

Opportunity-oriented climate communication

Workshop with Laura Nagel,
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 **@IKI_COBENEFITS**
#ClimateOpportunity19

Valence

(Degree of desirability of certain outcomes)

x

Expectancy

(the perceived possibility of a particular outcome that would follow after an action)

= Motivation

»I will take this opportunity!«

- It is not here and not now for most of us [especially] in Western nations
- With a 'finite pool of worry' other things take precedence
- We tend to think that climate change is more likely to impact people and places far away
- Taking action seems unattractive since the rewards for doing so are perceived as far off
- The inherent uncertainty in climate projections allows for wishful thinking.

People prefer a certain, low profit over an uncertain, higher gain.

In negative events, however, people act risk-averse: they prefer an uncertain, high loss to a certain, but lower loss.

-> Communicate immediate gains/opportunities of climate action instead of uncertain negative consequences in the future.

(Kahneman & Tversky 1979; van der Linden et al. 2015)

Framing involves emphasising certain elements of an issue over others, thus shaping the way the issue is understood.

A frame can change the reader's perception **without having to alter the actual facts** as the same information is used as a base

Unless carefully used in a message that contains constructive advice and a personal and direct link with the individual, **fear is likely to trigger barriers to engagement with climate change**, such as denial or dismissal of the problem.

(Stoll-Kleeman et al. 2001; Weber 2006; Moser and Dilling 2007; Lorenzoni et al. 2007)

The “opportunity” or “gain” frame (emphasising the benefits of action rather than the negative consequences of not acting) produces **more positive attitudes toward tackling climate change.**

(Rabinovich et al. 2010; Spence and Pidgeon 2010)

„**Motivational**“ frames rather than „sacrificial“ ones help to build public engagement.

Motivational messaging increases people's perceived “self-efficacy” to adopt pro-environmental behaviours - the sense that they can personally make a difference.

(Gifford and Comeau 2011)

The time to act on the climate and to seize the co-benefits of climate action is **now!**

We need to get everyone on board – not just environmentalists.

„Motivational“ frames (that highlight the social and economic co-benefits of climate mitigation) rather than „sacrificial“ ones help to build public engagement...

... that's even true for so-called climate change „deniers“!

(Gifford and Comeau 2011)

(Bain et al. 2012)

COBENEFITS STUDY

June 2019

Improving health and reducing costs through renewable energy in South Africa

Assessing the co-benefits of
decarbonising the power sector

Executive report





COBENEFITS STUDY

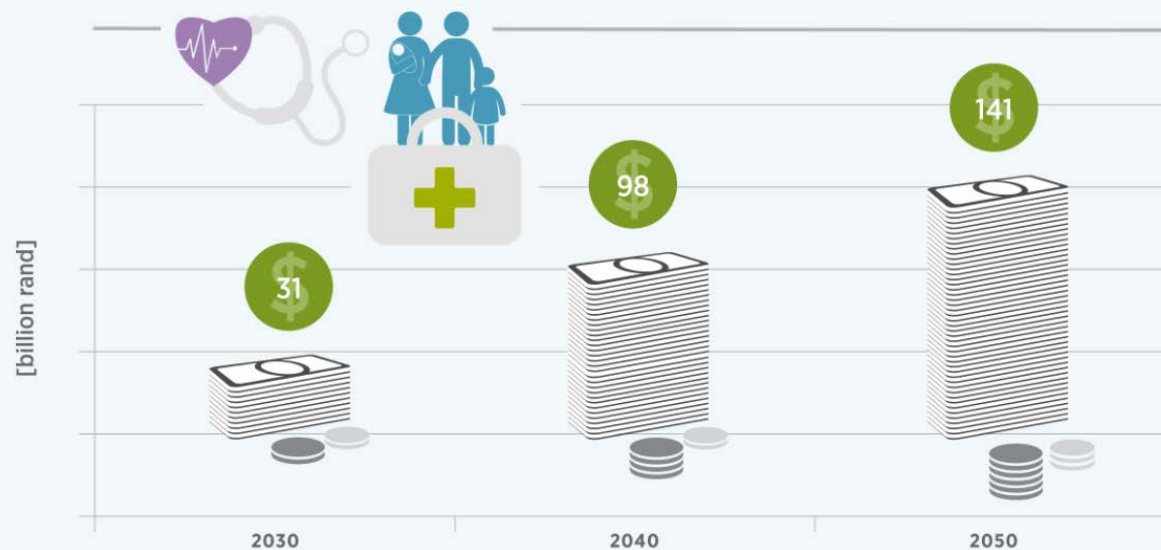
June 2019

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Executive report

South Africa can save as much as **R141 billion** in health costs by **2050** by following an ambitious decarbonisation scenario



Accumulated savings in the health sector by moving from current policy (IRP 2016) to DEA

Balance between promoting benefits and „brightsiding“ (i.e. putting a positive spin on any situation, no matter how negative it really is)

7 Steps to Opportunity

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7. **Communicator:** Who does your target group trust and listen to? Is this person a credible communicator for your message?

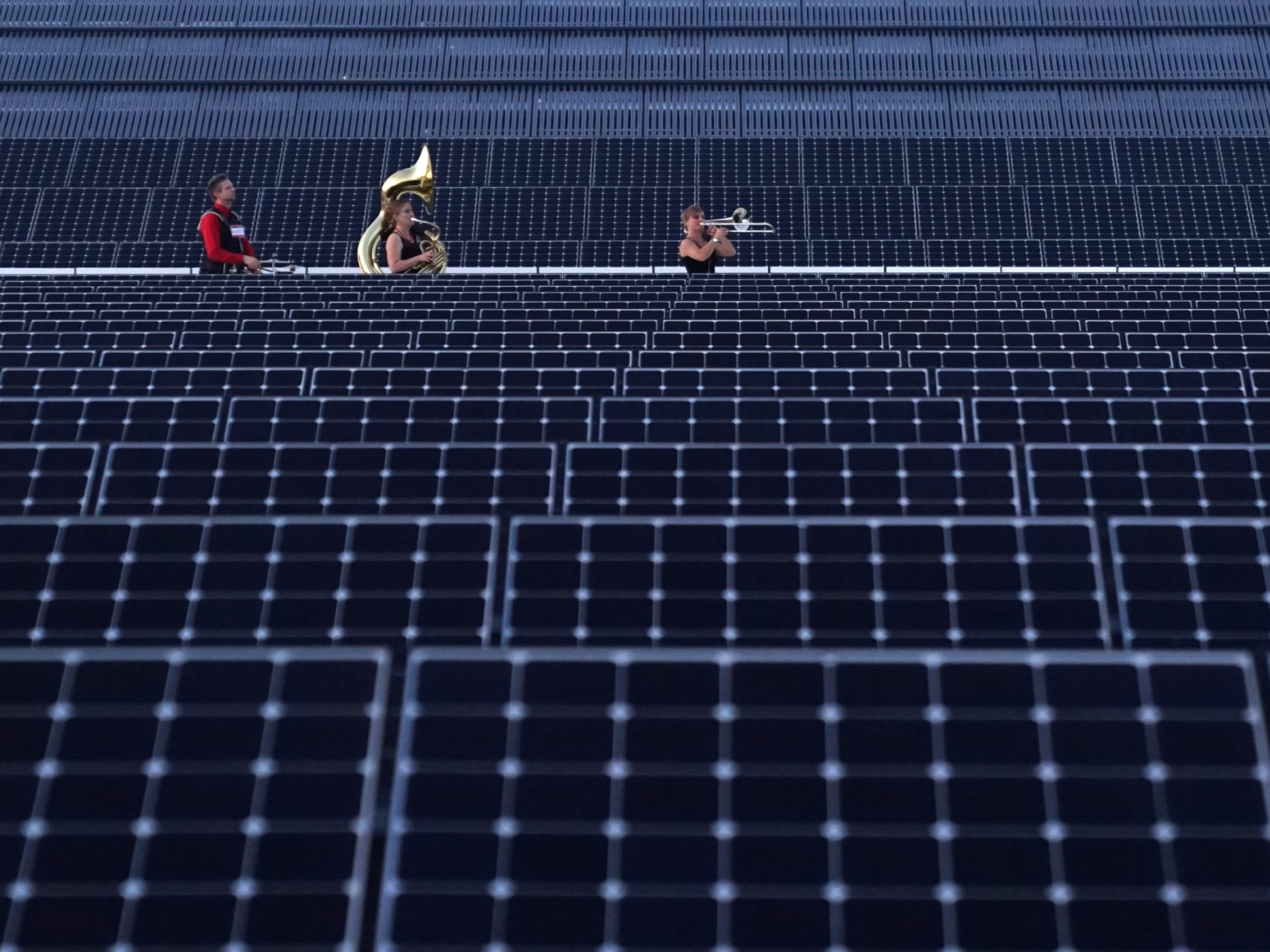
Bringing it all together: How can your target group benefit? Why is there urgency to act? And what can members of this group concretely do to unlock the benefits and to meet their individual interests?

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**»Catastrophes create attention.
Opportunities will deliver action.«**



THANK YOU !

Laura Nagel



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