



*Re.Climate*TM

COMMUNICATING FOR CHANGE



Carleton
University

Centre for Climate
Communication
and Engagement

May 3, 2023


**RE.CLIMATE IS CANADA'S NEW CENTRE FOR
TRAINING, RESEARCH AND STRATEGY ON
CLIMATE CHANGE COMMUNICATION AND
ENGAGEMENT AT CARLETON UNIVERSITY.**

Re.Climate.



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A scenic view of a large body of water, likely a lake or bay, under a clear sky transitioning from blue to a warm orange and yellow glow, suggesting sunset or sunrise. In the background, there are dark, forested mountains and islands. In the foreground, a rocky shore is covered with seaweed and driftwood. Several people are gathered on the rocks, some wearing bright jackets (red, orange, green), appearing to be engaged in an activity like fishing or environmental monitoring.

We can make all the technological advances in the world, create and implement new laws and policies, but none of it will have an effect without the active engagement and support of citizens.



Calgary, AB — Passerby watches flood water rise in Downtown Calgary during the 2013 floods. This was one of Canada's most expensive natural

An aerial photograph showing a vast, flat, greyish-brown landscape, likely a flooded area. In the lower-left quadrant, there is a small, irregular patch of dark brown earth. A person wearing a bright orange jacket and blue pants is crouching on this patch. In the background, there are some faint, dark shapes that could be trees or structures. The overall scene conveys a sense of isolation and environmental impact.

**“We’re facing
the brunt of
climate
change, not in
the future, but
right now.”**

Premier John Horgan

WHERE ARE CANADIANS?

Concern about climate change

Canadians feel we are experiencing a climate emergency

73%

Schwartzberg, Stevens, & Acton 2022

Canadians are very worried or worried about climate change

70%

Leger 2022

Canadians feel that climate change is a major crisis

68%

Research Co. 2022

Climate change is an emergency that must be stopped no matter the cost

52%

Ipsos 2022

*“To me, everything, especially with our weather patterns these past few years, it's all about the global warming. And I think now that we're personally going through it, **the more extreme winters we're seeing, the more extreme summers...I was born and raised in Edmonton. I have never seen that before...**”*

Alberta focus group participant (Comeau 2022)

Extreme weather

Climate change is making extreme weather events worse

80%

*Schwartzberg, Stevens,
& Acton 2022*

Report experiencing extreme weather-related events in the past year

75%

*Lachapelle & EcoAnalytics
Research Initiative 2022*

Think extreme weather events will occur more often

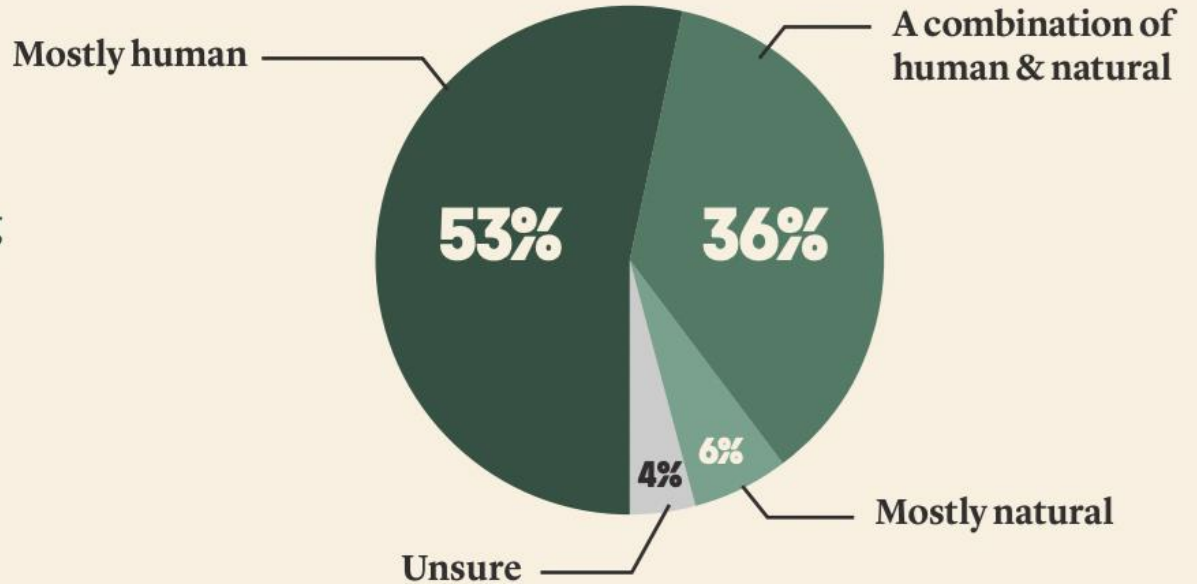
60%

Leger 2022

Is it us?

“Is the Earth getting warming because of human activity?”

Source: Lachapelle & EcoAnalytics
Research Initiative 2022



A distant problem

Q: “How much do you think climate change will harm...”

You personally



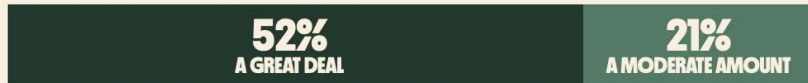
People in your family



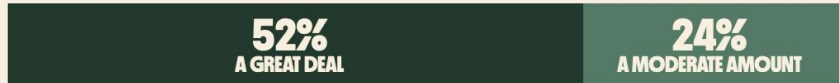
People living in Canada



People living in developing countries



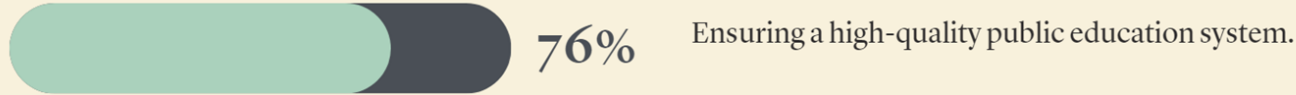
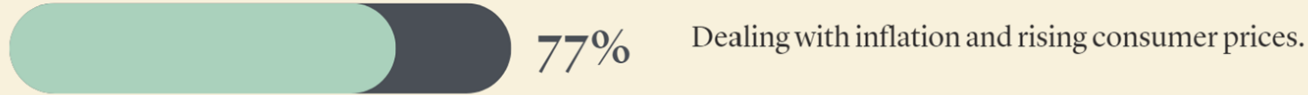
Future generations



Plant and animal species

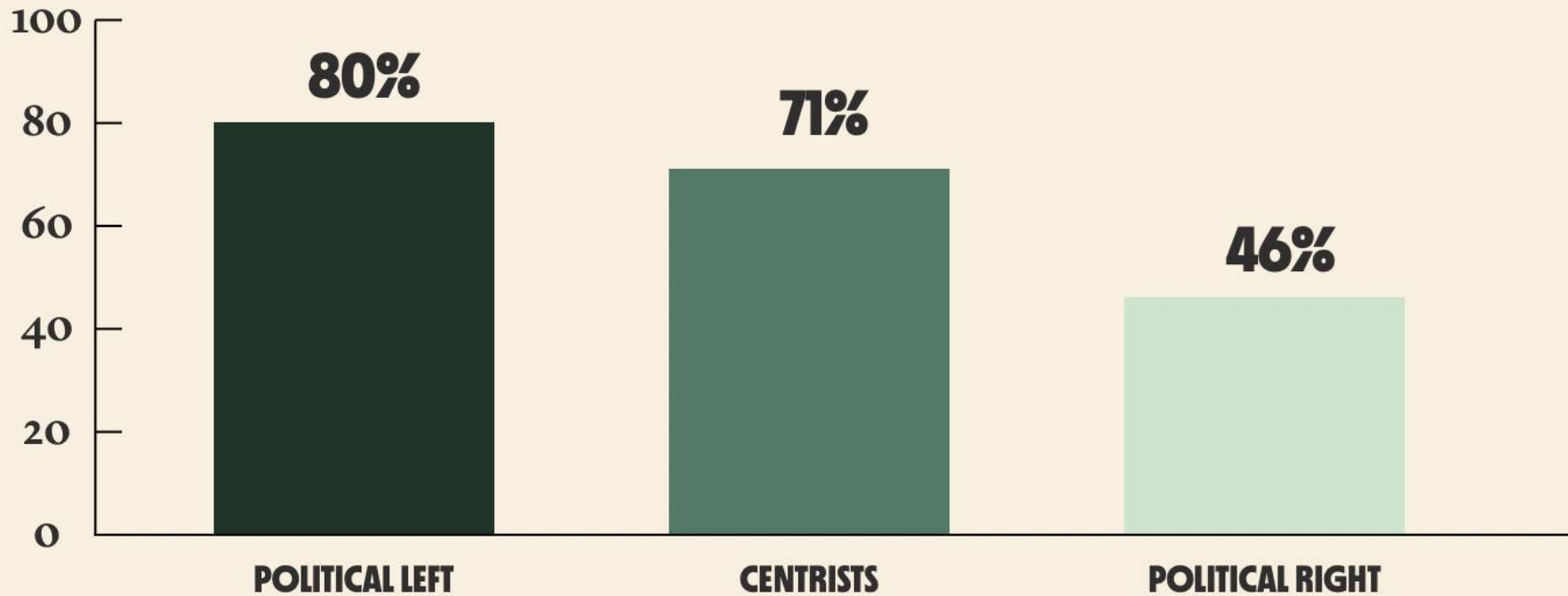


Climate trails other issues...namely affordability and inflation...



A political divide

“Climate change is a major threat”

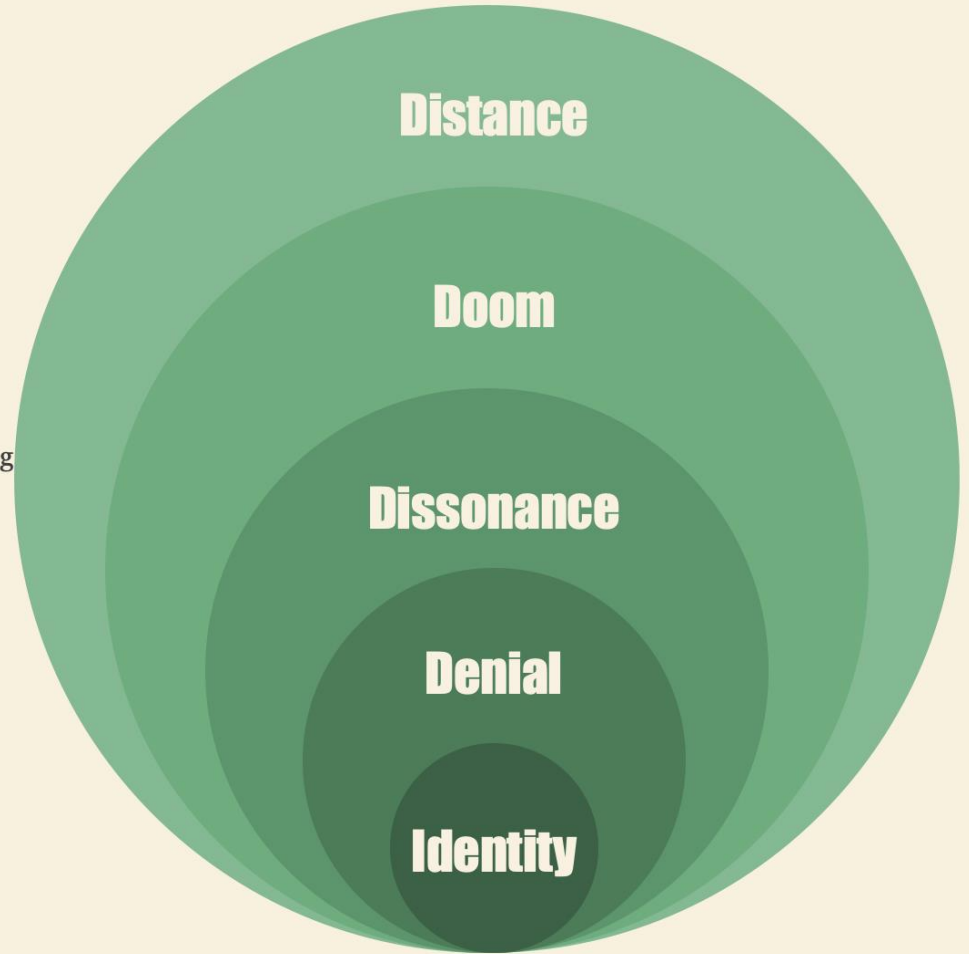


Source: Pew 2022

WHY?

WE ALL HAVE VARIOUS LAYERS OF SELF-DEFENSE AGAINST BAD NEWS

- 1 Distance** Not thinking/feeling about the disturbing
- 2 Doom** Not feeling loss, grief
- 3 Dissonance** Not feeling guilty
- 4 Denial** Not losing social ties or standing
- 5 Identity** Not giving up on self image





Edmonton AB – A blanket of smoke covers downtown Edmonton as a result of wildfires in 2019. Wildfire smoke and reduced air quality poses a threat to the health and wellbeing of Alberta residents. **Mack Male/Flickr**

5 TIPS FOR COMMUNICATING ABOUT COST



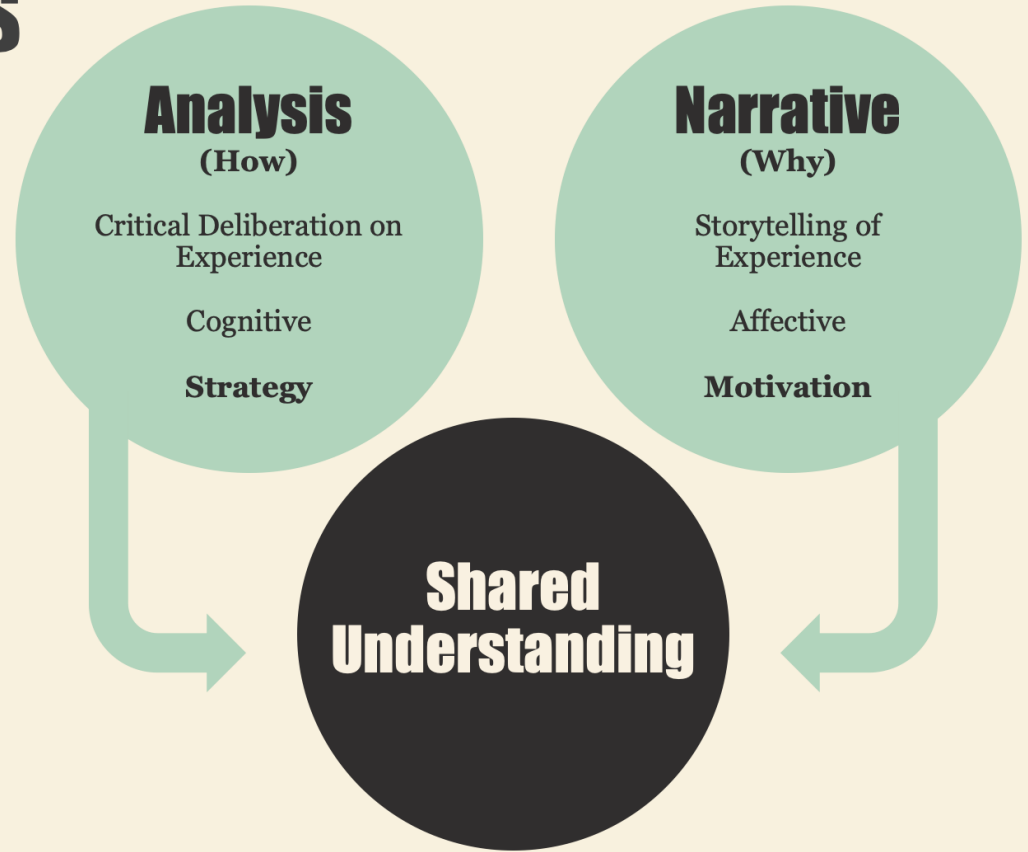
**INVESTMENT
PROTECTION
SAFETY
SECURITY
HEALTH
PREPARATION**

Osler, SK -- A farmer inspects barley plants beside a crop insurance field inspector, right, during a drought on a grain farm. A prolonged lack of moisture and hot temperatures has caused significant damage to many crops, the Saskatchewan government said. Photographer: Kayle Neis/Bloomberg via Getty

STORIES TAP EMOTIONS THAT OVERCOME DEFENSES

Facts are critical for analysis.

Stories convey emotion and tap values
to build common understanding.



A woman with short blonde hair, wearing a red blazer, is speaking at a wooden podium. She is gesturing with her hands. In the background, a man in a dark suit and light blue tie is standing. The background is dark with a blue curtain on the left. A portion of a flag is visible on the far left.

**PICK A
TRUSTED
MESSENGER**



67%

trust scientists and academics.



27%

trust non-government
organizations.



25%

trust traditional media.

(Adapted LSF 2022)

USE PLAIN, POWERFUL LANGUAGE

Adaptation...

**Actions to reduce risk and
vulnerability**

Emissions...

Pollution

Extreme weather...

**Floods, fires, hurricanes,
drought, storms...**

Climate impacts

**Risks to health,
neighborhoods,**

MAKE IT VISUAL



Fort McMurray, AB – Wildfire evacuation. The combined cost of the 2016 fire is \$11 billion. Photo: China Dialogue



Montreal, QC - Mother cools off her child during a heat wave. (Photo by EVA HAMBACH/AFIP) (Photo by EVA HAMBACH/AFIP via Getty Images)

THANK YOU.



WWW.RECLIMATE.CA