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Public Discussion Forum on Energy and Climate Change Education

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C2ES

CENTER FOR CLIMATE AND ENERGY SOLUTIONS

C2ES.ORG

About Center for Climate and Energy Solutions

- Independent, nonpartisan, nonprofit organization
- Working to advance strong policy and action to address the twin challenges of energy and climate change
- Founded in 1998 as the Pew Center on Global Climate Change
- Became C2ES in 2011
- Named one of the world's top environmental think tanks in 2012 (Univ. of Pennsylvania survey)

Business Environmental Leadership Council (BELC)

The challenge (?)

The impacts of climate change pose significant risks to economic development; ecosystems and natural resources; and the health and well-being of individuals and communities.

The are a number of uncertainties about future climate, which complicates (sometimes *unnecessarily*) the design and implementation of strategies to reduce greenhouse gas emissions and prepare for impacts.

If only people understood the above, then we could solve the climate problem, right?

The challenge (?)

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…NO!!!

Real Challenge - integrating climate with existing priorities (i.e., making people care)

- **Who should be talking about climate?**
- **How to talk about climate?**
- **Ways forward**

Who should be talking about climate?
Climate communications dilemma

- Conversation is driven by informational "elites"
- Not always inclusive of farmers, resource managers, health providers, and business leaders "on the ground"

Policy wonks and scientists ("elites")

VS.

Those working "on the ground" in agriculture, health, and transportation

Who should be talking about climate change?
Messengers with new narratives

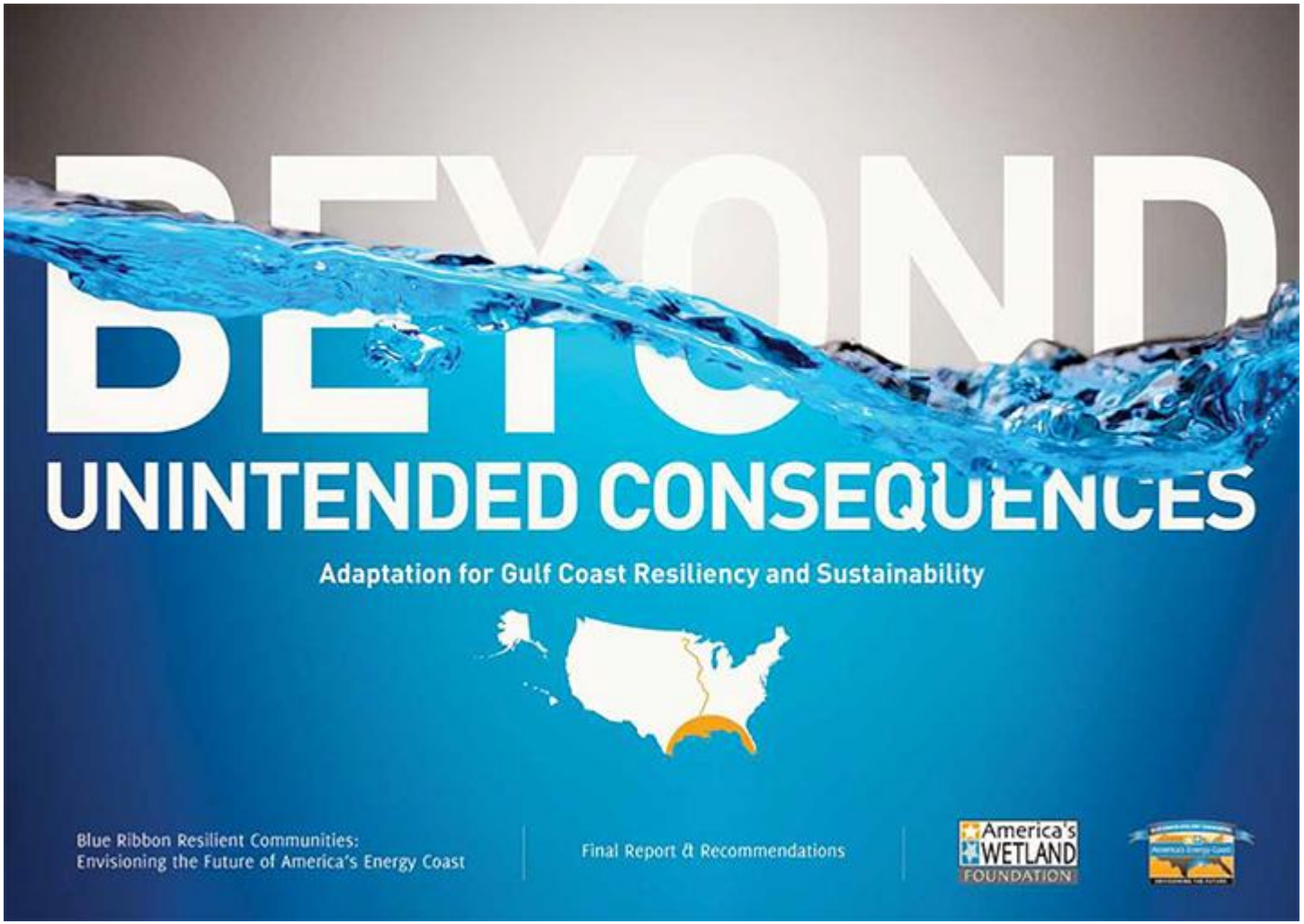
The "on the ground" groups have:

- Credibility
- Access to previously unengaged audiences
- Information and experience that validate technical/abstract concepts
- The ability to "contextualize" climate with other risks and opportunities
- The knowledge to understand and implement adaptation strategies

How to talk about climate?

- Connecting to values and priorities
  - How does climate relate to important natural, built, and cultural resources?
  - How does climate change relate to past disaster events? “Normal,” more positive events (e.g., harvests, holidays)?
  - For the right audience, this might include economic information
- Emphasizing opportunities
  - Changes in climate may offer new opportunities
  - Reducing greenhouse gas emissions or pursuing adaptation may represent opportunities
  - Most opportunities are tied to existing interests
- Flexibility and diversity in messaging (especially regarding language)

Example:
Beyond Unintended Consequences



http://www.futureofthegulfcoast.org/

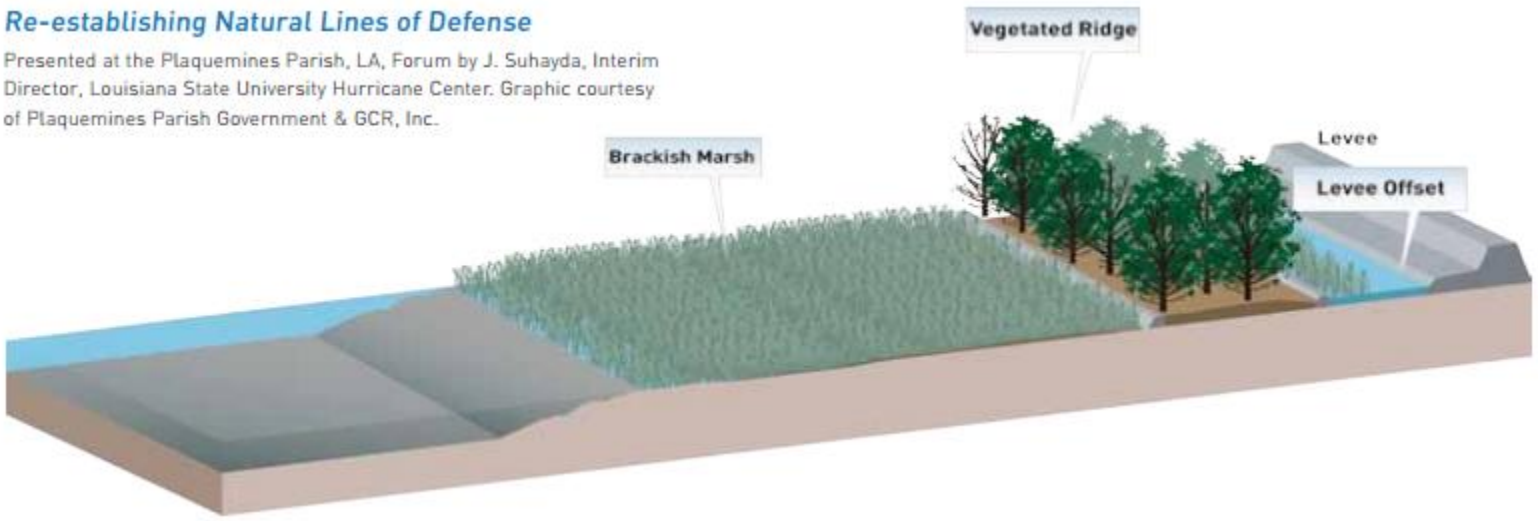
Recommendations from *Beyond Unintended Consequences*

Recommendations

- Deploy multiple lines of offense
- Allow innovation and enterprise to flourish
- Revitalize regional strengths and pride

What the recommendations demonstrate

- Language that connects to opportunities
- Diverse sets of stakeholders can produce strong action statements
- Recommendations still "fit" a resilience strategy, while satisfying other goals



Ways forward

1) Establishing **communities of practice**

   Bringing together people across a community or industry to participate in a discussion, and maintaining this engagement over time

2) Better **documenting successes**

   What works? With whom? Why?

3) Finding ways to **leverage existing resources**

   Academic, NGO, government, and industrial groups are all working on this!

4) Including **private sector business**

Joe Casola, PhD

Staff Scientist
Director for Science and Impacts

Dr. Joe Casola serves as Staff Scientist and Program Director for Science and Impacts at the Center for Climate and Energy Solutions. He oversees C2ES's efforts to assess and communicate the current state of knowledge regarding climate change and its associated impacts, and to promote actions that strengthen climate resilience.

Dr. Casola has worked on issues related to climate science and policy for over 12 years. Prior to joining C2ES, he completed a postdoctoral fellowship at the National Research Council, where he contributed to the completion of the America's Climate Choices reports. Dr. Casola also spent several years with ICF International, assisting a range of local, federal, and international clients to assess and manage risks arising from climate variability and change. He has been a part of various science education, outreach, and training projects, including the Environmental Protection Agency's climate change website, professional development lectures for the American Bar Association, and training sessions for the Nuclear Regulatory Commission.

Dr. Casola earned a PhD and MS in atmospheric sciences from the University of Washington, and holds a BS in Chemistry from Duke University.

Send along any questions or comments to: casolaj@c2es.org

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FOR MORE INFORMATION

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