How to communicate about climate change

”Education for sustainable development: transferring V4 countries’ experience for Ukraine's recovery.”

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The issue of climate change in public perception

climate change represents one of the greatest challenges of the 21st century

Eurobarometer survey (European Union, 2021)

- up to 93% of EU citizens consider climate change to be a serious problem
- 96% of respondents have recently taken at least one specific measure to combat climate change, namely regularly sorting and recycling waste (75%) and reducing the consumption of disposable items (59%)

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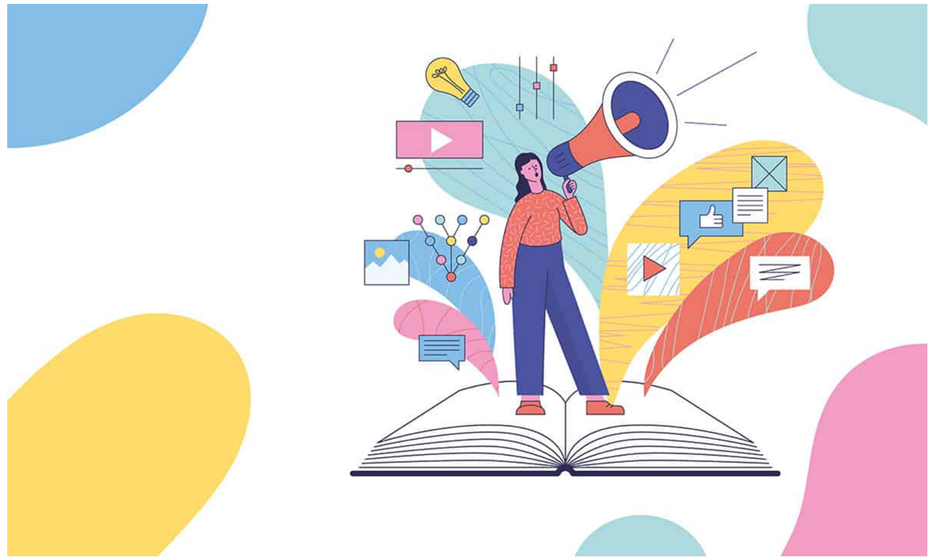
What is science communication

- science communication is the important process of communicating scientific knowledge to the general public (Steinerová, 2018)
- create awareness and interest, form opinions and attitudes, and spread new knowledge on scientific topics among the general public (Burns, et al., 2003)
- science communicators are mainly scientific institutions, scientists, experts, scientific journalists, and public figures



Dimensions of science communication

according to Kappel and Holmen (2019), we can divide science communication into two basic models

- **one-way transmission** - the dissemination of information from an expert or a science communicator to the public
- **two-way transmission** - a discussion by experts, the public, and mediators who can decide on the appropriateness and possibilities of public involvement in the formation of science communication

Public consultations about perception of science communication

- EU - HORIZONT 2020 program, coordinated by the University of Valencia, and it included 9 partners from five European countries, namely Poland, Portugal, Slovakia, Spain, and Italy
- around 100 volunteers per each country (total 500 citizens) who discussed individual topics in small groups of 10 people

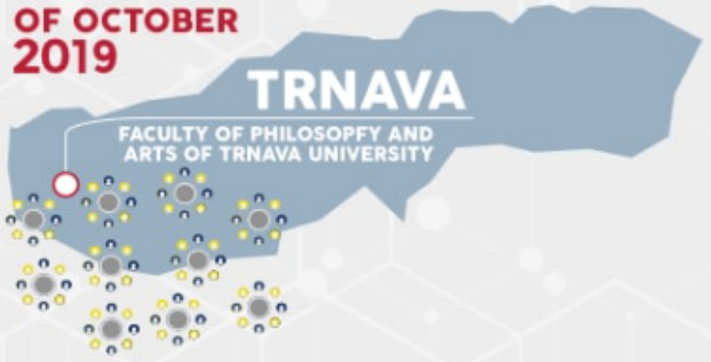
CONCISE PUBLIC CONSULTATION IN SLOVAKIA

NUMBER OF PARTICIPANTS 99

FEMALE PARTICIPANTS 57

MALE PARTICIPANTS 42

19 TH OF OCTOBER 2019



37 MUNICIPALITIES REPRESENTED

1 NATIONALITY REPRESENTED

36 STAFF INVOLVED

80 HOURS RECORDED

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 824537

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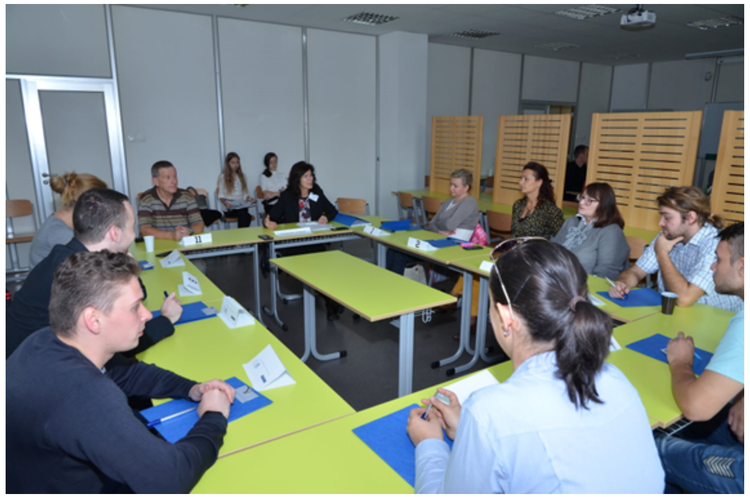
Public consultation in Slovakia

CONCISE – Perception of Science Communication



How people perceive the science sources and science communicators

- *“I must say that I often rely on some institutional resources, usually on some international institutions that deal with this topic, the UN and other similar organizations” (male, 25-34, higher education)*

How people perceive the science sources and science communicators

- *“I have this specific experience. It happened when I was still at school. The professor played a movie with Leo DiCaprio and it was about the field of environmental management. I think this was the first thing that opened this topic with people who had not realized it so much before, or those who considered him only to be a Hollywood star. People realized that this must be a serious thing if he was also an ambassador to the UN. And these are things that I, as a student, had no idea at all about.” (male, 25–34, university education)*

How people perceive the science sources and science communicators

- *“I think that education is very important, but first it is the family and only then school ... children repeat what they see with their parents, and if it is connected with education, it brings a better result.” (female, 18-24, secondary education)*

One-way communication

- *“I think scientists, at least for me, are still people who are ultimately very fascinating because they can take a step back from society, and I think if you attend a conference of real experts, even if it’s only online, if these scientists speak in an influential way, I think it has a really big impact on the average listener.” (female, 25–34, university education)*

Dialogue

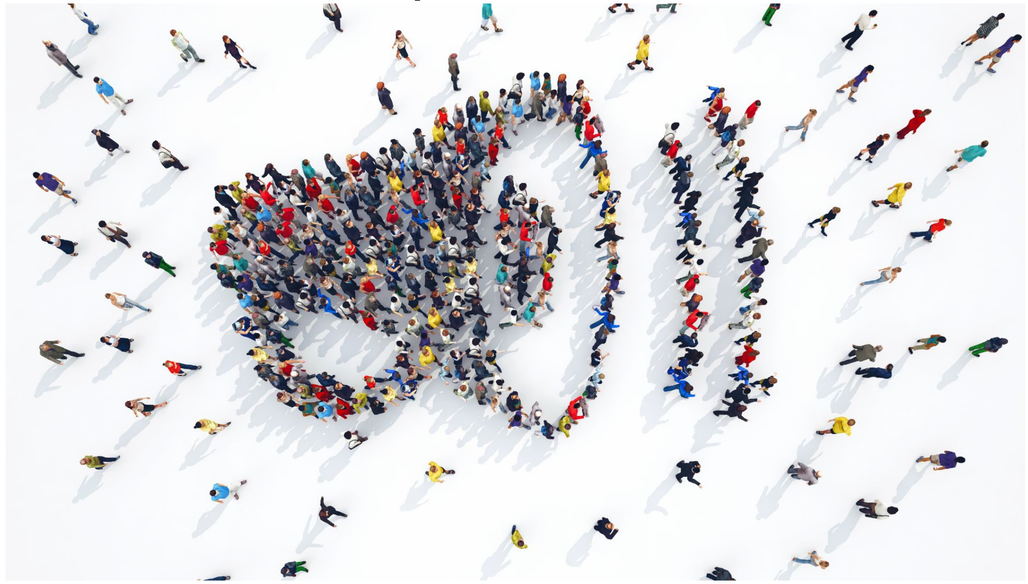
- *“I think it’s very important that scientists from different fields stop only thinking about publishing ... but start developing science in order to effectively educate and work with society. I also think that it is not just about lectures and workshops on a theoretical level. Communication should also include a practical part, working with people ... Adapt communication and working with different types of populations according to their reality.” (female 25–34, higher education)*

Participatory communication

- *“So, for example, more scientific initiatives… There are people who do not normally take part, but these debates can draw them in more. For people like this, lectures are not interesting, but to be a part of a debate and a solution where you ask why do you think this, what do you think, how do you do it? And there is a person who knows how to deal with the situation and can engage the public to express their views and suggestions on the subject, to find out what is happening in people’s perception, whether they know or do not know how to communicate with them.” (female, 25-34 years, university education)*

Citizen Science

- activity that involves the public in scientific research and has the potential to bring together science, policy makers, and society in an impactful way
- people can participate in many stages of the scientific process
  - design of the research question
  - data collection
  - volunteer mapping
  - data interpretation
  - dissemination of results



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