

A decorative graphic consisting of a series of colored circles arranged in a semi-circle. The circles transition from yellow on the left to orange in the middle, and then to red on the right. The size of the circles varies, with the largest ones in the center and the smallest ones at the ends.

Climate Attitudes & Engagement

Cara Pike, Climate Access
May 2018



Charting the path for climate communicators in 2018

[BLOGS](#)



**CLIMATE
ACCESS**

LOOK
AHEAD...

SAN FRANCISCO

VISUALIZING SEA-LEVEL RISE AND **CLIMATE SOLUTIONS**

? CLIMATE TRIVIA ?

What factor has the most influence in how we think about global warming and our motivation to act to reduce carbon emissions?

- a) potential to save money on energy costs
- b) awareness that the 400 ppm threshold has been passed
- c) what our family and friends think

? CLIMATE TRIVIA ?

Where does climate change rank in a list of 21 policy priority areas?

18th out of 20 issue areas

? CLIMATE TRIVIA ?

What percentage of Americans feel we can successfully address climate change?

Just 6% say humans can reduce global warming and that we'll do so successfully.

47% say we could reduce global warming, but it's unclear whether we will do what's necessary.

? CLIMATE TRIVIA ?

Do millennials worry about climate change more or less than non-millennials?

More

Are millennials more or less likely than older generations to view themselves as environmentalists?

Less likely



? CLIMATE TRIVIA ?

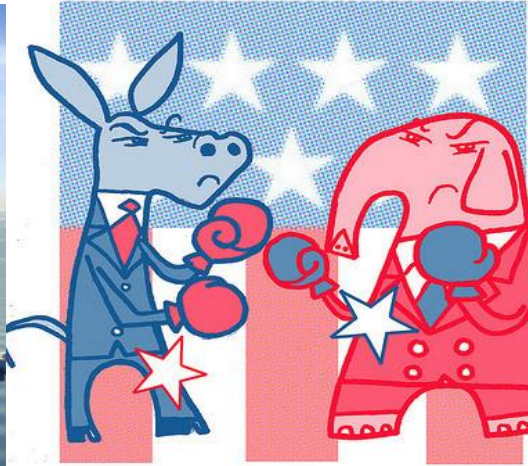
Are people with **higher levels of science literacy** more concerned about climate change?

Yes & No

CLIMATE COMMUNICATION BARRIERS



Distance



Polarization



Fatalism



Efficacy



Equity

CLIMATE FRAMING – RULES OF THUMB



Meet People Where They're At

Bridge from Impacts to Solutions

Leverage uncertainty

Position as "Here-Now-Us"

Illustrate benefits of action

FRAMING

Connect Around Shared Values



Economic:
Cost savings and avoidance, new opportunities, affordability.

Well-being: Health, fairness and inclusion, security.

Leadership:
Responsibility, legacy, pragmatism.



SPOTLIGHT:
Making the Case for Climate Actions

Progress: Innovation, cutting edge, can-do in face of adversity.

Stewardship:
Saving on principle, health, sustainability.



FRAMING

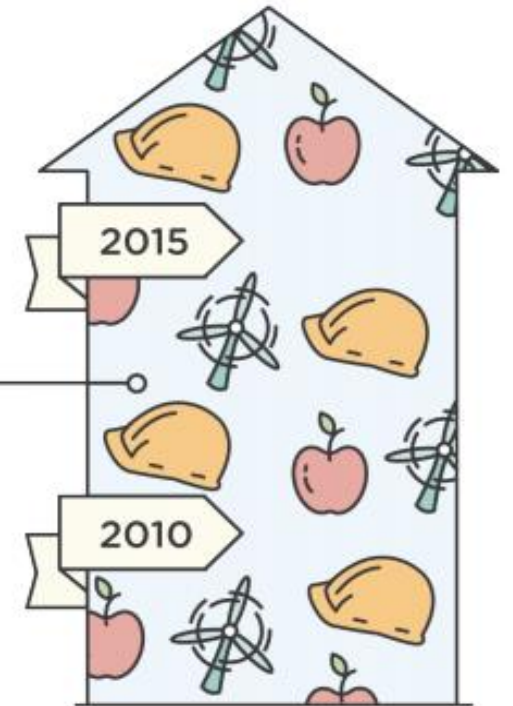
Communicate Visually

- Use visuals creatively to make data more accessible
- Provide first person perspectives
- Illustrations have a broader reach

3,200 LOCAL GREEN JOBS WERE CREATED BETWEEN 2010 AND 2015 IN VANCOUVER THANKS TO ITS GREENEST CITY ACTION PLAN.

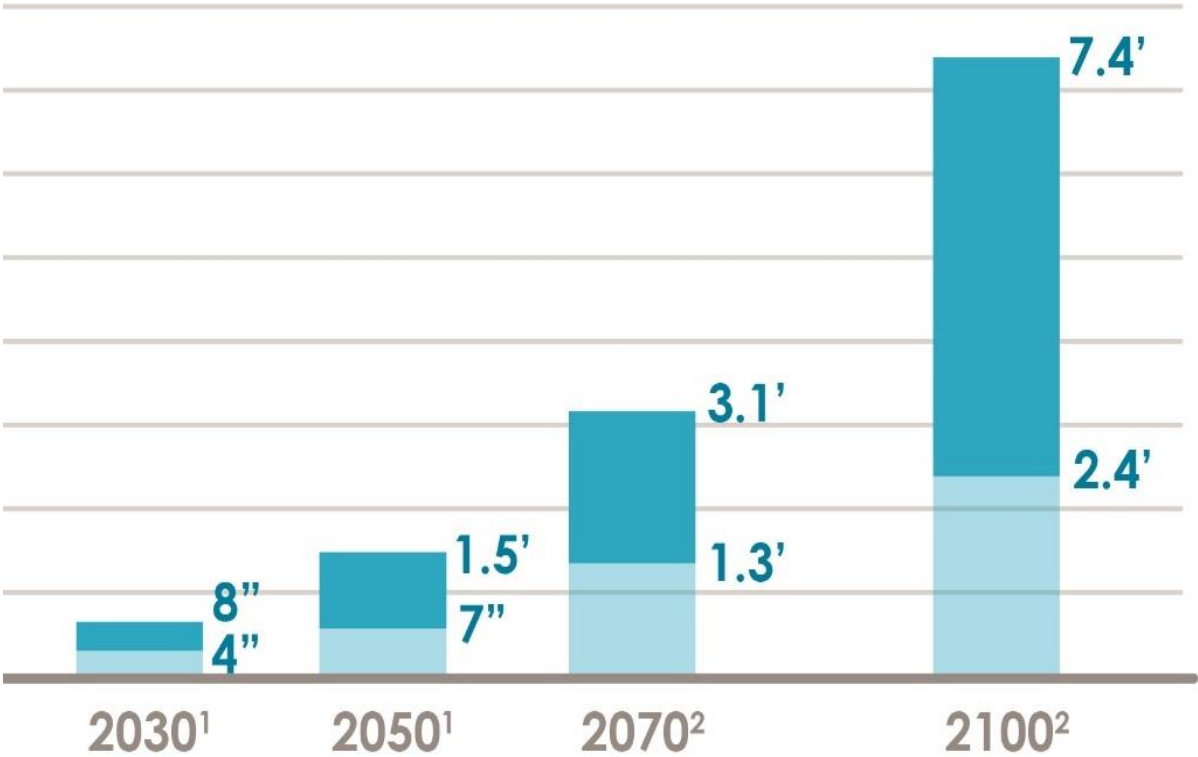


3,200
NEW JOBS
19% INCREASE



GREATER AMOUNTS OF SEA LEVEL RISE

BOSTON RELATIVE SEA-LEVEL RISE PROJECTIONS



Without reducing emissions, at least **3 feet of sea level rise** is likely during the second half of the century.



6.11'

KEVIN GARNETT

ENGAGEMENT

Co-explore risks and responses – listen don't prescribe



GAME OF FLOODS

- County of Marin

<https://www.marincounty.org/depts/cd/divisions/planning/csmart-sea-level-rise/game-of-floods>

ENGAGEMENT

Develop peer-based outreach strategies



CLIMATE READY BOSTON LEADERS PROGRAM

- City of Boston

<https://www.boston.gov/departments/environment/climate-ready-boston-leaders-program>

ENGAGEMENT

Encourage active partnerships



ENGAGEMENT

Create an experience of change



ENGAGEMENT

Tap citizen science and the arts



ENGAGEMENT

Leverage trusted messengers and the power of dialogue to overcome partisan divides



ENGAGEMENT

Focusing the Ask



Alliance for Climate Education



ENGAGEMENT

Create metrics,
Track & share often



GOAL

OBJECTIVE

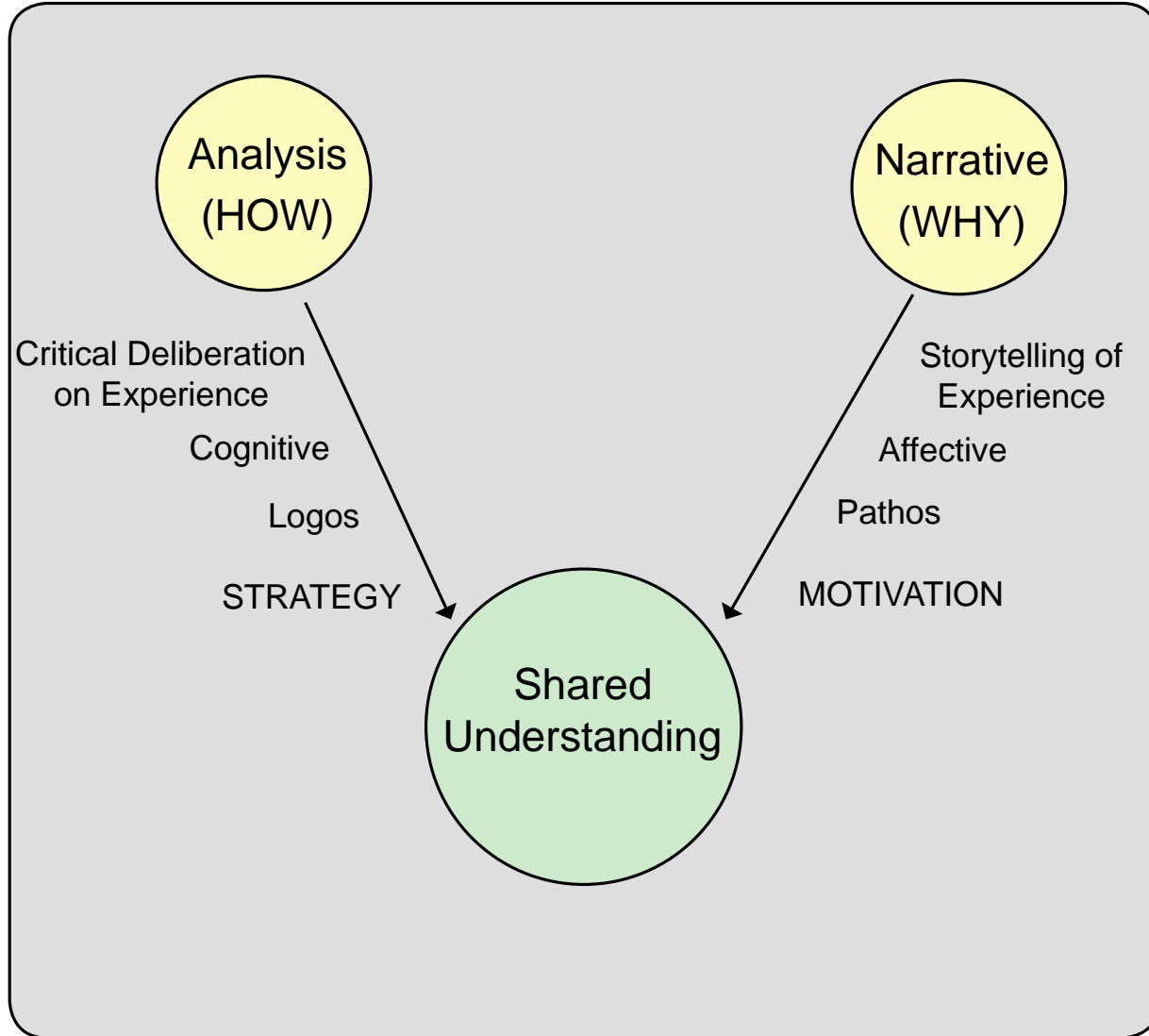
1. What is the big-picture goal you are trying to achieve?
2. What are the near-term steps that can be taken to achieve your goal?

DECISION-
MAKER

INFLUENCER
/AUDIENCE

3. Who are the decision makers in a position to help you achieve your objective?
4. Who is the constituency that can influence your decision-maker?

APPLIED FRAMING



Challenge

Choice

Opportunity



MAKE AND SAVE MONEY
THROUGH ENERGY INNOVATION

PROMOTE DEVELOPMENT
AND A HIGH QUALITY OF LIFE



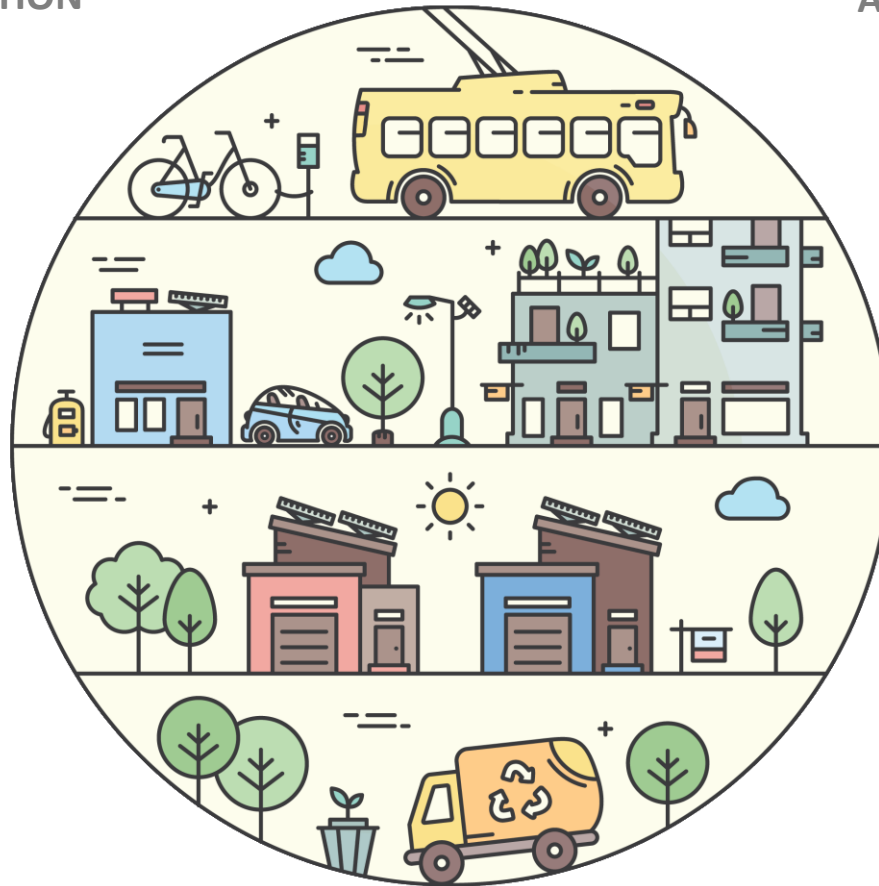
BUILD STRONG ECONOMIES
CREATE LASTING JOBS

POWER STRONG
COMMUNITIES



IMPROVE
AFFORDABILITY

TURN WASTE INTO
OPPORTUNITY



SPOTLIGHT STRATEGIC FRAMING: Vital Communities (Community Energy Managers Network)

Vision

This is what we aspire towards...

- Quality of life
- Affordability
- Vibrant economies
- Sustainable growth
- Protecting natural assets

Choice

This is how we get there...

- Conserving and producing our own energy
- Taking smarter approaches to how we develop and grow
- Promoting active transportation
- Turning waste into a resource

Opportunity

The benefits are many and outweigh the costs...

- Reducing costs and redirecting savings back into local programs that benefit the community.
- Attracting investments, new industries, jobs and talent.
- Help manage and stabilize the cost of living.
- Promote public health and well-being.
- Protect natural resources and promote a sense of place and community pride.

Challenge

There are also risks if we don't take action...

- Decline of certain industries/economies
- Extreme weather and other climate impacts
- Population growth
- Rising municipal debts

VALUES &
CONCERNS

CHALLENGE

CHOICE

OPPORTUNITY

5. What are your audience's core values and concerns?

What is the cost of inaction?

What actions will help achieve your vision?

What benefits can you expect and do they outweigh the costs?

ENGAGEMENT

MEASUREMENT

7. What is your engagement strategy?

8. What are your “SMART” (specific, measurable, audience-focused, realistic, and time-bound) criteria for success?

- How will you measure?
- How will you adjust iteratively based on what you learn?



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Thank you!