

SESSION 3: BUILD CLIMATE STORIES

Process Agenda

Day 2	Session 3	Objectives/Facilitation Notes
SESSION 3	BUILD CLIMATE STORIES	Objectives: <ul style="list-style-type: none"> • Explore techniques in climate communication • Communicate key messages and best practices through the development of a climate story
60 minutes	Presentation of climate communications concepts and best practices Review and discussion of a climate communication piece	This session will begin with a presentation of key concepts and best practices in communicating climate change including setting clear goals, defining target audience, and framing messages. Participants will watch a short communication piece and discuss it in the context of the key concepts and best practices. <i>Support Materials:</i> <ol style="list-style-type: none"> 1. Climate Communication Concepts and Best Practices Presentation 2. Good practices guidance for climate communication challenges handout 3. http://www.pacificclimatechangescience.org/animations/climatecrab/ 4. Video Review Questions Discussion: What are key messages that worked well and what are key challenges in climate communication?
60 minutes	Activity # 4: Reflecting on Key Messages and Building a Climate Story	Participants will synthesize the various outputs of the dialog into a climate story for each sector building on the key messages and best practices highlighted throughout the dialog. Each sector will develop a 5 minute presentation of their climate story. A randomly assigned “target audience” will be provided for their story (prime minister, village leader, etc.). Revisit key messages and integrate them as appropriate in your story. Activity #4
30 minutes	Share climate stories	Each breakout group reports out on their climate story tailoring their presentation to the target audience assigned to them as well as appropriate framing of the messages for that target audience.

Good practice guidance for overcoming common challenges in Pacific climate change communication (from McKnaught et al. 2014)

Challenge	Guiding principles
Beginning climate change communication with communities' lived experience of change is important for contextualization but can risk unassociated problems being 'blamed' on climate change	<ul style="list-style-type: none"> - Communication should be grounded in community perceptions of climate and change but facilitators must have the capacity to weave scientifically derived climate change knowledge through dialog. - Include a general discussion of changes and challenges taking place in a community so that various contributing factors (including climate change) can be considered. - The degree of emphasis placed on the concept of climate change should relate to the immediacy of risks faced now; in many cases, an approach that reduces existing vulnerabilities is sufficient in the short to medium term to address the implications of climate change. - Investment in facilitators and mentors must be made to improve quality of climate change communication.
Dominant discourses of extraordinary vulnerability to climate change in the Pacific can influence how climate communication is packaged, creating a misperception of risk and misplaced anxiety at the community scale	<ul style="list-style-type: none"> - 'Doom and gloom' impact scenarios must be balanced with positive messaging about Pacific adaptive capacity and real adaptive solutions; fear does not motivate action. - Discussing impacts within the foreseeable future is more motivating at the community scale than dwelling upon long-term worst-case projected impacts. - Community-based communication requires a significantly different approach to communication for global advocacy or general public awareness; organizations must have the capacity to tailor information to local conditions.
Scientific explanations of climate change causes, consequences and uncertainties can be confusing and therefore disempowering for communities that are unfamiliar with a Western scientific frame of reference	<ul style="list-style-type: none"> - There is a need for standardization of climate change science messages, however, these must then be truly tailored to literacy levels of local context using diverse methods and humor where appropriate. - Making complex climate science resonate with local knowledge systems requires great skill and should only be embarked upon cautiously by experienced facilitators; a 'less is best' approach may be better for the less experienced. - Anecdotes tailored to things and situations familiar to a community (e.g. 'smoke' rather than carbon dioxide) are more effective than explaining abstract concepts such as greenhouses. - Emphasis on historical trends and more 'certain' aspects of climate change should come before discussion of future projections. - Limit discussions of future projections to those that are directly relevant to the community. - Ensure discussion of future climate is based upon current climate variability and extremes. - The issue of uncertainty should be presented in an honest fashion—there are still many unknowns about how climate change will manifest itself at the local scale. This often requires lengthy, two-way discussion.

Climate Communication Activity: Review Questions for Climate Communication Video

Review Questions	Notes
1. What are the goals of this communication piece? (knowledge, buy-in, action)	
2. Who is the target audience? (stage of change)	
3. How are the messages framed? (what is the perspective, context)	
4. How effective are message controls and delivery methods?	
a. Use of terminology	
b. Use of images	
c. Media used	
d. Messenger	

Activity #4 – Reflect on Key Messages and Best Practices

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<p>Objective: Participants will review key messages and add and finalize this document. Participants will assemble a rough draft climate story using the template and make a short presentation.</p> <p>Output: Climate Story for each sector</p>	<p><i>Participants: broken out by sector</i></p> <p><i>Materials: Flipcharts, marking pens, sticky dots (various sizes and colors)</i></p> <p><i>Facilitator: guides participants through focus questions</i></p> <p><i>Recorder: prepares summary of key messages and best practices for the Climate Story outline</i></p>
<p>Report Out Outline:</p> <ol style="list-style-type: none"> 1. Define a value statement and target audience (What is the importance of this resource? Whom will you be communicating your story to?) 2. Set the Scene (What is our current situation?) (Session 1) 3. Diagnose an Event (How do we improve the climate early warning system to make informed decisions?) (Session 2) 4. Reflect on the Event (What are key messages and best practices? (Session 3) 	<p>Participants draw on presentations and build climate story activities to identify key messages and best practices. Facilitator records best practices on a flip chart or participants can develop a PowerPoint.</p> <p>Target Audience – select, community leader, president etc.</p>

Template to Guide Development of a Climate Communication Strategy

Climate Communication Strategy
Part 1: Scope of Communication Message
<i>What would you like to communicate about adaptation in your message?</i>
<i>Whom would you like to communicate with?</i>
Part 2: Describe Target Population Characteristics
Target population's current stage of change:
Message Framing (what is the perspective(s) of your message):
Other Considerations:
Part 3: Message Controls and Delivery Methods
Terminology (words to use or stay away from):
Images (graphs, pictures of impacts, etc. – what visual aid(s) can help deliver your message):
Media (in-person meetings, written materials, website, etc.):
Messenger(s):
Part 4: Draft Message