

# Why people don't care what you have to say about climate change resilience.



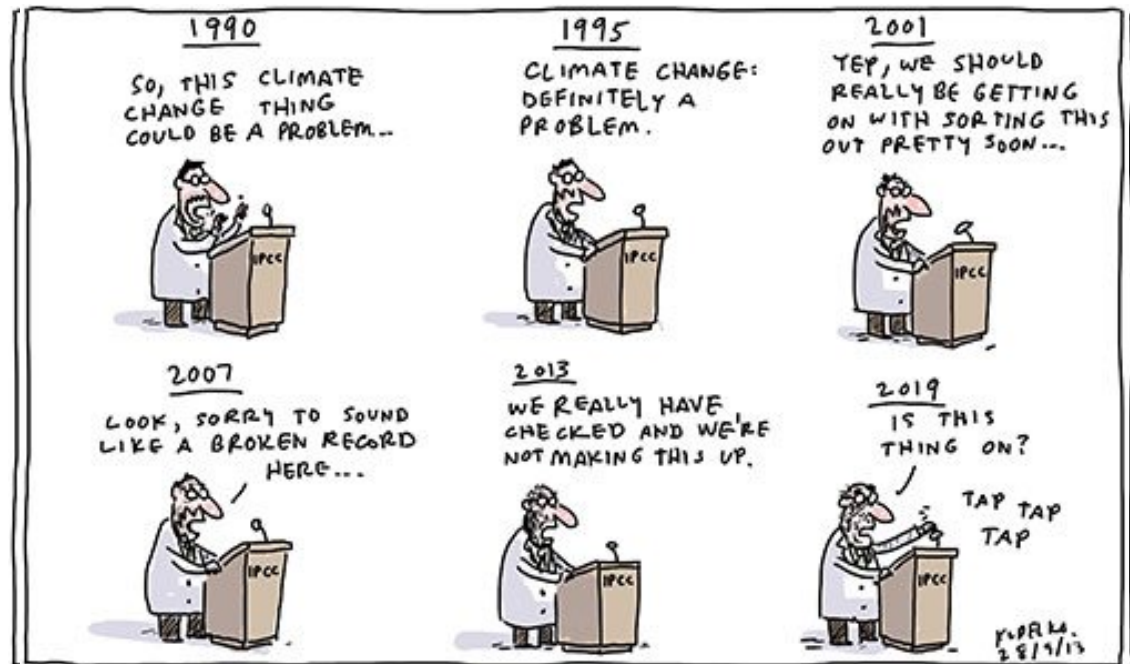
**ACCLIMATISE**  
building climate resilience

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# Let's talk

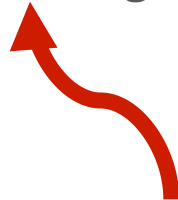
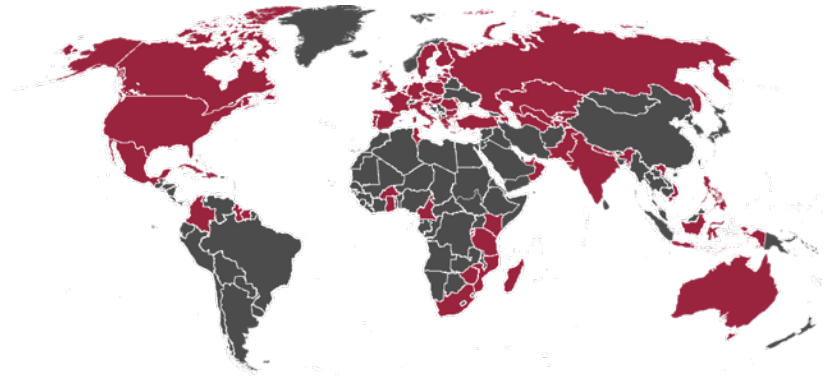


- We have to start talking about climate change resilience in a way that people understand and can relate to.
- People don't care what you have to say unless it connects with them.
- We need to do a lot more talking.
- We need to understand how to talk better.

# Acclimatise.



We help our clients communicate climate resilience: Tailored communications strategies, knowledge management and engaging content.



**Climate adaptation planning**



**Climate finance**



**Communicating climate resilience**



**Vulnerability analysis**



**Identifying investment opportunities**



**Mainstreaming resilience into decision-making**



**Private sector engagement**

[www.acclimatise.uk.com](http://www.acclimatise.uk.com)

# UCCR: A tricky topic.



- A challenging topic for communicators.
- Cannot be separated from attitudes towards climate change more broadly.
- UCCR is a world created by academics and researchers – do not invite them into the bubble... they will refuse!
- To increase impact we must pay attention to communication and it is incumbent on researchers and communicators to go to the people.

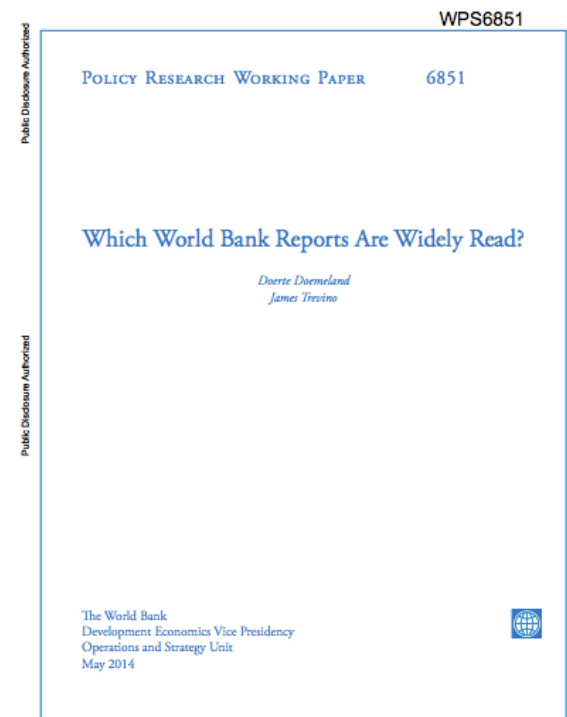
# Why engagement matters.



- Communities are the leaders on resilience.
- Don't forget to tell people.

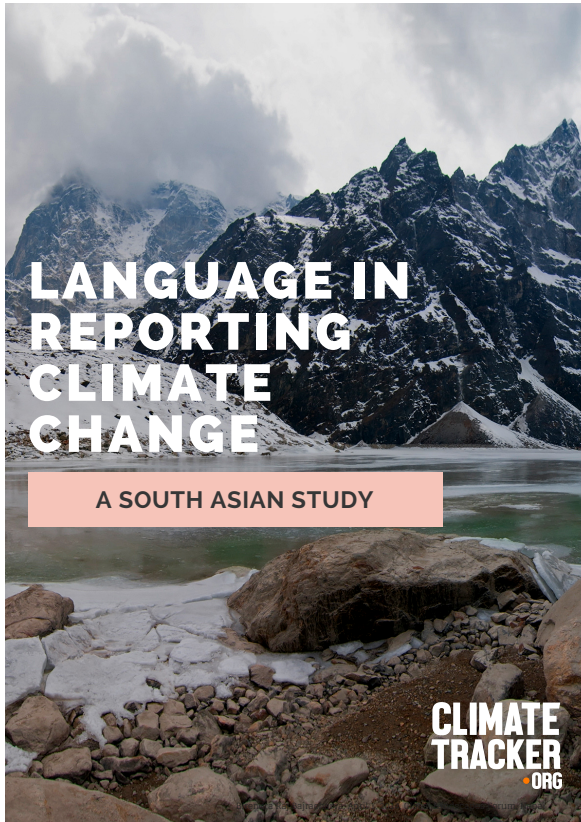
Of 1,611 World Bank policy reports written from 2008 to 2012, Doemeland and Trevino found that:

- 13 percent of the reports were downloaded 250 times or more
- 40 percent had been downloaded fewer than 100 times.
- 31 percent were downloaded exactly zero times.



**Which World Bank reports are widely read ?**  
<http://documents.worldbank.org/curated/en/387501468322733597/Which-World-Bank-reports-are-widely-read>

# We don't get it yet.



- Not much research in Asia.
- Much of the public communications around climate change in Asia has been in English, via English language newspapers.
- There is far less coverage in local-language press.

Language in reporting climate change. Climate Tracker.

<http://climatetracker.org/language-reporting-climate-change-south-asian-study/>

# What we can learn from ‘the Donald’?

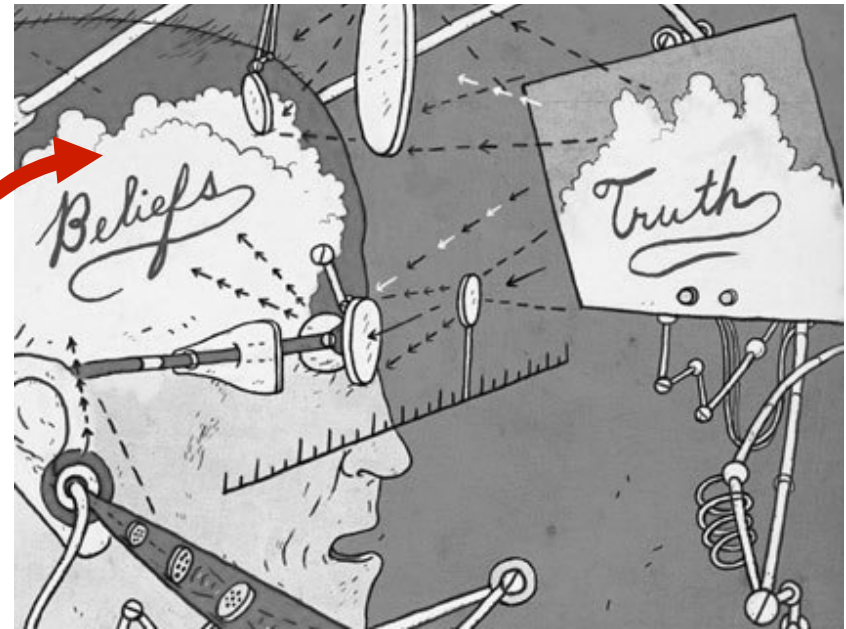
- The fact that Donald Trump is now president of the United States is testament to the power of public engagement and communications.
- What made his offering attractive to the American people?



- Trump realised that people are not convinced by details, they believe in a story.
- He connected with his voters’ values and could frame his message.

# Information overload.

- Stop re-stating the evidence.
- More information does not lead to better outcomes when it comes to action on climate resilience.
- There is no killer fact that will make people engage with UCCR.





# Audience: just who do you think you are talking to?



- It pays to be specific (don't define a range, have a specific person in mind)
- Understand what matters to people: Speak to people in the community: review opinions and culture, run narrative and values workshops.
- Get to the bottom of the values and attitudes towards climate change.

Know your audience down to their socks.

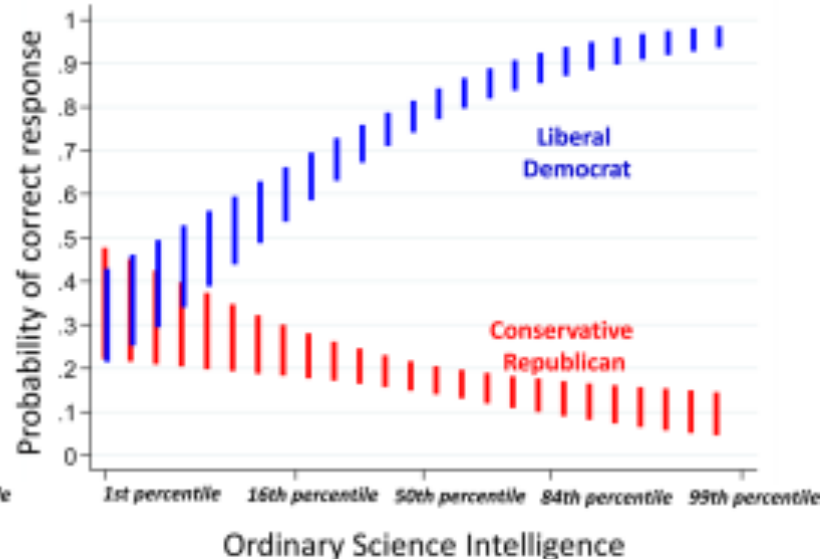
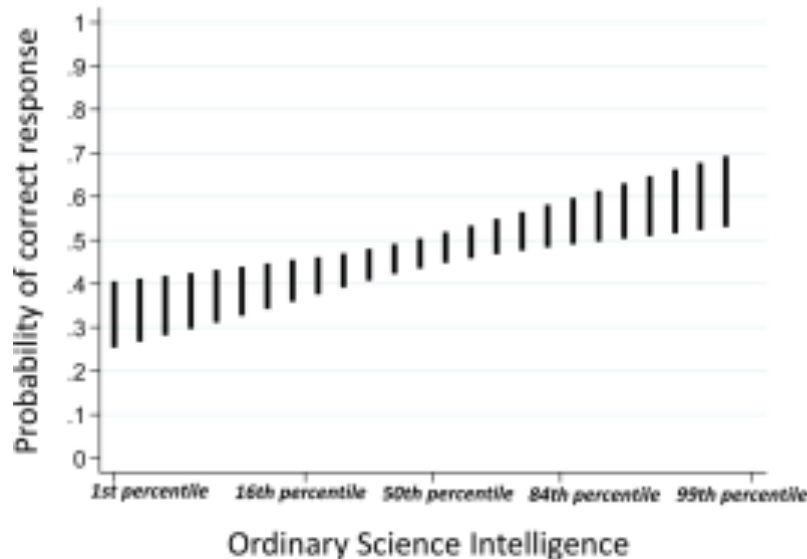


# Values



- Values frame the way we read new information.
- Understand what matters to people.
- Frame your message accordingly.

***There is “solid evidence” of recent global warming due “mostly” to “human activity such as burning fossil fuels.” [agree, disagree]***

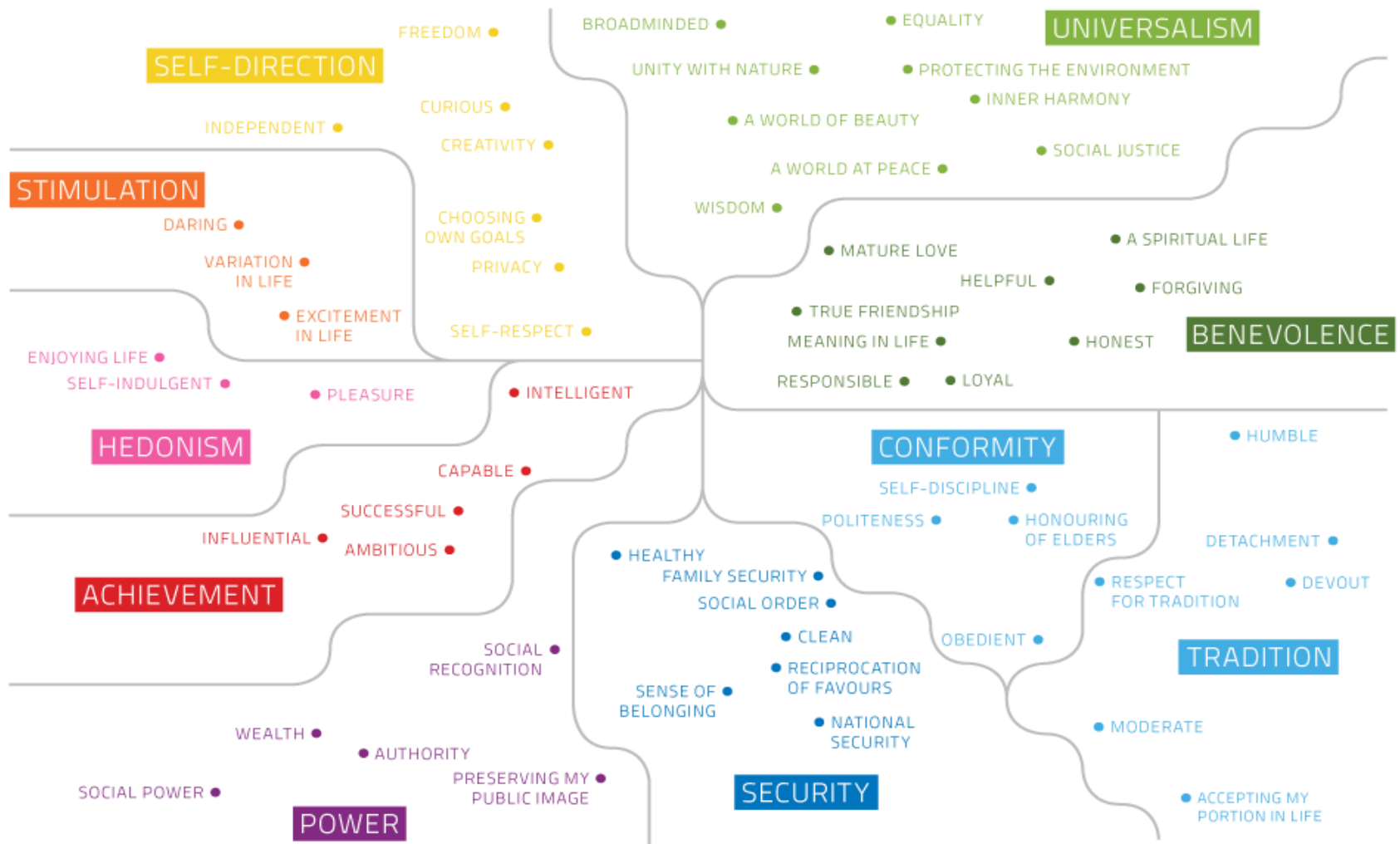


## Political Psychology

pages 1-43, 20 FEB 2015 DOI: 10.1111/pops.12244

<http://onlinelibrary.wiley.com/doi/10.1111/pops.12244/full#pops12244-fig-0006>

# Values



# Values

Communicating  
Climate Change in

भारत  
India

*A Global Narratives project*



- Keep it local.
- Reflect national pride in India as a country that is overcoming challenges and on a journey of improvement.
- Focus on youth.
- Highlight the impacts of climate change on food and health.
- Present climate change as damaging our connection with nature.
- Show that changes need to come at all levels, which includes taking personal responsibility.
- Present climate change as a dramatic rift with the past that threatens natural and social harmony.
- Use concern about pollution as the key entry point for starting the public conversation.

# Framing the message.



- How are you presenting the message?
- Typically UCCR is portrayed as an environmental problem.

CROSS SECTIONS / *New Category Name, News & Features*

It's 'Energy Week' at the White House, and Environmentalists Are Worried. With Reason.

*For Trump, deals are zero-sum games and the goal is 'energy dominance.' But energy policy isn't real estate.*

## Environmentalists Give Japanese Banks Abysmal Climate Change Scores

MATTHEW RENDA June 22, 2017



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# Fishermen, environmentalists continue battle over protected area off Cape Cod

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## ENVIRONMENT

Last update 07:40 | 12/06/2017



## Environmentalists say Da Nang's Son Tra must remain pristine

*VietNamNet Bridge - Without the original Son Tra, Da Nang will be just like other sea cities in Vietnam, according to environmentalists who are opposed to tourism development at the site.*

# Framing the message.

- Environmental disaster
- Cannot be totally attributed to climate change.
- Linked to global GHG emissions.
- Caused many deaths because temperatures rose to unprecedented levels.
- Unusually severe.
- An unstoppable tragedy that will inevitably be repeated.



- Made more likely because of climate change.
- Part of a pattern.
- Deaths due to: poor infrastructure, a lack of green space.
- Poorest were most badly affected.
- Community response — caring for vulnerable.
- Simple changes could save lives.
- Air quality made worse affecting health.

# Consequences not causes.

## SUPPLY CHAIN CLIMATE RISK Thailand floods 2011



The flooding that hit Thailand in 2011 showed how climate impacts at the regional level have significant impacts for global supply chains. Thailand was under water. The ripples were felt around the world.

### Transport



roads damaged or destroyed. Repairs to the transport network cost \$4.5bn.

**6** number of months Don Mueang Airport was closed.



### Agriculture

**12.5%** proportion of agricultural land under water.



**\$45bn** the total economic cost of the floods, including damage to global supply chains; only \$10bn of which were insured losses.

### Manufacturing



**9,859** factories forced to close: total output fell 35.8%



**6,000** fewer vehicles produced each day in car plants in Thailand.



Vehicle production at **Honda's** factories in the US & Canada fell by **50%**



**\$67m** spent by **Nissan** on supply chain recovery costs.



of world's computer hard drives made in Thailand at the time of the flood.

HD manufacturer Western Digital suffered flood losses of \$235 m.

The damage to output caused the global HD price to double. **X2**

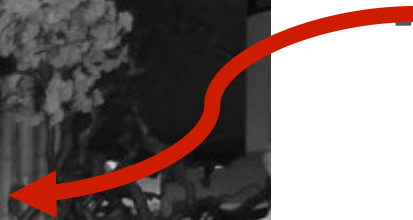
# Attitudes and opinions.



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Hidekazu Tojo



California roll





# Attitudes and opinions.



# Telling Stories



- Storytelling is very effective – it allows for frames and values to be encapsulated in a way that is readily accessible.
- Scientists and researchers can improve the impact of their work by thinking about how they are going to communicate it.
- Humanisation of content.



- ACCCRN champions:  
<https://www.acccrn.net/blog/label/acccrn%20champion>
- Elly Tartati Ratni, Blitar, Indonesia

# Community communication



As part of her research on climate change, Dr Joanne Jordan spent months in the slums of Dhaka talking to over 600 people in their homes, work places, local teashops and on street corners to understand how climate change is linked to or creating problems in their lives and how they are trying to find solutions to those problems.



# Performance



The Lived Experience of Climate Change:

<https://youtu.be/myM8d0AiRgw?t=4m8s>



# Tips for communicating.



- **Avoid fatalism:** despair is a turnoff.
- If you provide a **great problem**, point to some **solutions**
- **Make it clear.**
- Be careful when using **extreme predictions**
- **Keep it real.**
- **Communicating uncertainty** – ‘win-win’ adaptation measures and no/low regret.
- The most important question is “**when**”, not “**if**”.
- **Beware the ticking clock.**

# Thank you



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