

Strategies for Climate Communication

Amplifying Impact in Early-Career Professional Settings

A webinar developed by:

Entrepreneurship at Environment, University of Waterloo
Centre for Sustainable Development, Columbia University

With support from:

North American EcoInnovation Network
Commission for Environmental Cooperation
Sustainable Development Solutions Network Canada, United States, Mexico

Welcome to the third installment of our six-part series aimed at “Fostering Youth-Led Innovation for the United Nations Sustainable Development Goals (SDGs). This webinar titled “Strategies for Climate Communications: Amplifying Impact in Early-Career Professional Settings”, explores the evolution of climate communications and the crucial role that it plays in helping organizations convey their climate actions and goals to stakeholders, build trust and credibility, and ultimately drive positive change towards a more sustainable future. Our aim is to advance participants’ understanding of the communications gap that has risen to the forefront of public discourse as the sustainability journey has been recast as being one of mitigation and emissions reductions to one of adaptation and resilience building.

Effective communication strategies can be used to support the implementation of such efforts by engaging multi-stakeholder groups, building awareness and helping contextualize pathways for action. This requires a deep understanding of contemporary climate issues, current policy landscapes, and emerging technologies that when packaged together, help people visualize the impacts of climate change and the urgency of action.

To help lead this discussion, we are excited to have Ira Feldman (Founder of Adaptation Leader & Global Sustainability Educator), and Claudia Akel (Co-Founder & Managing Partner @ SDG Investors) as our panelists. Through their presentations and following Q&A period, this webinar will critically explore current communication strategies, their strengths and weaknesses, while also drawing inspiration from innovative campaigns and communications mediums. Through these discussions, participants will leave with a broad understanding of the current climate communication landscape as well as the tools and techniques to mobilize resonant messaging across a suite of professional settings. Furthermore, professionals (both sustainability and non-sustainability alike) will learn how to use emerging communication tools to create impactful and inclusive dialogues that inspire action, turning passive observers into climate leaders.

EIN-CEC-SDSN-CCU Webinar Series: Overview

Diving deep into the core issues underpinning climate communications across North America, our discussion will clarify new, transformative strategies and how they can be mobilized to inspire collective action across the United Nations Sustainable Development Goals. As importantly, our discussants will shed light on key design elements for deploying effective communication strategies and how they can be leveraged to deepen public understanding of climate risks, encourage behavior change, mobilize government policy supports, and ultimately accelerate the transition towards a low-carbon society.

Join us in this timely and enriching discussion as we dismantle, reimagine, and transform climate communications to empower individuals, communities, and the next generation of young climate leaders. In addition, we encourage you to share this throughout your networks.

For more information on the entire webinar series and upcoming discussions, please use the following link:

<https://www.sdsnusa.org/news/join-the-webinar-series-on-fostering-youth-led-innovation-for-the-sdgs>