

# Unseen heat, a story about the potential heat extremes in the Netherlands

*Lisette Klok, Jan-Willem Anker, Sophie van der Horst, Timo Kelder, Daniël Staal*

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# What could happen if intense temperatures hit the Netherlands?

 world weather attribution  
Home About Analyses News Peer reviewed research



A firefighter provides care from a Red Cross worker in Greece.

Home » Extreme heat » Extreme heat in North America, Europe and China in July 2023 made much more likely by climate change

### Extreme heat in North America, Europe and China in July 2023 made much more likely by climate change

Full study

- Download the full study: Extreme North America, Europe and China

The Washington Post  
Democracy Dies in Darkness



Phoenix firefighters respond to a heat-related call at a laundromat last week. (Caitlin O'Hara/Bloomberg News)

The Washington Post  
Democracy Dies in Darkness

## How do I stay safe?



A worker in Dubai seeks relief from the heat on Monday. (Karim Sahib/AFP/Getty Images)

## China Opens Bomb Shelters for People to Escape Heatwave

AP Published 2 days ago on July 8, 2023  
By Associated Press



<https://unseenheat.com/>

# Unseen heat

**A story about potential heat extremes in the Netherlands based on scientific insights**

***CLICK TO START***

***This visual climate story contains audio. The story comes across best if you use headphones.***



# Unseen heat

## What?

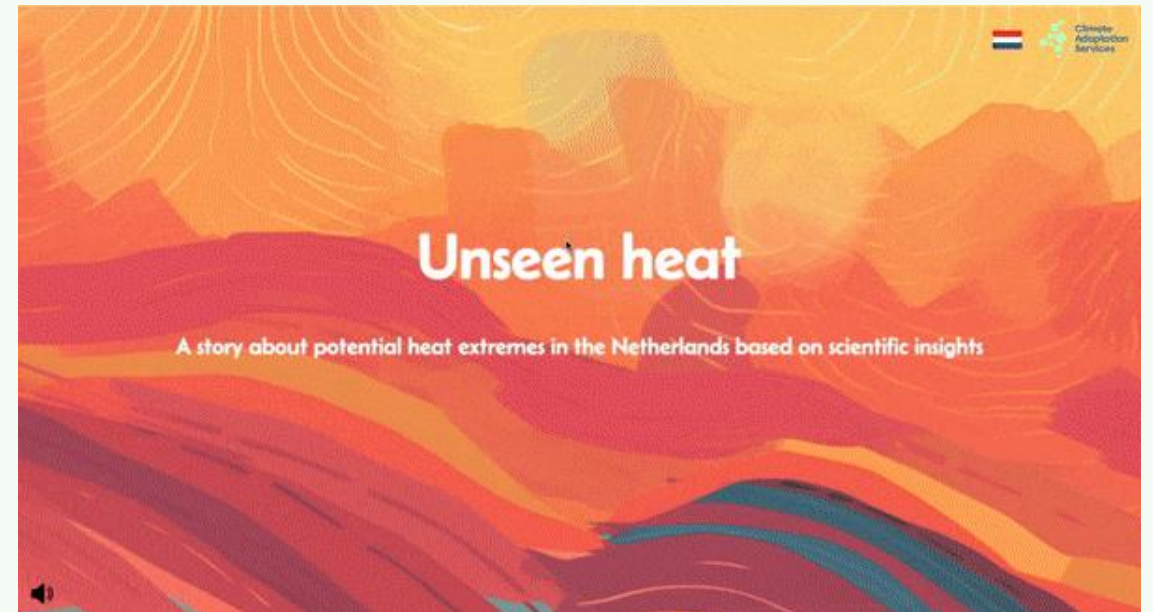
A climate story with data, storytelling, matching pictures and sound effects

## Why?

Raise awareness among professionals of the possible risks of extreme heat and start the conversation about how to prepare for a heat crisis.

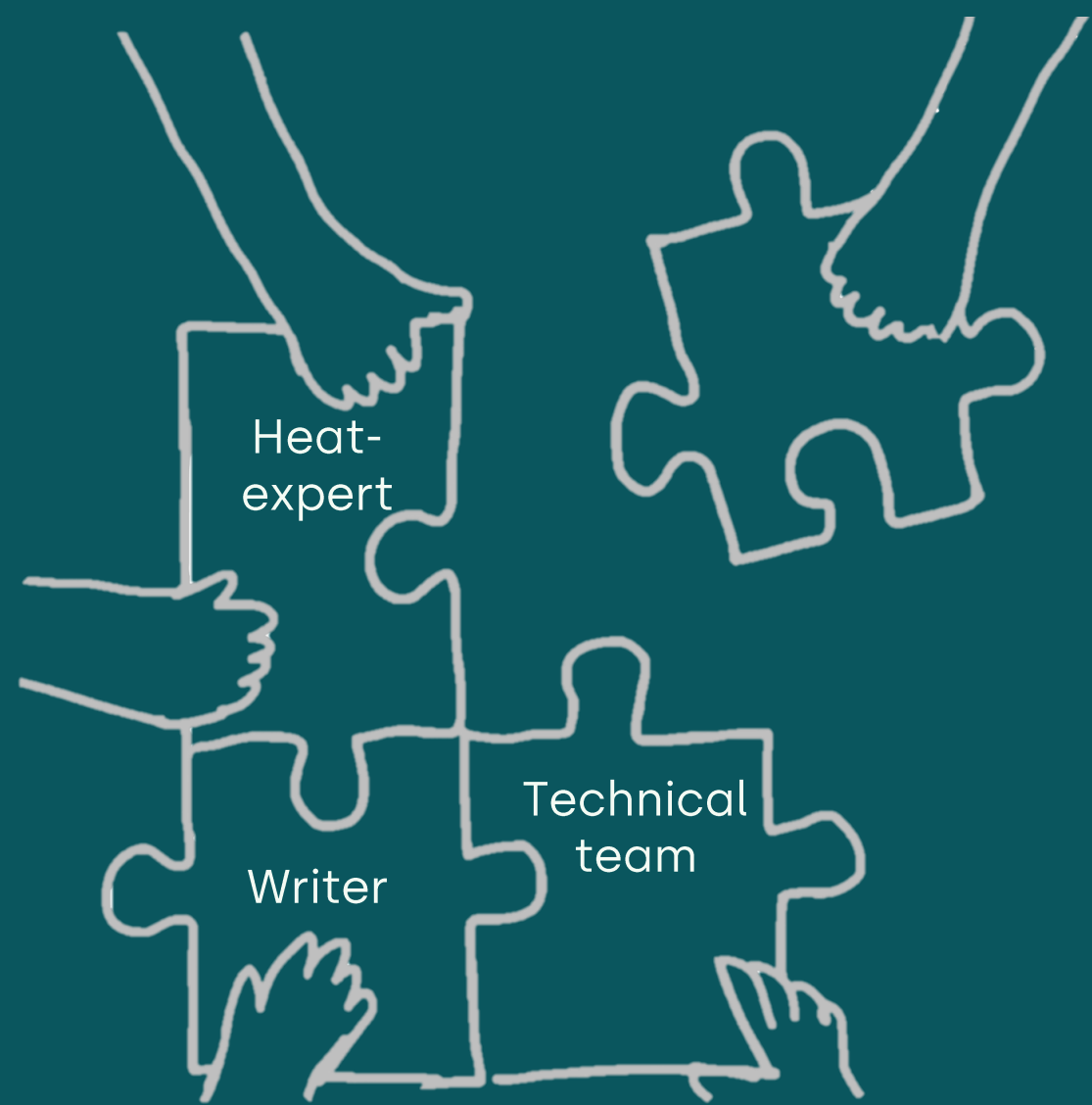
## Who?

Professionals



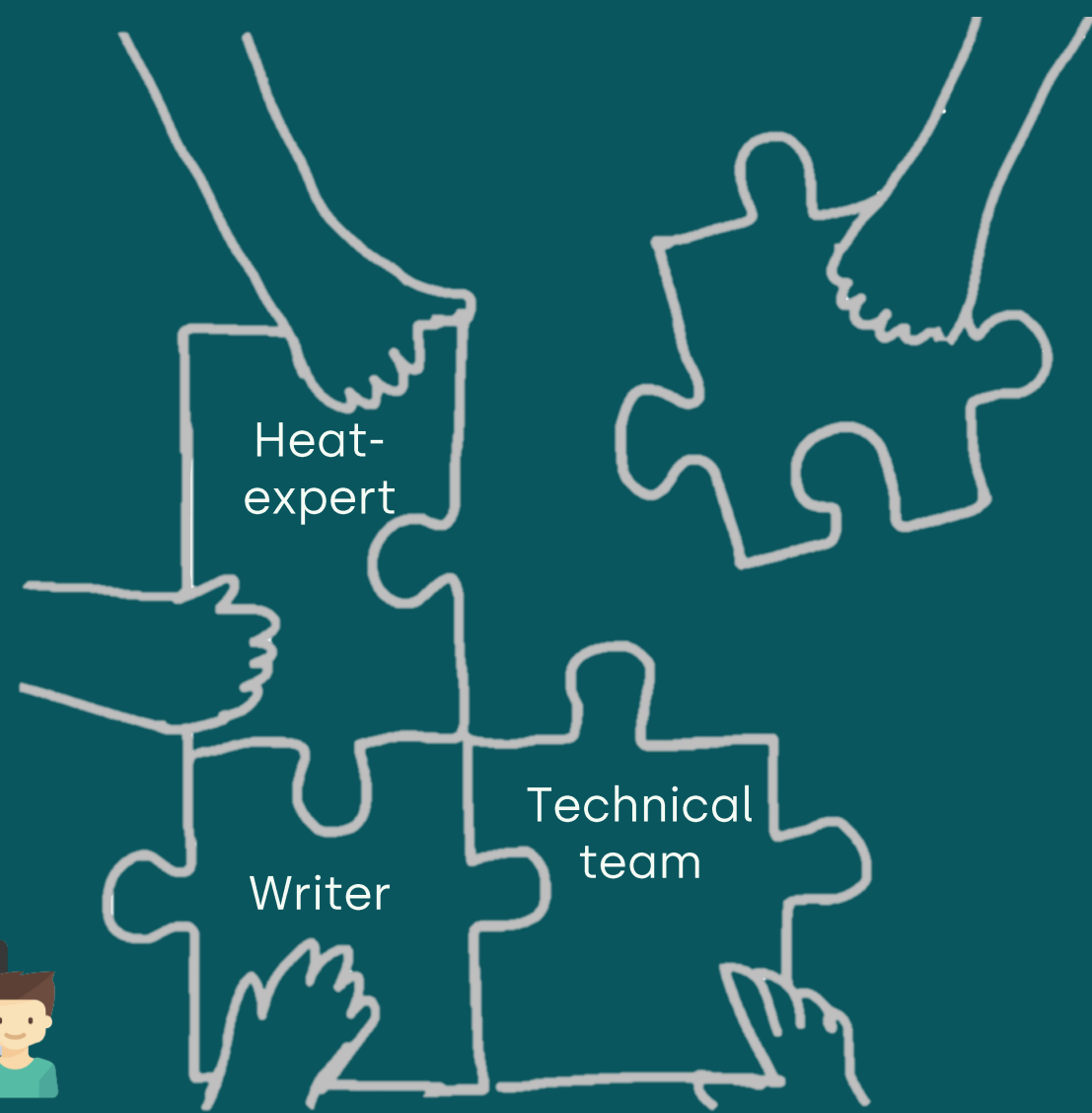
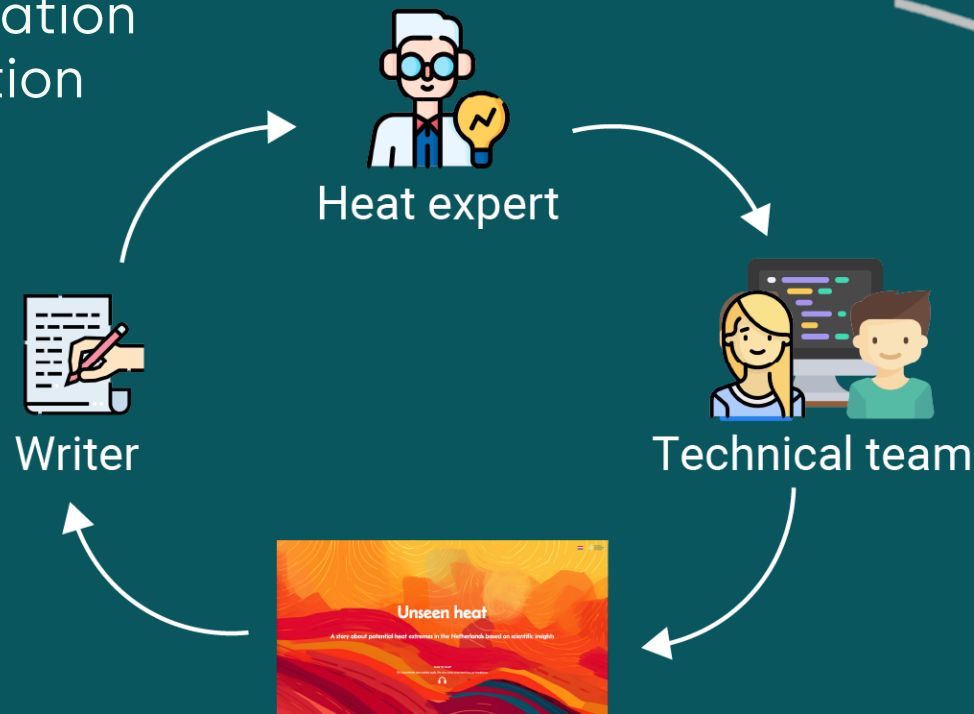
# Interdisciplinary team

- Climate change impacts
- Storytelling and -writing
- Data analyses
- Data visualization
- Communication



# Interdisciplinary team

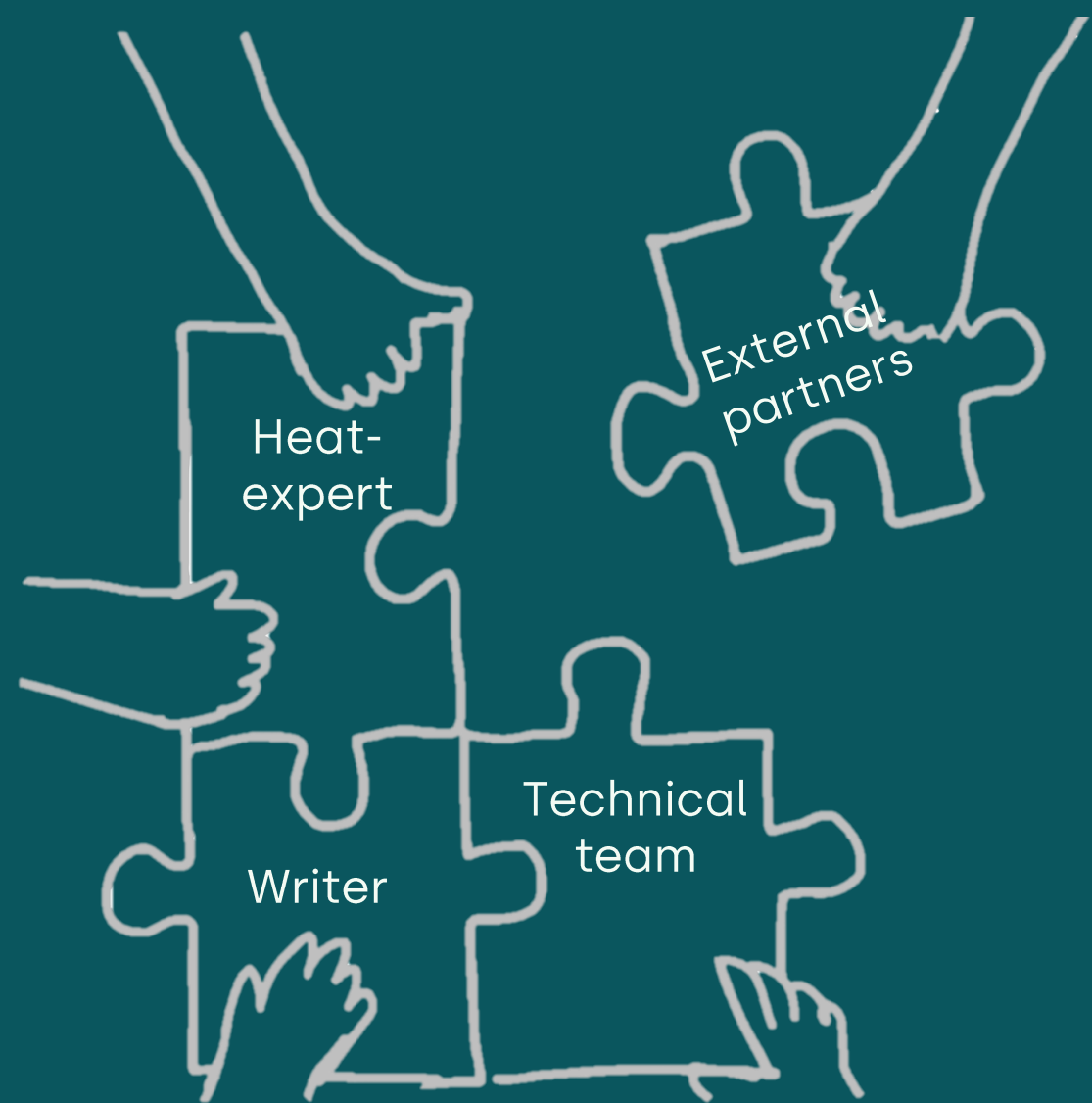
- Climate change impacts
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# External partners

Expertise and users:

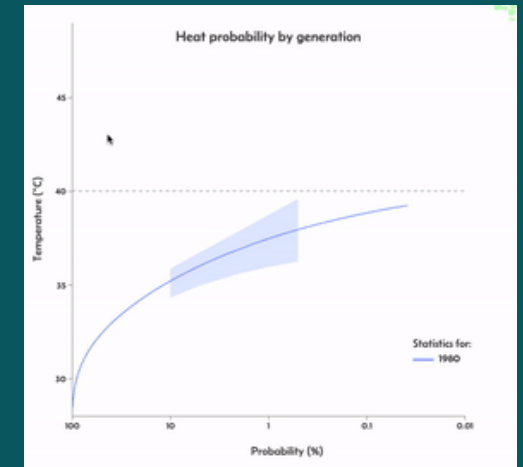
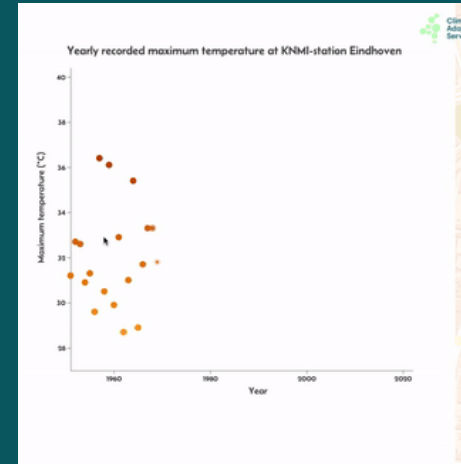
- Province of Brabant
- NIPV - Dutch Institute for Public Safety
- Royal Netherlands Meteorological Institute
- Water board De Dommel
- Klimaatverbond - Dutch climate alliance



# Modern visualization techniques

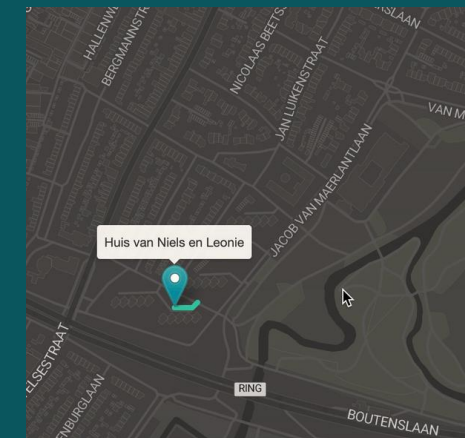
## Scrollytelling

- Graphs, texts and routes appear at the desired speed
- Sound makes story tangible



## AI-generated images

- Fast and beautiful images
- But:
  - Difficult to create consistent characters
  - Is it ethical?

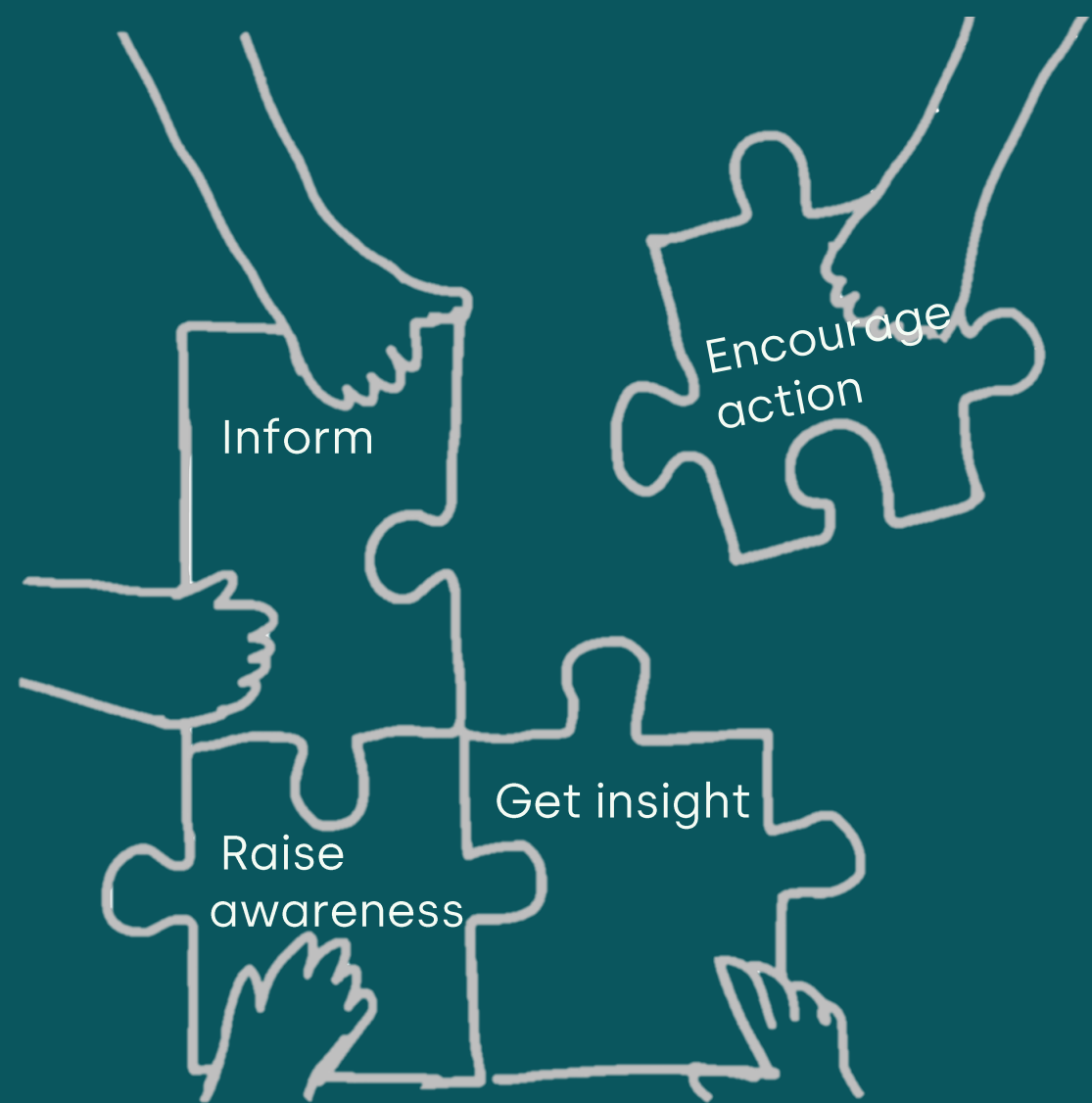




# Making impact

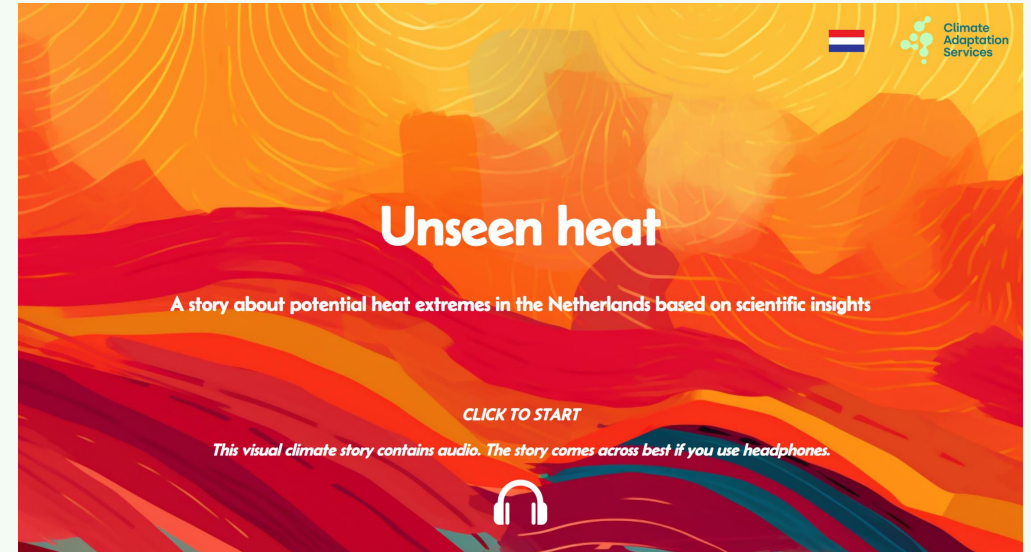
*A story that everyone can relate to*

- Inform the layman/beginner
- Raise awareness
- Get insight into impacts
- Encourage professionals to take action



# Communication

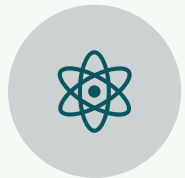
- Story spread via LinkedIn > 4.000 visits
- Mentioned in 3 newspaper articles
- Available in Dutch/English



# Experiences



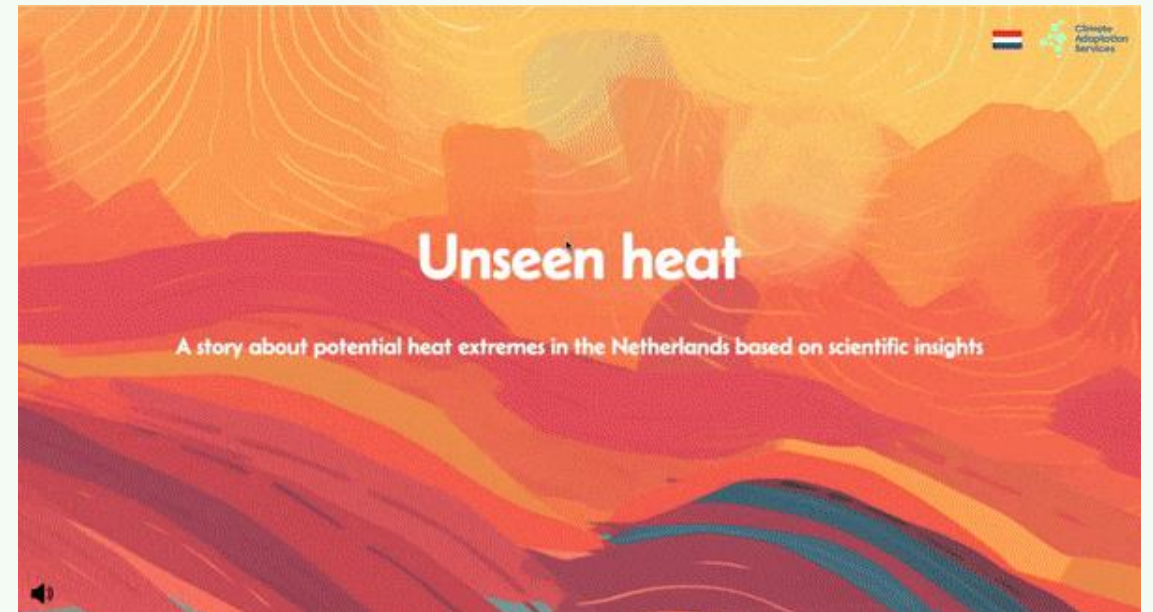
Makes the situation tangible and impacts better understood



Connects science and practice



Fun and creative collaboration on a unique product



# Take aways

- Make impact with an interdisciplinary team
- Scrolly-telling and sound make the story more tangible and better understood
- Keep the message simple

Visit:

→ [UNSEENHEAT.COM](https://UNSEENHEAT.COM)

