



Skill Building for Effective Climate Risk Communication

March 31, 2022

J4-3/31, Diane Mas



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Climate Communication

- Key Concepts in Climate Communication
- Building a Common Climate Communication Vocabulary
- Example



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KEY CONCEPTS IN CLIMATE COMMUNICATION



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One Size Does Not Fit All



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The 6 Americas

<https://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/>



Alarmed



Concerned



Cautious



Disengaged

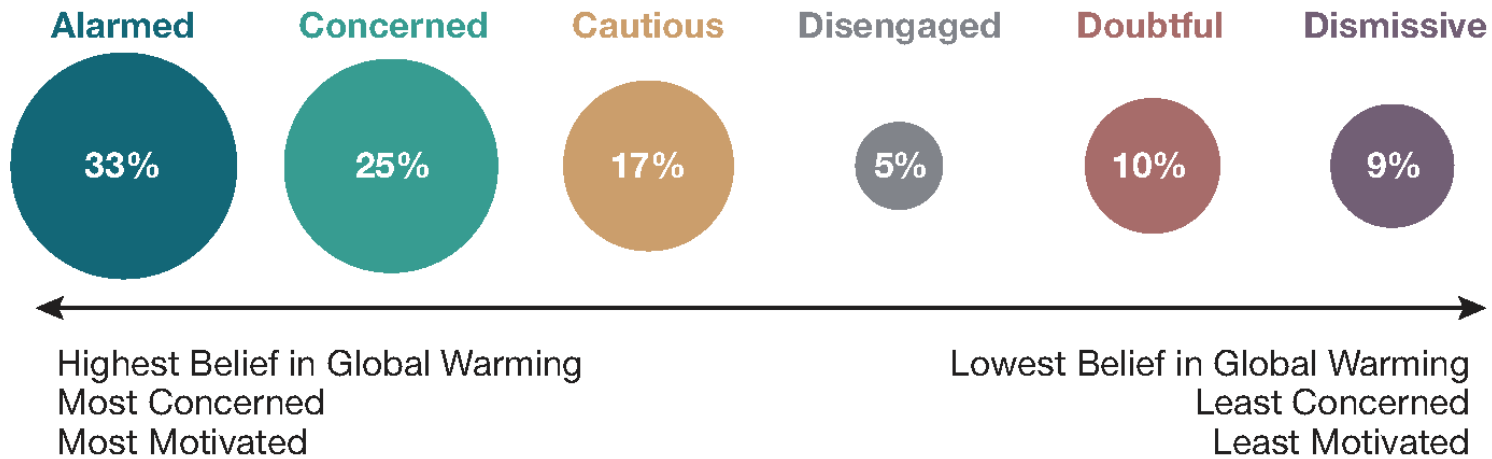


Doubtful



Dismissive

The 6 Americas



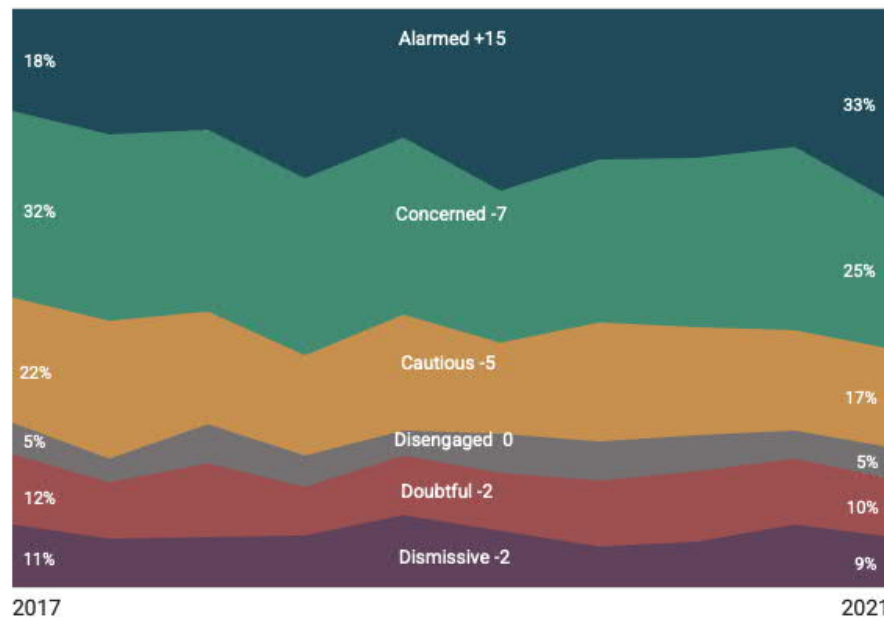
September 2021
(n=1,006)



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The 6 Americas

Global Warming's Six Americas: Five Year Trend



Data from 10 waves of the *Climate Change in the American Mind* national survey. June 2017 – September 2021. (n = 11,664).



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Understanding Your Audience

- Priorities and Concerns Differ
- Communication Must Also



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Understanding Your Audience

- Meeting them where they are
- What is meaningful? Impactful? Challenging?
 - Continuity of operations
 - Avoidance of loss/damages
 - Safety Concerns
 - Investor satisfaction
 - Community relations



Understanding Your Audience



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QUESTIONS?



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BUILDING A COMMON CLIMATE COMMUNICATION VOCABULARY



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Climate Communication Vocabulary

- Climate Hazard
- Exposure
- Sensitivity
- Vulnerability
- Risk
- Adaptation
- Adaptive Capacity
- Resilience
- Sustainability



Climate Hazard

- A physical process or event that can harm human health, livelihoods, or natural resources

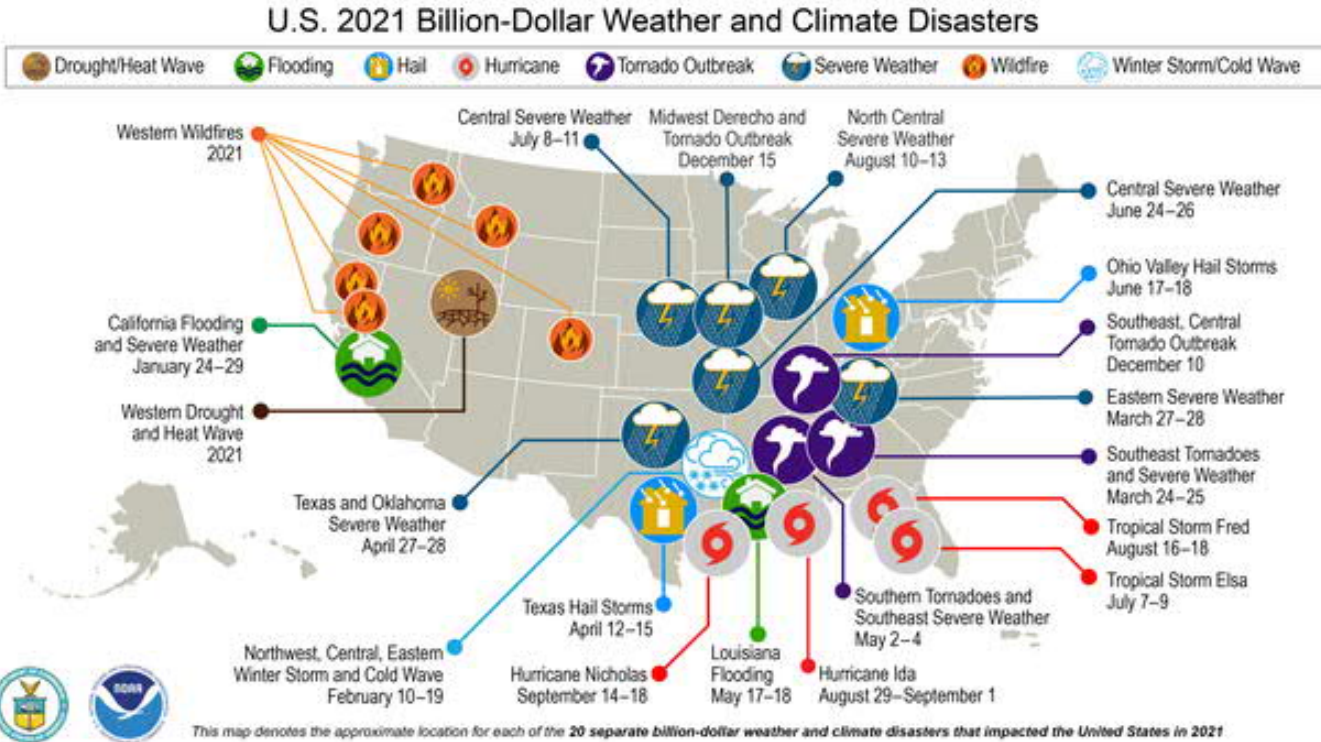
Common Weather and Climate-Related Hazards		
<input type="checkbox"/> Avalanche	<input type="checkbox"/> Heat Wave	<input type="checkbox"/> Riverine Flooding
<input type="checkbox"/> Coastal Flooding	<input type="checkbox"/> Hurricane	<input type="checkbox"/> Strong Wind
<input type="checkbox"/> Cold Wave	<input type="checkbox"/> Ice Storm	<input type="checkbox"/> Tornado
<input type="checkbox"/> Drought	<input type="checkbox"/> Landslide	<input type="checkbox"/> Wildfire
<input type="checkbox"/> Hail	<input type="checkbox"/> Lightning	<input type="checkbox"/> Winter Weather

<https://toolkit.climate.gov/steps-to-resilience/explore-hazards>



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Climate Hazard

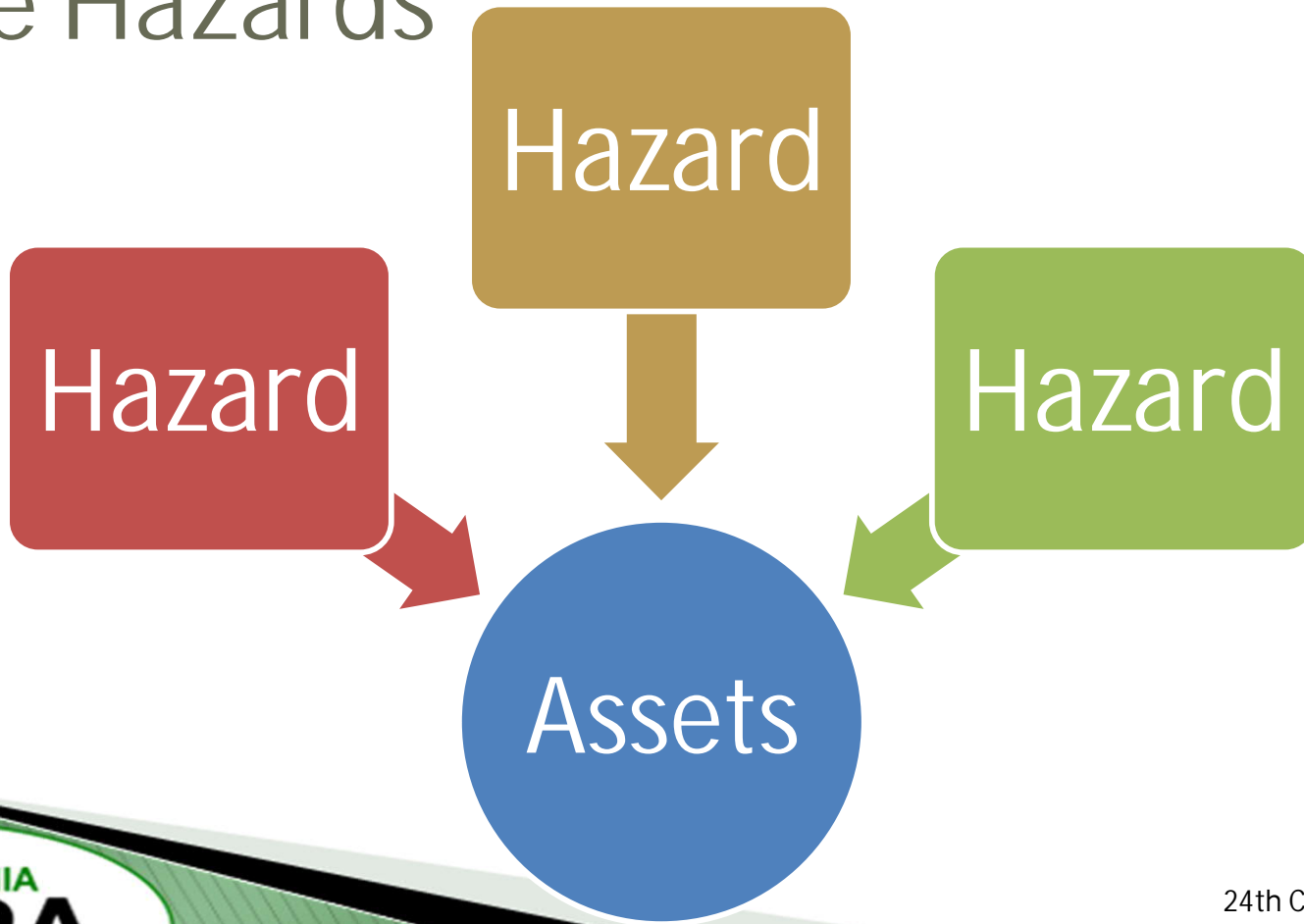


<https://toolkit.climate.gov/steps-to-resilience/explore-hazards>

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Climate Hazards



Exposure

- Presence (location) of people, livelihoods, environmental services and resources, infrastructure, or economic, social, or cultural assets in places that could be adversely affected by physical events and which, thereby, are subject to potential future harm, loss, or damage.



Exposure



Those in a floodplain are exposed to flooding.



Bare skin is exposed to frostbite.

Lavell et al., 2012

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Sensitivity

- The degree to which a system is affected, either adversely or beneficially, by climate variability or change. The effect may be direct (e.g., a change in crop yield in response to a change in the mean, range or variability of temperature) or indirect (e.g., damages caused by an increase in the frequency of coastal flooding due to sea level rise).



Sensitivity



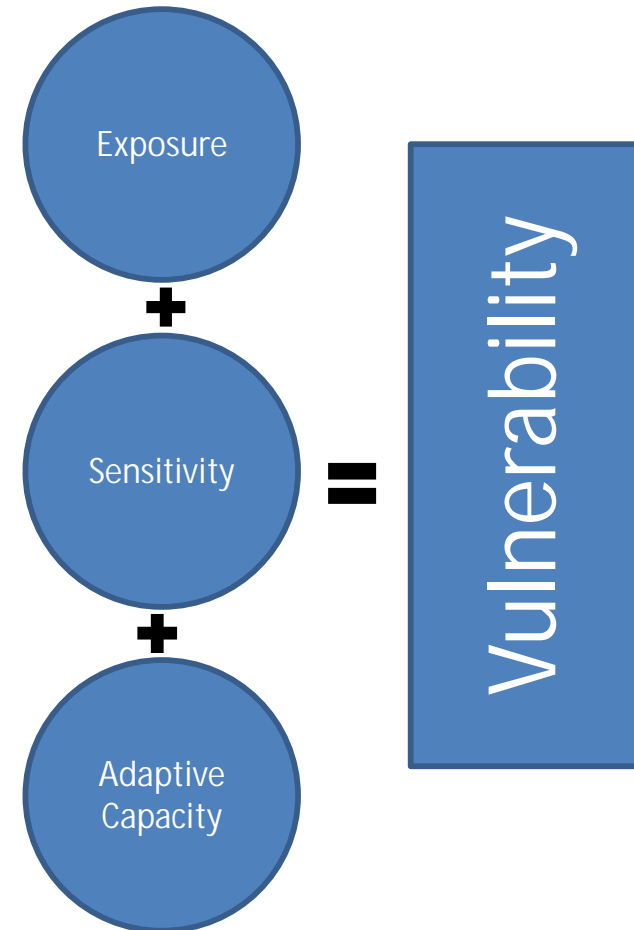
Vulnerability

- The degree to which a system is susceptible to, or unable to cope with, adverse effects of climate change, including climate variability and extremes. Vulnerability is a function of the character, magnitude, and rate of climate variation to which a system is exposed; its sensitivity; and its adaptive capacity.



Vulnerability

Trees with leaves on (sensitivity, adaptive capacity) are more vulnerable to snow loads (exposure).



Risk

- Risks are threats to life, health and safety, the environment, economic well-being, and other things of value. Risks are often evaluated in terms of how likely they are to occur (probability) and the damages that would result if they did happen (consequences).



Risk



↑ Probability
↓ Consequence



↓ Probability
↑ Consequence



Adaptation

- Adjustment in natural or human systems to a new or changing environment that exploits beneficial opportunities or moderates negative effects.



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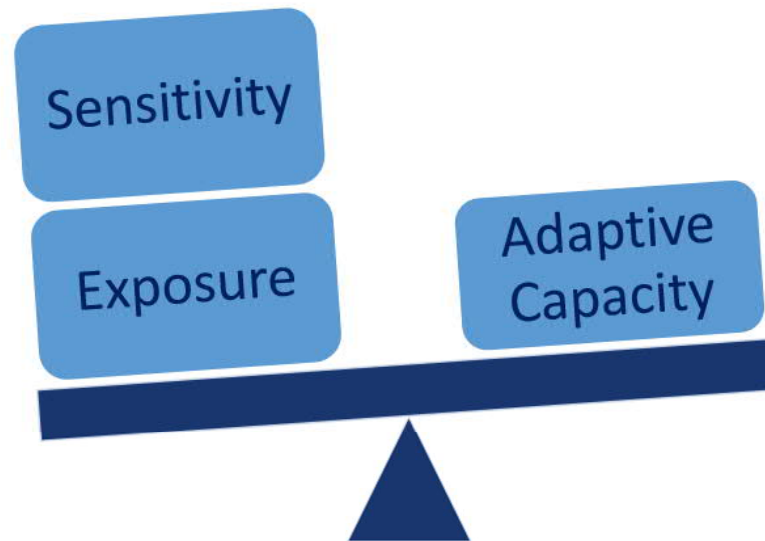
Adaptive Capacity

- The ability of a system to adjust to climate change (including climate variability and extremes) to moderate potential damages, to take advantage of opportunities, or to cope with the consequences.



Adaptive Capacity

+ Vulnerability -



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Resilience

- Climate resilience is the ability to anticipate, prepare for, and respond to hazardous events, trends, or disturbances related to climate.



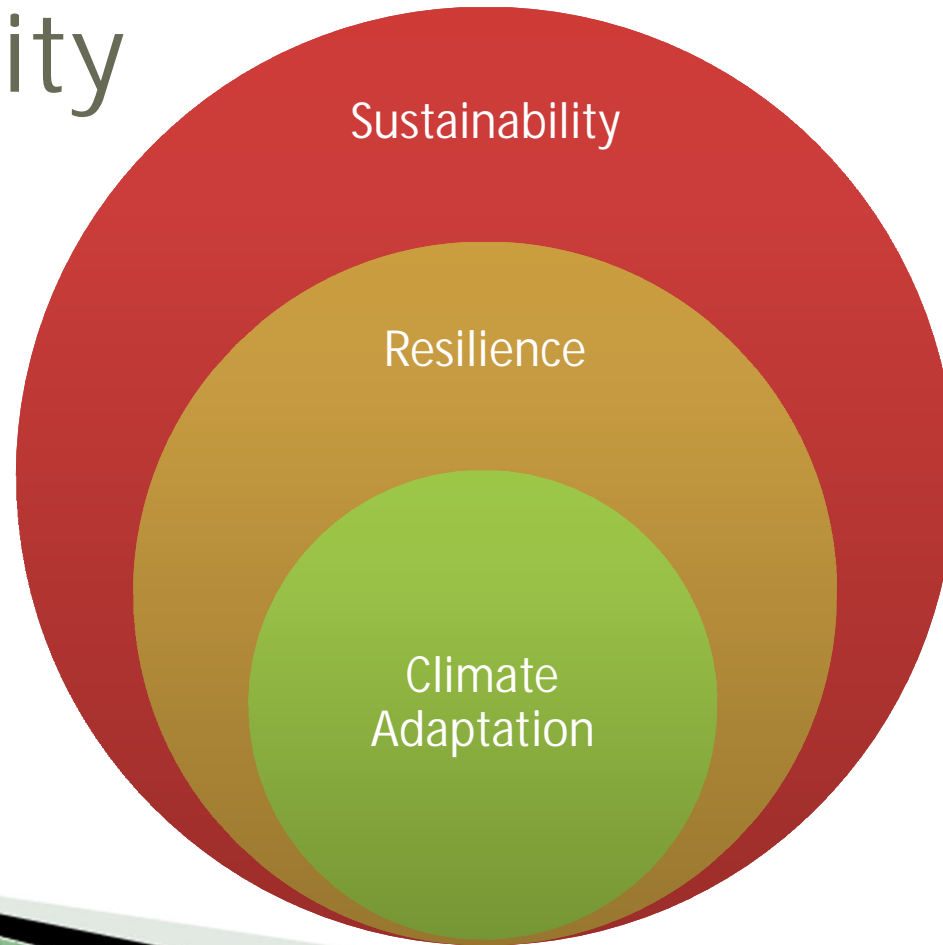
Sustainability

- The long-term goal of meeting the needs of the present without compromising the ability of future generations to meet their own needs.



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Sustainability



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Climate Communication Vocabulary

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- Vulnerability
- Risk
- Adaptation
- Adaptive Capacity
- Resilience
- Sustainability



QUESTIONS?



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EXAMPLE

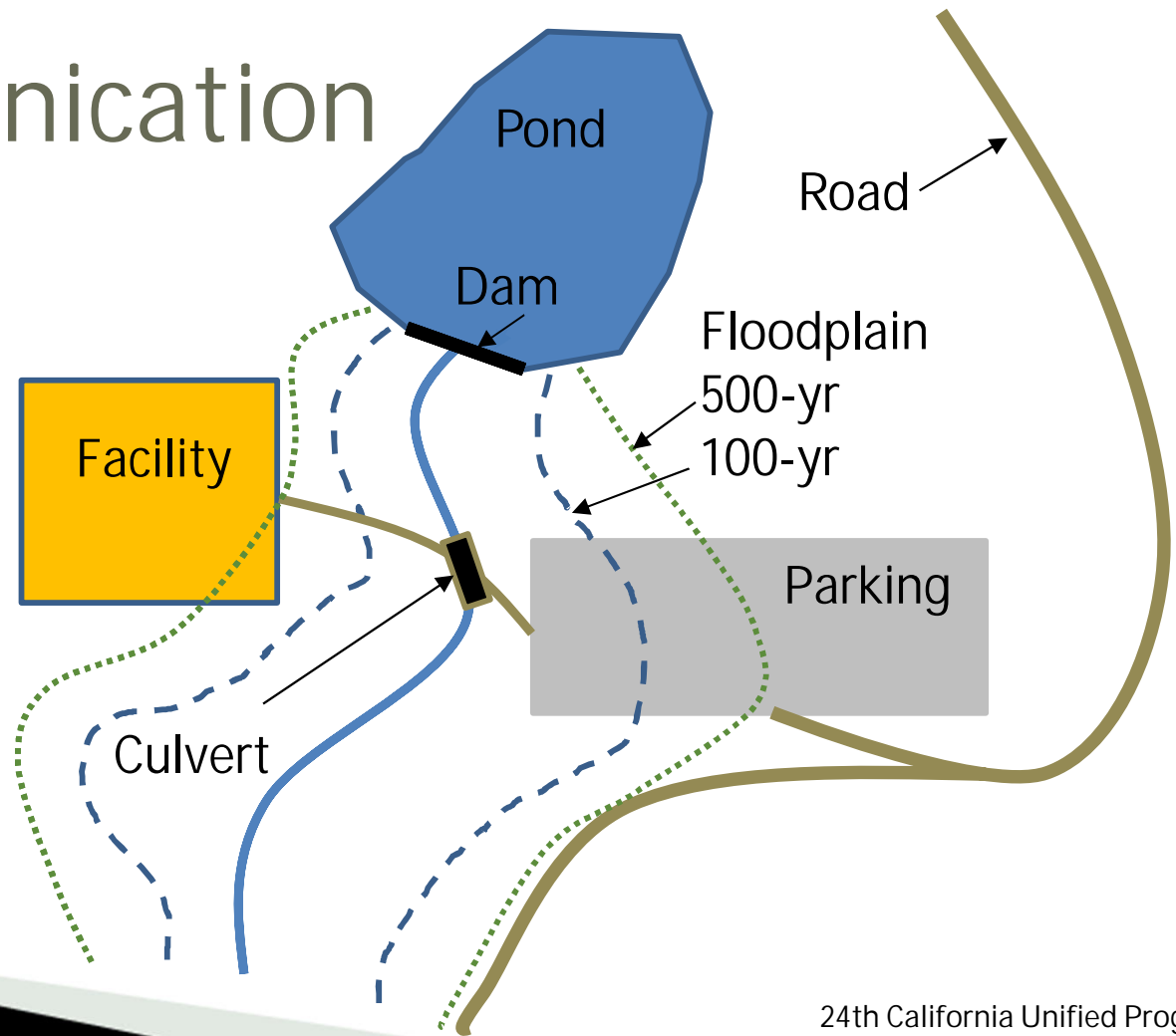


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Climate Communication

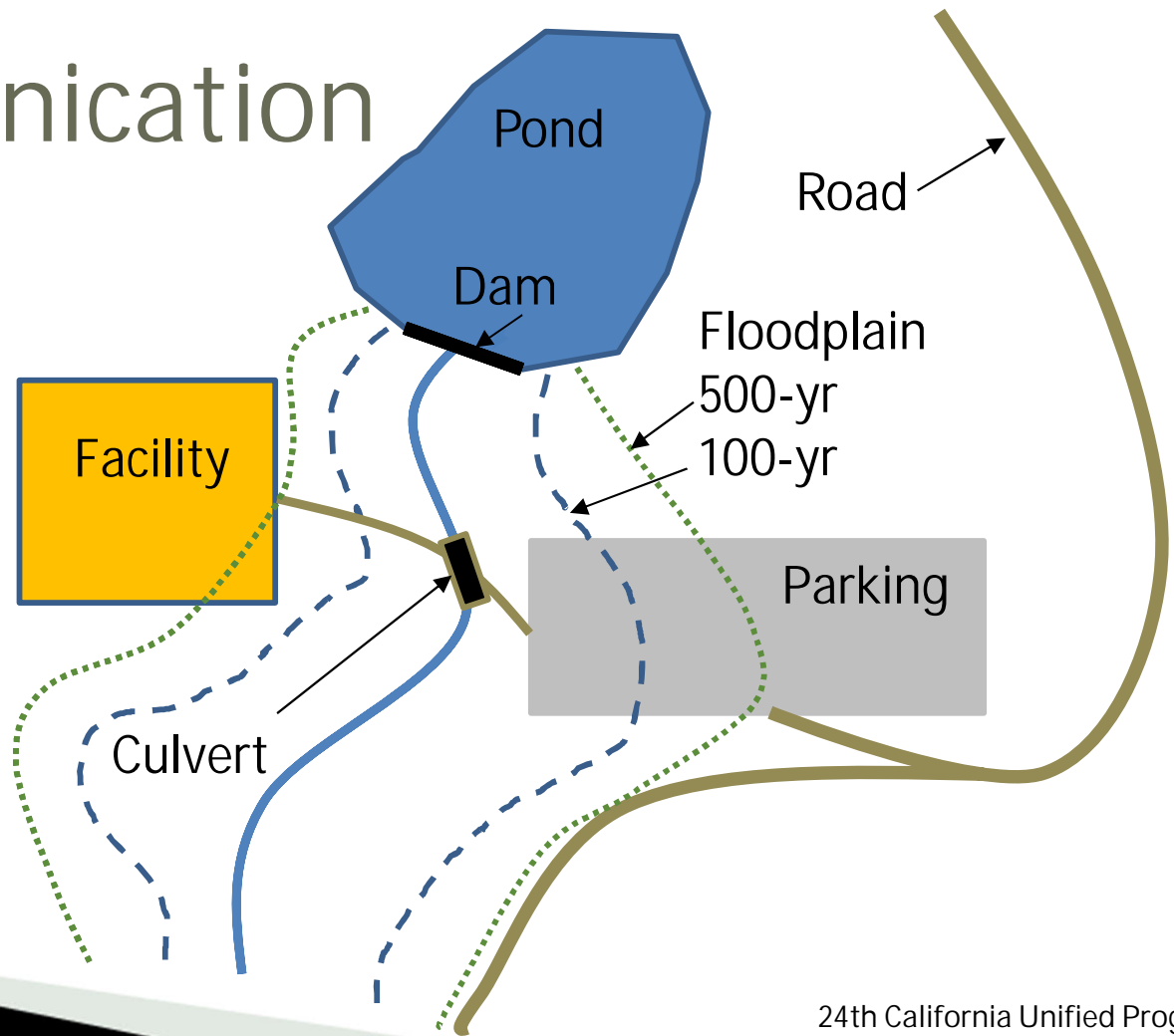
➤ Assets

- Facility
- Parking
- Culvert
- Dam



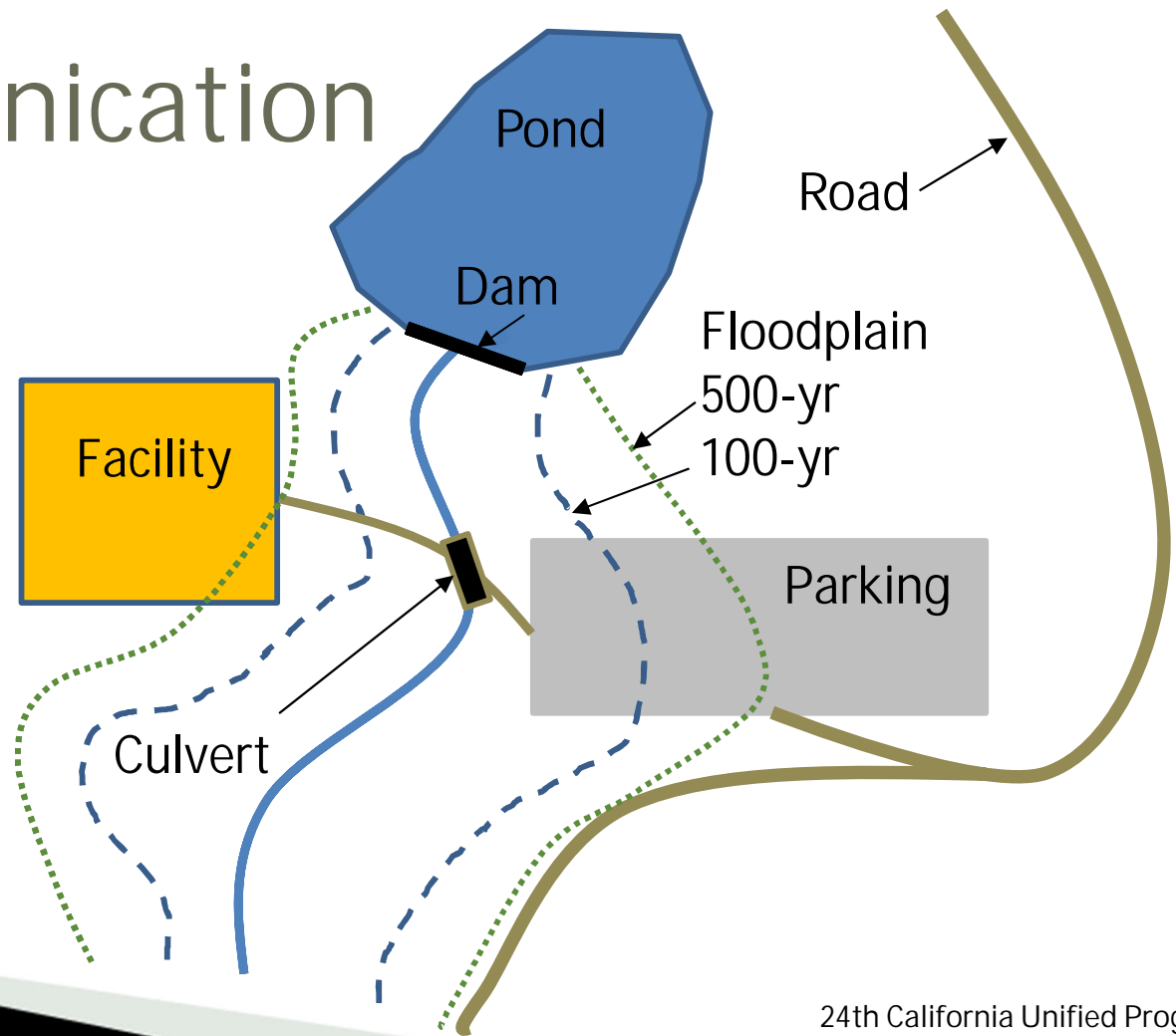
Climate Communication

- Hazards
 - Flooding



Climate Communication

- Communicating Climate Risk





ANY QUESTIONS?

Diane Mas
Fuss & O'Neill, Inc
413-348-9738
dmas@fando.com

