



NNOCCI National Network for Ocean and  
Climate Change Interpretation

MARIS WICKS 2017

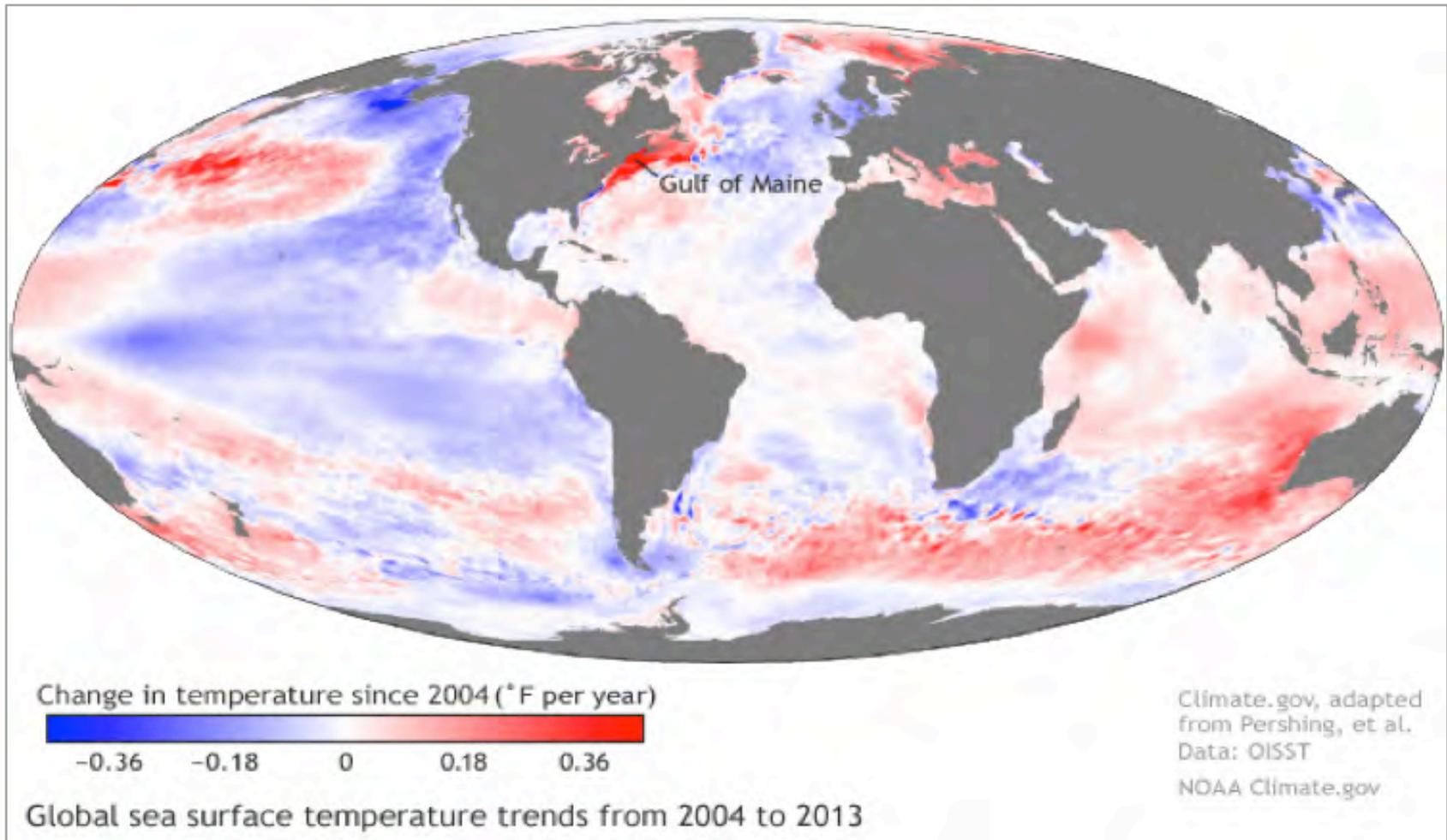
# Building Capacity for Productive Climate Engagement & Action

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**Vice President – Programs, Exhibits and Planning  
New England Aquarium**

**CLEAN Network 10.30.18**

# Climate Change and the Ocean



# We need engaged citizens, communities, and leaders

- Effective climate action requires productive public discourse and civic engagement.
- Yet, 64% of Americans discuss climate change only occasionally or never.



# The Opportunity: A Primed Audience

- 70% percent of visitors agree that the most important environmental issue confronting the world is climate change.
- 75% of visitors believe zoos & aquariums should make recommendations for how the public can protect the environment.



# Roles for Informal Science Centers

- Translate science for the public
- Motivate civic engagement and action
- Convene stakeholders and engage the public
- Build relationships with community organizations
- Organize toward common purpose



# Building a Network to Change Public Discourse

**NNOCCI** National Network for Ocean and  
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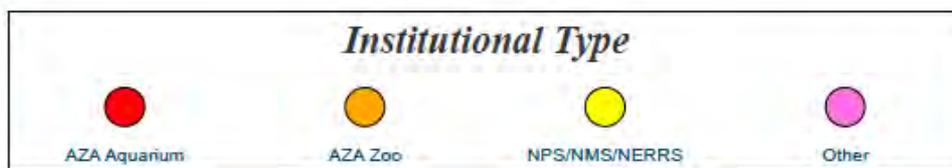
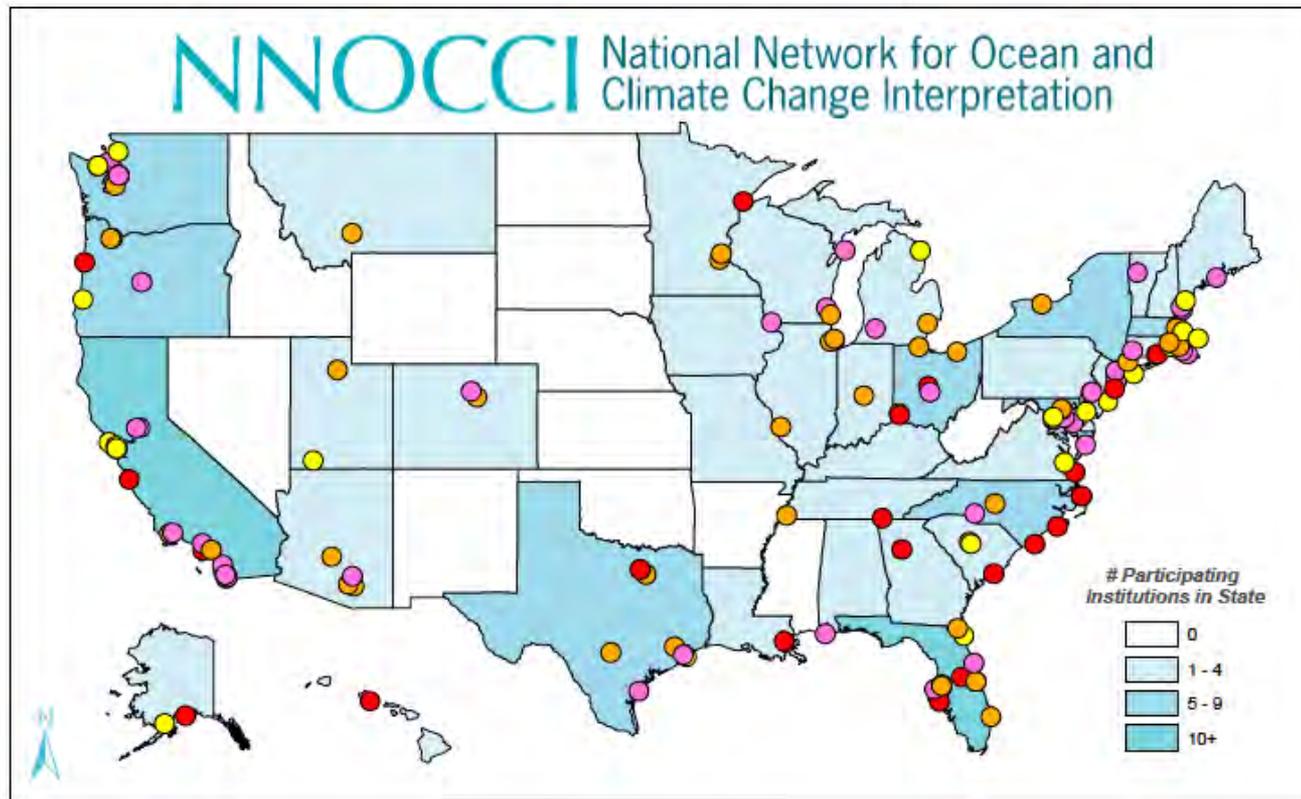
We can train enough voices in proven communication techniques to shift the national conversation about climate change to be more productive, creative and focused on solutions.

Climate Change  
Education Partnership

CCEP



# A Growing Social Movement

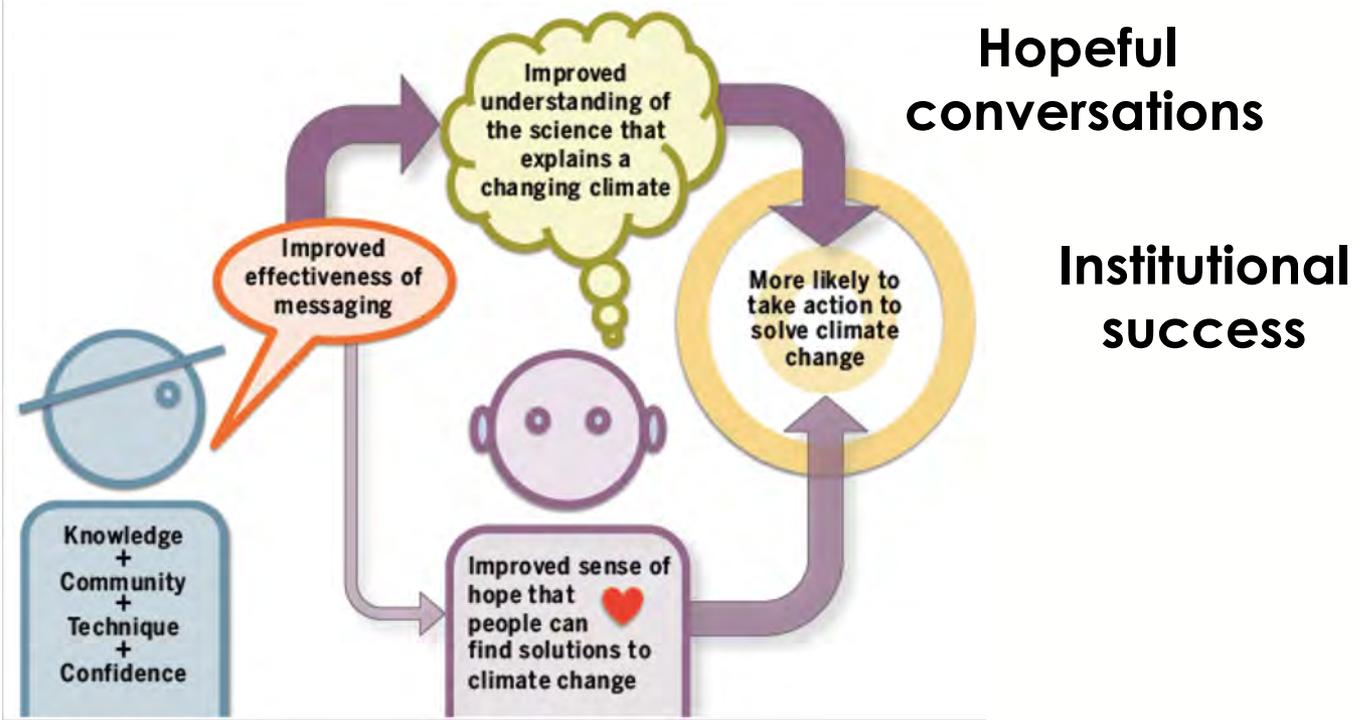


# The NNOCCI Story

Link to video:

<https://vimeo.com/220672114>

# NNOCCI has shown that informal science learning centers can be effective at applying, modeling, and scaling productive discourse.



**Interpreters**

**Visitors**

**Friends, family,  
and colleagues**

# Strategic Framing

- **Tone** – reasonable and hopeful
- **Values** – what is at stake for all of us
- **Explanation** – what is happening and how it works
- **Solutions** – what we can do to mitigate and adapt at a community level



# Promoting Effective Public Discourse

## Advance

- Conversational tone
- We all depend on ecosystems
- CO2 as heat trapping blanket
- Community solutions

## Avoid

- Crisis framing
- Jobs vs. environment
- Greenhouse effect
- Individual consumer actions



# Visitor Engagement

## Climate Change and the Oceans

The New England Aquarium would like to thank EnerNOC and its founder, Timothy G. Healy, a member of the Aquarium's Board of Overseers, whose generous support helped make this program possible.

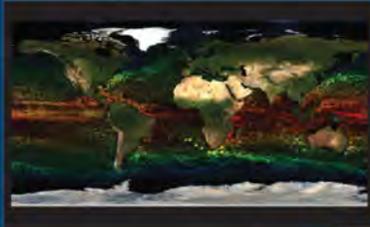
### We talk about climate change ...

You'll hear our staff talking about climate change because protecting the blue planet means protecting the climate system. Knowing this will take everyone, we've researched the most effective ways to talk to and teach others about climate change.



The New England Aquarium spearheaded the creation of the National Network for Ocean and Climate Change Interpretation to train educators and scientists to better communicate climate and ocean science.

### and here's how you can too!



#### Why healthy oceans matter to you

The oceans control the circulation of heat and moisture throughout the climate system, just as a heart circulates blood and regulates the body's temperature. When we burn fossil fuels, such as coal, oil, and natural gas, we release excess carbon dioxide into the atmosphere, where it acts like a heat-trapping blanket. This warms our oceans and disrupts circulation patterns.

Reducing excess carbon dioxide is the key to getting our climate system back under control. For example, in our area, people are coming together to support citywide renewable electricity initiatives.

#### 1 Share why this matters

We all have a responsibility to protect people and places from being harmed by issues facing our environment. Taking practical, commonsense steps to address problems facing our environment today is in the best interest of future generations.



#### 2 Share what is happening

When we burn fossil fuels for energy, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket around the world that traps heat, disrupting the climate. Rampant carbon dioxide is altering ecosystems and weakening food webs, changing the oceans on a global scale.



#### 3 Share activities

Look for solutions already in place in your community—actions your neighborhood, town, or city is taking to move away from fossil fuels and encourage energy efficiency. Working together, people can design new systems to transition away from fossil fuels and slow climate change.



#### 4 Talk about it

Real solutions come from active conversations with family, friends, and community leaders. A majority of Americans share our concerns about climate change, but rarely talk about it. Let's change that!



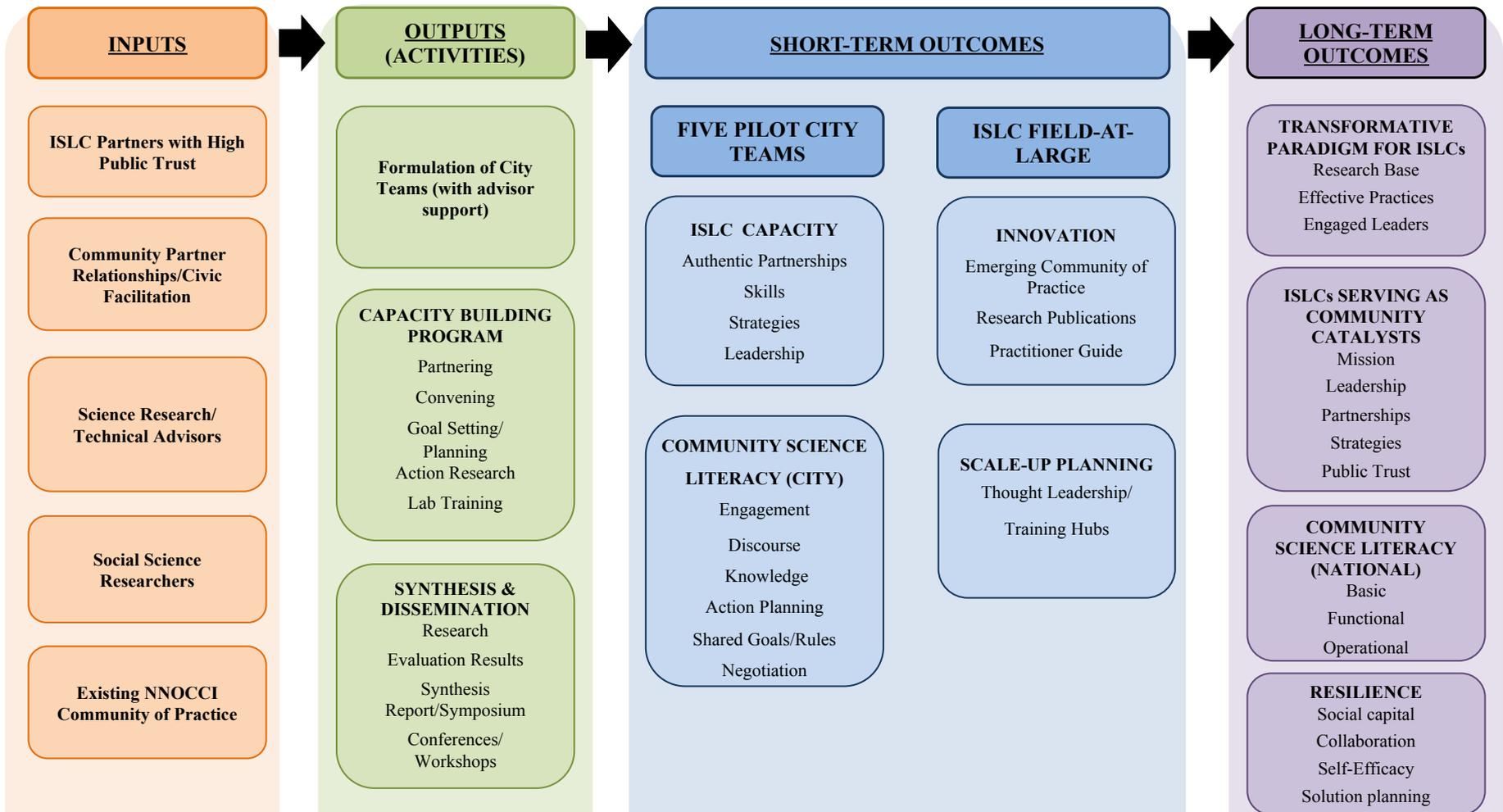
Protecting our oceans is key to protecting our blue planet.

# Community Engagement

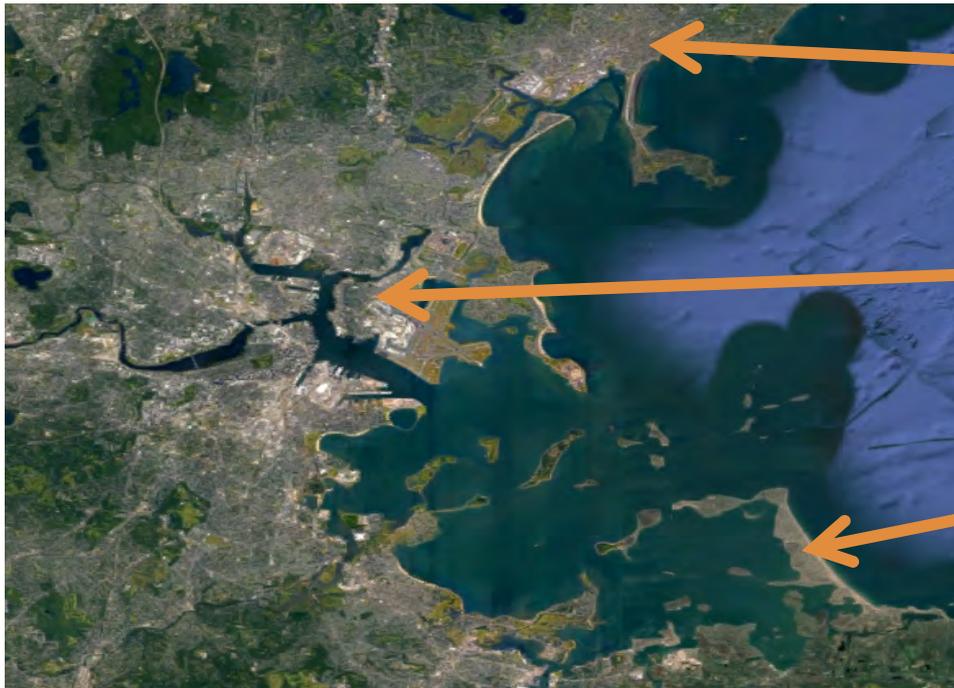
“The outcomes that New England Aquarium sets out to achieve are directly in line with MAPC’s strategic goal of helping the region reduce greenhouse gas emissions and adapt to the physical, environmental, and social impacts of climate change and natural hazards through community education and an informed public. This work also supports our mission of promoting smart growth, regional collaboration, inclusive community engagement and advancing equity in the region.”

Emily Torres-Cullinane,  
Community Engagement Manager,  
Metropolitan Area Planning Council

# Communities Advancing Science Literacy



# Community Partners for Resilience (NOAA ELG)



**Lynn**

**Chelsea**

**Hull**

# Overview: Learning Goals

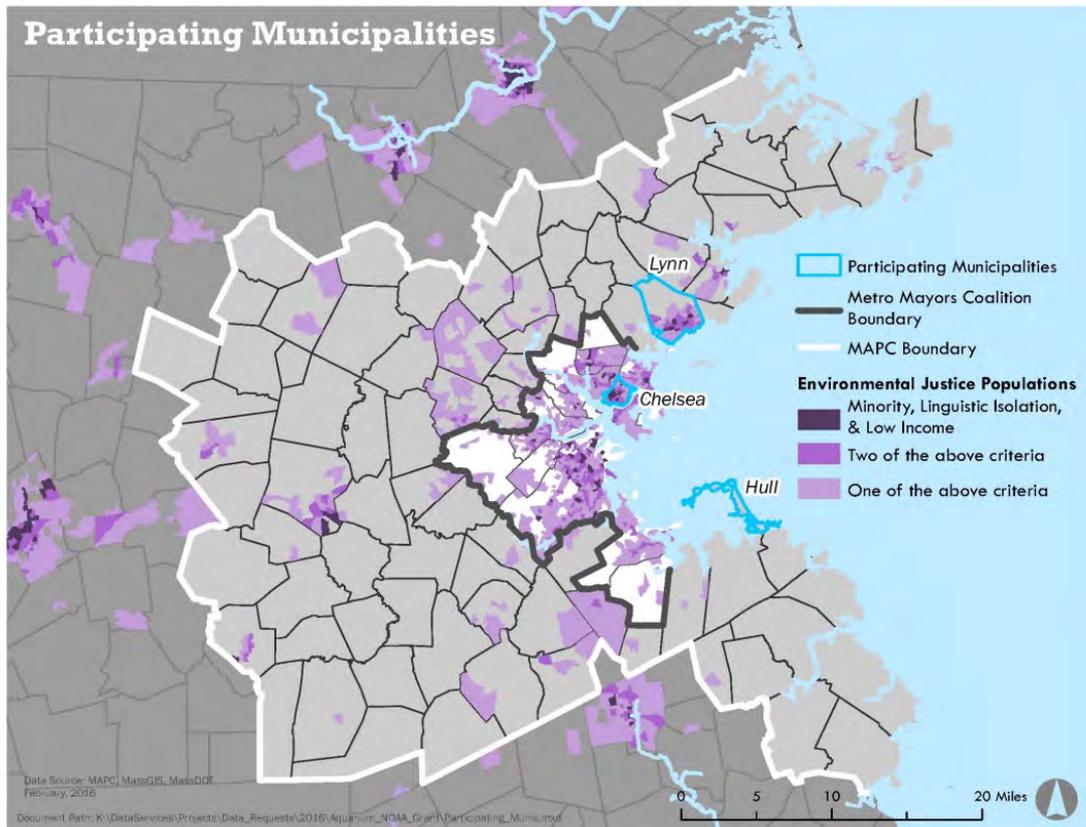
- Support development of systems thinking about Earth processes and critical thinking about solutions
- Student-led projects to engage families, peers, and other community members
- Support for in-school and out-of-school-time educators to implement curricula
- Youth Climate Resilience Toolkits

# Expected Outcomes/Impacts

- **Community Action Projects**
  - Youth increase their own understanding of climate challenges and solutions
  - Youth engage adults and peers
  - Overall increase in community understanding and commitment to resiliency projects



# Regional Context and Dissemination



# Building Youth Climate Leadership (IMLS)

- **ClimaTeens**

- 65% from low-income communities
- 94% increased leadership skills and confidence

- **CYCLIST**

- New England Aquarium
- Alliance for Climate Education
- WILD Center
- Audubon Nature Institute, Mote Marine Lab, Saint Louis Zoo  
Woodland Park Zoo



# Climate Change Education Resources

- [Climateinterpreter.org](http://Climateinterpreter.org)
- [NNOCCI.org](http://NNOCCI.org)
- [Vischange.org](http://Vischange.org)
- [CCEPalliance.org](http://CCEPalliance.org)

The screenshot displays the Climate Interpreter website interface. At the top, there are navigation links for 'GET STARTED' and 'SIGN IN', along with the tagline 'Learn. Collaborate. Communicate climate change.' Below this is a main navigation bar with 'ABOUT', 'FEATURES', 'COMMUNITY', and 'RESOURCES'. The 'TRAINING' section is active, showing an article titled 'The Problem with Solutions--And How to Fix It' dated April 05, 2017. The article features an illustration of two people on a boat. Below the article, there is a section for 'NEW RESOURCES' with several links: 'On Climate: Monterey Bay Aquarium stands with the State of California and the global community', 'Paris Agreement', 'Climate Change solutions', 'Let's Talk Constructively about Climate Change', 'NNOCCI', 'social science', 'How to Talk about Climate Change and the Ocean', and 'Climate Change and the Ocean'. A 'WHO'S NEW' section lists authors like Tracy Ziegler, Eric Roberts, Griffin Smith, Wendy Kordesch, Brandon Thyres, and Silvia Pac'Yurrita. The bottom of the page shows a date of 'DECEMBER 02, 2016'.