

Online workshop: science communication strategies for climate change research -sharing best practices

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(**Griffith U**)

30th March 2023



Universität für Bodenkultur Wien
University of Natural Resources
and Applied Life Sciences, Vienna



Funded by
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*Maximizing the synergy of European
research Governance and Innovation
for Climate Action*



www.magica-project.eu



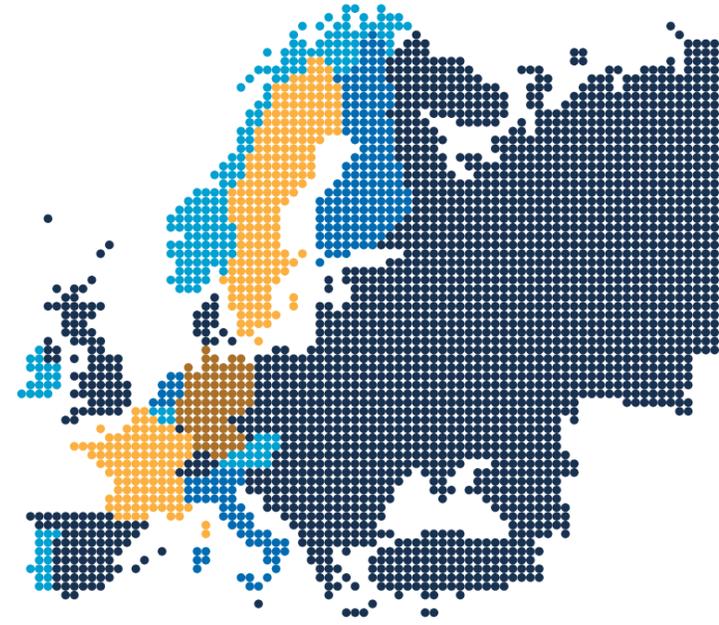
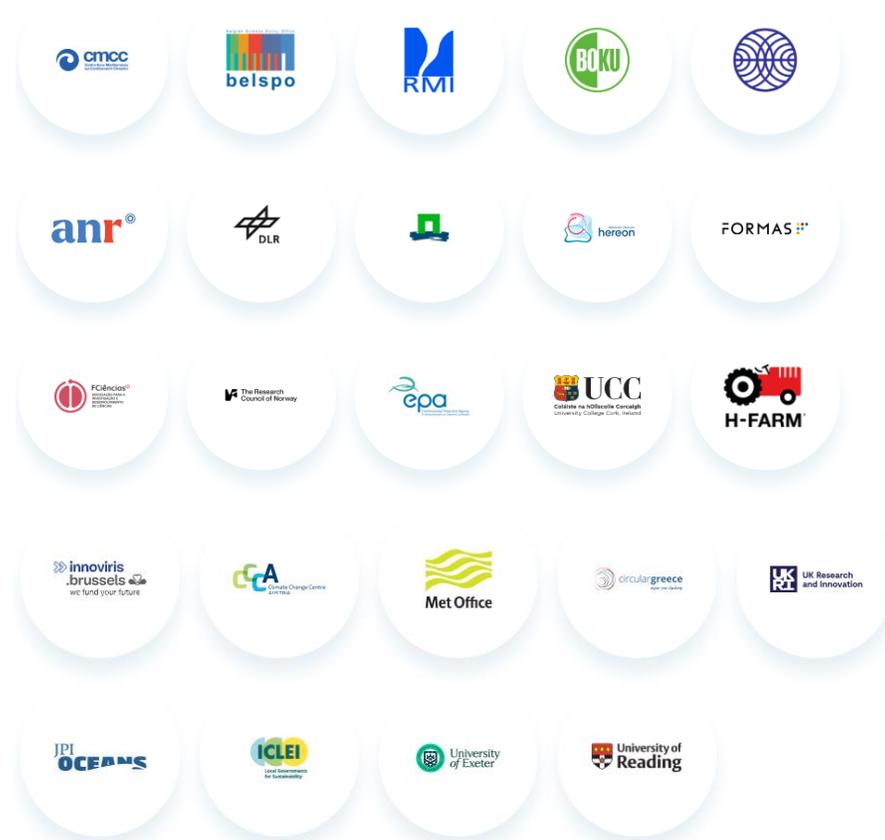
WHO WE ARE

- **MAGICA- MA**ximising the synergy of European research **G**overnance and Innovation for **C**limate **A**ction
- **4-year** transnational project funded under the **Horizon Europe** programme
 - It is the **Coordination and Support Action (CSA)** for the Joint Programming Initiative “Connecting Climate Knowledge for Europe” (**JPI Climate**)





WHO WE ARE



- It involves partners and associated partners from **24 organisations from 13 European countries**





WHAT WE DO

- MAGICA's ambition is to guide **future climate research**
- Together with JPI Climate we aim to **accelerate the development and transfer of knowledge from science to policy and practice within the European Research Area (ERA).**





WHAT WE DO

- Series of flagship events, such as:

Equinox Summit
The first European climate science summit
March 21 - 22, 2023

ECCA
6th European Climate Change Adaptation
Conference 2023
June 19th - 21st
Dublin, Ireland

CLIMATE NEUTRALITY FORUM
IDENTIFYING SENSITIVE INTERVENTIONS FOR THE POST CARBON TRANSITION

SEA LEVEL RISE CONFERENCE
KNOWLEDGE HUB
JPI Climate JPI OCEANS





Work Packages

Online Workshop



WP1

**Coordination &
Management**



WP2

**Strengthening
the ERA**



WP3

Realizing the ERA



WP4

**Science-Policy-
Society Dialogue**



WP5

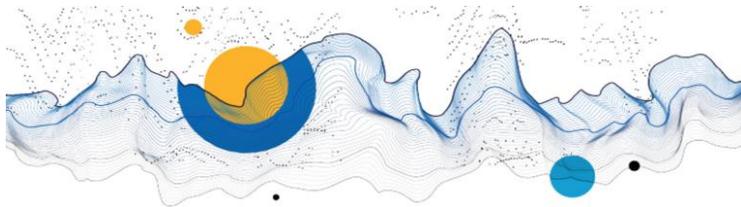
**Communication,
Dissemination
and Exploitation**

• Meant for the **R&I community** involved in projects funded by the European Commission (EC) and by JPI Climate member states.

• Participants will:

- Share about the latest communication work across a range of European projects,
- Share their experiences and best practices of the impact and reach of projects to targeted audiences,
- Take away insights into reaching non-traditional and under-served audiences.





ONLINE WORKSHOP PROGRAM

10:30 - 10:45	Welcome and Introduction
10:45 - 10:55	Who is participating in the workshop? (Mentimeter)
10:55-11:05	"Enhancing the impact and reach of research through targeting communication" by Roger Street (University of Oxford and CMCC) Roger has been involved in adaptation over the past 40 years with a focus on understanding the adaptation process and the knowledge and information inspiring and informing adaptation action. This has included working with groups and organisations in Europe, the UK, Canada, China, Australia and Japan. Much of his activities has included developing and exploring translational science, strategies for provision of the required knowledge and information, and practises for sharing good practices.
11:05 -11:15	"Using social media in the climate adaptation space" by Johanna Nalau (Griffith University, Australia) Johanna Nalau is an adaptation scientist with many years of experience communicating her research results to a broad range of users via podcasts and social media amongst other communication channels. Her research focusses on how, why and when people make decisions to adapt to climate change, and what role science can and should play in that process. Johanna is also Lead Author for the Intergovernmental Panel on Climate Change (IPCC) AR6 and Science Committee Co-chair of the World Adaptation Science Program at United Nations.
11:15 - 11:20	Introduction to the breakout session and split into groups
11.20 - 12:00	Breakout session (Miro boards)
12:00 - 12:15	Coffee break
12:15 -12:45	Plenary - Reporting back and conclusions
12:45-13:00	Wrap up, next steps & follow-up

Results of the questionnaire

- Underserved / difficult to reach groups

People living in rural and remote areas
Poor areas/poor people
People that do not speak English or not speak the local language
General opinion/citizens
Politicians
Older generations with technological illiteracy
Those in certain parts of Europe (like Eastern or Southern Europe) that are affected by weather extremes, or still rely on fossil fuels, yet don't speak English and they don't know about EU climate action and how they can benefit.
Local placed based decision makers, planners and engineers
Extreme right movements/populist
Citizens who are not interested by the environment/future or deniers as they do not have climate change in their agenda, are not sensitive to this topic.
Companies and public bodies on a very local level
People with low socioeconomic status (life is too complex and have other 'problems' to handle in their everyday life), children (youth), elderly people, immigrants.



mentimeter



Plenary - Reporting back and conclusions

Wrap up, next steps & follow-up



•The workshop results will lead to a collection of good practice examples and guidelines for communication and engagement strategies.

- They will be shared with you by **email**, in our **website** and in our **Social Media channels**

RESULTS



•Do you want to know more about MAGICA?

- Website: <https://www.magica-project.eu/>
- Social media channels:
[JPI Climate & MAGICA LinkedIn group](#)
[JPI Climate & MAGICA on Twitter](#)
- Subscribe to our newsletter: <https://jpi-climate.us10.list-manage.com/subscribe?u=8e02c3fc0ae452b82ab0e10c3&id=0d29d94a61>

Thank you

ORGANISING TEAM

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Ingrid Coninx, Wageningen Environmental Research (WeNR)

Maija Malnaca, Belgian Science Policy Office (BELSPO- JPI Climate)

Kanika Singh, Belgian Science Policy Office (BELSPO- JPI Climate)

Sally Stevens, University of Reading (URead)

Mimi Amaichigh, University of Natural Resources and Life Sciences (BOKU)

Roger Street, Oxford University

Johanna Nalau, Griffith University, Australia



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[JPI Climate & MAGICA on Twitter](#)



[JPI Climate & MAGICA LinkedIn group](#)

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Communicating to Enhance Reach and Impacts of Climate Change R&I

Roger Street

University of Oxford and CMCC

Science communication strategies for climate change research: Sharing best practices

30th March 2023

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Communicating your Research and Innovation Results

The ultimate goal of your research and innovation activities is to communicate and disseminate your results

- Communicate and disseminate to achieve targeted reach and thereby enhance the impacts – policy, practitioners, innovators and scientific community - beneficiaries
- In doing so your intention is to ensure that the reported results are credible, legitimate, relevant, usable and accessible – in terms of meeting the needs of the targeted audiences
- Doing so, you are translating your R&I results for the intended readership
 - Success in communicating and disseminating your results is dependent on your translation
- Success in achieving the intended reach and impact is dependent on your communication and dissemination strategy and plans for its implementation

Impact Pathways – Achieving Reach and Impacts

Impact pathways – what you will do to make beneficiaries aware of your research so that impacts can be achieved – causal chain of events leading to identifiable effects

Pathways can include reaching out (engagement and communication) to non-traditional and hard-to-reach beneficiaries.

The scope and nature of beneficiaries (reach) should be identified based on the targeted impacts and the intentions of the funding body(ies) and key partners

Strategy and plans should clearly identify impact pathways for each targeted beneficiary, along with rationale and means of measuring success

- Co-designed and co-developed requiring interdisciplinary (transdisciplinary) engagement

Communication and Dissemination Strategy and Plans

Challenges different than when communicating and disseminating to your scientific peers

- Strategy and plans should reflect the specific aspects of each targeted beneficiary – relevant, usable, legitimate, accessible and credible from their perspectives
- Targeted audiences are diverse and non-homogeneous – reflect these in the strategy and beneficiary-specific plans
- Use of appropriate and legitimate means for communication and dissemination – more than just papers, reports, briefing notes
 - know your audiences and their communication channels – example of pub nights (pint of science), social groups, u3a, boundary-crossing partnerships – know your audience and work with them to identify effective channels
- Reflecting the different ways people and groups learn - visualisations, including animations – be innovative

KE4CAP: A Summary

Synthesis Workshop

Day 1

Overview



- Knowledge exchange
- Best practices
- Challenges

peer to peer learning = Global virtual knowledge exchanges

Key Lessons

learning into action

"KE4CAP is a lighthouse"



10 interviewees

critical reflection
(more on this tomorrow!)



We have a global network



Thank you for all your help!

We can ask questions... even silly ones.

"Indigenous" applies to local actors globally.

Closing Remarks



THANK YOU!

Continue Knowledge-sharing



WeAdapt.org

Data Visualisation



Understand user-needs

evolving platforms



support users



standardise reporting



Securing Funding / Resources



Engaging with vulnerable + marginalised groups.

LIVE ILLUSTRATION



Katie Chappell

Translational Science: Critical to success

Need to translate – to enable and accelerate the process of turning research and innovation into real-world climate actions

- Not all have skills or experiences in communicating and disseminating, especially when reaching out to non-traditional and hard-to-reach audiences
- There is science that can provide guidance – but may require interdisciplinary and transdisciplinary engagement
- Challenges associated with such efforts:
 - Acceptance by funding bodies that this is a legitimate part of the required research
 - Engaging interdisciplinary team and beneficiaries in that required
 - Recognition within the academic community as to the legitimacy of efforts in this area

Measuring Success and Learning

Success is gauged by the audience – this is the case for all communication and dissemination activities

- Know who will be evaluating and how (success criteria) you will be judged
- Co-design and co-develop the success criteria, engaging your intended audiences
- Learn from your experiences (include feedback loops) – continuous learning and improvement
- Learn from other's experiences – seek opportunities to learn and share learning – recognise that this is legitimate contributions to the literature that should be shared

Communicating to Enhance Reach and Impacts of Climate Change R&I

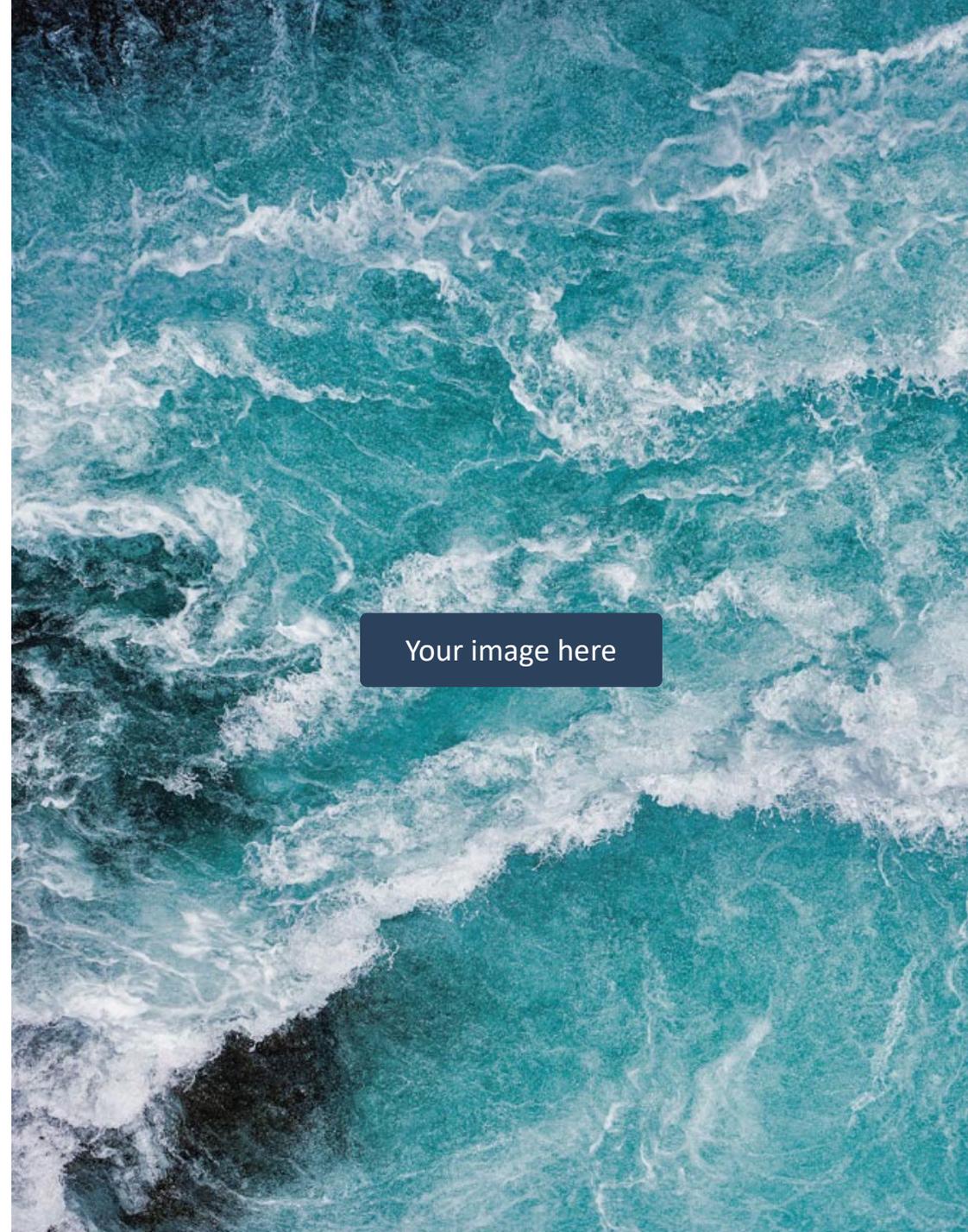
The aim is relevant, usable, accessible, legitimate and credible communications and dissemination

Challenges when including non-traditional and hard-to-reach beneficiaries requires an innovative and well-informed strategy and plans

Interdisciplinary and transdisciplinary approaches with feedback and learning loops are crucial



MAGICA



Your image here





SOCIAL MEDIA AND CLIMATE ADAPTATION

Dr Johanna Nalau, Senior Lecturer

Lead Author, Intergovernmental Panel on Climate Change AR6 WGII

Adaptation Science Theme Leader, Cities Research Institute

Griffith University, Australia

j.nalau@griffith.edu.au

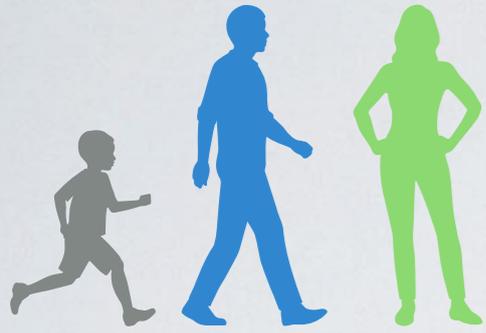


@DrJNalau



@adaptationqueen

The Why?





YOUR STORY



DAMON CENTOLA



The New York Times

Forbes

The Washington Post

Psychology Today

WIRED

THE WALL STREET JOURNAL



CBS NEWS

SCIENTIFIC AMERICAN

NBC NEWS

Change:

How to Make Big Things Happen

A scientific exploration of how beliefs, behaviors, and ideas spread through social networks for a popular audience. A big think book that will delight fans of Malcolm Gladwell, Chip and Dan Heath, and Richard Thaler and Cass Sunstein's NUDGE.

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— Adam Grant, author of *Originals*

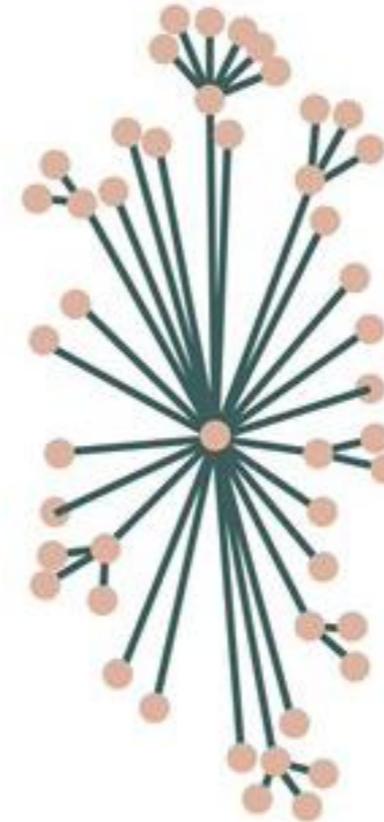
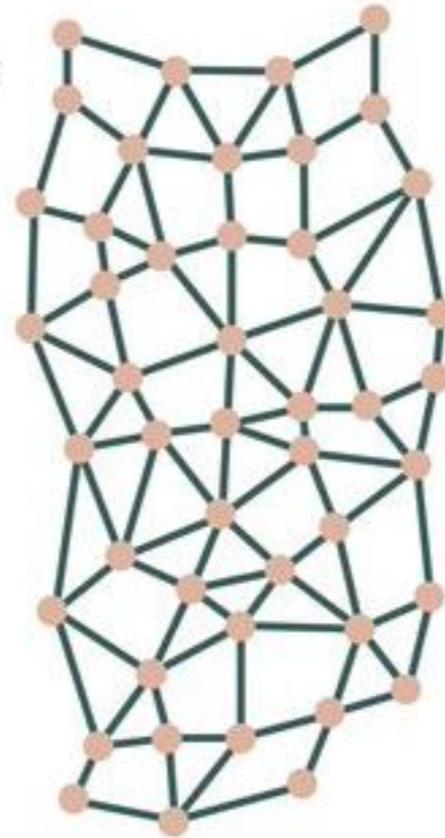
How to Make Big Things Happen



Damon Centola

Strong social ties look like this:

- Abundance of social redundancy with each person connected to friends of friends
- Trust and intimacy
- A foundation for cooperation or solidarity



Weak social ties look like this:

- Acquaintances and long-distance relationships
- Each person has little redundancy of connections
- Information travels quickly – but not persuasion

Adapted from "Change: How to make big things happen" (Centola, 2021).



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← Dr Johanna Nalau

2,072 Tweets



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Dr Johanna Nalau

@DrJNalau

[#AdaptationScientist](#) [@Griffith_Uni](#). [#climateadaptation](#) [#IPCCWGII](#)
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📍 Gold Coast, Queensland [🌐 johannanalau.com](#) 📅 Joined July 2017

1,062 Following 2,662 Followers

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Media

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Dr Johanna Nalau @DrJNalau · Dec 17, 2018

Our [#global](#) [#research](#) community's high-level statement during [#COP24](#): [#education](#) and research play a critical role in [#climateaction](#) and [#policy](#). [#IPCC](#) [#SR15](#) [@ProfMarkHowden](#) [@me_elfs](#) [@SaleemulHuq](#) [@NWP_UNFCCC](#) [@paaneuvottelija](#) [@Tiilikainen](#) [@ynassef](#)

we say...

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 **Dr Johanna Nalau** @DrJNalau · Sep 19, 2022



The @UNFCCC has released the technical paper for the Global Goal on #Adaptation ahead of the 3rd workshop on GGA. The paper compiles and synthesises #indicators and approaches that could assist in further conversations unfccc.int/sites/default/...

♡
251

↻
90

💬
1

Impressions ⓘ

43,316

Engagements ⓘ

1,388

Detail expands ⓘ

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16

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193

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Dr Johanna Nalau

Adaptation Scientist *
Leadership * Climate
Adaptation * Career
Development * IPCC *
Innovation *
Decisionmaking Mindsets

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Drafts **2**

Talks about #innovation,
#decisionmaking,
#shiftingmindsets,
#climateadaptation, and
#leadershipdevelopment



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Today, [#IPCC](#)'s latest [#ClimateReport](#), [#ClimateChange](#) 2022: Impacts, Adaptation & Vulnerability, was approved & accepted by 195 member countries in a virtual approval session. [...see more](#)



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📊 14,241 impressions

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THOUGHTS ON

Climate Adaptation & Everyday Leadership

How to stay curious

We all know the saying that curiosity killed the cat. Yet, curious people are much more likely to pursue innovation, excel in their careers, and question assumptions that most of us take for granted. In "Curious: The Desire to Know & Why Your Future Depends on it" Ian Leslie [...]





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We can't save everything from climate change – here's how to make choices

January 23, 2019 10.46pm AEDT

Climate change is increasing flooding caused by seasonal 'king tides' in Florida and other coastal areas. AP Photo/Lynne Sladky

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Recent reports have delivered sobering messages about climate change and its consequences. They include the Intergovernmental Panel on Climate Change's [Special Report on Global Warming of 1.5°C](#); the fourth installment of the U.S. government's [National Climate Assessment](#); and the World Meteorological Organization's initial report on the [State of the Global Climate 2018](#).

As these reports show, climate change is already occurring, with impacts

Authors



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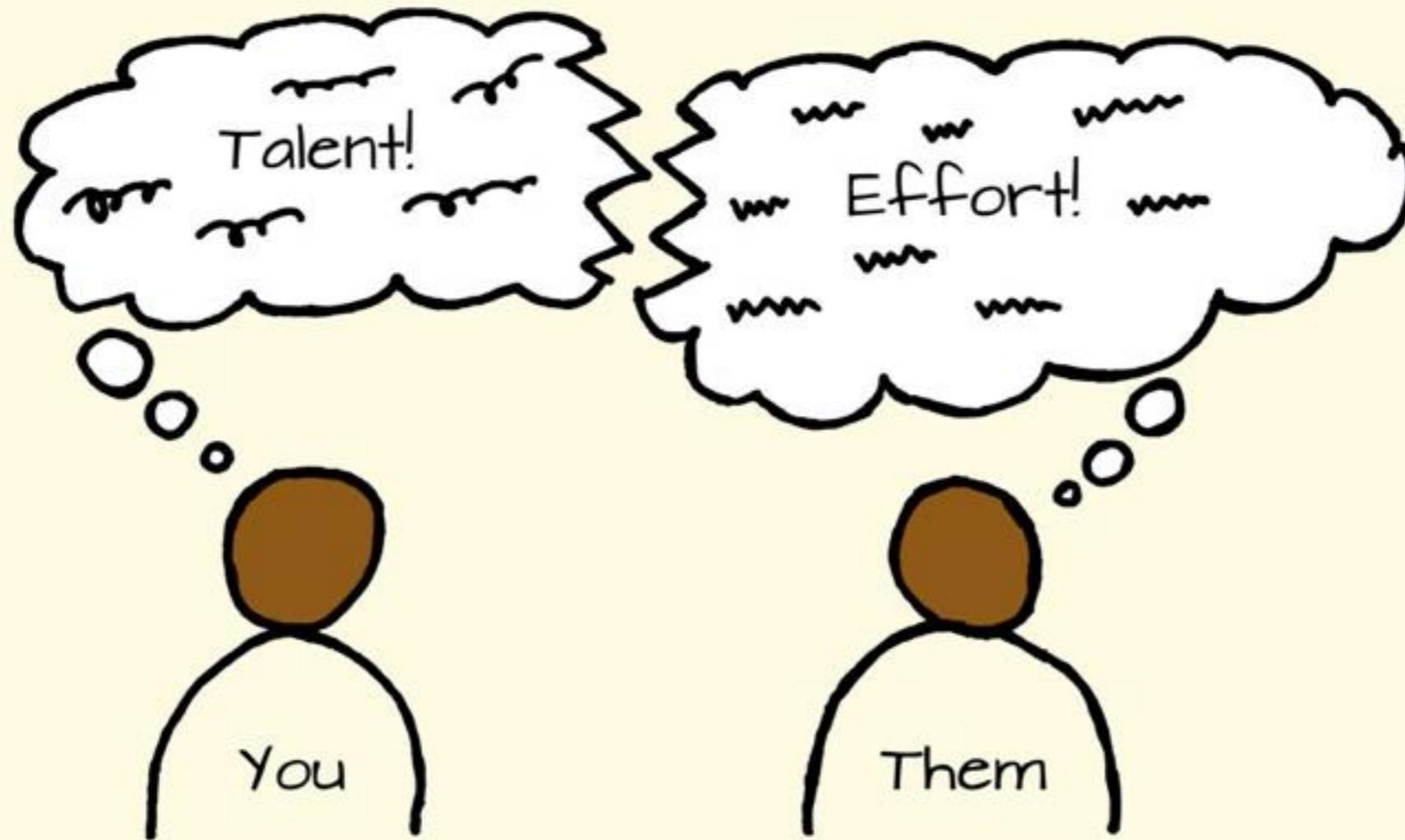


#Habits



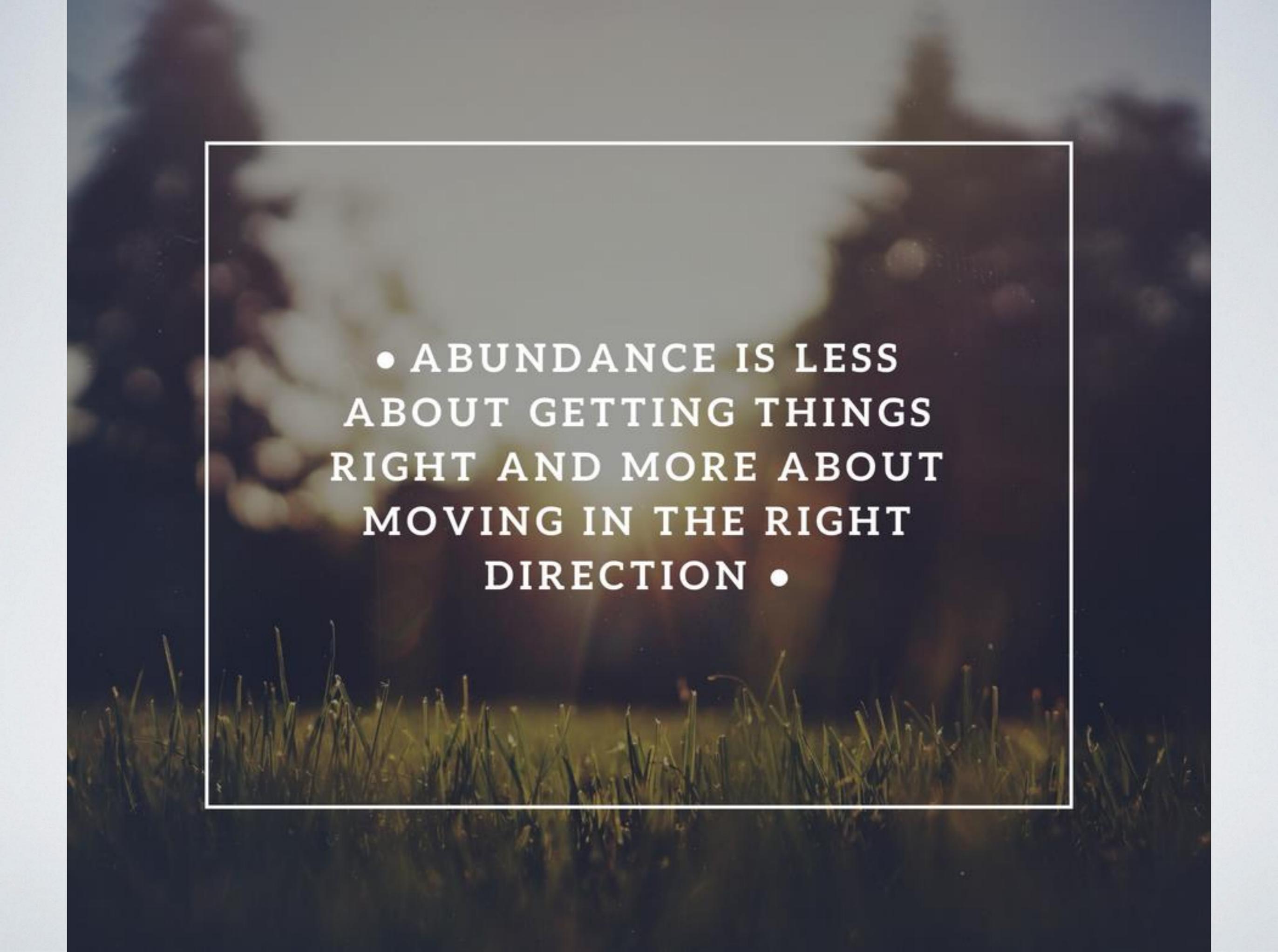
DR JOHANNA
NALAU

The Talent Perception Divide



Was it talent? Or was it hard work you just didn't see?

#Leverage



• ABUNDANCE IS LESS
ABOUT GETTING THINGS
RIGHT AND MORE ABOUT
MOVING IN THE RIGHT
DIRECTION •