

Scottish Natural Heritage Sharing Good Practice



Warm words or hot air? How to sell the climate change adaptation story 8 September 2009, Battleby

Why come to this event?

It's not all about cutting carbon.

It is to a large extent. In fact, we know it's vital that we cut carbon to limit the extent of global warming. But that's not all. Reducing emissions alone is not enough to secure a prosperous future for Scotland. We are already feeling the impacts of a changing climate, and we need to prepare ourselves for more. Adapting to a changing climate is essential.

The question is how do we talk about adaptation without 'conceding defeat' to climate change, or taking our eye off the need to reduce emissions? How do we inspire the action we require to tackle climate change across all sectors, without using seemingly inconsistent messages?

At this event we'll build a picture of where Scotland is in relation to adaptation to climate change, where it needs to be and how it can get there. We'll share knowledge, skills and experience to discover the effective messaging tools and techniques we need to sell the adaptation story.

Who is it for?

This event is aimed primarily at local authority and government staff who need to communicate climate change adaptation, and the policy makers, scientists and engineers advising them. It will also be of interest to anyone working with land managers dealing with change.



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Content: A series of interactive presentations, workshops and case studies will help participants to find the most effective ways to get the adaptation message across. The sessions will cover:

- Scottish and UK Climate Change Projections
- Demonstration of the Scottish Government's communication toolkit on adaptation
- The story of adaptation so far
- Essential climate change communication rules
- Effective communications planning
- How to develop message content (language, imagery and design)
- Identifying and using communications channels or vehicles (social media, TV, radio, press)
- Generating community engagement.

The event will be chaired by Ed Gillespie from Futerra Sustainability Communications, the environmental and ethical communications consultancy.

Times: The event will start at 10:00 (coffee and registration at 09:30) and finish by 16:00.

Venue: Battleby Conference Centre, Redgorton, Perth, PH1 3EW

Organisers: SNH in association with Forestry Commission Scotland, Historic Scotland, Scottish Climate Change Impacts Partnership, Scottish Environment Protection Agency, The Met Office and hosted by Futerra Sustainability Communications.

Cost: £55 – lunch & refreshments will be provided.

Booking: To book a place, please complete the booking form and return it by Friday 28 August to Suzanne.kilbane@snh.gov.uk.

