

SAVE THE DATE!

CLIMATE COMMUNICATIONS AND BEHAVIORAL CHANGE

A HANDS-ON WORKSHOP ON COMMUNICATIONS AND BEHAVIORAL CHANGE FOR CLIMATE PROTECTION AND PREPARATION

8:30 A.M. TO 4:30 P.M.

WEDNESDAY, FEBRUARY 18, PORTLAND, OREGON

Although support for legislative action on climate issues appears to be strong, many people don't understand the causes, consequences and solutions to global climate change. Many also are unsure about how to make the personal behavioral changes needed to help address the climate crisis.

Framing and delivering communications in a manner that motivates individuals to examine and reshape their own thinking and behavior requires a sound understanding and skills in communications and behavioral change. To effectively communicate with people, practitioners need to know how to tap into both the heart and minds of individuals to build tension for change, efficacy, and awareness of the benefits of a new direction.

The Climate Leadership Initiative in the Institute for a Sustainable Environment at the University of Oregon will hold a workshop on February 18 for climate practitioners on the principles and practices of climate communications and motivating behavioral change for climate protection and preparation.

Goals

1. Learn the basics of climate communications framing, messaging and delivery, including the latest research on what works and what doesn't work for climate change communications with the general public.
2. Develop an understanding of how to link climate communication with the key elements of behavioral change.
3. Identify methods for scaling up individual behavioral change to the social and political levels.

Who Should Attend?

This workshop is intended for senior staff from the public, private and non-profit sectors involved with climate communications, outreach, policy development, project implementation, economic development and other fields.

Cost: \$75 (includes lunch)

To Register: Contact Stacy Vynne at the UO Climate Leadership Initiative:
svynne@uoregon.edu or 541-346-1609