

CREATING A CLIMATE FOR CHANGE

Communicating Climate Change and Facilitating Social Change

The need for effective communication, public outreach, and education to increase support for policy, collective action, and behavior change is ever-present, and is perhaps most pressing in the context of anthropogenic climate change. This book is the first to take a comprehensive look at communication and social change specifically targeted to climate change.

Creating a Climate for Change is a unique collection of ideas examining the challenges associated with communicating climate change in order to facilitate societal response. It offers well-founded, practical suggestions on how to communicate climate change and how to approach related social change more effectively. The contributors of this book come from a range of backgrounds, from government and academia to non-governmental and civic sectors of society. Each chapter goes beyond posing problems or discussing the difficulties, and offers constructive suggestions for improving communication and social change efforts. The book concludes that re-envisioning communication strategies and exploring new approaches are necessary if we are to effectively facilitate action on climate change. The book is accessibly written, and any specialized terminology is explained.

Creating a Climate for Change will be of great interest to academic researchers and professionals in climate change, environmental policy, science communication, psychology, sociology, and geography.

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