

Awareness to Action



*Until science is mixed with
emotion and appeals to the
heart and imagination, it is like
dead organic matter*

John Burroughs

Henry McGhie, Manchester Museum, University of Manchester
@HenryMcr

Climate change communicators have often (wrongly) assumed:

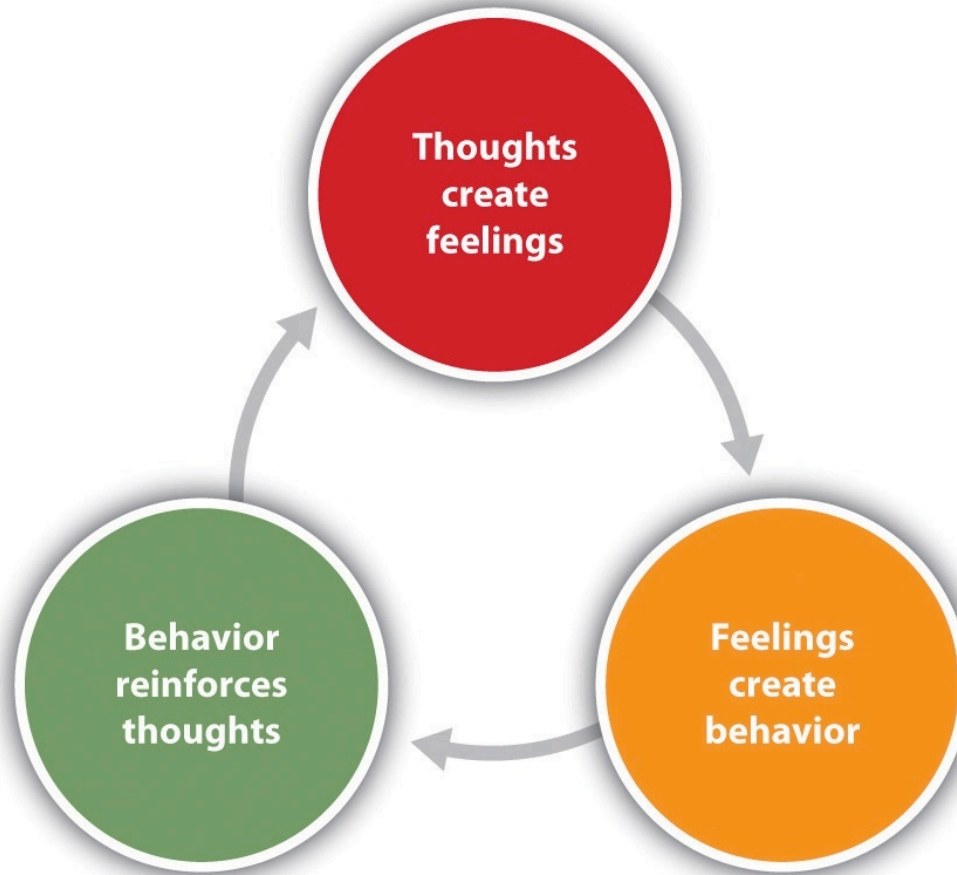
- More information is the answer ('inspiration with information')
- Fear and visions of catastrophes will motivate audiences to action ('motivation by fear')
- Communicating climate science is the most persuasive and relevant approach ('one size fits all')
- Mass communication is the most effective way to reach audiences ('mobilisation through mass media')

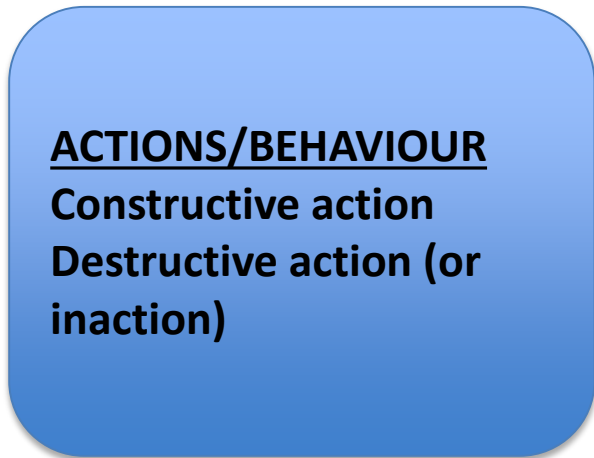
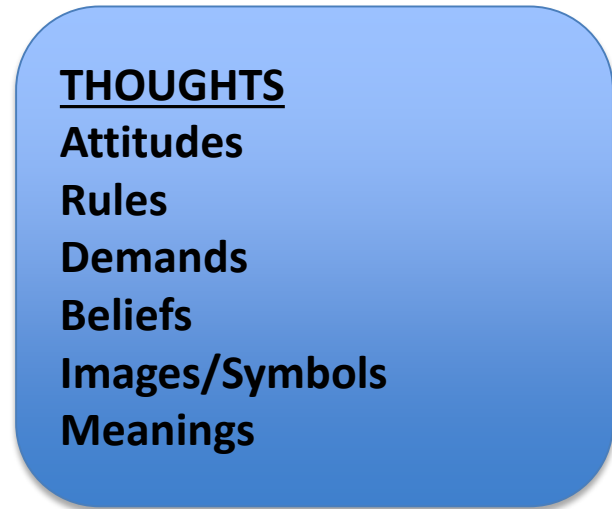
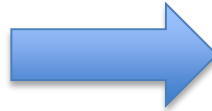
Moser and Dilling (2011)

- Engagement is not an activity that happens in museums, in a time-bounded activity
- Engagement is better thought of as people's ongoing connection with a topic, through their thinking, feeling and doing- it is a STATE OF CONNECTEDNESS in their everyday lives beyond the museum
- Museums can support people's ongoing connection through nurturing constructive climate change related thinking, feeling and doing

Lorenzoni *et al.* 2007, Moser and Dilling 2011

Lessons from Cognitive Behavioural Therapy





Inspiration is the **FEELING** that moves us to **ACTION**

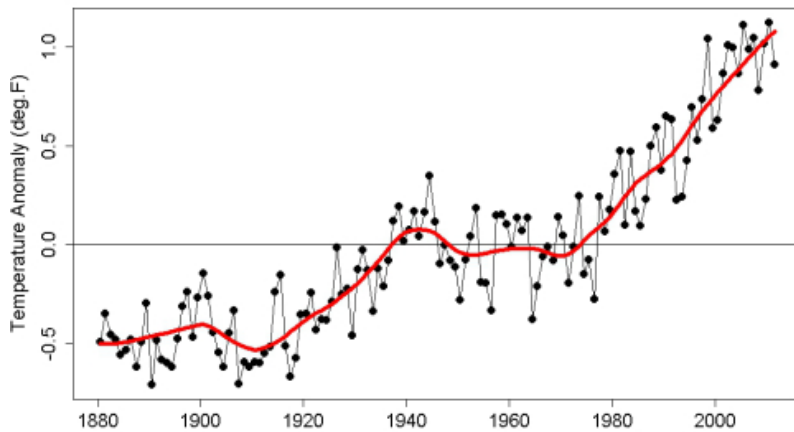
- Help people find that feeling, and apply it to the things they care about
- Doing positive things can help find motivation
- Change is difficult so use museums to test it out in a consequence-free environment
- Identify what gives each of us strength, feel creative, empowered, confident
- Find inspirational stories
- Build trust, creativity
- Make it multi-sensory and just fantastic
- Find inspirational individuals- take a leaf from their book, don't beat yourself up for not being as good as them
- Images and metaphors
- Proverbs, quotes, icons
- Draw on well-respected sources
- Give people encouragement
- Provide challenge and support



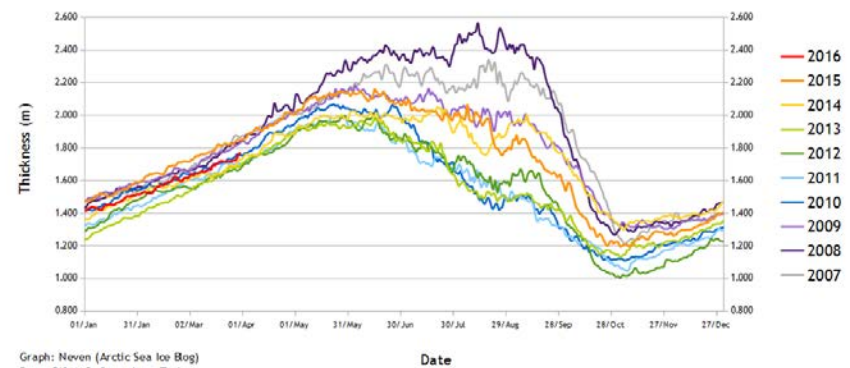
Imagery- polar bear, ice sheet, scorched earth, desert



Global Temperature (NASA)



PICT: PIOMAS volume (km³) / CT area (km²) 2007-2016



Graph: Neven (Arctic Sea Ice Blog)
Data: PIOMAS; Cryosphere Today

Date

Showing constructive imagery that people can relate to is very constructive

- Images of actions from people's daily lives are very constructive, connecting with people's day-to-day activities and lifestyle choices with collective contributions
- That are enjoyable, rewarding, constructive, that show people overcoming challenge and enjoying it
- That are BELIEVABLE, not staged



Ask people what they think!

over 100,000 responses

- 73% of people care that the climate is changing
- 70% think they'll be affected by climate change
- 83% of people care about nature
- 42% of people already eat thoughtfully (28% might)
- 44% of people try to be energy efficient (29% might)
- 49% of people already recycle (28% might)

More information and help

- Climate Outreach (climate visuals project)
- Common Cause For Nature, Working With Values and Frames & Practitioner Guidelines
- Action for Climate Empowerment Guidelines (UNFCCC)
- Education for Sustainable Development Learning Objectives (UNESCO)

- Museum Partnerships for Future Earth (MM with Tyndall Manchester and Future Earth)



Come to Manchester (UK)
in April 2018

Conference on Climate Change
and Museums: critical approaches to
engagement and management