

**Biennale
Warszawa**

**+ Dr Adam Levy
(ClimateAdam)**

How

to talk about the climate crisis?

Making Climate Change personal

Climate change is one of the greatest problems of our time, but it is so overwhelming it can feel impossible to understand.

Communication is vital so that people can see why climate change matters, and how it relates to their lives. Focusing on personal communication helps climate change feel more personal, and allows us to feel it is a topic to discuss rather than to be lectured about.

And given that we are (understandably!) currently so focused on the COVID-19 pandemic, keeping the climate change conversation going is more important than ever.



How do people react
to the topic of climate change?

They can be:

Confused
Scared
Bored
Misinformed

I understand why – it's a difficult and upsetting topic!

What we can all do?

We can all fight climate change in every aspect of our lives.

But it is not only an individual task – it is something we have to achieve together.

**To my mind, spreading the word
is the most important part.**

Why is climate communication important?
And why is it important to make it personal?

Climate change is everywhere...
so it can feel like it's nowhere.

Stories localise. Stories humanise.

Climate change isn't separate...
... it's connected to every aspect of our lives.

We can all tell stories...
... we can all share our emotions.

There are four
key climate messages:

1.

**Climate change
is happening.**

...the world is warming up... and the world agrees!

B

There are four
key climate messages:

2.

It's caused by us.

But who is 'us'?

There are four
key climate messages:

3.

It's serious.

The world is one degree Celsius warmer,
and we're already seeing the impact...

There are four
key climate messages:

4.

We can stop it.

There are loads of things we can do as individuals and collectively.

Climate change affects everyone...
... so we need to discuss it however we can.

Even before you start communicating:

Think about what one thing you want to say...
... and who you want to say it to.

1.**People connect to stories,
not facts**

1. Localisation – talk about things that have happened close to home.
2. Validation – what your audience cares about.
3. Challenge – how climate threatens those values.
4. Action – how changes can reflect those values.
5. Restore – reinforcing the world your audience wants.

How to communicate?

2.

Different people need different tones

How do you want them to feel?

Amused
Provoked
Fearful
Hopeful
etc.

How to communicate?

3.

Different people need different media

What does your audience watch, read or use?

Theatre?

Social platforms?

Television?

A local newspaper?

etc.

4.

Different people need different people

What kind of people will inspire your audience?

What aspect of your audience's characters are you appealing to?

If you're speaking to a coal miner, stories about activists
are unlikely to hit home...

;

Author:

Dr Adam Levy
(ClimateAdam)