



THE CLIMATE COMMUNICATION PROJECT

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Project Feedback

At the first project workshop, our partners were introduced to the Climate Communication Project objective and our auditing methods. We collected feedback on the potential challenges we faced, and suggestions for improvement.

staying in touch

A slack group would be useful for following up conversations and discussion. This platform could help us share ideas, links to useful information, and keep record of our work.

Keep track of the project via twitter, or a website. It's a big project.

sharing resources

Host workshops for groups of artists, actors, campaigners, scientists to share and discuss our results.

Podcasts were suggested for sharing resources, or animations and short films.

One potential new audience mentioned was journalists, who could look over our findings.

workshops

Starting with an overview of the project would have been useful. This could be circulated in advance online.

Constructive engagement from project partners during the workshop suggests the project will land well.

“the overall aim of The Climate Communication Project is to put in place the infrastructure to deliver high impact public engagement on climate change at a national scale”

project challenges

Attaining genuine agreement between parties could prove difficult.

The scope of the project could also prove unmanageable, and too broad.

Don't miss the knowledge and experience from grass roots groups.

fresh approaches

Use case studies to show best practice from other subject areas e.g. genetic modification.

Look at the NCCPE resources to see what information is already on offer.

Link up with other Engaging Environments projects to share expertise.

Focus on topics within climate change, like health.

Taking a bottom-up approach is a strength



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2 Survey Feedback

The first draft of The Climate Communication Project survey was handed out to project partners for constructive comments and discussion.

terminology

Clarity and consistency on the terms 'public engagement' and 'climate change communication'.

Clarity and definition required on 'practitioner' and 'climate change'

introductory text

Introductory text should emphasise the value and novelty of the project.

Include a NERC endorsement if possible, referring to Engaging Environments.

Concerns over length, though much text is required to pass ethical standards.

additional questions

Learning experiences leading to changes in approaches to public engagement.

Barriers experienced to engaging the public with climate change.

Contexts and motivations for doing public engagement.

How participants feel about climate change.

Extent of public engagement activity.

Support or training for carrying out public engagement.

overarching comments

Further consideration needed to ensure survey questions are meaningful to participants from different backgrounds (e.g. arts, sciences).

Revisit questions to enable better reflection of linear versus interactive types of engagement.

Mixed perspectives on the 'ideas and principles' and 'what is the purpose of climate communication?' Consider rephrasing open-ended items for clarity and to avoid overlap.

Necessary to clarify questions for which the survey seeks personal or organisation perspectives and/or participant views on general principles.

Restructure to allow for learning points and reflections - good and bad - from activities undertaken, rather than separate emphasis on successful and unsuccessful activities.

survey circulation

Via NERC, JISC lists, social media, DTPs and CDTs, across other research councils.