



We Need to Talk

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(Mika Baumeister/Unsplash)

ENVIRONMENT

Here's Why Talking About Climate Change Might Be The Most Important Thing You Can Do

DERMOT COLE, ARCTIC TODAY 18 SEP 2019

Katharine Hayhoe often encounters people in the US and Canada who still regard climate change as an issue best left for the distant future.

GREENPEACE

an inconvenient truth

A GLOBAL WARNING



"It doesn't matter whether you're a Republican or Democrat, liberal or conservative... your mind will be changed in a nanosecond."

- Roger Friedman, FOXNEWS.com



Island glaciers will disappear in 25 years, scientist says

[Sandra McCulloch](#) / Times Colonist

May 22, 2014 06:00 AM









 The Climate Reality Project

 The Climate Reality Project

:00

Barriers to Communication

Requires accepting our own responsibility for the problem

Requires concrete action now to prevent abstract, future, incremental change

Climate v. Weather

Confirmation bias

Optimism bias

Media seeks dramatic tension overstates division on science

What Doesn't Work

Guilt*

Dire future scenarios*

Just the facts*

Calling it an environmental issue

Leading with sacrifice





North Korea, where its
Earth Hour every hour

What Does Work

Stories

Shared experiences

Shared values

Examples that are here and now

Avoiding losing something of value

Drawing from sources that your audience trusts

Humour

Voices of youth

Positive vision for the future

Gains that are outside the realm of climate change



CLIMATE
SUMMIT

WHAT IF IT'S
A BIG HOAX AND
WE CREATE A BETTER
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- etc. etc.

Building a Message

Personal experiences

Values

Facts, arguments, proposals



How does
climate change
make you feel



What / whom
do you love?

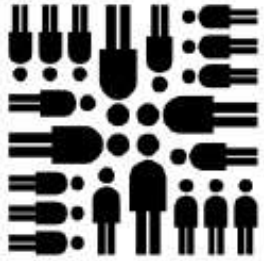


What hats do
you wear?



What makes
you angry?

POINTS OF CONNECTION



Who are your
people, your
communities?"



What are your
special places?



What values will
you stand up
for?



What and who
inspires you?



- **ASK** open-ended, genuinely curious, non-judgmental questions.
- **LISTEN** to what people say and deepen your understanding with follow-up questions.
- **REFLECT** back their point of view by summarizing their answers and noting underlying emotions.
- **AGREE** before challenging them by pointing out your areas of common ground.
- **SHARE** your thinking by telling a story about a personal experience.

A CLIMATE SCIENTIST'S ELEVATOR PITCH

I WOULDN'T START WITH SCIENCE.
START WITH VALUES.

SAY WHAT **YOU** CARE ABOUT.
FIND **COMMON GROUND** WITH THE
PERSON YOU ARE TALKING TO.

THEN, THE SCIENCE MESSAGE
GOES LIKE THIS: **IT'S REAL.**
IT'S US. IT'S BAD. BUT THERE
ARE ALL KINDS OF SOLUTIONS.



I ♥ KATHARINE HAYHOE!

AN EXAMPLE: I CARE ABOUT TEXAS.* WE DON'T HAVE A FUTURE WITHOUT WATER. CLIMATE CHANGE WILL MAKE WATER MORE SCARCE HERE.** WE KNOW CLIMATE IS CHANGING AND HUMANS ARE RESPONSIBLE.*** BUT HERE ARE ALL THE GREAT THINGS WE'RE ALREADY DOING [GIVE EXAMPLES!] AND WE CAN DO MORE IN TEXAS TO BENEFIT OURSELVES AND GIVE OURSELVES A MORE SECURE FUTURE.****

*START WITH VALUES AND A PERSONAL CONNECTION **GIVE THE LOCAL CONTEXT ***TALK SCIENCE IN PLAIN TERMS ****TALK ABOUT LOCAL SOLUTIONS AND BENEFITS.
AND SANDWICH THE WHOLE THING IN VALUES! SEE THE ORIGINAL VIDEO AT CLIMATECROCKS.COM

Responding to Common Concerns

We will lose good jobs

We can't afford to take action

There's no point changing if big
polluters like China and India aren't

It's too late already, so why bother

We will lose good jobs

“Green energy sector jobs surpass total oil sands employment”

-Globe and Mail, May 12, 2018

**Over the last five years, U.S.
solar energy jobs have grown**

6x

faster than the overall economy.



“Solar installer”
is forecast to be the
fastest-growing job
category in the U.S.
through 2026, and
**“wind turbine service
technician”** is second.

*Colorado Highlands Wind Farm,
Fleming, Colorado*

Business · Analysis

Job killer or job creator? Experts predict a climate employment boom: Don Pittis



Fears that fighting climate change will create unemployment appear unfounded



[Don Pittis](#) · CBC News · Posted: Dec 06, 2019 4:00 AM ET | Last Updated: December 6

We can't afford to take action

Technology & Science

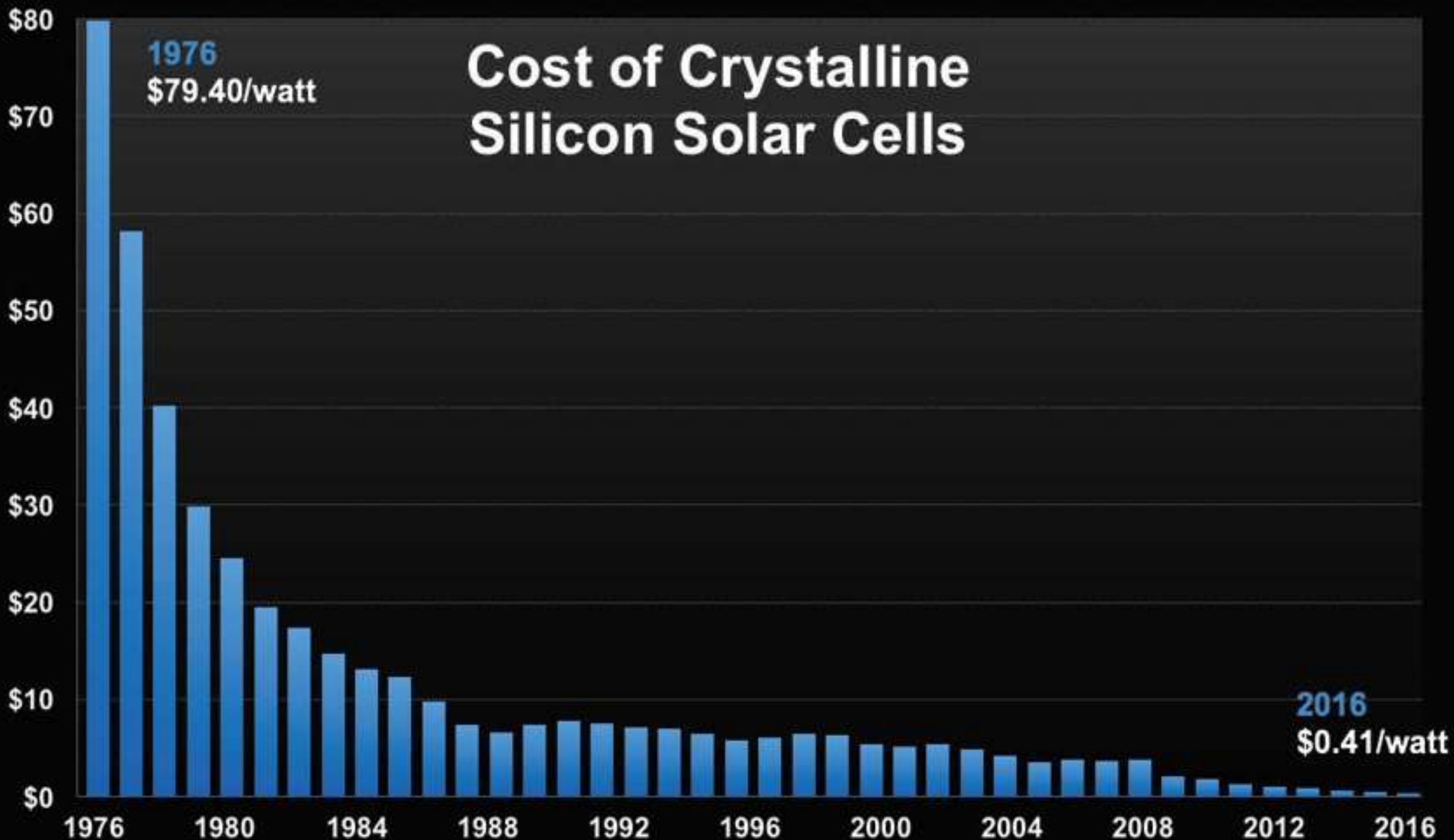
Fighting climate change may be cheaper and more beneficial than we think



[Emily Chung](#) · CBC News · Posted: Jul 10, 2019 4:00 AM ET | Last Updated: July 10

Cost of Crystalline Silicon Solar Cells

\$ Cost per Watt (Inflation Adjusted)



“Today more than two-thirds of the global population lives in countries where solar and wind are the cheapest sources of new bulk generation.”

Bloomberg New Energy Finance

New Energy Outlook 2019

Global Energy Subsidies

\$5.5 T
\$5.0 T
\$4.5 T
\$4.0 T
\$3.5 T
\$3.0 T
\$2.5 T
\$2.0 T
\$1.5 T
\$1.0 T
\$0.5 T
\$0.0 T

\$143 Billion

\$5.2 Trillion

36x

Renewables

Fossil Fuels

Sources: International Energy Agency,
International Monetary Fund

Mark Carney

Governor, Bank of England

October 2014

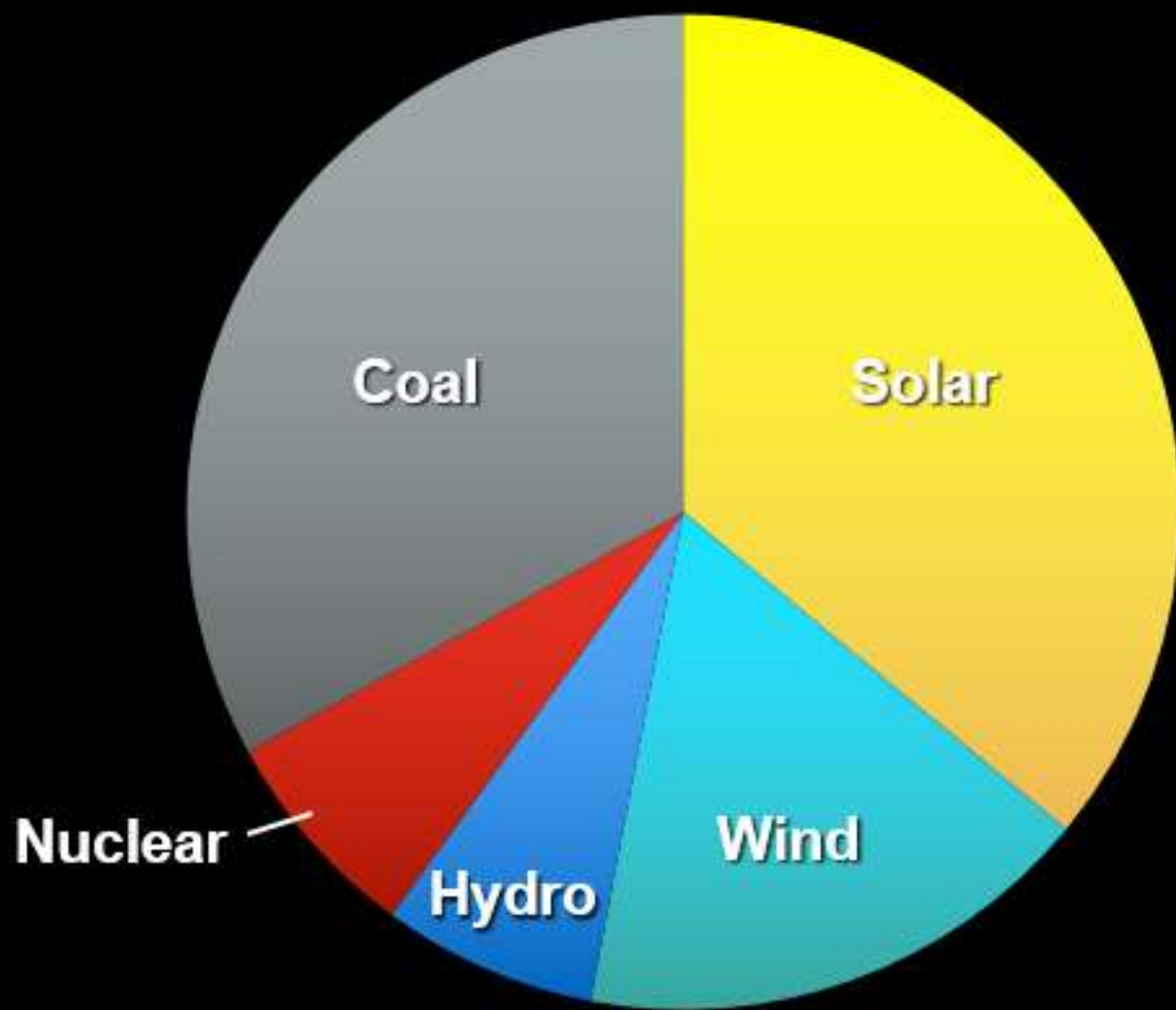
**“The vast majority of
[carbon] reserves are
unburnable.”**

**BC will provide \$5,350,000,000
in subsidies to LNG Canada**

-Government of B.C.

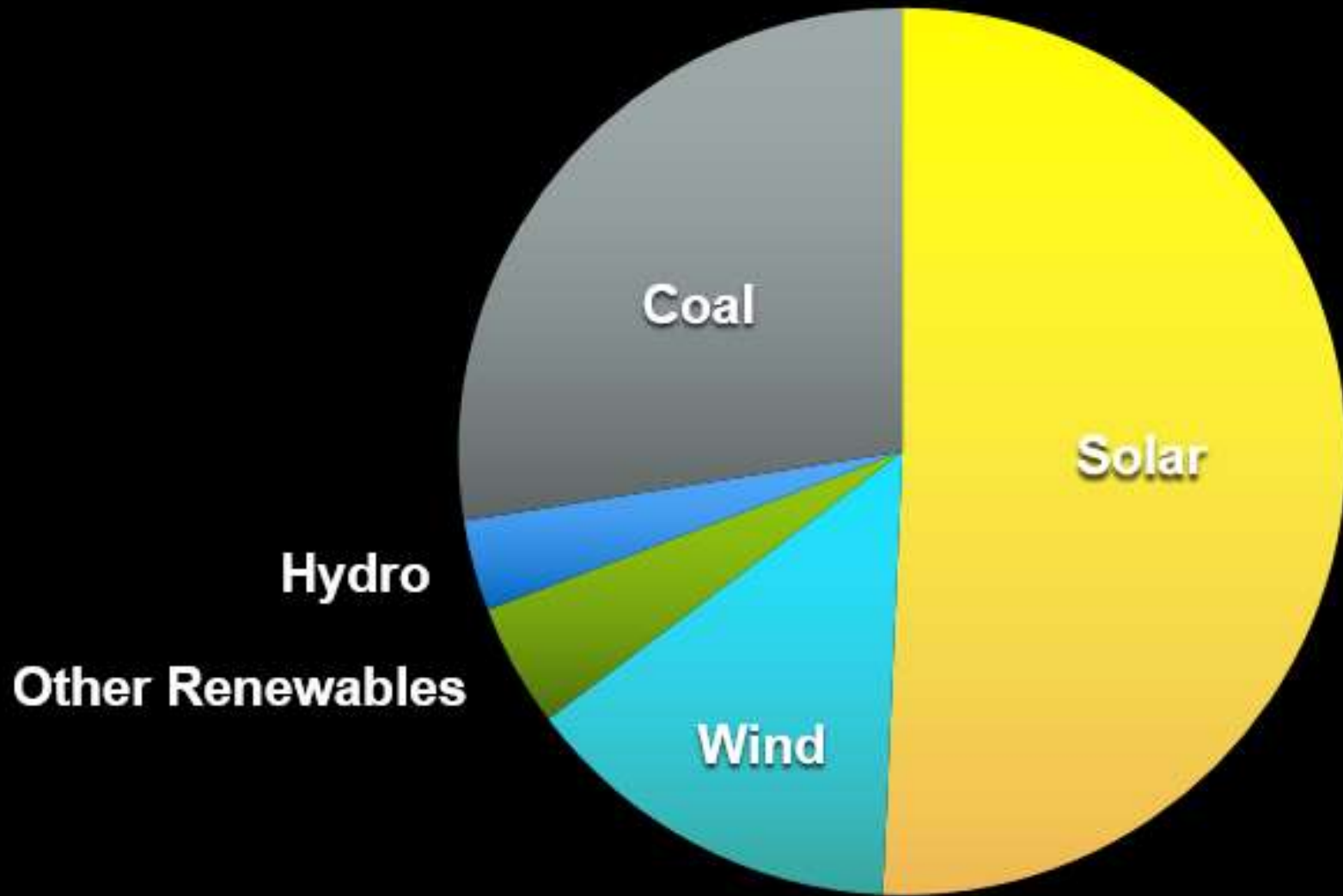
There's no point changing if big polluters
like China and India aren't

New Electricity Capacity in China, 2018



53% of new capacity was from solar and wind.

New Electricity Capacity in India, 2018

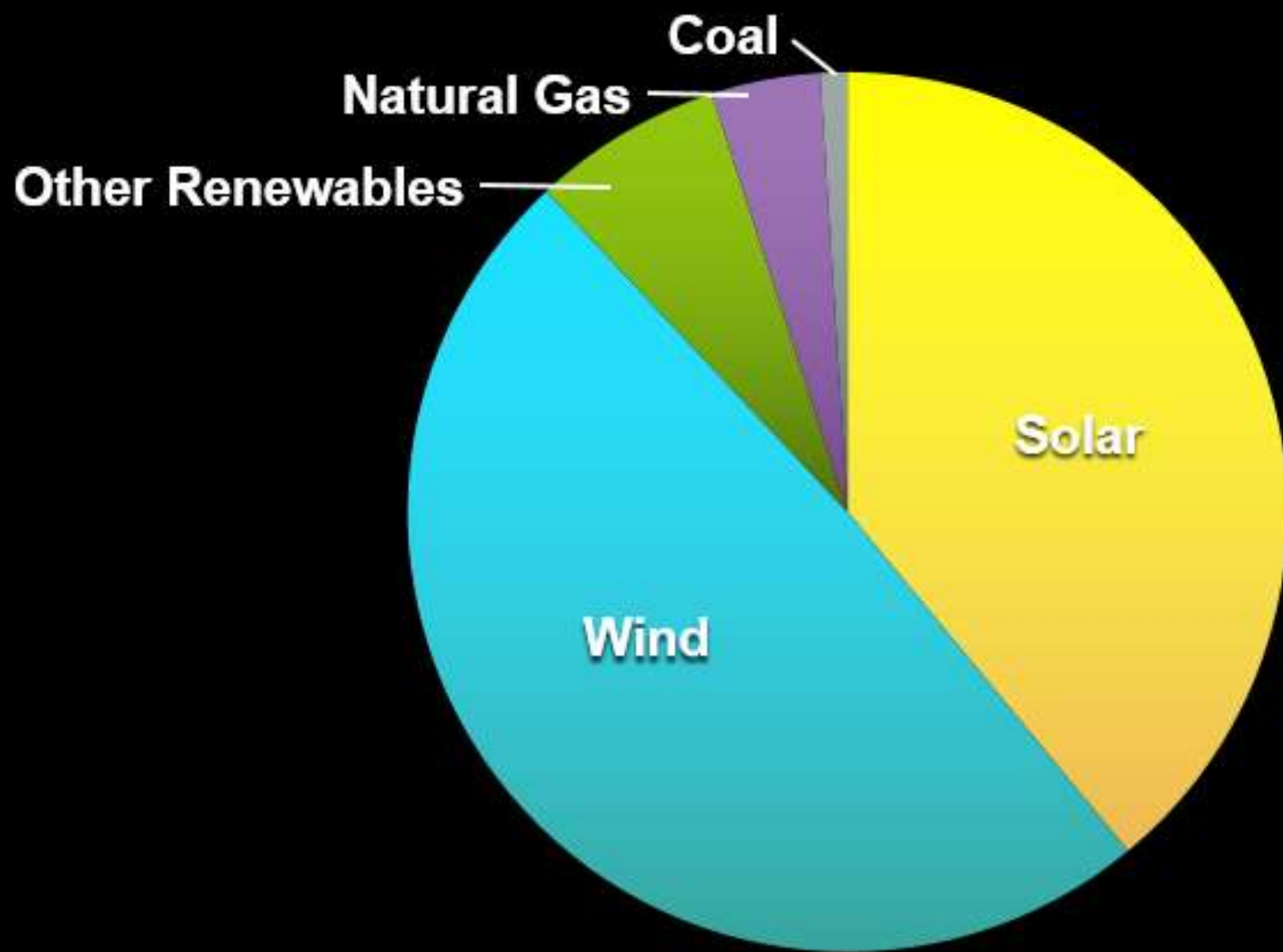


65% of new capacity was from solar and wind.

Gujarat, India

China and India
are **both on track** to
overachieve
their Paris
commitments.

New Electricity Capacity in Europe, 2018



88% of new capacity was from solar and wind.

It's already too late,
so why bother

MICHELLE BACHELET

PRESIDENTA 2014-2018



President Bachelet: "It's up to us to make sure Chile is better prepared for the effects of climate change"

That was the statement from President Bachelet on the release of the National Action Plan for climate change adaptation, mitigation, implementation measures and management measures for regions and districts. The Action Plan's 16 specific objectives and 30 lines of action will be implemented through 96 concrete measures.



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The Chilean Solar Market

Installed Capacity (GW)

2.50
2.25
2.00
1.75
1.50
1.25
1.00
0.75
0.50
0.25
0.00

2.50
2.25
2.00
1.75
1.50
1.25
1.00
0.75
0.50
0.25
0.00

End of 2013

End of 2016

End of 2018

Data: La Comisión Nacional de Energía, Chile



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.”

-Margaret Mead



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- sightline.org
- davidsuzuki.org/climate-conversation-coach/
- katharinehayhoe.com/wp2016/
- cbc.ca/news/technology/climate-change-mitigation-co-benefits-1.5205552
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- thenarwhal.ca/Ing-canada-project-called-a-tax-giveaway-as-b-c-approves-massive-subsidies/
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- ft.com/content/f175ba48-d96e-11e7-a039-c64b1c09b482 (re Chile)