



Communicating Climate Change and Biodiversity to Policy Makers

36th Standing Committee of the Bern Convention—Strasbourg.

Dr. Lucas Sánchez Sampedro
scienseed

COMMUNICATING
**CLIMATE CHANGE AND
BIODIVERSITY** TO
POLICY MAKERS





The communication challenges



SCIENTIFIC FACTS



**PSYCHOLOGICAL
PHENOMENA**



POLICYMAKING

Images from: Cifor.org (climate change) web.kalid.com (biodiversity) Movementrights.org (policymaker)

Communicating scientific information



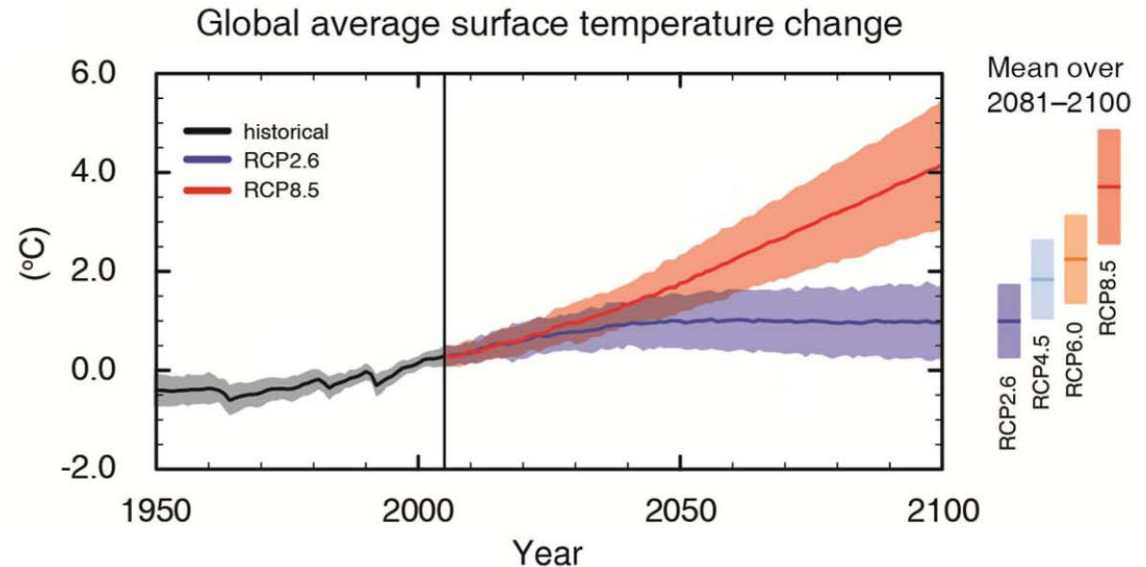
JARGON



COMPLEXITY



IMPERSONALITY





The communication challenges



SCIENTIFIC FACTS



PSYCHOLOGICAL
PHENOMENA



POLICYMAKING

Images from: Cifor.org (climate change) web.kalid.com (biodiversity) Movementrights.org (policymaker)

Psychological phenomena



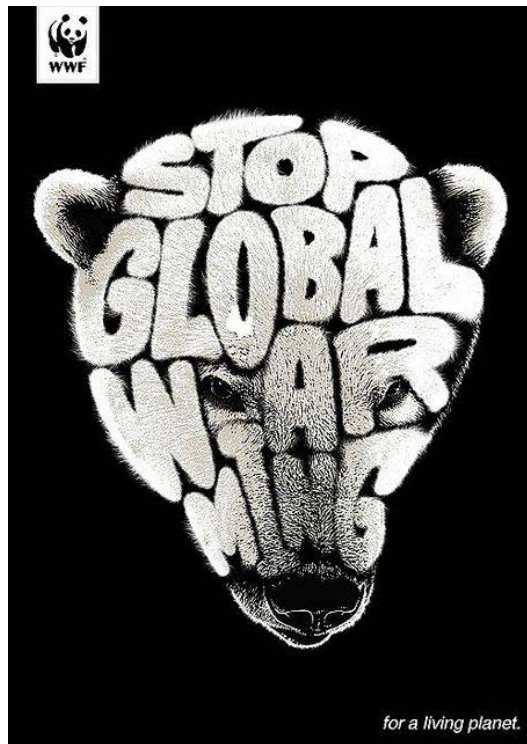
FRAMING

- Mental models are not static.
- How to introduce the new information so that it is not dismissed, denied or downplayed.
- Context to facilitate a desired interpretation or perspective in the stakeholder.**

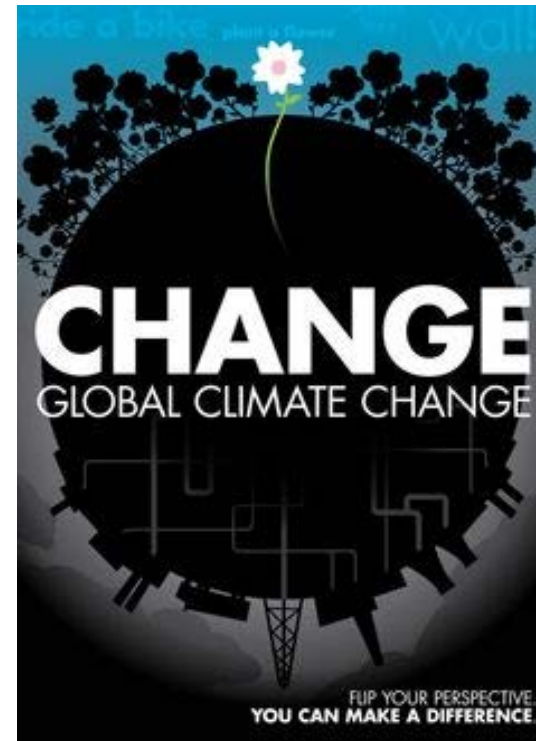
Psychological phenomena



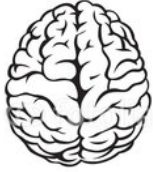
FRAMING CLIMATE CHANGE



Source: WWF



Author: Brian Douglas Hayes



Framing “Biodiversity”

LETTER

Framing biodiversity conservation for decision makers: insights from four South African municipalities

Angelika Wilhelm-Rechmann & Richard Mark Cowling

Department of Botany, P.O. Box 77000, Nelson Mandela Metropolitan University, Port Elizabeth 6031, South Africa

Keywords

Audience research; communication; implementation; land use planning; social marketing; sustainability; systematic conservation planning.

Correspondence

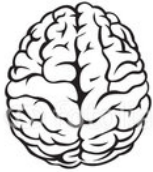
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fax: +49-30-81005628.
E-mail: a.rechmann@mweb.co.za

Received

9 April 2010

Abstract

Priority maps for biodiversity conservation are increasingly aimed at their implementation by local governments in their land use decision making. However, these biodiversity planning products usually rely on the implicit assumption that biodiversity and related concepts are the appropriate ones for communicating the need to safeguard nature. We investigated the level of understanding of the terms “biodiversity” and “sustainability” of decision makers in four South African coastal municipalities and identified the prevalent frames of interpretation they held regarding nature conservation in land use planning. We demonstrate that understanding of the term “biodiversity” is very limited; however, the term is well linked to the natural environment. Conversely, the concept of “sustainability” is clearly established—but only marginally connected to nature. The frame analysis showed that the preservation of nature



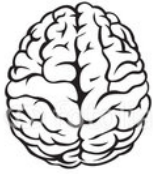
“Biodiversity bias”

ELAINE A. FERRIER AND BRENDON M.H. LARSON

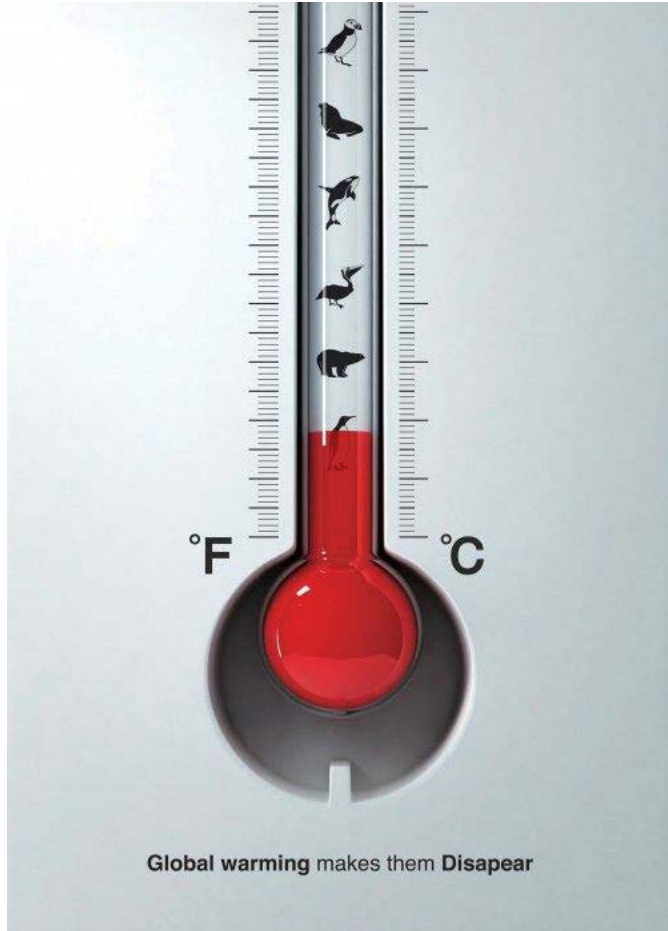
Biodiversity and Conservation Framing in Canada A Case Study of the Oak Ridges Moraine

Abstract

“Biodiversity” is a focal point of conservation management and regulation around the world. Given the level of political commitment to the concept of biodiversity and the many resources dedicated to its protection, it is time to critically explore the implications of its underlying meanings and its usefulness as a frame for productive conservation action. Like “wilderness,” the concept of biodiversity is embedded in outdated scientific understandings of ecosystems as static and associated with preferences for pristine, undisturbed environments. This “biodiversity bias” is increasingly embedded in Canadian environmental policy and action, creating barriers to conserving fragmented or disturbed areas. These spaces provide critical ecological functions as well as meaningful human-nature interaction for urban and suburban communities, yet their importance is hard to justify when framed in terms of biodiversity. In an exemplary case study of the Oak Ridges Moraine, Ontario, activists struggled to build a convincing case for conservation of the semi-urban landform on the grounds of biodiversity. Instead, they were successful in framing the campaign in terms of the large-scale ecological functions that the partially urbanized landform provides.



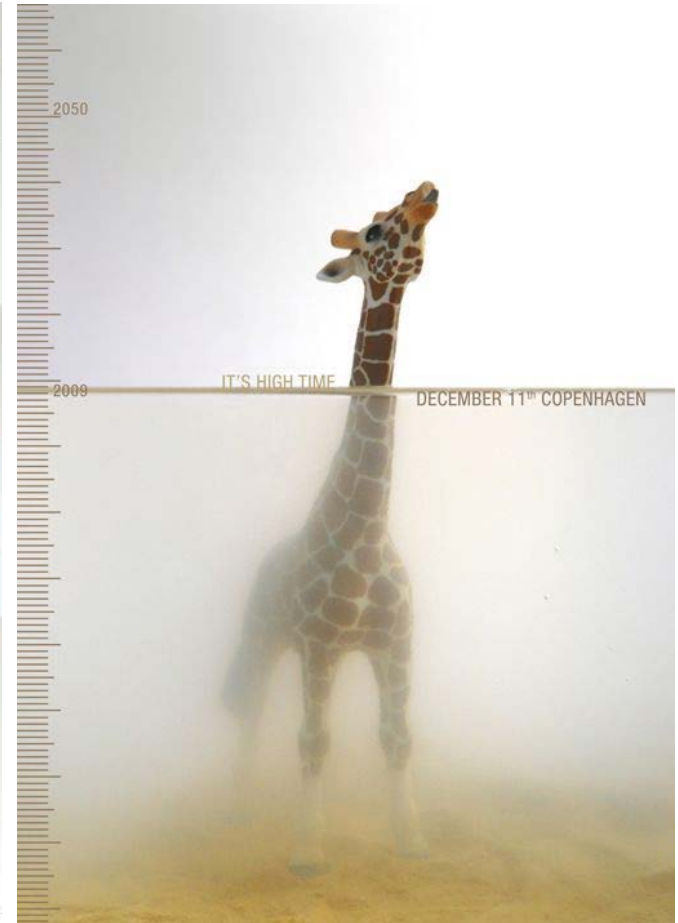
The “under threat” frame

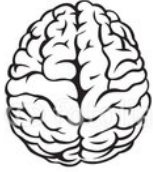


www.posters.panda.org



Pinterest: Yunsun Lee



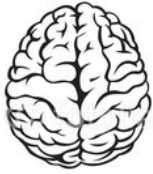


The “under threat” frame

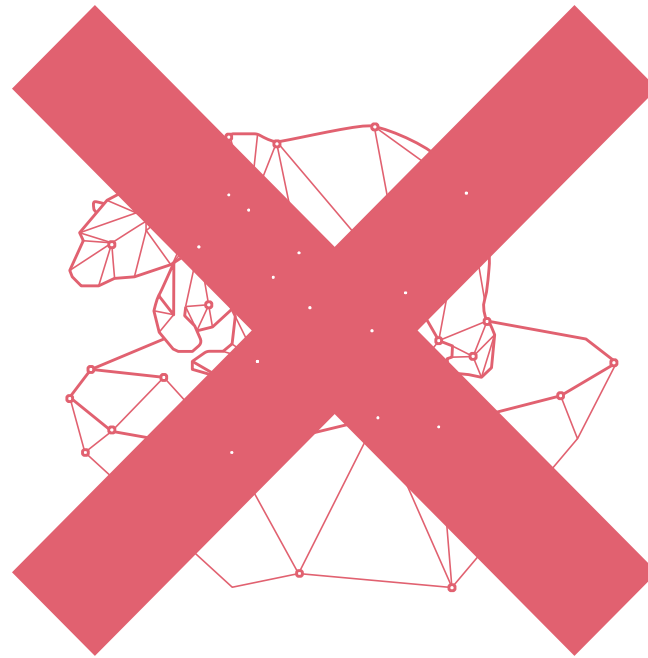
“Fear Won’t Do It” Promoting Positive Engagement With Climate Change Through Visual and Iconic Representations

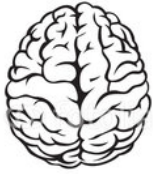
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The “under threat” frame





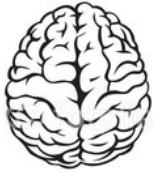
Psychological phenomena



PSICOLOGICAL DISTANCE



Source: henrico.us



Psychological phenomena



PSYCHOLOGICAL DISTANCE

Solar

by Ian McEwan
Nan A. Talese, 2010.

The Water Knife

Paolo Bacigalupi
Knopf Doubleday Publishing Group, 2015.

The Sea and The Summer

by George Turner
Faber & Faber, 1987.

The Carbon Diaries 2015

by Saci Lloyd
Holiday House (2010)

Far North

by Marcel Theroux
Picador, 2010.

Forty Signs of Rain

by Kim Stanley Robinson
HarperCollins, 2004.

Flight Behavior

by Barbara Kingsolver
HarperCollins, 2004.

The Stone Gods

by Jeanette Winterson
Hamish Hamilton, 2007.

Back to the Garden

by Clara Hume
Moon Willow Press, 2012.

Oryx and Crake

by Margaret Atwood
McClelland and Stewart 2003.

Year of the flood

by Margaret Atwood
McClelland and Stewart 2009.

MaddAddam

by Margaret Atwood
McClelland and Stewart 2009.

The Healer: A Novel

by Antti Tuomainen,
Henry Holt and Co., 2013.

Odds Against Tomorrow: A Novel

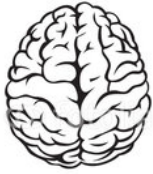
by Nathaniel Rich,
Straus and Giroux, 2013.

Breathe

by Sarah Crossan
Bloomsbury Publishing PLC, 2012.

I'm With the Bears: Short Stories from a Damaged Planet

by Nathaniel Rich,
Straus and Giroux, 2013.



Psychological phenomena



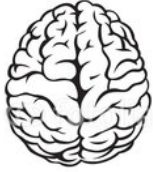
UNCERTAINTY



-Scientific information is always associated to some level of uncertainty. But **uncertainty is only a potent stimulus for action in scientists.**

-Scientists are inclined to focus in what they do not know yet.

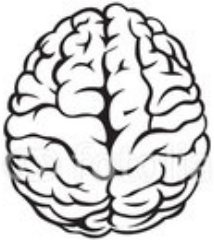
Source: The Uncertainty Handbook (U.Bristol)



Psychological phenomena

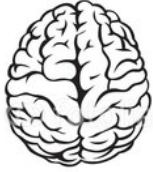


FRAMING UNCERTAINTY



- Uncertainty is everywhere.
- We are constantly deciding under incomplete knowledge.
- Use the wording of other sectors: **RISK** not UNCERTAINTY.

Source: The Uncertainty Handbook (U.Bristol)



Psychological phenomena



FRAMING WINNING AND LOSING



FRAMING PREVENTION VS PROMOTION



EMOTIONAL NUMBING ---> FINITE POOL OF WORRY.



TRAGEDY OF THE COMMONS.



SINGLE ACTION BIAS.



WISHFUL THINKING



The communication challenges



SCIENTIFIC FACTS



PSYCHOLOGICAL
PHENOMENA



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Images from: Cifor.org (climate change) web.kalid.com (biodiversity) Movementrights.org (policymaker)



Policy-making



POLITICAL FACTORS: 4P's



Players



Power



Position



Perception

Source of images: [//smallbusinessedge.com](http://smallbusinessedge.com) / traitdunion-online.eu/



Policy-making



TIMING

**“THE ESSENTIAL INGREDIENT OF POLITICS IS
TIMING.”**

PIERRE TRUDEAU

© Lifehack Quotes



Policymaking



FRAMING ECONOMICS



FRAMING NATIONAL SECURITY.



FRAMING PUBLIC HEALTH.



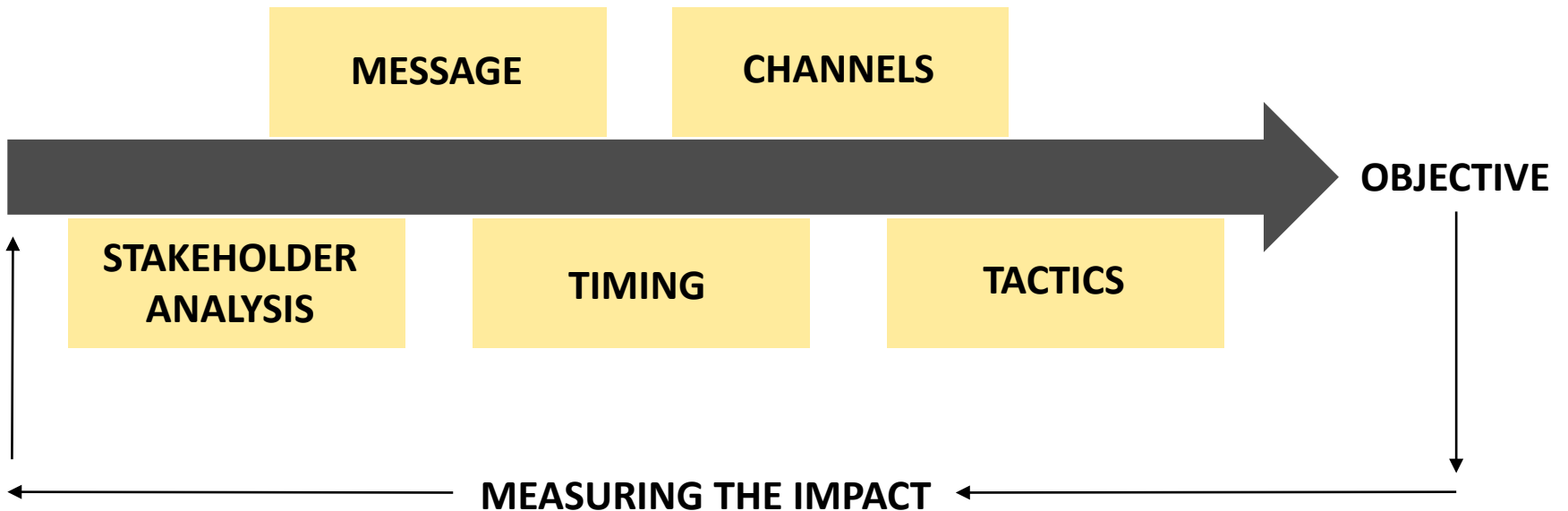
FRAMING IDEOLOGY.



FRAMING BELIEFS.



The communication strategy

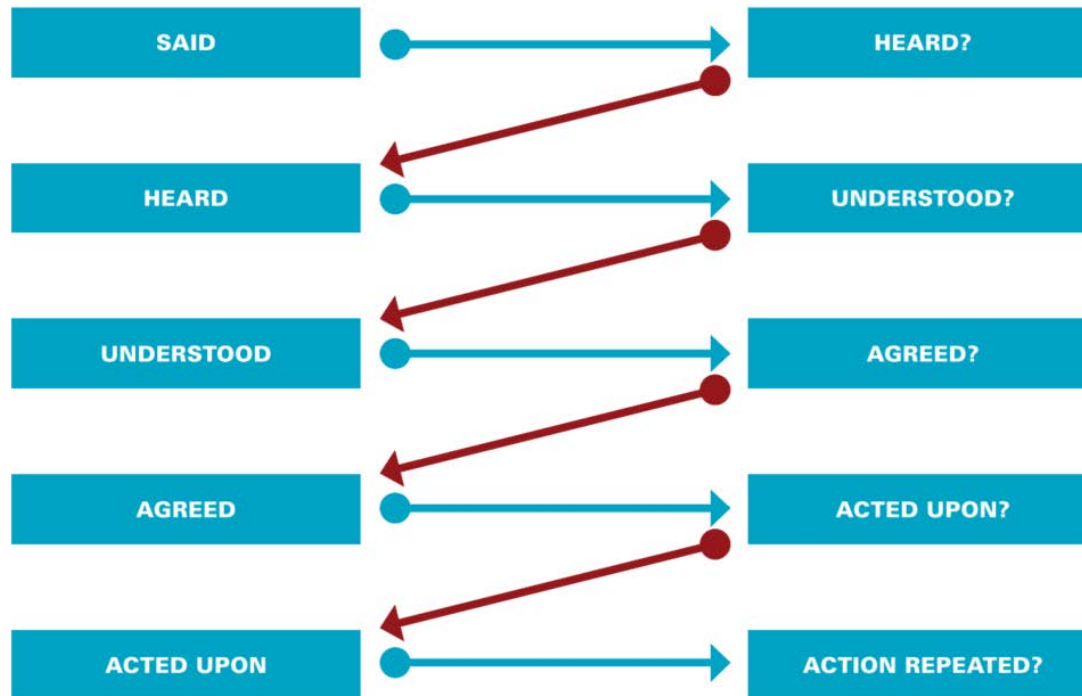




Policymaking



MEASURING THE IMPACT



Thank you!



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