

Communicating Climate Change



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<http://tinyurl.com/2wkdv2>



Communicating Climate Change



- Our shared concern
 - Wake others
 - Scientists, Activists, Citizens,
- Action
 - International - **Individual**
 - Citizens
 - Consumers



Communicating Climate Change

Simple model:

Information -> Understanding -> Action

Does not work

Research and experience

Need deeper understanding of :

- Attitudes to climate change
- Behaviour around climate change



Communicating Climate Change



- Personal Power
- Understanding choices
- Wellbeing



1. Personal Power



Our power to make a
difference

Our role as
communicators

Views:

- Newtonian
- Complex systems
- Dot to big picture



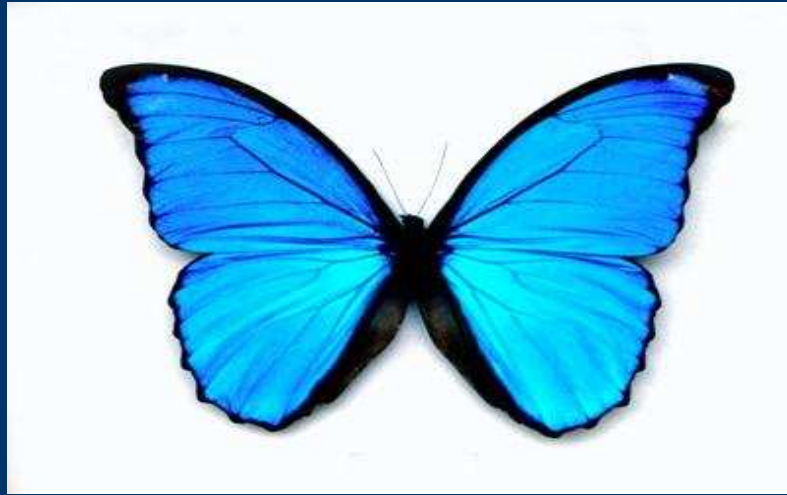
1. Personal Power: Newtonian View



Newton's 2nd law of motion
“Rate of change \propto force”

- big force - big effect
- small force - small effect
- tiny force – tiny effect

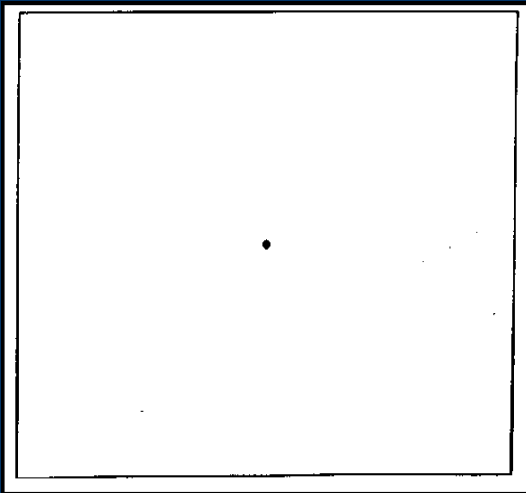
1. Personal Power: Complex Systems



- Butterfly effect:
 - Butterfly - Tornado
- Sensitive dependence on initial conditions
- Weather
- Societal systems



1. *Personal Power: dot to big picture*



- Newspaper image
- Single dot
- Step back
- See big picture
- Change dots
- Change picture

2. Understanding choices: Wilber's Quadrants

	Interior subjective	Exterior objective
Individual	Upper Left Psychology	Upper Right Behaviour
Collective	Lower Left Culture	Lower Right Infrastructure

Wilber's 4 Quadrants

Support change:

- Attitudes
- Behaviour

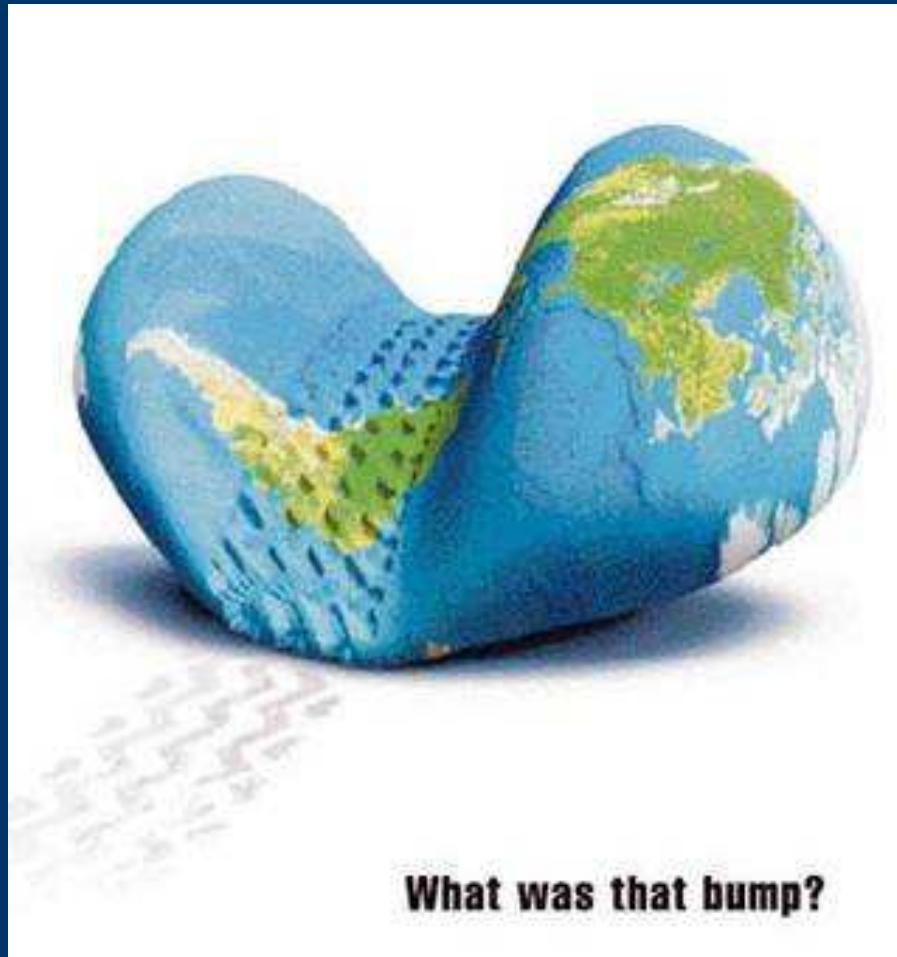
All quadrants

E.g. my journey
to this conference

2. Wilber's Quadrants

	Interior – subjective	Exterior – objective
Individual	Upper Left Psychology intention, values “What I experience”	Upper Right Behaviour habits “What I do”
Collective	Lower Left Culture Norms “What we experience”	Lower Right Infrastructure organisation “What we do”

2. Wilber's Quadrants: Psychology



Upper Left

- attitudes
- intentions
- values

E.g. my journey:
“Green” values

2. Wilber's Quadrants: Culture



Lower Left

- Social norms
- Collective values
- Public acceptability

E.g. my journey:

- status of rail
 - friends view of flying
-
-

2. Wilber's Quadrants: Infrastructure



Lower Right

- Physical
- Economic
- Institutional

E.g. my journey:

- Information
 - Ease of booking
 - Convenience
 - Cost: fly £90, rail £270
 - Time: fly 6h, rail 22h
-
-

2. Wilber's Quadrants: Behaviour



Upper Right

- Choices
- Actions
- Habits



E.g. my journey:

- Rail out: Green
- Fly home: see friends



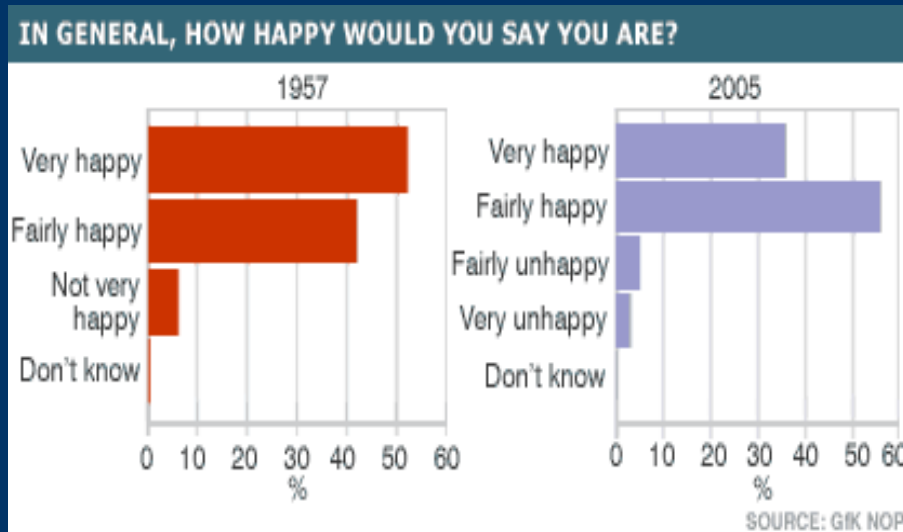
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3. Wellbeing



3. Wellbeing



Britain is less happy than in the 1950s - despite the fact that we are three times richer. (BBC 2006)

Decouple:

- Economy - carbon
- Well-being - economy

From:

- Grab
- Gobble
- Dump

To:

- Sustainable
- Well-being

Sources

- <http://tinyurl.com/2wkdv2>
- www.chrisjohnstone.info
- wilber.shambhala.com
- www.neweconomics.org



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