

Setting the Agenda with the Climate Friendly Zone (CFZ)

Week Three - Engage a Friend



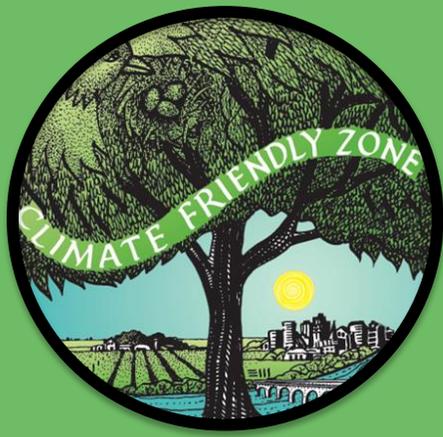
Welcome to Week Three of CFZ's Setting the Agenda Campaign! This week we'd like you to talk to one friend or relative about climate change in Saskatchewan, encouraging them to communicate their concerns to their political representatives. We provide tips from videos, articles and organizations about how we can more effectively communicate our concerns, what works and what doesn't, and how we can work towards uniting around our shared values!

The goal of "Setting the Agenda with the Climate Friendly Zone" is to get climate change on the political agenda in the province. The campaign spans five weeks and each week will feature new information and a unique action intended to empower Saskatchewan residents who want to engage on the issue of climate change. Participate in the campaign by following our updates and pledging to take action weekly!

Tips from videos

We can better convey scientific info using simple messages in plain language, repeating these often, and using stories. It's important to talk about how climate change is impacting us in our own backyard and in places we depend on. Surprisingly, it's not just how we talk about the problem that matters, but also what words we use to describe the solution. To communicate more effectively about climate change try changing your language - using words like "exceptionalism", "innovation", "ingenuity", and "entrepreneurship" – and emphasizing shared values.

<https://www.youtube.com/watch?v=V-tEmE85QDE>



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Tips from articles

You can make climate change matter by staying relevant - use words people understand and that are applicable to their daily lives.

<https://medium.com/@jrmyprrr/the-people-left-behind-when-we-talk-about-global-warming-and-climate-change-7d25910c7b21#.mxkv01cuk>

Framing action on climate change as a moral issue removes the necessity for actions to “actually matter.” Any sort of inaction - no matter how insignificant - becomes immoral rather than neutral.

<http://www.vox.com/2015/4/29/8512853/fossil-fuel-divestment>

The communication strategy of those who are against action on climate change is effective because it's consistent, it fits with the status quo and it encourages us not to worry. How can we design better messages to counter-act this?

<https://www.washingtonpost.com/news/energy-environment/wp/2015/12/02/new-research-confirms-that-sowing-doubt-about-climate-change-is-devastatingly-effective/>

Re-framing climate change means engaging in an alternative communication strategy to generate increased engagement in the issue by your friends and family, or the public in general. Try using an economic development frame, in support of innovative energy technology and sustainable economic prosperity. Alternatively, try framing climate change as an ethical issue or as a matter of public health!

<http://www.environmentmagazine.org/Archives/Back%20Issues/March-April%202009/Nisbet-full.html>

Try emphasizing preparation, meeting people where they are, highlighting success stories and the co-benefits of action!

<http://grist.org/climate-energy/7-ways-to-talk-about-climate-impacts-with-just-about-anyone-yes-even-republicans/>

Tips from organizations

The European-based group Climate Outreach, formerly COIN, is a leading researcher and a great resource for those who want to think more about how they discuss climate change. This group finds visuals work best when they show ‘real people,’ tell new stories, show climate causes at scale, draw on emotionally powerful impacts, and show locally serious climate impacts. Check out their amazing gallery below to find images that might work for you!

<http://www.climatevisuals.org/>