

“Les Sacoches du Climat”: An outreach cycling initiative for covering the last mile of climate communication in rural France



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Scientific mediation in the Loire Valley (France)
April 2024

A multidisciplinary team of young researchers



Juliette BERNARD

Profession PhD student
Subjects Methane emissions, wetlands
Laboratory LSCE and Paris Observatory

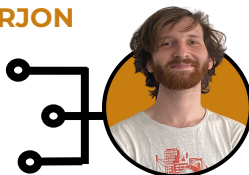


Rémi GAILLARD

Profession PhD student
Subjects Climate-carbon feedbacks
Laboratory ENS, Paris

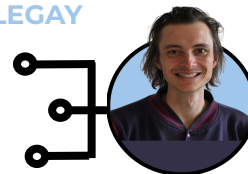
Antoine BIERJON

Research engineer **Profession**
Hydrology, modelling **Subjects**
IPSL, Paris **Laboratory**



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PhD student **Profession**
Heat absorption by the ocean **Subjects**
IGE, Grenoble **Laboratory**



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Subjects Impact of condensation trails
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Profession Post-doctorant
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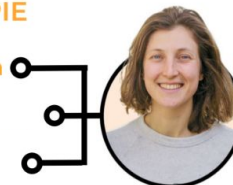
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Fires, air quality **Subjects**
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Ecophysiology, adaptation **Subjects**
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Impactful scientific mediation on climate and biodiversity issues



Juliette BERNARD

Profession PhD student
Subjects Methane emissions, wetlands
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Rémi GAILLARD

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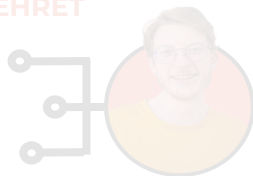
→ a desire to **communicate** about **climate sciences** and **biodiversity**
→ with a **public** that **does not have easy access to conferences**

... while promoting **sustainable travel**
... and sharing pleasant moments

Antoine EHRET

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Alice COPIE

PhD student
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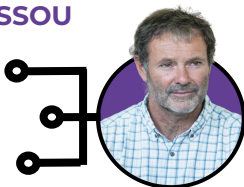
Travelling by bike



Experienced researchers as guest stars on our journey

Christophe CASSOU

Researcher, IPCC author **Profession**
Climate variability, predictability **Subjects**
LMD, Paris **Laboratory**



Jean LAVIGNE

Profession Photographer
Subjects Mountains
Association Montagnes insolites



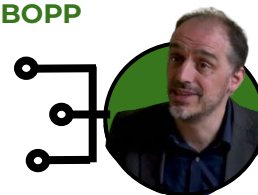
Anne FARRUGIA

Profession Research engineer
Subjects Agro-ecological transition
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Laurent BOPP

Researcher, IPCC author **Profession**
Carbon cycle in the ocean **Subjects**
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Juliette MIGNOT

Researcher **Profession**
Physical oceanography **Subjects**
LOCEAN, Paris **Laboratory**



Gonéri LE COZANNET

Profession Researcher, IPCC author
Subjects Coastal risks
Laboratory BRGM, Orléans



Céline GUIVARCH

Profession Researcher, IPCC author
Subjects Climate change economics
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Schools during the day

7 educational **establishments** visited (20 classes) ~ **400 pupils and students**

A **variety of audiences**, using a **variety of media**

Middle schools / high schools / vocational schools / professional reintegration associations



Flexible **presentation**

(physical bases, impacts, adaptation, mitigation, actions)

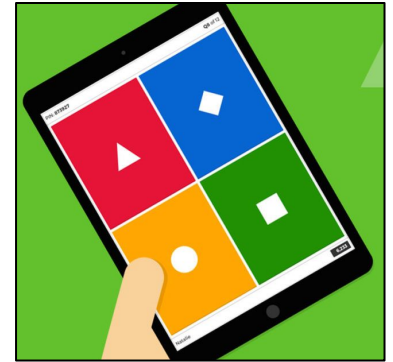


Photography exhibition



Workshop

(Inventing Our Low-Carbon Lives)



Biodiversity quiz

And conferences for the general public in the evening

5 conferences and **discussions** with residents
in town hall / village hall / museum



Participation in the Climate and Biodiversity Tour

- Exhibition about climate and biodiversity, stage in Segré
- ~300 pupils and students



A stand on a market





A first feedback

Successes:

- **~700 pupils and students** and **~140 inhabitants** met, including **local elected officials**, people from **local associations** and very **diverse public**
- **Initiation of exchanges** between officials, local associations, and inhabitants
- We demonstrated **wide adaptability** (diversity of audiences, number of staff, duration of intervention, locations, young people in difficulty)
- Success in **reaching out to the media** :
 - 6 articles in local newspapers
 - 2 radio programs
- **Low cost** and **low carbon footprint** (bike, camping, night in a local home...)

Lessons learned:

- Effectiveness of an **exhibition format** with one or more guides
- Some young pupils already see some climate change impacts as “usual” and don't feel the associated psychological shock as much as the older generations
- For very young pupils, biodiversity can be a stronger vector of interest
- Need to initiate local **relays with associations** to **communicate** on our interventions
- Difficulties in attracting people who are not already sensitive to these causes
- Willingness to visit **companies** for a next edition