

CONNECTING GLOBAL CLIMATE CHANGE evidence and worldwide policies to the LOCAL CONTEXT: HOW A LOCAL METEOROLOGICAL INSTITUTION can most effectively COMMUNICATE and foster action

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OSMER is an institutional local structure (belonging to the Regional Environmental Protection Agency – ARPA FVG) in charge of weather forecast and climate studies in Friuli Venezia Giulia region (north-eastern Italy).

Institutional local organizations in charge of weather forecast and climate studies, such as ARPA FVG – OSMER, are being increasingly involved in communication and educational activities regarding climate change (CC).



What is the most effective role they can play among such a wide multiplicity of organizations – both institutions and NGOs – dealing with CC from different points of view (science, economy, society, communication...)?

This is the path we followed trying to answer the question.

STARTING POINTS

Where are we on the MAP? Our survey

What are our STRENGTHS?

Premises:

- climate change: a hot topic
- huge number/variety of organizations addressing the issue
- from differing perspectives and with varying approaches,

Need: to locate our specific positioning on such a wide and densely populated map.

How? 2015 work-in-progress survey of sources, organizations and references regarding CC from different points of view:

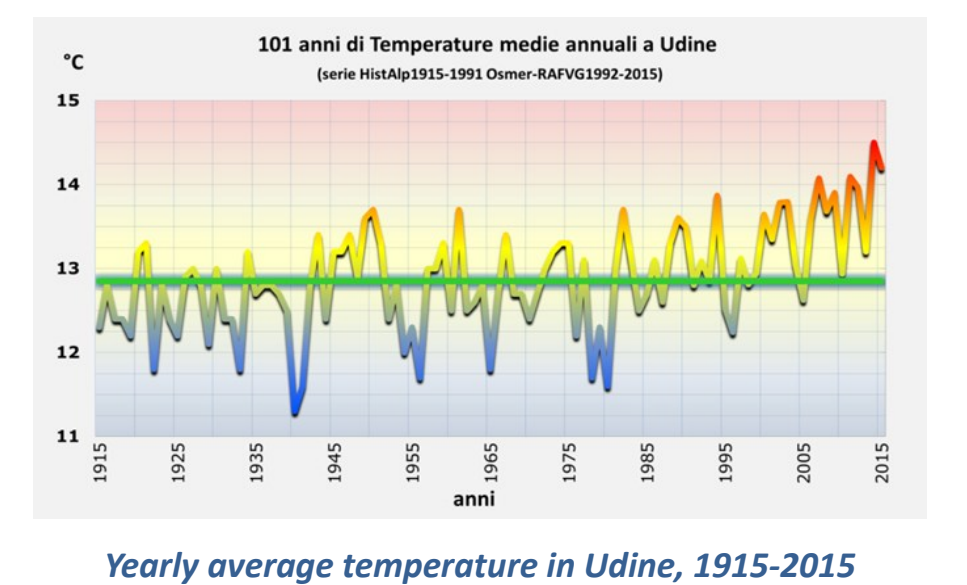
- scientific evidence,
- communication (methodology and tools),
- policies and action.



Result: 200 pages in-house report detecting organisations, web sites, communication tools and methodologies, climate campaigns and policy milestones on a local, national and international scale.

Use: as a navigation tool that we keep on updating.

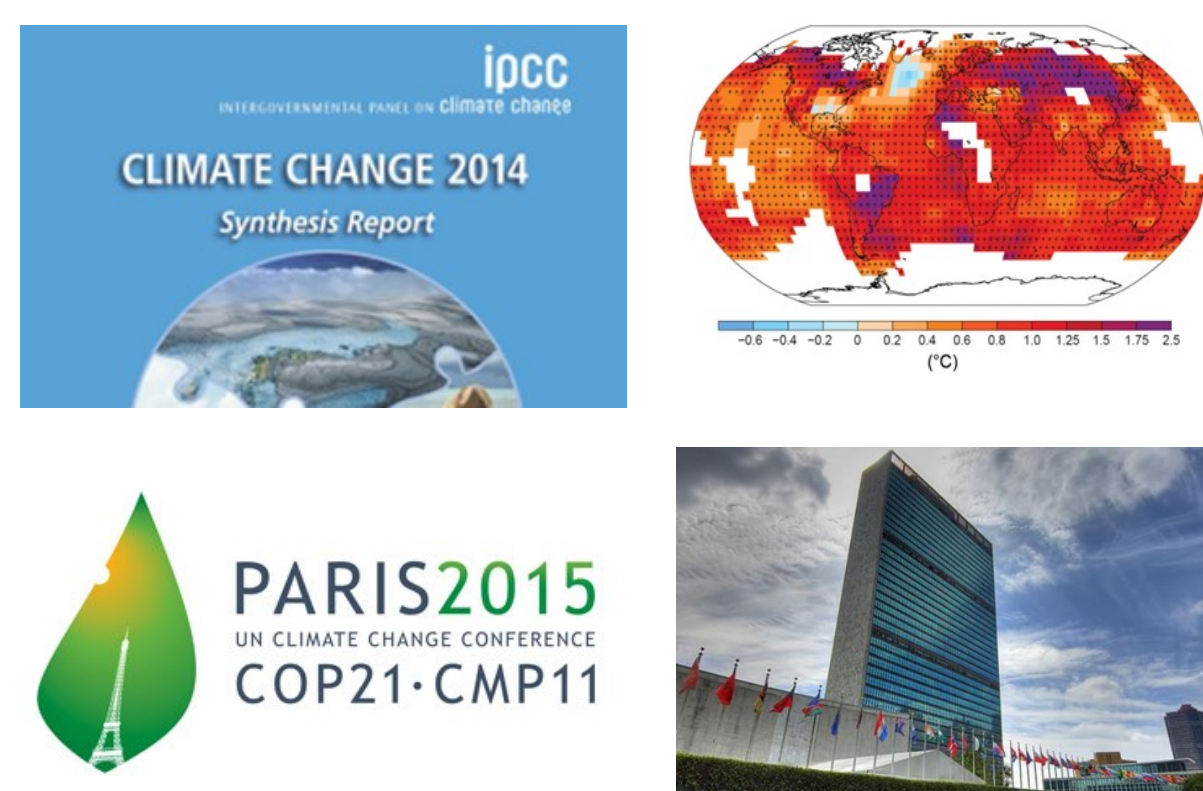
- the **data** collected and processed by the structure, which provide **local evidence** of climate change and related impacts;
- being considered as a **trusted messenger** by the local audience;
- being able to **reach a relevant number of people** through web-sites, social networks and collaborations with the mass media



This overview helped us to identify our specific “ecological niche” in such a complex ecosystem:

GLOBAL

climate change
EVIDENCE + POLICIES

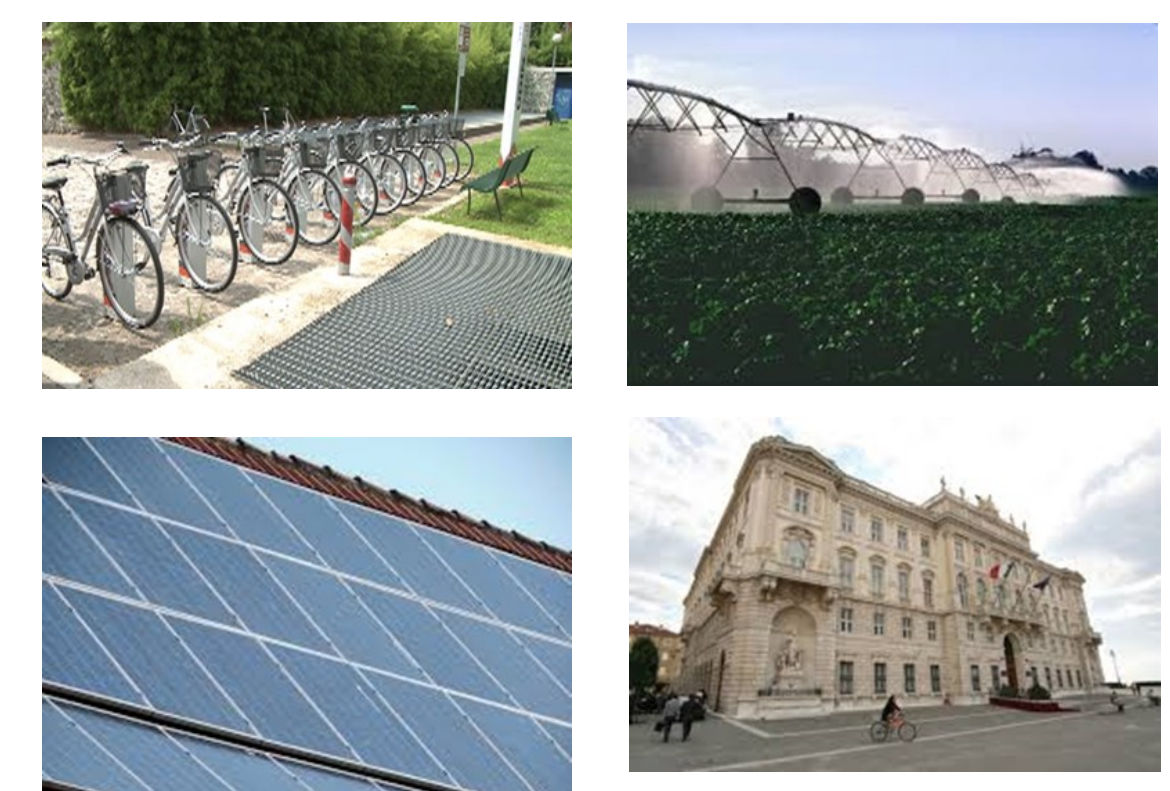


ROLE: acting like a BRIDGE

COMMUNICATION

LOCAL

mitigation + adaptation
ACTION



further QUESTIONS

Questions we would like to ask to other local meteorological institutions and NMHS

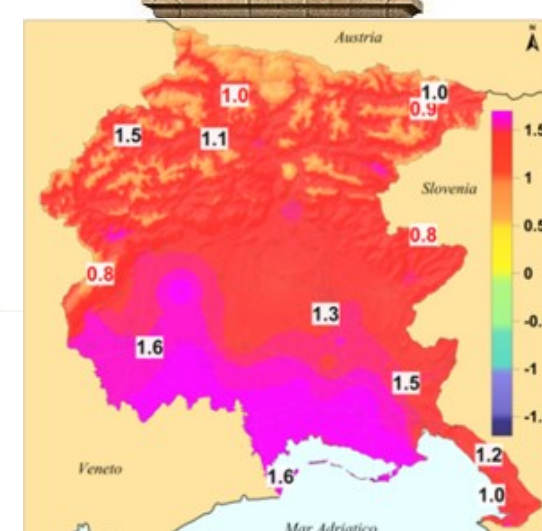
- to what extent are meteorological services (ms) involved in communicating CC?
- what's the **connection/comparison** between **communicating weather issues and communicating CC**?
- what role can meteorological services/NMHS play in fostering the **Paris Agreement**?
- trust** by the local audience and constant mass **media** space available: how can we make the most of it, in order to let CC evidence reach the general public and affect the choices of individuals and decision makers?
- how to **confront and collaborate with other organizations** like environmental protection NGOs, organizations promoting environmental education and sustainability, global and local climate movements, **and the different stakeholders** (e.g. health, tourism, agriculture...) affected by climate change impacts?
- to what extent are **research, methodologies and practical advice about CC communication** widespread among ms/NMHSs?
- what feedbacks, views and suggestions arise **from their own experience** and every day work?
- is there / should there be **specific training** focused on CC communication and addressed to NMHS?
- are there collaborations/connections between NMHSs etc. and the **organizations carrying out research and providing guidelines about CC communication** and outreach?



ARPA FVG – OSMER's presentation at People's Climate March in Udine (29th November 2015)

Alongside EMS/ECAC Conferences, what are the opportunities and instruments (events, conferences, virtual spaces/platforms etc.) for NMHSs and similar organizations to share their experiences, questions, difficulties, solutions, tools etc. in communicating climate change?

pillars:
LOCAL
climate
change
EVIDENCE
and
IMPACTS



To play such a role OSMER started changing its communication approach and tools:

communication ACTIVITIES and MEDIA

Approach:

- exploiting **local evidence of CC** and related impacts resulting from the data that we collect and process, but integrating these scientific evidences **into a value-based communication**;
- building narratives that **connect** global scientific evidence and policies to the local context and people's life and experience;
- developing closer **collaborations** with NGOs and local stakeholders.

Tools / media:

- mostly presentations, **conferences**, public **events** and local television **broadcasting**, so far...
- topic **website** (www.meteo.fvg.it) devoted to weather forecast and climate data (1.600.000 average monthly visits);
- social networks** (at present about 5.700 fans on Facebook institutional page meteo.fvg; fewer on Twitter, You Tube and Vimeo).

In 2015 ARPA FVG – OSMER carried out:

- 10 open lessons/conferences aimed at raising **public awareness** about climate change and **COP21**;
- 2 **scientific conferences** about climate change related issues;
- 60 lessons and interactive labs about weather and climate (in **both formal education contexts and informal settings**);
- 5 broadcasts focused on climate change, on **local television** channels + inputs about CC embedded into general topic TV/radio broadcasts and local newspapers;
- posts** on ARPA FVG – OSMER's social media;
- news, publications and data** about local climate and CC on ARPA's general website (www.arpa.fvg.it) as well as materials and climate data on OSMER's topic web site (www.meteo.fvg.it).

A highly effective communication is necessary in order to reach the local community and motivate both the general public and decision makers to adopt CC mitigation and adaptation actions.

NEEDS

We need a methodology...

We needed specific **guidelines and skills focused on climate change communication**: surveyed methodological resources (psychological research, practical handbooks etc.) proved very useful.

Two of our favourite **references** :

- Climate Outreach <http://www.climateoutreach.org.uk/>
- CRED Centre for Research on Environmental Decisions <http://cred.columbia.edu/>

... and we need tools

The above-mentioned survey also provided us with a lot of useful examples and tools to communicate climate change:

- videos
- images & infographics
- animations
- maps
- interactive tools
- value-based communication campaigns...



"Talking about climate change for the love of..."
We were inspired by <http://fortheloveof.org.uk/>

We both used and/or suggested some of them for public conferences and events, and took advantage of such examples in order to improve our own tools



THANK YOU FOR READING!

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