

Please find
your table 😊

Welcome to climate communication training



Mona Nilsen,
Senior advisor, Østfoldforskning
Your host today 😊



@pentahelix_eu
#climatecom

Finn Erik Blakstad,
Deputy Mayor Rygge



Program

08:30

REGISTRATION AND COFFEE

09:00

OPENING TALK
FINN-ERIK BLAKSTAD, DEPUTY
MAYOR RYGGE

09:15

INTRODUCTION TO WORKSHOP
MONA NILSEN, ØSTFOLDFORSKNING

09:30

WAKE UP
JESSICA CEDERBERG WODMAR, JCW

10:15

COFFEE BREAK AND MINGLE

10:35

EXAMPLES FROM BÆRUM AND
MOSS MUNICIPALITIES
LIV EVA WIEDSWANG AND
CECILIE KILDAHL

11:30

LUNCH

12:30

BUT WHY DON'T WE ACT? THE
PSYCHOLOGY OF CLIMATE
COMMUNICATION
DR. CHRISTIAN A. KLÖCKNER, NTNU

13:00

WORKSHOP CLIMATE
COMMUNICATION GUIDELINES

15:00

WALK AND THINK!

15:30

SUMMARY OF THE WORKSHOP
SOFA-DIALOGUE WITH JESSICA
CEDERBERG AND CHRISTIAN
KLÖCKNER

15:55

CLOSING AND FURTHER PROGRESS
WITH THE GUIDELINES

Questions during the day

1. English is the days language
2. Wave your arms
3. Mentimeter:
www.menti.com and use the code 49 26 06



Introduction to the workshop

How do we create commitment to climate issues?

How do we create acceptance for new restrictions?

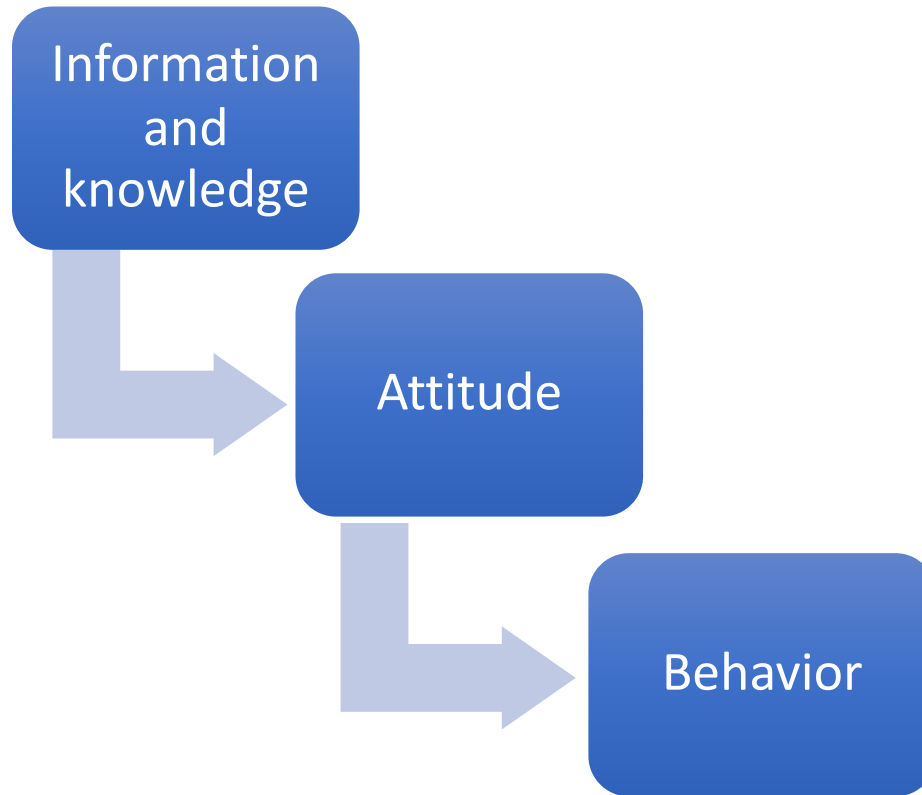
How to make people choose green solutions?

- Keys for effective climate communication
- Knowledge about climate psychology
- Understanding how different target groups are inspired by different climate arguments
- Inspiration



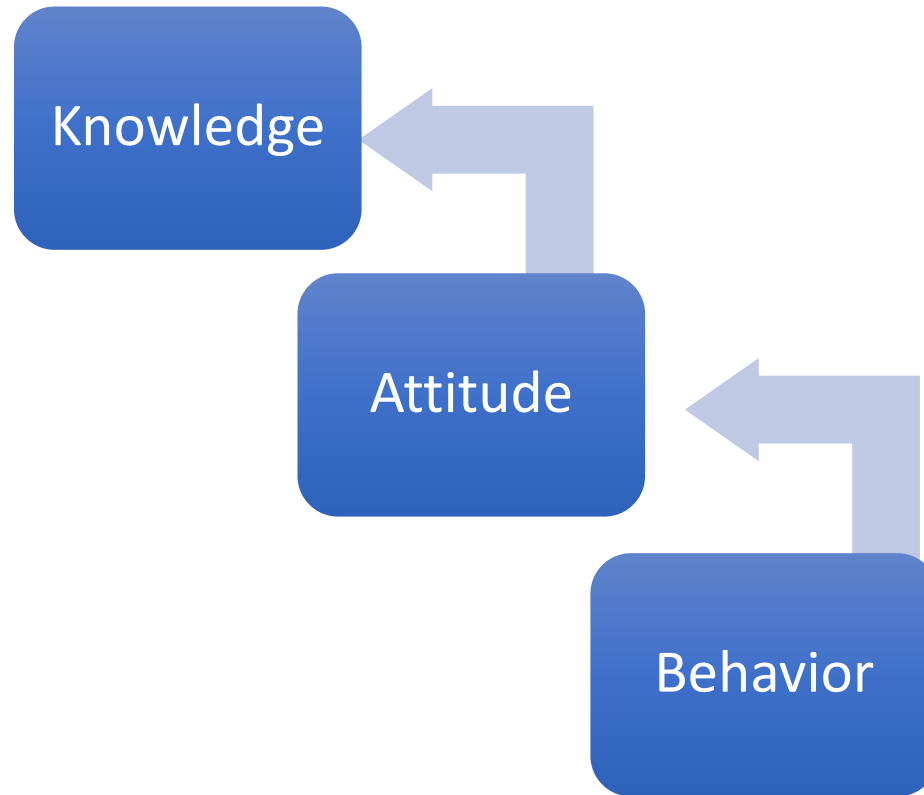


Overconfidence in information



Information is often
answers to questions
nobody has asked ...

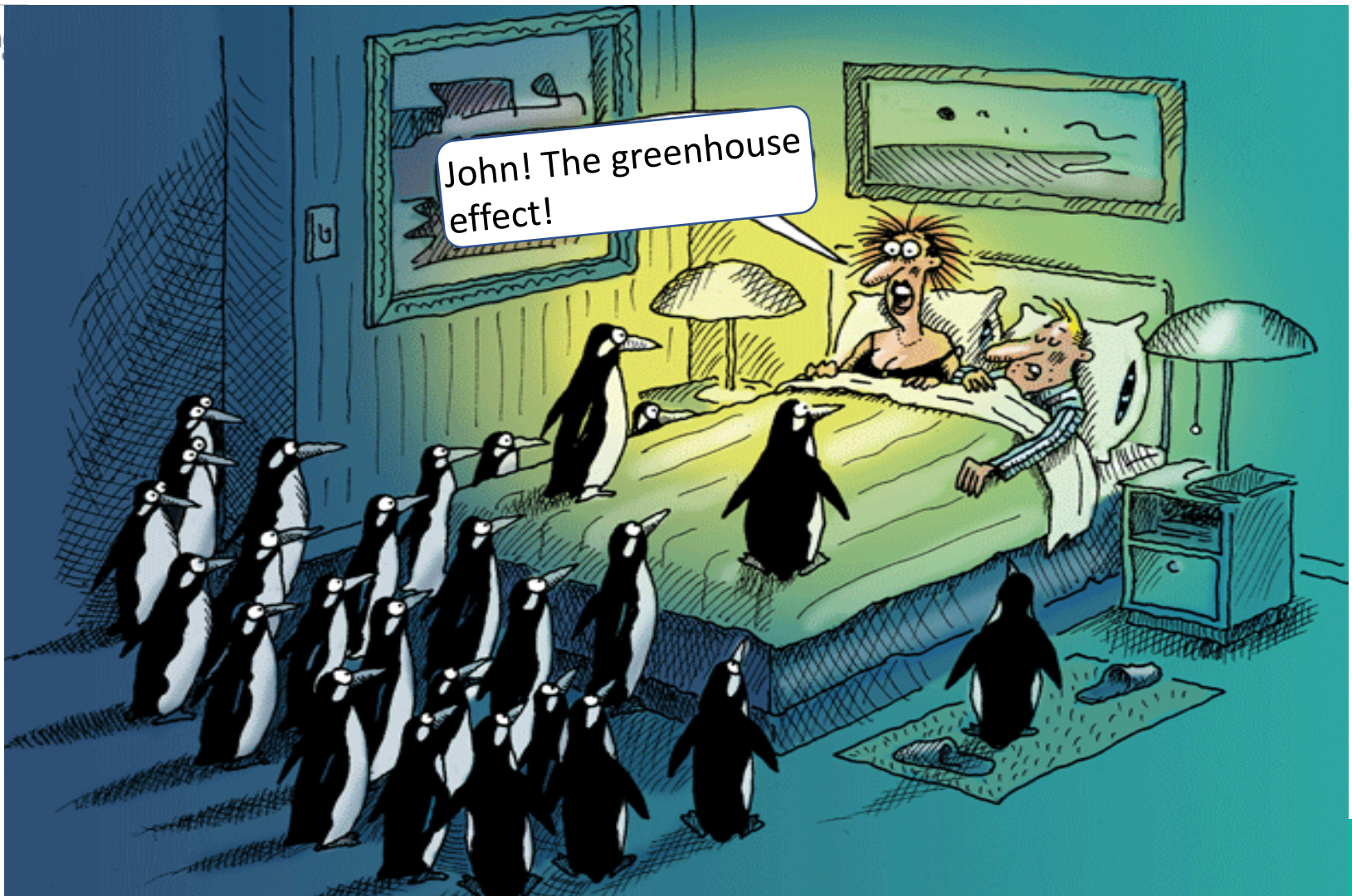
From action to attitude



Information overload



HELP!







I DON'T BELIEVE IN
GLOBAL WARMING

The power of habits is strong. It's human to dislike changes



So what do we do?



Wake up!

Jessica Cederberg Wodmar,
JWC



Coffe break and mingle



Examples from Bærum and Moss Municipalities

Bærum



*Liv Eva Wiedswang and
Mona Sæverud Higræff*

Moss



*Cecilie Kildahl and
Vibeke Weibell Eliassen*

11:30-12:30 LUNCH



But why don't we act? The psychology of climate communication

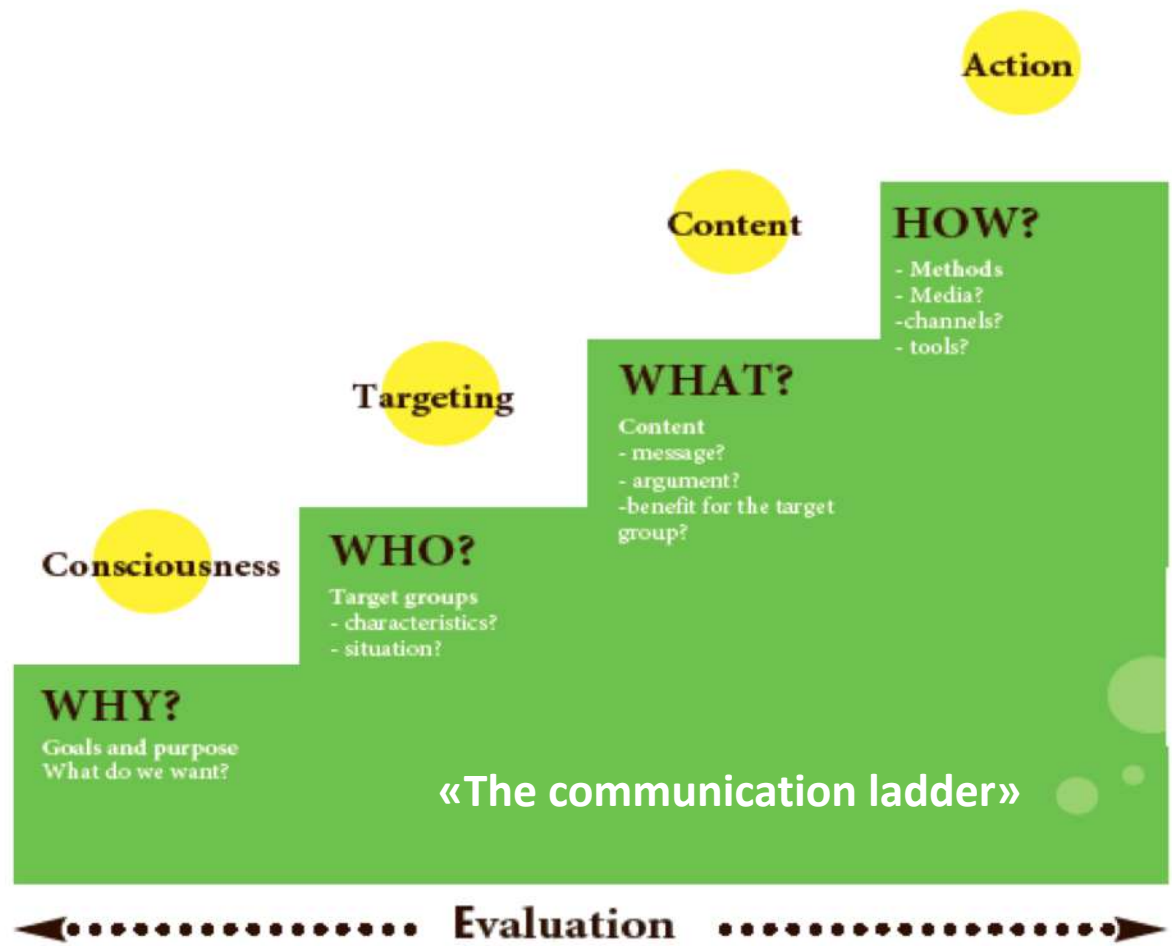
Christian A. Klöckner,
NTNU
Norwegian University of Science
and Technology





10 tips for successful and effective communication

1. Envision the dream
2. Ask questions to understand
3. Involve others
4. Create good meeting places
5. Take advantage of the conflict between what we know and what we do
6. Make it easy to make the right choice!
7. Talk to both the heart and the brain
8. Help people see the future in a positive light, using good examples
9. Find the right sender of the message
10. Dare to win!



Work with case in groups

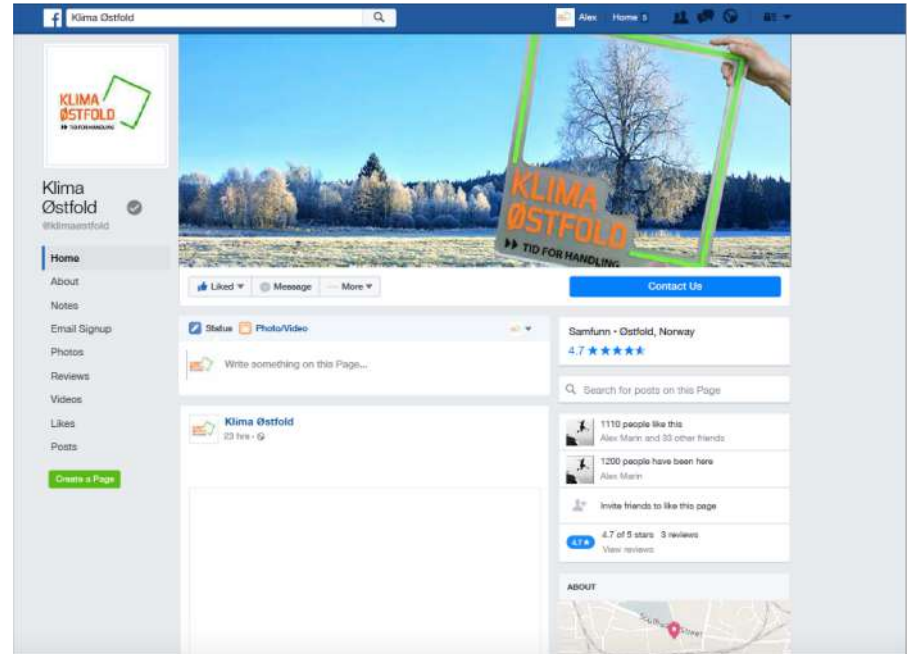
1. Introduction
2. Everyone in the group
 - Give their name
 - Where they work and
 - Which taste do you associate most with summer?

Basic rules

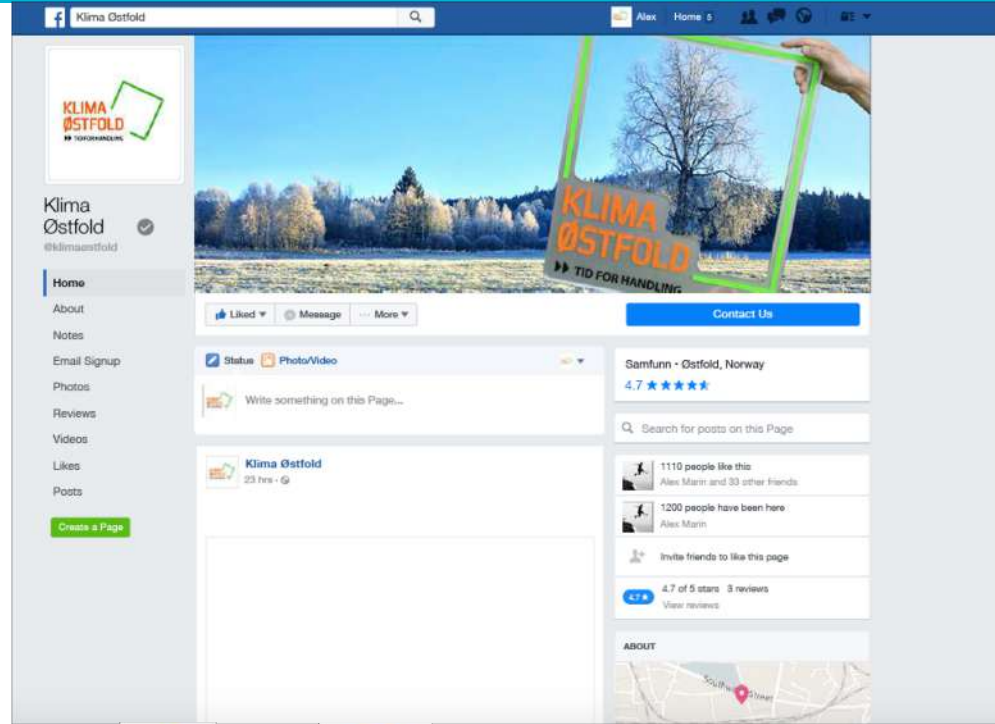
- Respect
- Open to different views
- Constructive challenging
- Being present
- Time keeping
- Participation, not domination
- One person to talk at a time
- Speak is English!

How to do it

1. Discuss case
2. Use the knowledge and tools you have been introduced to today
3. Formulate your communication efforts as a Facebook post
4. Hang your Facebook post on the wall



Walk and talk



Comments:

Summary of the workshop

Sofa-dialogue with Jessica Cederberg Womar And Kristian Klöckner

Guro Nereng,
Coordinator for the municipality
network Climate Østfold



Everyone can do a LITTLE and together we
achive a lot



Closing and further progress with guidelines

Guri Bugge,
Climate and energy advisor,
Østfold County Council





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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 784994