

Creative (Climate)  
Communications

Productive Pathways for  
Science, Policy and Society

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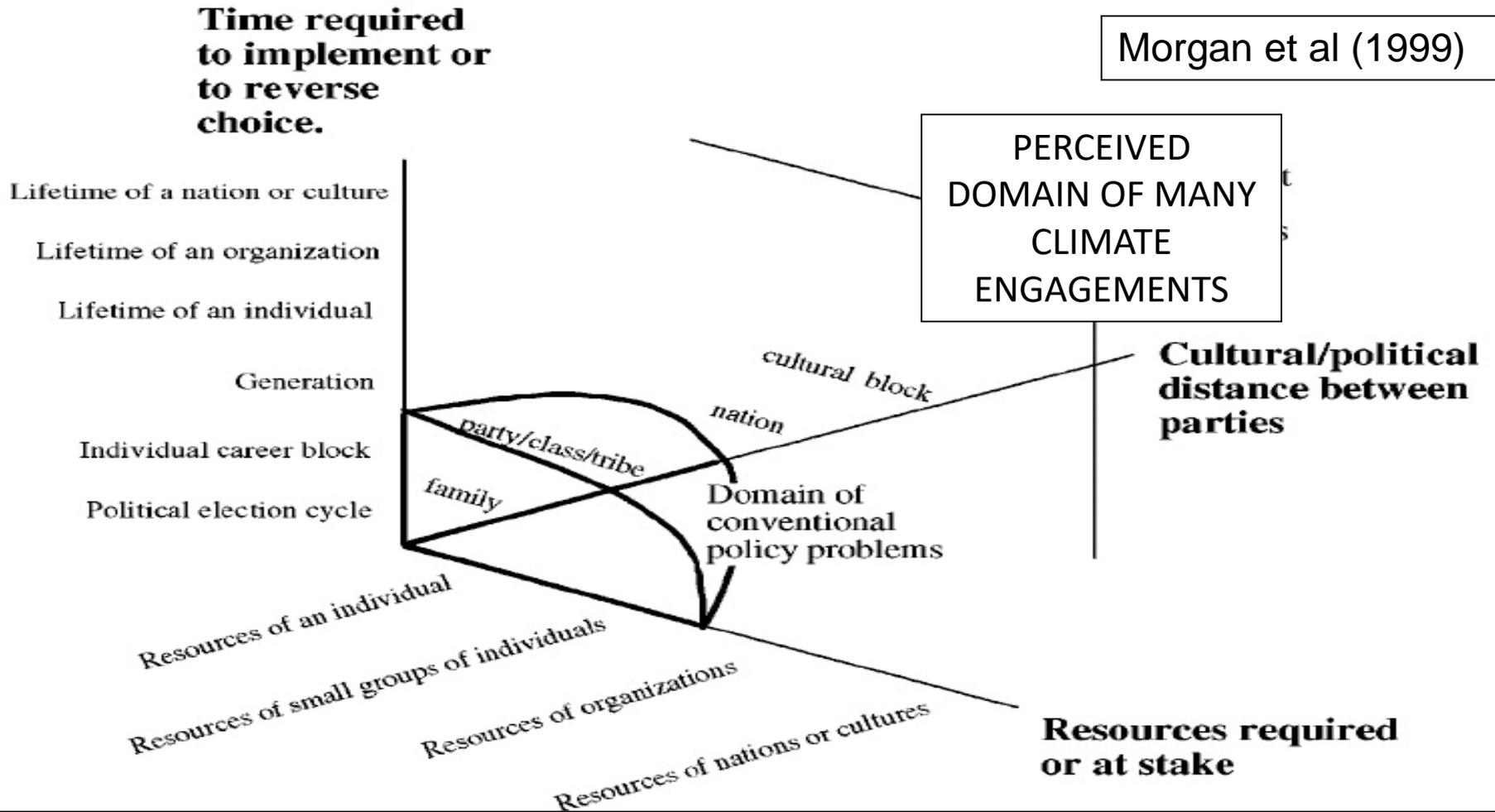
Cambridge University Press (summer 2019)



# inherent climate change engagement challenges



Morgan et al (1999)



“the debate over climate change...is not about carbon dioxide and greenhouse gas models; it is about opposing cultural values and worldviews through which that science is seen” – Andrew Hoffman

# historical/traditional conditions of engagement



“The deficit model is dead...long live the deficit model.” ~ Brian Wynne (2008)



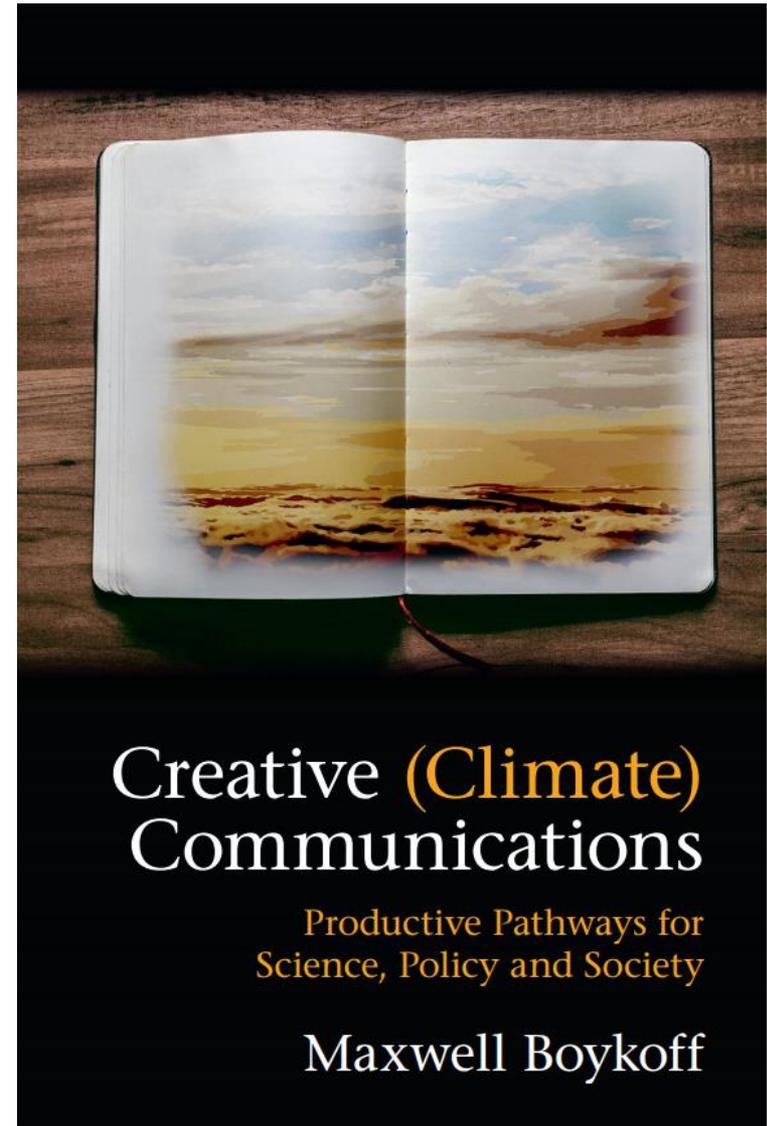
“providing information and filling knowledge gaps is at best necessary but rarely sufficient to create active behavioral engagement.” ~ Susanne Moser (2009)

# moments in time



# topline assessments

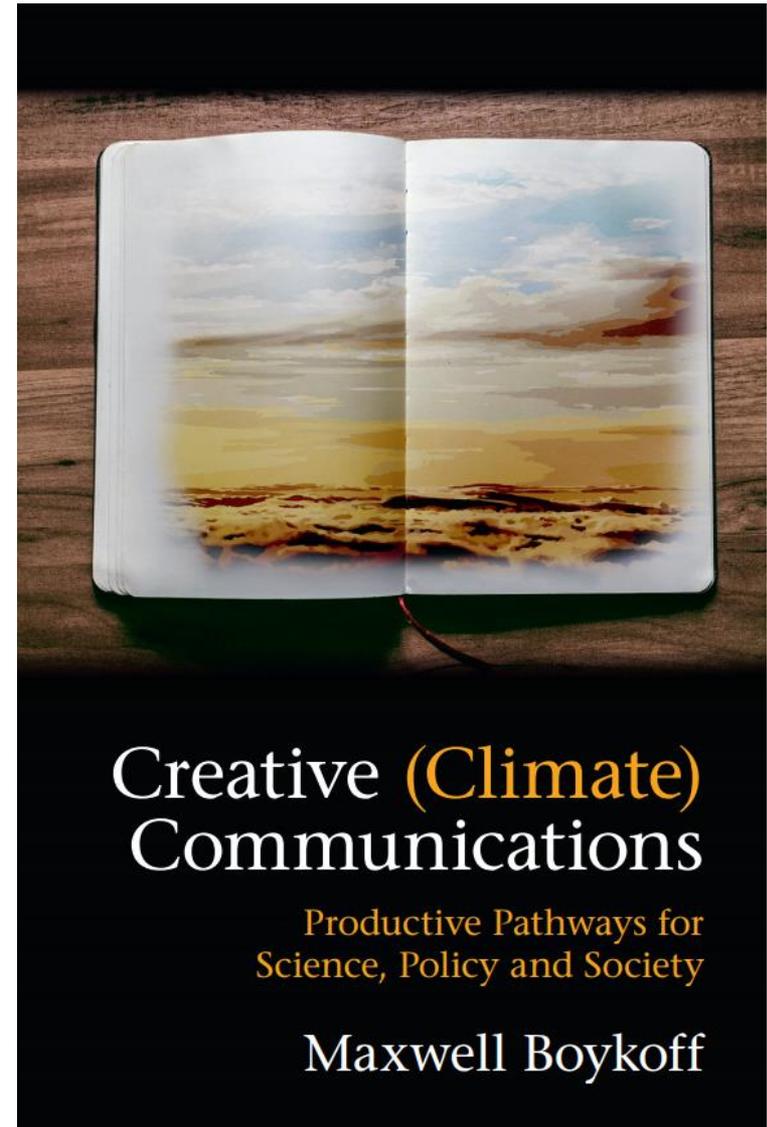
- (1) We need to get 'unstuck' in our conversations about climate change – and climate communications – at the science-policy interface and in our everyday lives
- (2) We need to confront urgent needs to 'smarten up' communications about climate change to match the demands of a 21<sup>st</sup> century communications environment.
- (3) We have needed a sustained assessment of creative (climate) communications that then provides a useful and needed resource and guide for many audiences



# together

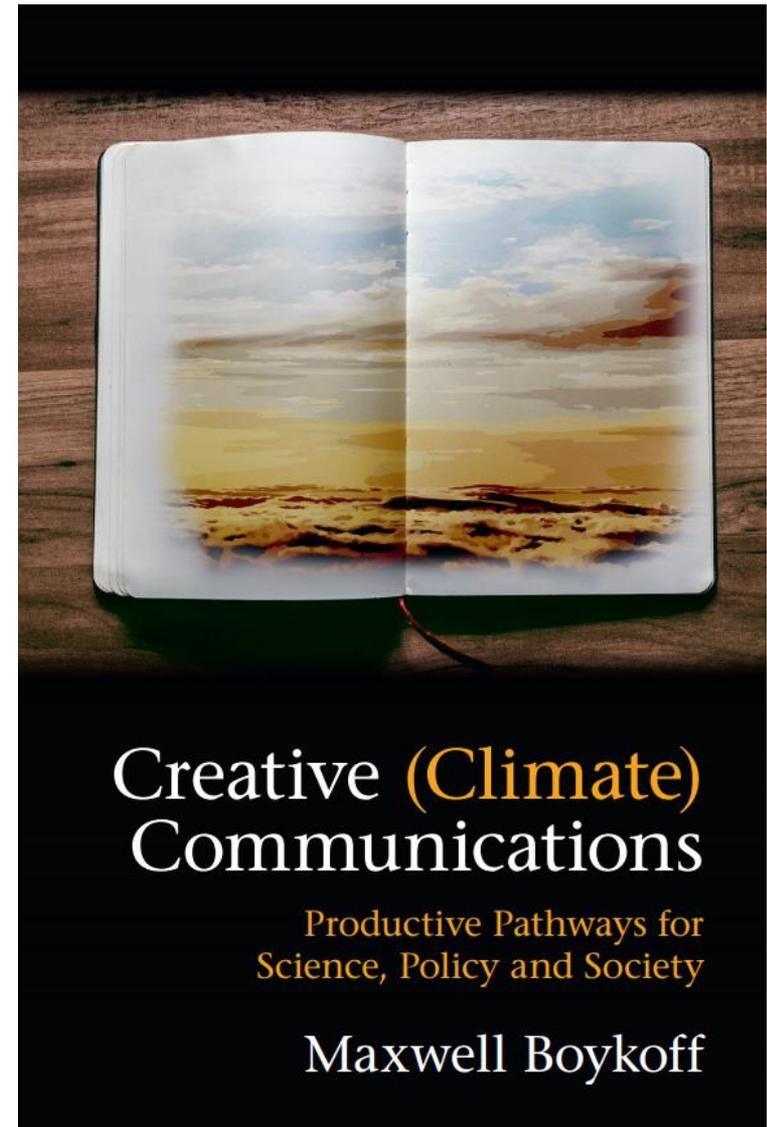
- works to understand what works, where, when, why and under what conditions.
- integrates lessons from social science and humanities research and practices
- seeks to improve our understanding that there is no 'silver bullet' to communications about climate change: instead, a 'silver buckshot' approach is needed

**+ a note about audience(s)**



# chosen title (and parentheses)

1. transferable guidelines, rules and lessons that can apply to numerous analog scientific, political, cultural, and societal issues
2. conveys that when one is mindful of audience and context, creative – and ultimately effective – communications about climate change sometimes may importantly involve *not* invoking terms ‘climate’ or ‘climate change’ explicitly



# 5 rules of the road

## 5 features on a road map

First, **be authentic.**

Second, **be ambitious.**

Third, **be accurate.**

Fourth, **be imaginative.**

Fifth, **be bold.**

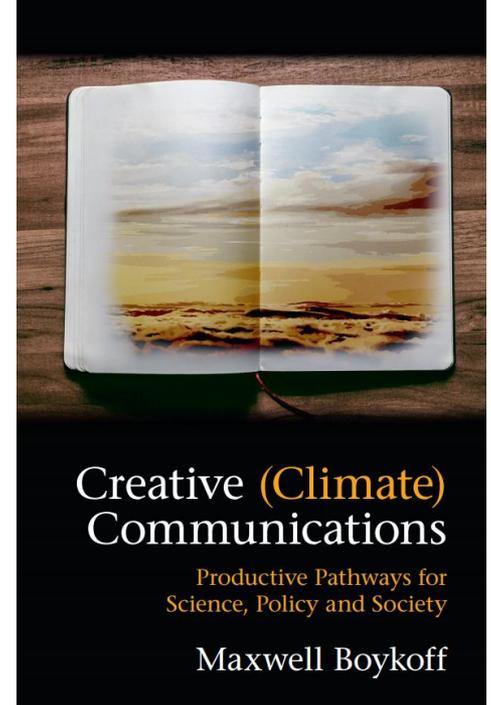
First, **find common ground and meet people where they are on climate change.**

Second, **emphasize how climate change affects us here and now, in our everyday lives.**

Third, **focus on how climate change engagement ultimately makes our lives and livelihoods better.**

Fourth, **creatively empower people to take meaningful and purposeful action on climate change.**

Fifth, **'smarten up' communications about climate change to match the demands of a 21<sup>st</sup> century communications environment.**



# burgeoning spaces creatively communicating about climate change

a living laboratory situated in a University setting, an intentional space for development and experimentation with creative modes to communicate, evaluate and confront climate change through a range of mitigation and adaptation strategies



# going forward

- PREFACE** – Creativity, Collaboration, Confrontation
- CHAPTER 1** – Here and Now
- CHAPTER 2** – How We Know What We Know
- CHAPTER 3** – Do the Right Thing
- CHAPTER 4** – Ways of Learning, Ways of Knowing
- CHAPTER 5** – It's Not You, It's Me...Well It's Actually Us
- CHAPTER 6** – Academic Climate Advocacy & Activism
- CHAPTER 7** – Silver Buckshot
- CHAPTER 8** – Search for Meaning

there is much more work  
to be done, so **we must**  
**get stuck in rather than**  
**getting stuck.**

