

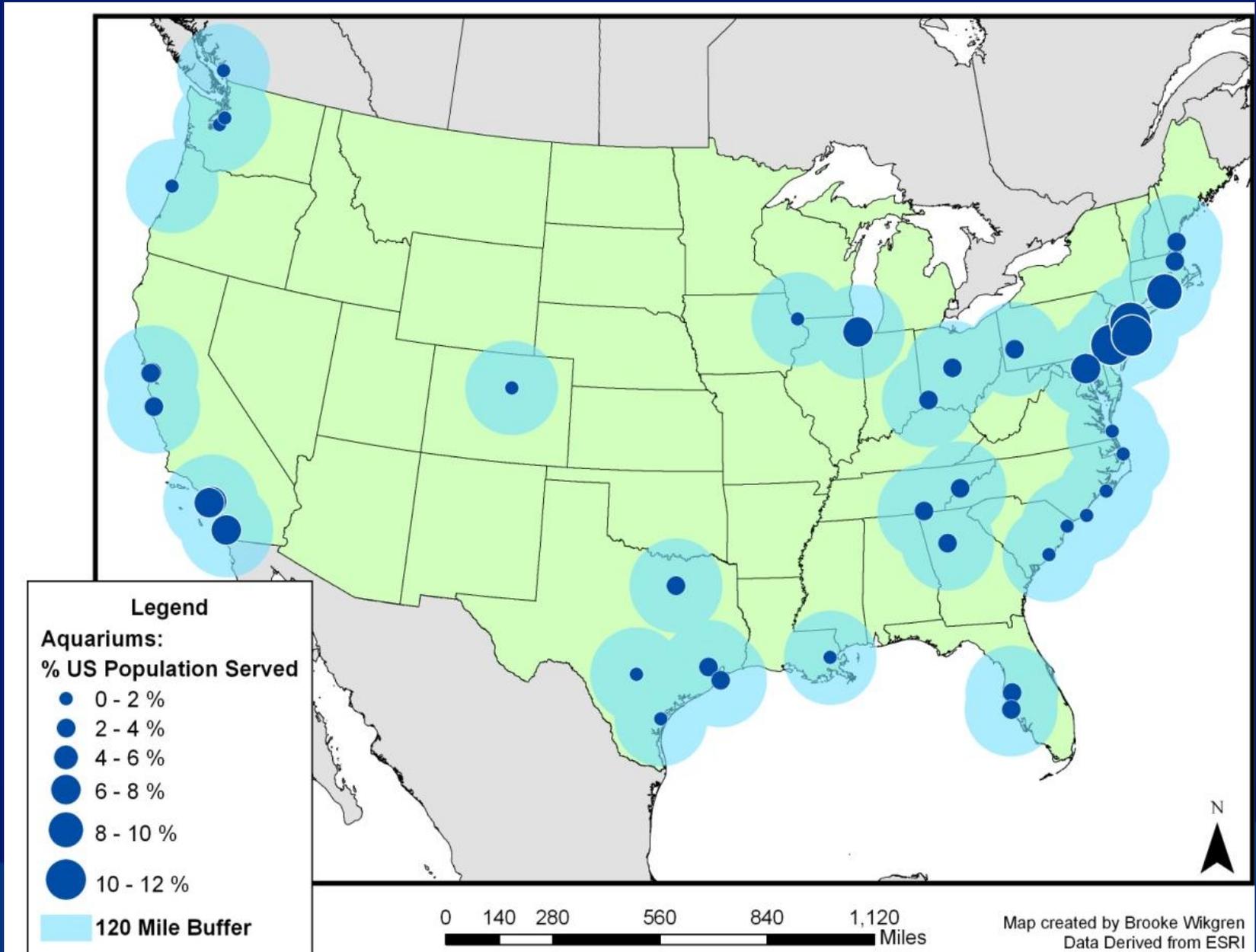
# ***National Network for Ocean and Climate Change Interpretation (NNOCCI)***

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# Why Aquariums, Zoos and ISEs?



# What difference could we make?

Translate issues and solutions to be:

- Meaningful
- salient
- inspiring
- empowering

Stimulate constructive dialog

Invite innovative thinking

Foreground efficacy of “citizenship”



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**The  
Challenge:**

**Seeing this,  
what might  
visitors be  
likely to think?**



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Seeing this, what might visitors be likely to think?

- Ooooh...what pretty fish.
- I think my dentist has some of those.
- I've been diving at a place like that.
- I need a vacation.
- Coral polyps build immense structures--habitats for many spp.



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Seeing this, what might visitors be likely to think?

“Wow, as a responsible citizen I can act, guided by my values, to protect habitats and species like the ones represented in this exhibit.”



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# How are we seeking to create change?



# How are we seeking to create change?



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How are we seeking to create change?



# Recommendations for Interpretation

VALUE (Big Picture)



Issue



Story



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# Which values matter?

VALUE (Big Picture)



Issue



Story

- Innovation
- Interconnectedness
- Stewardship
- Responsible Management



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# What are the issues?

VALUE (Big Picture)



Issue



Story

Pick one at a time

- Sea level rise
- Ocean acidification
- Extreme weather events
- Shifting “normals”
  
- Changes that effect human systems and ecosystems



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# What's the story?

VALUE (Big Picture)



Issue



Story



Remember, we're starting with something attractive



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# What's the story?

VALUE (Big Picture)



Issue

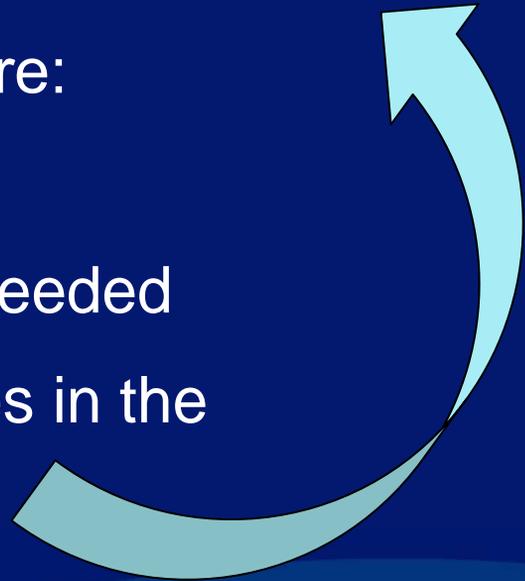


Story



It's a story about people who are:

- innovative problem solvers,
- who recognize their help is needed
- to address disruptive changes in the world – changes relating to ...



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# What's the story?

Our protagonists recognize that they are in the story.

We all burn fossil fuels

CO<sub>2</sub> builds up in atmosphere

The CO<sub>2</sub> acts like a blanket, trapping heat

Temperatures rise

Consequences



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# The story points towards solutions



# Simplifying Models

Historically:  
Greenhouse Model



A new model:  
The Heat-trapping  
Blanket



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# Recommendations:

- Start with the big idea, the value and the urgency
- Clearly state the problem and the solutions
- Use creative, clear and relevant metaphors
- Talk about who is responsible
- Use causal chains

## Other recommendations:

- Stay away from myths and misconceptions
- Avoid statistics; use social math
- Use a tone that is calm, optimistic and professional.
- Use images, props, animals, exhibits to support the big idea
- The audience should be able to answer the questions, “What is this about?” and “How can I help?”



## Indicators of success

- Increased knowledge, confidence, frequency of raising CC topics
- Requests for training
- Positive feedback



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# Challenges



- **Fear of confrontation**
- **Securing institutional support**
- **Sustaining effort**
- **Sharing successes**
- **Efficiency**



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# Looking ahead

- **Build learning groups more efficiently**
- **Enhance support structures – staffing**
- **Generate positive feedback loops**



# Thank You



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## Resources:

*The Psychology of Climate Change Communication: A Guide for Scientists, Journalists, Educators, Political Aides, and the Interested Public.* (2009). Center for Research on Environmental Decisions. New York.  
[www.cred.columbia.edu/guide](http://www.cred.columbia.edu/guide)

*Etienne Benson . 2008. Society's Grand Challenges – Insights from psychological sciences: Global Climate Change.* American Psychological Association.

[www.climateinterpreter.org](http://www.climateinterpreter.org)

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