

Climate Change Risk Communication



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- Introduction to climate change risk communication – issues of concerns
- Fundamental principles in climate change risk communication
- Approaches in climate change risk communication
- Evaluating climate change risk communication

Introduction to climate change risk communication

Issues of concerns



Introduction to climate change risk communication

Issues of concerns

- Various public misconceptions about climate, climate change and risks
- Roles of the information providers
- Information relay and recipients
- Some formal and informal education initiatives

Introduction to climate change risk communication

Public Misconceptions

- Differentiation between climate and weather
- Focus only on climate mean than extreme range and frequency
- Globally (including GHG) forcing versus locally driven climate change/variability
- Different definitions for terms, such as impacts, vulnerability, resilience and risk
- Global warming can be 'solved' by mitigation

Introduction to climate change risk communication

Misinformation from Sources

- Lack of local data/local agenda (me too bandwagon, cut 'n paste scientists)
- Internet is not always a good source of reliable information, lack of quality control
- Discipline oriented perspectives
- Time and space scale problems
- Hidden agenda
- Lack of communication skill

Introduction to climate change risk communication

Information Recipients

- Wrong/incomplete communication, misquoted by media
- False security on engineering/technical solutions
- Climate change signals still smaller than natural variability
- Unwilling to change/adapt (behavior, lifestyle, consumption, etc.)
- Consider climate change/global warming as an isolated 'environment' agenda rather than an integrated 'development' agenda

Fundamental principles in climate change risk communication

Why & How?



Fundamental principles in climate change risk communication

Objectives

- to address uncertainty of the plausible future risk and lead stakeholders to the proper response and action to manage future risk via means of risk communication and management.

Fundamental principles in climate change risk communication

Questions to be addressed

- How to communicate scenario-based event with local stakeholders and policy makers?
- What are the channels and forms of risk communication to different stakeholders?
- How to assess impacts of risk communication and measure outcomes?

Fundamental principles in climate change risk communication

Who needs risk communication?

- Stakeholders assessment:
Bottom up or top down approaches
 - Local communities;
 - Local organisations (formal and informal);
 - Authority (local to national to regional);
 - Private sectors;
 - Scientific community (various levels);
 - Mass media.

Fundamental principles in climate change risk communication

Fundamentals of risk communication

- Identifying goals and key messages of risk communications to each stakeholders;
- Keeping focus on messages to be delivered; and
- Maintaining accuracy of information in a timely manner.

Fundamental principles in climate change risk communication

Goals and key messages

- should be made prior to the issuing of any public comment and are especially important in a crisis;
- a written, verbal, or visual statement containing information about risk;
- may or may not include advice about risk reduction behavior/activities;
- a formal risk message is a structured written, audio, or visual packaged developed with the express purpose of presenting information about risk;
- Aims should be:
 - Ease public concern; and
 - Give guidance on how to respond.

Fundamental principles in climate change risk communication

Focus on messages to be delivered

- Raise the points often enough to ensure clear understanding of the message to be delivered;
- Take opportunities to begin or end statements with a reiteration of the message;
- Avoid repetition of a single message (*may appear to be trying to convince people of something that isn't true*);
- Avoid repeating the messages word-for-word every time you answer a question;
- Do not allow the conversation to be led down paths that are not pertinent to the goals or message.

Fundamental principles in climate change risk communication

Maintaining accuracy of information

- Be aware of tension between providing accurate information and providing information quickly;
- Avoid creating an information vacuum that will almost certainly be filled with rumor and speculation;
- Goals and messages should be simple, straightforward, and realistic;
- Information should be delivered with conciseness, clarity, and effectiveness.

Discussion 1

- Who need risk communication? And Why?
- What are the messages you want to deliver?

Approaches in climate change risk communication

Be careful with these issues



Approaches in climate change risk communication

Communicating scenario-based events

- Recognising the uncertainty of climate scenarios and future risks;
- Gather stakeholders' perceptions of scenarios and projected risks;
- Identify factors affecting stakeholders' perceptions of scenarios and projected risks; and
- Identifying constraints in communicating scenario-based events and/or prospective scenarios to stakeholders.

Approaches in climate change risk communication

Recognising the uncertainty of climate scenarios and future risks

- Use consistent names and other terms when presenting an projected event;
- Avoid acronyms and jargon and provide careful definitions in advance;
- Consider types of visuals relevant to stakeholders, be sure information is explained fully, and use visuals to clarify and support key communications points;
- Answer both questions, “How much?” and “Will it affect me?” to ensure the information is relevant;
- Use familiar type of reference to explain magnitude and frequency to create a mental picture of measures of risks.

Approaches in climate change risk communication

Gather stakeholders' perceptions of scenarios and projected risks

Perceptions of risks should be:

- relevant to livelihoods and interests;
- voluntary vs. imposed perceptions;
- under control by the stakeholders, not others;
- clear benefits, quantifiable and distributed fairly;
- generated by a trusted source;
- affect the majority of stakeholders.

Approaches in climate change risk communication

Factors affecting stakeholders' perceptions

- Perceptions of the magnitude of risk are influenced by factors other than numerical data.;
- Understanding these factors will help gauge the degree of risk with which the message may be perceived, and
- Assist in developing communications strategy.

Approaches in climate change risk communication

Principles and channels of risk communication

- Identify channels and means to deliver messages to each stakeholder;
- Build credibility and earning trusts from stakeholders;
- Gain supports from various sources; and
- Predict and prevent pitfalls in risk communication.

Approaches in climate change risk communication

Channels and means to deliver messages to each stakeholder

- No concrete guidelines of channels and means, all dependent on actuality
- Channels and means should embrace all the aspects of the “nature of decision” and all aspects of communications strategy;
- Reality demands that the “nature of decision” dictates to a large extent the course of action in any risk management situation;
- Channels and means should be decided and designed to be relevant to levels of debate...

Approaches in climate change risk communication

Channels and means (cont.)

- Levels of risk debate
 - *Information transfer*: Provision of technical knowledge (factual arguments, risk probabilities, potential damage);
 - *Public participation*: Debate regarding institutional competence and capacity to cope with and adapt to potential risks;
 - *Dialogue-based communication*: Social values, cultural lifestyles and their impact on risk management;

Approaches in climate change risk communication

Build credibility and earning trusts

Constructive communication will be determined by whether audiences perceive information to be trustworthy and believable

- Accept and involve the public as a partner;
- Appreciate the public's specific concerns;
- Be honest and open;
- Work with other credible sources.

Approaches in climate change risk communication

Gain supports from various sources

- Forestall informational voids by having resources on hand to answer possible questions ;
- Make sure goals and messages are understood and coordinated among participants;
- Conflicting information, when comes from equally trusted sources, creates confusion and erodes confidence;
- When information was wrongly presented, a simple correction or clarification of a previous statement should be made and not as one opinion having prevailed over another.

Discussion 2

- What are the uncertainties embedded in your research?
- How do you intend to integrate uncertainties in your communication strategies?
- What are the means and channels of communication you have in mind?

Evaluating climate change risk communication

How effective is your risk communication?



Evaluating climate change risk communication

Impact evaluation of risk communication

- Why evaluate?
- Identify criteria to evaluate impacts;
- Accountability and performance;
- Resources for evaluation;
- Potential problems and contingencies; and
- Development of recommendations (short and long-term).

Evaluating climate change risk communication

Why evaluate?

- Determine whether risk communication activities are achieving or have achieved their objectives;
- Provides essential planning information and program direction, help demonstrate program accomplishments;
- Signal the need for timely modifications;
- Can be used to address questions of accountability and performance.

Evaluating climate change risk communication

Identify criteria to evaluate impacts

Based on local characteristics and depend on project's strategy and position that effect the way the project operates , criteria may include:

- Goals and objectives achieved;
- Level of participations;
- Degree of the interests of the stakeholders;
- Improvement of perceptions;
- Initiation of empowerment;
- And so on...

Evaluating climate change risk communication

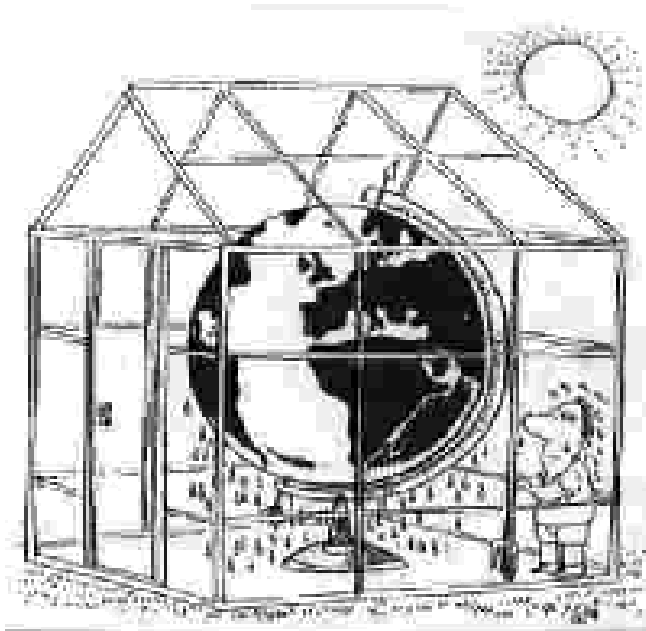
Development of recommendations

- Recommendations are oriented toward policymakers in public sector agencies that have risk communication responsibilities;
- Recommendations apply equally well to risk communication efforts in private sector organizations, such as public interest groups and industrial corporations;
- Short-term and long-term recommendations should reflect respective objectives of the project as a whole.

Discussion 3

- What are the means and channels of communication you have in mind?
- What are the criteria you have in mind to evaluate your risk communication strategy?

Thank you



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