

# IDEAS LAB NARRATIVES FOR CLIMATE COMMUNICATION

POSITIVE FRAME

#EUROPCOM

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## NATIONAL TRANSLATION

**BREAKOUT(S)**

CONTROVERSIAL SCIENCE



★ USE IMAGES  
 WHERE POSSIBLE

SIMPLE BUT NOT  
 SIMPLISTIC  
 MESSAGES

CULTURAL FACTORS  
 L. DIGITAL / VISUAL  
 L. LINKS TO CONTEXT

★ USE A TIMELINE

AND POLICY



AND PEOPLE

SHOW/OFFER EVIDENCE

#EUGREENDEAL  
**LANDMARK**

★ START WITH THE AUDIENCE(S)

PROs	CONS

→ & THOSE IN MOVEMENT

★ PURPOSE ANY?

KEEP IT POSITIVE

Q. CONTEXT? ...  
 HOW MUCH?  
 WHEN?

ZONE OF CROSSOVER!

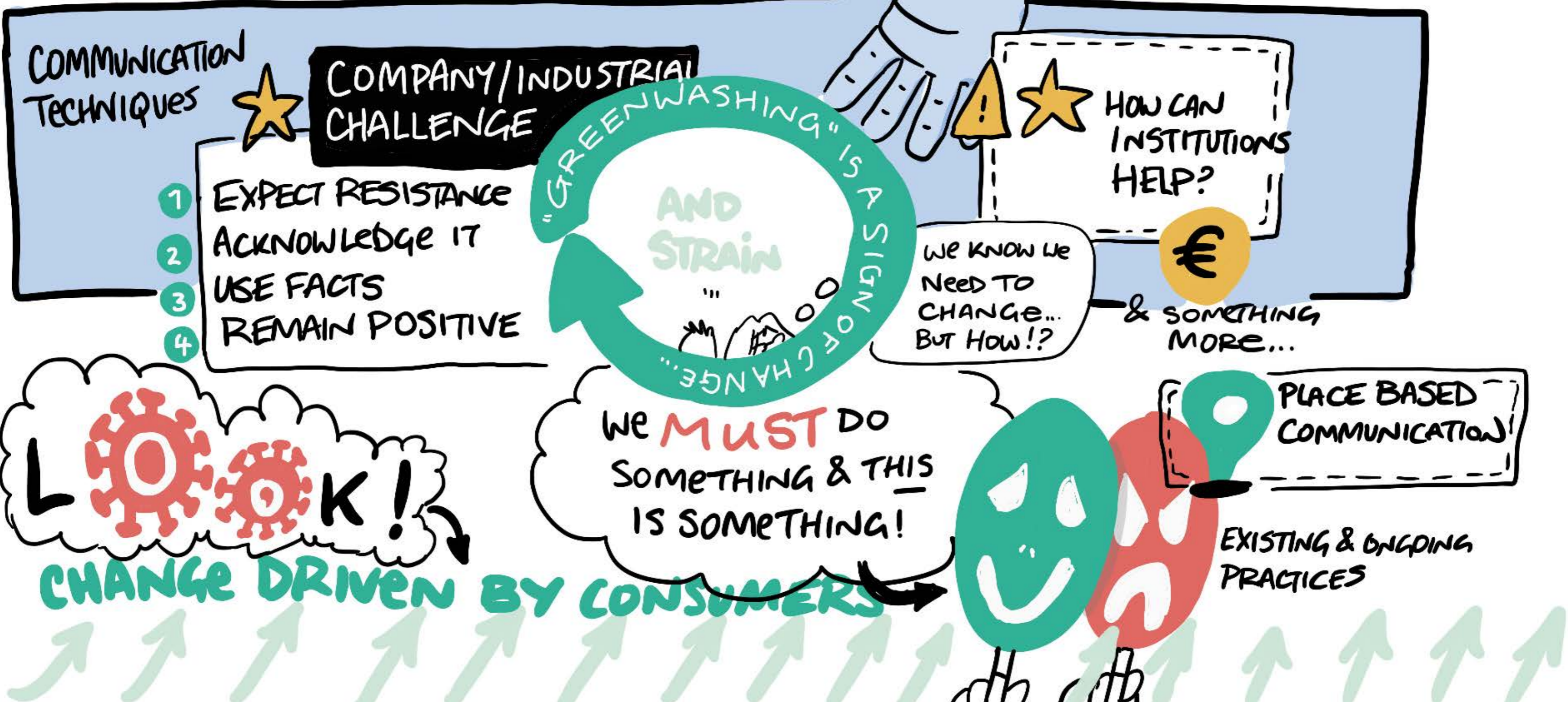
HOW TO PRESENT?  
 AUDIENCE SPECIFIC...

CHANNELS OF COMMUNICATION

*dramali*



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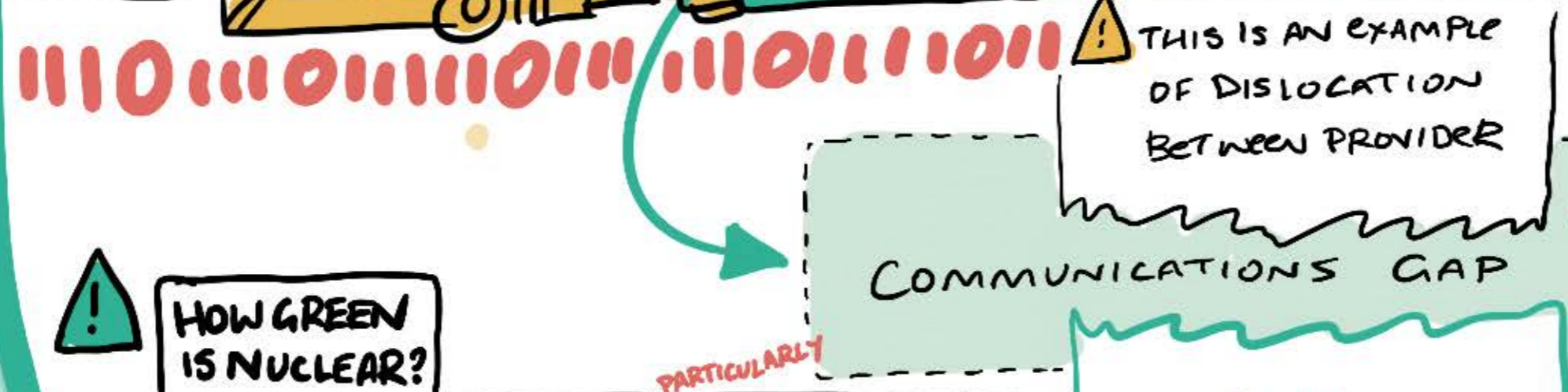


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# DISCUSSION



## #EU GREEN DEAL



! HOW GREEN IS NUCLEAR?

PARTICULARLY ENERGY IS DIFFICULT ... BECAUSE ACTION IS PASSIVE OR PROTEST...

! COMMS IS DIFFICULT ... BECAUSE OF DIS OR MIS INFORMATION



THANK HEAVEN WE ARE JUST UNSIGHTLY AND NEW



? EXAMPLE OF CULTURAL AUDIENCE



IT'S SO FAR AWAY!



REMEMBER WORRYING ABOUT ACID RAIN?