

A decorative arc of circles in the top left corner, transitioning from yellow to orange to red, with sizes decreasing from left to right.

Climate Engagement Strategies

April 2016

Cara Pike

www.climateaccess.org



The network for those engaging the public in the transformation to low-carbon, resilient communities.

[About Us](#)[Blog](#)[Resource Hub](#)[Campaign Gallery](#)[Tips and Tools](#)[Member Forums](#)[Contact](#)[Logout](#)[facebook](#)[twitter](#) [SEARCH](#)

BLOG

Four key trends of the evolving climate conversation

What you need to know about the changing climate conversation

The conversation about climate change is evolving in four key areas. Here's what research and practice are telling us about this shift and emerging ways to tackle barriers and leverage...

[Read more](#)

BLOG



March 7, 2016

Building Climate Resilience at the Water's

WEBINAR RECORDING

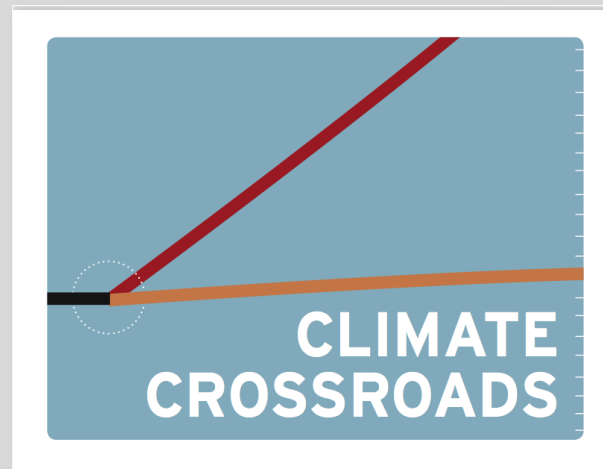
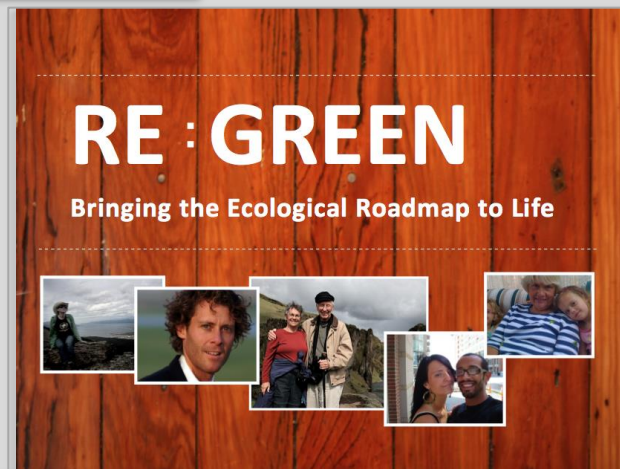
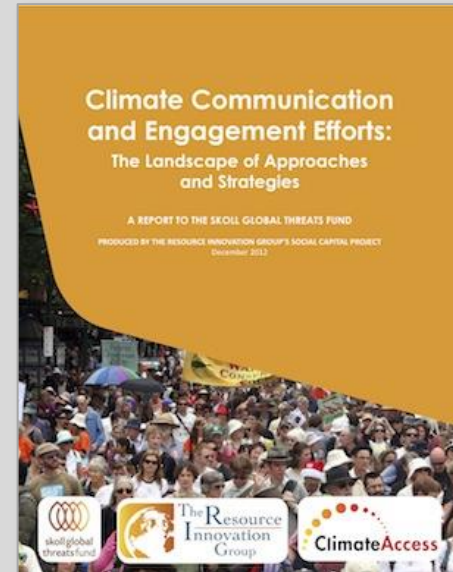
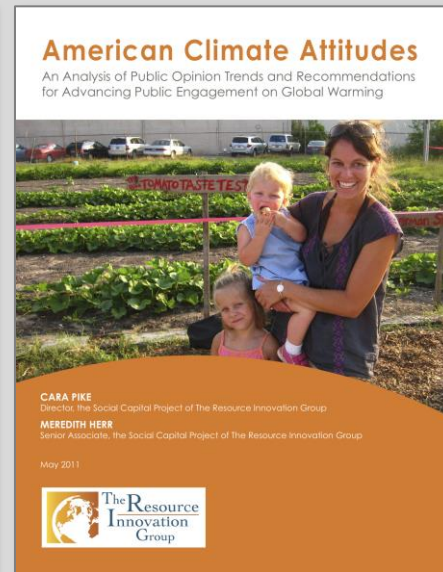
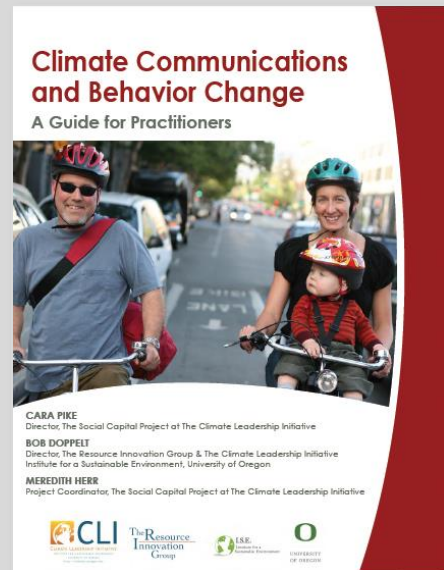
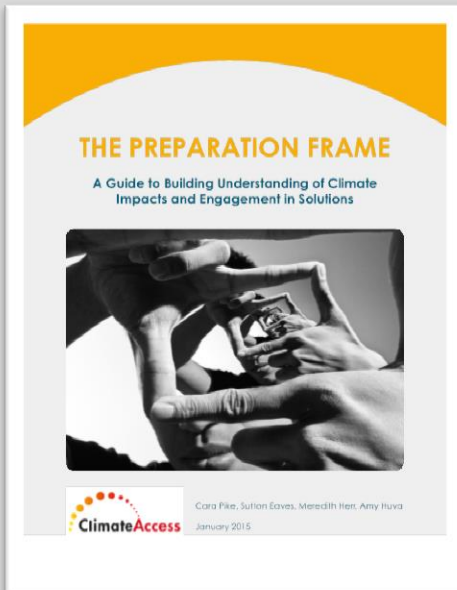
Communicating about Jobs after Coal

OUR SERVICES

Looking for advice and tools that are tailored to your work?

We're available for

PUBLICATIONS



AGENDA

- **Introductions**
- **Engagement Barriers and Drivers**
 - **Orienting Around Audiences**
- **Climate Engagement Approaches**

(Break)

- **Developing Engagement Strategies**
 - **Wrap up**

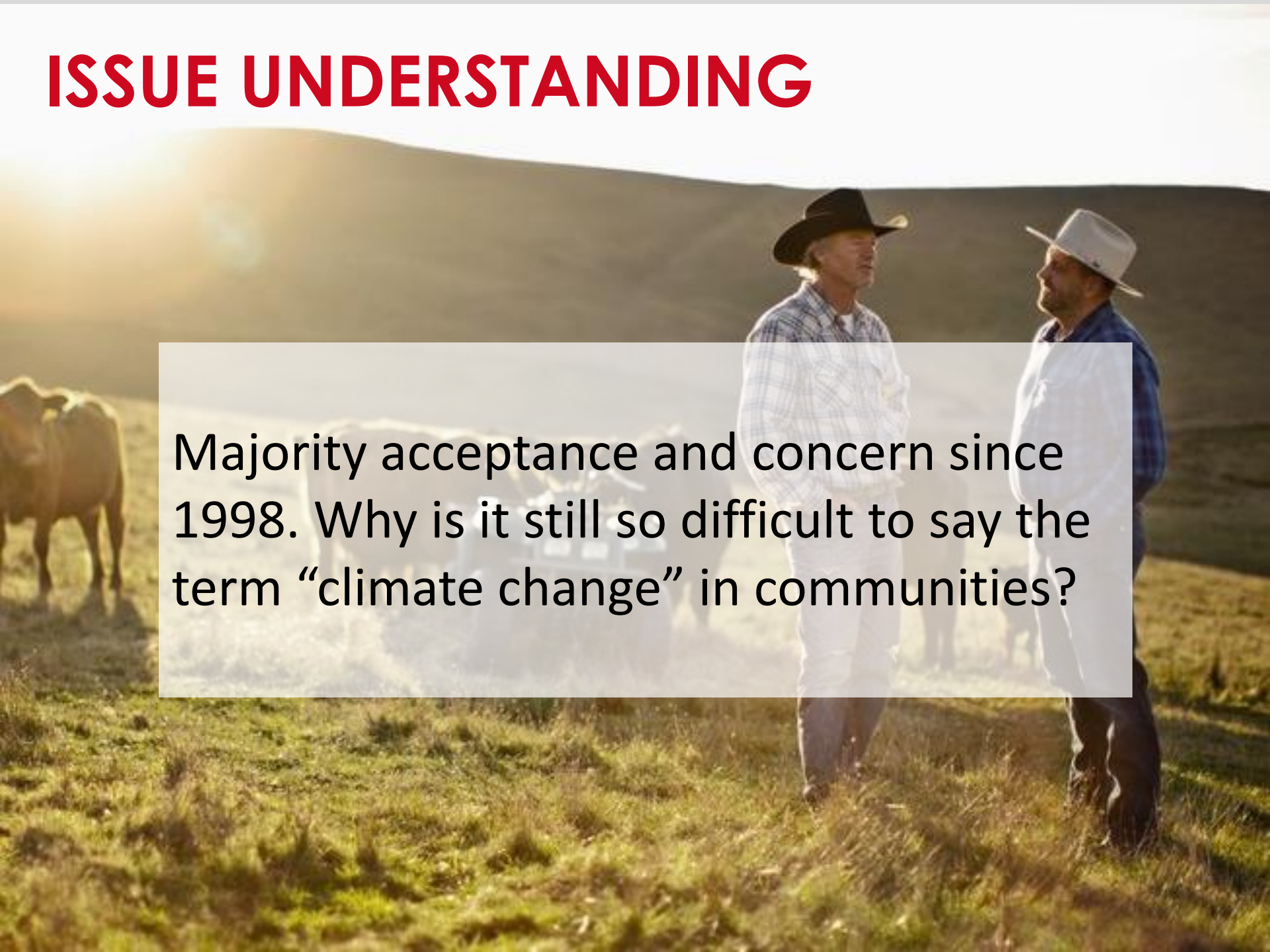
INTRODUCTIONS

What climate communication challenge are you aiming to solve? ?

WHY ENGAGING STAKEHOLDERS ON CLIMATE CHANGE IS AN IMPERATIVE

1. **Science has been settled** for some time yet action difficult to spur due to economics, culture and politics.
2. **Constant voice** needed for policy change and enforcement.
3. **Policy on goes so far.** Need shifts in behaviors/social norms.
4. **Those most vulnerable to impacts** often most disconnected from decision-making

ISSUE UNDERSTANDING

A photograph of two men in cowboy hats standing in a grassy field, talking. In the background, there are several cows and rolling hills under a bright sky. A semi-transparent white box is overlaid on the image, containing text.

Majority acceptance and concern since 1998. Why is it still so difficult to say the term “climate change” in communities?

BARRIERS

1. Not me, not here,
not now



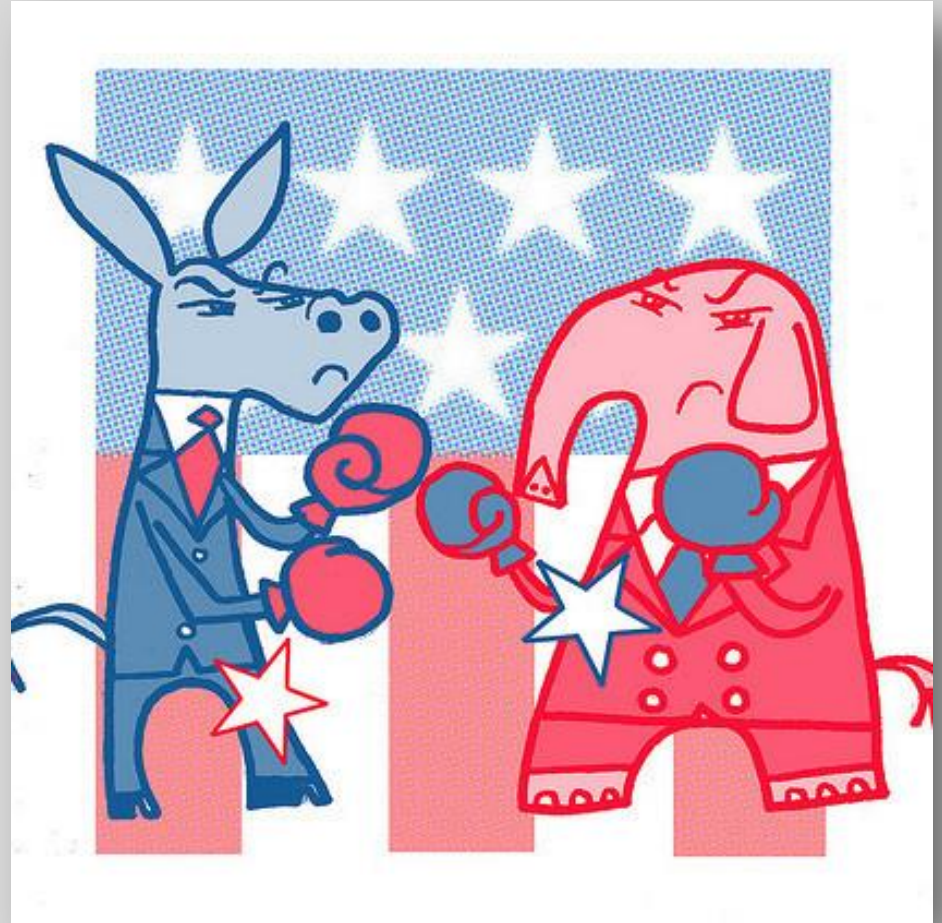
BARRIERS

2. Environmental framing



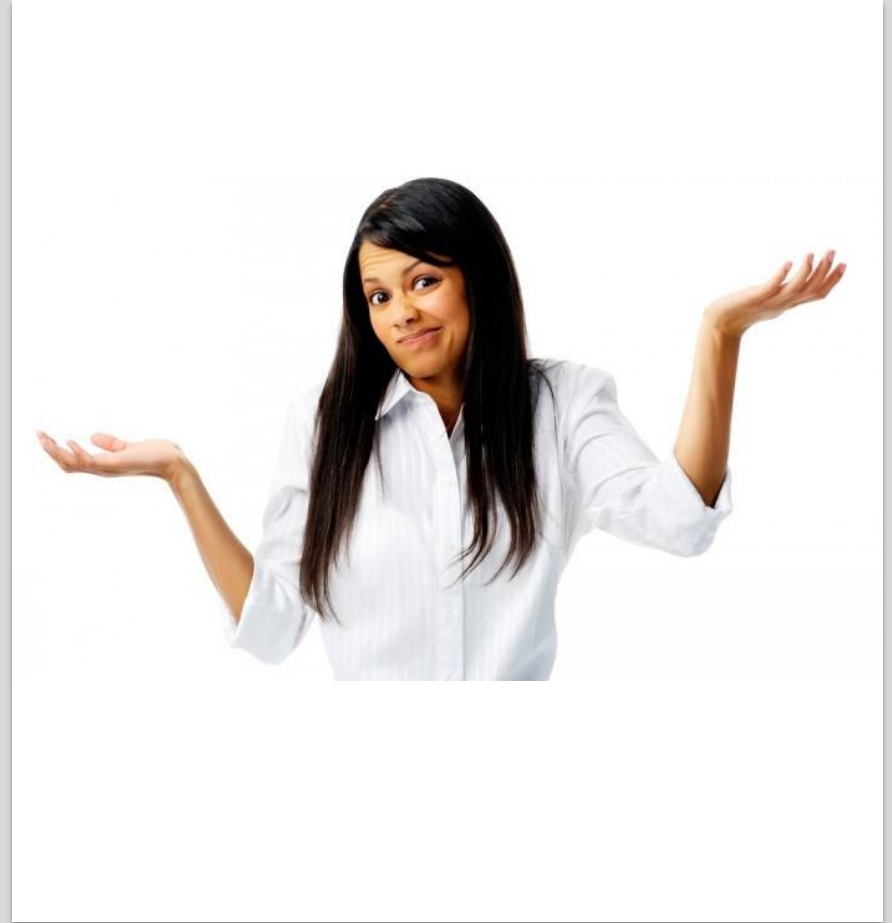
BARRIERS

3. Issue Polarization



BARRIERS

4. Climate efficacy gap



BARRIERS

5. Solutions distant, not yet viable



WHAT DRIVES ENGAGEMENT?

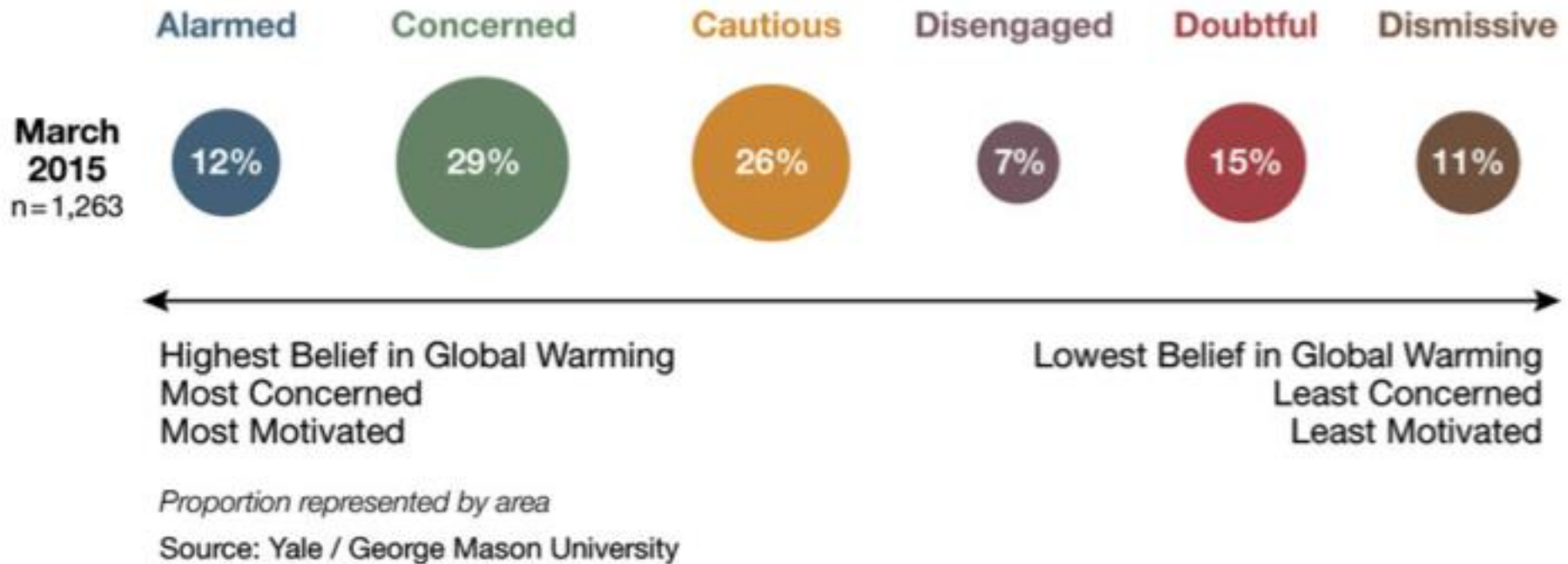
1. Values and worldview
2. Emotions
3. Sense of meaning and connection to others
4. Agency
5. Recognition



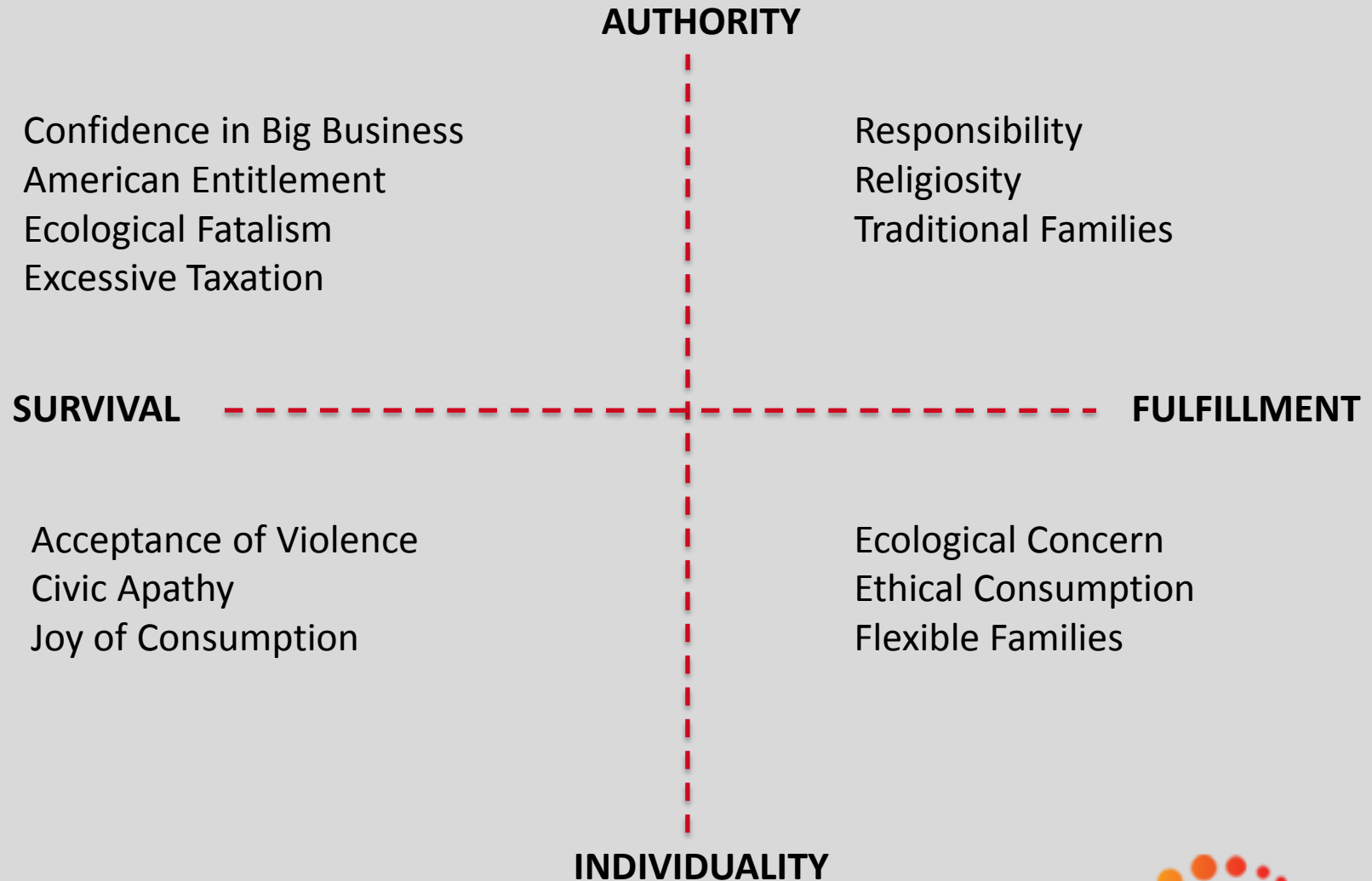
ENGAGEMENT PRINCIPLES

1. Make the threat relevant. Local observable impacts
2. Lead with what people care about
3. Co-explore risk (don't prescribe)
4. Allow for uncertainties and leverage as a reason to act
5. Link from threat to solutions.
6. Create a clear pathway to what is achievable with near-term milestones and benefits
7. Choose the right messenger

ORIENTING AROUND AUDIENCES



VALUES



SOLVING ENGAGEMENT CHALLENGES

- Goal
- Objective
- Audience
- Values

THEORY OF CHANGE

Is the long-term **goal** to....?

- Increase resilience to climate impacts
- Protect coastal ecosystems
- Safeguard local infrastructure
- Reduce regional emissions

The near-term **objectives** might include shifting:

- Citizen Behavior
- Energy Behavior
- Consumer Behavior
- Social Norms
- Worldviews

THEORY OF CHANGE

1. What is the big-picture **GOAL** you are trying to achieve?

THEORY OF CHANGE

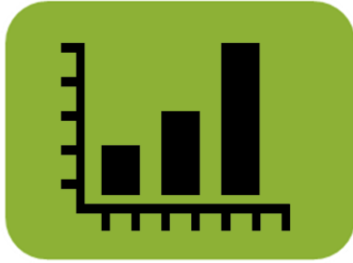
2. Identify your **OBJECTIVE**:

What are the near-term steps that can be taken to achieve your goal?



Specific

S



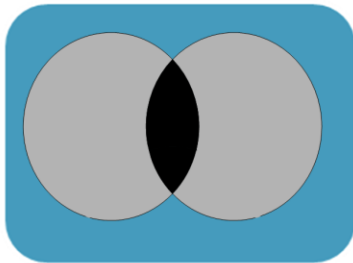
Measureable

M



Attainable

A



Relevant

R



Time Based

T

THEORY OF CHANGE

Your **decision makers** might include:

- Policymakers
- Business owners
- Home and property owners
- Citizens
- Consumers

Your **audience** might be:

- Influencers
- Voters
- Students
- Families
- Vulnerable communities

THEORY OF CHANGE

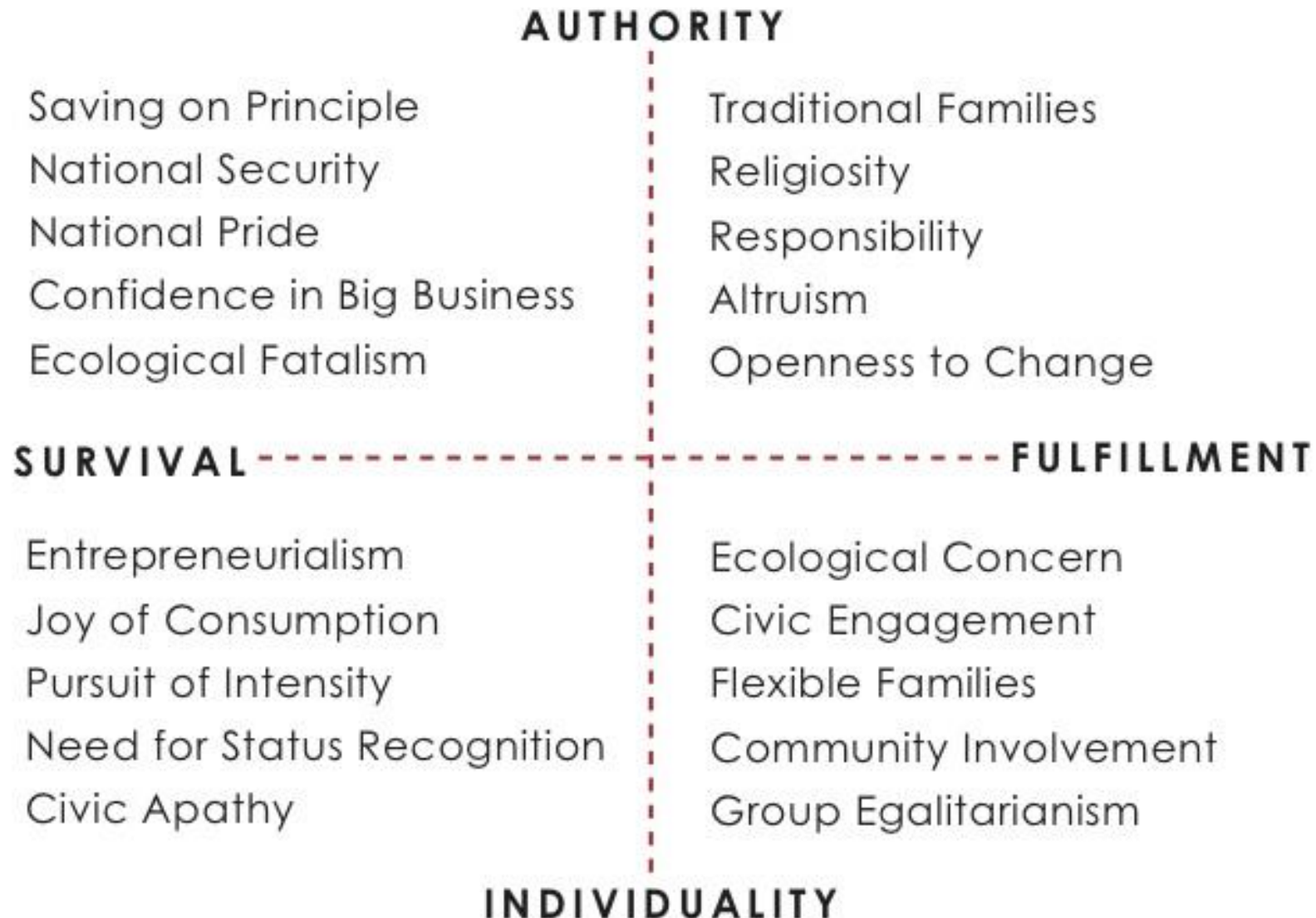
3. Who are the **DECISION-MAKERS** in a position to help you achieve your objectives?

THEORY OF CHANGE

5. What are your audience's core **VALUES** related to climate disruption?

American Worldviews on the Environment

A tool for identifying values is "RE:GREEN - The Ecological Roadmap."



SOLVING ENGAGEMENT CHALLENGES

OPEN UP THE CONVERSATION

Tapping the Arts



OPEN UP THE CONVERSATION

Using visualizations to highlight risks and responses



OPEN UP THE CONVERSATION

Using visualizations to highlight risks and responses



OPEN UP THE CONVERSATION

Leverage storms and seasonal shift as teachable moments + preparation frame



MEET PEOPLE WHERE THEY ARE AT

Focus on stakeholder concerns. Explore trends, rather than argue about science.



MEET PEOPLE WHERE THEY ARE AT

City of Baltimore: Make a Plan, Build a Kit, Help Each Other



INVOLVE COMMUNITY MEMBERS IN DECISION MAKING



INVOLVE COMMUNITY MEMBERS IN DECISION MAKING



INVOLVE COMMUNITY MEMBERS IN DECISION MAKING



TAP PEER-BASED OUTREACH



TAP PEER-BASED OUTREACH

BRIDGE FROM RISK TO SOLUTIONS

- Illustrate solutions working now and clear, near-term next steps
- Convey benefits of action



BRIDGE FROM RISK TO SOLUTIONS



San Diego, 2050

Climate Education Partners

..... SAN DIEGO REGION

For San Diego's Future



HONE THE GOAL & SET MILESTONES ALONG THE WAY



PROMOTE LEADERSHIP



Search this site

▼ NCAnet: Building a network of networks to support the National Climate Assessment

What is the National Climate Assessment?

What is NCAnet?

What are the benefits of joining NCAnet?

What contributions will NCAnet partners make?

How does my organization join NCAnet?

▼ Partners in NCAnet

▶ NCAnet Partner Activities

▶ Affinity Groups

NCAnet Partners Toolkit

Online Forums

Sitemap

NCAnet: Building a network of networks to support the National Climate Assessment



U.S. Global Change Research Program

National Climate Assessment

We invite you join the National Climate Assessment (NCA) in **NCAnet**, a **network of organizations working with the NCA to engage producers and users of assessment information across the United States**. [Partners](#) extend the NCA process and products to a broad audience through the development of assessment-related capacities and products, such as collection and synthesis of data or other technical and scientific information relevant to current and future NCA reports, dissemination of NCA report findings to various users of assessment information, engagement of assessment information producers and users, supporting NCA events, and producing communications materials related to the NCA and NCA report findings.

<http://ncanet.usgcrp.gov>

PROMOTE LEADERSHIP



PROMOTE LEADERSHIP

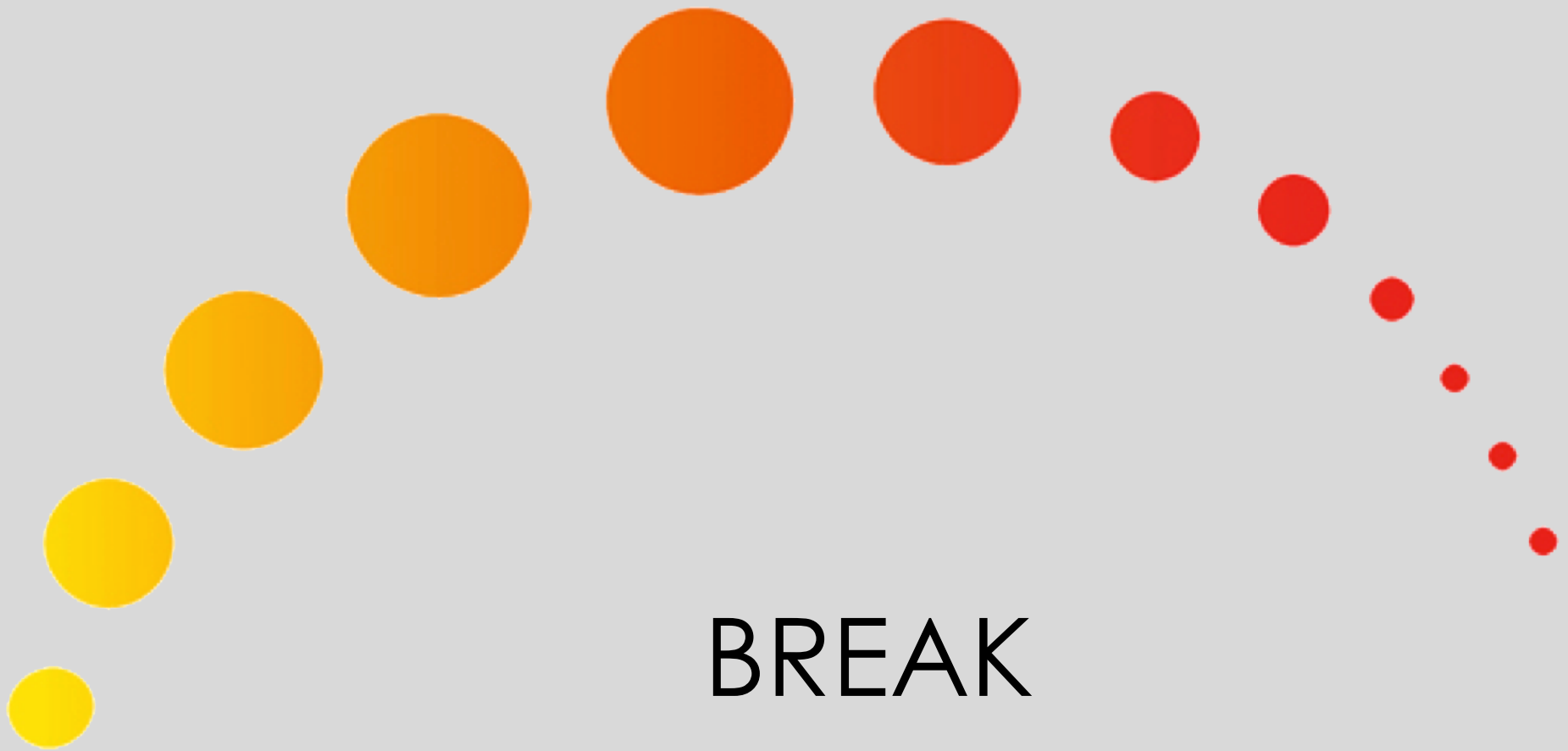
**ENCOURAGE ACTIVE
PARTNERSHIPS**



PROMOTE LEADERSHIP

CREATE ENGAGEMENT LADDERS





See you in 15 minutes!

SOLVING ENGAGEMENT CHALLENGES

STAGES OF CLIMATE RESPONSE

DISINTEREST: “This issue does not concern me and/or is not valid.”

DELIBERATION: “I don’t deny there is a problem but I’m still uncertain/skeptical.”

DESIGN: “This is an important issue and I need to look into what can and should be done.”

DOING: “I am taking steps to address the challenge”

DEFEND: “I have acted, seen benefits, and am ready to be an ambassador”

WHAT IS YOUR AUDIENCE'S STAGE OF CHANGE?

1. Disinterest
2. Deliberation
3. Design
4. Doing
5. Defend

FRAMING

6. What are the **BARRIERS** that may hinder your audience's engagement on climate disruption?

What are the **OPPORTUNITIES** for action that exist based on your audience's values?

CLIMATE ENGAGEMENT TACTICS

DISINTERST-DELIBERATION

Disturbances

- Major flooding events create teachable moments around climate impacts

Awareness-building

- Use of visual communications to explore impacts

Choice expansion

- Dialogue sessions that explore the relevance of climate impacts and what can be done

Emotional inspiration

- Communication that offers a clear solution and builds hope

Supportive relationships

- Peer-based action networks

Organizational self-reevaluation

- Use scenarios that help regions/communities/sectors understand the risk of climate impacts

DESIGN

Commitment

- Pledges, public announcements

Helping relationships

- Networking and other opportunities to learn from fellow doers, particularly those further along the change path

DOING-DEFEND

Reinforcement

- Awards that recognize climate leadership

Substitution

- Illustrate how investing climate preparation is more cost effective than disaster response

Structural redesign

- Changing building codes to restrict development in flood plains

A decorative arc of colored circles in yellow, orange, and red, arranged in a semi-circle across the top of the slide.

CARA PIKE

www.climateaccess.org

info@climateaccess.org

[@climateaccess](#)

[@pikecara](#)

Thank you!