

Mikrofon podnebjju: znanje in kompetence za komuniciranje podnebnih sprememb

# Climate Action

## Talk the talk & walk the talk

dr. Jonas Sonnenschein



CARE  
4 CLIMATE



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA OKOLJE IN PROSTOR

# Climate Action

## Talk the talk & walk the talk

Ljubljana, 23.10.2021

dr. Jonas Sonnenschein – [jonas@umanotera.org](mailto:jonas@umanotera.org)





# About me

BA Philosophy & Economics (DE)

MSc Env'l Management & Policy (SWE)

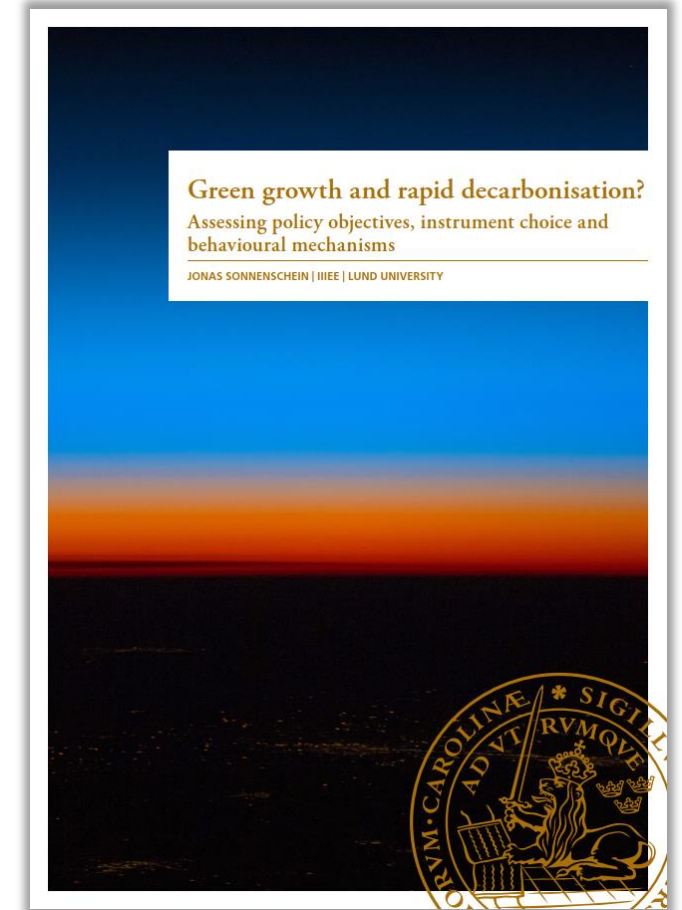
PhD Environmental Economics (SWE)

Teaching experience

- Environmental economics (MSc)
- Market-based policy instruments (MSc)
- Sustainable consumption & production (high school)

Work

- green2bee
- Umanotera
- Lund University
- Policy consulting
- Umanotera





Welcome

# On the hot side of the Alps

Slovenia end of the century





The Open  
University

# frozen planet

**BBC**

Productions  
Bristol

[bbc.co.uk/nature](http://bbc.co.uk/nature)

© BBC MMXI

The average land temperature today is ca. **15° C**



Without the greenhouse effect of the atmosphere it would be ca. **-18° C**



Weak greenhouse effect on  
Mars, whose surface is frozen

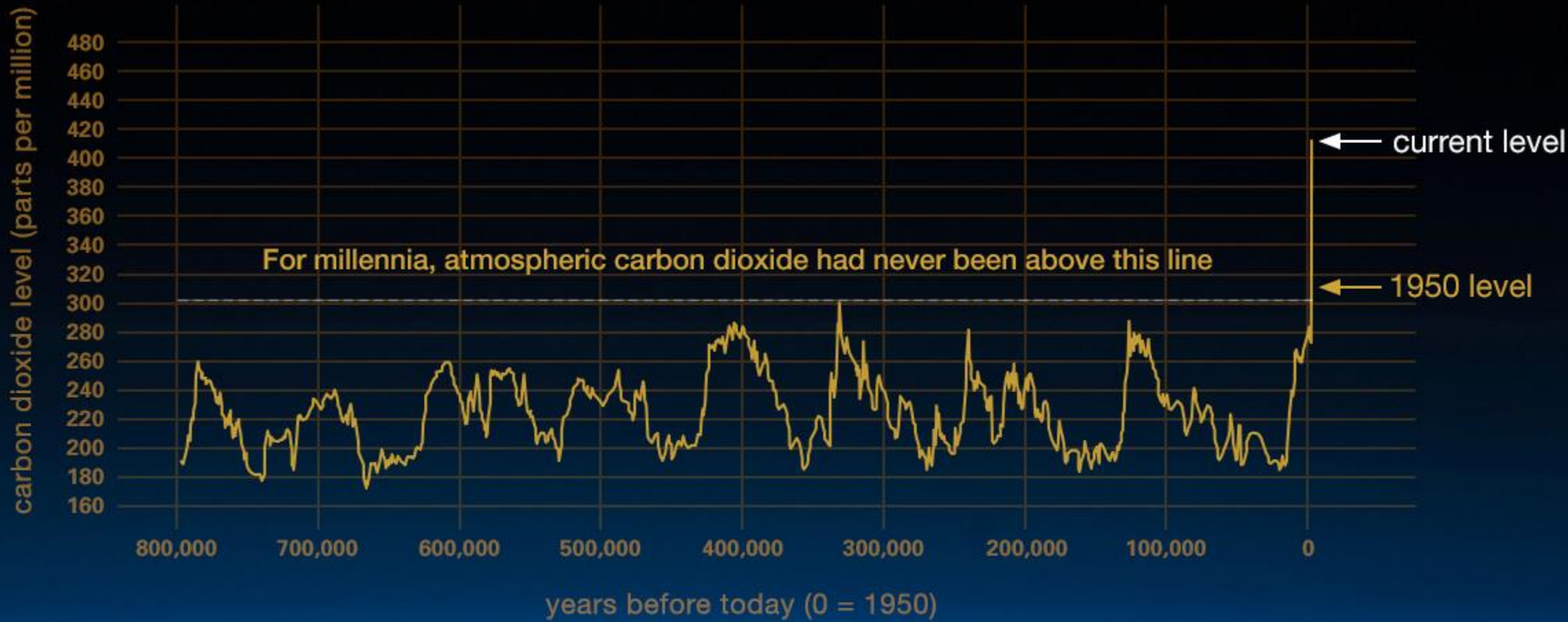


Too strong greenhouse effect  
on Venus, whose surface  
temperature is  $> 400^{\circ} \text{C}$



Since the early 70s global GHG emissions have more than trippled and are currently at an all time high!!!















Voda je, toplota tudi, komarji prihajajo

**DNEVNIK**

SLOVENIJA SVET POSEL ŠPORT KULTURA MAGAZIN KRONIKA LOKALNO MNENJA OBJEKTIV NEDELJSKI GAZELA ZLATA NIT

Škode po novembrskih  
evrov

**Tajanje večnega ledu oživilja stare nalezljive bolezni**

Po rekordno toplem maju v Sibiriji obujen strah pred odkrivanjem starih bakterij  
Boj proti podnebnim spremembam je tudi boj proti prihodnjim izbruhom nalezljivih bolezni, ki opozarjajo pri WHO-ju in Svetovni banki. V večnem ledu namreč prežijo stare nalezljive bolezni, ki jih oživilja tajanje kot posledica segrevanja ozračja.



Ob rekordni majski temperaturi v Sibiriji se v Rusiji bojijo izbruha antraksa pri jelenih, posredno pa zastrupitve pri ljudeh, ki so življenjsko odvisna od njihovega mesa. Leta 2016 so že imeli manjši izbruh

**FOTO: V Piranu voda do kol**  
tudi v Izoli in Kopru

**Lubadar in ujme lani uničile 2,4 milijona kubikov lesa**

**DELO**

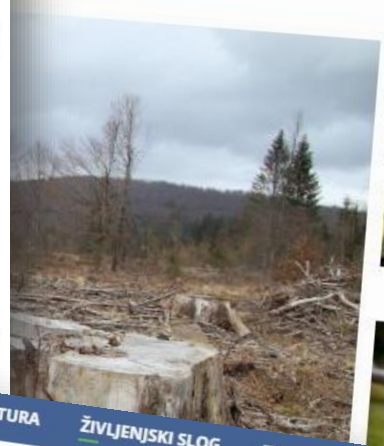
SLOVENIJA SVET POSEL ŠPORT KULTURA MAGAZIN Prosti čas

žalni venec. Triglavskega

ka sta se od lani spet zmanjšala. Njuna  
la doslej najmanjši izmerjeni izpred skoraj

Kaj podobnega berejo drugi

Ta članek trenutno bere  
FOTO: Iz Triglavskega ledenika in okolice Kredarice odpeljali za 380 kilogramov smeti



**Suša pesti jugovzhod Slovenije, obilnejše padavine niso napovedane**

**Množični dogodki, kot so neurja, postajajo pomemben del zavarovalnih premij**

Na vrednotenje že vpliva vgradnja trpežnih materialov  
Večja nevarnost pojava silovitih, a kratkotrajnih in lokalno omejenih poletnih neviht običajno ostaja še do konca avgusta, tako bo najverjetneje tudi v prihodnjih poletjih.



































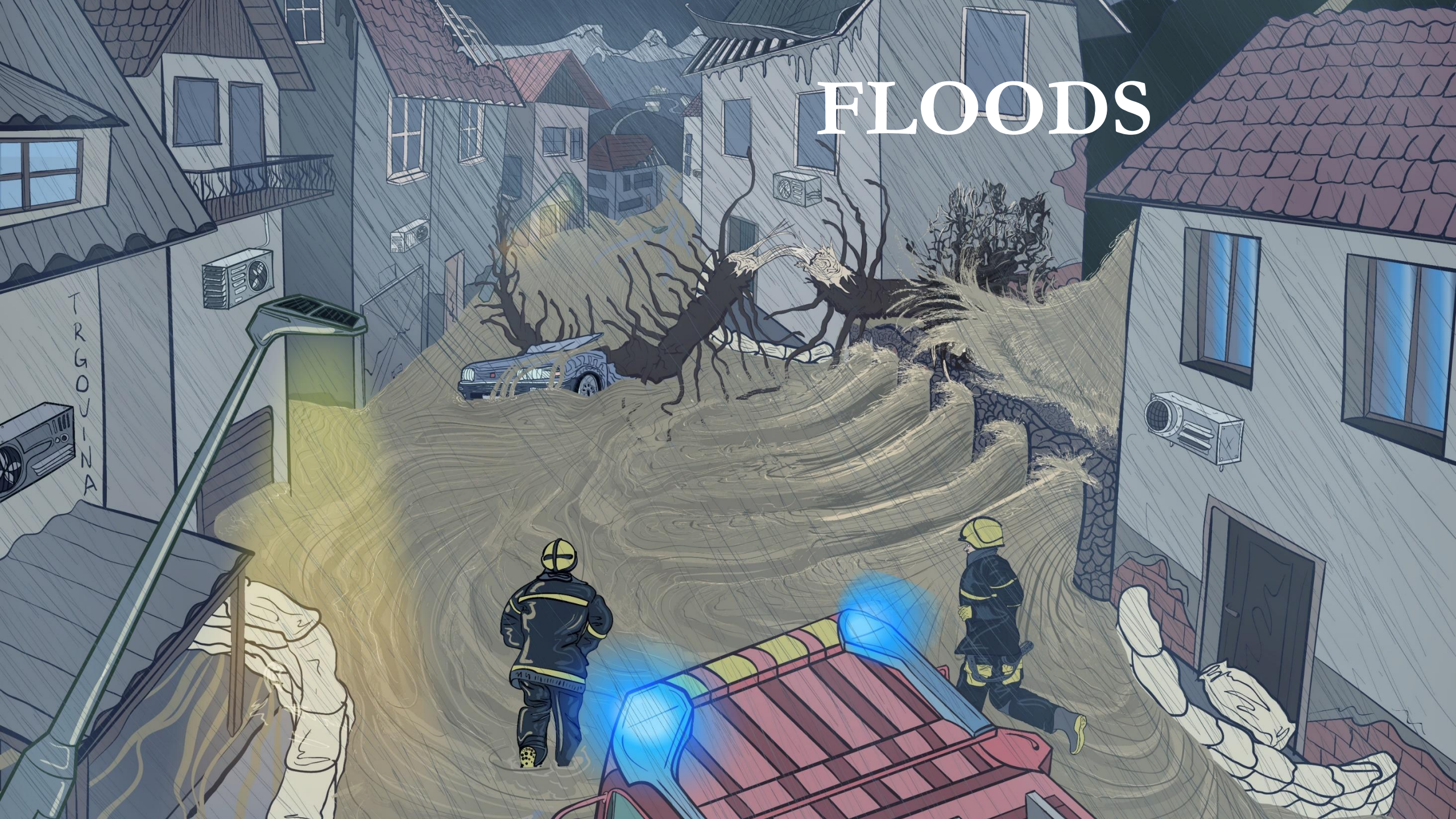


# FAMINE





# FLOODS



TRGOVINA



# DISEASE





# MASS MIGRATION





We are doomed!



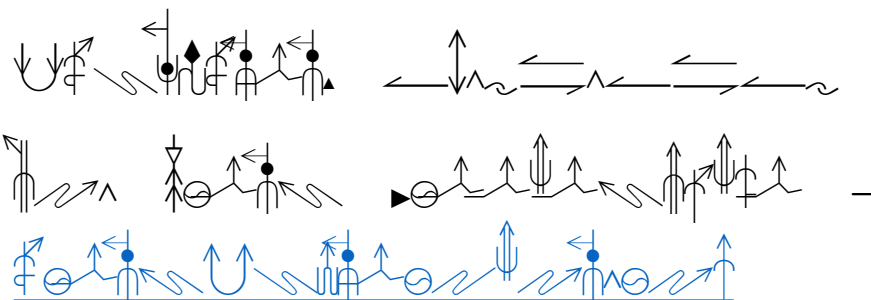
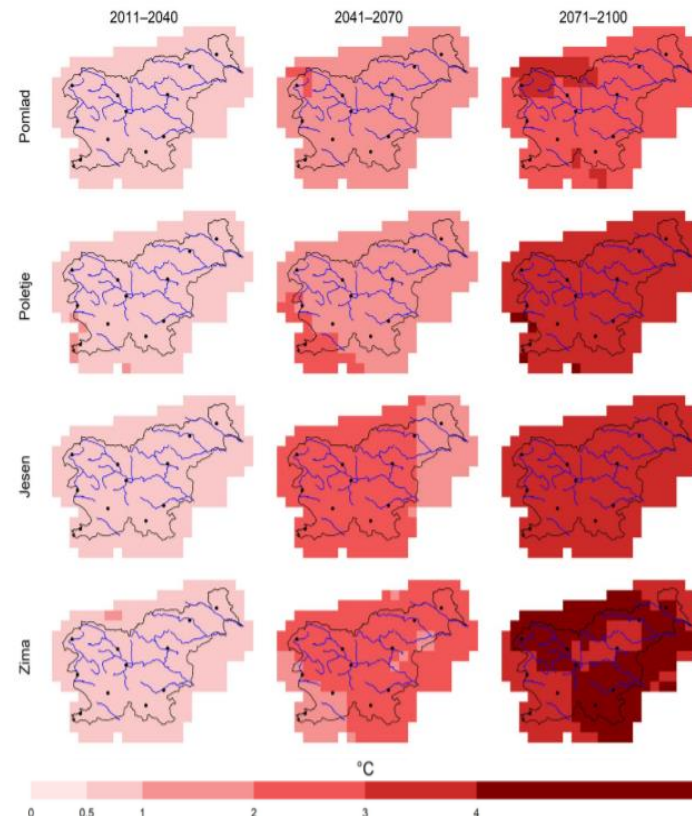




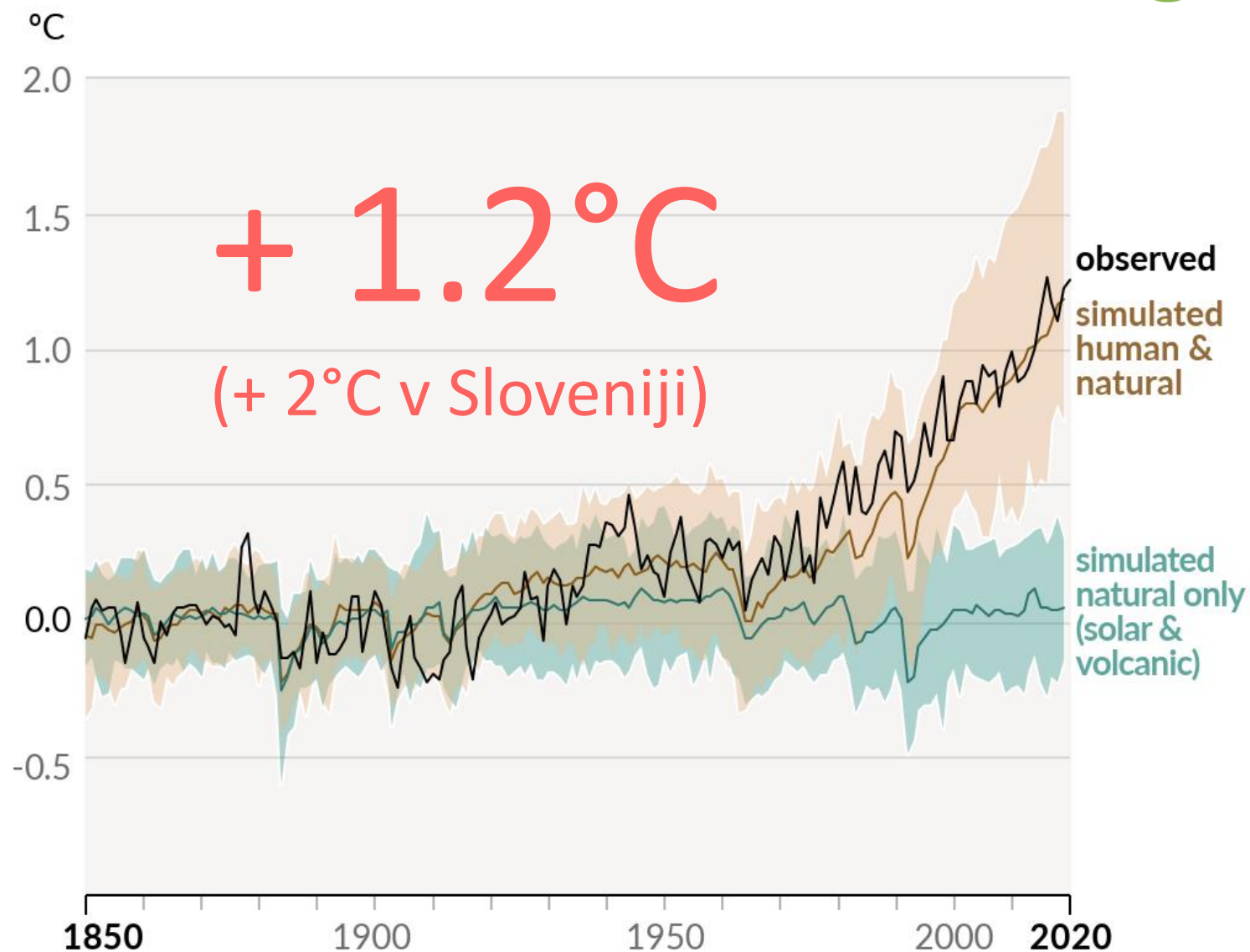
<<< Rewind <<<

# Climate change in Slovenia

## Scenarios and their implications until the end of the century



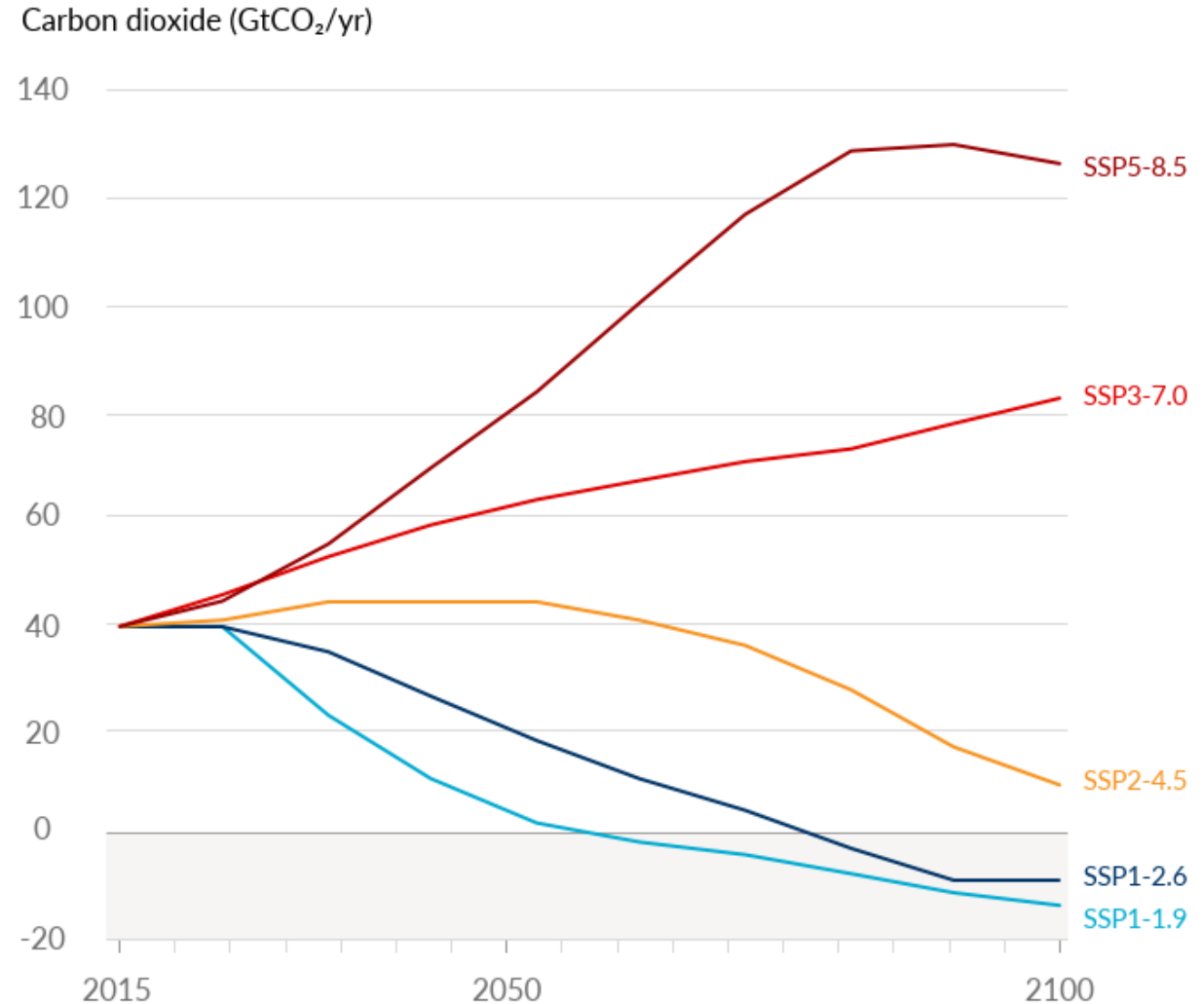
# Climate change is happening ...

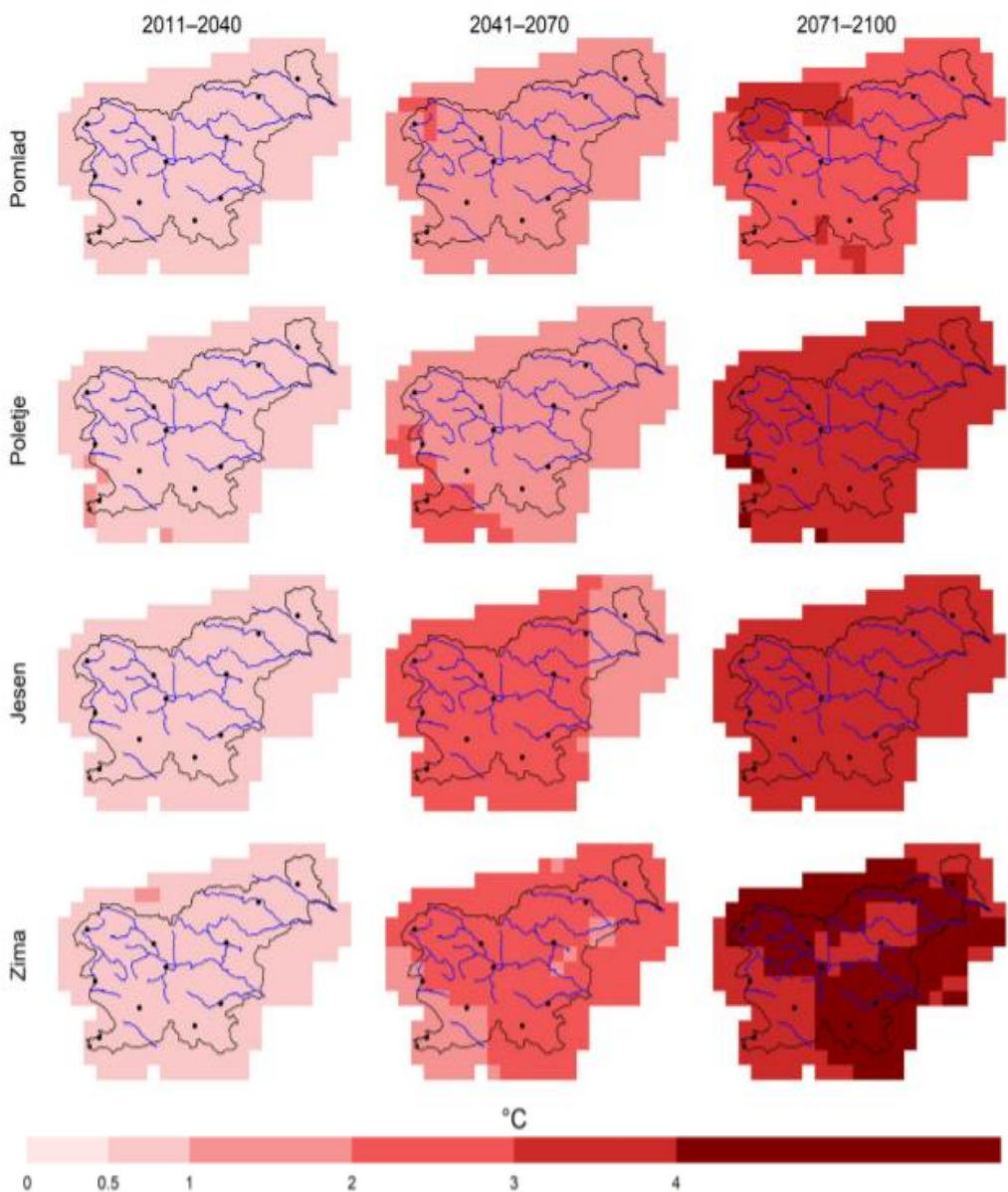






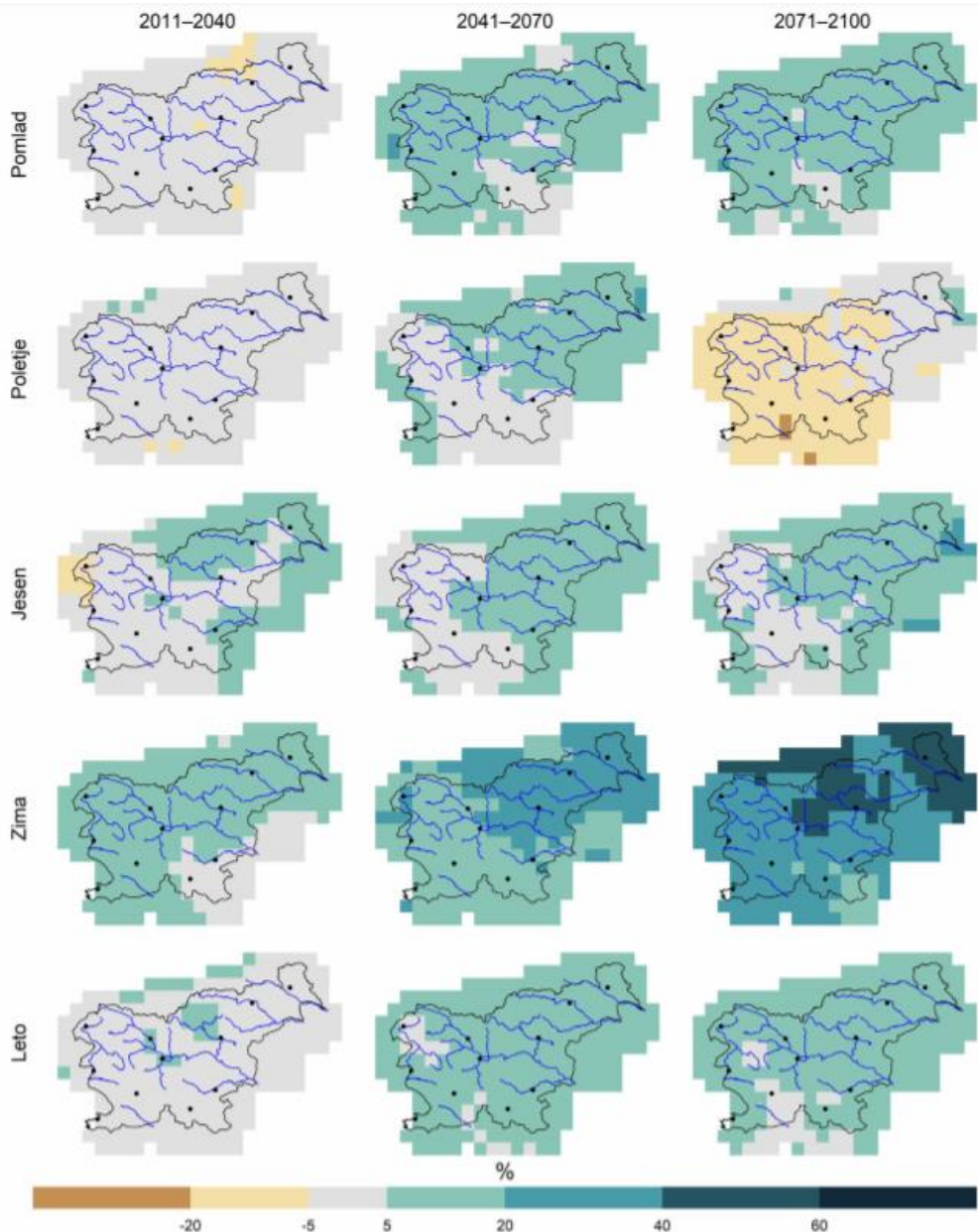
# There are different scenarios for its future development





**Different scenarios  
are associated with  
different temperature  
developments...**



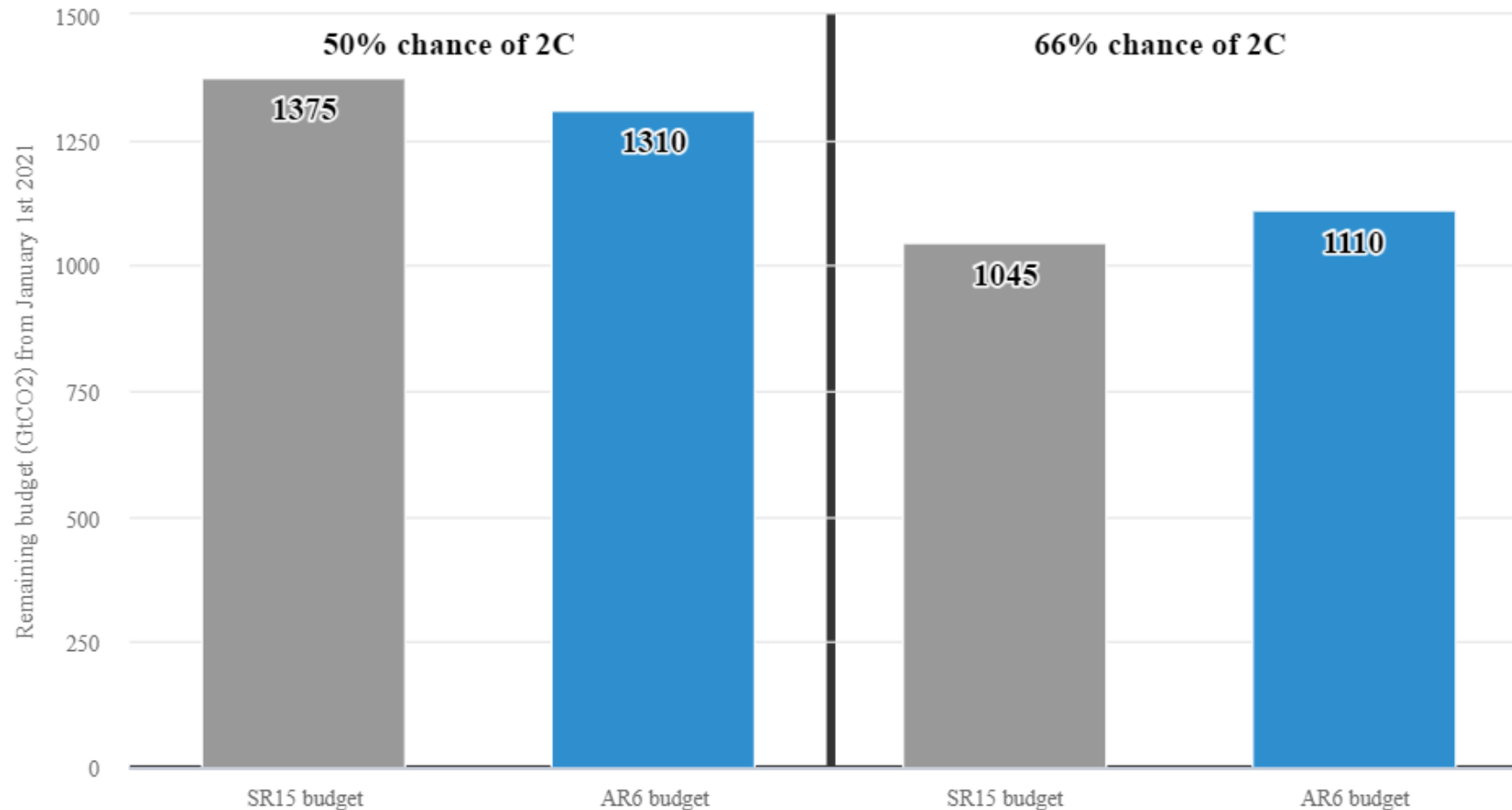


... and changes of precipitation patterns and quantities.





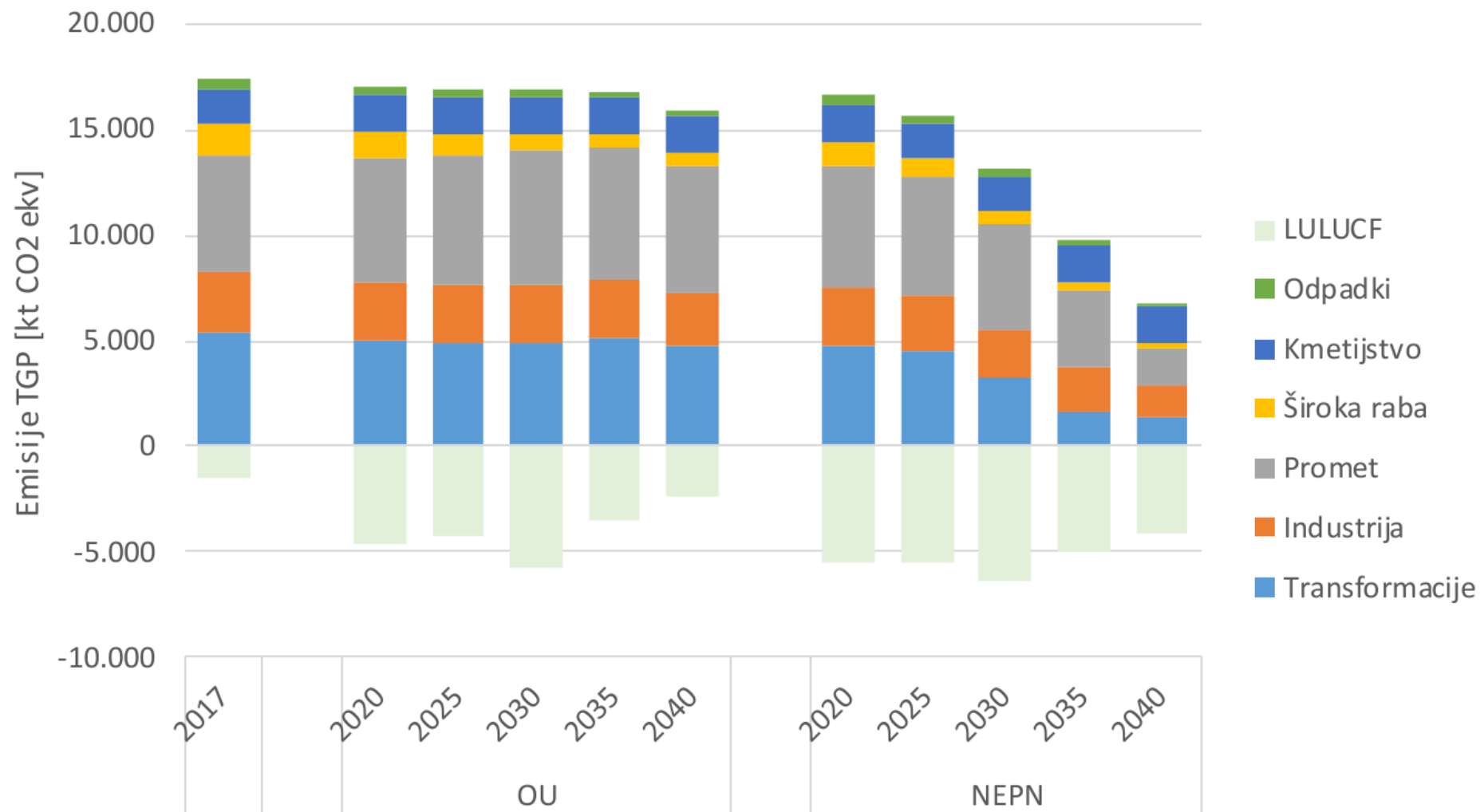
# In the most ambitious scenarios, the worst impacts of climate change can still be avoided







# But we can get there with ambitious policies





# Conclusion

- Climate change is caused by humans and accelerating
- By quickly and comprehensively reducing GHG emissions the worst impacts can still be avoided
- Political targets, strategies and action plans are in place
- Now, let's work together on implementation!



# II Pause II





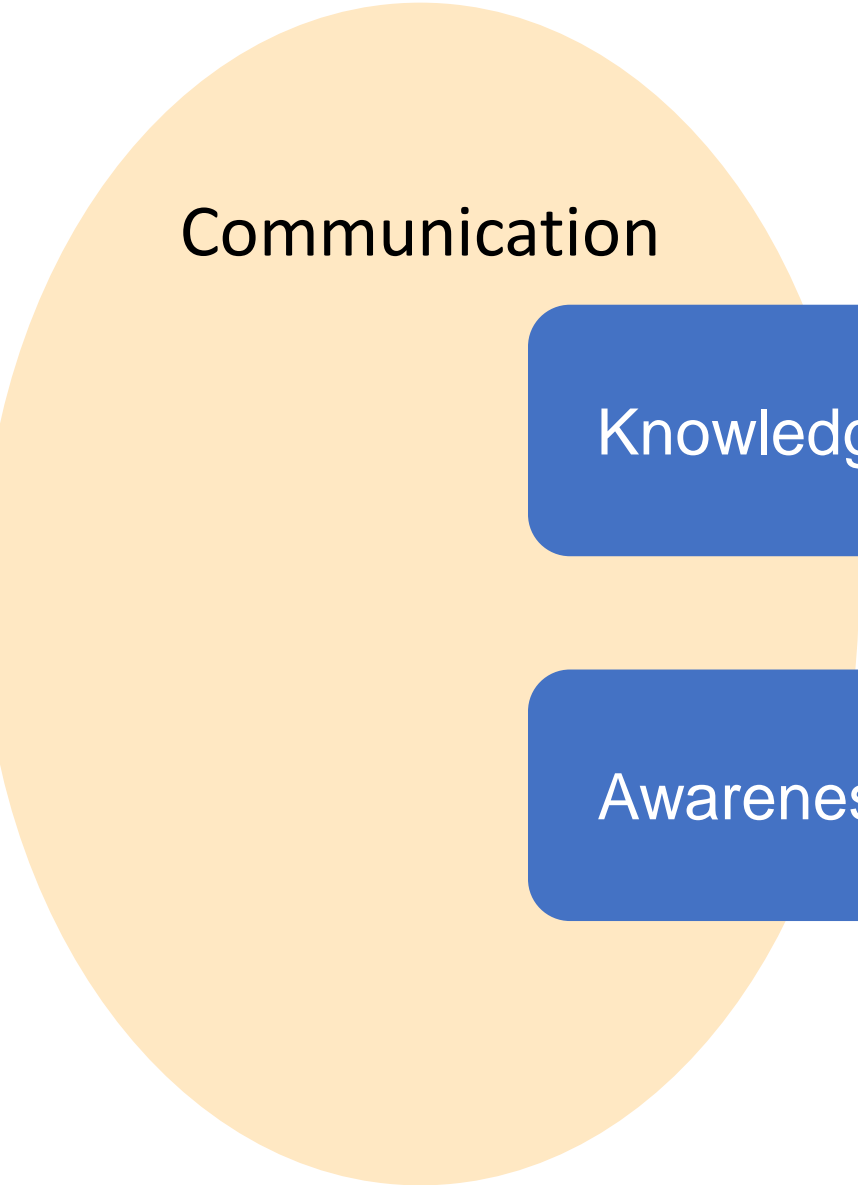
# Communication

Knowledge

Awareness

Attitude

Environment  
al Behaviour





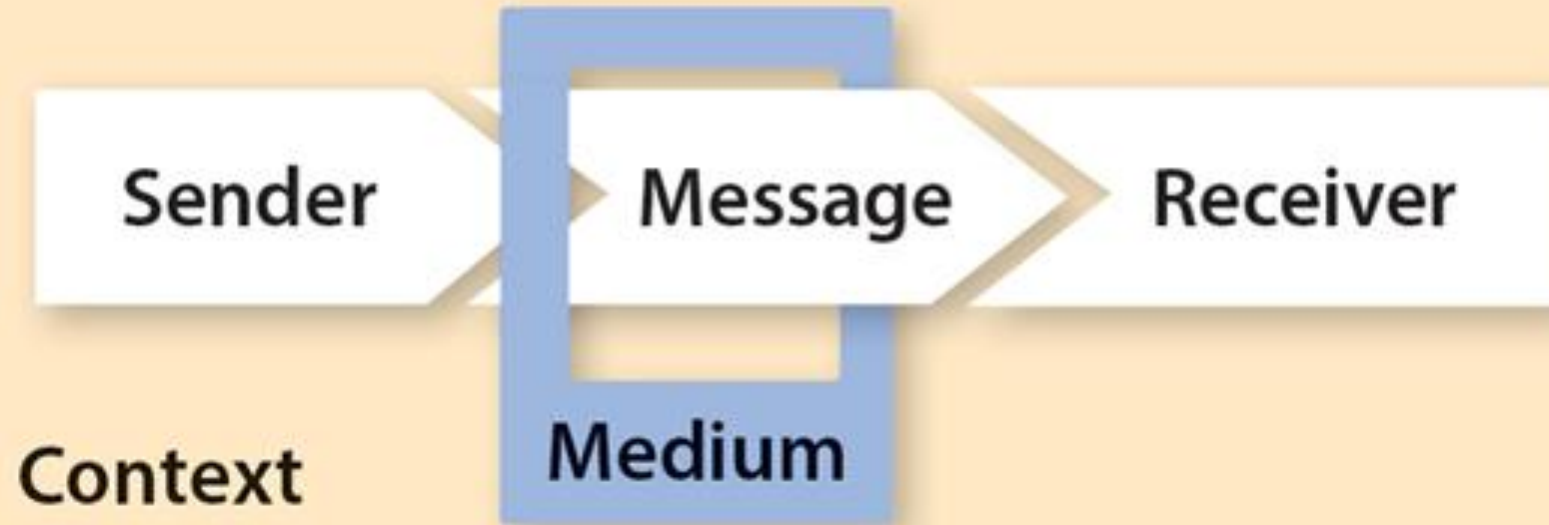
# Climate change communication – one framework?

“the field of climate change communication is characterized by diverging and incompatible understandings of communication as a theoretical construct. In some instances, communication theory appears reduced to an ‘*ad hoc*’ toolbox, from which theories are randomly picked to provide studies with a fitting framework”





# Sender-receiver model







## **Task:**

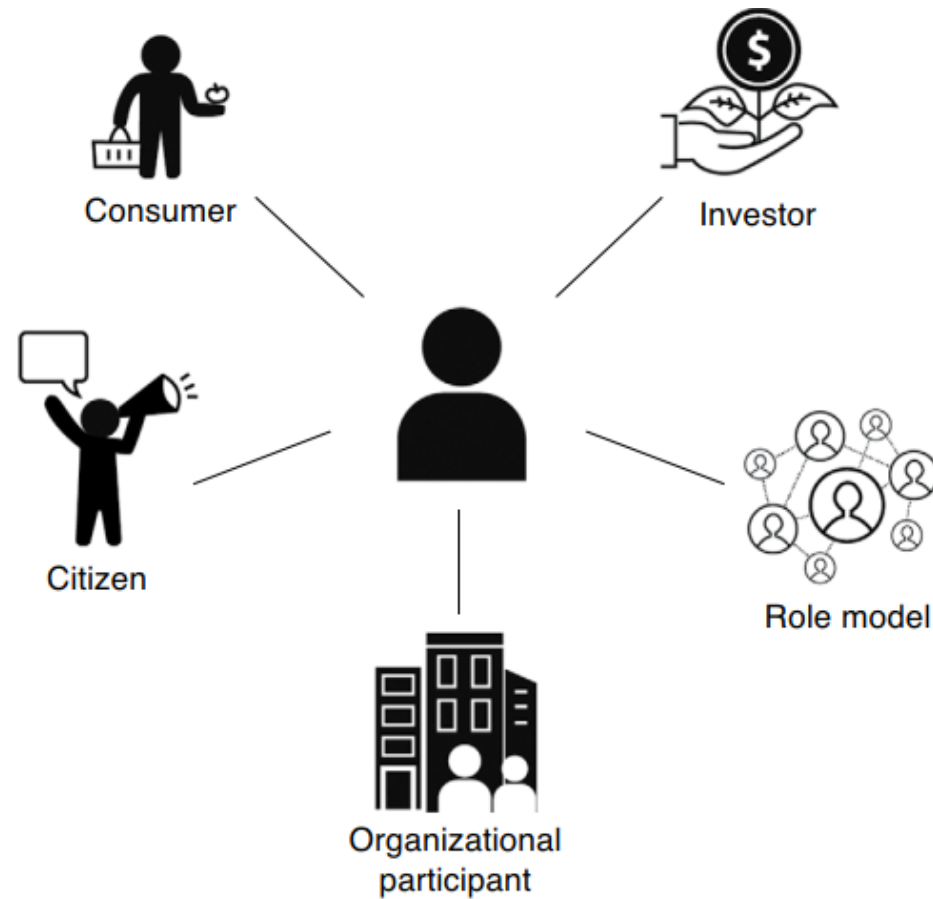
For one of this weekend's lectures, discuss what were the main messages, the medium and the context. Were the messages influenced by the sender? Were they appropriate for you, the receiver?





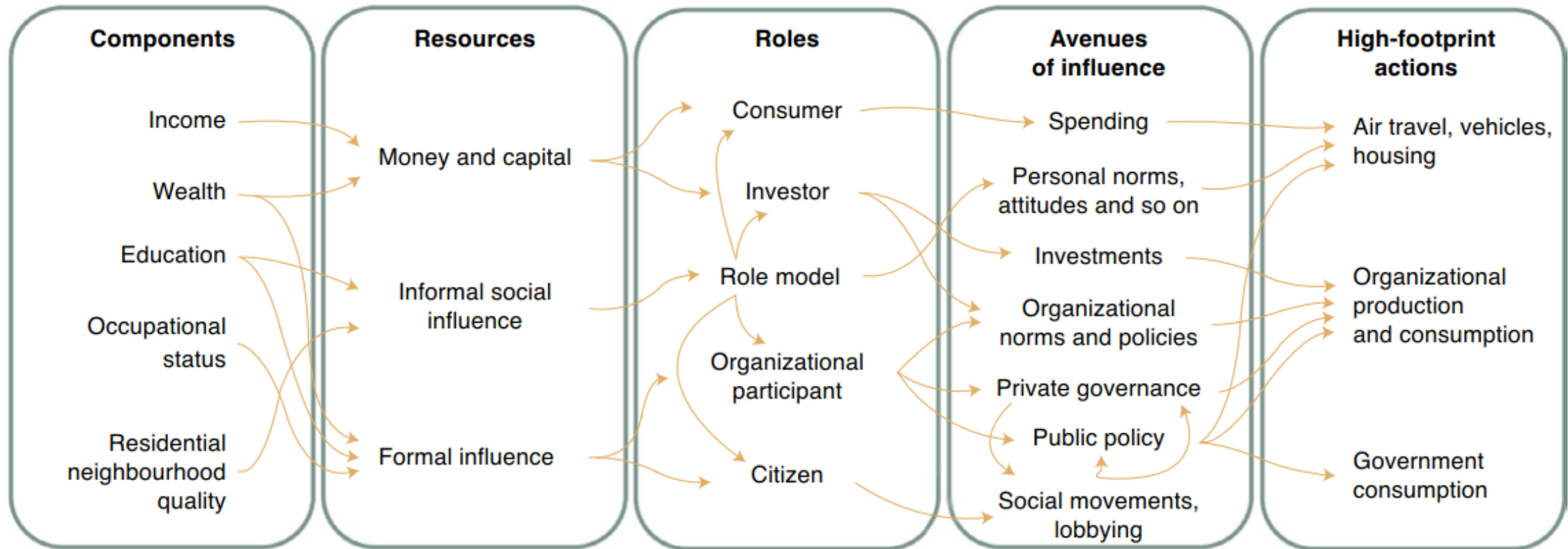


# The sender/receiver





# Understanding the sender/ receiver and her avenues of influence





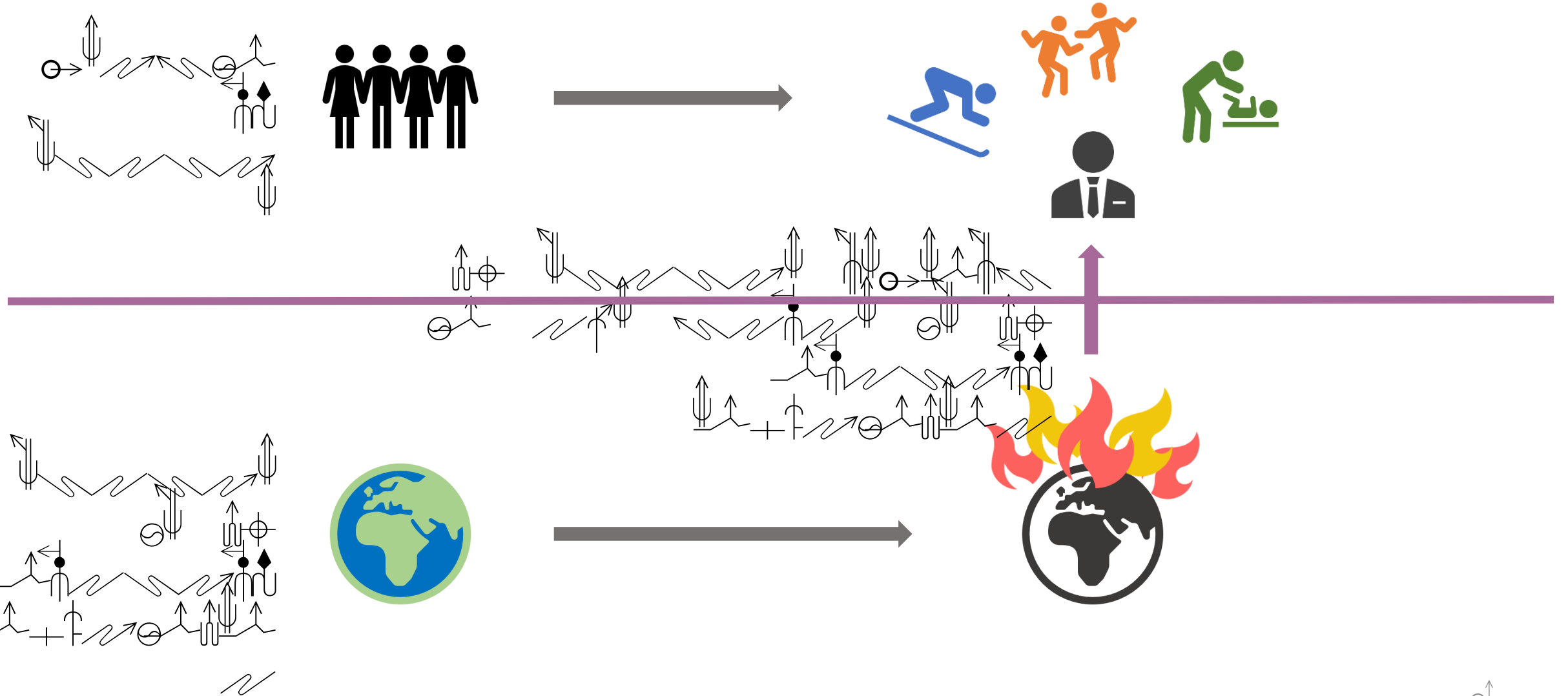


“There is a huge gap between young people’s view of problems such as climate change, which is often quite bleak and pessimistic, and their view of their personal future, which is often quite optimistic.

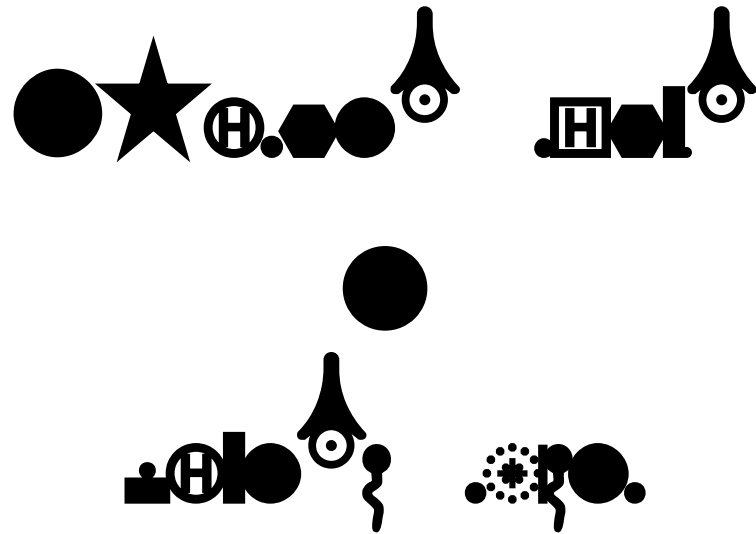
Thus, climate change is perceived as distant and separate from their own lives.

This makes it important to explore how young people can engage with this problem in a personally relevant way.”

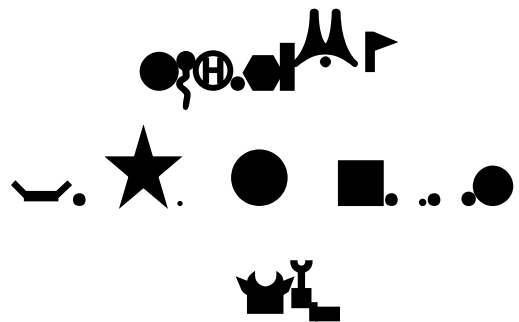




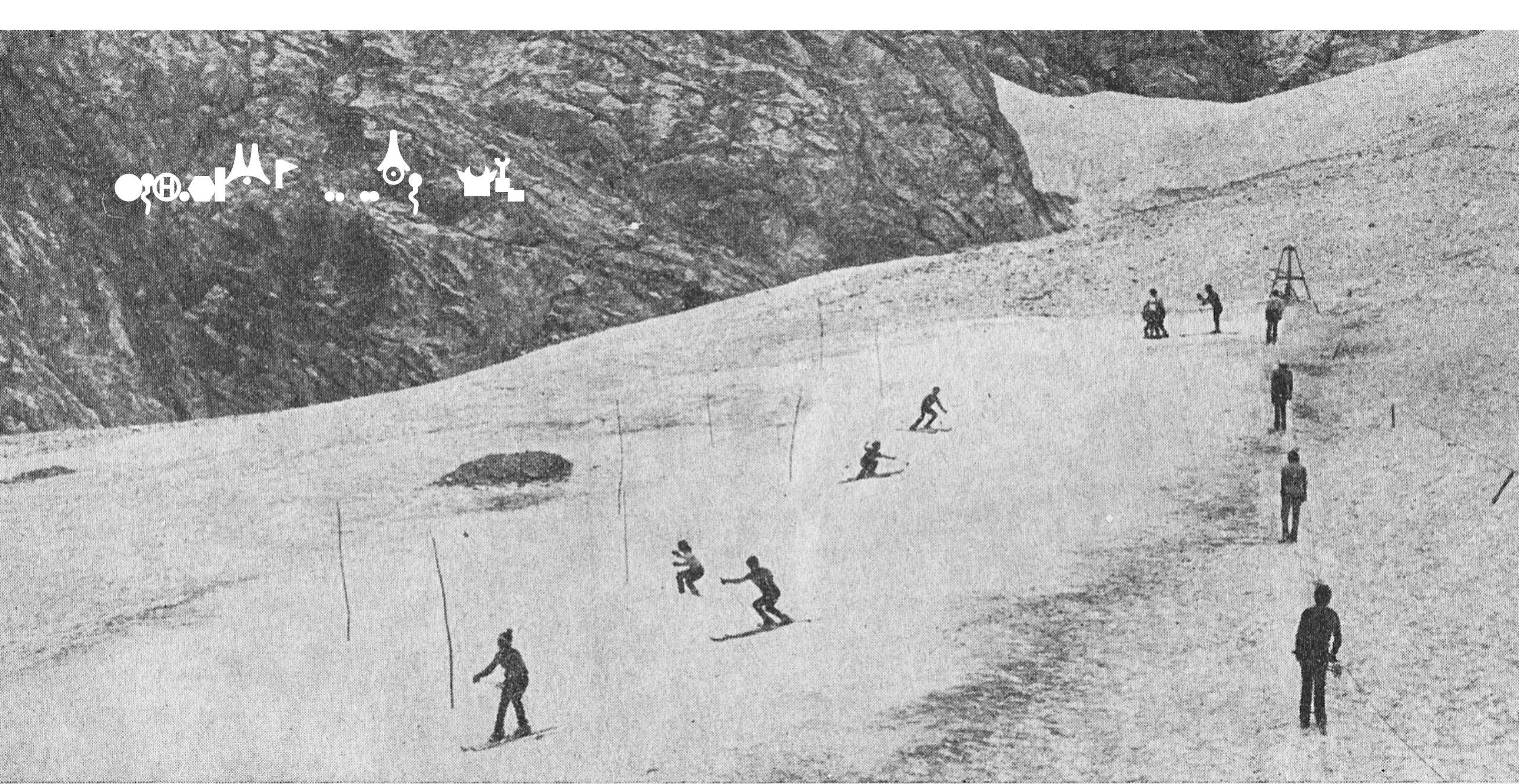




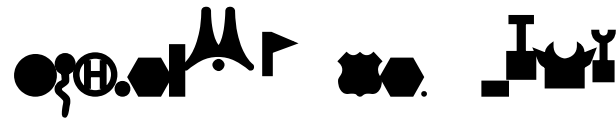










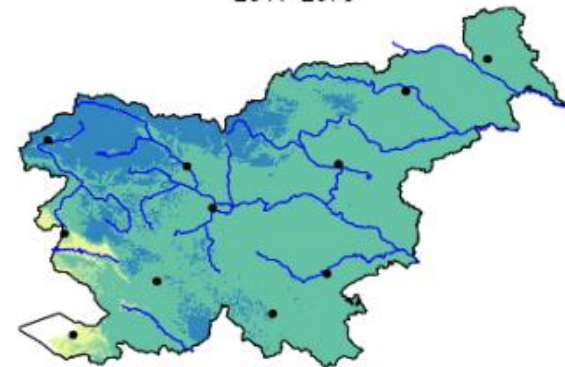


Odklon glede na obdobje 1981–2010

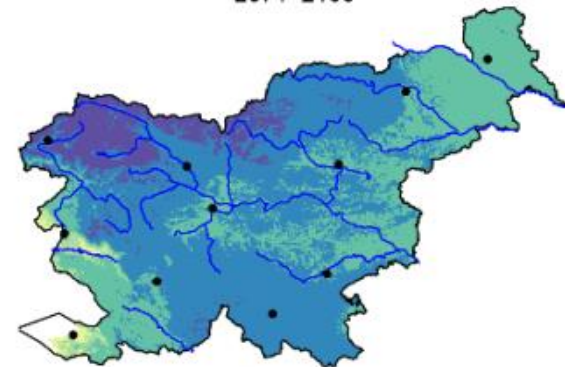
2011–2040



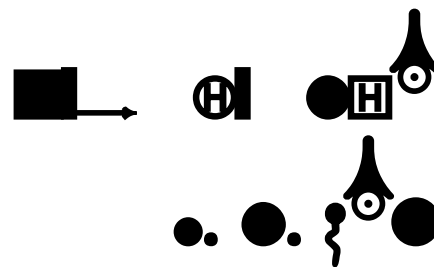
2041–2070



2071–2100



Število dni



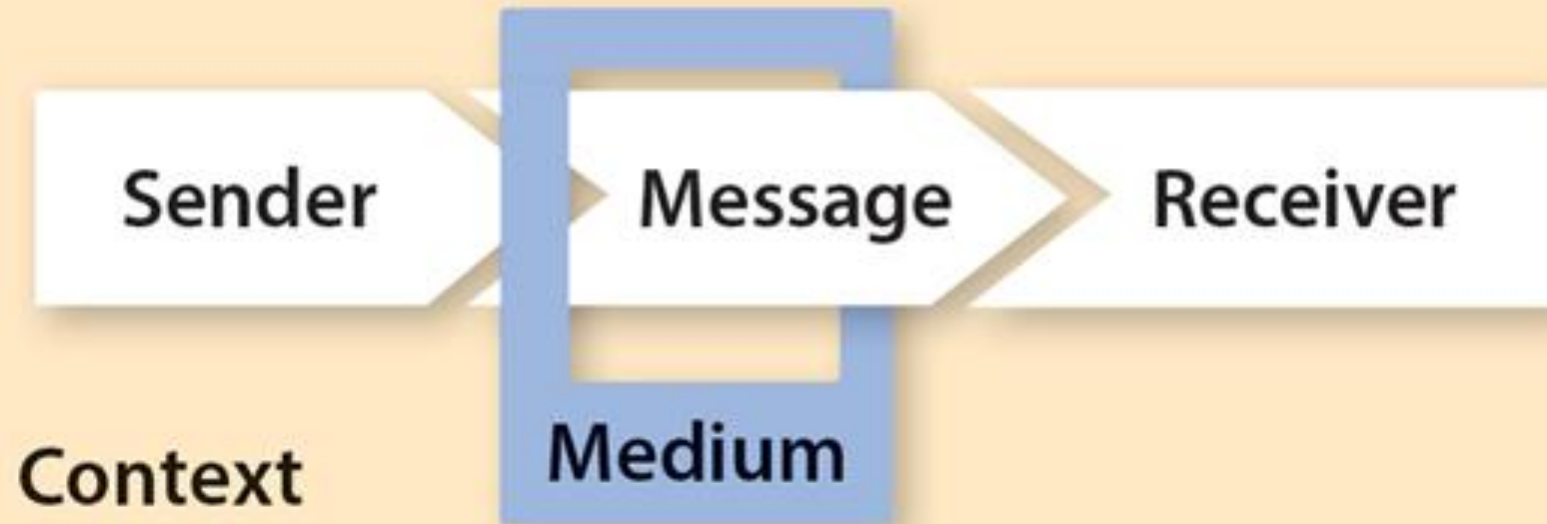


# Value-action gap





# Sender-receiver model







# The message(s)

- Avoid confusion with other environmental issues
- Prioritise high impact drivers/impacts/solutions
- Do not raise issues/ problems without offering solutions
- KISS



# What climate change is not about

- Waste ~~recycling~~ separation
- The ozone layer/ hole
- All other environmental challenges
- Weather





# Do something drastic, cut the plastic?

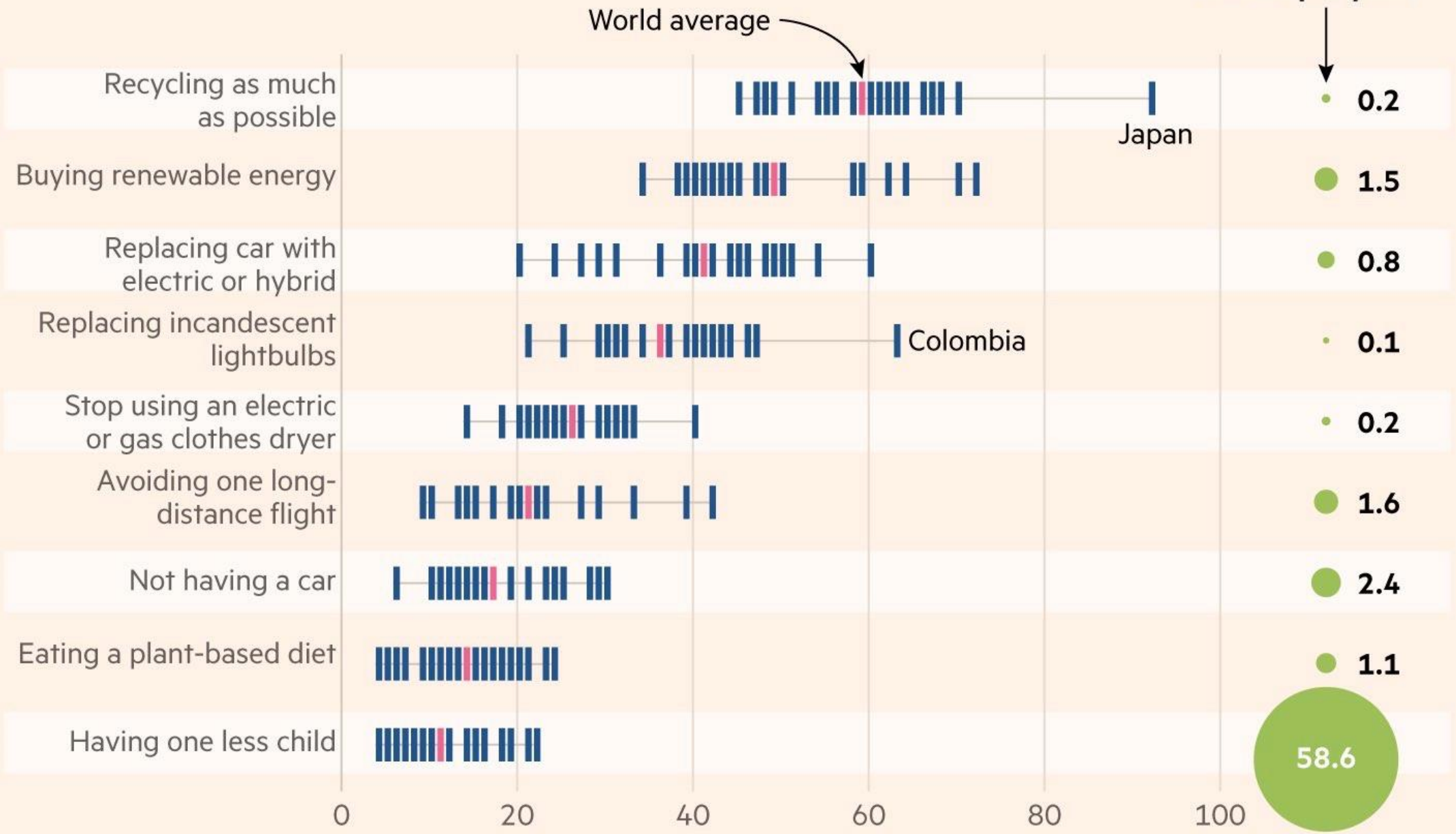


- Yes, but not because of climate change!
- Simple-painless campaigning can backfire!
- Many small changes ... make a small difference ☹️



**% who believe among most effective actions, by country**

**CO<sub>2</sub> emissions saved\*  
(tonnes per year)**





Letni prihranki izpustov toplogrednih plinov (t CO<sub>2</sub>e)



1 neopravljen čezoceanski polet  
1,9 – 5,19 t

življenje brez avtomobila  
1,75 t

uživanje hrane rastlinskega izvora  
0,82 t

(samo)oskrba z obnovljivo elektriko v gospodinjstvu  
0,57 t

toplotna izolacija doma  
0,33 t

celovito ločevanje odpadkov  
0,21 t

prehod na LED sijalke manjših moči  
0,05 t

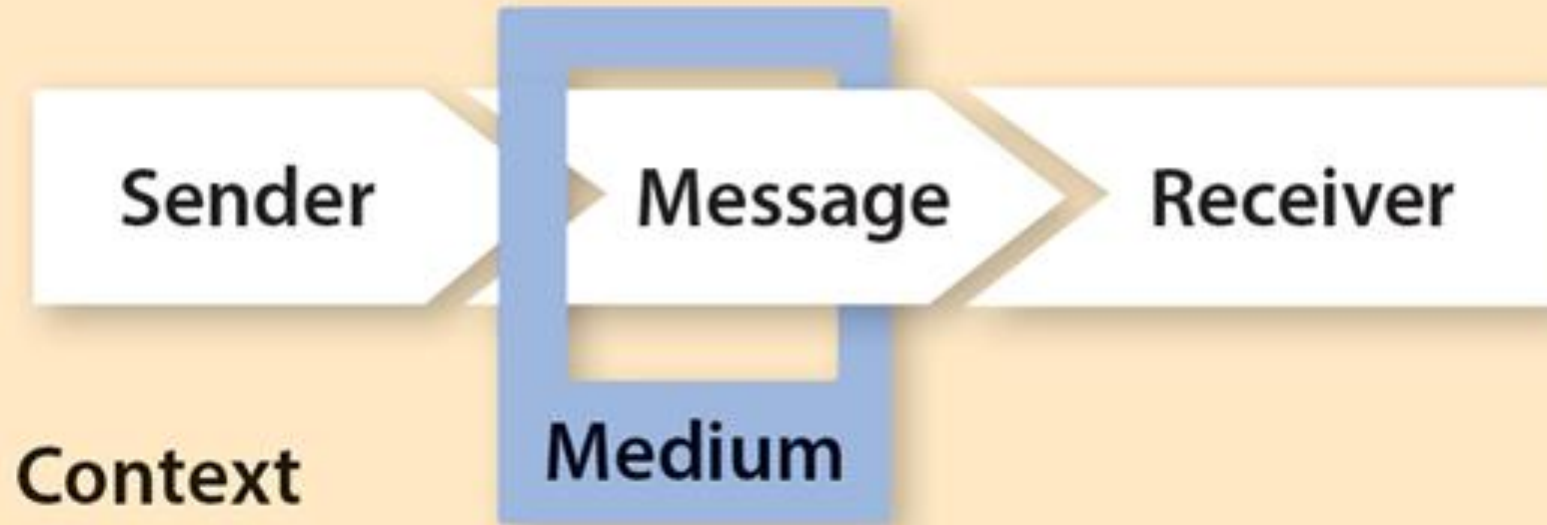
izključitev elektronskih naprav, kadar niso v uporabi  
0,04 t

pranje perila na največ 40 °C in sušenje na zraku  
0,02 t

posaditev drevesa  
0,02 t



# Sender-receiver model







# The context

- Education
- Science
- Work
- Politics
- Consumption
- Family and friends
- Art and culture



# Communicating with policymakers

- Understand your audience (do not bombard people with evidence, synthesise and frame information the right way)
- Identify the right time to exploit ‘windows of opportunity’
- Engage with real world policymaking rather than waiting for a ‘rational’ and orderly process to appear.





# “Windows of opportunity” & timing

The global financial crisis 2009

**Umanotera Reports**  
JULY 2013  
*Green Budget Reform in Slovenia: responding to the crisis with a sustainable vision*

By phasing out environmentally harmful subsidies and reforming environmental taxes, the budget deficit can be reduced by several hundred million Euro per year and new jobs can be created.



# “Windows of opportunity” & timing

New Year's & bankruptcy of Adria





# Orderly process? Referendum on the Water Act 2021





# The medium

I DON'T BELIEVE IN  
GLOBAL WARMING  
GLOBAL WARMING  
I DON'T BELIEVE IN





Theatre  
(Vročina – Žiga Divjak, 2021)



# Exhibition

(On the hot side of the Alps)

Exhibition panels illustrating climate change impacts on the Alps:

- Juljske Alpe:** Časa za ukrepanje je vse manj. →
- Ljubljana:** V slovenske gozde raste vrste →
- Poletja bodo čedalje bolj vroča.** ←
- Suše bodo močnejše in nalivi obilnejši.** →
- Na vroči strani Alp:** Življenje v času podnebnih sprememb





# TV-advertisement

# Activism & civil disobedience





Mixed  
media









## MESSAGE

“To overcome barriers to public engagement in climate change, the climate change communication literature points to the potentials of enabling positive feedback on individual actions, focusing on solutions rather than on catastrophic consequences of climate change, making complex science-based messages on climate change tangible and more concrete to lay people

## MEDIUM

by means of images, metaphors and ICT-based visualizations,

## RECEIVER

taking the interpretative frames and previous understandings of different audiences into account, and rethinking how the issue of climate change is framed to resonate with different publics.”



# Climate communication challenges

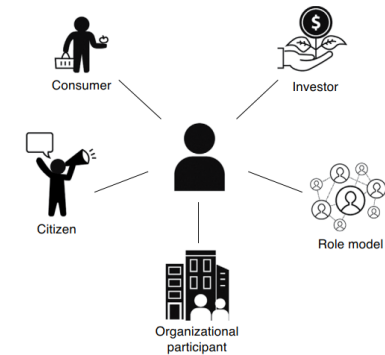
- “superficial public understanding of climate change,
- transitioning from awareness and concern to action,
- communicating in deeply politicized and polarized environments, and
- dealing with the growing sense of overwhelm and hopelessness”



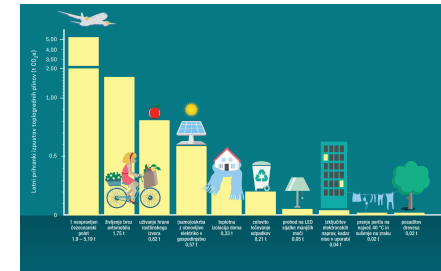


# Three aspects to remember

In climate communication we can take and address several different **roles**.



Messages should be well-timed and **prioritise** important drivers/impacts/measures/solutions.



The **medium** matters and should fit the context.



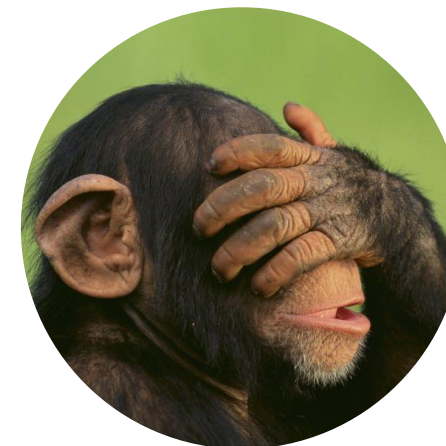


# UMAN TERA

25 let sooblikujem o trajnostno družbo.

- Promocija trajnostnih konceptov in praks
- Strokovno utemeljeno ozaveščanje javnosti
- Grajenje partnerstev
- Oblikovanje alternativnih strategij in priporočil odločevalcem
- Zagovorništvo in sodelovanje v upravnih postopkih
- Izvajanje raziskav in pilotnih projektov
- Svetovanje organizacijam in skupnostim na področju trajnostnosti

**Več o naših projektih, njihovih učinkih in o tem, kako jih podpreti, preberi na [www.umanotera.org](http://www.umanotera.org).**



## Hvala!







# References

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**CIPRA**  
**ŽIVETI**  
**V ALPAH**



Univerza v Ljubljani  
*Filozofska* fakulteta  
*Oddelek za geografijo*

več na [care4climate.si](http://care4climate.si)



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MINISTRSTVO ZA OKOLJE IN PROSTOR



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA INFRASTRUKTURO



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SLOVENSKI OKOLJSKI  
JAVNI SKLAD

UMAN  TERA

Institut  
"Jožef Stefan"  
Ljubljana, Slovenija



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for Spatial Policies

**ZRMK**



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d.o.o.

  
Univerza v Mariboru  
Fakulteta za gradbeništvo,  
prometno inženirstvo in arhitekturo



**ZAG** ZAVOD ZA  
GRADNENIŠTVO  
SLOVENIJE

**D agency**

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