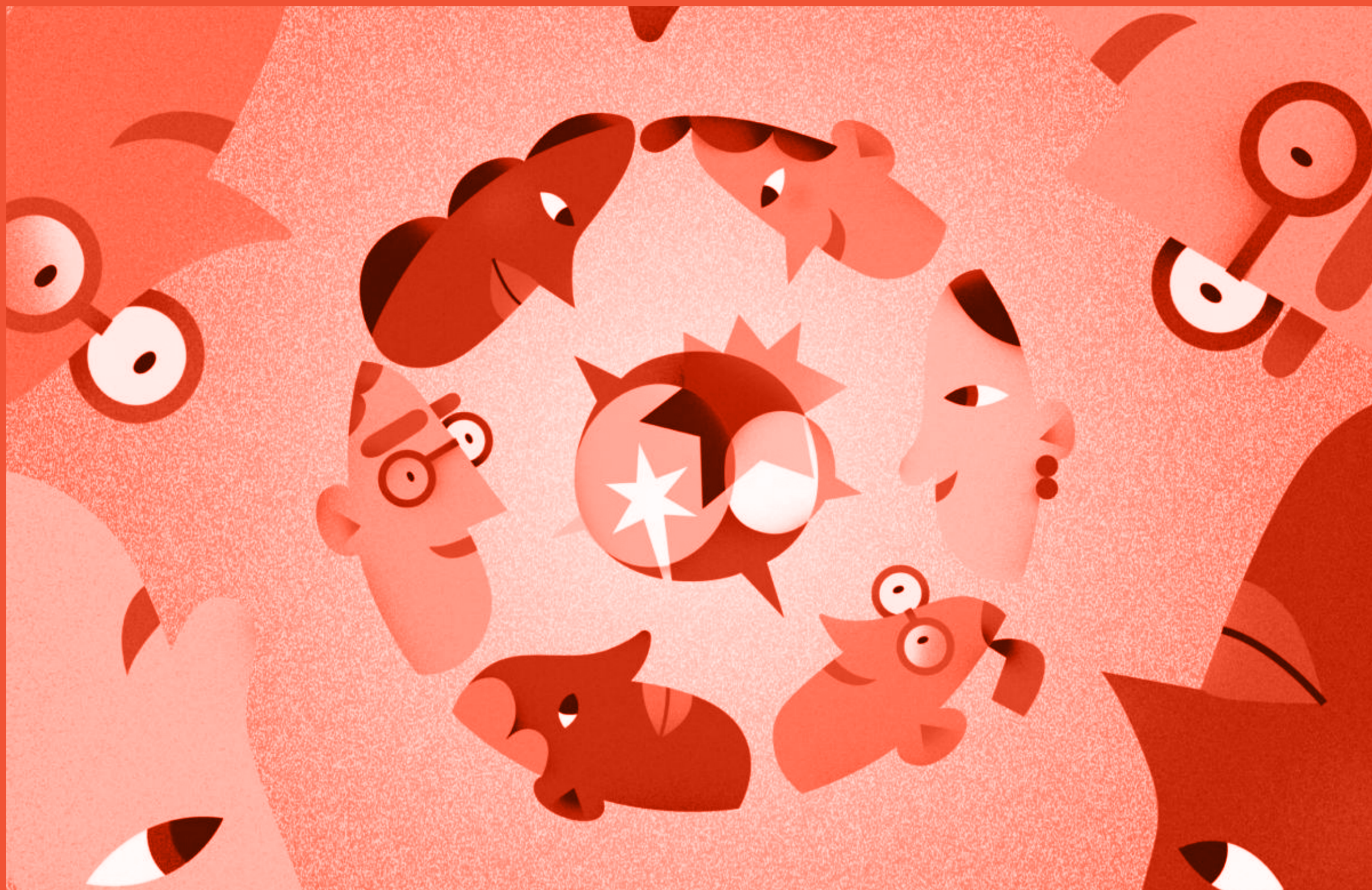



# Alter!

Understanding how to  
adapt to climate change



## Climate change communication strategy

Guide to effectively communicate climate change findings, we recommend using various tools and channels to suit your message and audience. 

## Guide to the best climate change communication methods and channels.

Deep dive into each method and its pros and cons.

### Tool or channel



### Advantages



### Disadvantages

#### Infographics

- Visually appealing.
- Easy to understand.
- Effective for communicating complex data.
- Makes insights more memorable.

- May not be accessible to everyone.
- May not hold attention for long.

#### Storytelling

- Allows the humanisation of complex issues, fostering empathy and understanding.
- Help create emotional connections and inspire action.

- Can be challenging to incorporate scientific data in a way that resonates with all audiences.

#### Serious games

- Promotes active participation.
- Great for engaging younger people.
- Great to reach diverse audiences.
- Fosters experiential learning.
- Increases engagement and knowledge retention.
- Also allows for safe experimentation with complex systems.

- Can be costly and time-consuming to develop.
- Requires technical expertise.
- If not designed carefully, may oversimplify complex issues.

#### Social media

- Content creation can be quick.
- Potential for targeted messaging.
- Great for achieving wide reach.

- Can be hard to maintain attention.
- Social media is awash with misinformation and it's hard to cut through the noise.
- Need to stay up to date with constant algorithm changes, which can limit impact.

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## Tool or channel



## Advantages



## Disadvantages

### Podcasts

- Easily digestible content.
- Ideal for reaching those who don't like to read long texts.

- May not appeal to those who prefer visual or text-based content.

### Newsletters

- Helps build a loyal audience.
- Delivers targeted content directly to subscribers.
- Allows for in-depth information sharing.

- Need to be consistent and deliver value.
- Can get lost in crowded inboxes,
- Need to adhere strictly to data privacy regulation or risk being marked as spam, which limits your ability to send mailings.

### In-person events

- Real-time interaction networking opportunities.
- Promotes community engagement and encourages active participation.

- Limited by location and time constraints.
- Resource and time-intensive to organise.

### Virtual events

- Facilitates information sharing.
- Interactive and engaging, accessible to a global audience

- Requires internet access and technological proficiency on the part of organisers and speakers.

### Websites & blogs

- Centralised information hub.
- Easy access to content.

- Requires regular updates and can be difficult to gain visibility.
- Content creation is labor intensive.

### Non-technical articles

- Can achieve accessibility and engagement without jargon.
- Simplifies complex information, versatile format.
- High potential for virality.

- Risks oversimplification of complex issues.

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## Tool or channel



## Advantages



## Disadvantages

### Videos

- High potential for virality.
- Easy to consume.
- Simplifies complex information.
- Versatile format.

- Can be expensive to produce.
- Requires video editing skills.
- Production values should be high to achieve a professional image.
- Competing with a large volume of content online.

### Advertisements

- High visibility.
- Target specific demographics.
- Diverse formats possible.

- Expensive to run.
- Messages may be perceived as less credible than organic content.
- Requires careful targeting to maximise ROI.

