**The National Academies**

**Board On Science Education**

**Committee on Human Dimensions of Global Change**

**Division of Earth and Life Studies**

**Workshop on Climate Change Education for the public and decisionmakers**

**U.S. Department of Commerce**

**14th St. & Constitution Ave., NW**

**Auditorium**

**Workshop Agenda**

**October 21-22, 2010**

**October 21, 2010**

**8:30 – 9:00** Individual Discussions with panelist and commissioned authors(*Breakfast available*)

**9:00 – 9:30** **Introductory Remarks**

***Martin Storksdieck***,  *Board on Science Education Director*

***James Mahoney****, Climate Change Education Roundtable Chair*

***Joe Heimlich,*** *Workshop Committee Chair*

**Goals of Climate Change Education**

Climate change education has various goals within and across audiences. This session will encourage individuals from various and often disconnected fields engaged in climate change education to explore and understand the goals of their colleagues. The session is designed to ground later discussions of climate education in a common understanding of the range of goals (e.g. understanding/knowledge, decision-making capacity, engagement, persuasion, and many others) of various groups. The session will address:

* shared and unique goals and outcomes of climate change education from various fields and for various audiences
* What indicators are used to know that goals have been accomplished (How do we know we are reaching the goals)?
* What groups are pursuing what goals? What groups are pursuing goals that are in direct conflict with the goals discussed?

**9:30 – 10:15** **Speakers: *Nicole Ardoin****, Stanford University*

***David Hassenzahl****, Chatham University*

***Frank Niepold,*** *NOAA*

**Panel Participants:**

***Bill Solecki****, Hunter College*

***Kit Batten****, Heinz Center*

***Billy Spitzer****, New England Aquarium*

**Moderator: *Wandi Bruine de Bruin,*** *Workshop Committee Member*

***Joe Heimlich***, *Workshop Committee Member*

**10:15 – 10:35 Questions from other workshop participants**

**10:35 -10:45**  **Break**

**10:45 – 12:15** **Small group discussions**

Develop a map of which goals of climate change education are being pursued by which groups, what audiences are the different groups trying to reach, what is the overlap and what are the areas of differences in goals and approaches? What are the measures of success and what is the evidence of success?

**12:15 – 1:15 Continued discussion of goals** *(Lunch available)*

**1:15 - 1:30 Synthesis of the Breakout Discussions of Session 1**

***Wandi Bruine de Bruin****,* *Workshop Committee Member*

***Joe Heimlich,*** *Workshop Committee Member*

**Mapping Current Public Climate Change Goals and Outcomes to various Audiences**

Public understanding and engagement is an area of great concern. We seem to be losing ground in public acceptance of the overwhelming scientific evidence for anthropogenic climate change. This session would provide a venue for discussing current public understanding, beliefs, engagement, and actions related to climate change. The discussion will be framed around the audience segmentation strategies common in climate change discussions (e.g. receptivity, mental models) to explore the nature of adult understanding and engagement with climate change across different audiences. How the beliefs and commitments of different audiences (e.g. as described in the Six Americas report) align with and do not align with the goals discussed in the morning will be explored. The panel will explore the disconnect and connection or intermediary steps between understanding and action. Specific topics for discussion include:

* What are the key characteristics (e.g. understanding of, beliefs about, and engagement in climate change issues, etc.) of climate change audiences according to different audience segmentation strategies? What are the cultural, political and other factors (e.g. audience roles, age, group affiliations) that shape these groups?
* Are different goals appropriate or more likely to be realized with different audiences? Do different factors need to be considered to realize the goal for different audiences (e.g. values, incorrect mental models and preconceptions, receptivity, misconceptions)?
* Where do audiences get their information (similar or different sources across the groups)?

**1:30 – 2:15**  **Speaker:** ***Anthony Leiserowitz****, Yale University*

**Panel Participants**:

***Ann Bostrom,*** *University of Washington*

***Aaron McCright****, Michigan State University*

***Susan Clayton,*** *College of Wooster*

**Moderator: *Edward Maibach,*** *Workshop Committee Member*

**2:15 – 2:35** **Questions from other workshop participants**

**2:35 – 2:45** **Break**

**2:45 – 4:15** **Small group discussion**

Break out discussions would focus on expanding the discussion of the bullets above. The goal of the breakout is to create a matrix goals (informing – motivating – activating or education, decision-making, persuasion, etc.) are most appropriate for various audiences, and identify the hurdles to achieving these goals for various audiences.

**4:15 – 4:30 Overview of Day 2**

***Michael Feder****, National Research Council*

**4:30 – 4:45 Synthesis of the Breakout Discussions of Session 2**

***Andy Anderson,*** *Workshop Committee Member*

**October 22, 2010**

**8:30 – 9:00 Individual Discussion of Day 1** (*Breakfast available*)

**Implications of Audience Segmentation for Education Strategies and Research**

Audience segmentation reports have provided a way to categorize the audiences of climate change education efforts. The aim of the discussion is to identify strategies to reach specific intermediaries, affinity groups, or audience segments in order to achieve climate change education goals. The session will pull lessons learned from research in the communicating uncertainty and risk assessment field, from public communication efforts, and from public climate change education campaigns for particular communities (e.g. religious, corporate, sportsmen, and from work on informing/engaging public opinion leaders). More specifically the session will grapple with:

* Which are the key groups to reach to enable various climate education goals?
* Are there key intermediaries or opinion leaders (e.g. meteorologists, health professionals, faith based organizations, the military, Hollywood etc.) to reaching, activating and engaging the public? Who are they? What do we know about the approaches to and impact of engaging opinion leaders? How do they engage different audience segments such as those in the Six Americas report?
* Which specific channels or venues are more effective for certain groups? What can be learned from public education campaigns in other areas?
* What types of messages or information is effective for informing different audiences or for reaching different goals?

**9:00 – 10:00 Panel Participants:**

***Elaine Andrews****, University of Wisconsin*

***Wandi Bruine De Bruin,*** *Carnegie Mellon University*

***Heidi Cullen****, Climate Central*

***Katie Mandes,*** *Pew Center on Global Climate Group*

***Greg Hitzhusen,*** *Ohio Interfaith Power and Light****Kevin Coyle,*** *National Wildlife Federation*

**Moderator: *David Blockstein,*** *Workshop Committee Member*

**10:00 – 10: 20**  **Questions from other workshop participants**

**10:20 – 10: 30** **Break**

**10:30 – 12:00**  **Small group discussion time**.

Break out discussions would focus on expanding the discussion of the bullets above. The goal of the discussion is to create a list of potential strategies to reach specific goals related to climate change education for one or more audience segments. Should answer what are the key strategic elements of public climate education that should be pursued to accomplish different goals

**12:00 - 1:00 Continued discussion of implications** (*Lunch available*)

**1:00 – 1:30 Synthesis of the Breakout Discussions of Session 3**

***Ann Bostrom****, Workshop Committee Member*

**1:30 – 2:00 Workshop Implications and Next Steps**

***Joe Heimlich,*** *Workshop Committee Chair*

***James Mahoney,*** *Climate Change Education Roundtable Chair*

**2:00 – 2:45** **Audience Discussion: Workshop Implications and Next Steps**

**Moderator: *Joe Heimlich,*** *Workshop Committee Chair*

**2:45 – 3:15** **Final words**

***Martin Storksdieck****, Board on Science Education Director*

***Paul Stern,*** *Committee on the Human Dimensions of Global Climate Change Director*