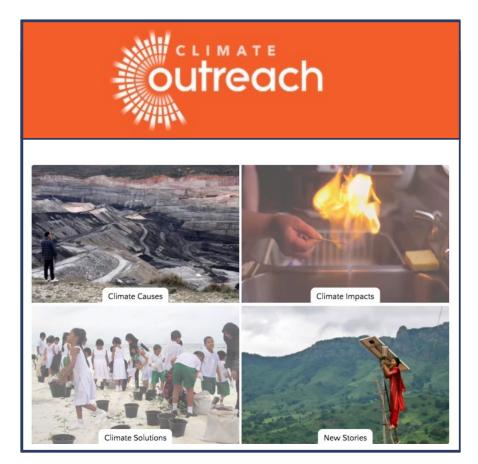






Key principles of Climate Visuals





Key principles of Climate Visuals

1. Show 'real people' not staged photo-ops

2. Tell new stories





Key principles of Climate Visuals

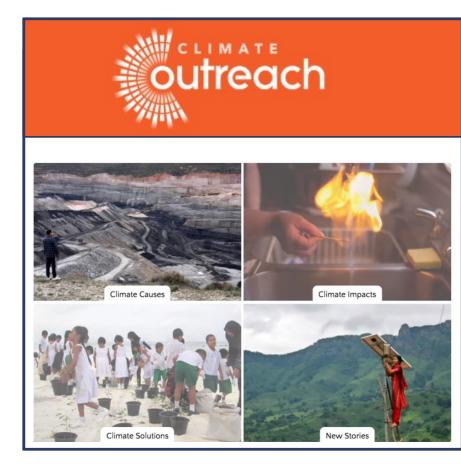
1. Show 'real people' not staged photo-ops

2. Tell new stories

3. Show climate causes at scale

4. Climate impacts are emotionally powerful





Key principles of Climate Visuals

1. Show 'real people' not staged photo-ops

2. Tell new stories

3. Show climate causes at scale

4. Climate impacts are emotionally powerful

5. Show local (but serious) climate impacts

6. Be very careful with protest imagery

7. Understand your audience



Visuals Help Photos Tell A Story That Words Can't







Visuals Help Photos Tell A Story That Words Can't



We have had Fires & Floods ... but not like these in recent times

2011 Slave Lake, Alberta Wild Fire



2013 Southern Alberta Flooding



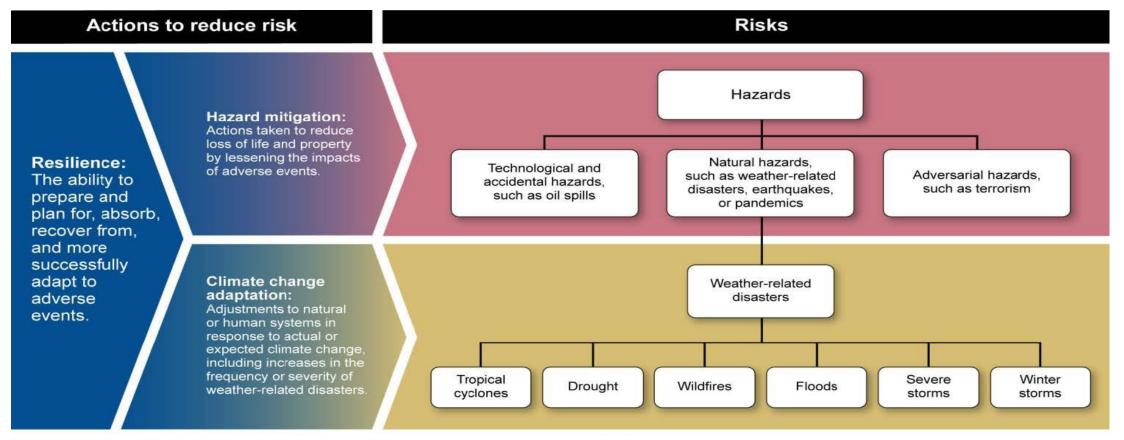
2016 Ft. McMurray, Alberta Wild Fire





Visuals Help Infographics Help Convey Content



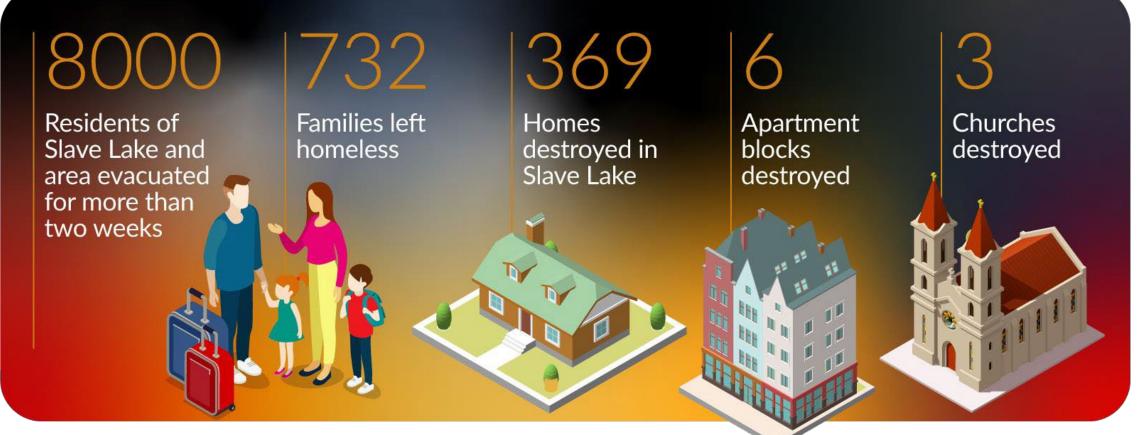


Source: GAO analysis of Presidential Policy Directive 8, previous GAO work, and National Oceanic and Atmospheric Administration data. | GAO-16-454











Visuals Help Video & Film Tools

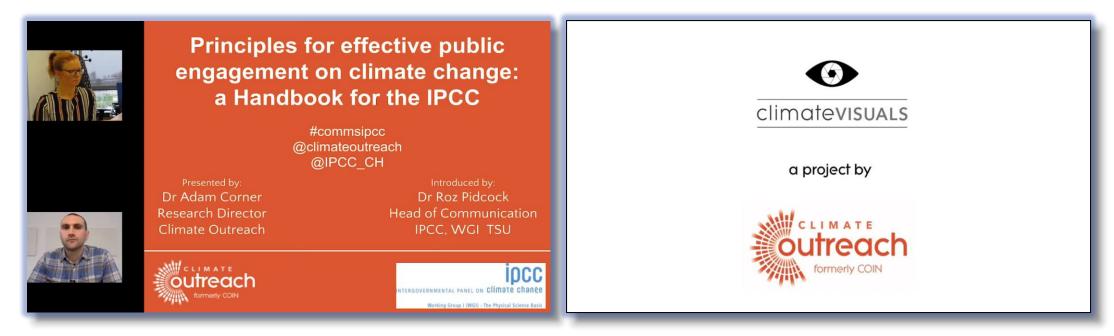
- Film is a language that everyone learns to 'read' from a very early age
- Appeals to a variety of sensory inputs and helps make information understandable to wide range of audiences







Visuals Help Video & Film Tools – Climate Change Video Resources



"https://climateoutreach.org"



Visuals Help VIDEO & FILM TOOLS – Climate Change Video Resources





National Climate Assessment: Agriculture chapter

Apr 30, 2014 | Discuss

"This isn't just about plants and animals. It's about people, it's about societies," says Gene Takle, a convening lead author of the National Climate Assessment's Agriculture chapter. Climate disruptions to agriculture have increased, and many regions will experience declines in crop and livestock production from increased stress due to weeds, diseases, insect pests, and other [...]



National Climate Assessment: Water chapter

Apr 30, 2014 | Discuss

"This is really a call for America to find out, 'What does climate change mean for where you live?" says Paul Fleming, a convening lead author of the National Climate Assessment's Water Resources chapter. Fleming talks about how climate change will challenge the reliability of water supplies in the United States in multiple ways. Alterations [...]



National Climate Assessment: Health chapter

Apr 30, 2014 | Discuss

"We have to start connecting the dots between climate change and human health," says Kim Knowlton, a convening lead author of the National Climate Assessment's Human Health chapter. Climate change threatens human health and wellbeing in many ways, including impacts from increased extreme weather events, wildfire, decreased air quality, and illnesses transmitted by food, water, [...]



https://thestorygroup.org/category/nationalclimateassessment/

Visuals Help Video & Film Tools – Climate Change Video Resources



National Climate Assessment: Agriculture chapter

Apr 30, 2014 | Discuss

"This isn't just about plants and animals. It's about people, it's about societies," says Gene Takle, a convening lead author of the National Climate Assessment's Agriculture chapter. Climate disruptions to agriculture have increased, and many regions will experience declines in crop and livestock production from increased stress due to weeds, diseases, insect pests, and other [...]

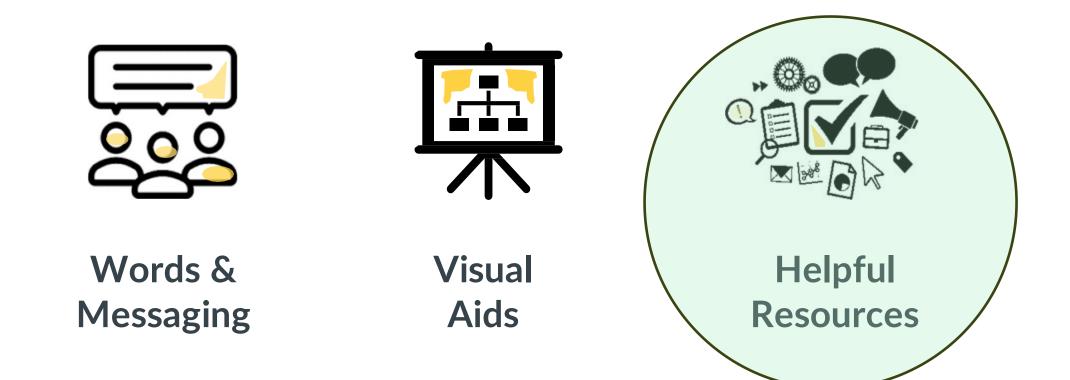
Show Time



https://thestorygroup.org/an-iowa-farmer-faces-weather-extremes/

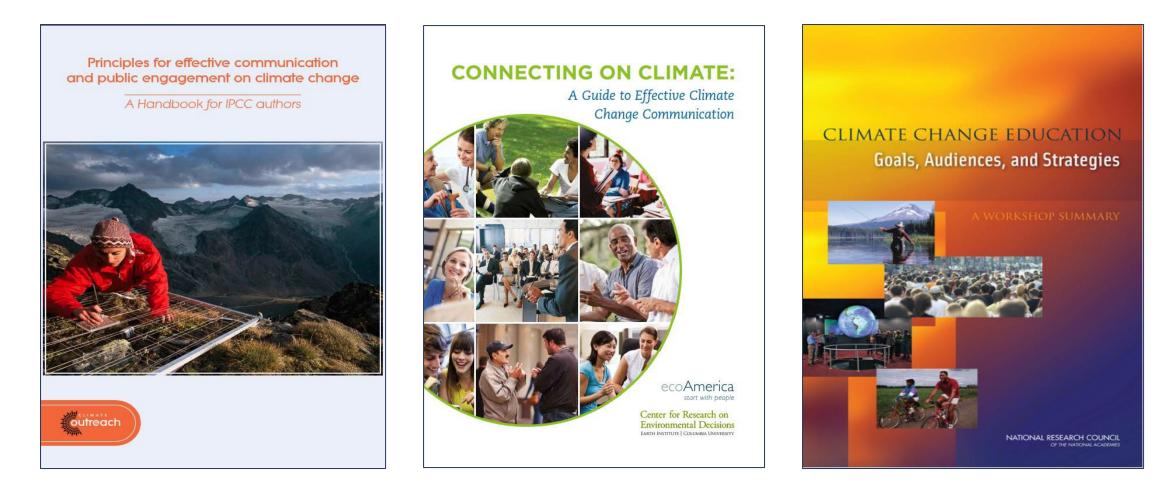


CC Communication Tips, Tools & Resources



Don't Have to Reinvent the Wheel







Don't Have to Reinvent the Wheel



Climate Change Impacts by Sector

Climate change impacts many different sectors. Click the links below for information about impacts on each sector, or learn about climate change impacts <u>by region</u> or <u>by state</u>.





Segment Recap

- Words need to be tailored to suit the audience in a way that resonates with them
- Framing of message types for different audiences is important to keep the communication pathway open
- A picture tells a 1000 words & everyone connects with good story telling (photos, infographics & videos help with communication)
- Don't reinvent the wheel great CC resources exist

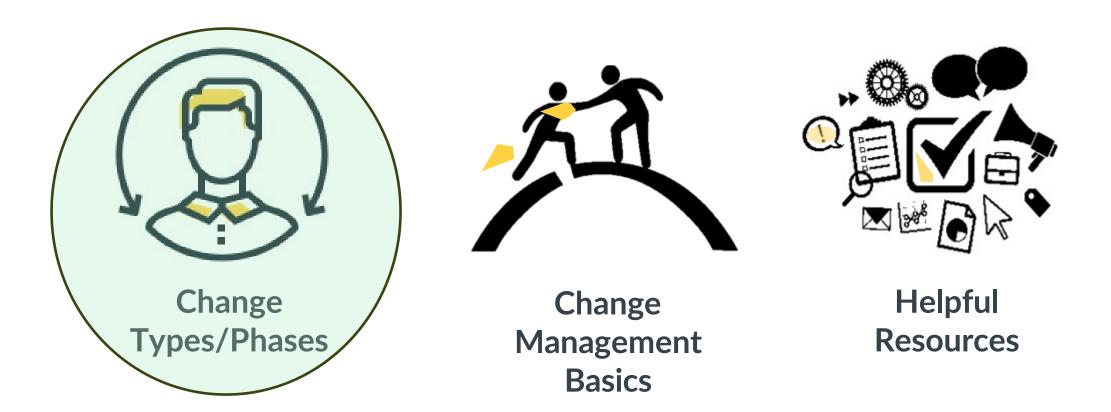


Topic 3: Change Management Considerations

Change Management Considerations



Change Management Considerations



Change is Not Easy

- We are creatures of habit & routine
- Status quo often equates to sense of:
 - comfort, stability, equilibrium
- Change often equates to sense of:
 - discomfort, instability, disequilibrium





Exercise: The smallest changes are discomforting

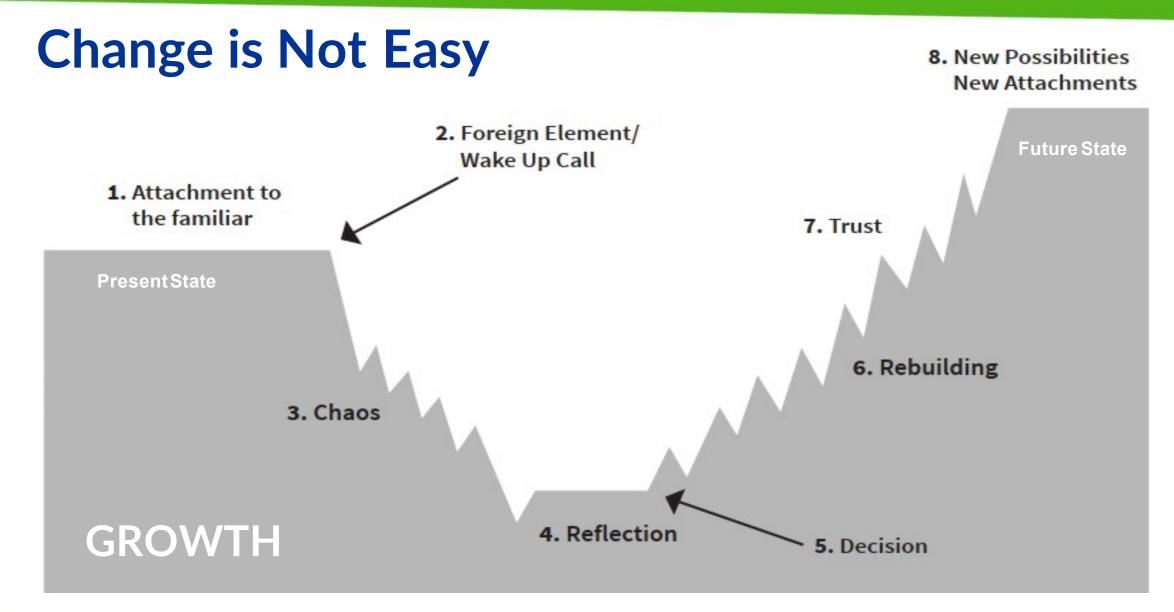
Change is Not Easy

Change is not widely embraced

Change & stress go hand-in-hand









Different Changes – Different Impacts Kinds of Change (Kotter, 1998)

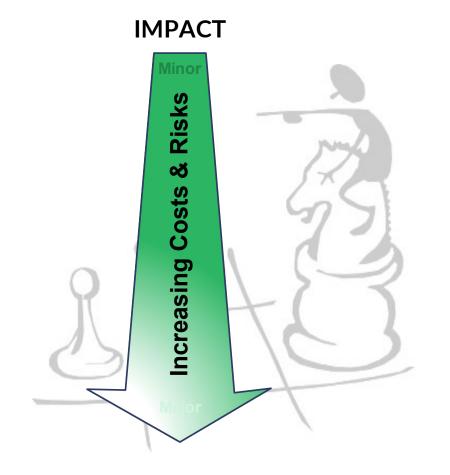
- Incremental
 - Tweaking the system or process
- Transitional
 - Restructuring & reorganizing
- Transformational
 - New vision, mission, values





Different Changes – Different Impacts Kinds of Change (Kotter, 1998)

- Incremental
 - Tweaking the system or process
- Transitional
 - Restructuring & reorganizing
- Transformational
 - New vision, mission, values





Different Changes – Different Implications

Easy for some... not so easy for others





Mainstreaming within sectors is arguably incremental for some & transformational for others

Institutional Barriers to Change

Organizational Changes are even more challenging





Organizational Structure (e.g., silos, board support, general management, etc.)

Communication

(e.g., political will, ideological barriers, lack of public support, communicating uncertainty)

T

Technical Challenges (e.g., limitation of climate models, insufficient data)



Resources & Capacity (e.g., staff time, funding, staff understanding)

Policies

(e.g., lack of regulation/mandate, few implemented examples, no specifics in engineering design manual)



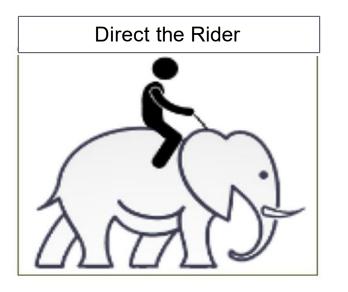
Change Management Considerations



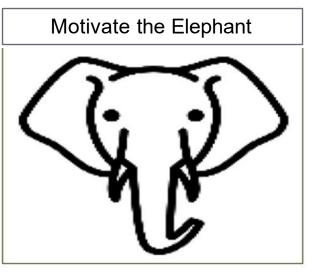
Change Management Basics

To change behavior (our own or someone else's), we must do three things:

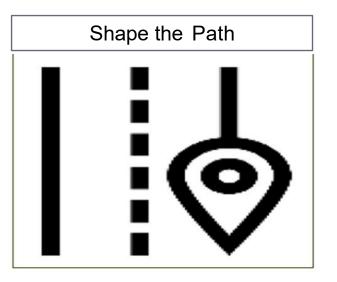
"Make the destination crystal clear"



"Help people feel the need for change"



"Make the required changes specific"





Source: Berkley (U of C) Change Management Toolkit

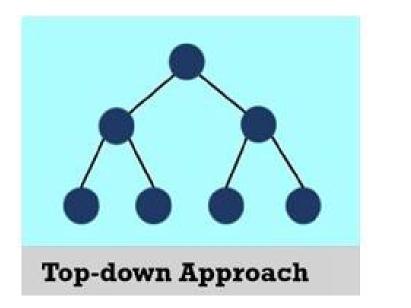
Change Management Basics

Change Management Plans look at :

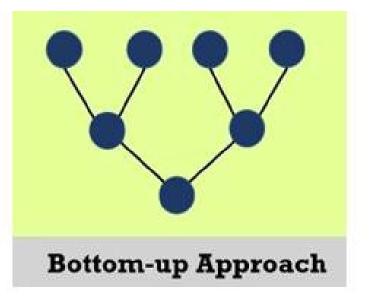
- Behaviors that need to change
- Systems, processes & procedures that need to be in place to ensure success
- Other preparation activities required (e.g. training)
- Consequences necessary to sustain behavioral change



Change Management Basics Need for both Top-down and Bottom-up approaches



- Department-wide policy, mandate or Adaptation Plan
- Adoption of resiliency guidelines
- Include adaptation within strategic plan



- Include info in existing plans, programs and processes
- Build trust, open communication avenues to create strategies with staff



Summary Change Management in 4 Steps



- Clarify roles in change management process
- Clarify what is changing and why
- Identify Stakeholders
- Establish timeframe
- Clarify success measures



PLAN

- Conduct impact and stakeholder assessments
- Create change and stakeholder engagement plans
- Identify risks and create risk mitigation plans
- Design plans for communications and training

Summary Change Management in 4 Steps



IMPLEMENT

- Enable/activate catalysts and leaders
- Roll out communications and training plans
- Monitor and manage resistance
- Deploy risk-mitigation plans

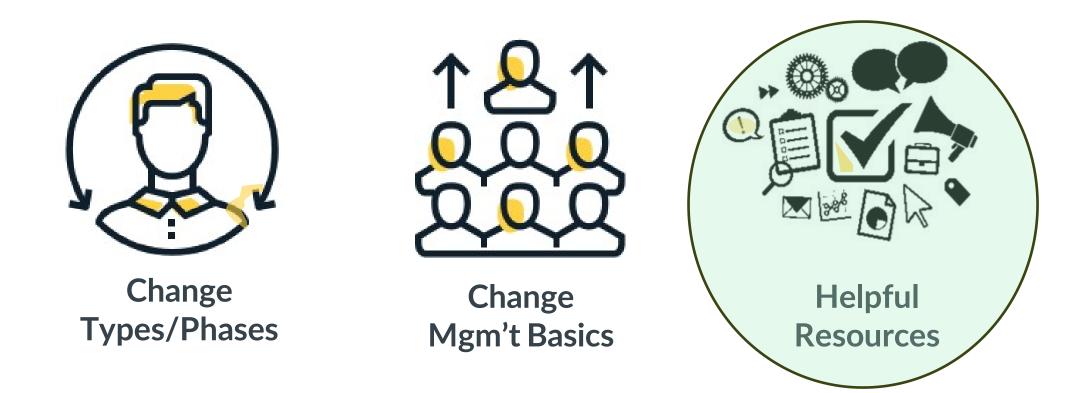


SUSTAIN

- Monitor adoption of change
- Reinforce behaviours that are aligned to the change
- Measure impact of change(s)
- Adjust as needed based on metrics



Change Management Considerations



Helpful Resources Climate Change Mainstreaming

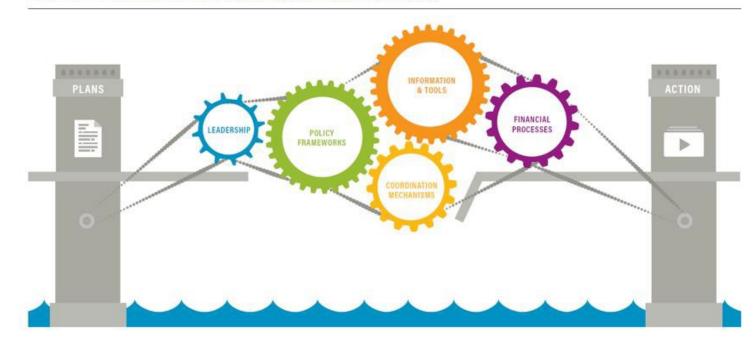
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From Planning to Action: Mainstreaming Climate Change Adaptation Into Development

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Working Paper

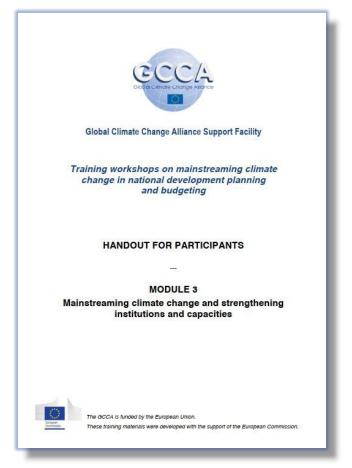






Mogelgaard, K., A. Dinshaw, N. Ginoya, M. Gutiérrez, P. Preethan, and J. Waslander. 2018. "From Planning to Action: Mainstreaming Climate Change Adaptation into Development." Working Paper. Washington, DC: World Resources Institute. Available online at https://www.wri.org/research/planning-action-mainstreaming-climate-change-adaptationdevelopmenthttps://www.wri.org/publication/climate-planning-to-action

Helpful Resources Climate Change Mainstreaming



TOPICS COVERED BY THEMODULE:

- What is mainstreaming, and why mainstream climate change?
- A framework for mainstreaming climate change.
- Strengthening institutions and capacities.
- Principles for institutionalizing climate change mainstreaming.
- Tools and actions for supporting institutional and capacity strengthening



"Climate change is sometimes misunderstood as being about changes in the weather. In reality, it is about changes in our very way of life."

Paul Polma



Module Summary

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Key Takeaways

- Knowing your audience is important must tailor the message to suit the audience
- There are many components to communication some with more impactful than others. "*How you say it and convey it*" is the most impactful.
- Words & facts are often mistakenly thought to be sufficient for effective cc communication
- Finding common ground is a must to connect with others that think different than us.
- Taking "science talk" to "people talk' is important talking in words and phrasing that resonates with the target audience matters

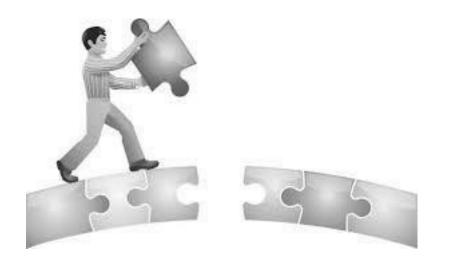
Key Takeaways

- A picture speaks 1000 words and films are powerful storytelling vehicle. Maximize use of visual tools (*photos*, *info-graphics and videos*) to help with your outreach initiatives
- Dealing with the simplest changes is tough. Dealing with complex change is a world of difference.
- Changes can be categorized as incremental, transitional & transformational.
 - The change impacts & disruption for different people, groups & sectors is not the same for everyone.
- Many Climate Change mainstreaming resources exist, that can be drawn upon for guidance... no need to reinvent the wheel

Last word from some Alberta Groups

In a crísís, the whole provínce will pull together and help each other out ... its an old-school Western character ... ít's a result a real salt of the earth bunch of people, and Albertans are just really, really great folks that take care of each other and that's great. (Rural Group)



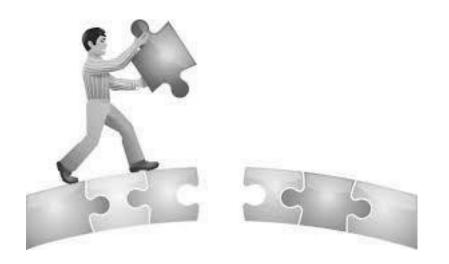


Last word from some Alberta Groups

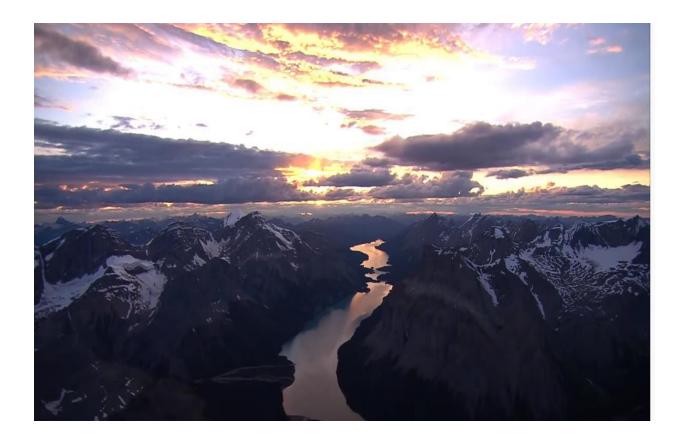
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When you see how the rest of the world lives, we are very privileged. Alberta is literally the best place in the world to live, hands down. (Farmers Group)



"We Share Common Ground "



Show Time



https://www.youtube.com/watch?v=L82_jHs8FgA

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