



Effective Communication for Climate Change Action

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Climate comms should avoid —

- emphasizing science
- scaring people
- focussing on lifestyles
- telling people what to do



Build the right team



10:10 presents

NO

WILL YOU BE
BLOWN AWAY?


PRESSURE

An explosive comedy
for climate waverers

Written by film legend Richard Curtis, starring
Gillian Anderson, David Ginola and Peter Crouch
(really) and with music by Radiohead

* You know, wrote Four Weddings and
Blackadder and co-founded Comic Relief

Use trusted spokespersons



The cover of the report features a photograph of Pope Francis smiling and waving. Above the photo are four small, colorful squares (blue, green, yellow, orange). Below the photo, the title 'The Francis Effect' is written in blue, followed by the subtitle 'How Pope Francis changed the conversation about global warming' in black. The date 'NOVEMBER 2015' is printed below the subtitle. At the bottom, there are two logos: the George Mason University Center for Climate Change Communication logo on the left and the Yale Program on Climate Change Communication logo on the right.

The Francis Effect

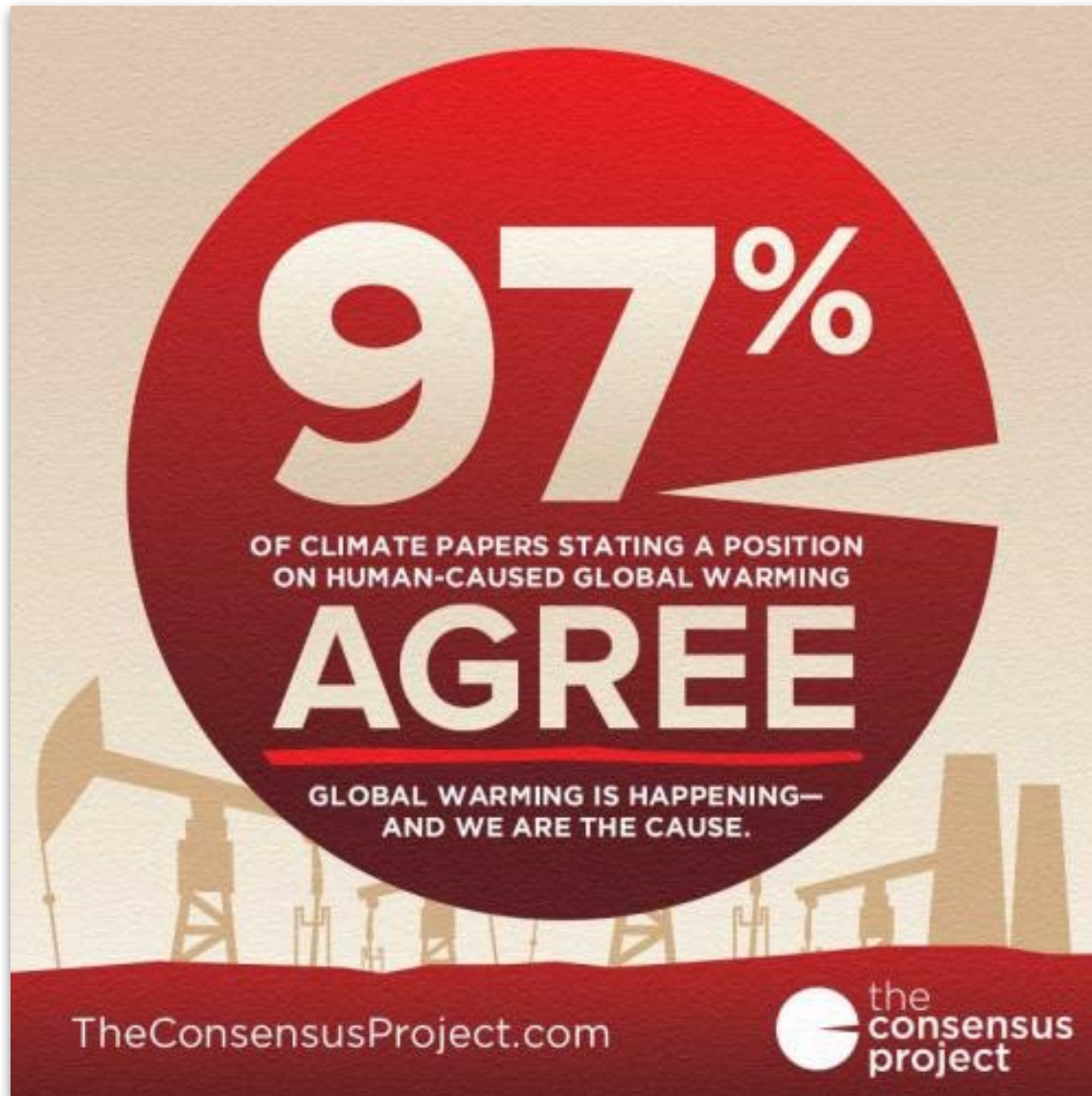
How Pope Francis changed the conversation about global warming

NOVEMBER 2015

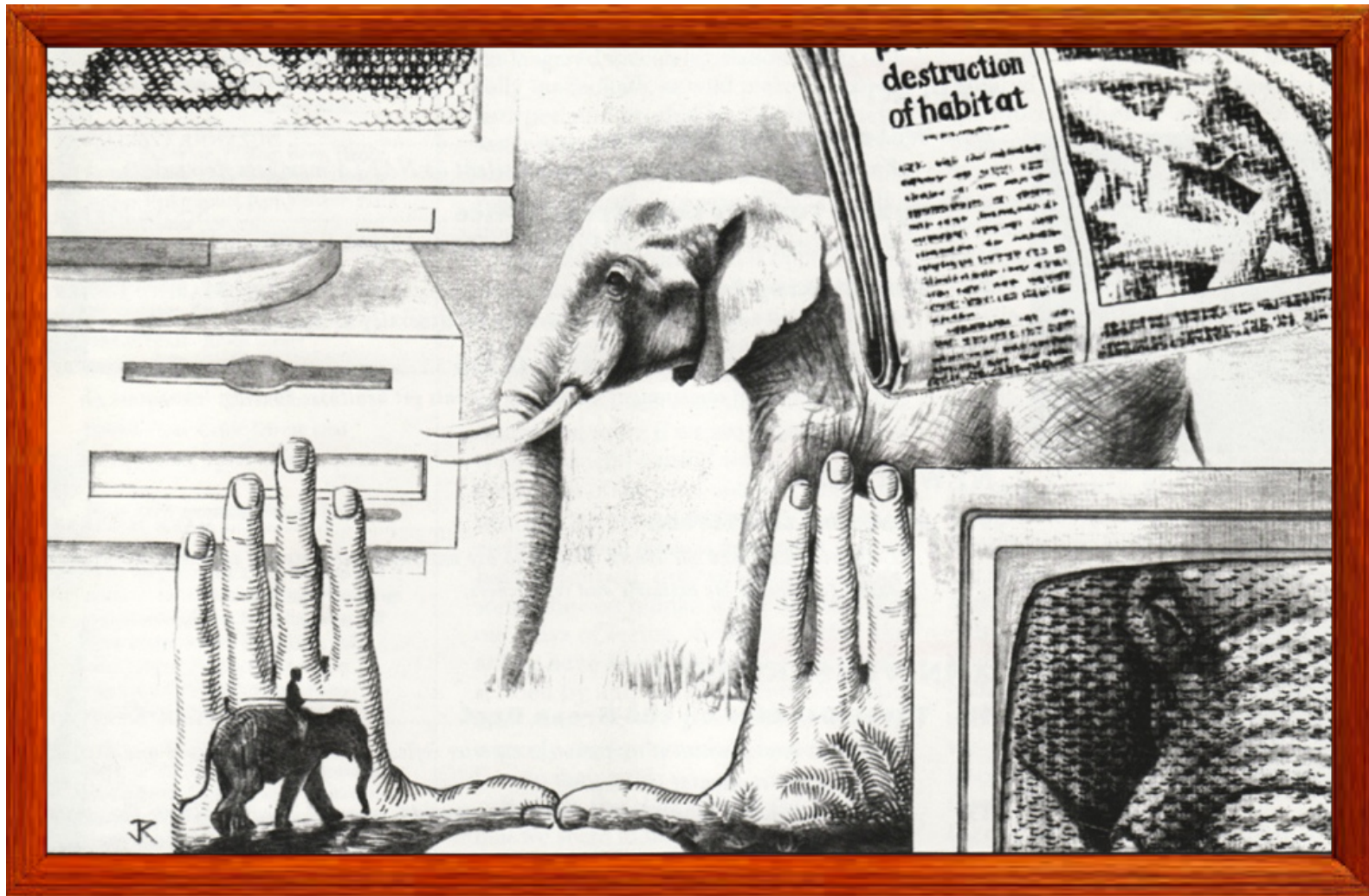
GEORGE MASON UNIVERSITY
CENTER for CLIMATE CHANGE
COMMUNICATION

YALE PROGRAM ON
Climate Change
Communication

Highlight scientific consensus —



Use forward looking frames



Help people feel empowered



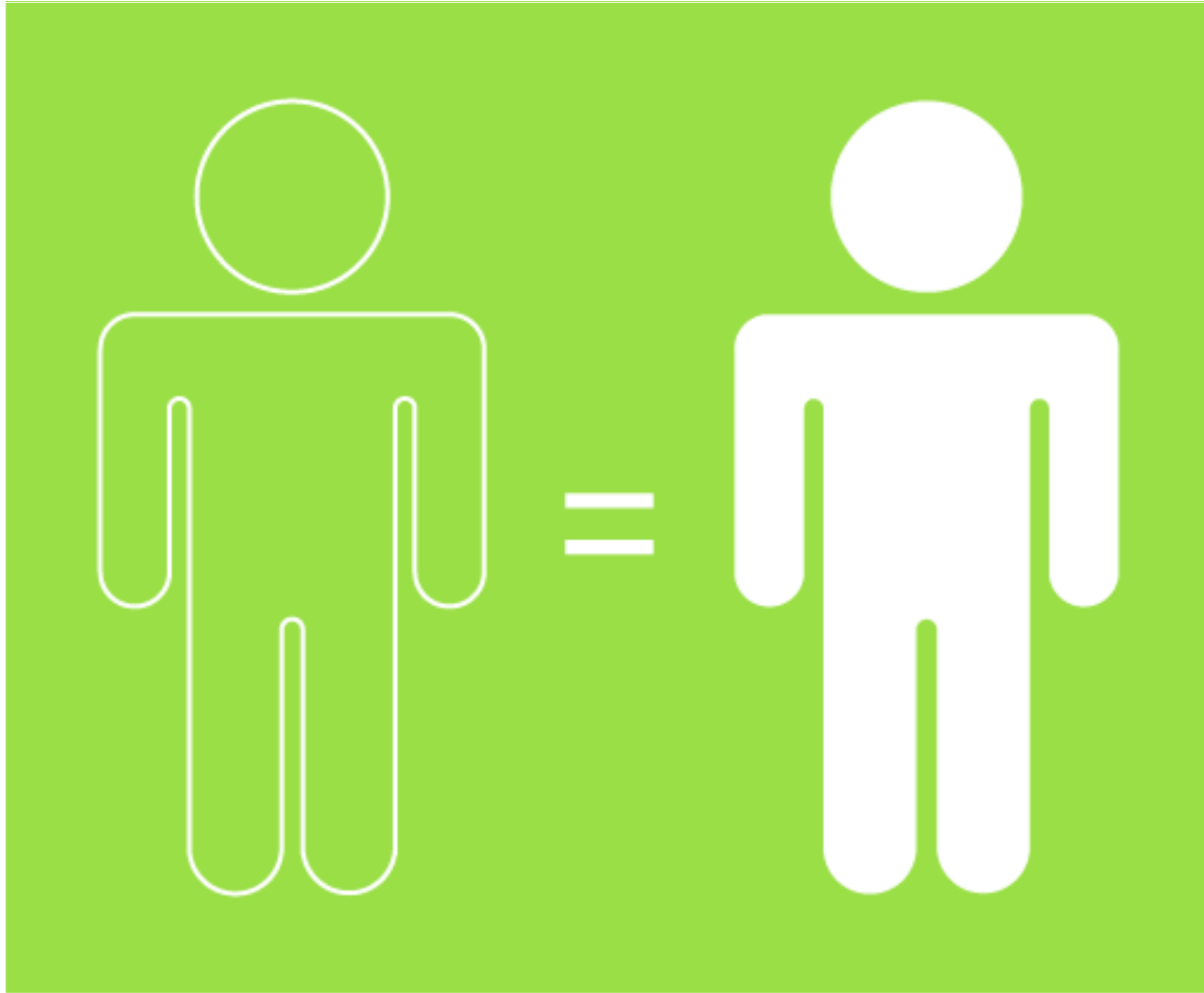
Emphasize compassionate values —



Emphasize compassionate values —



Emphasize compassionate values —



Make it local



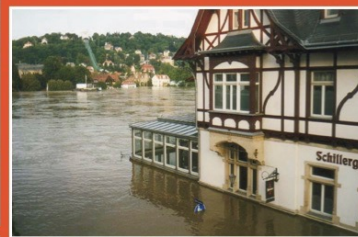
Create new stories



Use the right kind of images

Climate Visuals

Seven principles for visual climate change communication (based on international social research)



UMassAmherst

Communication is hard



Questions?

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