

Climate science communication: Needs, challenges and opportunities

AIT, 11 February 2025



Climate science communication



- Jonathan Lynn
- Retired
- (IPCC Head of Communications 2011-2021)



Climate science communication



- Why communicate?
- Share your findings outside the scientific community
- Let the public know
- Let policymakers know
- Make sure they understand what you have found



Climate science communication



- How does the media work?
- Align your communications with their workflow
 - Embargoes
 - Advance briefings
 - Graphics
 - Interviews
 -



Climate science communication



- Scientific paper \neq newspaper article



Climate science communication



- Key takeaways
- Inverted pyramid
- Most important first
- Context and evidence
- So what?
- Next most important
- And so on





-
-
- **AVOID JARGON**
-

- If you must, then explain it
- <https://dornsife.usc.edu/news/stories/guide-to-climate-change-jargon/>



Climate science communication



Climate science communication



- Workshop with report authors
- Keep it local
- Short snappy summary – what will they quote?



Climate science communication



IPCC SR15 :

- *Every half a degree of additional warming matters*
- *Every year matters*
- *Every choice matters*



Climate science communication



- Interviews
- Prepare



Climate science communication



- Challenges
- Ideological hostility
 - <https://climateoutreach.org>
 -
- Certainty/uncertainty
- Disasters
 - <https://www.worldweatherattribution.org>
 -



Climate science communication



- More resources
 - <https://climatecommunication.org>
 - <https://www.climatechangenews.com>
 - <https://www.carbonbrief.org>
-

Climate science communication



- Thank you!

