

# Engaging our Audiences in Boston's Climate Vision

*Billy Spitzer*

*Vice President, Learning and Community*

*New England Aquarium*



**NNOCCI**  
National Network for Ocean and  
Climate Change Interpretation



# Effective climate action requires productive public discourse and civic engagement



- 70% of Americans think climate change is happening now.
- Yet, 65% of Americans discuss climate change only occasionally or never.

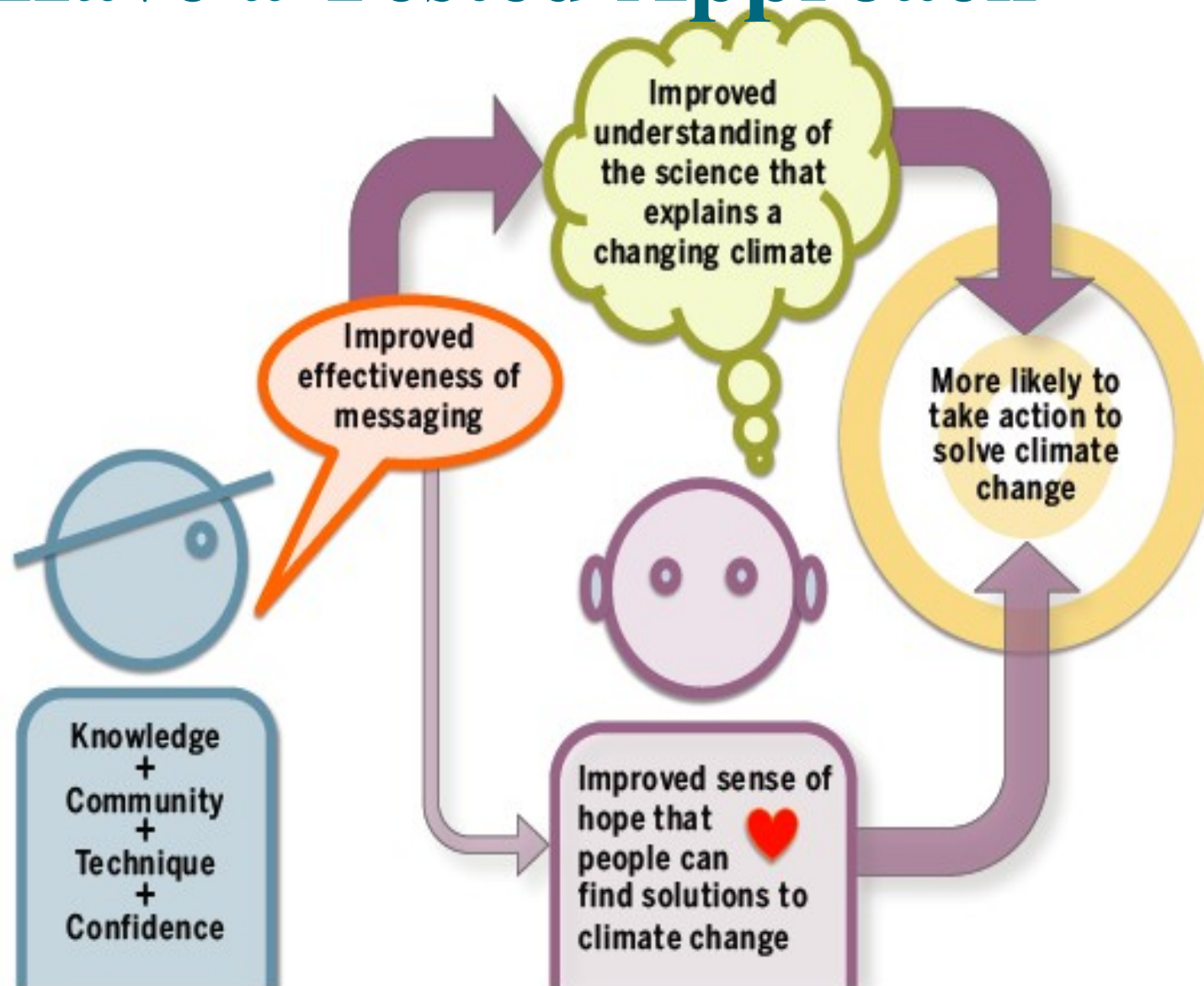
# Our Opportunity: We are Trusted



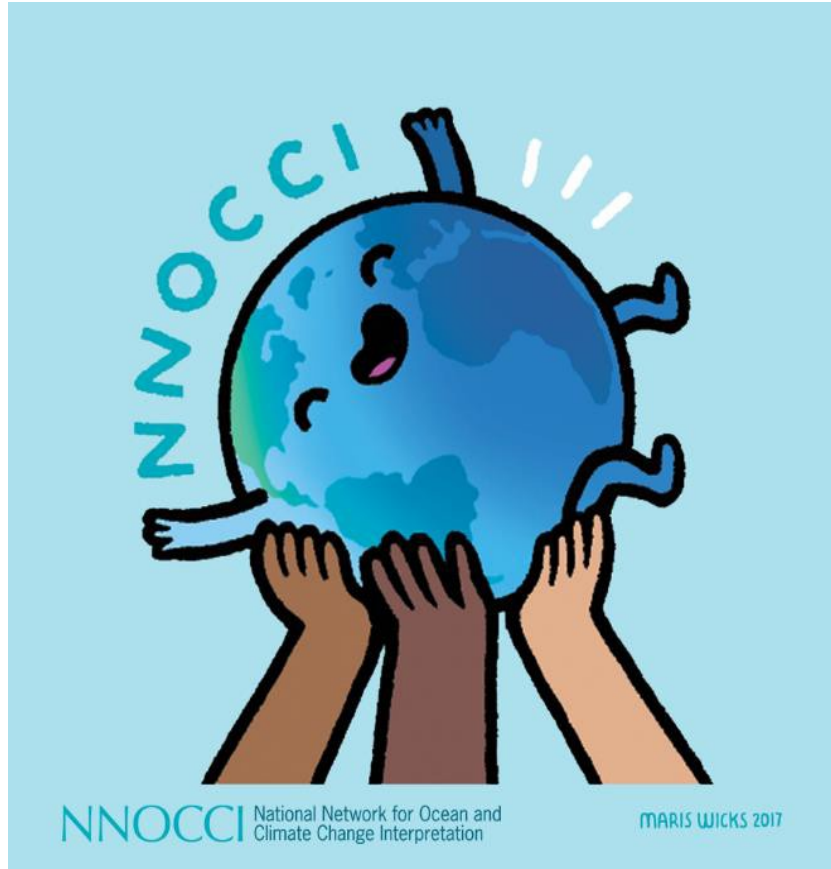
- Arts/cultural institutions are highly credible sources of information
- We are not seen as having a political agenda
- Our audiences believe that we should recommend action

*(Diillenschneider, 2017)*

# We Have a Tested Approach



# We Can Change the Conversation



Together we can train enough voices in proven communication techniques to shift the conversation about climate change to be more positive, civic-minded and solutions-focused.

# Our Toolbox

Why Does  
This Matter  
to Society?



*Responsible  
Management*



*Protection*

How Does it  
Work?



*Regular &  
Rampant  
CO<sub>2</sub>*



*Heat-trapping  
Blanket*



*Osteoporosis  
of the Sea*



*Climate's  
Heart*



*Explanatory  
Chains*

How Do  
We  
Improve the  
Situation?



*Community-  
level  
Solutions*

# Solutions: Aligned with Carbon Free Boston



*(or moving from fossil fuels toward renewable energy)*



*(or reducing our demand for and use of fossil fuels)*



*(or empowering others to raise the topic of climate change in more settings)*

**Collective**

**Local**

**Existing**

# Climate Communication Workshop 2.0

**Why:** Role of arts and culture in helping to visualize and realize a positive future for our city

**Who:** You! (Communications/Education + Others)

**What:** Common language, tools, techniques

**How:** Immersion, interaction, collaboration

**When:** 1 day plus pre/post work, Q1 2020

**Where:** TBD