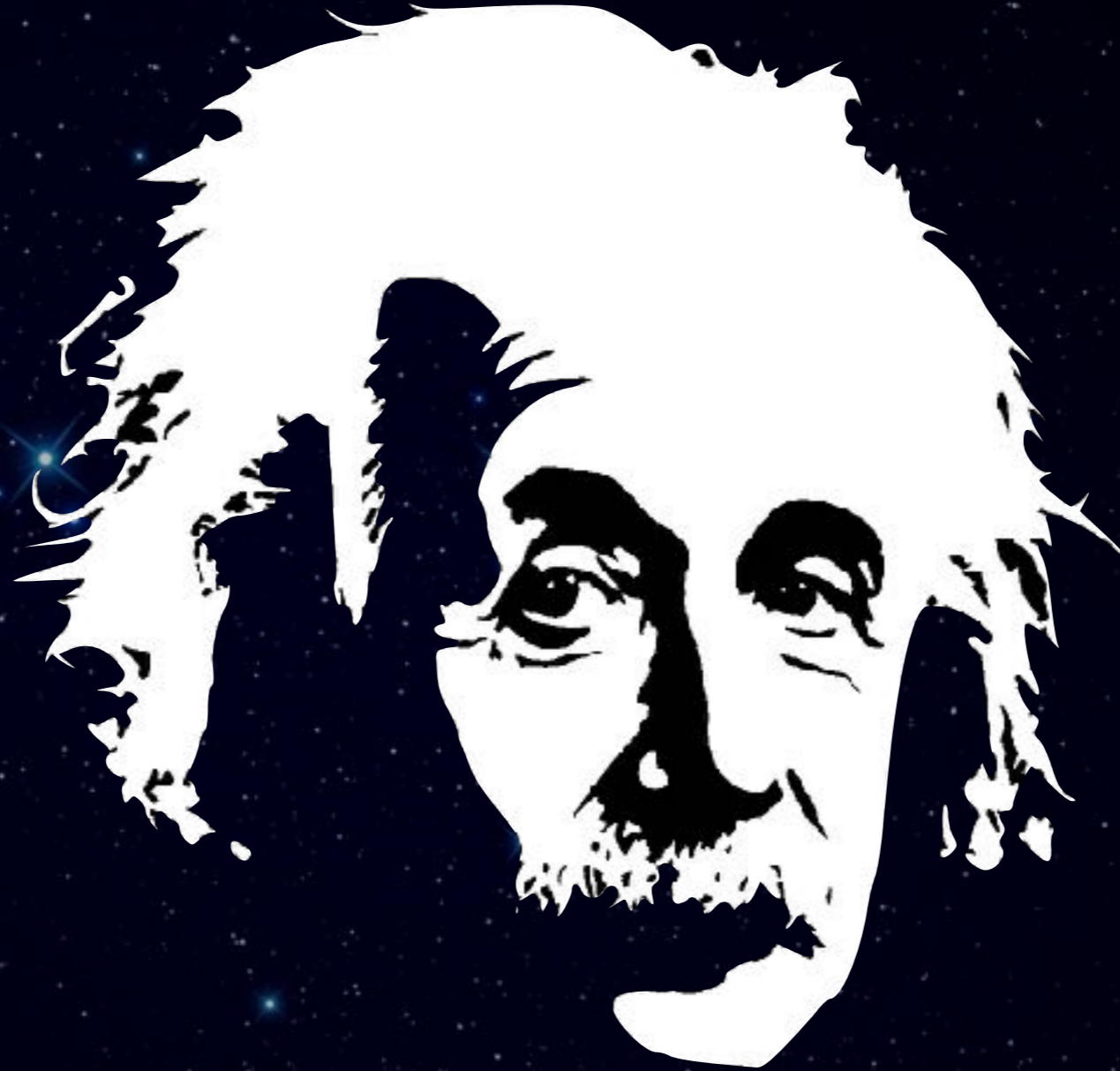


Communicating Climate Changed Why so Difficult? - Why so Toxic?

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10th May 2017



To tell a complex story make everything as simple as possible, but not simpler

A photograph of Earth from space, showing the African continent and surrounding oceans, with the text "Most Complex Object" overlaid in white.

Most Complex Object

Global warming stopped 16 years ago, Met Office report reveals

Graph showing tenths of a degree above and below 14C world average



by the Met Office's Hadley Centre and Prof Jones's Climatic Research Unit.

Since 1980, when worldwid

cuts to carbon dioxide emissions, predicting a catastrophic increase of up to a further five degrees by the end of the century.

Energy Minister, John Hayes, promised that 'the high-flown theories of bourgeois Left-wing academics will not override the interests of ordinary

© Mail on Sunday

Global Temperature - simplistic

'Vital Signs'

- **Historic Indicators** - Metrics to characterise system and its evolution - to support improved communication and dialogue with policy makers, practitioners and the public
- **Future Risk Indicators** - To inform of societal impacts - to guide mitigation and adaptation policy and actions



GLOBAL CLIMATE OBSERVING SYSTEM

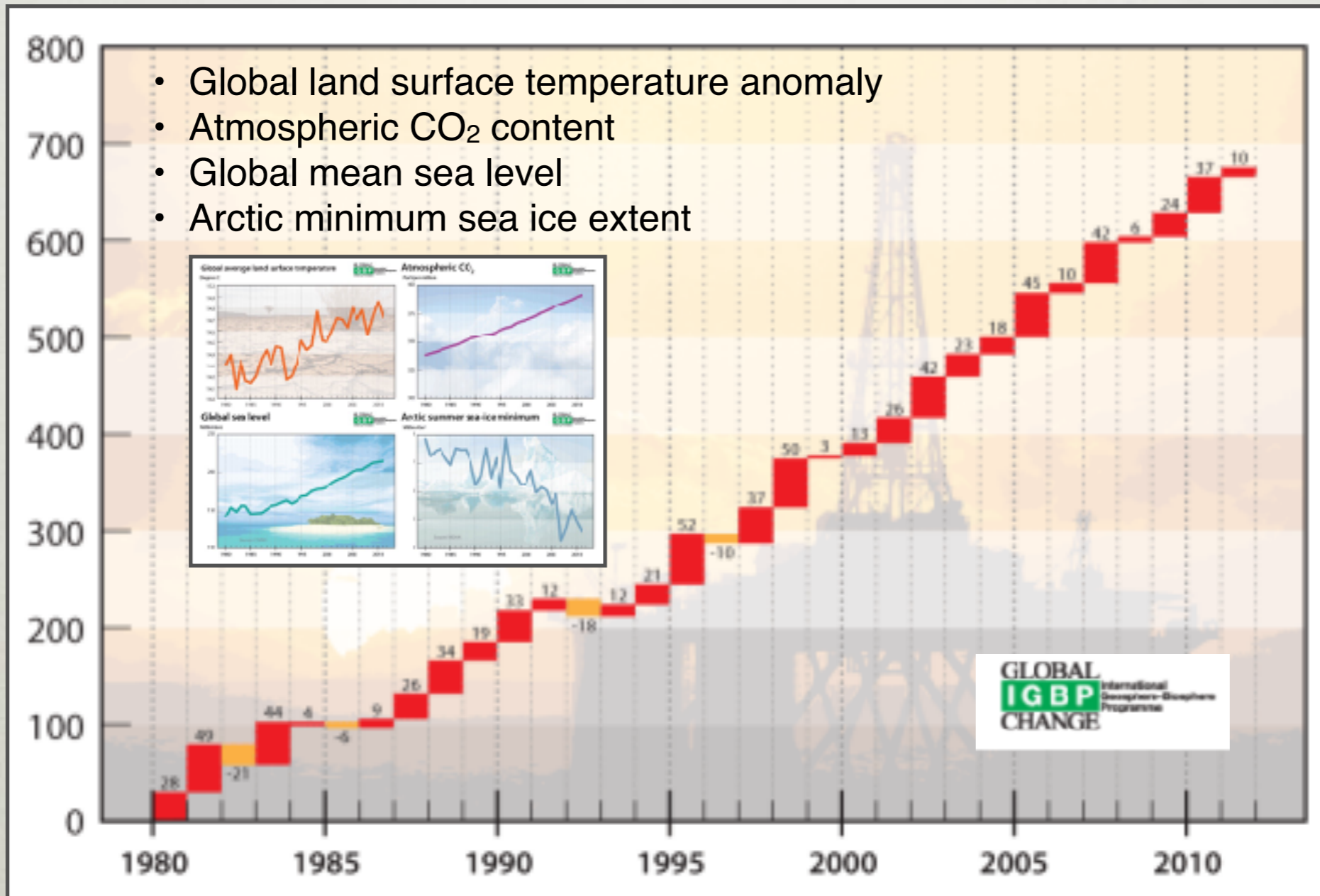
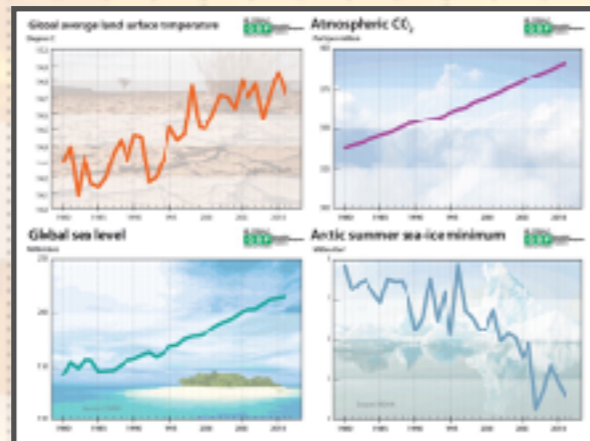
THE GCOS ESSENTIAL CLIMATE VARIABLES (ECVs)

Earth Vital Signs

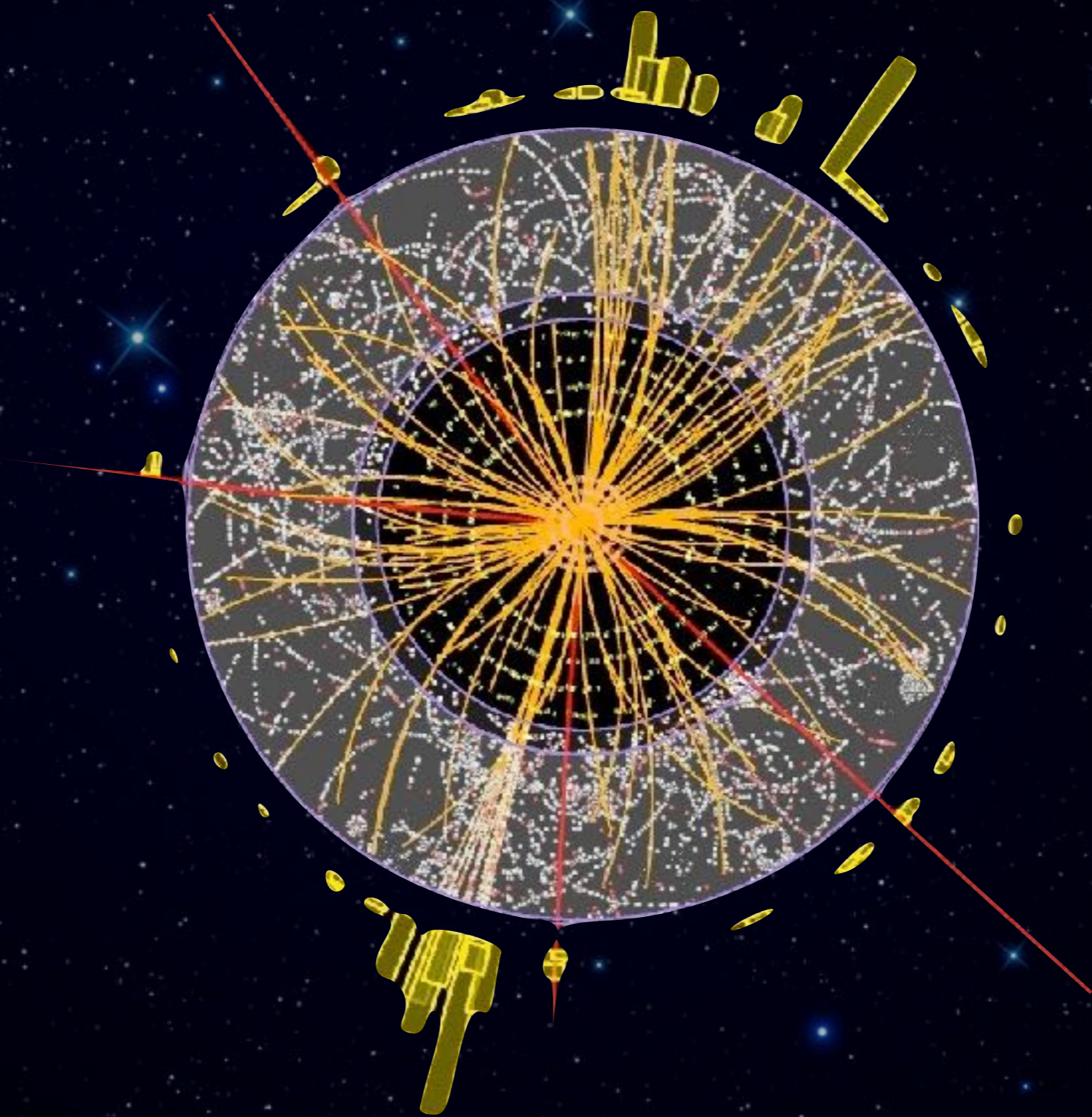


Climate Change Index

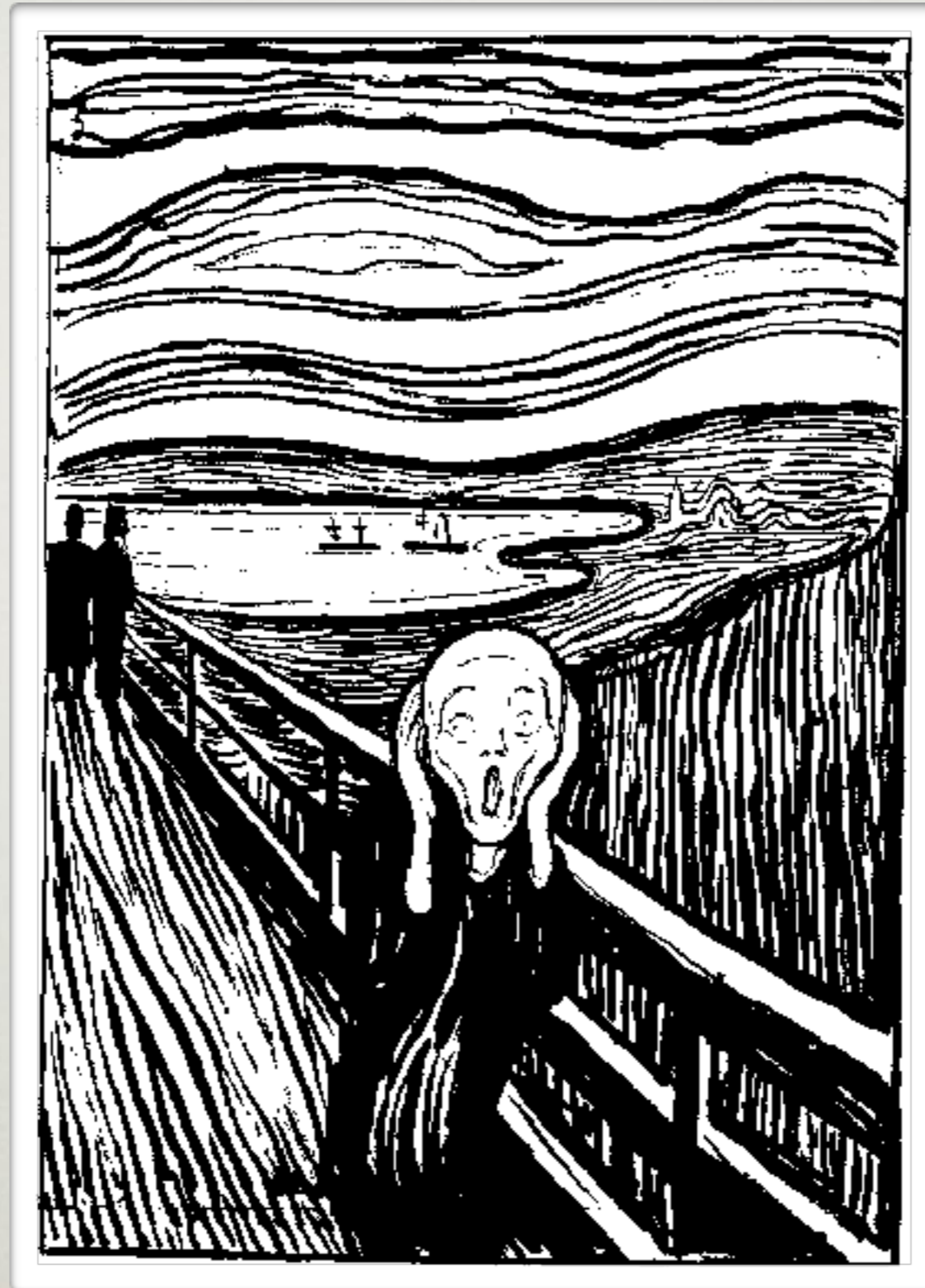
- Global land surface temperature anomaly
- Atmospheric CO₂ content
- Global mean sea level
- Arctic minimum sea ice extent



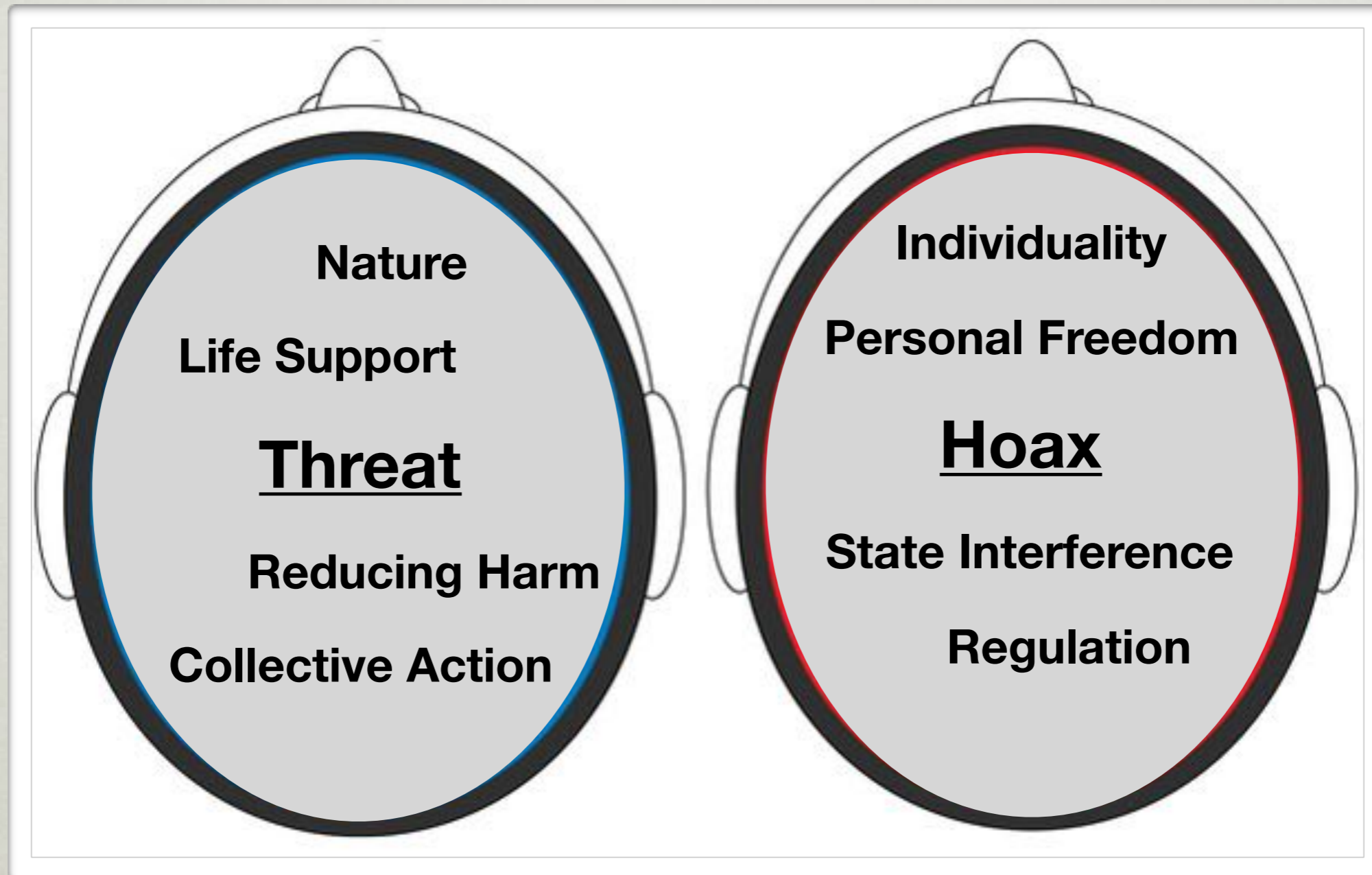
GLOBAL
IGBP
 CHANGE
International
 Geosphere-Biosphere
 Programme



Not the Higgs



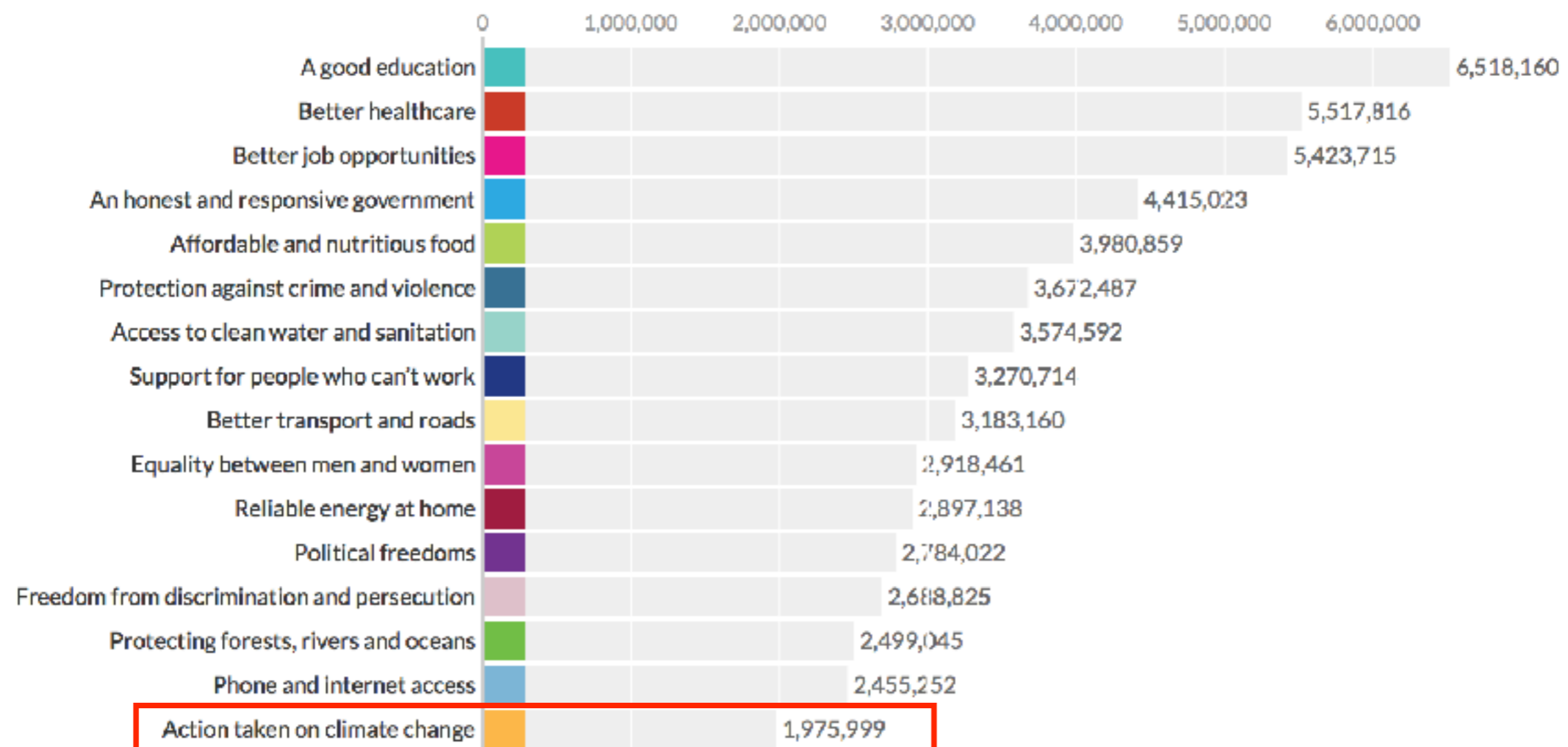
Anxiety, Fear, Loss, Grief, Guilt, Helplessness



Challenges strongly held values and beliefs - and powerful issues of identity

“My World” - Citizens’ Concerns

9,722,465 votes for All Countries & Country Groups / All Genders / All Education Levels / Age Group (All Age Groups)



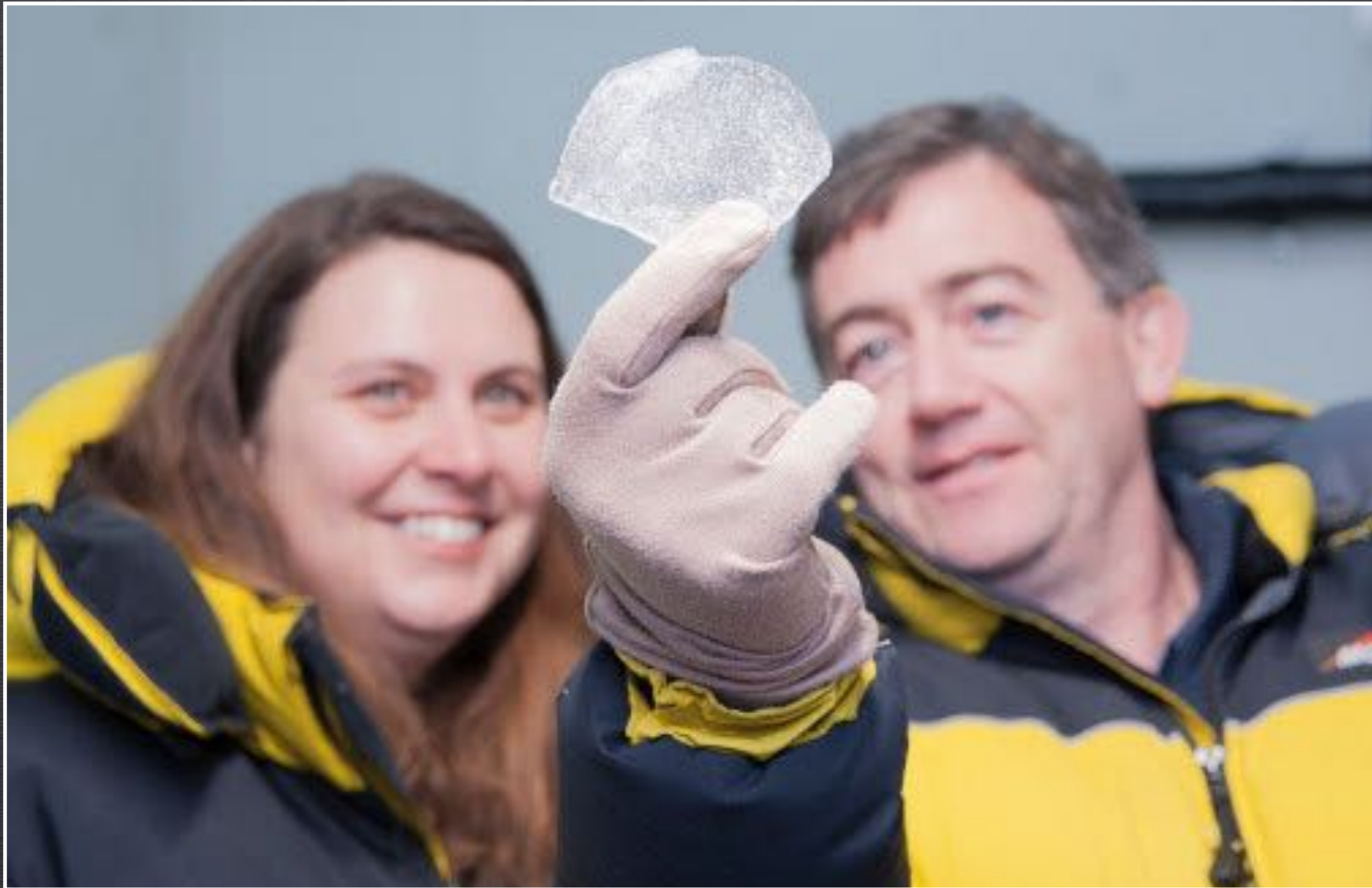


Information Deficit



- Engaging
- Meaningful
- Hopeful
- Actionable

Storytelling



Experiential



Theatrical Experience

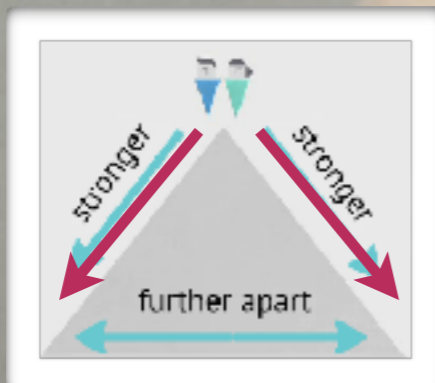
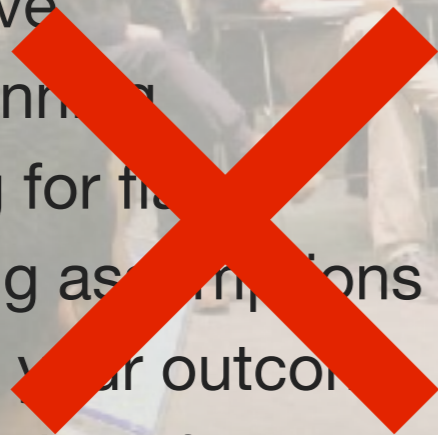


Museological Experience

Discussion

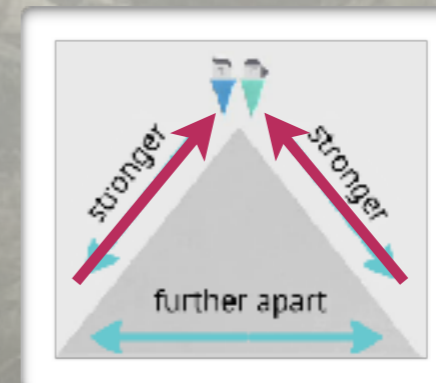
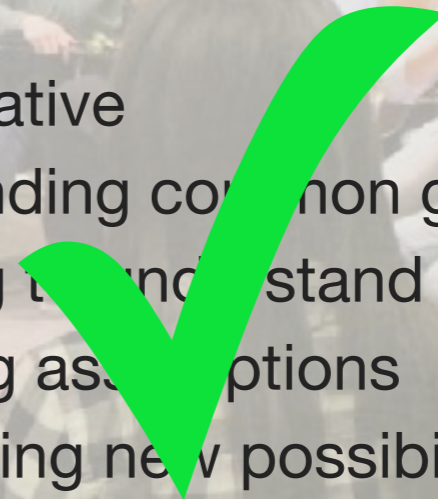
Debate

- Assuming there is one right answer
- Combative
- About winning
- Listening for the other side
- Defending assumptions
- Pursuing your own outcome
- Asymmetries of engagement
- Entertainment



Dialogue

- Assuming others have pieces of the answer
- Collaborative
- About finding common ground
- Listening to understand
- Exploring assumptions
- Discovering new possibilities
- Seeking constructive progress



Role of Scientists

- **Pure Scientist** - generate facts and insights and deliver them to the pool of human knowledge
- **Science Arbiter** - answer factual (positive, not normative) questions about scientific output - arbitrate interpretation
- **Science Communicator** - communicate with society about results and implications directly or via intermediaries - to draw attention to issues judged important
- **Honest Broker** - engage co-productively in decision making to assist practitioners to fulfil their role
- **Informed Citizen** - actively intervene in society as informed citizen to promote dialectic based on expert knowledge and understanding

UCL POLICY COMMISSION ON COMMUNICATING
CLIMATE SCIENCE



UCL



TIME FOR CHANGE ?
Climate Science Reconsidered

<https://www.ucl.ac.uk/public-policy/for-policy-professionals/commissions/communication-climate-science>

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