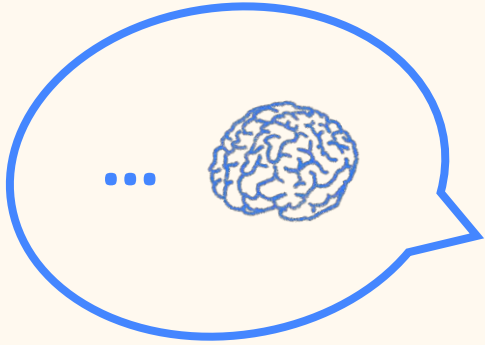
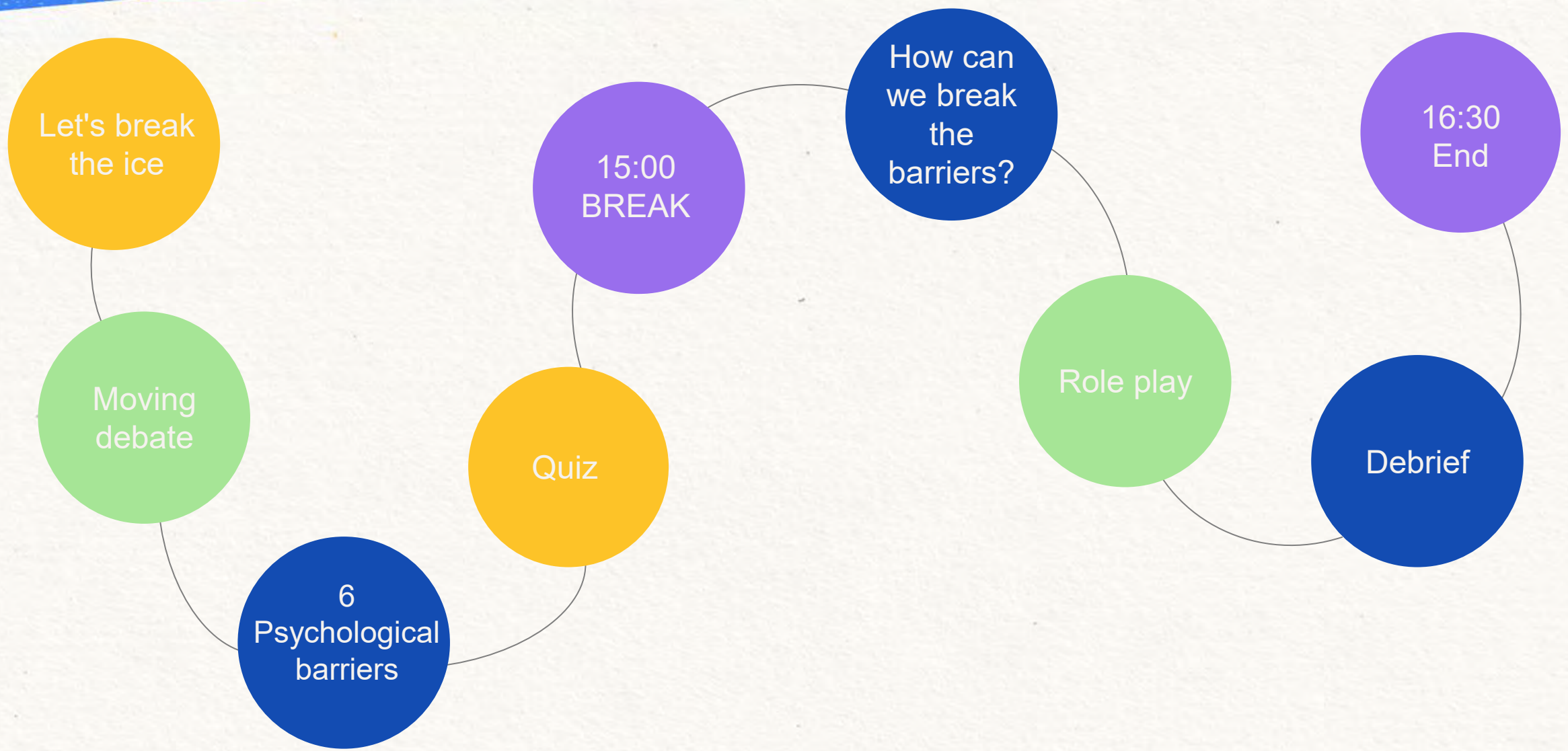


WELCOME TO WORKSHOP #5

Breaking the ice – how should
we talk about climate change
adaptation?



What are we doing today?



Let's break the ice!



??

Not melt it...



!!

Moving debate

Instructions

Left: Agree
Middle: Neutral
Right: Disagree

Moving debate

« Showing shocking images is useful to convince people to change their perception of climate change »



Giant storm, 2022, Corsica France



Fires, 2022, Landes - France

Which images?

Show real people, not staged photo-ops

➤ Stories about people's livelihoods under threat pulls people in: authenticity, and respectfulness are key.

Behind the impact of climate change, there are emotionally powerful stories

Understand your audience

➤ Put in the work to understand the core values of your audience, so you know what images resonate with them.

Evia Island, Greece, 2019
© Milos Micanski / Climate Visuals Countdown



From Climate visuals library

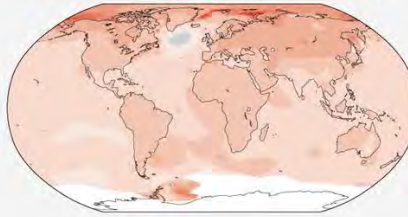
Moving debate

With every increment of global warming, changes get larger in regional mean temperature, precipitation and soil moisture

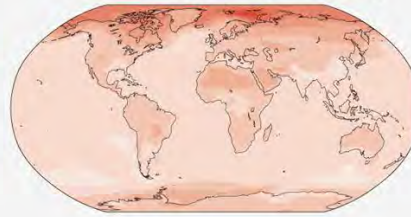
(a) Annual mean temperature change (°C) at 1°C global warming

Warming at 1°C affects all continents and is generally larger over land than over the oceans in both observations and models. Across most regions, observed and simulated patterns are consistent.

Observed change per 1°C global warming



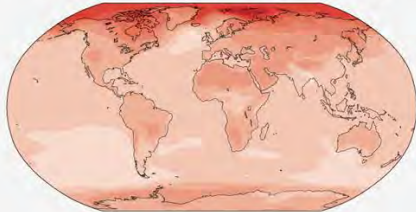
Simulated change at 1°C global warming



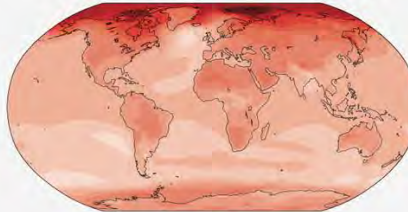
(b) Annual mean temperature change (°C) relative to 1850–1900

Across warming levels, land areas warm more than ocean areas, and the Arctic and Antarctica warm more than the tropics.

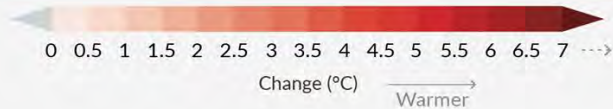
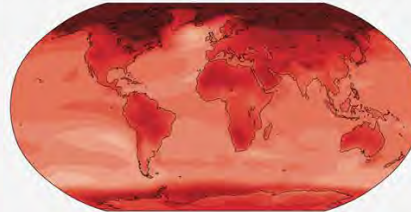
Simulated change at 1.5°C global warming



Simulated change at 2°C global warming

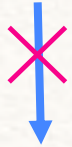


Simulated change at 4°C global warming



« Good communication must be backed up with scientific data »

Model deficit approach



« If people do not act sufficiently against climate change or do not trust enough in the benefits of actions, it is because they do not have the accurate information about it. »

“We now know that it’s not about winning the argument or shouting the facts louder, but about listening and having two-way conversations that resonate with people’s values and what they care about.” Climate outreach organisation

*Any knowledge make sense only **with a context**, which is complex, made by personal identities, traditions, beliefs, cultures, preferences. It is within this **personal context** that one values the relevance of certain knowledge.*

Moving debate

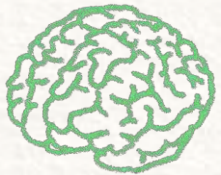


« Guilt-tripping must
be avoided to win
people's support »

Be Careful with emotions



Yes, we all have our part to play in the climate crisis. However, guilt-tripping can lead to **resentment, reactance**, and even **poor well-being**.



Images of climate consequences are emotionally powerful, but they can also be too overwhelming. Connect it to **personal choices**, but don't make individuals responsible for, for example, the plastic soup.

LEVER LES BARRIÈRES PSYCHOLOGIQUES

ou comment
communiquer
sur le changement climatique et la perte de biodiversité

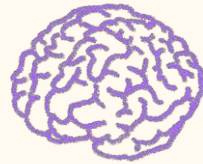


*Overcoming psychological
barriers while communicating
about climate change and
biodiversity loss*



Created by Asters CEN Haute-Savoie
and Mountain Riders

**Take out your
paper and pen**



Barrier of Cognitive dissonance

The person is aware of a discrepancy between what he or she understands of the causes and consequences of climate change and his/her own actions.

This contradiction make he/she unease and may arouse a feeling of guilt.

«I love to go hiking, but without driving, I would not get anywhere»



Barrier of Cognitive dissonance

The person is aware of a discrepancy between what he or she understands of the causes and consequences of climate change and his/her own actions. This contradiction make he/she unease and may arouse a feeling of guilt.



Expert posture

List possibilities adapted to the territorial, social and economic realities of the person.



Facilitator posture

Valuing the efforts already made so that the person continues them.



Entertainer posture

Imagining together simple challenges and experiments to overcome the contradiction



Barrier of Distance

The consequences of climate change or biodiversity loss are invisible, distant, or hard to conceive. It is difficult for people to feel concerned.

« Dying polar bears is sad, but it's only one species... »



Barrier of Distance

The consequences of climate change or biodiversity loss are invisible, distant, or hard to conceive. It is difficult for people to feel concerned.



Explain the different speeds of change depending on the place, the time scale needed for their observation. Explain the difference between weather and climate.



Provide examples that demonstrate concrete, local and/or immediate impacts of climate change



Propose to go interviewing relatives/socio-professionals/experts about their perception of climate change and ask them how it affects them.

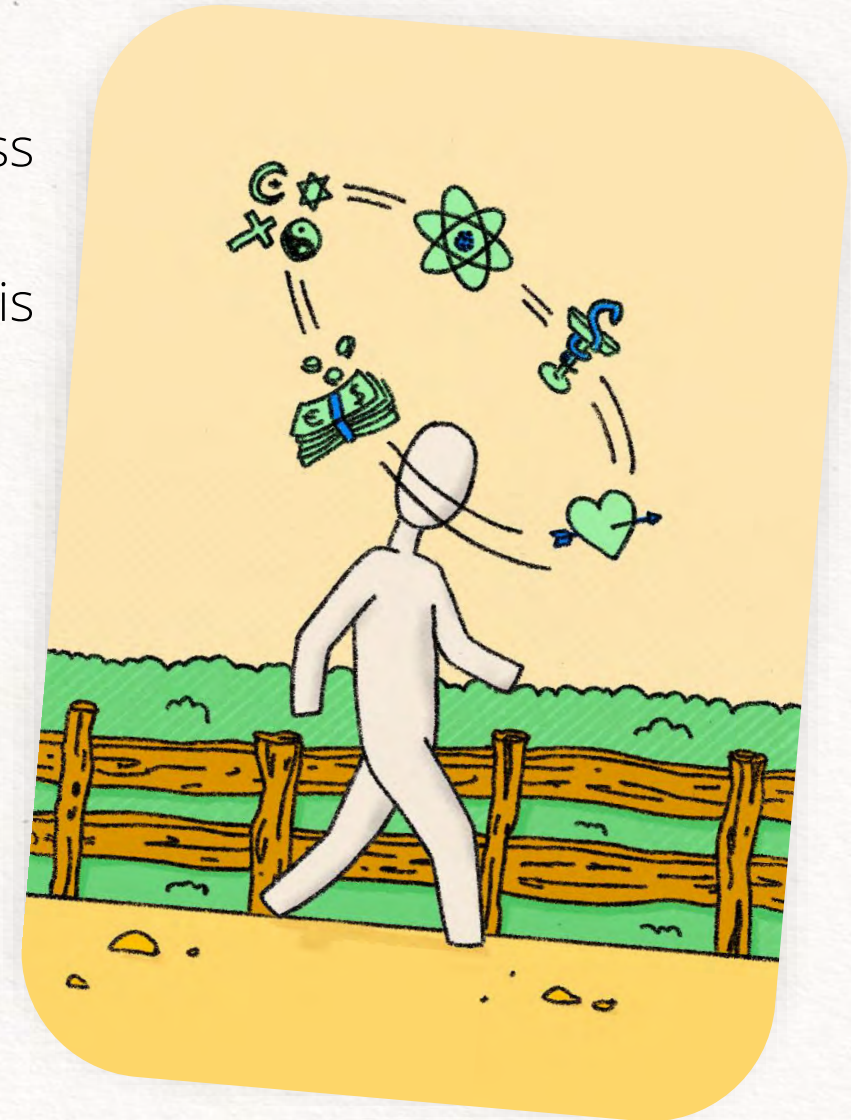


Barrier of Beliefs and representations

The consideration of climate change and/or biodiversity loss challenges the identity, opinions and beliefs of the individual.

Our political, social and moral values are questioned, which is difficult to accept and arouses rejection of the issue.

« We will soon find a technical solution that will solve all of our problems »



Barrier of Beliefs and representations

The consideration of climate change and/or biodiversity loss challenges the identity, opinions and beliefs of the individual.

Our political, social and moral values are questioned, which is difficult to accept and arouses rejection of the issue.



Explain the link between climate, nature and human society.



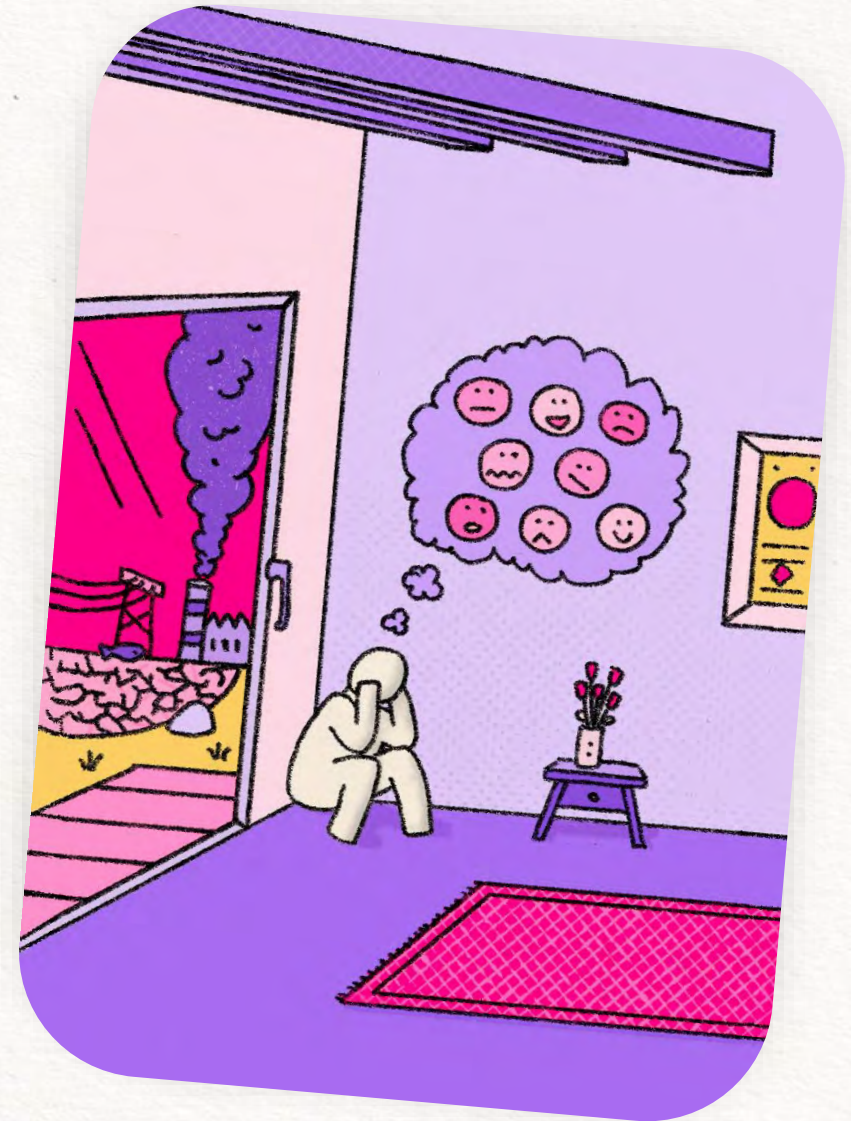
Do not judge the beliefs of the person. Find a common value and link it to climate change.



Barrier of Emotions

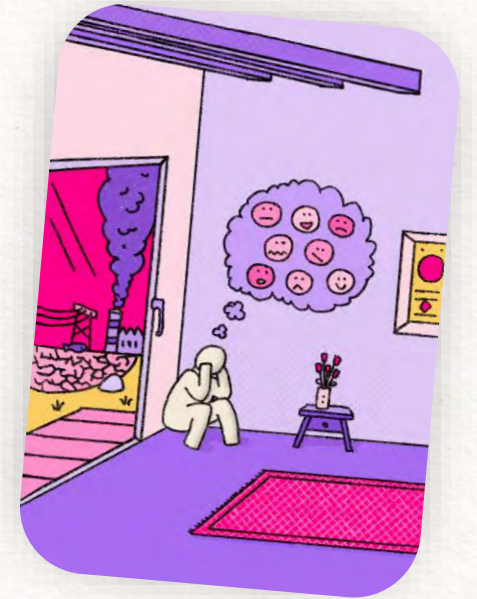
The person does not question climate change, but the emotions that it arouses may prevent him/she from acting, or from continuing hers/his action over time.

« We have known about the pending climate crisis since 1970, but didn't act, why? »



Barrier of Emotions

The person does not question climate change, but the emotions that it arouses may prevent them from acting, or from continuing their action over time.



Make the person comfortable : awareness of the issues at stake is already very important.

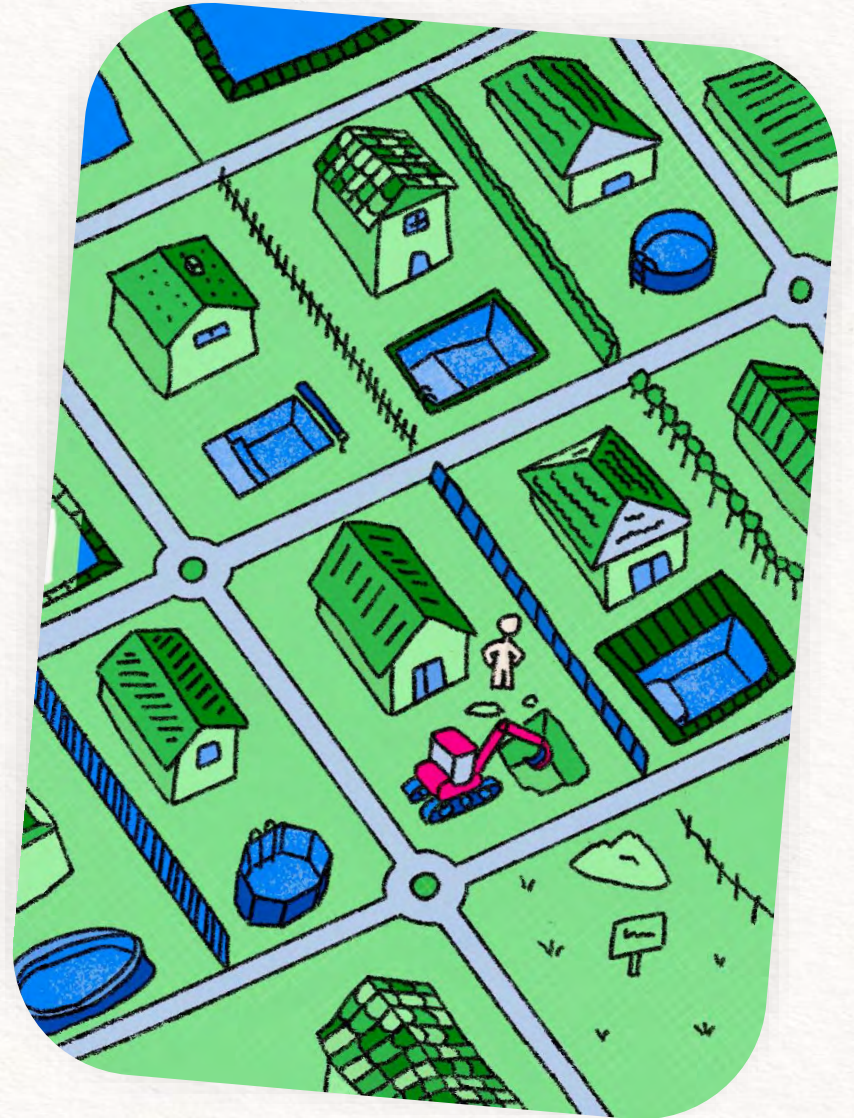


*Suggest a time for introspection to analyse the emotions, give space to express and share them with you.
Tell positive stories of commitment that arouse positive emotions (pride in acting, satisfaction of being in line with one values or being part of a group).*

Barrier: Me & the others

Taking climate change into account, and doing something about it, is conditioned by what others are doing.

« Americans and Chinese are those who emit the most, our actions will not change the situation »



Barrier: Me & the others

Taking climate change into account, and doing something about it, is conditioned by what others are doing.



Explain the different kind of responsibilities and levels of actions, as well as the gradient of impact of actions.



Invite the person to think about an action that makes sense to them and show the positive benefits for the person.



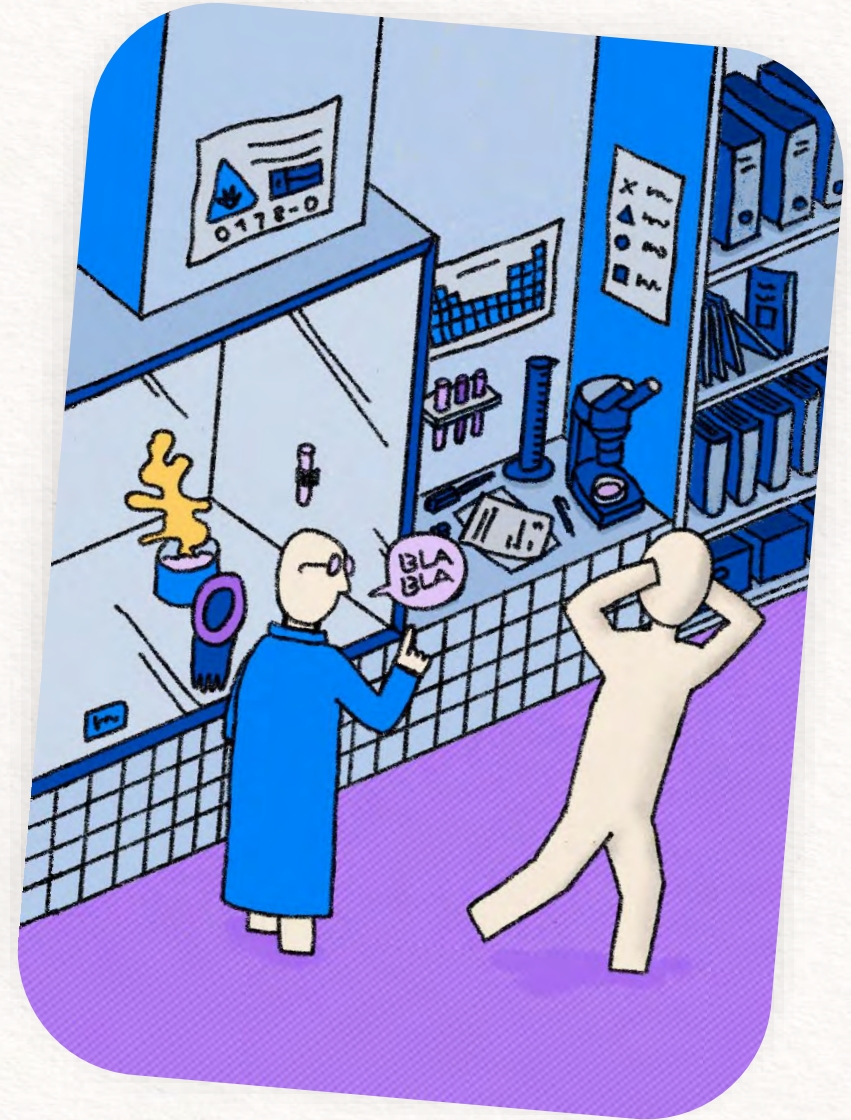
Invite to measure the efforts off the person with dedicated tools.



Barrier of distrust

The person has no confidence in the scientific causes of climate change (or biodiversity loss), nor in the efficiency or compliance of the needed action.

« One should not trust the media or politicians »



Barrier of distrust

The person has no confidence in the scientific causes of climate change (or biodiversity loss), nor in the efficiency or compliance of the needed action.



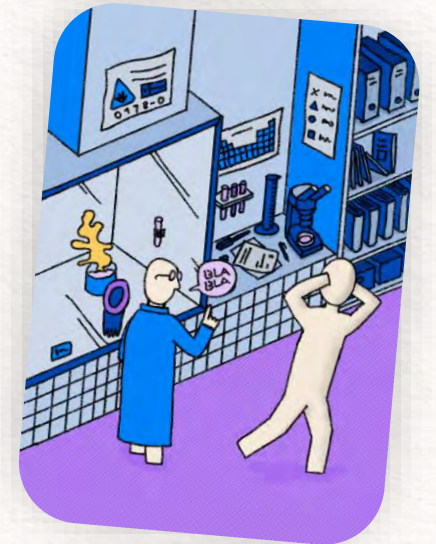
Show that climate change has now a great consensus. When we will feel the impact should be the question, not IF we will feel the impact.



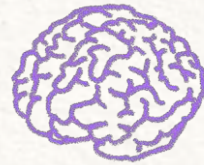
Find a way in: like somebody the person trusts, and have them give a testimony. Valuing critical thinking and offering the person to confront their ideas in different circles.



It is important to show that there is still choices and freedom. What kind of action make sense for her/him?



Quiz TIME



No need to panic

Mistaken comprehension of the climate system

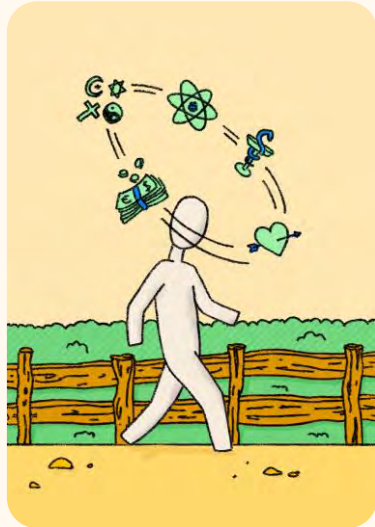
«There have always been some climate cycles. Global warming will end at last.»



Distance

Fixed mindset towards ecologists
Values and identity conflict: them vs. me

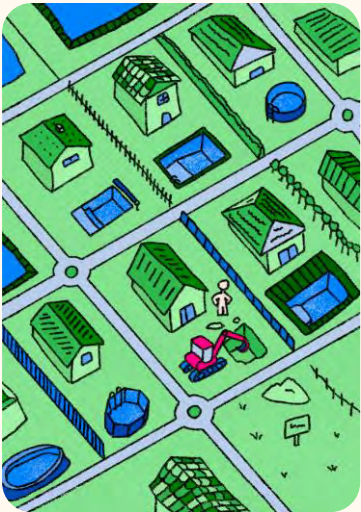
«The protection measures of the park
kill the local economy»



Beliefs and representation

Avoidance of responsibility

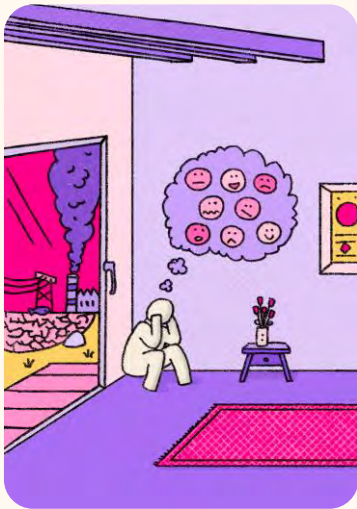
« Politicians should be the ones to find solutions »



Me and the others

Overwhelming feelings
Discouragement
Anxiety

« I felt so bad this summer seeing
dead trees and dried up rivers»



Emotions

**Awareness of the problem, unwillingness to change
Feeling of embarrassment / guilt / inner tension / deadlock**

« I know it is a resting space for fauna,
but at this moment, it is the pleasure
of the sport that comes first »



Cognitive dissonance (self-contradiction)

Distrust, alternative truth **Ego: I am the one seeing right**

«The importance of Climate Change is blown out of proportion. Life always finds a way »



Distrust

Coffee break



Communicator role play

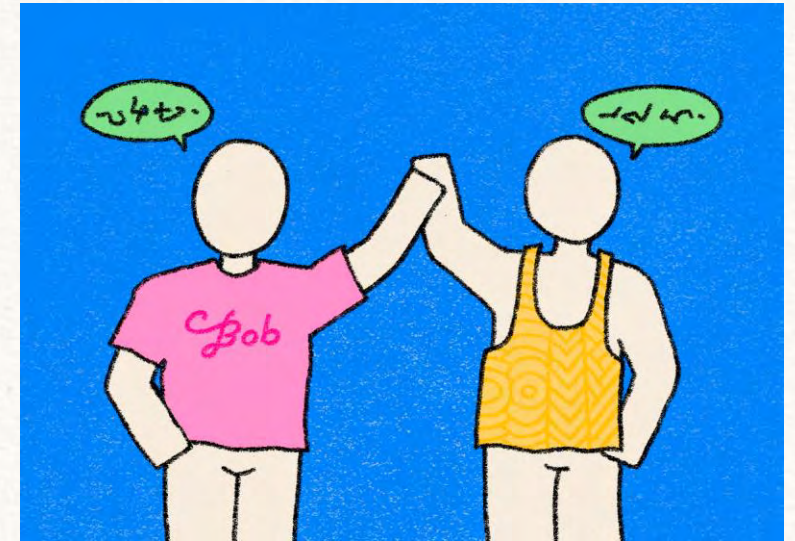
Let's find good positions and responses

2 groups

2 teams of 4 people in each group

1 pick up a barrier card and read it

The other team needs to identify the barrier and then find the adapted response



Setting


It is your first day in the field to update the data on the Natura 2000 site of the Grande Dune. Armed with your butterfly net, the quadra bota and binoculars slung over your shoulder (just in case), you and your colleagues don't really go unnoticed.

It happens that on this day, there are many people on the track leading to the Dune. Breeders and farmers have come together to discuss a project on the ground. Puzzled by your gear, they ask you what you are doing.

Their reactions to the picture you paint of the state of the ecosystems are immediate....




« Our extensive flocks with local cow breeds cause less damages than surfers and beacher-goers that destroyed the vegetation of the dune, and left rubbish behind them. »

A decorative pink shape is located in the bottom right corner of the page, consisting of a solid pink area that tapers to a point towards the bottom right.


« Ecologist said species disappear, but we only know so few to begin with! There are also all those we just don't know about, and maybe they are just fine »

« I am born in the next village, and I can testify that the sea is not rising at all. In fact, it is the opposite ! Dunes have been winning place over the seashore. »

« I am very proud of the quality of my cow's meat. My grandparents and their parents were breeders too. I know people should eat less beef, but it's not really my concern. »


A decorative pink shape is located in the bottom right corner of the page, consisting of a solid pink area that tapers to a point towards the bottom right.

« Natura 2000 ? Just a Brussels top-down policy that has nothing to do with our daily problems. We know better how to protect our territory. »




« Models are often exaggerated or uncertain. At the end, no one knows what going to happen. »

« I have stopped being angry. It is just too late to save this coast and all its heritage. »



« Our farm cannot keep up with the competition, because of your environmental rules. »

« I don't turn over my grasslands, but cannot drive my tractor without fossil fuels. »




« I think we still have time, change will occur at the end of the century. »



« I am quite fed up with climate scientist and all their bad news. »

« Organic agriculture, electric stuff,
those are not the solutions, in some
cases, it may even worse be worse than
the traditional way. »



Interesting reading

[Climate Outreach study](#) which type of photography raise awareness of climate change. 3 000 people among Germany, UK and US participated.

[Climate Visuals website and image library](#) - a unique and trusted source of evidence and images for over 350 climate change and environmental groups, journalists, educators, and businesses.

[Per Espen Stoknes - How can we transform apocalypse fatigue into action on global warming.](#)

Climate Reality Project - [How can we move beyond facts?](#)

Paper - [Creating trust when communicating](#)

Climate outreach - [Practitioner book for climate change communicators](#)



7 core principles for climate change communication



Show real people



Tell new stories



Show climate change causes at scale



Show emotionally powerful impacts



Understand your audience



Show local (but serious) impacts



Be careful with protest imagery

Remerciements

Remerciements

Nous tenons à remercier chaleureusement les personnes qui ont contribué à la conception, à la relecture et au test du jeu dans toutes ces versions : [Nicolas Fieulaine](#), [Gwladys Mathieu](#), [Benoit René](#), [Lucas Wilmotte](#), [Alexis Leroy](#), l'équipe d'[Asters-CEN74](#) et de [Mountain Riders](#), ainsi que [Titouan Guignouard](#) pour le graphisme et [Azao Games](#) pour l'édition du jeu.

Financements

Le contenu du jeu et de la formation a été initié dans le cadre du [LIFE Natur'Adapt](#) (LIFE17 CCA/FR/000089 – LIFE #CC # NATURADAPT) et sa conception finale a été financée par la [DREAL Auvergne-Rhône-Alpes](#).



Adapt to your audience

Des images et des actes
French study that analysed what emotions certain photographs conveyed, and the actions they may trigger.

Choose the visual theme depending on your public concerns



© Pramod Kanakath / Climate Visuals Countdown

- Women of middle age from countryside were more sensitive to consumption thematic visual.



- High social class men, owner of their house, were more sensitive to energy thematic visual.

Adapt to your audience

Des images et des actes
French study that analysed what emotions were conveyed par certain photographies and the actions they may trigger.

Choose the visual depending on your objective



➔ The image makes me want **to find out more**

Shaban Mwinji, a community scout ranger, in Ukunda, Kenya. Standing in a restored Mangrove Forest by Mikoko Pamoja. Mikoko Pamoja is a community-led mangrove conservation and restoration project based in southern Kenya and the world's first blue carbon project. It aims to provide long-term incentives for mangrove protection and restoration through community involvement and benefit.

© Climate visual countdown, 2021, Kenya

Adapt to your audience

Des images et des actes
French study that analysed what emotions were conveyed par certain photographies and the actions they may trigger.

Choose the visual depending on your objective



➤ The image makes me want to **tell others about the problem**

Being a photographer, having this shot is not just a picture to keep, but it's my responsibility to raise awareness. A week after this photo was taken, I did inform the City's Tourism Office for them to make some action. We all need to be responsible for the protection of nature before knowing that is already too late!

© Mark Linel Padecio

Adapt to your audience

Des images et des actes
French study that analysed what emotions were conveyed par certain photographies and the actions they may trigger.

Choose the visual depending on your objective



➤ The image makes me want **to act or change habits**

- Show real people not staged photo-ops,
- Tell new stories,
- Sustainability must be everyones objective

A group of 4 friends posing together during a hike on Mount Snowdon, in Snowdonia national park on a cloudy, damp autumn day.

© Peter Lourenco / Getty Images, 2012, Wales

Adapt to your audience

Des images et des actes
French study that analysed what emotions were conveyed par certain photographies and the actions they may trigger.

Choose the visual depending on your objective



- The image makes me want to **convince others to act**

This image of an oil-spill cleanup has a serious but other-worldly feel to it. It combines identifiable people with industrial-scale pollution, which our research found was an important factor in determining people's sense of the seriousness of the problem.

© Stephane M. Grueso, 2004, Spain



has been organised by the committed teams of



With the financial support of

