

# ClimateCommunications

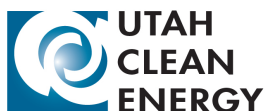
Leadership Series



**A Guide to Informing and  
Empowering Climate Communicators  
In Your Community**



**Path to Positive™**  
**Utah**  
Local Climate Leadership



**Utah Climate**  
Action Network

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*“We need new  
leaders, more  
leaders to address  
climate change...”*

*...leaders that  
connect and inspire  
the best in others.”*



## Program History and Overview

The **Climate Communications Leadership Series** (“CCLS”) was created to inform and empower more effective climate change leaders from all sectors. The curriculum was first launched in February 2018 in Salt Lake City, UT as a four-part training series for individuals and organizations participating in Path to Positive Utah and the Utah Climate Action Network. CCLS attempted to deliver an **inspiring, interactive and locally relevant** curriculum with appeal to professionals with varying backgrounds and skills.

CCLS relied on local climate experts and facilitators to deliver a curriculum that was **free for participants** and tailored to address the local physical, political and social environment associated with climate change in Utah. This guide provides background on the creation and implementation of CCLS and encourages replication of this initiative in other communities across the U.S.

CCLS programming included the following structure and participation from over 50 individuals from various sectors:

- ✓ Four separate 2-hour monthly workshops
- ✓ Interactive breakout activities
- ✓ Presentations by experts from academia, local government and non-profit sectors
- ✓ Participating Sectors: Government | Non-Profit | Private | Academia

Programming was inspired and informed by **national publications and best practices** on effective climate communications. These were complemented by presentations from local climate experts and facilitated conversations and workshop exercises delivered by Salt Lake City Sustainability and Utah Clean Energy staff.

Participants strongly agreed with the statement that they felt **“more informed and inspired to advance the climate conservation in Utah”** after completing CCLS. They would also strongly **“recommend CCLS to others.”**<sup>1</sup>

We created this guide to **inspire replication of CCLS** by leaders like you. Whether you work for a government agency, at a non-profit or in academia **you can create a similar program for your community**. Hopefully this guide helps you take the next step to develop and encourage more effective climate communicators across the country.

The following pages summarize and share resources to get you started. Our contact information is shared and we are happy to help you envision next steps.

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<sup>1</sup> CCLS participants responded with an average rating of 4.67 / 5.0 (0 – No | 5 – Yes) to each of the following questions: “After this communications series, do you feel more inspired to advance the climate conversation in Utah?” | “Would you recommend the climate communications series to others?”

## Creating a Communications Series in Your Community

There is no single “best” way to structure a climate communications series. Program curriculum, session length, plus featured speakers and topics can all be tailored to fit your community and audience. Our advice is to **start by brainstorming workshop topics** of local relevance and identifying subject matter experts to help lead learning sessions. This process led to CCLS initially envisioning five distinct training sessions which were later cut to four in order to streamline the pilot attempt delivering this program.

- 1) Basics to Becoming an Effective Climate Communicator
- 2) Working With Local Climate Change Attitudes
- 3) Catalyzing Action Based on Local Climate Risks
- 4) Communicating Inspiring Climate Solutions Locally
- 5) Becoming a Local Climate Change Leader

One theme you’ll notice is a focus on **local climate attitudes, risks and solutions**. There is a tremendous amount of national research on all of these topics and this can certainly be referenced and formally integrated into your curriculum. However, what makes CCLS distinct from national publications, webinars and conferences is its hyper-local focus and framing to cultivate leaders most effective within your town, city or state.

The five suggested workshop session topics offer a starting point to develop a more refined program vision to meet your community needs and priorities. At this point in the creation process, envisioning the core components and flow of your workshops will help build a more concrete understanding of how to structure the curriculum. CCLS initially envisioned **three key curriculum building blocks** for incorporation into the series.

- ✓ Keynote Presenters
- ✓ Learning Resources and In-Workshop Exercises
- ✓ Pre- and Post-Workshop Homework

Workshop topics and curriculum building blocks were entered into an Excel table and iterated upon until program launch and then throughout the series itself. A generic example of this curriculum table is included on the following page and the Excel table template is downloadable through the Dropbox link on page six of this replication guide.

*Check out the “Program Contacts & Materials” section  
on page 6 of this guide for more resources.*

## Supporting Research, Resources and Guides

### Climate Communications Resources

There are a number of outstanding online resources to inform climate communications and help build your local curriculum. Below are some of our favorites:

**Climate Access** | [climateaccess.org](https://climateaccess.org)

Connect with a network of practitioners advancing climate solutions through engagement.

**The Psychology of Climate Change Communication** | [guide.cred.columbia.edu](https://guide.cred.columbia.edu)

A guide for scientists, journalists, educators, political aides and the interested public.

**ecoAmerica** | [ecoAmerica.org/research](https://ecoAmerica.org/research)

Extensive values-based research on U.S. climate attitudes, plus communications guides.

**George Mason Center for Climate Communication** | [climatechangecommunication.org](https://climatechangecommunication.org)

Developing and applying social science insights to help society make informed decisions.

**Path to Positive Communities** | [pathtopositive.org](https://pathtopositive.org)

Diverse leaders and organizations inspiring climate action in American communities.

**Slide:ology** | [duarte.com/book/slideology/](https://duarte.com/book/slideology/)

Not climate change-focused, but a great resource for creating effective presentation slides.

**Yale Program on Climate Change Communication** | [climatecommunication.yale.edu](https://climatecommunication.yale.edu)

Research, mapping and visualizations of climate attitudes and effective messaging.

### Climate Science Resources

Our series focused on climate *communications* best practices and spent less time delivering physical *climate science* curriculum. Having said that, some level of familiarity with climate science is essential to being an effective communicator. We offered CCLS participants a few resource suggestions:

**Climate Science Essentials Video Series** | [vimeo.com/album/4245985](https://vimeo.com/album/4245985)

16-part video series created by physicist Dr. Rob Davies with 3-7 minute topical features.

**NASA: Vital Signs of the Planet** | [climate.nasa.gov](https://climate.nasa.gov)

Interactive website summarizing climate change facts, articles and solutions.

**Skeptical Science** | [skepticalscience.com](https://skepticalscience.com)

Latest news and responses to 197 common climate myths - great smart phone app.

**U.S. National Climate Assessment** | [science2017.globalchange.gov](https://science2017.globalchange.gov)

The Executive Summary synthesizes the latest science and offers a great primer.

## Program Contacts, Branding & Materials

See below for a variety of files and resources that are free to use. There is only **one more thing needed to make this program a success: YOU**. Be that someone willing to take the leap, create something new and help climate leaders find their voice in your community.

For more information on the Climate Communications Leadership Series please contact the below individuals. Don't hesitate to reach out with questions or to share new ideas as you create your own curriculum.

### Program Contacts

**Josh Craft**, Government & Corporate Relations Manager

Utah Clean Energy | [josh@utahcleanenergy.org](mailto:josh@utahcleanenergy.org)

[PathtoPositiveUtah.org](http://PathtoPositiveUtah.org) | [UtahClimateActionNetwork.com](http://UtahClimateActionNetwork.com) | [UtahCleanEnergy.org](http://UtahCleanEnergy.org)

**Tyler Poulson**, Sustainability Program Manager

Salt Lake City Corporation | [tyler.poulson@slcgov.com](mailto:tyler.poulson@slcgov.com)

[SLCgreen.com](http://SLCgreen.com)

### Climate Leadership Communications Series: Branding and Materials

Design files, worksheets and a curriculum matrix are available for free download and use. Feel free to use and/or modify any of these materials under a Creative Commons license during development of your localized climate communications series.

<https://www.dropbox.com/sh/0pfahkfq3nvtfwj/AAAFYPpeGUWdZr6Z-ex3vcTFa?dl=0>

Materials downloadable through the Dropbox link include:

- ✓ Design Templates and Style Guide
- ✓ Branded PowerPoint Slides
- ✓ Participant Recruitment Flyer
- ✓ Curriculum Worksheet
- ✓ Workshop Exercise Worksheets
- ✓ Participant Survey Questions

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# CLIMATE COMMUNICATION

## 2018 LEADERSHIP SERIES

Utah has the ability to lead on climate change with our locally abundant low-carbon solutions and a pioneering spirit that can forge new pathways for collaboration. However, this aspiration to lead must be accompanied by a growing number of **effective climate communicators**.

Transform your ability to positively communicate on climate change issues through this **free training series**. The trainings will feature **numerous local experts** sharing their experiences and will enhance your personal skills as a climate change leader in Utah.

This **first-of-its-kind training program** will highlight our shared local risks in a warming world and empower participants to become

more skilled at connecting with people and inspiring action. By leveraging emerging climate communications best practices and tailoring exercises for local relevance, this series will help you build personal narratives while **learning alongside other professionals**.

The series features four separate **in-person trainings** that build upon each other to deliver a complete learning experience. We are currently seeking commitments to participate and requesting **RSVPs to [emma@utahcleanenergy.org](mailto:emma@utahcleanenergy.org) by January 5, 2018**.

The training **program is free, but space is limited** and enrollees will be accepted on a first come, first served basis.

## ENROLL TODAY EARN A CLIMATE COMMUNICATIONS LEADER CERTIFICATE!

Join us and improve your climate communications skillset while we collectively explore breakthrough opportunities in Utah.

The 2018 Climate Communications Leadership Series will meet February - May in the Public Safety Building Community Room at **475 S 300 E, Salt Lake City**.

Feb 6  
Mar 6  
Apr 3  
May 1

*All classes held the first  
Tuesday of each month  
from 9:00 - 11:00 a.m.*



**Basics to Becoming an Effective Climate Change Communicator**



**Working with Climate Change Attitudes in Utah**



**Catalyzing Action Based on Local Climate Risks**



**Communicating Inspiring Climate Solutions in Utah**



**Path to Positive  
Utah**  
Local Climate Leadership



**Utah Climate  
Action Network**



## Exhibit B - Example Curriculum Matrix

See Dropbox link on page 6 for Excel file

Climate Communications Leadership Series   Curriculum Planning Matrix								
Workshop Title   Description	Presenter #1	Presenter #2	Presenter #3	Resources / Exercise #1	Resources / Exercise #2	Resources / Exercise #3	Pre-Homework	Post-Homework
#1 - Basics to Becoming an Effective Climate Communicator: General overview on the science of effective climate communications, along with common challenges for science communicators (e.g., conveying the climate consensus). Review ecoAmerica's 15 Steps to Create Climate Communications, alongside other guides, and lead interactive and role-playing sessions to build communications skills. Share videos demonstrating an array of climate communications examples, ranging from not effective to highly effective examples. Workshop is designed to be interactive with a number of participant-led learning experiences and conclude with details on the next four trainings and how they'll relate to and build upon each other.	Icebreaker, Intro to training series & exercise facilitation	Best practices in climate communications		Climate Feelings and Themes	Creating Your Climate Elevator Pitch			Review 15 Steps to Create Effective Climate Communications
	Training Facilitators	ecoAmerica Resources		Climate Wisconsin Video Examples & Exercise Sheet	Video Example & Exercise Sheet			ecoAmerica Guide
#2 - Working With Climate Change Attitudes in Our Community: Review climate attitudes nationally as well as locally through resources from Yale, ecoAmerica and others. Reference Best Practices from ecoAmerica and other organizations and apply them based on what we know about local residents and how to effectively inspire climate understanding and action based on local values. Highlight movements nationally to address climate change and what these mean for our community.	Series updates & exercise facilitation	Overcoming climate misinformation	Path to Positive: A Platform for Local Leadership	My Carbon Footprint Quick Overview on Household Footprints	ecoAmerica and Yale Climate Attitudes Surveys	My Climate Narrative	Carbon Footprint Calculator	Refining My Climate Narrative
	Training Facilitators	Local Presenter(s)	Local Presenter(s)		Review and Discuss Local Relevance	Sharing & Storytelling Exercise	Personal Footprint Calculation	Personal Narrative Refinement
#3 - Catalyzing Action Based on Local Climate Risks: A concise overview of current-day and future climate risks locally: water, wildfire, air quality, agriculture, extreme weather, etc. Discuss challenge of motivating and mobilizing based on dire messaging, along with recommendations for how to effectively communicate problem in ways that inspire sustained interest and action. Overview on the economics of climate change (e.g., Risky Business Report) and how we can turn sizable climate risks into positive low-carbon development opportunities locally. Literature and applicable best practices overview on how to be an effective influencer with a particular focus on slide-based presentations.	Series updates & exercise facilitation	Primer on Climate Vulnerabilities and Risks Locally		Effective Visual Climate Presentations	Doomsday vs. Solutions Messaging		Local Climate Vulnerability Studies	My Visual Climate Narrative:
	Training Facilitators	Local Presenter(s)		Slide:ology Resource Guide	EcoAmerica Sept 2017 Publication		Personal Reading	PowerPoint or Apple Keynote Creation Exercise



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Workshop Title   Description	Presenter #1	Presenter #2	Presenter #3	Resources / Exercise #1	Resources / Exercise #2	Resources / Exercise #3	Pre-Homework	Post-Homework
<b>#4 - Communicating Inspiring Climate Solutions:</b> Overview on major carbon pollution sources locally and what local communities are doing to address the problem. Review of 100% renewable electricity goals, along with deep carbon reduction strategies and how outcomes from these transformations will impact us in myriad positive ways (e.g., local jobs, improved public health, enhanced self-reliance, energy price stability, etc.). Highlight the economic and technology trends that are unlocking new and compelling solutions. Best practices trainings on how to leverage and amplify the potential impact of local climate solution stories, particularly with new media technologies.	Series updates & exercise facilitation  Training Facilitators	Decarbonizing Our Community  Local Presenter(s)	<i>Inspiring Urgency with Creative Climate Communications</i>  Local Presenter(s)	My Breakthrough Climate Solution  Small Group Sharing & Exercise	<i>Maximizing the Value of Networks and New Media</i>  Training and/or Resource Guide		<i>My Climate Breakthrough</i>  Identifying Locally Relevant Breakthrough Solution	
	Series updates & exercise facilitation  Training Facilitators	Committing to stakeholder engagement on climate change  Local Presenter(s)	<i>Return speaker from previous workshop</i>  Local Presenter(s)	Start With Why  TED Video and Climate Mapping Exercise: Why Worried + Why Hopeful	<i>Agent of Change</i>  Personalized Next Steps and Commitments to Become a Leader on Climate Change	Opening the Discussion  ecoAmerica examples and creative exercise	<i>Good, Better, Best: Improving Climate Communications</i>  Identify 3 Existing Climate Pieces to Critique and Enhance	<i>Agent of Change</i>  Personalized Next Steps and Commitments to Become a Leader on Climate Change
<b>#5 - Becoming a Local Climate Leader:</b> The final workshop will build upon lessons learned and best practices from prior trainings. Participants will learn about leadership skills generally and traits of effective and inspiring leaders (e.g., TED Talk examples). The workshop will draw comparisons between some of the more successful social campaigns and what's possible on climate change in our community. Ensure participants leave with an understanding of the breath of resources and connections available to act as effective climate leaders within their organizations and beyond. Wrap-up workshop with personal plan development on being an effective agent of change on climate issues locally.								

# ClimateCommunications

2018 Leadership Series    

## **Activity #1:** Elevator Pitch

**Who is your specific audience?**

**What is your pitch? (bullet points, key messages)**

**Session 1 feedback on your personal pitch:**

**Session 2 feedback on your personal pitch:**

## Climate Change Crisis Threatens to Irrevocably Change Life on Planet Earth

Climate change is wreaking havoc on the planet and its species. Global mean temperatures are rising at an alarming rate. Forest, deserts, and wildlife are all being profoundly affected by large shifts in climate, according to a new report from the intergovernmental Panel on Climate Change (IPCC). Temperatures and sea levels are rising rapidly in the Arctic. This is causing aquatic habitat loss and putting more and more species at risk of extinction. In addition, coastal ecosystems are on the decline. Coastal zones are vulnerable to severe ocean acidification, rises in sea level and temperature, stronger storms, and coral reef bleaching. Invasive species that do not survive in cold waters are now adapting to temperature changes and competing with native species. Mangrove trees in Florida and snow crabs in Alaska are species that have already begun to decline because of climate change effects. According to activists, the future looks dire unless the world takes drastic and immediate action to regulate emissions from carbon dioxide, methane, and other greenhouse gases.

**Provide feedback:**

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### Homework prior to Workshop #2:

Critique a climate-related writing example created by yourself or your organization. If this sample doesn't exist, find a general example on the Internet to critique.