

ASK ME ABOUT
CLIMATE CHANGE

A central illustration of a smiling Earth with a face, set against a blue background. The text 'ASK ME ABOUT' is arched above the globe, and 'CLIMATE CHANGE' is arched below it.

MARIS WICKS 2017



CLIMATE
GENERATION
A WILL STEGER LEGACY

Why you should be presenting on climate change

- Trusted messengers matter
- You have a story to tell
- Not enough people are talking about climate change
- As a citizen, and not an expert, you instill belief that action is possible.

NNOCCI National Network for Ocean and Climate Change Interpretation

If we train enough voices in proven communication techniques we think we can change the national discourse around climate change to be productive, creative and solutions focused.

Telling the Core Climate Change Story

Why does this matter to society?

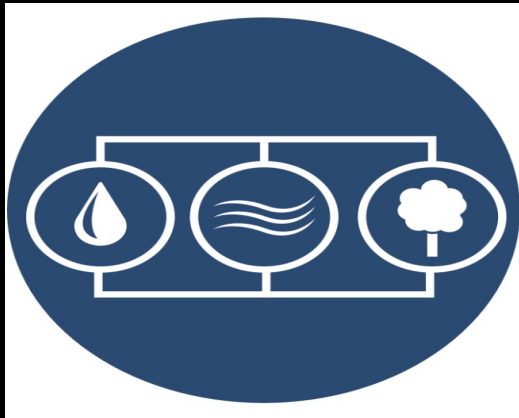
How does it work?

How do we improve the situation?

Use Values to...

- ④ Get people to care about the issue
- ④ Expand the audience for your message
- ④ Establish what's at stake and why it matters
- ④ Keep your audience from sinking into unproductive conversation
- ④ Set up collective-level solutions that match the scale of the problem

Responsible Management



“X” matters because taking common-sense steps today is in the interests of future generations

- Let's be responsible when it comes to the environment
- Let's look ahead to handle problems before they get worse
- Responsible managers keep an open mind, look to evidence, and take a level-headed, step-by-step approach
- Future generations depend on the decisions we make today

Protection



“X” matters because we have a duty to safeguard the wellbeing of people and places

- We must protect and preserve the habitats and ecosystems we depend on
- Showing concern for others is the right thing to do
- Stepping in to ensure peoples’ safety and wellbeing
- Let’s take measures to eliminate or reduce risks
- Let’s be vigilant in shielding people and places from harm

The Heat Trapping Blanket

When we burn fossil fuels like coal and gas, we pump more and more carbon dioxide into the atmosphere, and this build-up creates a blanket effect, trapping in heat around the world. If nothing is done to halt this process, the planet we will be hotter, with more violent weather, fewer species, and disrupted systems.



Almost but not quite...

When we burn fossil fuels, we are adding greenhouse gases to the atmosphere. These greenhouse gases are creating a blanket that traps the Earth's heat. The ocean acts like a sponge, absorbing some of that heat. So the ocean is getting warmer, too.



Solution Cornerstones:



- Practical – friends, family, customers, etc. can participate in
- Solutions are the social norm
- Ongoing – You can be involved right now!
- Collective

Resources

Climate Visuals

<https://climateoutreach.org/climatevisuals/>

Climate Central

<http://www.climatecentral.org/climate-matters-2017>

<http://www.climatecentral.org/climate-matters-spanish-edition-2018>

Skeptical Science

<https://www.skepticalscience.com/>

Questions?

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