

Climate Change Interpretation

NNOCCI National Network for Ocean and
Climate Change Interpretation

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October 1, 2020



CALIFORNIA
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SCIENCES

A satellite view of Earth from space, showing the Americas and the Atlantic Ocean. The image is a composite of two satellite images, one above and one below a central text overlay. The top image shows the Arctic region and parts of North America and Europe. The bottom image shows the Caribbean, Central America, and the northern part of South America. The text is overlaid on a semi-transparent white band across the center.

Have you had conversations about
ocean or climate change?

What about it was successful? Challenging?

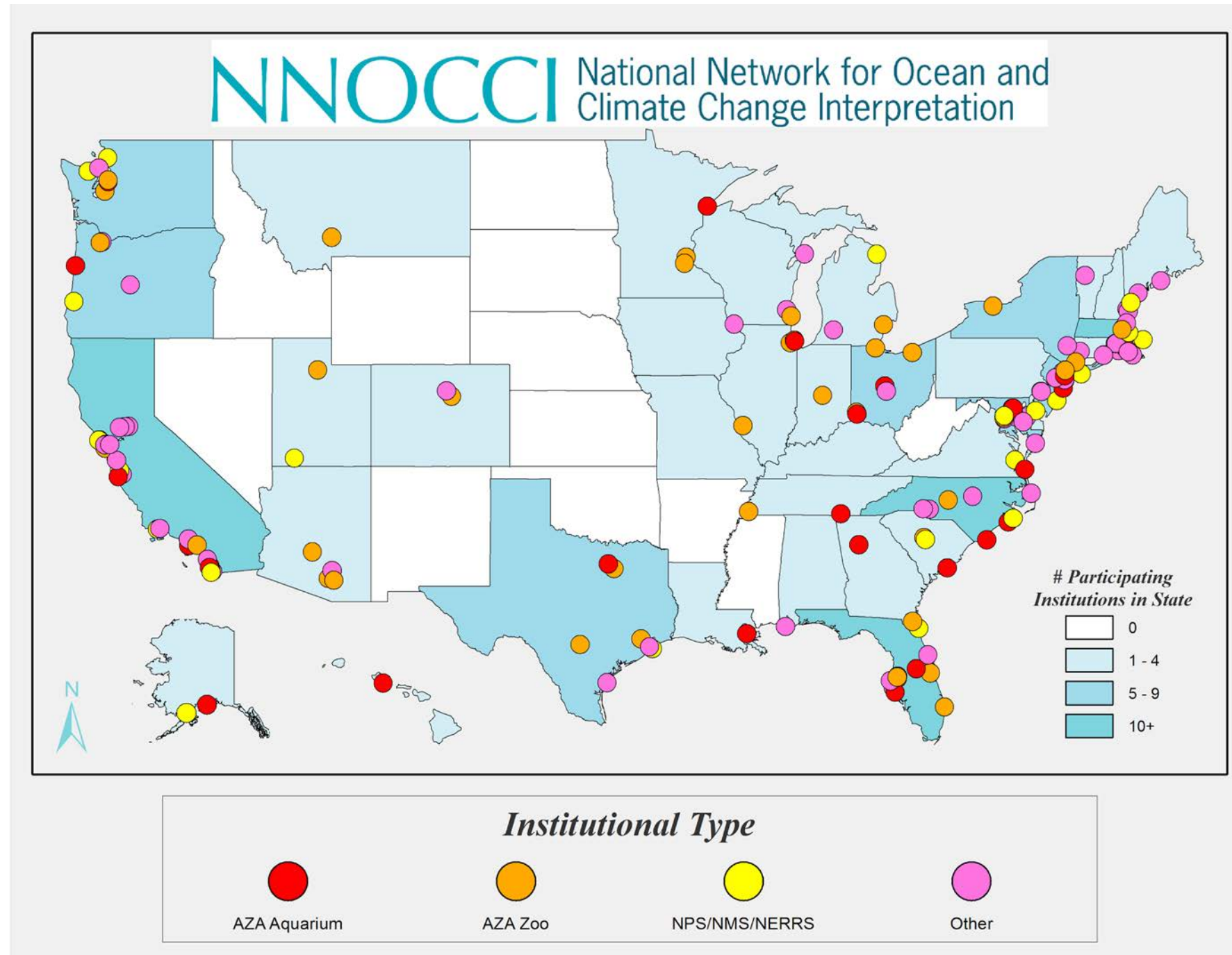
Climate Conversations can be difficult!



The good news is...

According to the Yale Program on Climate Change Communication, in 2018:

- » 73% of Americans think climate change is happening
- » 69% of Americans are worried about climate change
- » The trend is upwards!

That's where NNOCCI comes in!




Value
Protection

1. Values



Explanatory Metaphor
Heat-Trapping Blanket Regular and Rampant C

2. Explanatory metaphors




Frame Element
Solutions

3. Community-oriented solutions



4. Communication traps

The CLIMATE STORY

Why Does This Matter to Society?

Lead with **Values** that are commonly shared

How Does it Work?

Use Tested **Explanatory Metaphors**

What Do We Do About It?



Describe **Solutions** that Fit the Scale of the Problem

Framing with Values

Start with the “Why”



Framing with Values: Protection



Value
Protection

Framing with Values: Responsible Management



Value

Responsible Management

Practice Framing with Values!

- » Scenario: You are on a whale-watching tour with fellow participants and want to start a conversation about the GFNMS Ocean Climate Program
 - Fellow Participant: “Sounds like GFNMS does very important work!”
 - You: “_____”



INSTRUCTIONS

- » Choose a Value
- » Open handout and read through ideas on pg 2
- » Apply ideas to your response

- » **Scenario:** You are on a whale-watching tour with fellow participants and want to start a conversation about GFNMS Ocean Climate Program
 - Fellow Participant: "Sounds like GFNMS does very important work!"
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Share Out

- » How could you see yourself applying this Frame Element?
- » What was challenging?



The CLIMATE STORY

Why Does This Matter to Society?

Lead with Values that are commonly shared

How Does it Work?

Use Tested Explanatory Metaphors

What Do We Do About It?

Describe Solutions that Fit the Scale of the Problem



Explanatory Metaphors

Address common holes in understanding

Heat Trapping Blanket

Explains how excess CO₂ → Climate Change



Explanatory Metaphor

Heat-Trapping Blanket

A metaphor for the basic mechanism of climate change



The story you're telling:

When we burn fossil fuels for energy, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket that traps heat around the world, which disrupts the climate.

Regular vs Rampant CO₂

Demonstrates the different roles played by CO₂ released in respiration, and CO₂ released by burning fossil fuels



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A metaphor for the basic mechanism of climate change



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Practice Framing with Explanatory Metaphors!

» You are conducting a beach survey, and a community member stops to ask you what you are doing. You want to highlight the impact of Climate Change on seabirds.

- Community member: “Are you counting the birds?”
- You: “_____”



INSTRUCTIONS

- » Choose an Explanatory Metaphor
- » Open handout and read through ideas on pg 2
- » Apply ideas to your response

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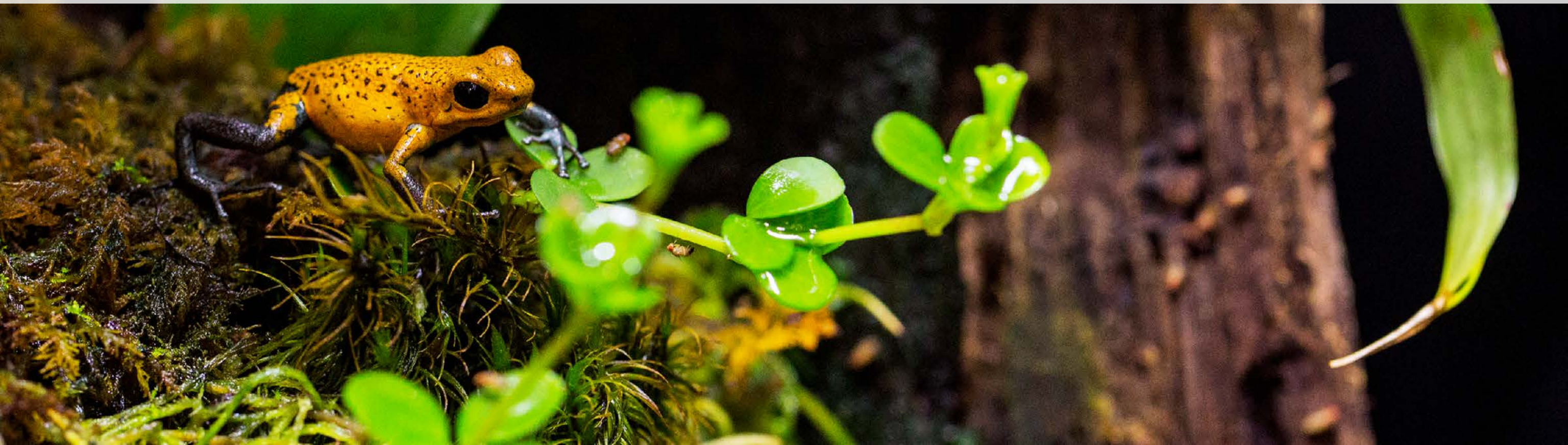
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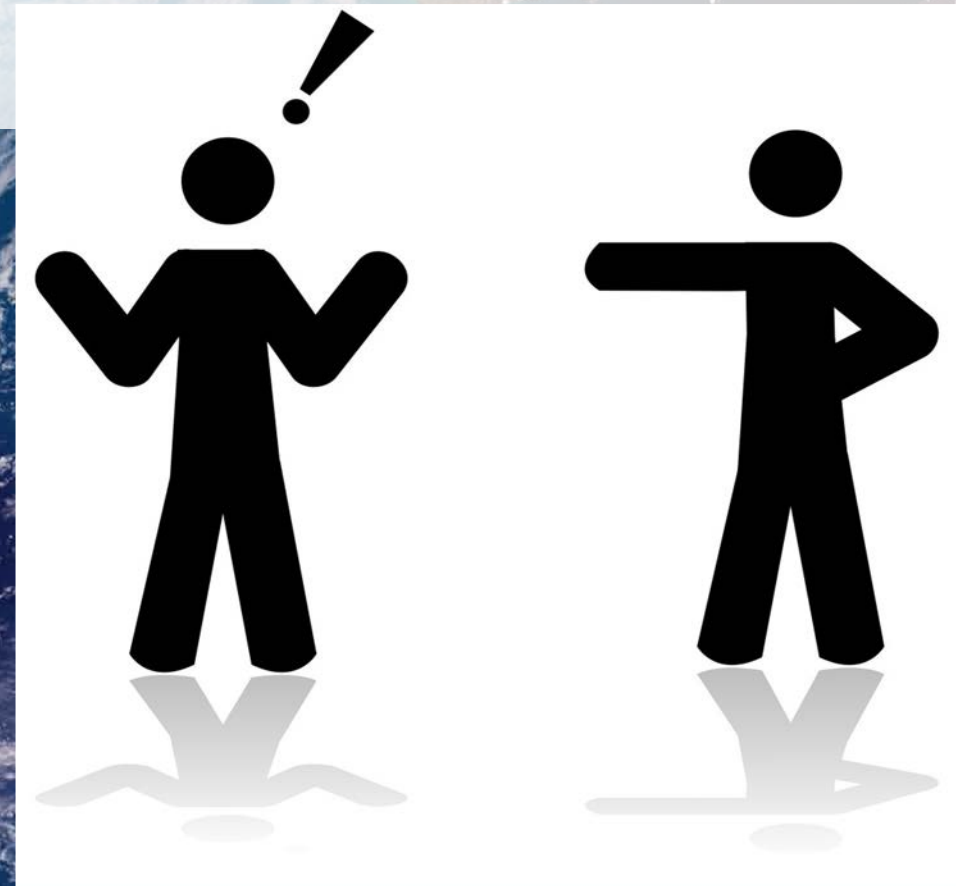


Communication Traps to Avoid

What not to say...

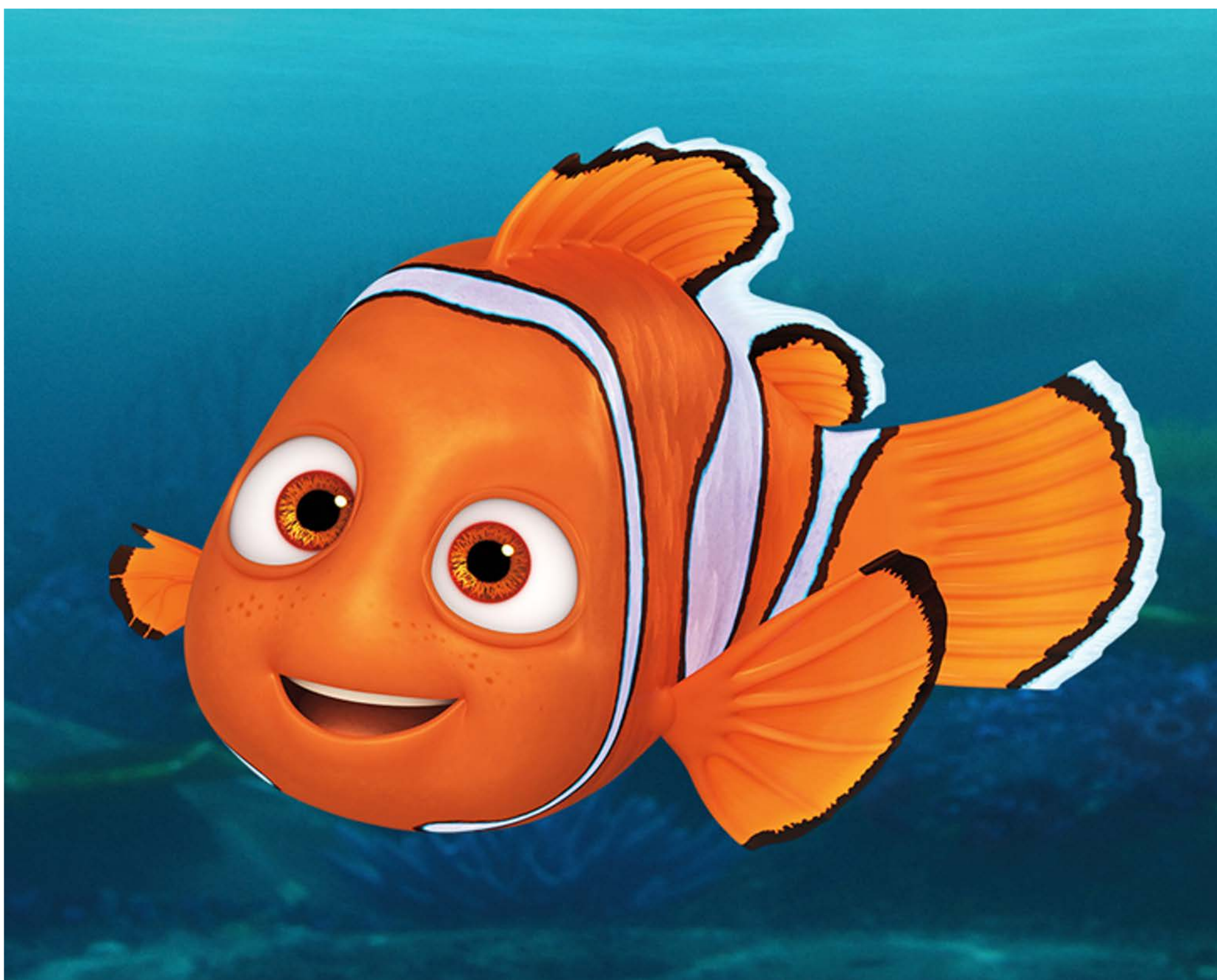


The Crisis Trap



The Cute Critters Trap





The “Do One Thing” / Individual Action Trap



How can you save the planet?

- You can recycle.
- You can make sure there is no leak in the bathroom.
- Close the water when it is running.
- Turn off the light when no one in the room.



The image is a composite of two underwater scenes. The top half shows a deep blue ocean with a large school of yellow and white fish swimming towards the viewer. The bottom half shows a diver in a blue wetsuit with 'FERRARI' on the leg, surrounded by a diverse coral reef and various colorful fish. In the foreground of the bottom scene, several people are silhouetted against the bright light of the aquarium, holding up their phones to take pictures of the diver.

Framing with Solutions

“What can we do about it?”

Community-based Solutions



sfbike.org

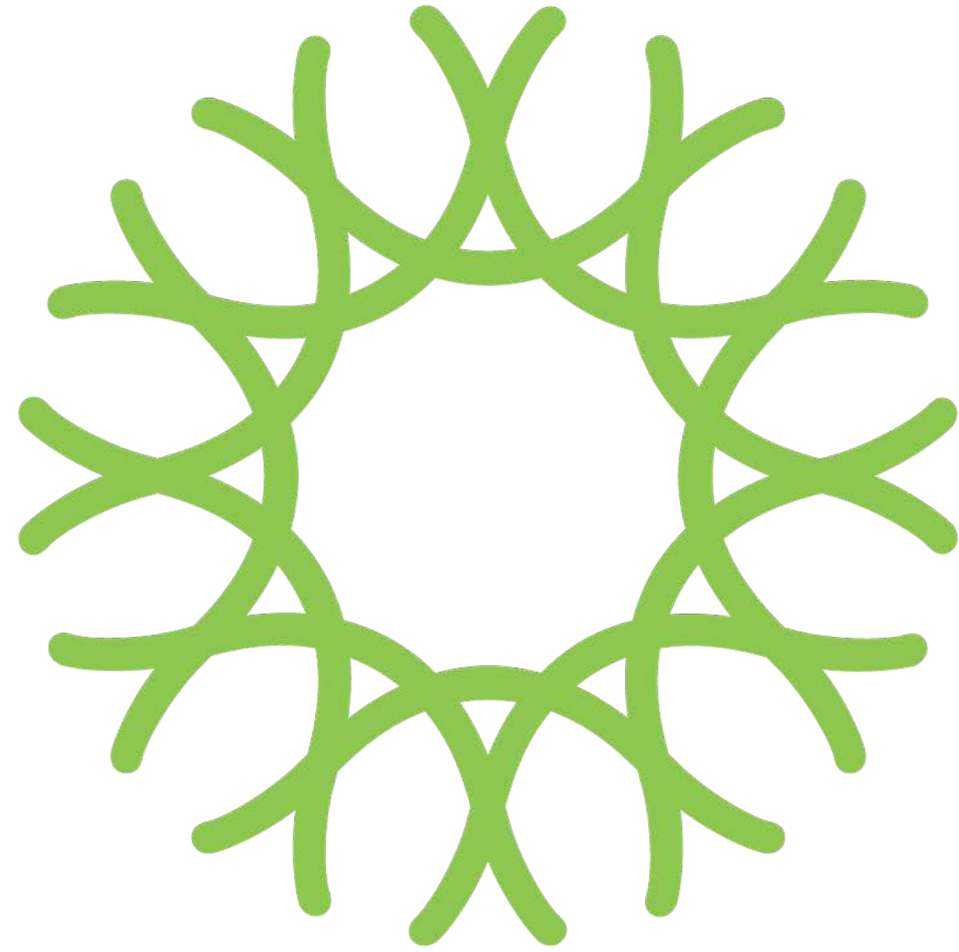


Community renewable programs

Where to Learn More

- » Reframe cards
- » Supplemental information on Framing with Values and Metaphors
- » Frameworks 2014 Report
- » Free NNOCCI coursework
- » Climateintepreter.org





Thank you

Main Title Slide

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Image with paragraph

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Interested in Volunteering?



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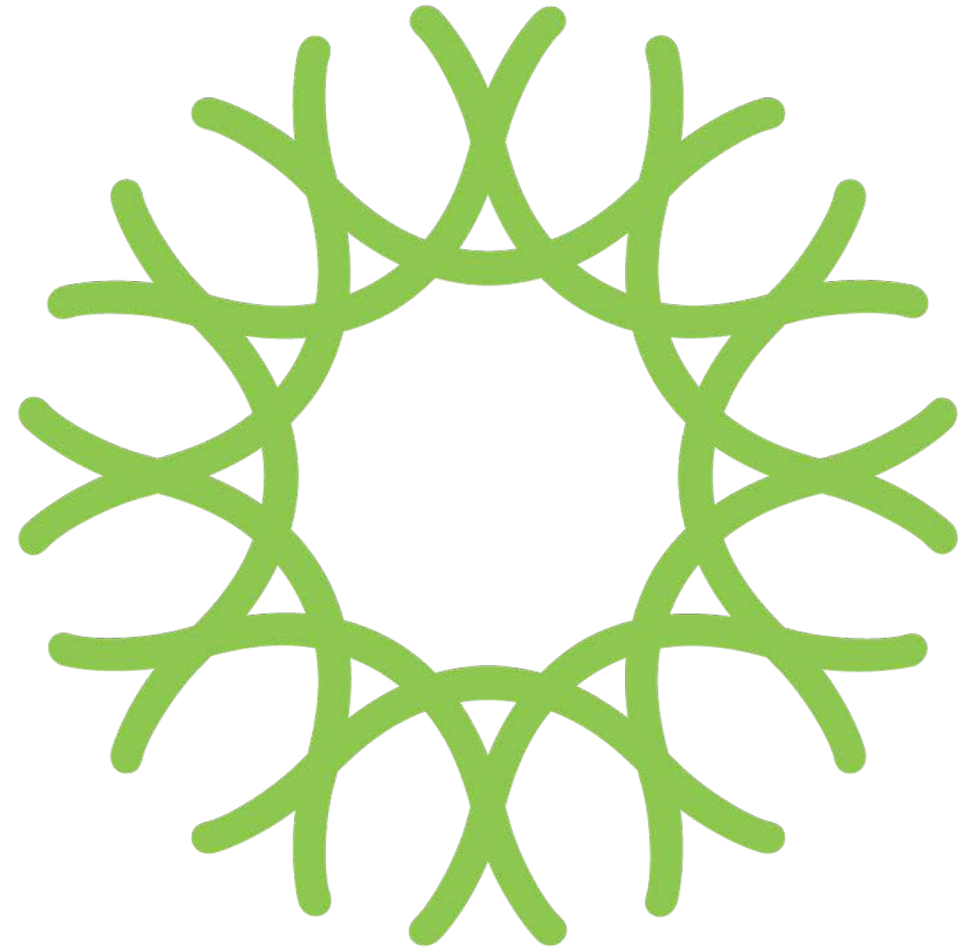


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