

# ALPACA ONLINE CONFERENCE 30.06./01.07.2020

## LISTENING, STORY TELLING, NETWORKING

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Day 1: 30.06.2020

## Lecture Helmut Hojewski: The Alpine Climate Target System 2050 and its Implementation in the Alpine Space

What do climate resilient and climate neutral Alps need in 2050?

### Task Alpine Climate Board:

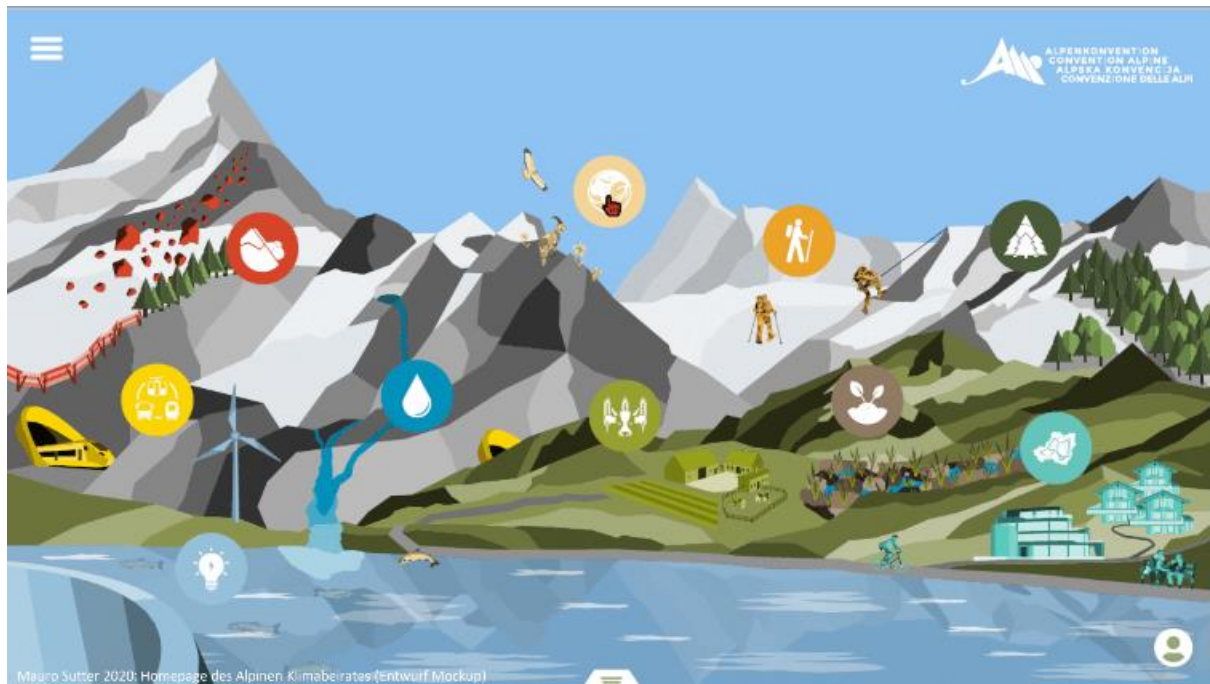
- Operationalise and implement the Alpine Climate Target 2050.
- Draft a Climate Action Plan 2.0, based on the first plan.
- Create an environment for implementation: Matchmaking WS in September 2020 under the umbrella of the AC.

### Content:

- Pushing back fossil fuels by 2020.
- Achieving a resilient Alpine region by 2050.
- Communication should accompany the implementation so that the Alpine climate goal is widely disseminated in the Alpine region.

=> Implementation of the climate target through ten sectors that have been identified and serve as paths.

[Here](#) you can find more information.



## Keynote Christoph Hofinger: Ist he Climate Crisis also a Communication Crisis?

Christoph Hofinger uses Moses and the burning thorn bush as a metaphor for climate communication:

- The thorn bush convinced Moses to break out of Egypt and go to the Promised Land. How did he manage that?
  - The thorn bush shows **empathy**: it understands the suffering in Egypt.
  - Shows a **promise**: represents the positive in the Promised Land.
  - Describes the **way** there in stages.
  - Uses a **pictorial, understandable language** that worked on Moses through **emotions** and finally convinced him to break out of Egypt.

=> It is not easy to get people to move on to something new! The thorn bush did this with Moses => The thorn bush can therefore give us some tips that we can apply to climate communication to mobilize people:



How can climate communication mobilize? => based on the thorn bush:

- **Empathy** is the basis for mobilizing storytelling => create common values!
- What does life look like when we solve the climate tasks? => show the gain in quality of life (**promise**) that we can name: show positive scenarios.
- We can and should describe the **path as little steps** towards a better quality of life. Not to describe the future scenario in 50 years as it could be then, but to describe the goals and results that are feasible already in one year => to describe steps, like hiking with children (already small steps lead on the way).
- Do not use foreign words! Language should be suitable for primary school children. Use **pictorial and understandable language** that is not afraid to trigger emotions. Complex terms like "Sektorkopplung/sector coupling" will not touch people and cause them to change their behavior.

Clarification of terms in climate communication:

- About the term "climate protection": we protect something "inanimate" => is the word really suitable to win people to fight for it?
- Inexhaustible energy sources are among others wind, water, sun, forest. Why are these "renewable"? the term sounds exhausting, does not bring out the "inexhaustible" of the new energy sources. However, this should be emphasized in the communication.
- In communication do not only speak of "generation" => people think of old people, but they are not the target group! => Speak of children if you mean children!

Inspiration from the Friday for Future Movement (FFF Movement):

The FFF Movement uses science, humor, social media, impressive, real images to move people to a new beginning. Clear language, clear framing, clear announcements => it's about life, about their future!

### Climate and Corona:

Can there be only one crisis? Climate or Corona? => According to the survey, climate and environmental issues are more present than Corona. In times of Corona-Lockdown a high quality public space became even more important! But it only brings the necessary added value in an intact environment! Corona has shown that a lot can be achieved if politicians, companies and the population all pull together! We have learnt, that we as a society are able to flatten curves => This would also be possible in the climate crisis!

## Exchange with Christoph Hofinger on his keynote

- How to find the right language for climate communication? Alternative expressions for "climate protection" and "climate crisis", as the term expresses to protect something "inanimate":
  - E.g. "climate future"
  - Finding a term to describe the overall purpose of the project: e.g. the people who protect plants, preserve the planet
  - Storytelling: Try to achieve something together: find a suitable date for it. Working systematically on finding suitable metaphors.
  - How to proceed: Hold workshops under external leadership, good size for this is 6-8 people. At WS it is important that the participants want to get involved and work creatively with each other. Create a good mix of participants, i.e. people who do not see each other every day anyway.
  - Recommended literature: Elisabeth Wehling, George Lakoff, Jonathan Hyght
- Climate protection at local level:
  - Municipalities are the central level to reach citizens. They have to become aware of their function as role models.
  - If regions can join forces and develop strategies together, progress can be made very quickly.
  - Each region does not have to reinvent the wheel => all have the same challenges, so you can learn from each other and exchange experiences.
  - A plea for the work of ALPACA!
- Framing: The selection of certain words in a topic, gives a certain frame. This can influence the opinion of the people!
- Important: There is no unframed language. This "manipulation" by frames happens consciously or unconsciously.
  - Life frame of the FFF Movement as a central point in its communication.
  - Strategic communication: which frames of interpretation are specifically interesting? Which target groups should be addressed?
  - What are universal frames that help us to distinguish between good and evil. What is morally right or morally wrong?
  - Framing quick test:
    - Does it promise **freedom**?
    - **Life**? Health or overcoming illness
    - More **justice**
    - (Community) **Pride**
  - Almost every person, has the tendency to choose the things that bring more freedom, health, justice and pride. Of course, perspectives are different.
  - Important for developing a communication strategy, or understanding it: what do you want to achieve?
- Climate communication towards individuals: Who is the main target group? Does it make a difference in the frames and in the strategy you choose? => YES!
- Decision makers are reached with responsibility and moral pressure. Citizens through empowerment and joy.

- Substantial change in climate protection can only be achieved if those responsible are addressed directly. Also inspiration, not always just pressure.
  - Remark Martin Reisi: it depends on the respective target groups, which framing and which strategy I use: WHO AM I? It depends on the respective target groups, which framing and which strategy I use: WHO ARE I? Expanding communication to reach primary school children, which science cannot do at all.
  - The role of science has changed: not only deliver results, but also communicate, take this into account.
- „We must" has not moved anything => "we want and we can" is a more successful statement for communication
- Commonality between politics and the individual => values: postulate achievable goals.
- The message of apocalypse and renunciation has not brought any movement into climate communication and has not worked! Common values, achievable goals and pride are at the forefront of modern climate communication.

## Keynote Per Espen Stoknes: The New Psychology of Climate Action

The psychology of climate change and how we get people engaged in solving global warming?

**5 Barriers that discourage people**, but which can be turned into **success factors**:

1. **Distance**: everything that doesn't directly affect you, e.g. fire in Amazon => "I have no influence on that anyway!"
  - o => **Social**: personalize the distance barrier: bring the topic to the people, very close. If my neighbours take measures, then I do it too. E.g. solar cells on the roofs of houses in a settlement: one starts with it, others get in. Also with E-cars => "then it can't be bad, if XY has that too".
2. **Doom**: scary, feeling guilty => one avoids the topic completely, because it is associated with something catastrophic and bad.
  - o => **Supportive Framing**: What is good for me is also good for the environment. Emphasize the more of better for the bad.
3. **Dissonance**: behaviour influences our thinking, our emotional state.
  - o => **Simple**: Simplify climate change measures. E.g. provide smaller plates at the buffet => People take less food from the buffet because the plate is full faster, but have the feeling to take enough food => reduction of food waste.
4. **Denial**: remain silent or ignore. Condition I recognise but do not behave accordingly.
  - o => **Signals**: Signals that illuminate progress. Strengthen the "we-feeling". We are not alone with it, this should prevent denial.
5. **Identity**: People who do not agree with the issue are not prepared to live differently for the change, e.g. no sacrifice of meat, big cars.
  - o => **Better stories**: Where are we going? The brain loves stories. Where do we want to go as a world? In which world do we want to go? True stories help to identify.

=> If we expect something, then we can get other people, the politicians, to act!

Day 2: 01.07.2020

## Keynote Martin Reisigl: The Importance of Narratives, Storytelling and Language

There is a diversity of communicative action in discourses on climate change and the climate crisis: the Fridays For Future Movement has achieved more in recent months than science has in recent years! Communication is short, dense and fast => calls for action: is more present in social media!

Different types of speech acts, which are all used by the FFF movement to express its concern for climate protection and to call for action:

- Expressiva: Protest call! "I puke in the parliament"
- Deklarativa: Pupils have slipped into the roles of teachers and have given marks on the subject of climate protection, ethics and responsibility. Testimony: Grade climate protection F => => no effective declarative speech act, but very funny!
- Assertiva: Making assertions: Illuminating the existence, causes and consequences of climate change. Are not the goal-oriented actions. "We are here, we are loud, because you are stealing our future" => reason for action! Argument that the future is being blocked.
- Quaestiva: Question. Like the statement.
- Direktiva: Challenge and promise: "You do your homework, we'll do ours" => Tasks will no longer be done if there is no climate policy.
- Kommissiva: Requests and promises: something binding e.g. climate agreement of Paris => promise, consent. They are requests and promises, something I want to do myself.

Narrative: The reproduction of memorable, past sequences of events

Characteristic narratives:

- Chronological sequence: retelling history
- Reference to the past: remembered episodes are played back
- Beginning, highlight and end: completed unit
- Perspective from a narrative character: human or human-like character, e.g. also animals.

Structure of the narratives:

- Orientation: a situation is outlined
- Complication: The figure is confronted with something
- Resolution of the complication
- Evaluation: assessment and statement of the narrator = a moral is drawn.

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Problems:

- The scientific claim to reality is weakened = good for deniers
- Overemphasis on the subjective => no longer scientific
- Playing down

- The current problem is historicized => past, because narratives are about the past, but climate change is present and future
- Relief of action: the urgency is not directly noticeable! No more pressure to act!

BUT: Storytelling is still important! Use these narratives for appropriate climate communication:

1. Share biographical narratives
  - Lively, informative, mobilizing way is a bridge to the target groups to be reached => role model. E.g. a farmer as a role model: farmer drives an electric motor with his own electricity
  - Tell a human story!
2. Documentary narratives: self-experienced, exemplary value.
  - Focus on creatures: people who live on islands that will soon no longer exist, e.g. Venice; plants or animals that will extinct due to climate change
  - Natural objects: e.g. melting glaciers => mountain guides tell about changes in the glacier over time, about rock falls due to thawing of the permafrost, how the normal paths have changed. E. g.: Cross of mountain "Ortler" has fallen down due to permafrost: path broken off. Make the connection!
3. stories of subjectively experienced weather extremes: combine with 1. and 2. People can feel affected by it: Create solidarity: e.g. forest fires due to drought.
  - Story told by an FFF activist about a farmer and the changes in his work due to climate change: two different perceptions of summer 2018: Narratives are very complex:
    - i. Farmer harvests only once a year: extreme drought => emergency slaughter and dismissal (solution)
    - ii. Evaluation: The farmer does not recognize the problem as political. Refers climate change only to islands in the Pacific but do not recognize that also him affects the climate change.
  - Try harder than before to relate more to people's lives: it is also about their cause! It is their cause: your cause is being negotiated!
4. Dystopia: Shaking alive! Imaginary, terrible place where we don't want to live => warnings!
  - FFF: GRANDPA? What is a snowman?: Climate change has such dramatic consequences that at some point children will no longer know what snow is.
5. Utopias: realistic plans for the future: designing a positive future.
  - for example, a world in which there is hardly any plastic left. Draw a world that is good.
6. Heterotopias: concrete, realized utopias:
  - Concrete utopias, which refer to real places that already exist.

=> Communication is very complex. Although narrative is a specific textual pattern, it is a very useful one in communication about climate change and the climate crisis => use it correctly to reach the target groups where they join!

Communicate with the present and the future: Instructing, vividly showing how things can get better => what we can do to improve in everyday life!

## Keynote Irene Neverla: Mediated Climate Communication

### Media-based climate communication:

We cannot experience the climate crisis through our senses, it is made known through the media: Talking about climate therefore requires communication.

The content about climate change comes from science => the knowledge is communicated through journalism and since the 2000s through social media, as digitalization has been added. => Thus the understanding of climate and climate crisis is conveyed from an interaction of social media, journalism and science. Are there obstacles to a better understanding in the public?

It is only in the last two years that the debate on climate change has really begun moving. Before that, however, the topic was already familiar, e.g. the magazine "Der Spiegel" symbolically flooded Cologne Cathedral, as a scenario, as a response to the 1986 World Climate Report.

How does social media and journalism work: which logics of the two media types can we recognize and understand? Why have communication measures in the last 40 years achieved little through pure journalism? What happened in 2018 and 2019 when awareness of climate change increased?

- Journalism
  - A specific selection of topics that are reported on at all. Rather political background.
  - Significance for climate change: focus on political events, such as COPS and IPCC report. Climate change has not been reported on in general, but always in connection with political events.
  - Related to facts: Dissemination of information. Perspectives in politics and science: which were connected => specific target group, not the general public!
  - Journalism has done nothing wrong. However, there is an imbalance!
- Social Media
  - No institutional system, no professional systems
  - 3 important functions of social media
    - Self-presentation
    - Knowledge is shared and processed
    - Social relationships are established in important reference groups
  - Big Five, which are instrumental in spreading the word about the climate crisis: Facebook, Instagram, Twitter, Google, Amazon
- Context Journalism - Social Media:
  - Journalism provides a basis. Brings the climate issue to the public, to the agenda, to people's minds. Knowledge is provided => but no pattern of behaviour, no willingness to change is brought about, as it is pure information through scientifically based knowledge => the "action" to do something, to act, is not given.
  - Social Media takes up the topics and contents of journalism and transforms them into an emotional and cognitive message => a call for action!

### Effect of the media:

Everyone has its own media, to get knowledge from. The central key medium for climate in Germany: television.

=> Media ensembles are in the social setting and the configuration of a person => Types of climate communication can be derived from this:

- Alarmed: on alert
- Concerned: are ready to become active => enter protest actions
- Cautious: largest group in the countries: neutral, know that climate change exists, do not become active, nor at hassle, reluctant
- Disengaged: no interest, little interest in politics
- Doubtful: doubter
- Dismissive: Deniers of climate change: Not present in Germany!

### Reluctance of climate change: What are the experiences behind the perception of climate change?

- Environmental experiences from own travels and observations on site. Through environmental disasters, e.g. the tsunami in Thailand in 2004
- Key experiences: documentaries: Impulse for own action => focus!
- Habitual media use: School lessons, skepticism about science and journalism, active social media use

### Potential communication strategy for climate communication in the future:

- Connection between climate and environment debate and actions: picking up these people
- We need more than knowledge about climate change: an emotional tangibility
- Search for new dramaturgies
- Stimulation for communication: not a scientific report but breaking down to the everyday life of the people => creating images:
  - Use metaphors, photographs and videos as components.
  - Physical experiences: use the whole spectrum of emotions
  - Expressing joy at what we can expect when we tackle climate change.
  - Science communication can also be very funny.
  - Why did science communication work better with Corona than with climate change: Corona is a relatively clear problem: 1 phenomenon. Climate change is a much more complex topic: more effort => therefore it is important to break down the topic!