Climate Change Science Communication Practices in Japan: what we have found through dialogue

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My background: climate modeling

Weather Report 2050 (WMO):

supervisor/commentator for a Japanese contribution by NHK, 2014

- Climate Change Action Communicators (MoEJ)
 - ~2000 certified communicators (citizens, teachers, weather reporters ...)
- Stakeholder Dialogues on the global climate challenge
 - business, NGO, government, politicians



Structure of (polarized) opinions currently observed in Japan

What is the key to "solve" the climate problem?



High efficiency (coal) fire

Nuclear

Innovative technologies

<- Concerns about lock-in

<- Concerns about accidents, waste...

<- Concerns about realizability

Needs more development -> (too expensive and variable)

Renewables

<- Could be deployed more (inhibited by conventional system)

Efficiency improvement->

Energy saving

<- Lifestyle change

Concerns about economic -> depression, unemployment, ...

Moving away from Material growth

Desired (and emerging?) transformation of opinions

What is the key to "solve" the climate problem?



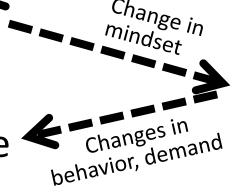
Conventional technological development doesn't seem to work

Just appealing for social ideals doesn't seem to change society



Innovation

(ride share apps, driverless cars)



Entrepreneurs

Ideals

(ex. Too many cars are produced!)

Life style

(purchasing a car -> mobility service)

Business model Industrial structure

(manufacturing -> data industry?)