

IDEAS LAB

LEARNING FROM THE LEGACY OF MISCOMMUNICATING CLIMATE SCIENCE

FACILITATOR
ROBERT WATT
 COMMUNICATIONS DIRECTOR
 AND HEAD OF STRATEGIC
 POLICY ENGAGEMENT,
 STOCKHOLM ENVIRONMENT
 INSTITUTE

FACILITATOR
LAURA SMILLIE
 POLICY ANALYST
 EUROPEAN COMMISSION:
 JOINT RESEARCH CENTRE

UNCERTAINTY!

LANGUAGE!

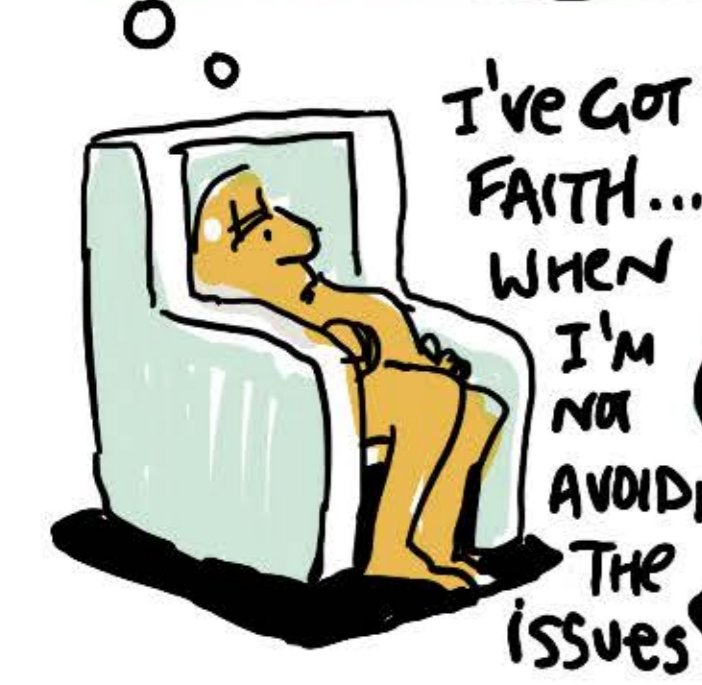
PROBABILITY AND RISK



THE DIGITAL COGNITIVE CHALLENGE



#PARAPHRASE
#DISASTERCOMMS



I'M UNCERTAIN I HAVE ANYTHING HELPFUL TO OFFER

WELL, THAT'S NOT QUITE TRUE IS IT?



PSEUDO UNCERTAINTY
drawNALISM

IDEAS LAB LEARNING FROM THE LEGACY OF MISCOMMUNICATING CLIMATE SCIENCE

#EUROPCOM

WORKSHOPS STRUCTURE



.EEA
.EFSA



CHALLENGES

- MEMBERSHIP PROFILE
- SHORT TERM ENGAGEMENT
- [PARTY POL AGNOSTIC]

★ RAPPORTEURING & INTRODUCTIONS
 UNDERSTANDING COMMUNITY WITH DATA

VALUES DATA

HYBRID DIGITAL AND REAL WORLD EVENTS

SEGMENTATION INSIGHTFUL AND ETHICS

EXAMPLE VAN BAVEL

WHO'S HERE?
 . ECoR
 . INTERNAL COMMS PUT INDUSTRY AGENCY

INSTITUTIONAL AGENCIES
 . YOUTH ORGANISATIONS

FOCUS

JULIUS: 18-23 YRS
 - UNDERGRADS, FOR THOSE IN EDUCATION

CLIMATE AS CROSS SECTORAL

★ INTEGRATING ACADEMIC INTO LOCAL

15-21 YRS
 NON STATE ACTORS
 CITIZENS

★ STARTING EARLIER SEEMS ESSENTIAL

ABOUT 800 MEMBERS AVAILABLE ASSET

ENGAGED & POLITICALLY AWARE

★ MOST LEARNING IS SOCIAL

! THE MISSING HALF (OR MORE)

HOW AND WHERE TO COMMUNICATE: SOCIAL CHANNELS

PHYSICAL EXCHANGE IS KEY
 FACEBOOK GROUP [DEPENDENT]

COST EFFECTIVE BUT

OUTREACH

Q EXTENSION OF THE LOCAL NETWORK?

★ AUDIENCE KNOWLEDGE

GEOLOCATION

VALUES

! CHALLENGE OF CONTINUITY

POST STUDYING ALUMNII


IDEAS LAB LEARNING FROM THE LEGACY OF MISCOMMUNICATING CLIMATE SCIENCE

#EUROPCOM

ACTS
 DATA
 FACTS
 RESEARCH
FACTS
FACTS
FACTS
 RESEARCH


P
 R
 O
 T
 I
 C
 I
 N
 A
 L
 C
 O
 M
 M
 U
 N
 I
 C
 A
 T
 I
 O
 N

0 DIRECTLY ENGAGING WITH TOUGH AUDIENCES



TALK CAR... RIGHT

2 TALKING IT TO THE DENIERS



3 HONESTY ESSENTIAL



TRUSTED

PROMISES A GREEN UTOPIA WILL NOT WORK



4 BE LOCAL



ABOVE ALL

★ UNDERSTANDING OUR POLITICAL NATURE

ASSET LIST AVAILABLE AFTER EVENT

5 FINDING THE RIGHT

RESKILLING REMAKING



BUT WHAT DOES IT MEAN FOR US?



STARTS BUSINESS

drawNALISM
drawing knowledge