

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



Natural Resources
Canada

Ressources naturelles
Canada

Canada

Alberta

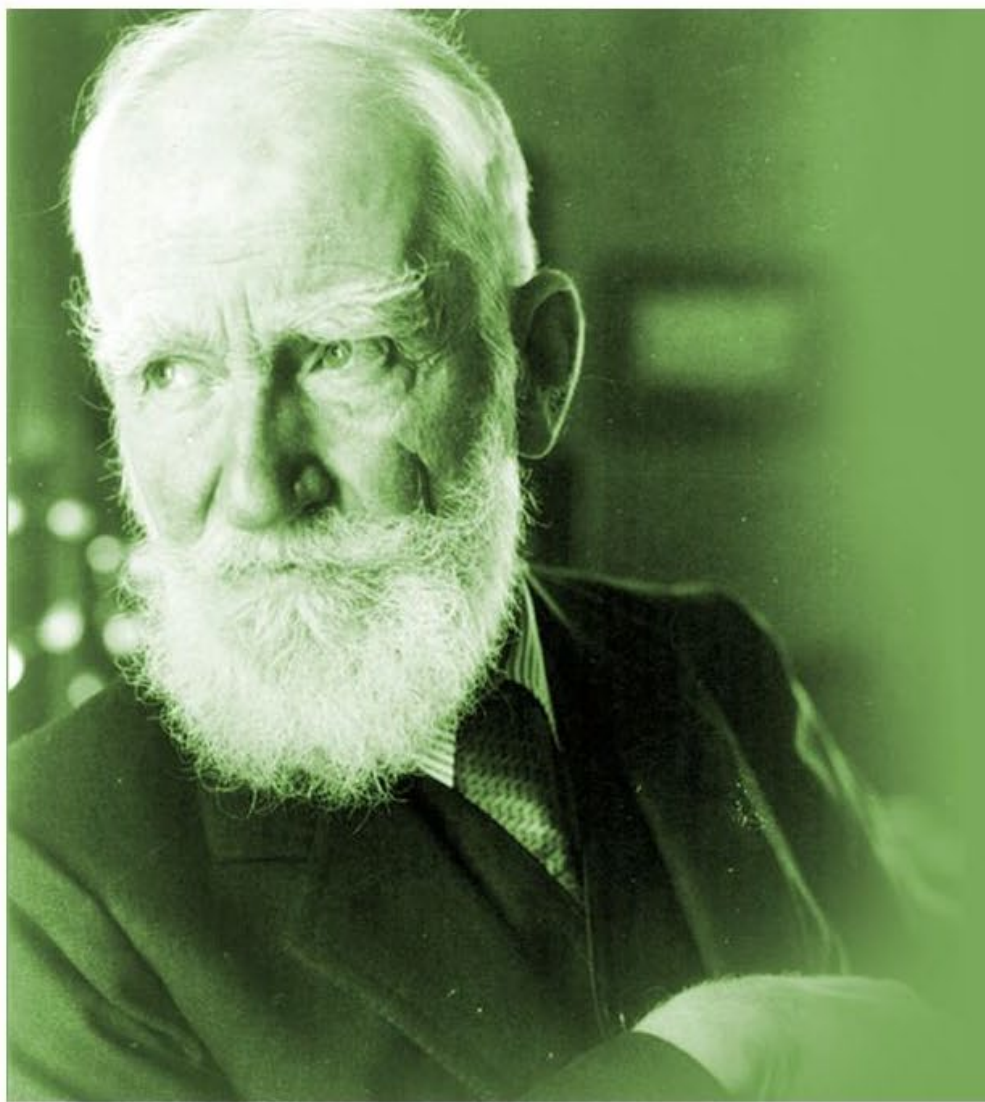


Adaptation Resilience Training

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

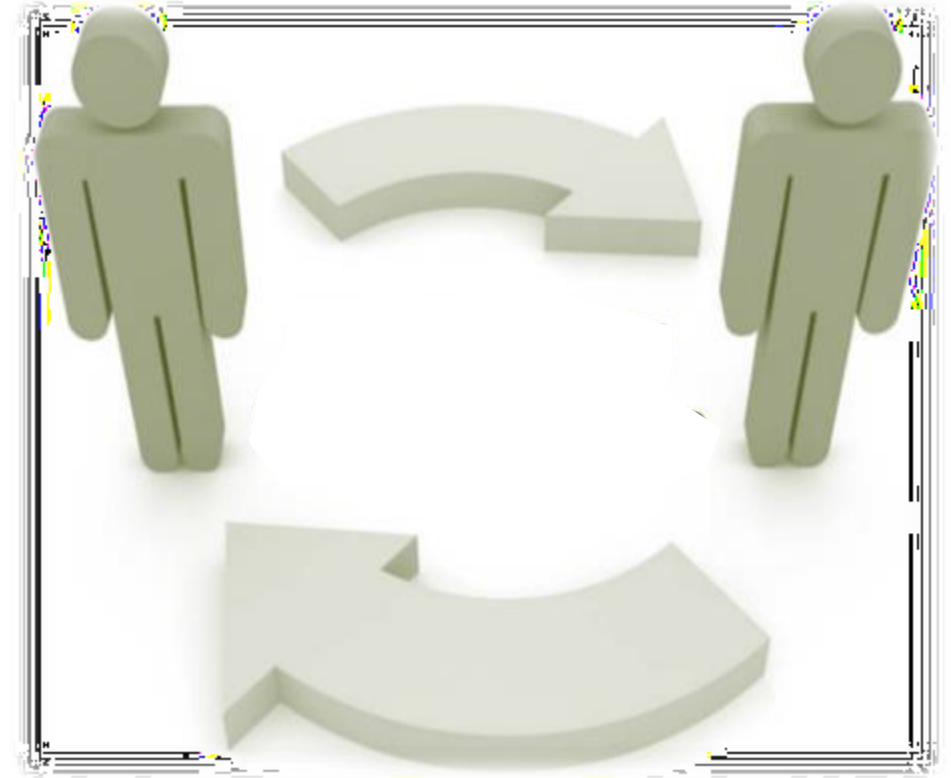
Communication – Easier said than done!

“Effective communication requires more than an exchange of information.

When done right, communication

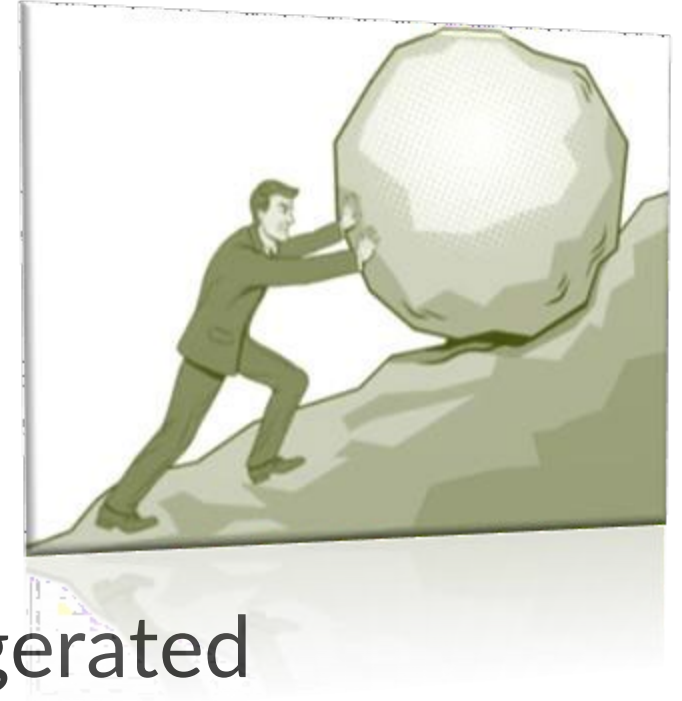
- *fosters understanding,*
- *strengthens relationships,*
- *& builds trust*

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

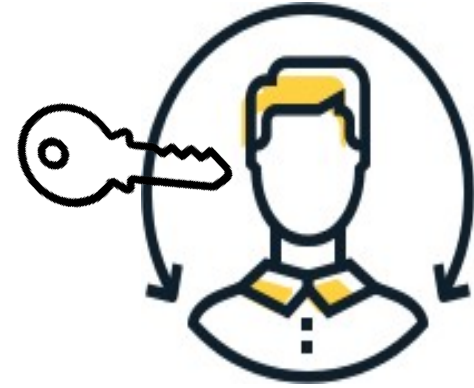
Communication Basics *(Predelivery Items to Ponder)*



Target
Audience



Communication
Goals



Keys to Good
Outcomes

Communication Basics

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



Target
Audience

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



Target
Audience

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



Target
Audience

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



Center for Research on
Environmental Decisions

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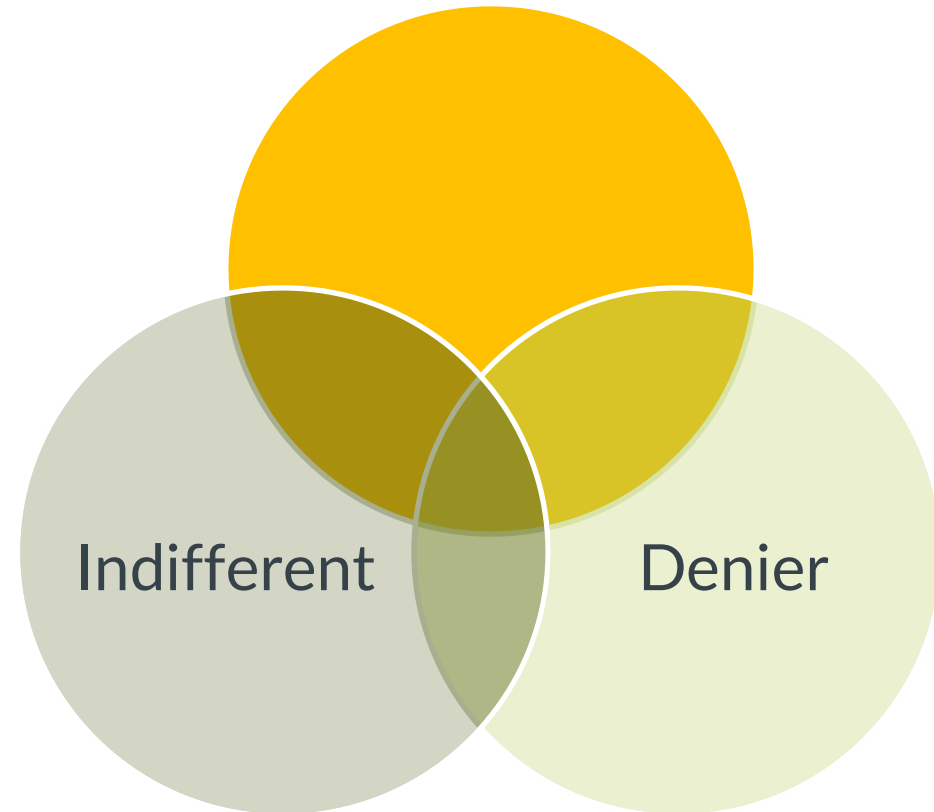
Target
Audience

"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
Audience

“A one-size fits all approach” to Climate Change communication 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 whether 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

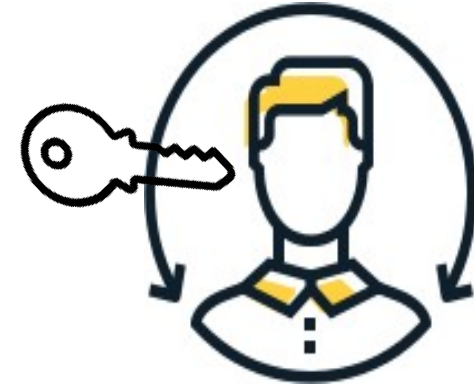
Communication Basics *(Predelivery Items to Ponder)*



Target
Audience



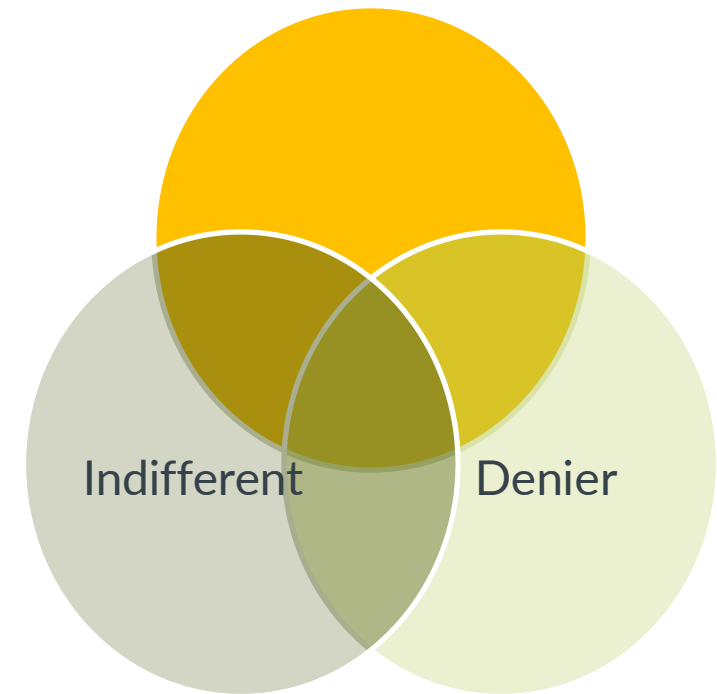
Communication
Goals



Keys to Good
Outcomes

Different Goals for Different Audiences

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

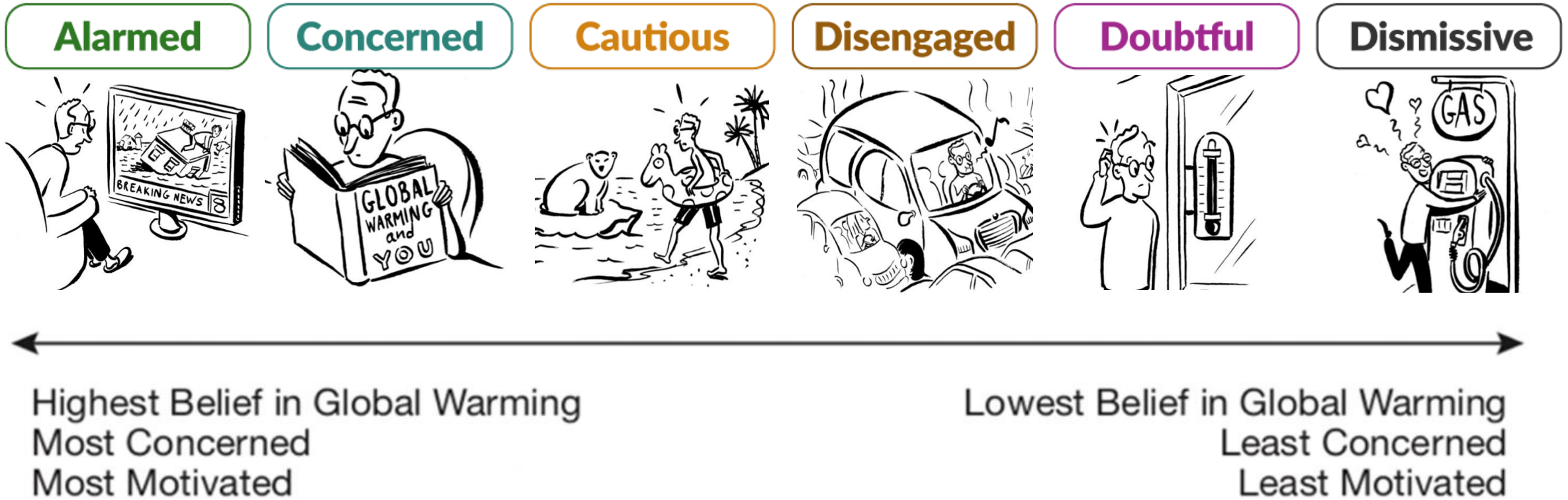


Speakers Intention & Calibration to that Intention & Purpose

- 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



December 2018. Base: 1,114 Americans.



Communication
Goals



YALE PROGRAM ON
Climate Change
Communication



GEORGE MASON UNIVERSITY
CENTER for CLIMATE CHANGE
COMMUNICATION

Different Goals for Different Groups

Alarmed



Concerned



Cautious



Disengaged



Doubtful



Dismissive



Activate Them

Engage Them

Don't Annoy Them



Communication
Goals

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



Patience for the Long Journey is Required



Communication
Goals

Communication Basics *(Predelivery Items to Ponder)*



Target
Audience



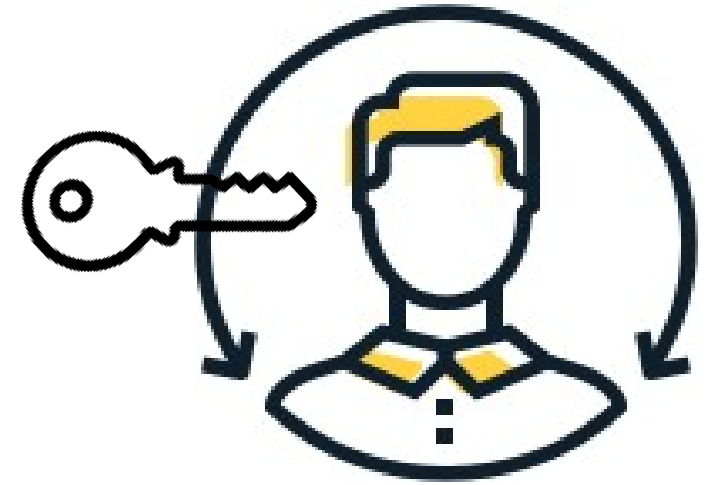
Communication
Goals



Keys to Good
Outcomes

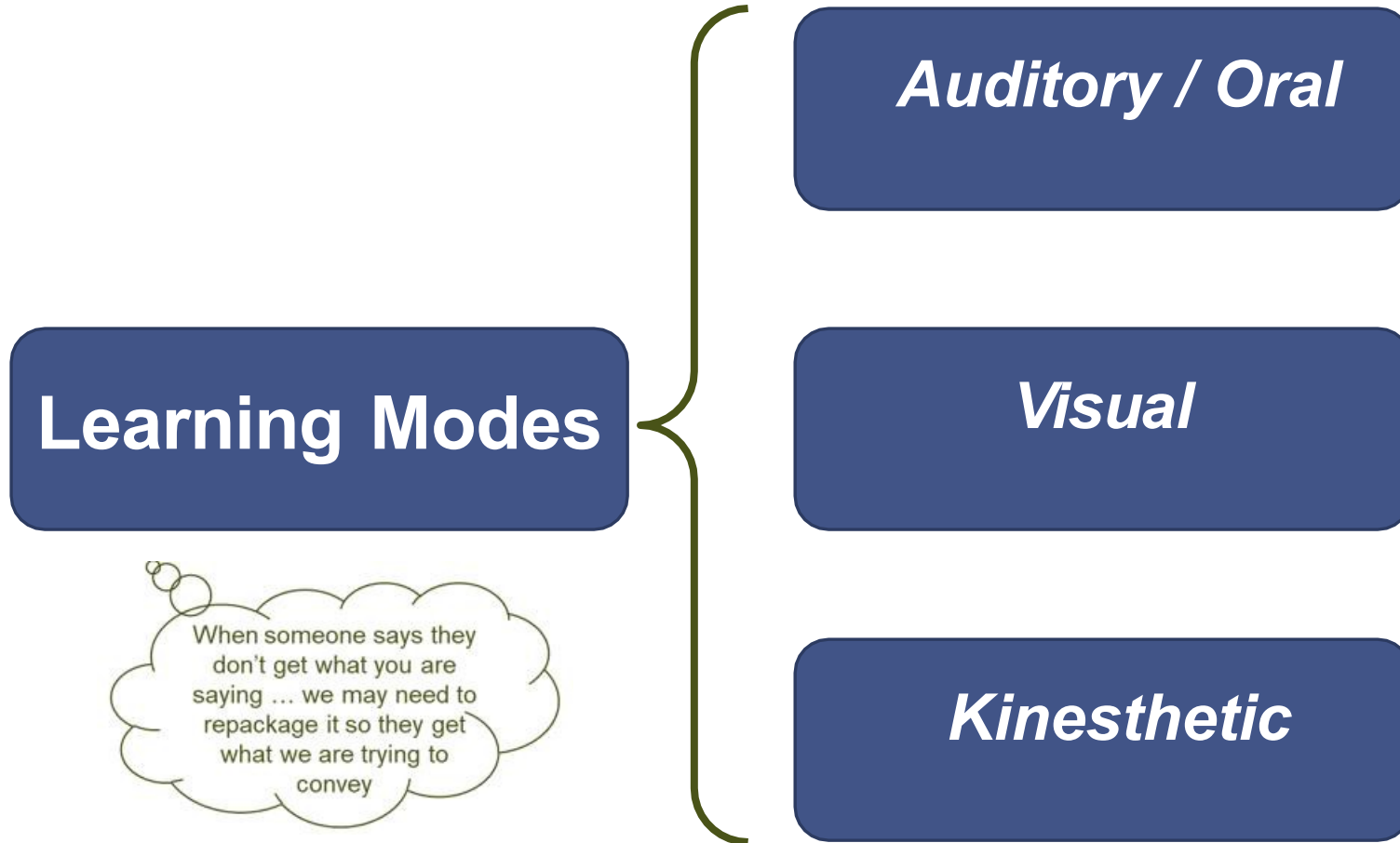
Keys to Successful Outcomes

- 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



Communication Aspects & Their Impact

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*

Learning Modalities (Visual)

C'mon... It's clear – just read this... it's all there

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

Communication Aspects & Their Impact

Verbal vs Non Verbal Impacts



Words

(What we say)

Voice & Tone

(How we say it)

Body Language

(Expressions, Gestures)



Keys to Good
Outcomes

Polling Question

Communication Aspects & Their Impact

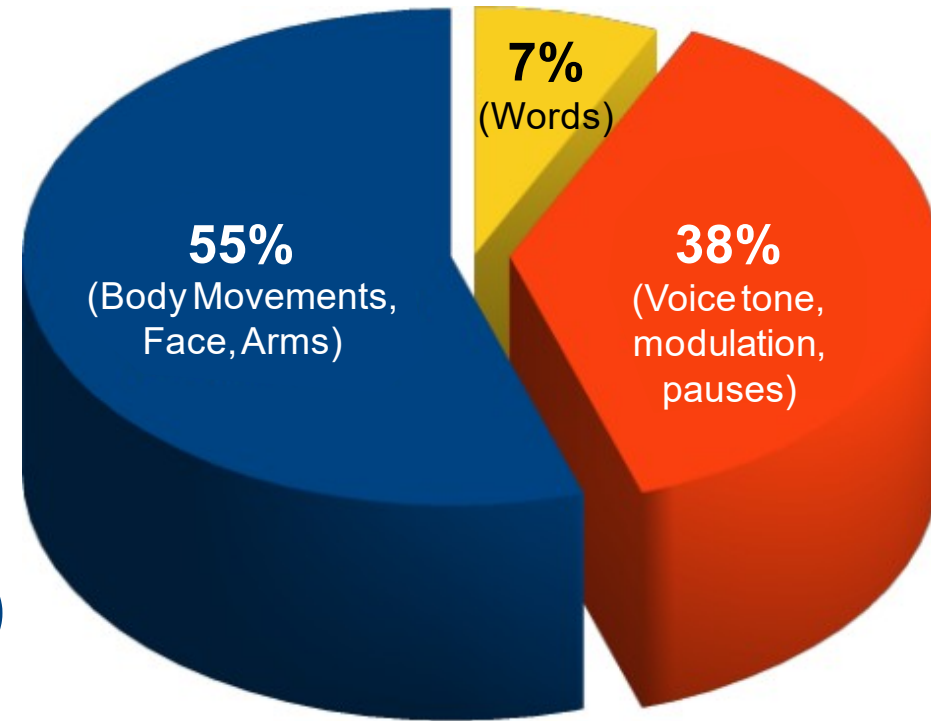
Verbal vs Non Verbal Impacts



Words (7%)
(What we say)

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

Body Language (55%)
(Expressions, Gestures)



Communication Aspects & Their Impact

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 Mehrabian Research

Communication Aspects & Their Impact



Most Impactful

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



Understanding Barriers

IPCC - Communications Handbook for IPCC Authors



Most Impactful

CC Communication Research Insights:

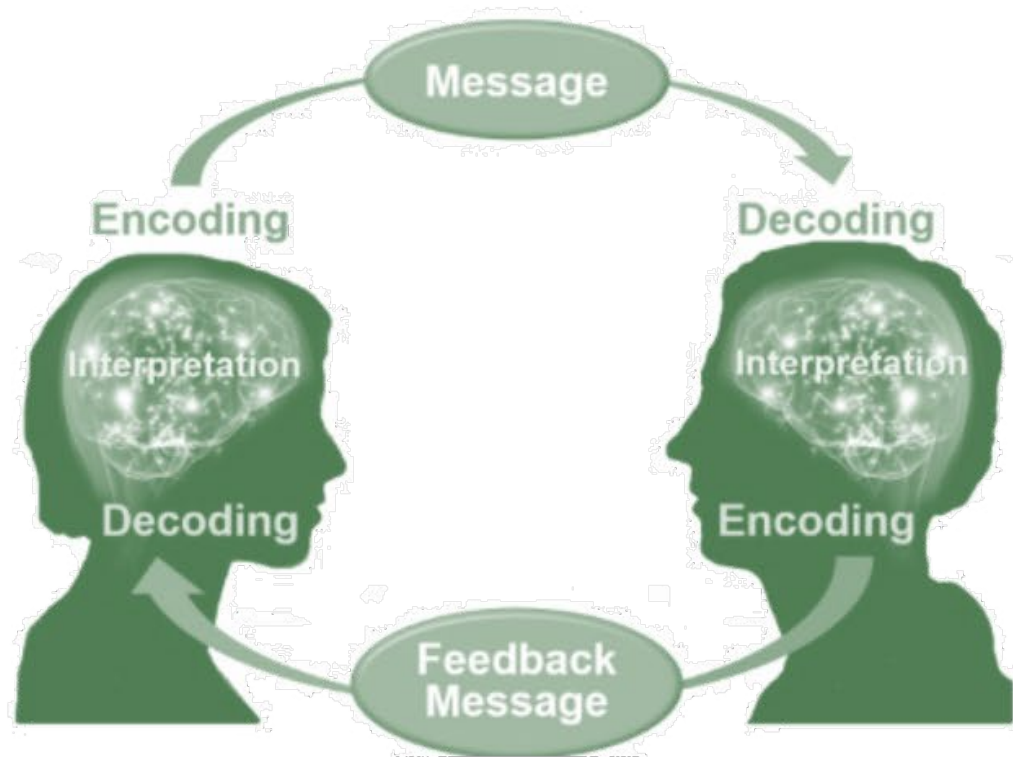
- **Facts alone, not sufficient** for effective public engagement
- **People ‘filter’** the information according to **whether it fits their values**



Understanding Barriers



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.

Bridging Barriers /Making a Connection

IPCC - Communications Handbook for IPCC Authors



Research shows

- *values & political views dominate*
- *scientific facts / knowledge not as important*

For science to be heard,
it must connect with

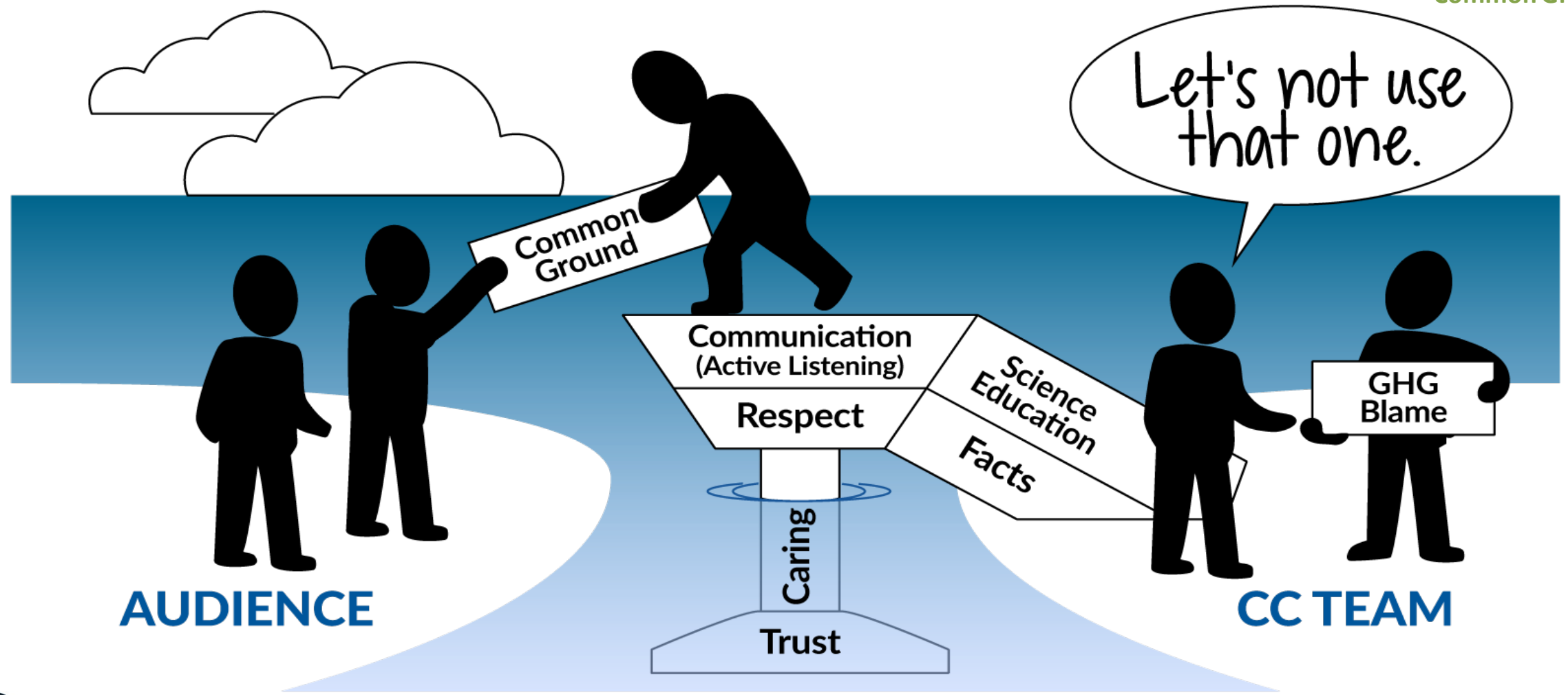
- *widely-shared public values*
- *Points / issues of 'local interest'*



Bridging Barriers / Making a Connection



Common Ground



Bridging Barriers /Making a Connection



Common Ground

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



Scout Vs Warrior

3 Sources of Problems

Different
Perceptions

Negative
Emotions

Unclear
Communication

Strategies for Handling Problems

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



Scout Vs Warrior

- 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 us



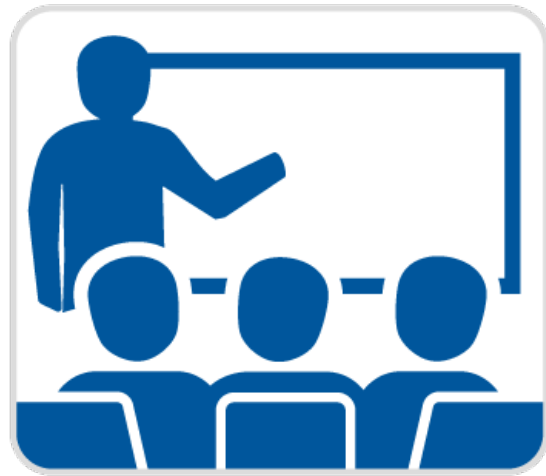
*Discard the label...
Check-out what's inside.*

Format for Climate Change Outreach



People & Format

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



Best Personnel for CC Outreach

Messengers that Audience Can Identify With



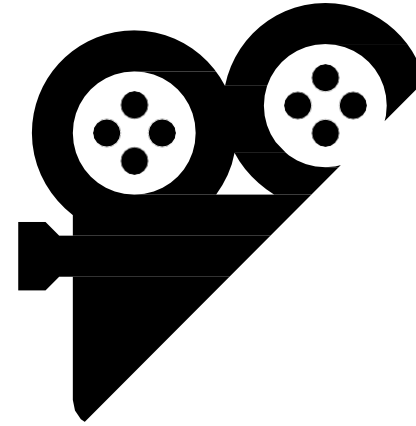
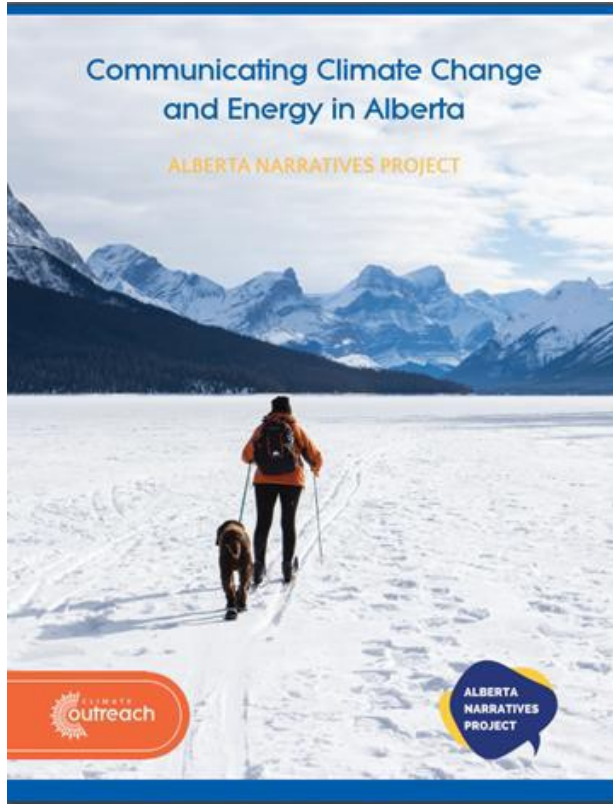
The people who are most likely to change our minds are the ones we identify with and agree with on the majority of topics. If someone you know, like, and trust believes a idea, you are more likely to give it merit, weight, or consideration.



i.e. for doubtful or dismissive audience types

Alberta Narratives Project – Reflections from Collaborators

Show Time



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

ALBERTA
 NARRATIVES
PROJECT

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)

Polling Question

Topic 2: Communication Tips, Tools & Resources

Climate Change Communications

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

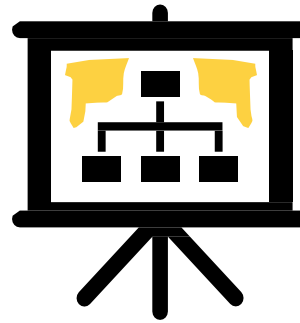


Luckily, there are a range of tips, tools & resources that can help.

CC Communication Tips, Tools & Resources



Words &
Messaging



Visual
Aids



Helpful
Resources

Words & Phrasing Matter

To connect & keep communication channels open,
nuances matter

*Clarify terms that might carry
different meanings*



Establish common meaning



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

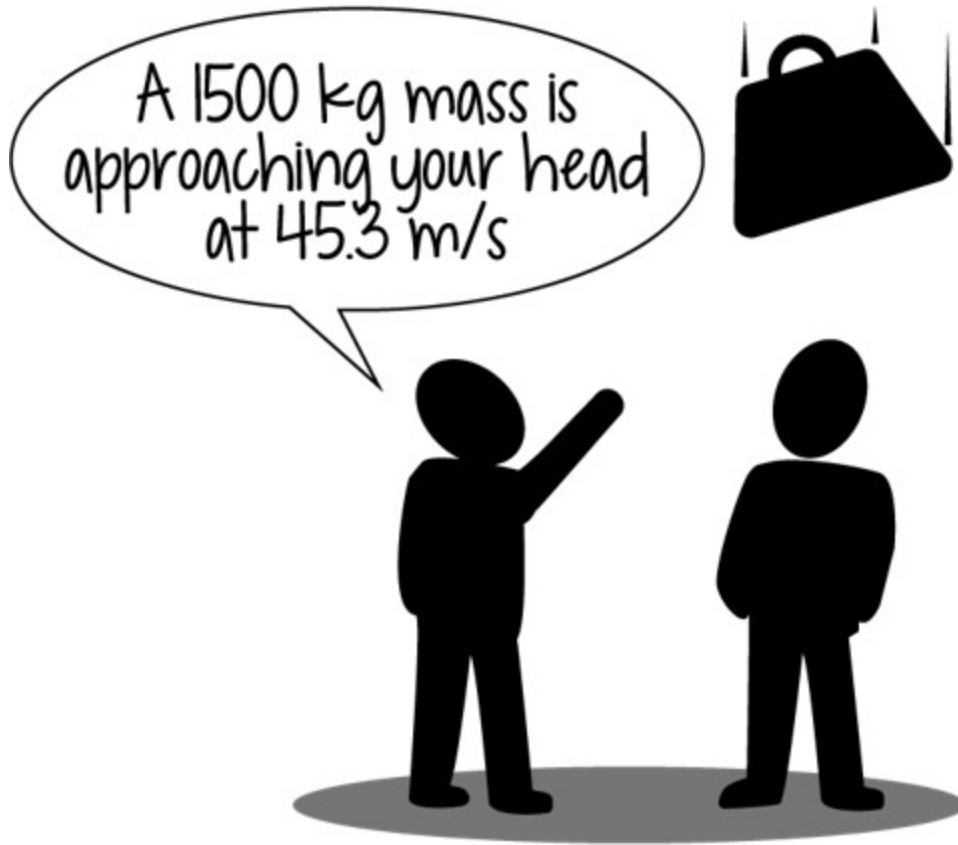
Scientific Word	Non-scientific Meaning	Better Language
scheme	conspiracy	blueprint
uncertainty	Not knowing	range
positive trend	good trend	upward trend
adaptation	going with the flow, dealing with problems as they arise	increasing preparedness for climate impacts
theory	hunch, opinion, conjecture, speculation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



Words &
Messaging

Words & Phrasing Matter

Taking Tech Talk to People Talk



Precision



Significance



Words &
Messaging

Words & Phrasing Matter

Taking Tech Talk to People Talk

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

Rank	Year	Total loss (\$ billion)	Notable severe weather event
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 windstorms
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

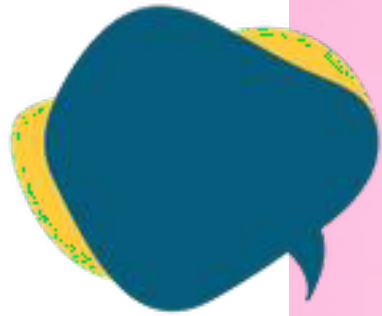
Bigger Storms
Bigger Bucks

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



Words &
Messaging

Message Framing “Example Set”



**Alberta
Narratives
Project**



Words &
Messaging

Message Framing Examples

Alberta Narratives Project Examples

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



Message Framing Examples

Alberta Narratives Project Examples

MOST SUCCESSFUL LANGUAGE Speaks well across multiple audiences, is engaging, and stimulates a strong discussion	LEAST SUCCESSFUL LANGUAGE Feeds division, does not engage people, or does not stimulate discussion
Everyone is important in Alberta	Excessive focus on oil and gas



Message Framing Examples

Alberta Narratives Project Examples

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



Message Framing Examples

Alberta Narratives Project Examples

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We need to diversify	Alberta can be a leader on climate change



Message Framing Examples

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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



Message Framing Examples

Alberta Narratives Project Examples

MOST SUCCESSFUL LANGUAGE

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

Straight talk

LEAST SUCCESSFUL LANGUAGE

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

Techno-jargon, euphemisms and slogans



Message Framing Examples

Alberta Narratives Project Examples

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



Message Framing Examples

Alberta Narratives Project Examples

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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



Message Framing Examples

Alberta Narratives Project Examples

MOST SUCCESSFUL LANGUAGE	LEAST SUCCESSFUL LANGUAGE
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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

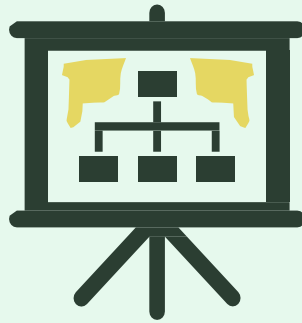
- It's real
- It's harmful
- Our actions are causing it
- Experts agree
- Our actions can reduce the threat



CC Communication Tips, Tools & Resources



Words &
Messaging



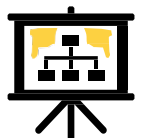
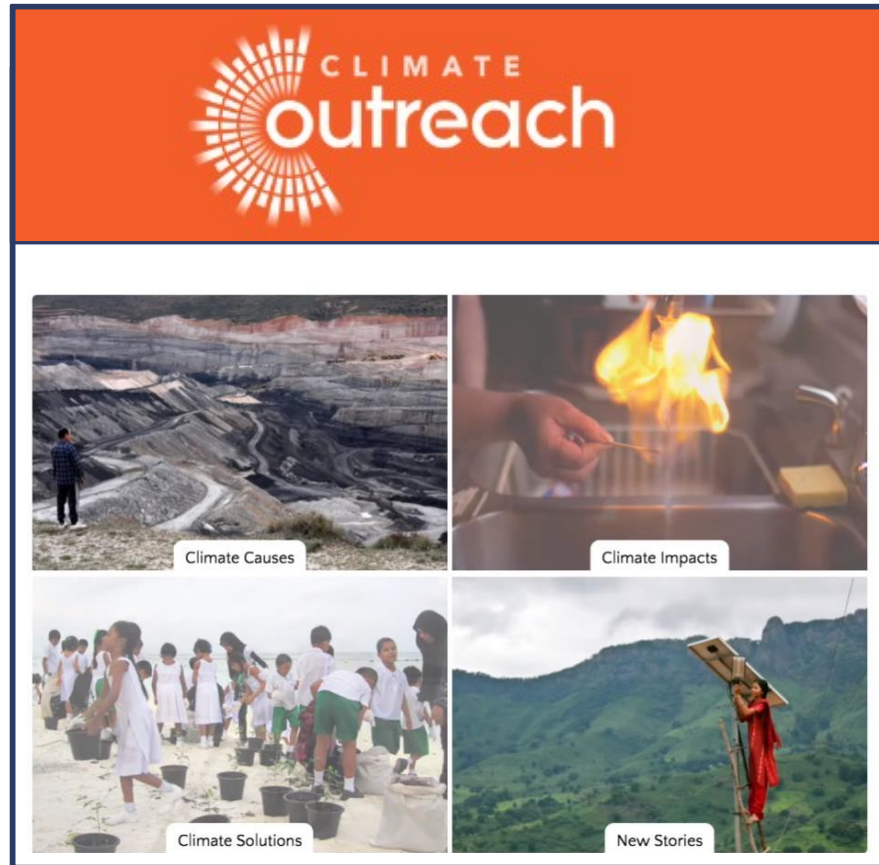
Visual
Aids



Helpful
Resources

Visuals Help

Photos, Infographics & Videos



Visual
Aids

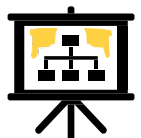
<https://www.youtube.com/watch?v=5bvCO9FFU9Y>

Visuals Help

Photos, Infographics & Videos



Key principles of Climate Visuals



Visual
Aids

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Visuals Help

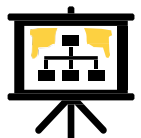
Photos, Infographics & Videos



Key principles of Climate Visuals

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

2. Tell new stories



Visual
Aids

<https://www.youtube.com/watch?v=5bvCO9FFU9Y>

Visuals Help

Photos, Infographics & Videos



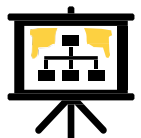
Key principles of Climate Visuals

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

2. Tell new stories

3. Show climate causes at scale

4. Climate impacts are emotionally powerful

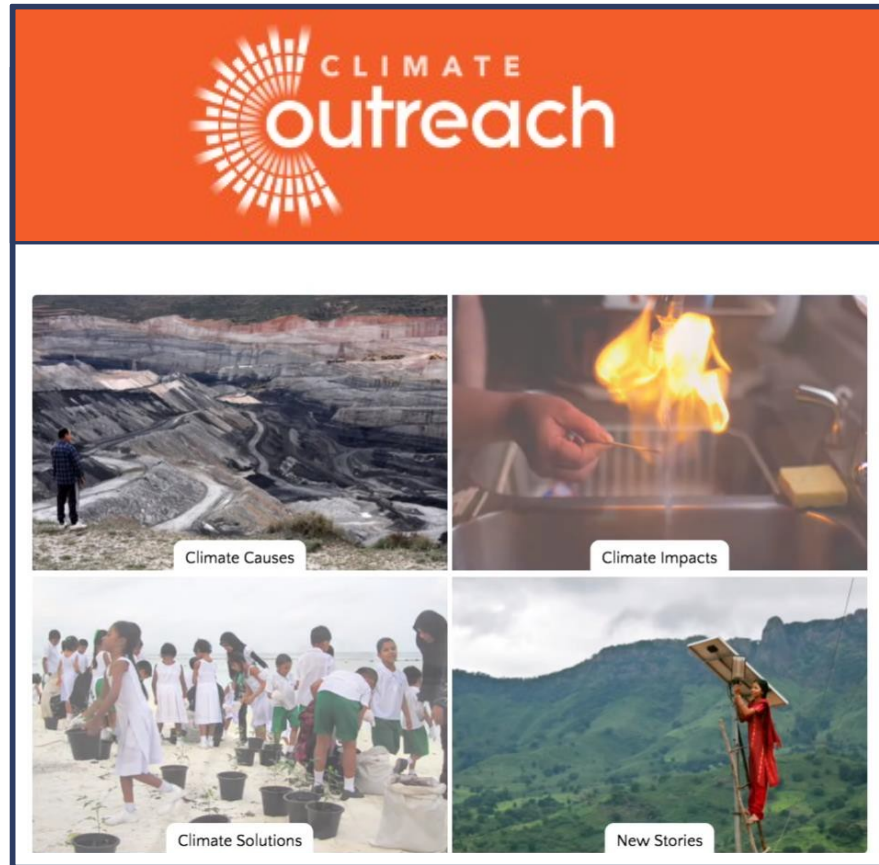


Visual
Aids

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Visuals Help

Photos, Infographics & Videos



Key principles of Climate Visuals

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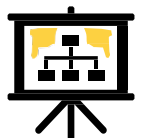
3. Show climate causes at scale

4. Climate impacts are emotionally powerful

5. Show local (but serious) climate impacts

6. Be very careful with protest imagery

7. Understand your audience



Visual
Aids

<https://www.youtube.com/watch?v=5bvCO9FFU9Y>

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



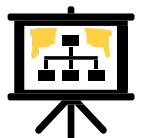
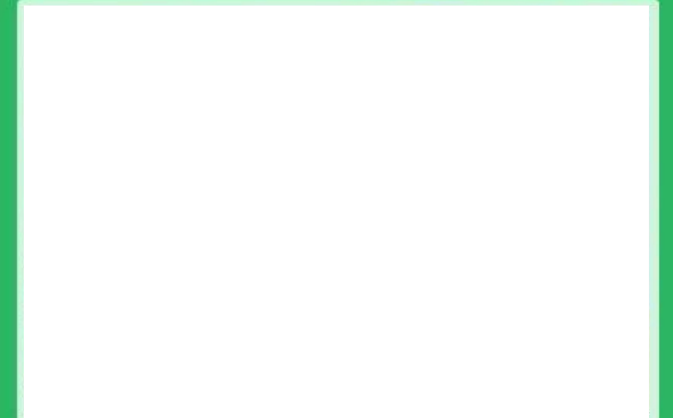
2013

Southern Alberta
Flooding



2016

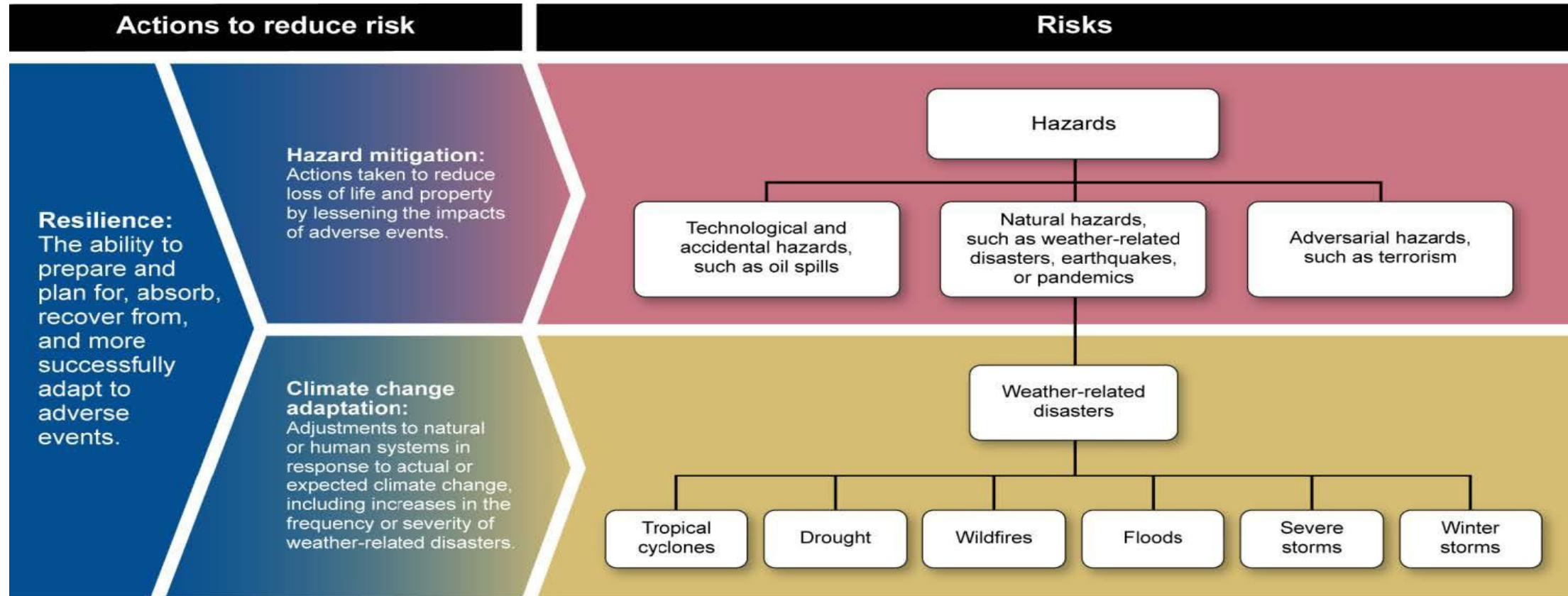
Ft. McMurray, Alberta
Wild Fire



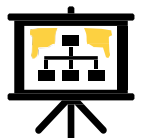
Visual
Aids

Visuals Help

Infographics Help Convey Content



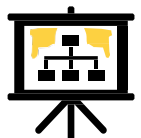
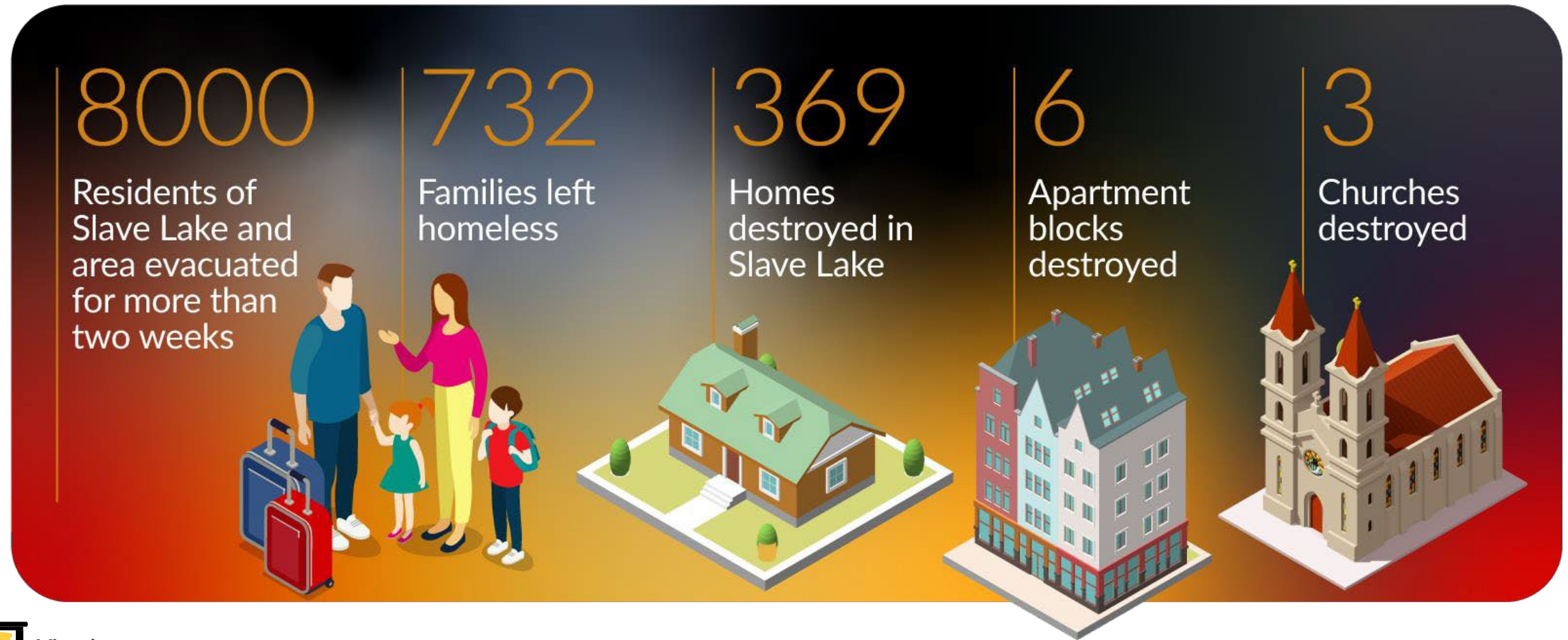
Source: GAO analysis of Presidential Policy Directive 8, previous GAO work, and National Oceanic and Atmospheric Administration data. | GAO-16-454



Visual
Aids

Visuals Help

Infographics Help Tell the Story



Visual
Aids

Visuals Help

Video & Film Tools

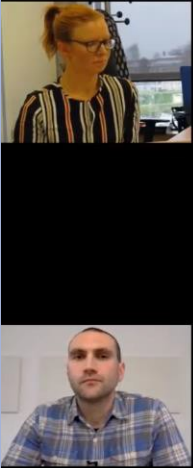


- Film is a language that everyone learns to 'read' from a very early age
- Appeals to a variety of sensory inputs and helps make information understandable to wide range of audiences



Visuals Help

Video & Film Tools – Climate Change Video Resources



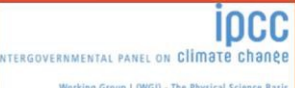
Principles for effective public engagement on climate change: a Handbook for the IPCC

#commsipcc
@climateoutreach
@IPCC_CH

Presented by:
Dr Adam Corner
Research Director
Climate Outreach

Introduced by:
Dr Roz Pidcock
Head of Communication
IPCC, WGI TSU

 **CLIMATE outreach**
formerly COIN

 **ipcc**
INTERGOVERNMENTAL PANEL ON climate change
Working Group I (WGI) - The Physical Science Basis



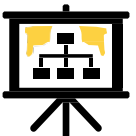
climateVISUALS

a project by



CLIMATE outreach
formerly COIN

“<https://climateoutreach.org>”



Visual
Aids

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](#)

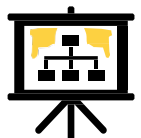
"This is really a call for America to find out, 'What does climate change mean for where you live?'" says Paul Fleming, a convening lead author of the National Climate Assessment's Water Resources chapter. Fleming talks about how climate change will challenge the reliability of water supplies in the 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 well-being in many ways, including impacts from increased extreme weather events, wildfire, decreased air quality, and illnesses transmitted by food, water, [...]



Visual
Aids

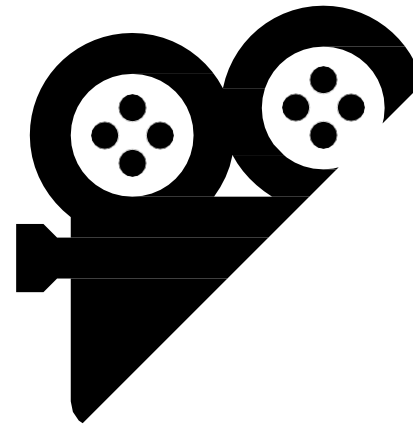
<https://thestorygroup.org/category/nationalclimateassessment/>

Visuals Help

Video & Film Tools – Climate Change Video Resources



Show Time

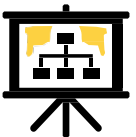


National Climate Assessment: Agriculture chapter

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"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 [...]

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

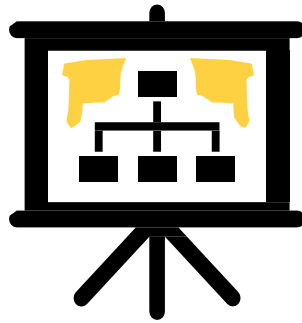


Visual
Aids

CC Communication Tips, Tools & Resources



Words &
Messaging



Visual
Aids



Helpful
Resources

Don't Have to Reinvent the Wheel



Principles for effective communication
and public engagement on climate change

A Handbook for IPCC authors



CONNECTING ON CLIMATE:

*A Guide to Effective Climate
Change Communication*

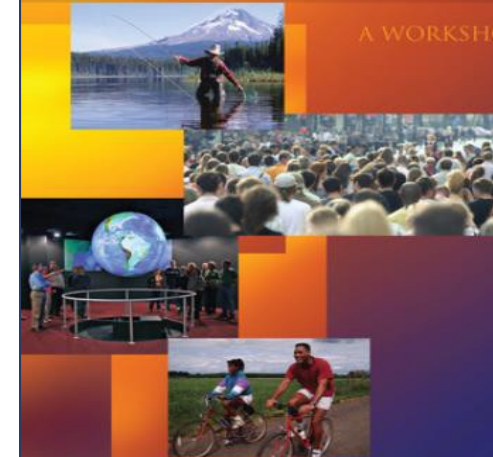


ecoAmerica
start with people

Center for Research on
Environmental Decisions
EARTH INSTITUTE | COLUMBIA UNIVERSITY

CLIMATE CHANGE EDUCATION Goals, Audiences, and Strategies

A WORKSHOP SUMMARY



NATIONAL RESEARCH COUNCIL
OF THE NATIONAL ACADEMIES



Helpful
Resources

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 [by region](#) or [by state](#).



Additional Human Health Resources:

- Map: [Climate change and human health risks in your state](#)
- Quiz: [How much do you know about climate impacts on health?](#)
- Factsheet: [How will climate change affect my health?](#)
- Factsheets: [Climate change, health, and populations of concern](#)
- Climate Change Indicators: [Understanding the link between climate change and human health](#)



Segment Recap

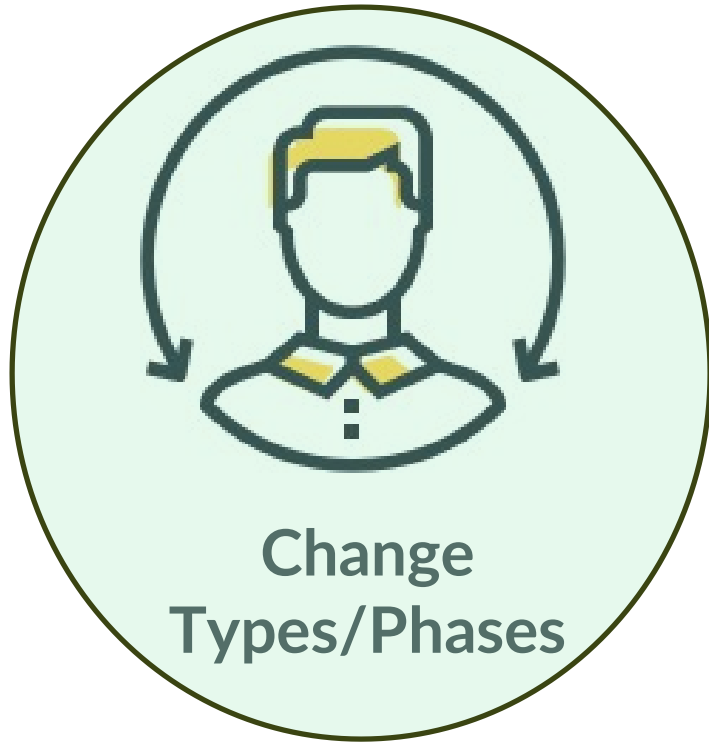
- Words need to be tailored to suit the audience in a way that resonates with them
- Framing of message types for different audiences is important to keep the communication pathway open
- A picture tells a 1000 words & everyone connects with good story telling (*photos, infographics & videos help with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

Topic 3: Change Management Considerations

Change Management Considerations



Change Management Considerations



Change Management Basics



Helpful Resources

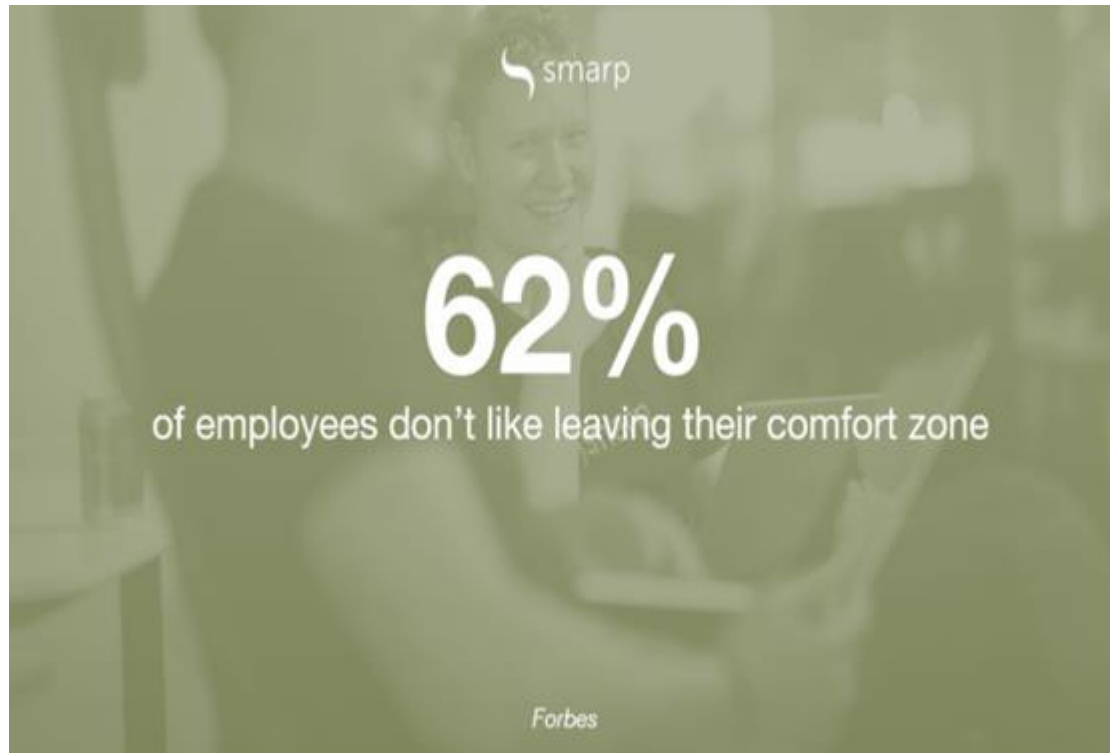
Change is Not Easy

- 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*



Change is Not Easy

*Change is not
widely embraced*

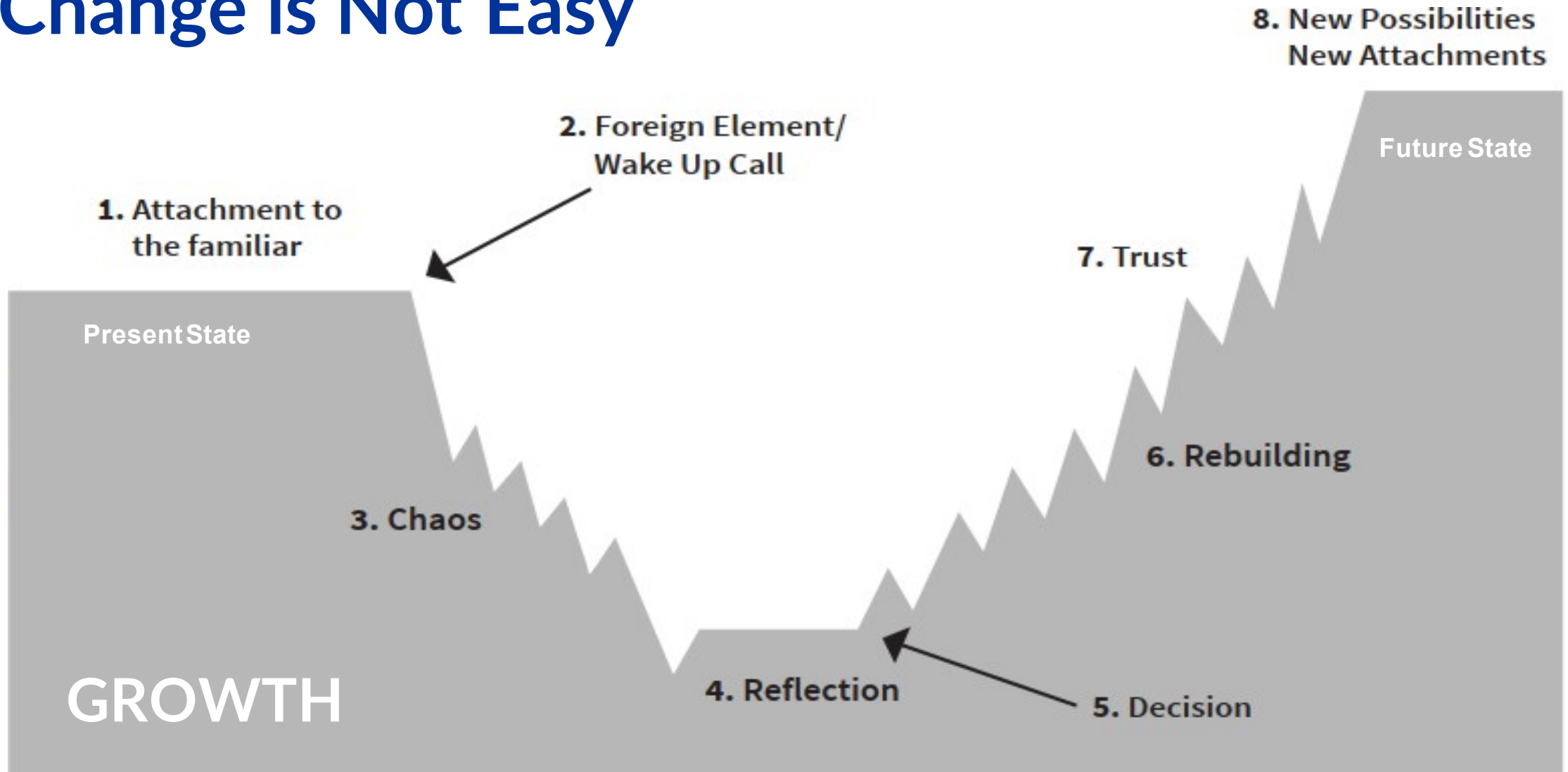


*Change & stress go
hand-in-hand*



Change
Types/Phases

Change is Not Easy



Change
Types/Phases

Different Changes – Different Impacts

Kinds of Change (Kotter, 1998)

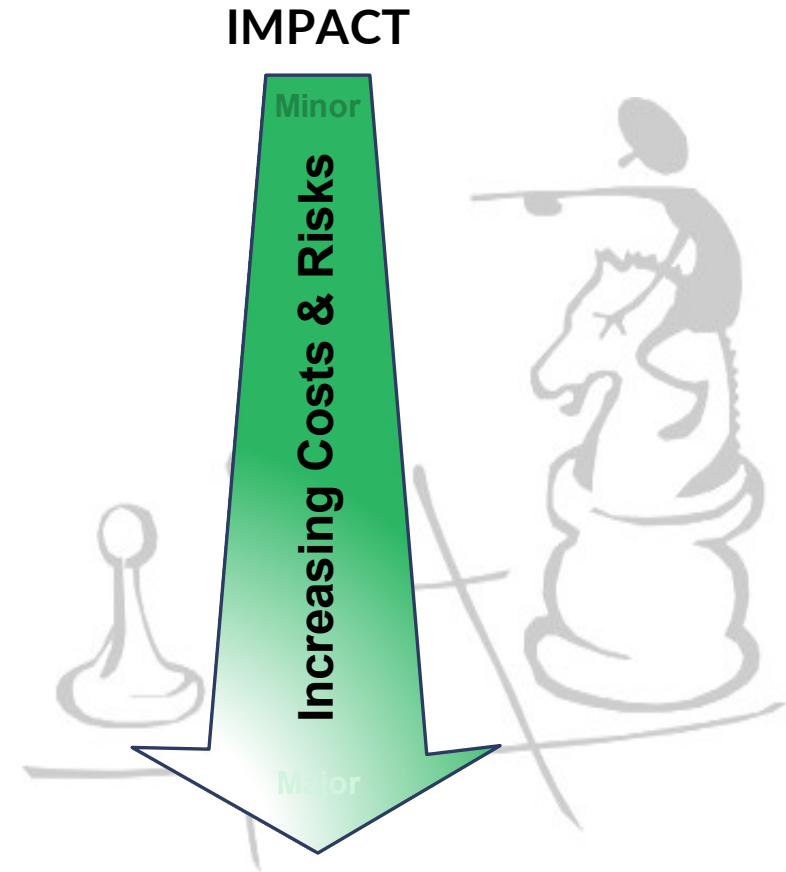
- Incremental
 - *Tweaking the system or process*
- Transitional
 - *Restructuring & reorganizing*
- Transformational
 - *New vision, mission, values*



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



Change
Types/Phases

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)



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
Types/Phases

Change Management Considerations



Change
Types/Phases



Change
Mgm't Basics



Helpful
Resources

Change Management Basics

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

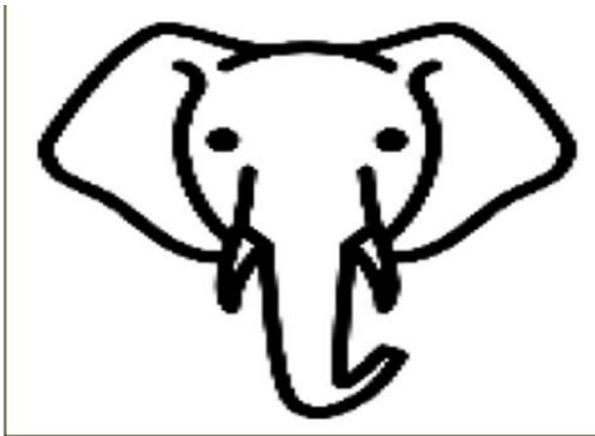
***“Make the destination
crystal clear”***

Direct the Rider



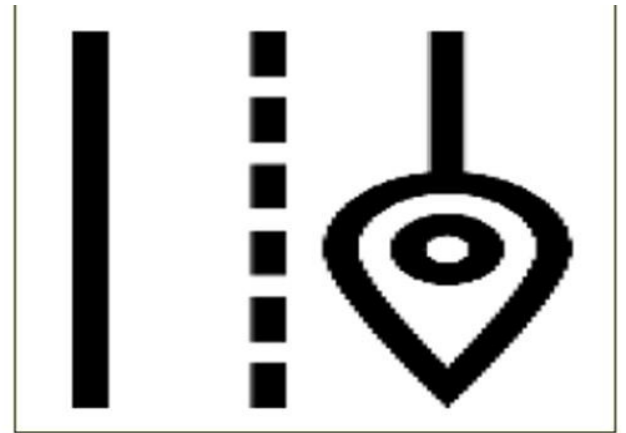
***“Help people feel the
need for change”***

Motivate the Elephant



***“Make the required
changes specific”***

Shape the Path



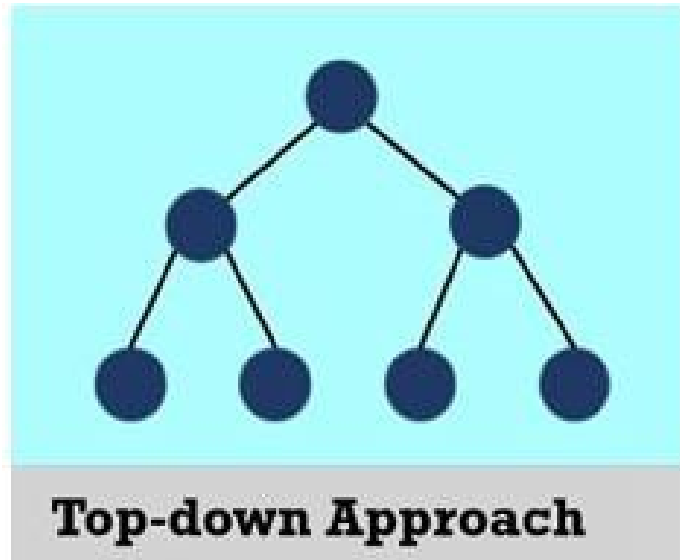
Change Management Basics

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

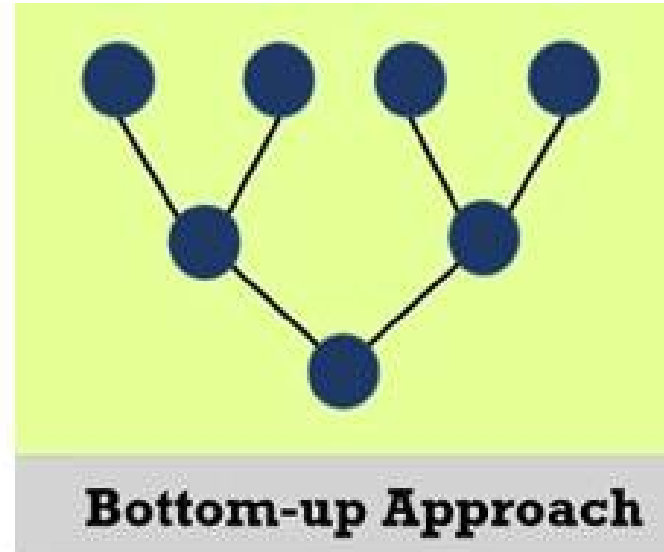
Change Management Basics

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



DEFINE

- 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



Change
Types/Phases



Change
Mgm't Basics



Helpful
Resources

Helpful Resources

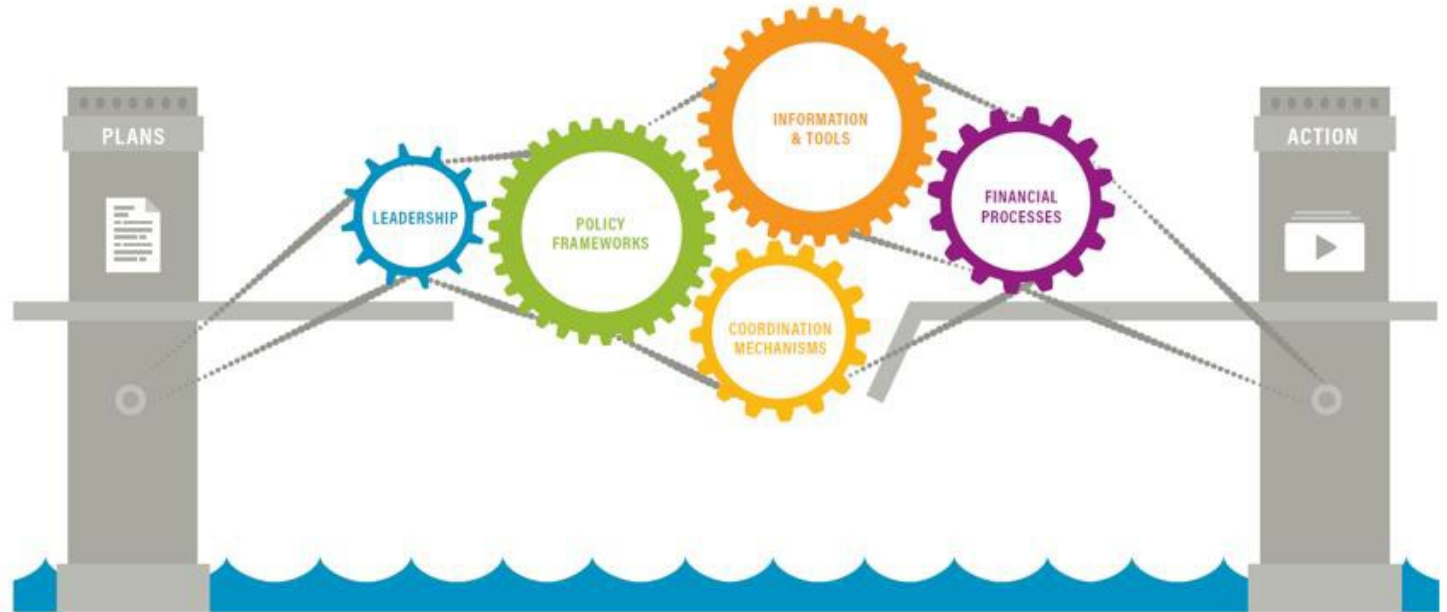
Climate Change Mainstreaming

Working Paper

From Planning to Action: Mainstreaming Climate Change Adaptation Into Development

Download

Figure ES-1 | Five Gears That Can Help Bridge the Implementation Gap



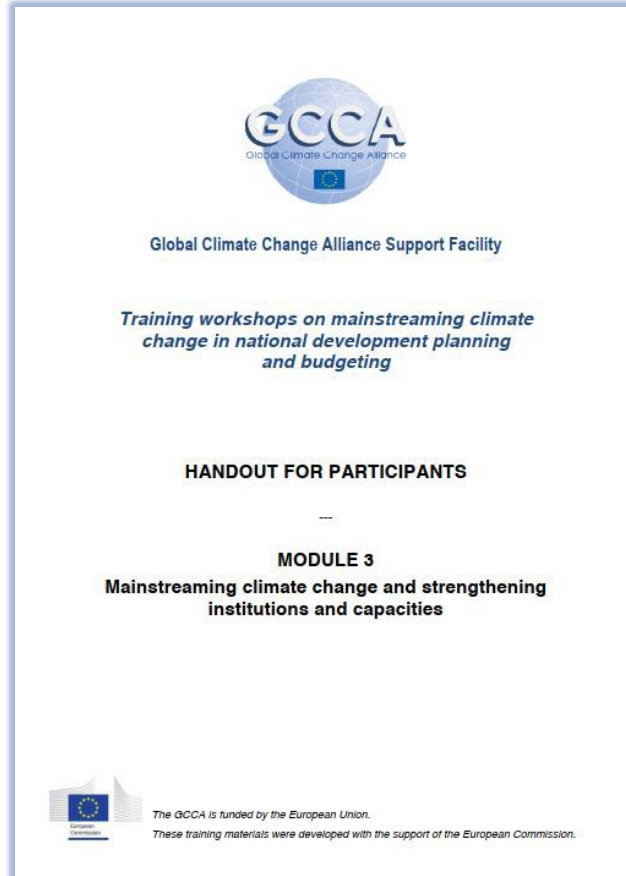
Mogelgaard, K., A. Dinshaw, N. Ginoya, M. Gutiérrez, P. Preethan, and J. Waslander. 2018. "From Planning to Action: Mainstreaming Climate Change Adaptation into Development." Working Paper. Washington, DC: World Resources Institute. Available online at <https://www.wri.org/research/planning-action-mainstreaming-climate-change-adaptation-development>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



Helpful
Resources

Helpful Resources

Climate Change Mainstreaming



TOPICS COVERED BY THE MODULE:

- 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



Helpful
Resources

“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

Key Takeaways

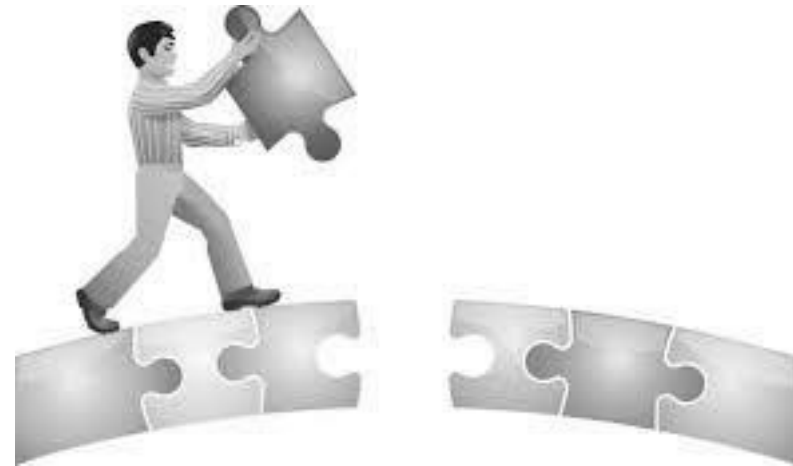
- Knowing your audience is important – must tailor the message to suit the audience
- There are many components to communication some with more impactful than others. “*How you say it and convey it*” is the most impactful.
- Words & facts are often mistakenly thought to be sufficient for effective cc 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 crisis, the whole province
will pull together and help each
other out ... its an old-school
Western character ... it'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)*

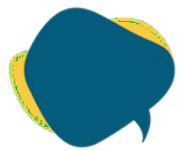
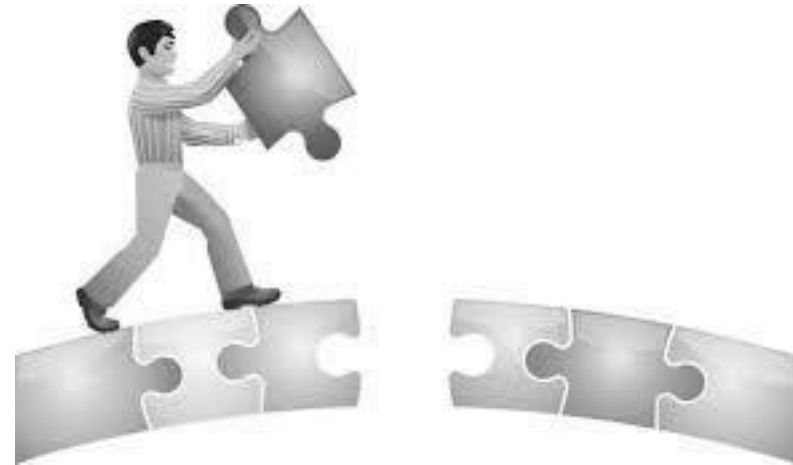


Last word from some Alberta Groups

In a crisis, the whole province will pull together and help each other out ... its an old-school Western character ... it'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)

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)

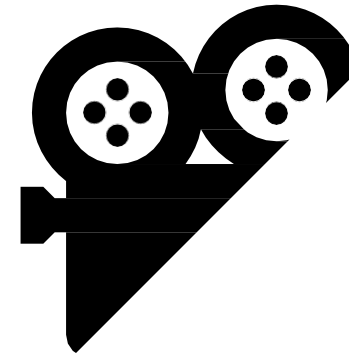


**Alberta
Narratives
Project**

" We Share Common Ground "



Show Time



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

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