



MANITOBA CLIMATE  
RESILIENCE TRAINING



# MANITOBA CLIMATE RESILIENCE TRAINING

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



# **Communicating about Climate Change**

Getting your message  
out and inspiring change



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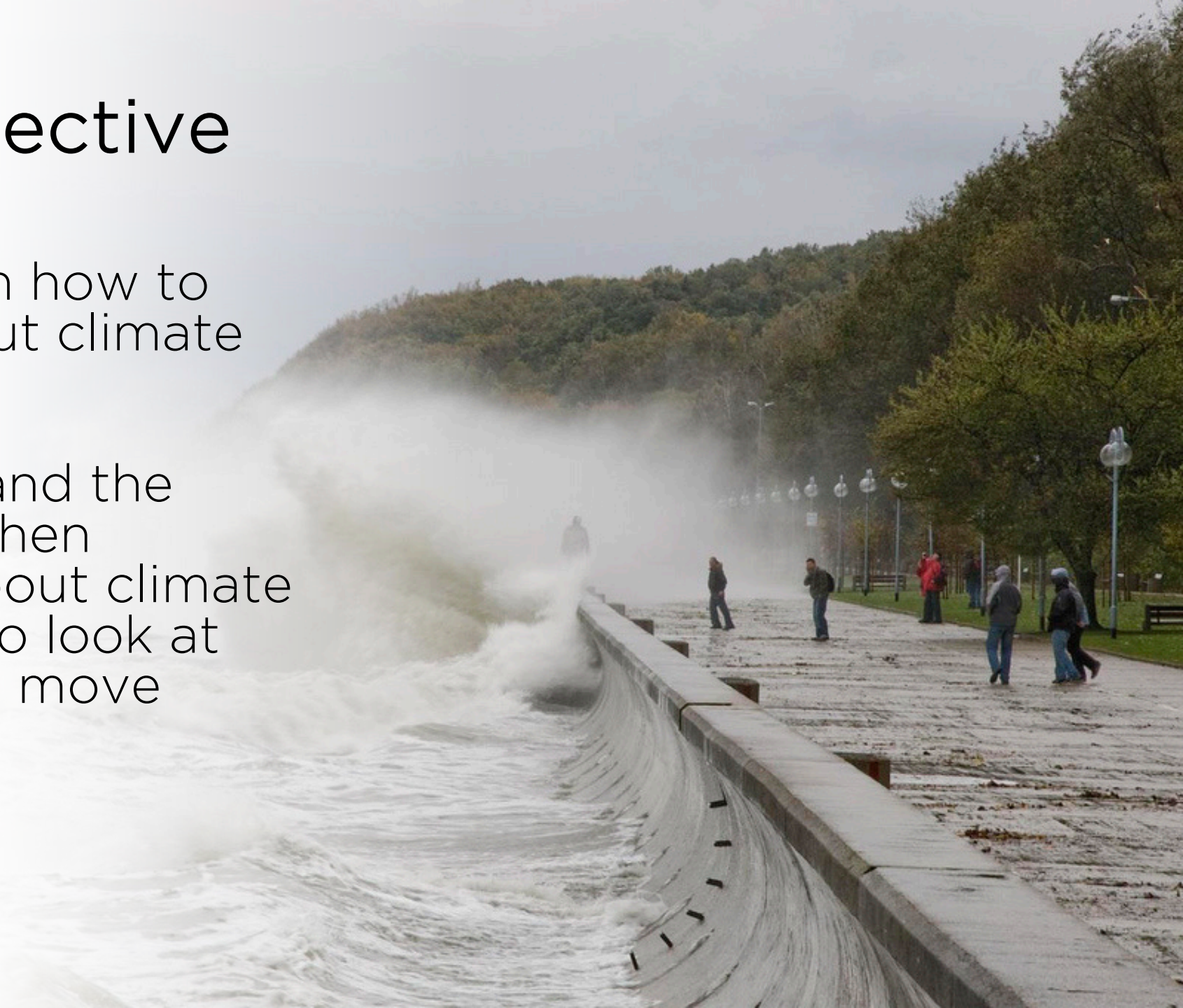


We acknowledge that we are gathered here today on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples

# Learning Objective

Provide training on how to communicate about climate change.

Goal is to understand the barriers we face when communicating about climate change and start to look at some strategies to move beyond them.



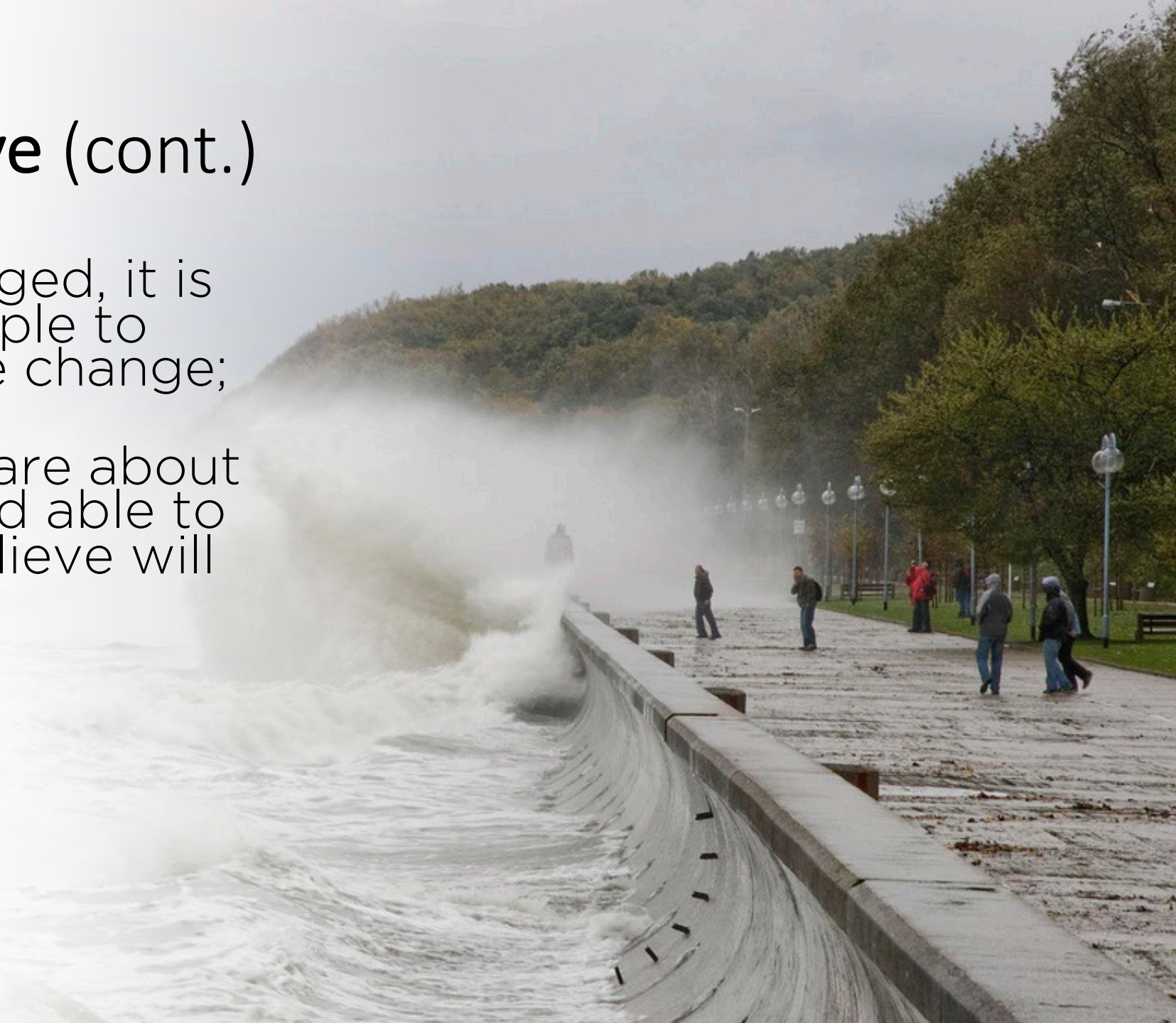


# Learning Objective (cont.)

In order to be engaged, it is not enough for people to know about climate change;

they also need to care about it, be motivated, and able to take action they believe will be effective.

But how?





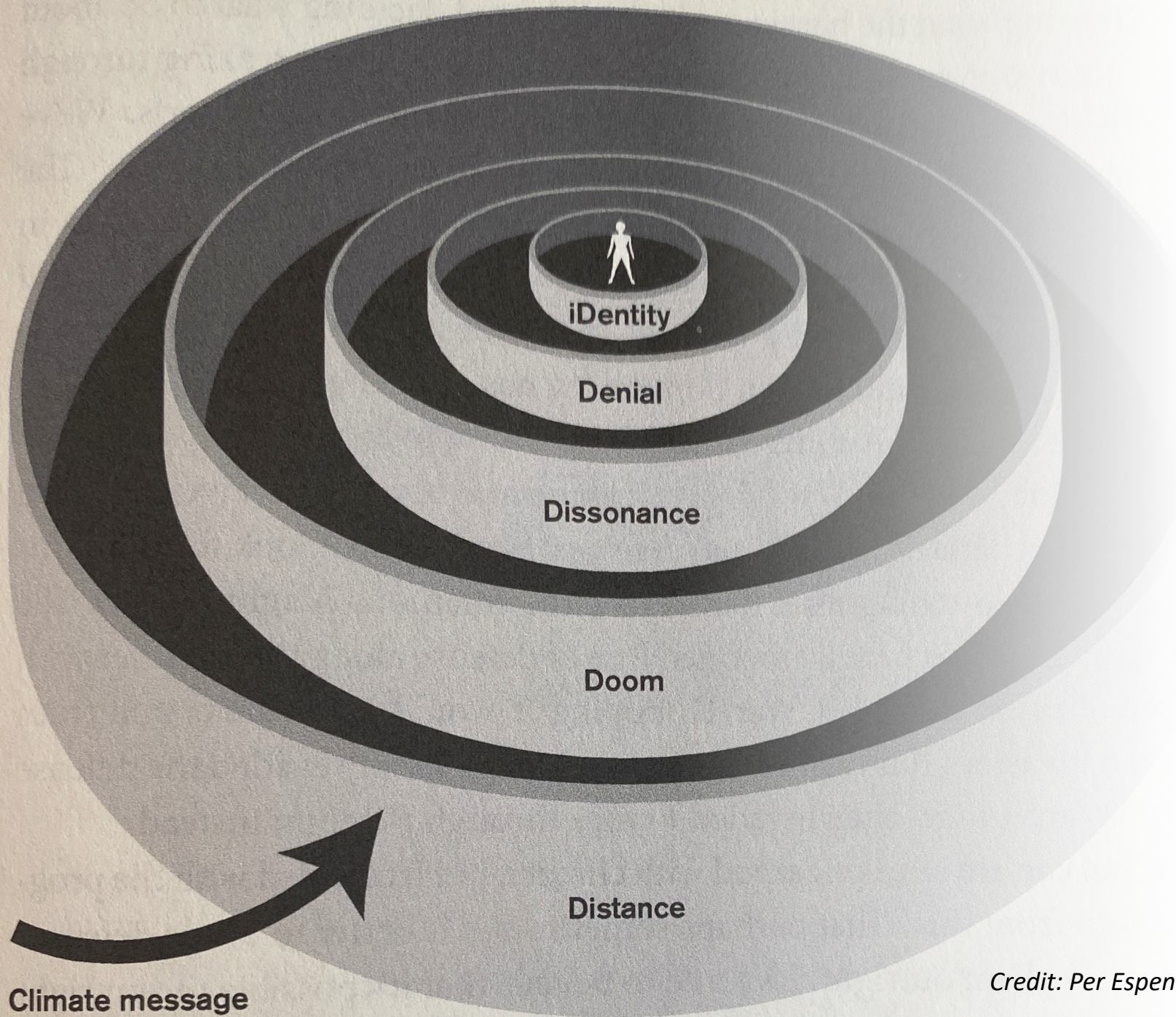
# Risk is a Feeling, Not a Number

People are prone to exaggerate risks that are spectacular, new, beyond personal control, immediate and sudden.

People tend to downplay risks that are dull, common and familiar, anonymous, somewhat controllable, long-term, gradual, and natural







# Barriers

DISTANCE  
DOOM  
DISSONAN  
CE  
DENIAL  
IDENTITY



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*Credit: Per Espen Stoknes, 2015*

Climate message



# New Psychology of Climate Action

1. Turn the barriers upside down.
2. Stick to positive strategies.
3. Act as social citizens, not individuals.



~~Problems~~  
Solutions



A photograph of a wooden boardwalk with railings leading through a sunlit forest. The path is made of wooden planks and has dark metal railings on both sides. The trees are lush green, and the sunlight filters through the canopy, creating a bright, warm atmosphere. The path leads towards a bright light at the end, suggesting a journey or a path forward.

# The Path from Here: Five New Strategies

SOCIAL  
SUPPORTIVE  
SIMPLE  
STORY-  
BASED  
SIGNALS

*Credit: Per Espen Stoknes, 2015*



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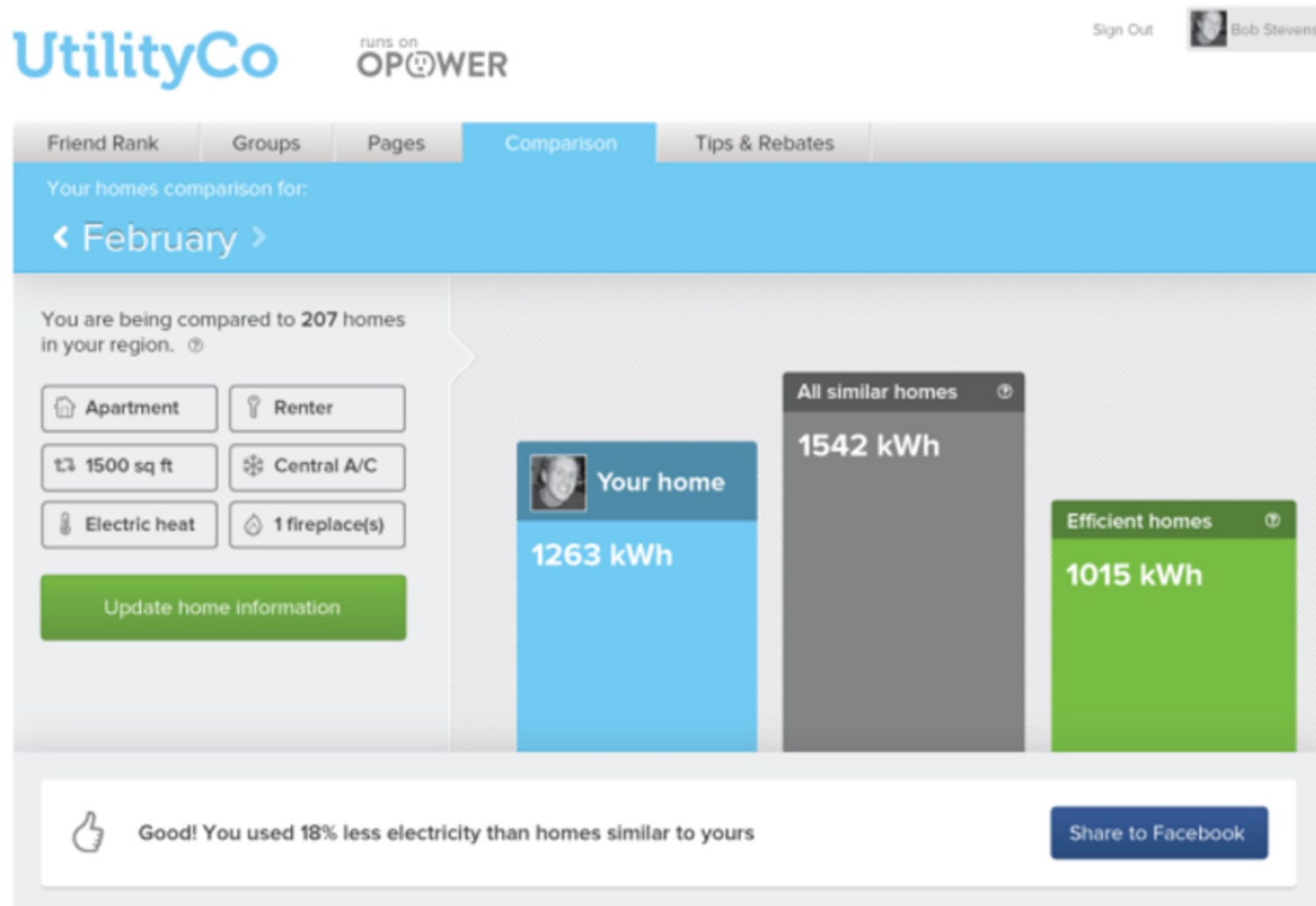
# A Little Bit About Frames

- Understanding your audience's perception of climate change
- Know your audience and make sure you are speaking their language
- Present their issue of concern as something over which they may have influence.
- Find credible messengers, who speak the language



# Communicate Using Social Norms

- Access your own power consumption and compare your energy-saving performance with your friends and neighbours in real-time.

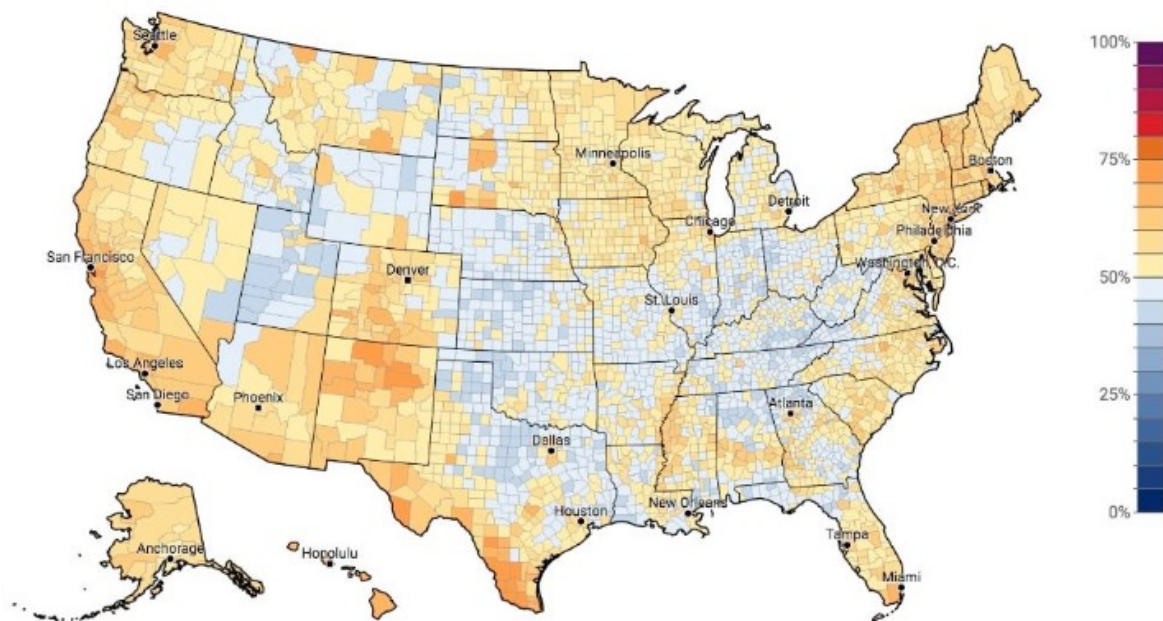




# Communicate Solutions: Not Just Problems

## 4. Climate change is bad

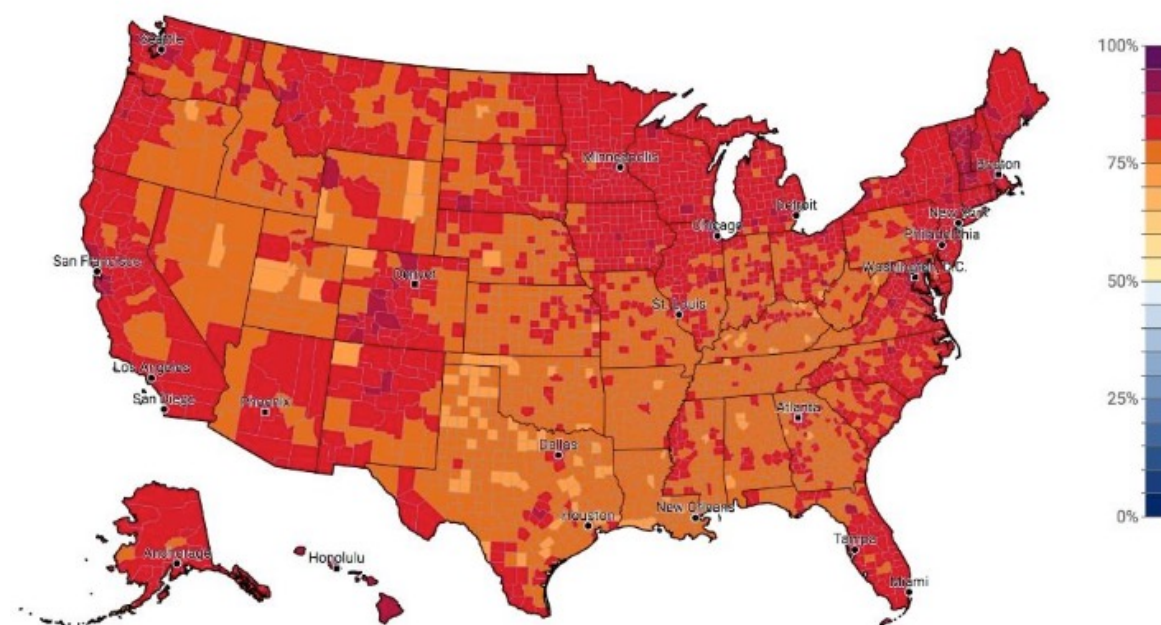
(How worried are you about global warming?)



<http://climatecommunication.yale.edu/visualizations-data/ycom-us-2016/>

## 5. There are smart ways to fix global warming

(Fund more research into renewable energy sources, such as solar and wind power)



<http://climatecommunication.yale.edu/visualizations-data/ycom-us-2016/>





- What are your communication needs?
- What do you need support with?
- Targeted products/messengers?





# Engage Trusted Voices

- Find credible messengers with
  - lived or relatable experiences
  - compassion and who share an emotional connection
  - Shared values and language



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# Release of the 3<sup>rd</sup> US National Climate Assessment

How do you release a an 800-page PDF about climate change?

You don't!

“Weather from the White House”



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# Meet People Where They Are

## The Art of Change

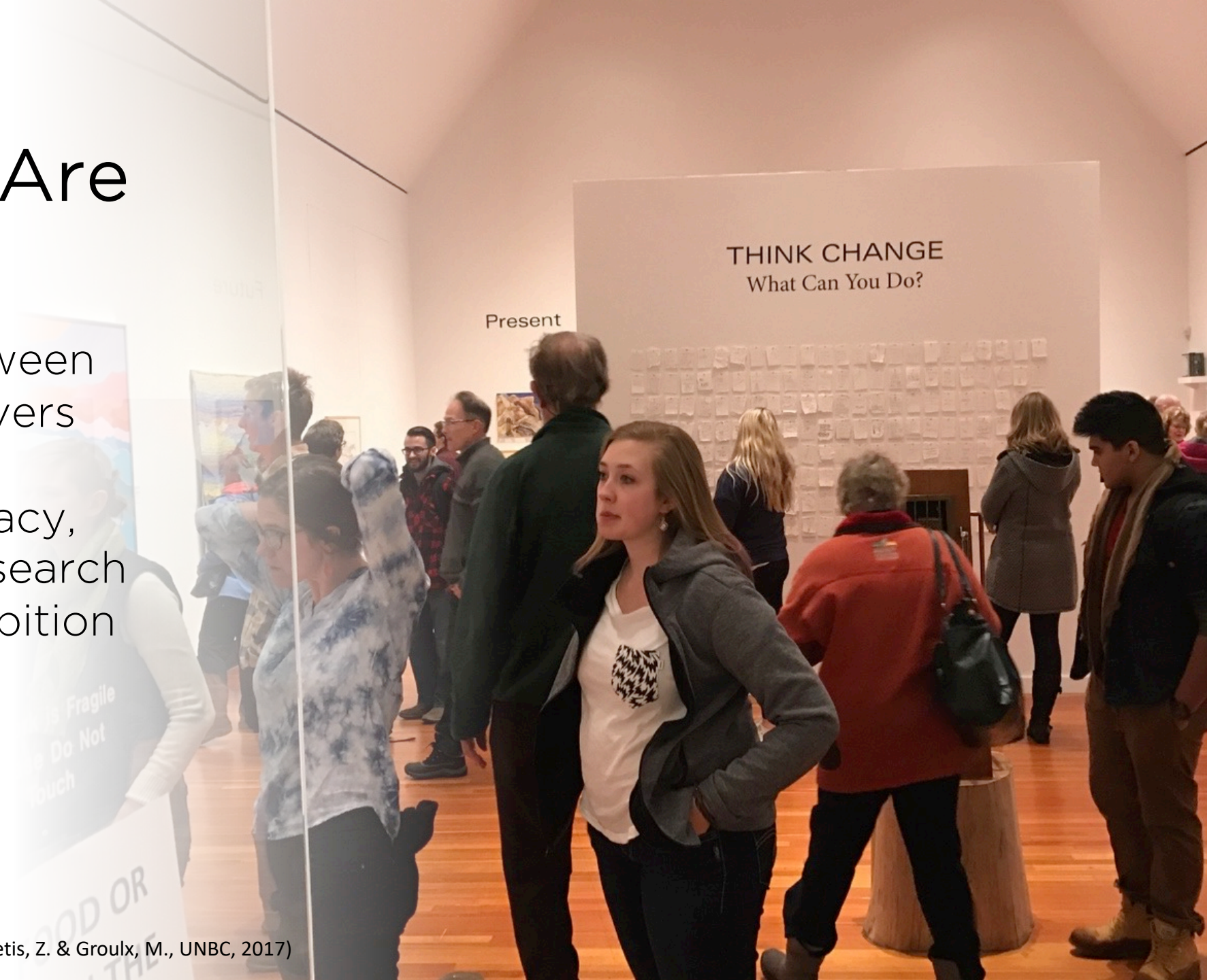
- Partnership between UNBC & Two Rivers Gallery
- Activism, advocacy, engagement, research
- Co-curated exhibition

4000+ visitors



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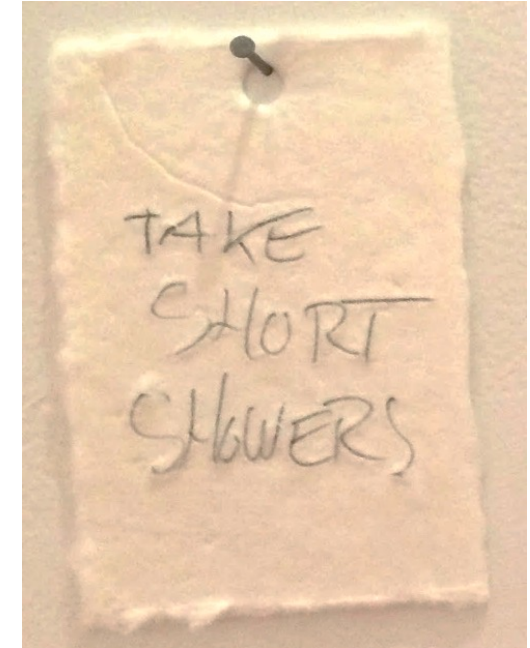
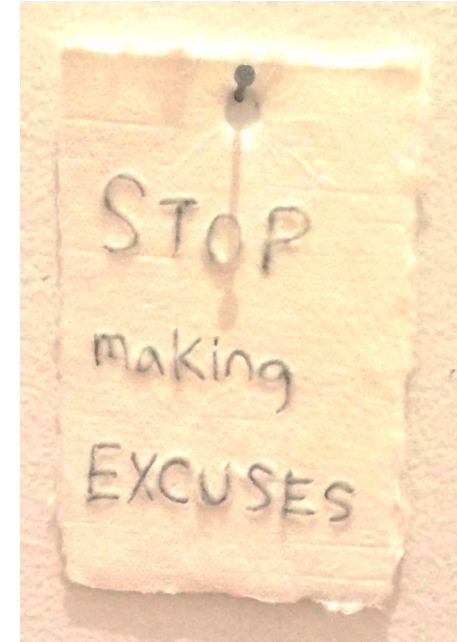
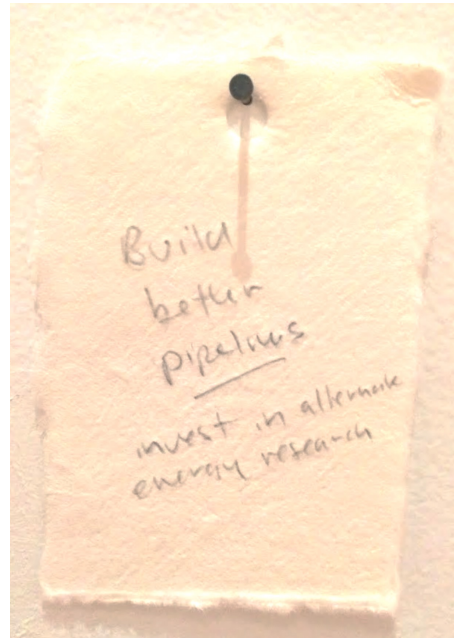
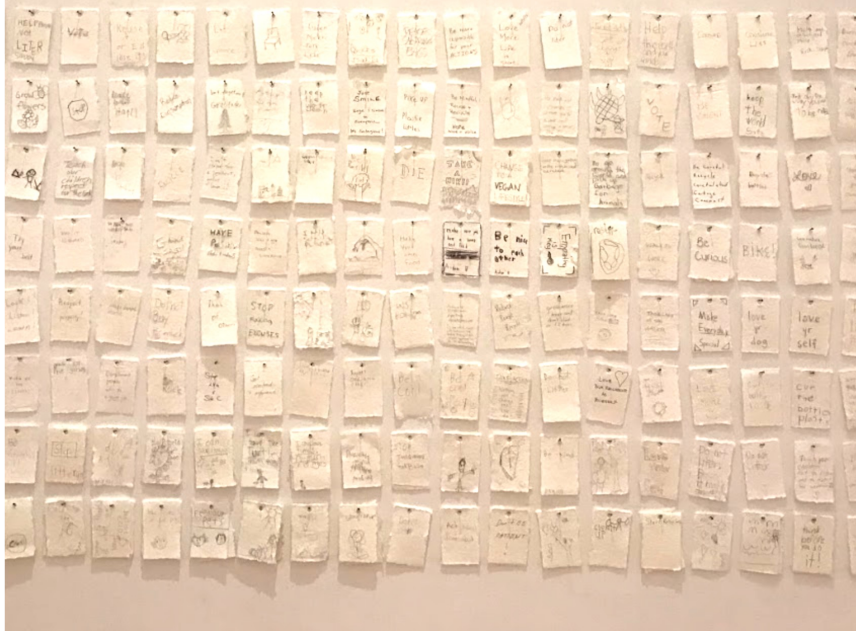
(Meletis, Z. & Groulx, M., UNBC, 2017)





# THINK CHANGE

## What Can You Do?



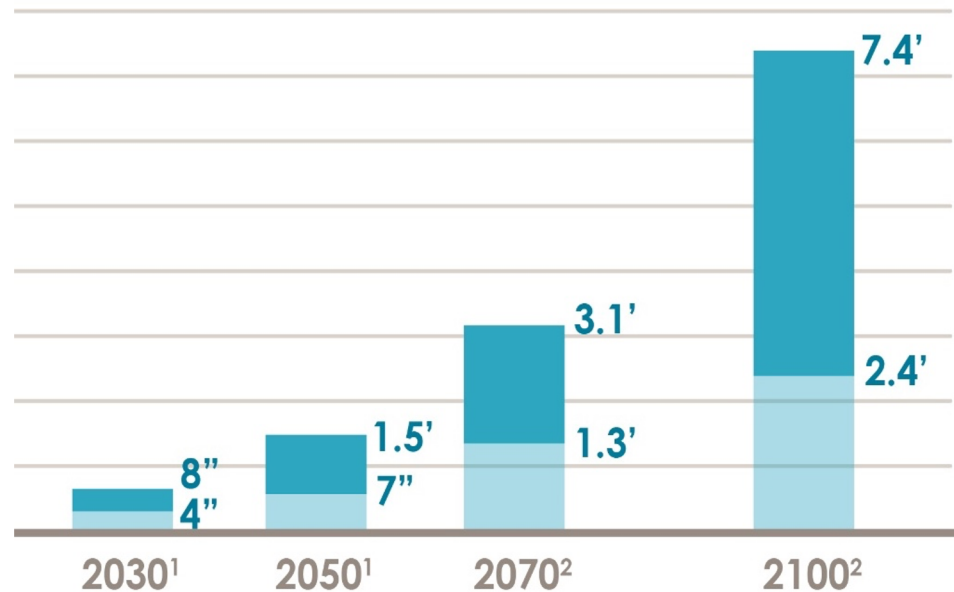
(Meletis, Z. & Groulx, M., UNBC, 2017)



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# Communicate with Stories: Boston's SLR

BOSTON RELATIVE SEA-LEVEL RISE PROJECTIONS



KEVIN GARNETT

Without reducing emissions, at least 3 feet of sea level rise is likely during the second half of the century.

Adapted from Climate Access, 2017



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# Communicate with Stories: Harlem Heat Project



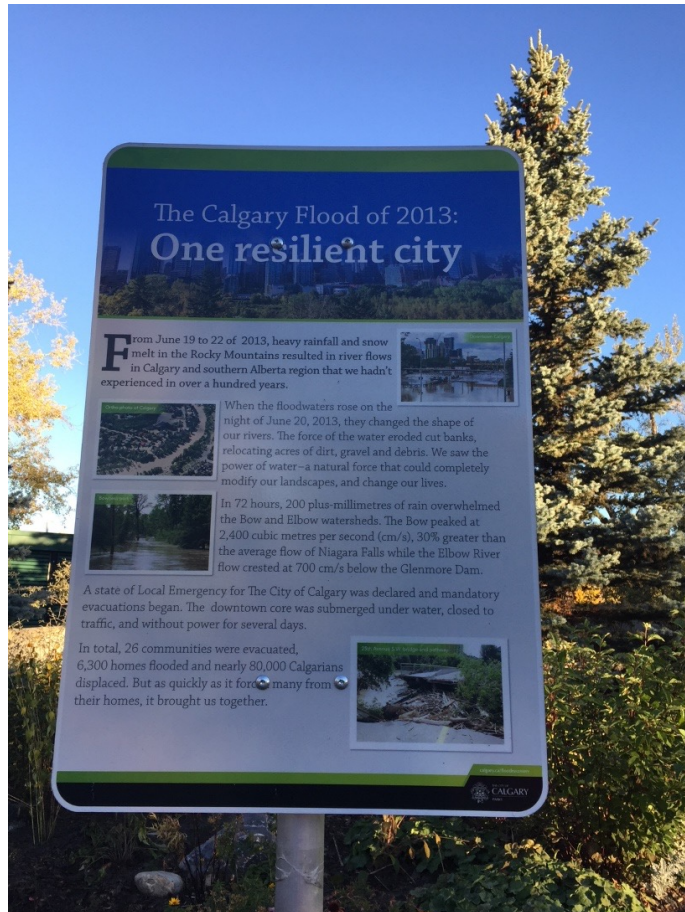
- 12+ We-Act members monitored heat in apartments with/without AC
- Community stories shared on WNYC
- Felt experience – turned data into a sound score

[Audio: Harlem Heat Project](#)



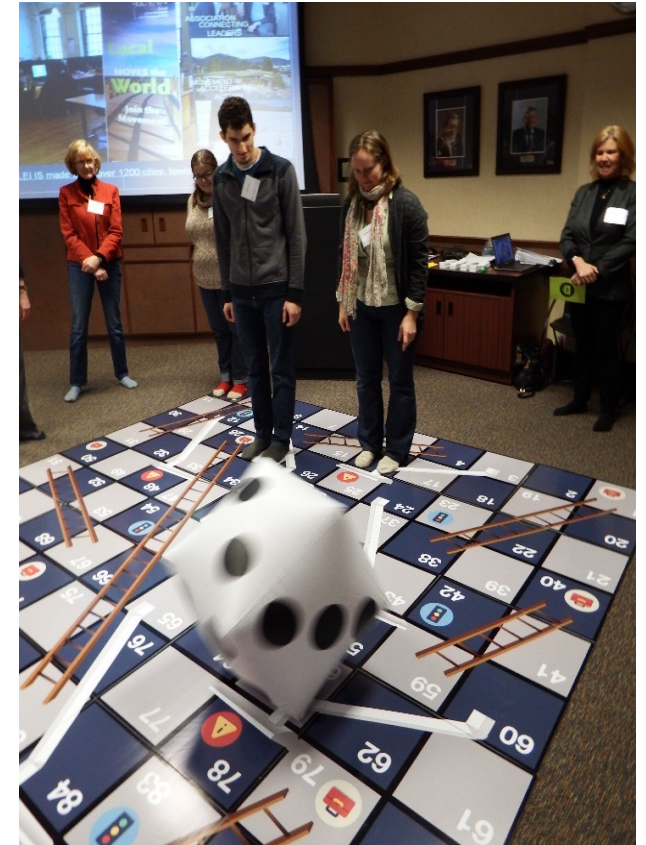


# Communicate with Stories: Wayfinding





# Communicate Differently: Beyond Brochures



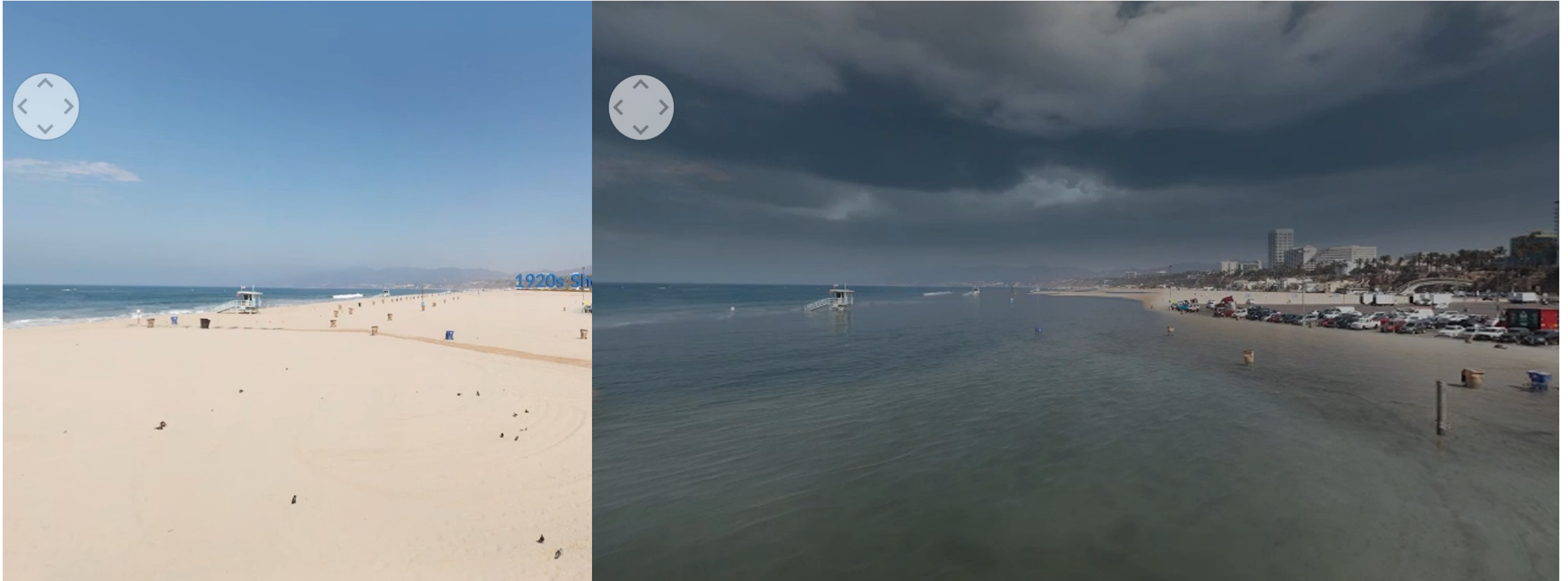
# Communicate Differently: Viewfinding



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# Communicate Differently: Viewfinding



# Five Tips for Communicating Climate Change

#1: Know your audience

#2: Focus on the power of the social group

#3: Engage trusted voices

#4: Emphasize the power and practicality of local climate solutions

#5: Use simple and compelling communication, stress the certainties of what we know and can do





# Activity: Crazy Eights Eight Crazy Ideas in Eight Minutes!



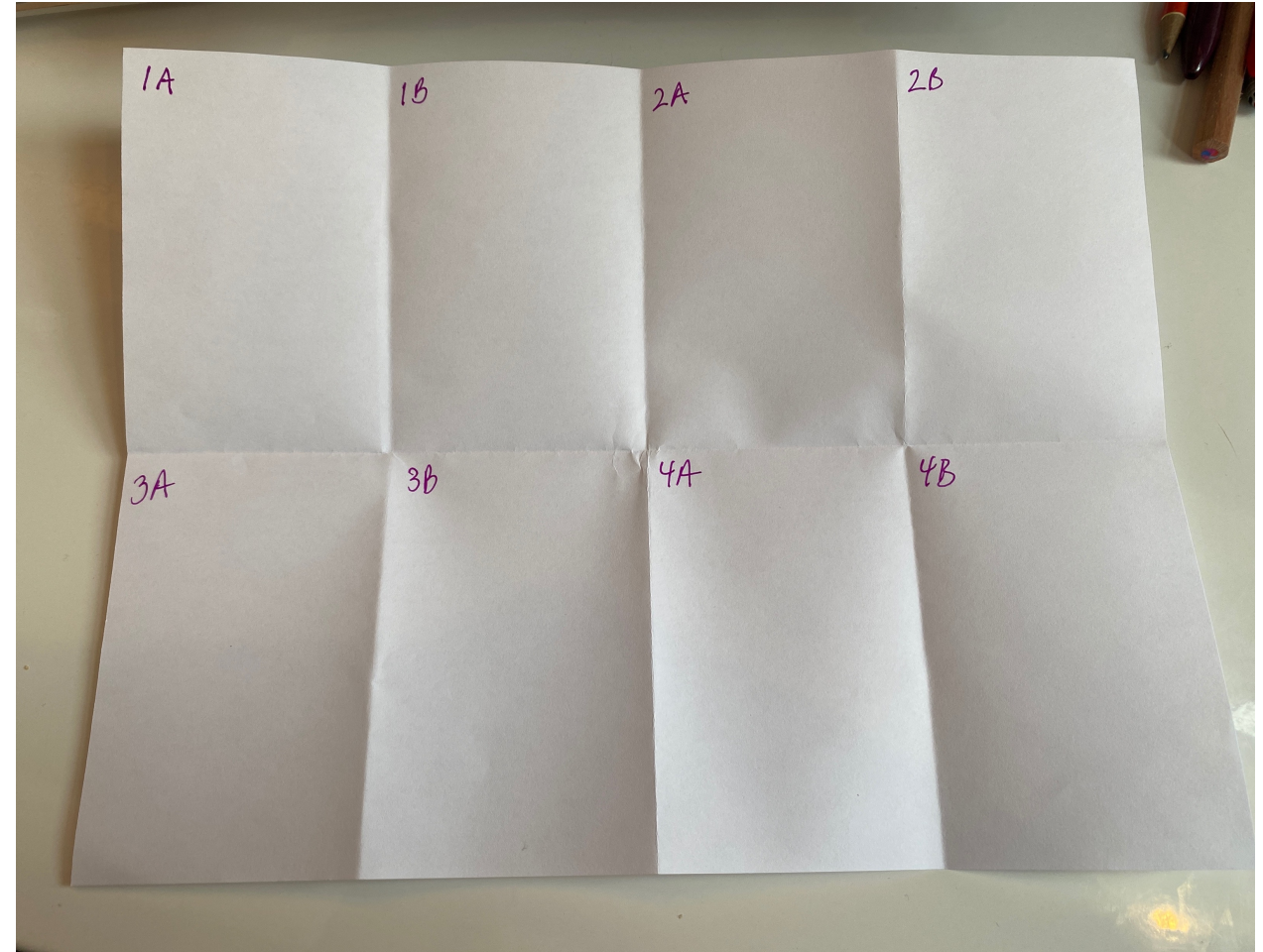
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## Materials:

- piece of paper (printer paper is great)
- pen/pencil

## Climate Solutions:

1. 72-hour Preparedness Kit
  - Audience a) Parents
  - Audience b) Renters in high rises
2. Tree-planting program
  - Audience a) Homeowners
  - Audience b) Schools
3. Promoting rain gardens
  - Audience a) Business owners
  - Audience b) Schools
4. Car-free Sundays
  - Audience a) Small business owners
  - Audience b) Neighbourhood associations



# Consider a Variety of “How” or Communication Tools:

- Advertisements (tv, radio, movies)
- Apps and other digital activities
- Art installations
- Brochures and handouts
- Celebrity endorsers
- Community events and networking
- Contests and other incentives
- Curriculum and programming
- Design, mascots, iconography
- Editorials and opinion columns
- Government documents and publications
- Infographics
- Lunch’n’Learns
- Mapping (formal and community based)
- Marketing products and swag
- Newsletters
- Open houses
- Press releases
- Public art
- Signage and wayfinding
- Small-scale pilots and demonstrations
- Social media blitzes
- Tours and demonstrations
- Videos
- Website updates and microsites
- Youth or neighbourhood ambassadors





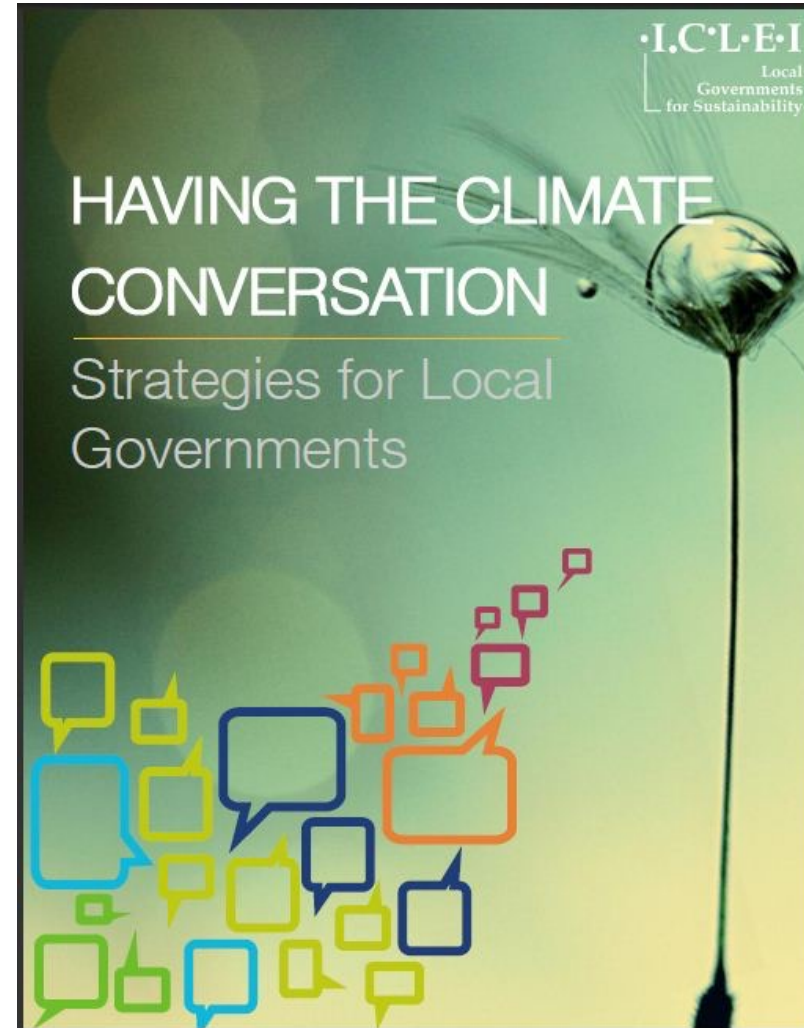
# Recap

- What key message (or frames) did you identify?
- What communications methods did you use? Why?
- Were you able to identify any “trusted voices”?
- Did anything surprise you?



# Having the Climate Conversation

- Designed to help communicate climate change
- Focuses on answering the Why? Who? What? When? and How? questions
- Though it has no “magic bullet” solutions, it offers strategies to best inform and engage communities
- <http://www.icleicanada.org/resources>



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# Having the Climate Conversation

- Case studies throughout to illustrate best practices
- Spotlights on what communities have done in the field of climate communications
- Take home messages summarize the key findings of each chapter



# Communicating Climate Change: Take Away Messages

You're going to need to know your audience and make sure to **speak their language**.

Climate communication is **not about winning debates**, but building relationships.

People are not motivated by a global, abstract, intellectual issue, but they are **motivated by issues that resonate emotionally and locally**.

But... **remember**... no magic bullets, only some strategies and guidelines.





# One-minute paper

We'd like you to do just one more thing...

Write down two things:

1. What is the most important thing you've learned today?  
and
2. One question that remains unanswered.









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Prairie  
Climate Centre  
From Risk to Resilience

