



R20AWS Breakout Session

CLIMATE COMMUNICATION: Spreading the Message Successfully

Organized by R20AWS in Cooperation with Climate and Energy Fund Austria

Date/ Time: May 29th / 09:30 – 12:00

Location: ORF Radiokulturhaus, Argentinierstraße 30a, 1040 Vienna

Program

Moderation: Chris Cummins, Journalist ORF Radio FM4

09:00 Registration

09:30 Opening
Ingmar Höbarth, Climate and Energy Fund

09:40 Climate Communication: Learnings from Daily Practice
Marcus Wadsak, ORF

09:55 Climate Journalism: The Example of Carbon Brief
Leo Hickman, Editor Carbon Brief

10:10 Discussion: Obstacles and Opportunities in the Current Media Landscape
Christian Rainer, Editor Profil
Katharina Rogenhofer, Fridays for future
Marcus Wadsak, ORF
Leo Hickman, Editor Carbon Brief

10:50 Undesired side-effects of climate change communication
Isabella Uhl-Hädicke, Salzburg University

11:00 The Role of Social Media and Influencer: How to Tell Stories
Madeleine Daria Alizadeh, Daria Daria

11:10 Panel Discussion
Cornelia Daniel, Solar Entrepreneur and Energy Blogger
Markus Hafner-Auinger, Executive Director Climate Alliance Austria (Klimabündnis)
Madeleine Daria Alizadeh, Daria Daria
Isabella Uhl-Hädicke, Salzburg University

11:30 7 Best Practice Approaches to Communicating Climate Change
Carel Mohn, klimafakten.de

Questions and Discussion

12:00 Conclusion and Closing

Background & Objectives

A main outcome of the R20AWS 2018 was the identification of climate communication as a potential to implement, mobilize and support climate action by addressing decision makers in the political arena, media, business sectors and society. With initiator Arnold Schwarzenegger as a prominent climate activist and motivator for a wide range of people, R20AWS will focus on climate communication challenges to develop strategies, tools and discussions on methods to overcome current obstacles within the media and public discourse. Together with top media representatives, communication experts, scientists and well-known protagonists of climate action, the objective of this breakout session shall be to discuss the shape of strategies and instruments leading to successful climate communication. Based on current research results from various disciplines and practical experience, the side event will show best practices and try to solve some challenges in the current climate debate by addressing issues such as framing, storytelling, narration and communication instruments of mobilization.