



giving
nature
a home



We need to talk about adaptation

Dr Olly Watts RSPB climate change policy

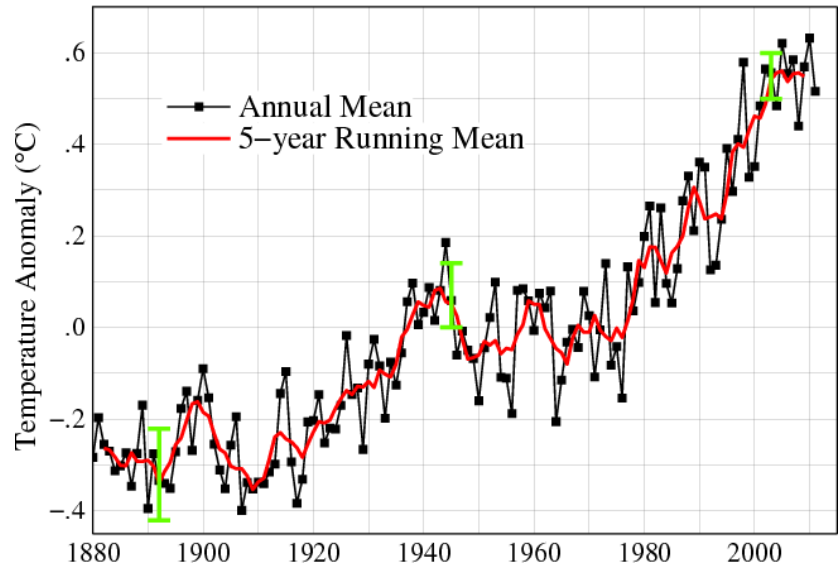
We are no way near winning on climate change

- **Greenhouse emissions rising – 20 years**
- **Extinctions 1,000 to 10,000 times natural rate**
- **Need to keep 2/3rds (or 3/4qtrs?) known fossil fuels in the ground**
- **Social divides growing**
- **Nature disconnect**

How we've told the story



Global Land–Ocean Temperature Index

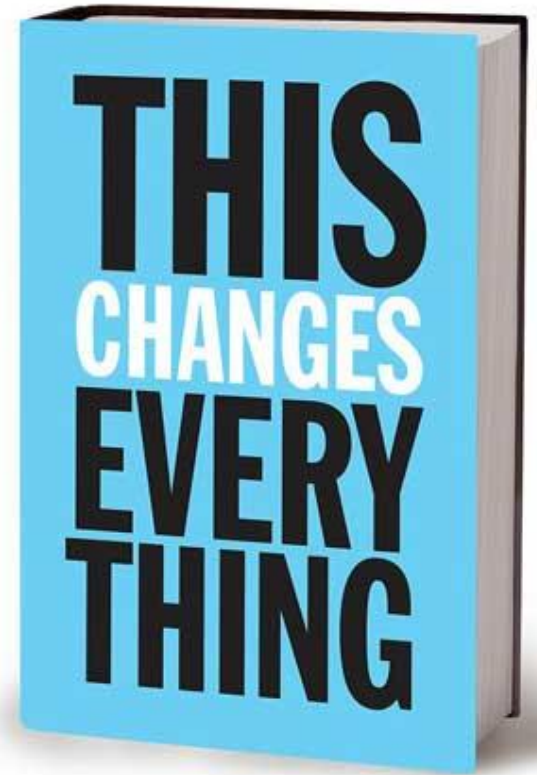


Yet – people are aware, may care

- **Concerned and confused**
- **Back of mind**
- **Don't know how to engage**
- **Climate change conflicts with a nice life**
- **Probably know things aren't going well to fix things**
- **We have children...**

‘Talking about climate change is limiting – it’s everything change’ Margaret Atwood

- **Climate change is an everything issue**
- **Risk of people unplugging out of despair**
- **Sow reasons for hope**



A new climate narrative is developing

- From the abstract to direct concerns
- Making the story of the planet become the story of people
- Things that matter to people –food, water supply, health, interests, recreation, civilisation
- Fend off despair
- Show way forward – hope, action



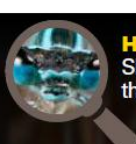
HEN HARRIER DIARY

A year spent
working with raptors



WILD ON MY FARM

Leanne shows us around
her family's patch



HANDBOOK

Skills, tips and
things to do

Wingbeat

Written by teenagers... for teenagers

APRIL 2015

JOIN US

Apply to the RSPB's
Youth Forum and make
young voices heard

page 15



CLIMATE
JUSTICE



CHANGE
POLICY
NOT
CLIMATE

Climate change: reasons to smile

How global warming has galvanised a
new generation of campaigners



Field sketching

Learn how to draw
birds and wildlife
from life

Share

Your letters,
photos, poems
and posts



RSPB Phoenix is the teenage membership of the RSPB



giving
nature
a home



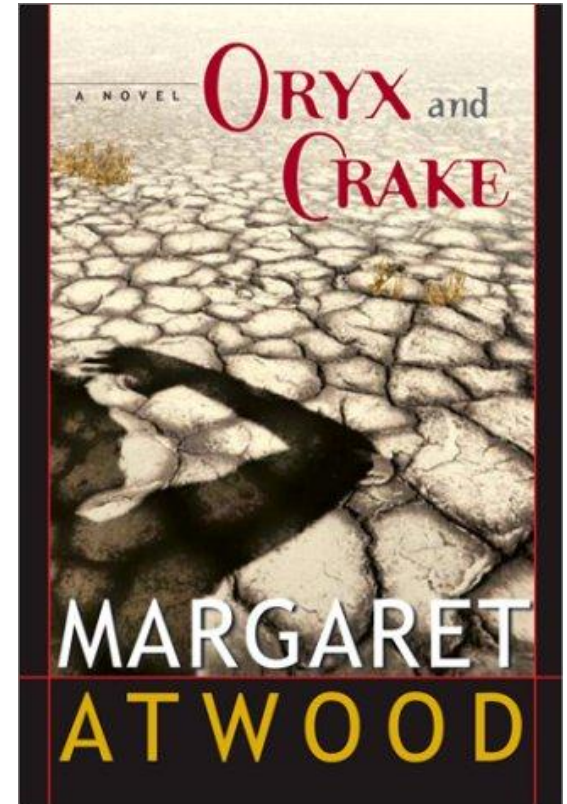
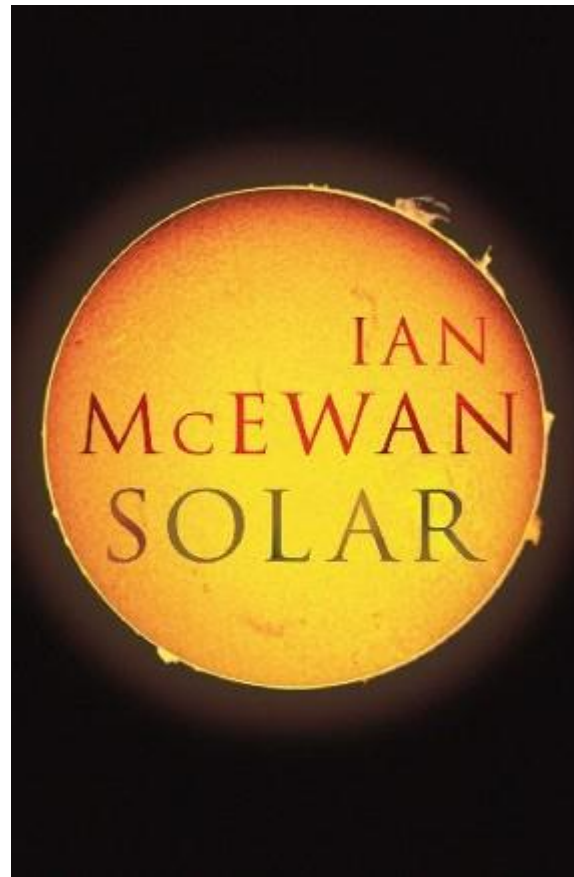
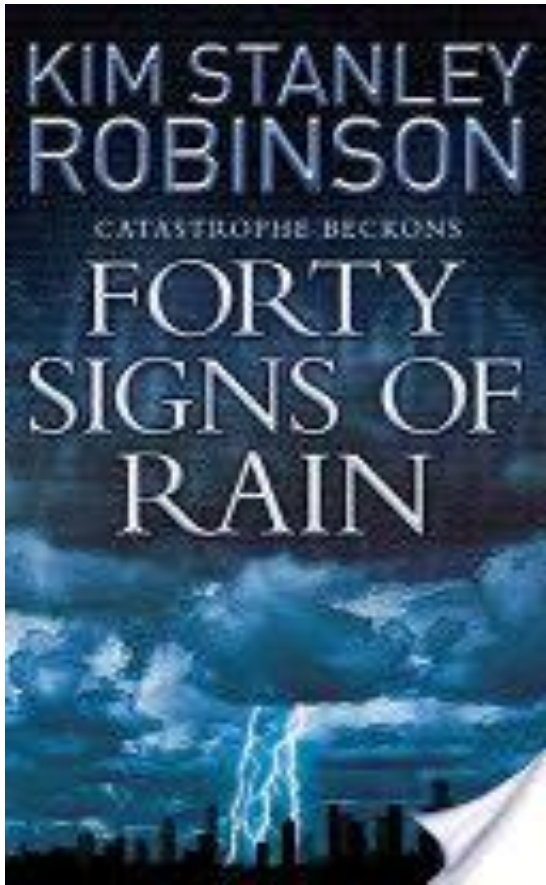
giving
nature
a home

We need to tell stories

- Stories are gateways to our lives
- The brain likes stories – learning, memory
- Stories build ties among people
- Sharing and connect, involve and interest
- Humour adds, empowers



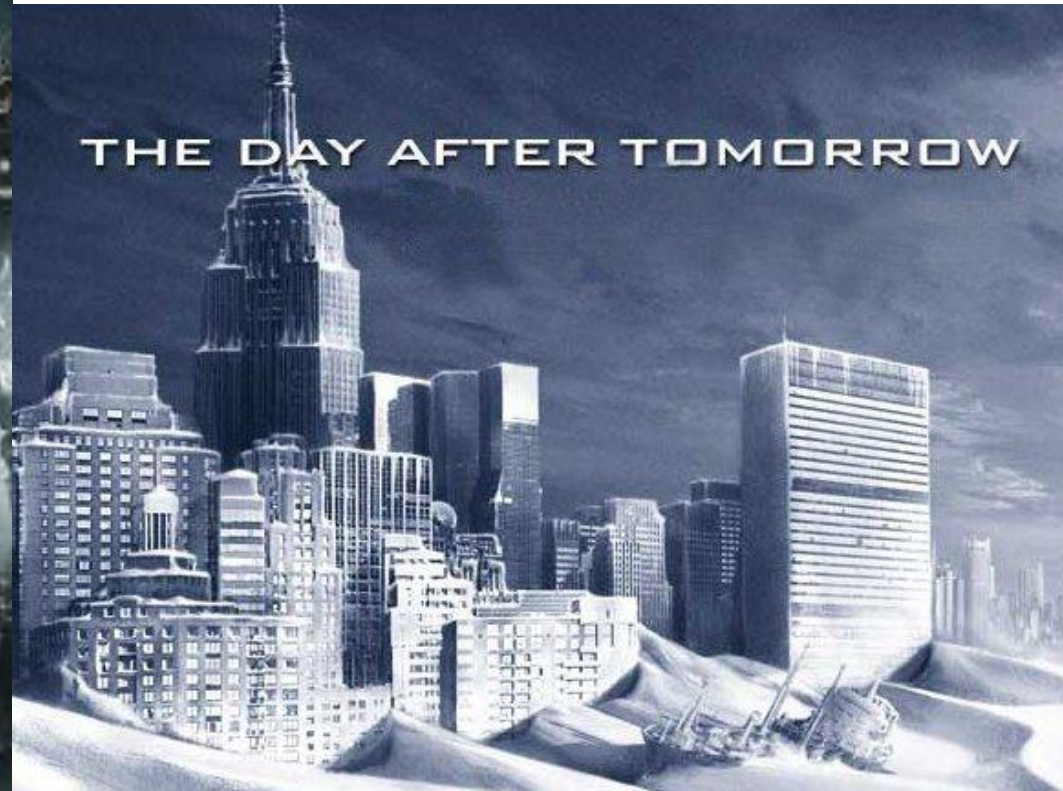
We're already telling stories about climate change: 'Cli-Fi' literary genre



... and video games...



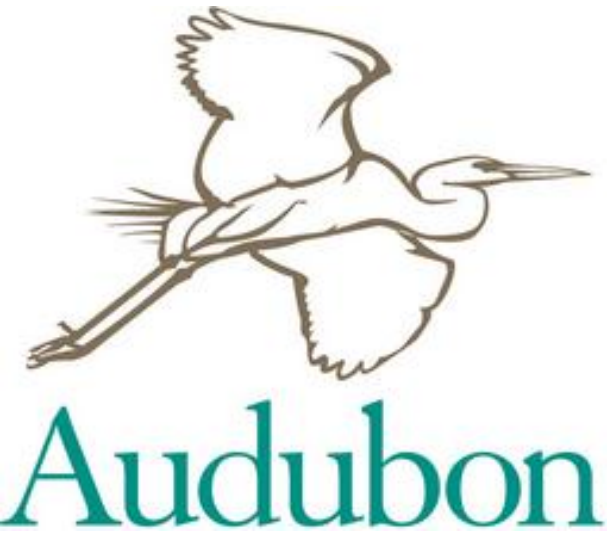
... movies



Everyone needs their Climate Thing

- Climate envelopes all - so we should all work on climate change!
- But solutions are distant, massive, uninvolved, abstract
- Our *own interests* need to become the lens through which we see climate change
- Passion, interest, emotional attachment
- Shifts climate change from anxiety to action, from novel to normal





“Climate change is a bird issue”

- **47 million Americans interested in birds**
- **Half US bird species are threatened with extinction through climate change**
- **Hearts, not heads**
- **Audubon’s major current focus**



nature's
voice

FUTURESCAPES

SPACE FOR NATURE,
LAND FOR LIFE

UK



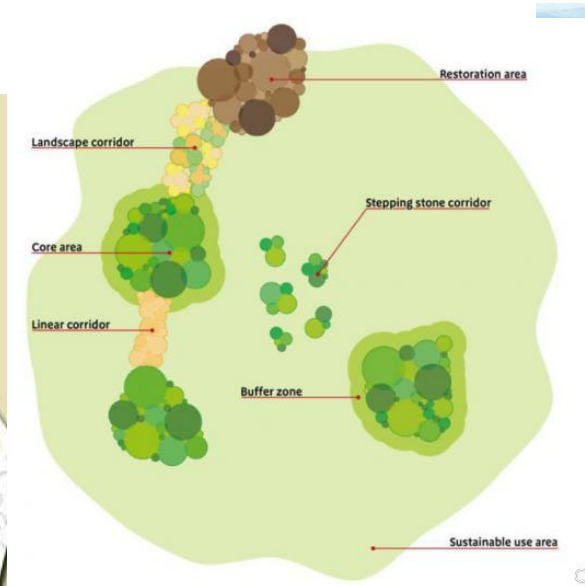
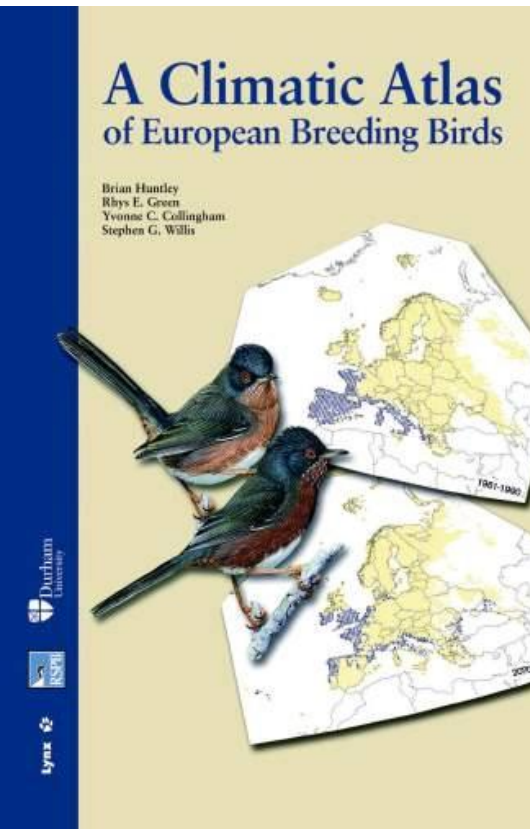
Climate-smart Conservation



Why Bern comms action?

- **We have good stories!**
- **Nature is a climate change issue**
- **Align nature conservation with climate change**
- **Encourage adaptation action**
- **‘Normalising’ climate change**
- **Help make the required climate change mitigation actions acceptable**

This will help nature conservation



Aichi targets... by 2020

Target 1 people aware of the values of biodiversity and steps to conserve, use it sustainably

Target 2 - biodiversity values integrated into national and local development and poverty reduction strategies

Target 11 – conserve at least 17% of terrestrial areas and inland water, and 10% of coastal and marine areas... with ecologically representative and well connected systems of protected areas and other effective area-based conservation measures, integrated into wider landscapes and seascapes

Target 8 - pollution, including from excess nutrients, brought to levels acceptable for ecosystem function and biodiversity

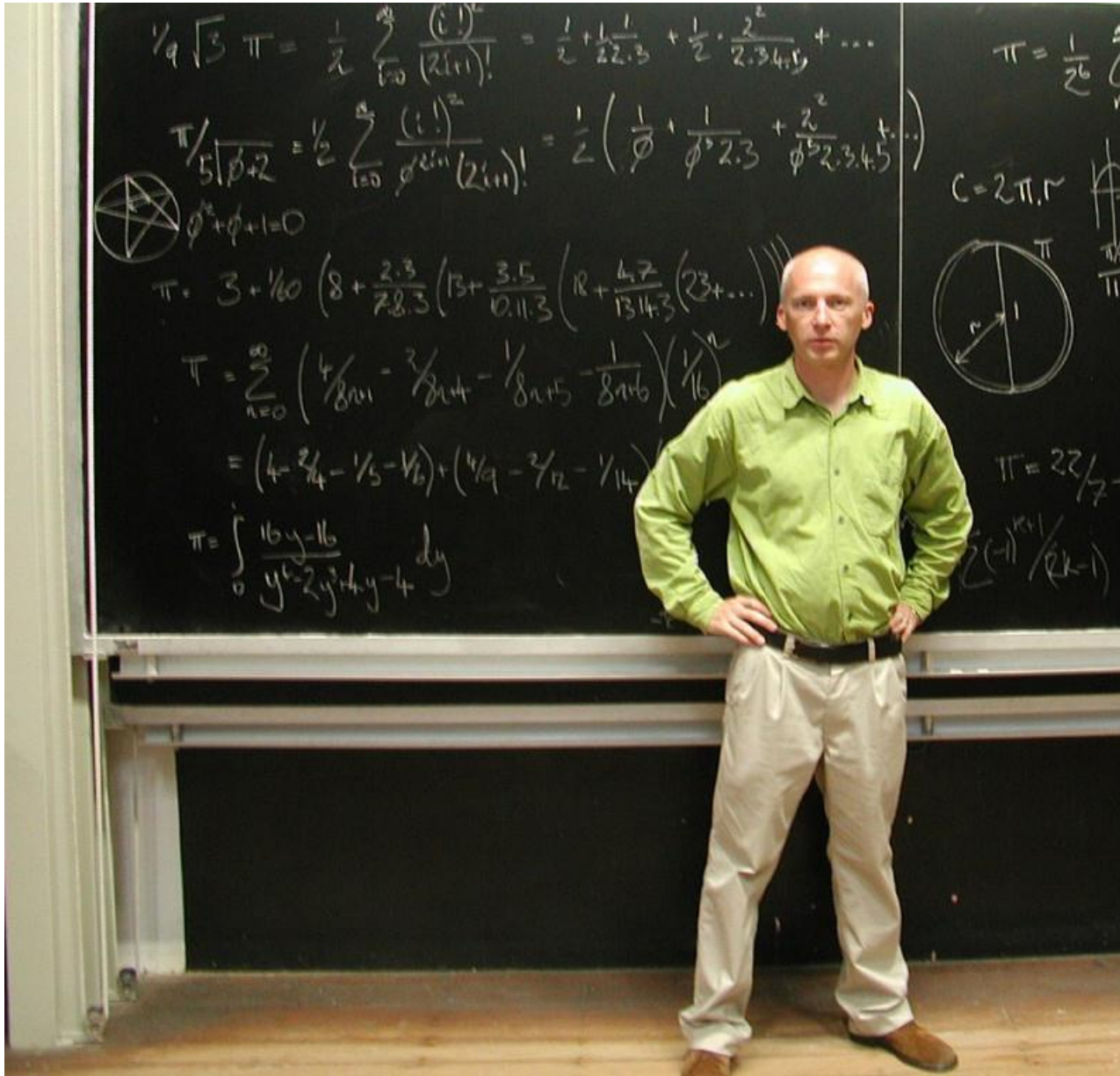
Target 3 – phase out incentives, subsidies, harmful to biodiversity

Target 20 - mobilise financial resources to implement Strategic Plan for Biodiversity 2011-2020

Target 14 – restore, safeguard ecosystems that provide essential services



Communications professionals?



Comms is changing

- Less print, more social media
- Conservation organisations often well behind media developments
- Communicators are changing
 - Less one author to one audience
 - Stories repeatedly told / forwarded by others on your behalf
- Shareable, story-like, engaging content is essential



A professional communications programme

- **Comms knowledge and techniques**
- **Usable across the Bern adaptation partnership**
- **Common themes with local relevance**
- **Develop stories, mechanisms**
- **Adaptation: the storyboard for climate action**
- **Nature conservation relevant and important**

Let's discuss



