



The Challenges for Climate Communication Post-COP21

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The 2nd ICOS Science Conference on greenhouse gases and biogeochemical cycles.
Helsinki, Finland, 27-29 September 2016

Why does communication matter? —



Science communication is not enough —

- Ignorance
- Education
- Better, clearer, simpler, more entertaining...



<http://www.globalchange.gov>

People are active makers of meaning —

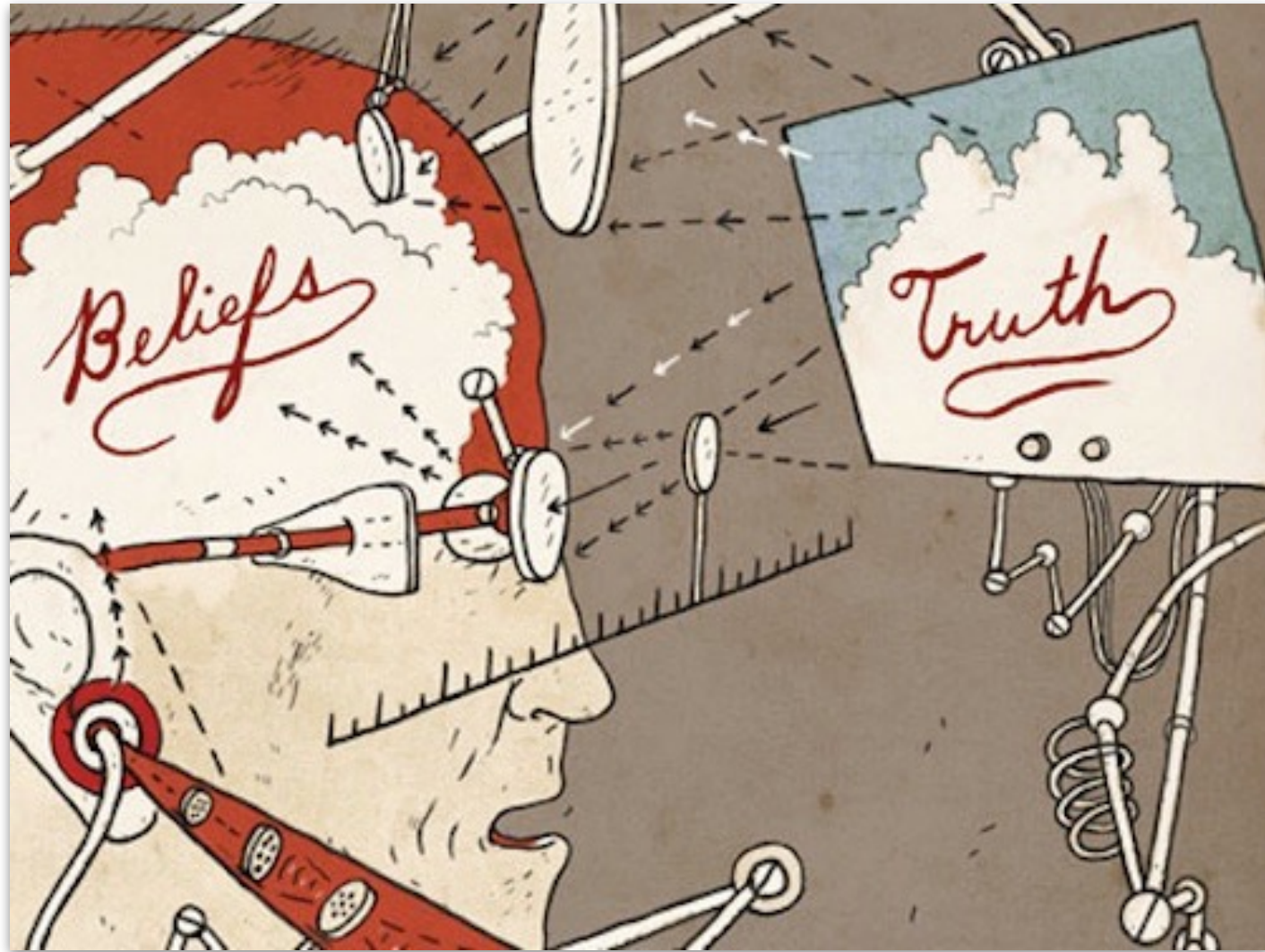
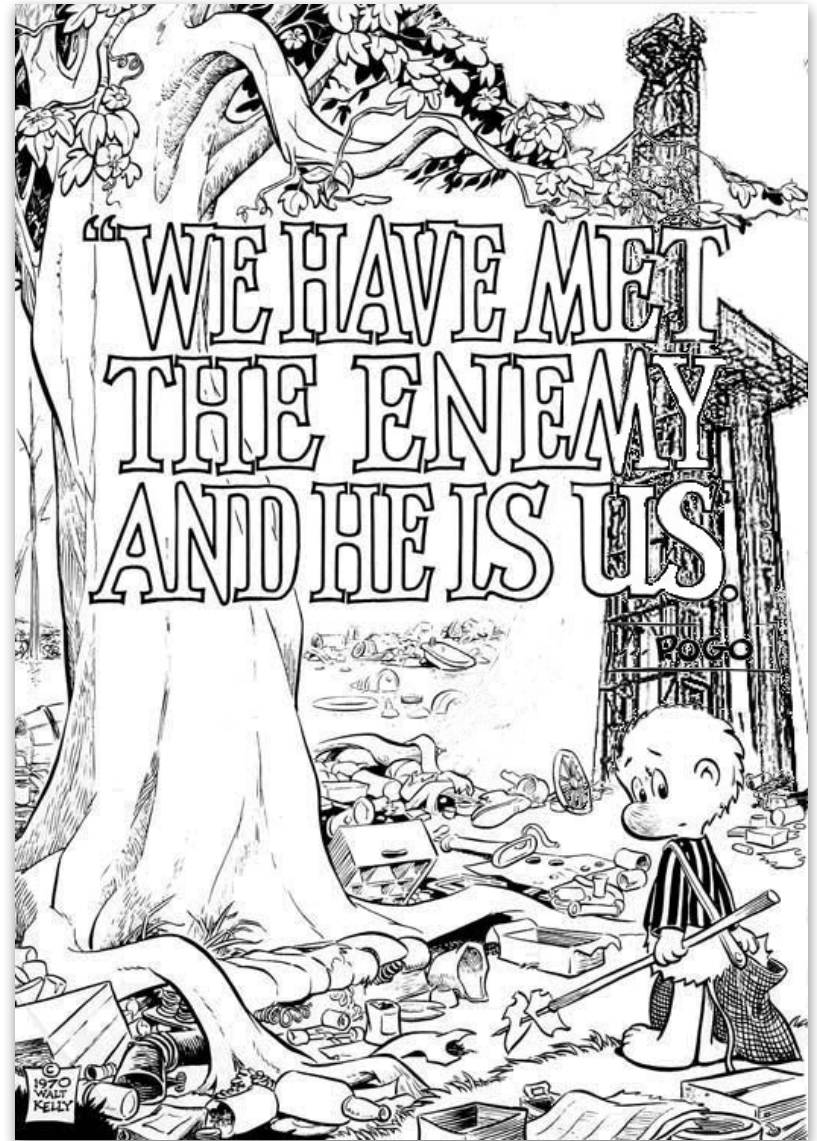


Illustration: Jonathon Rosen, Mother Jones

Climate change is hard to get

- Distressing & disempowering
- Distant, uncertain, in the future
- Weak narrative



The unengaged public



Banksy

Disinformation

30p GET YOUR DAILY EXPRESS FOR JUST 30p
SAVE 90p A WEEK ON YOUR DAILY & SUNDAY EXPRESS


DAILY EXPRESS

How to eat, drink and stay healthy
your health starts page 11

12 DAYS OF CHRISTMAS CHAOS IN BA STRIKE
SEE PAGE 10

100 REASONS WHY GLOBAL WARMING IS NATURAL

'No proof that human activity is to blame'



THE SPECTATOR

11 July 2009 www.spectator.co.uk £2.95

RELAX: GLOBAL WARMING IS ALL A MYTH



Disinformation



VS.



The demented media



The demented media



The demented media

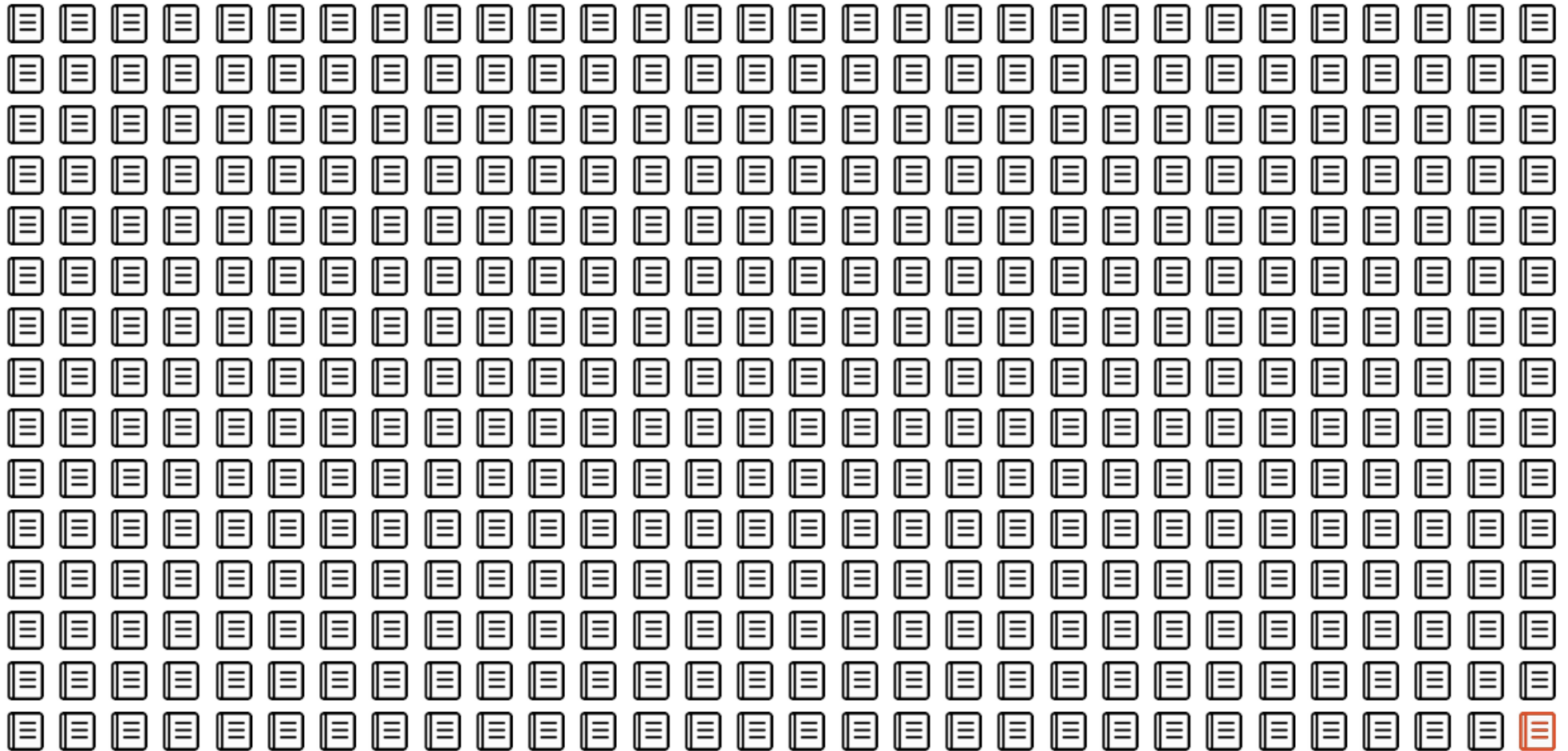


Uncertainty about good practices —



Yale Program on Climate Change Communication and George Mason Center for Climate Change Communication

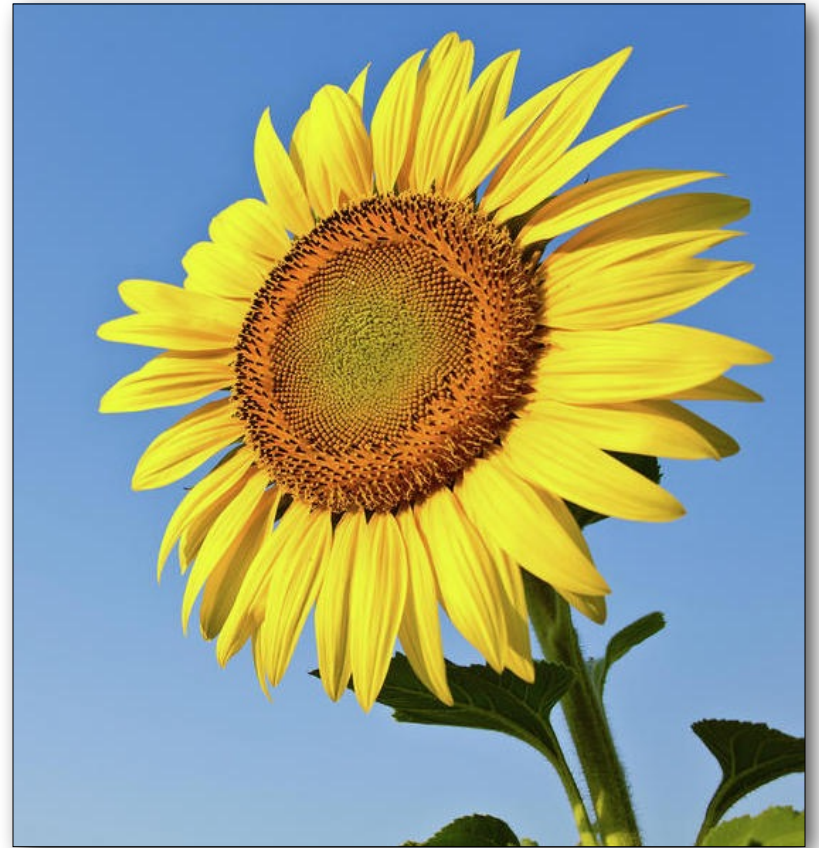
Uncertainty about good practices



About 1 in 450 journal articles on climate change is about communication

What is needed

- funding
- collaboration
- guides
- united efforts
- hope



Questions?

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