

20th forum international
de la Météo
et du Climat

20 years of Commitment to the Climate
20 ans d'engagement pour le climat

#FIMC2023
MEDIA WORKSHOP
OCTOBER 6-7TH, 2023
6-7 OCTOBRE 2023

INTERNATIONAL COMMUNICATION ON CLIMATE CHANGE IN THE MEDIA

COMMUNICATION INTERNATIONALE
SUR LE CHANGEMENT CLIMATIQUE DANS LES MEDIAS

CO-ORGANIZERS
CO-ORGANISATEURS



In partnership with
En partenariat avec

cité
sciences
et industrie

What is GSCC? Who am I?

The Global Strategic Communications Council (GSCC) is an **international network of communications professionals** in the fields of climate, energy and nature.

**GLOBAL
STRATEGIC
COMMUNICATIONS
COUNCIL**

Our philanthropically funded work focuses on **media and public debate** at the global level and in major economies. We seek to **increase public support and political space for ambitious climate action**.

We are unbranded, similar to a communications agency for the climate community. Our services are free of charge, and we do not promote our own name and identity.

What is GSCC? Who am I?

Our team's work on climate impacts: we support scientists, economists and other researchers to communicate:

1. How climate change affects current weather, especially World Weather Attribution and Climate Central
2. The consequences of these changes, eg disruption to food production, supply chains, economics etc
3. The future consequences of slow action on climate change - how much more it will cost if we don't act fast enough

What's on the agenda

1. How extreme weather attribution is covered in the news
2. Who is hearing about attribution now
3. Weather presenters and attribution

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- 1. How extreme weather attribution is covered in the news**
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How extreme weather attribution is covered in the news

Journalists used to say:

Scientists are reluctant to attribute any single weather event such as a typhoon to climate change, arguing that there is not enough data to support such a conclusion.

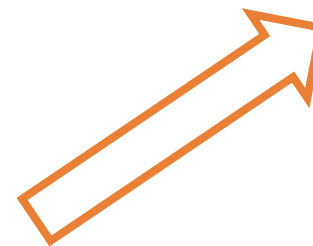
(BBC, March 2013)

How extreme weather attribution is covered in the news

Then, they said:

The searing heat that scorched western Canada and the US at the end of June was "virtually impossible" without climate change, say scientists.

(BBC, July 2021)



after attribution study of the heatwave

How extreme weather attribution is covered in the news

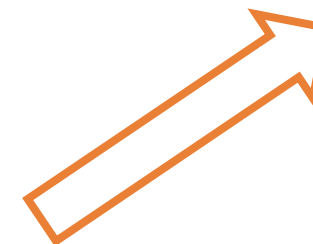
And then, they said:

Many factors contribute to flooding, but a warming atmosphere caused by climate change makes extreme rainfall more likely.

The world has already warmed by about 1.2C since the industrial era began and temperatures will keep rising unless governments around the world make steep cuts to emissions.

(BBC, August 2021)

**before attribution study of
W Europe floods**



This is being acknowledged in politics



Steven Guilbeault ✓

@s_guilbeault

The science is irrefutable. We're in the age of climate change – the new normal. We must reduce emissions, build a sustainable economy, and protect our communities.

worldweatherattribution.org/climate-change...

 @SOPFEU



 World Weather Attribution

9:12 PM · Aug 22, 2023 · **257.8K** Views

175 Reposts 187 Quotes 654 Likes 12 Bookmarks

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19 September 2023

General Assembly

Secretary-General's address to the General Assembly

António Guterres



[Trilingual, as delivered follows. Scroll down for all-English and all-French]

Mr. President of the General Assembly, Excellencies, Ladies and gentlemen,

Just nine days ago, many of the world's challenges coalesced in an awful hellscape.

Thousands of people in Derna, Libya lost their lives in epic, unprecedented flooding.

They were victims many times over.

Victims of years of conflict.

Victims of climate chaos.

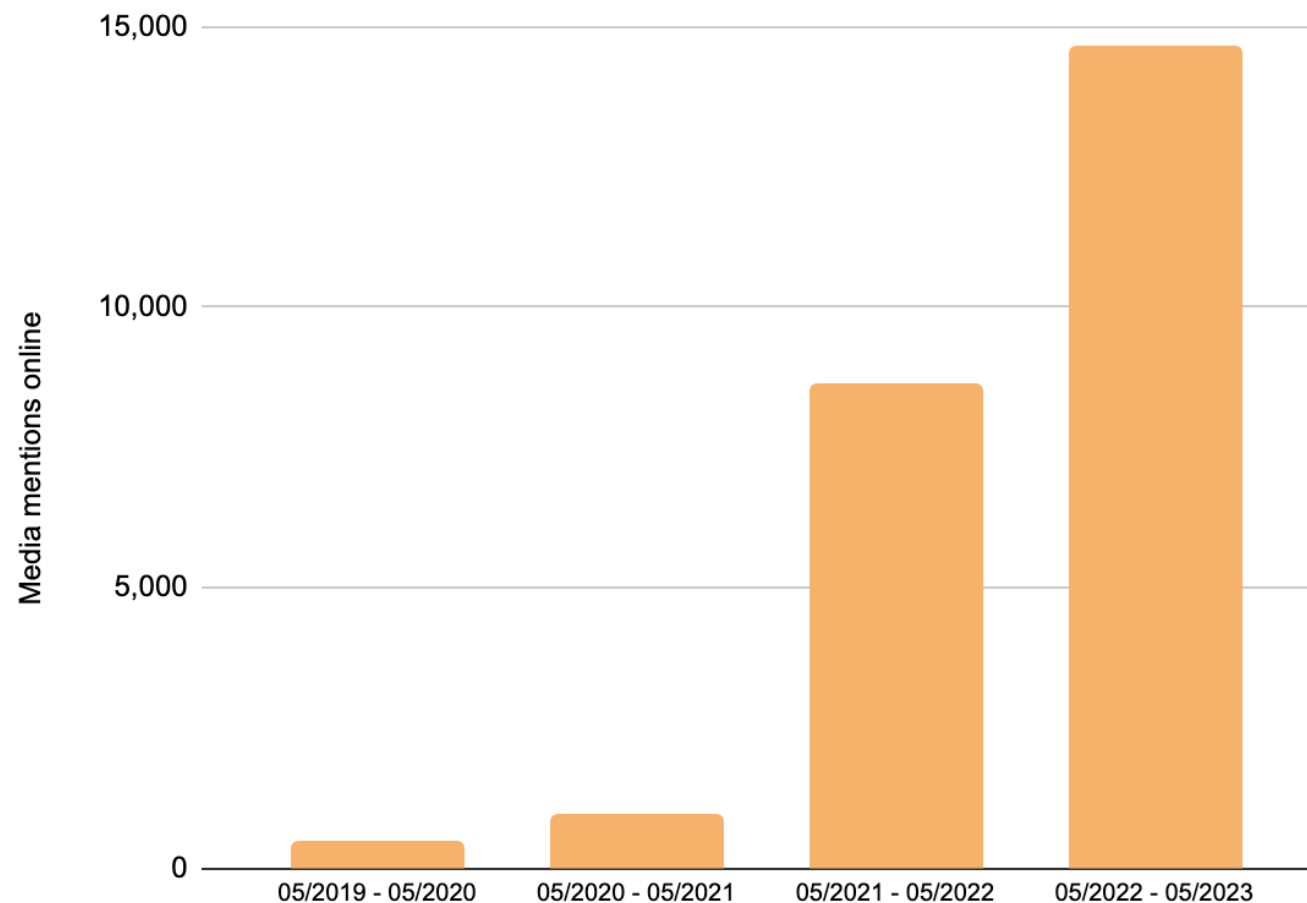
Victims of leaders – near and far – who failed to find a way to peace.

The people of Derna lived and died in the epicentre of that indifference – as the skies unleashed 100 times the monthly rainfall in 24 hours ... as dams broke

“ Despite our long list of global challenges, that same spirit of determination can guide us forward. Let us be determined to heal divisions and forge peace.

World Weather Attribution is a major reason for this

Media mentions from May 2019 to May 2023 per year



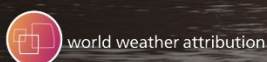
World Weather Attribution is a major reason for this

Reporting extreme weather and climate change

A guide for journalists

Ben Clarke
University of Oxford

Friederike Otto
Imperial College London



32 Extreme events and climate change: one-page checklist

Extreme events and climate change

One-page checklist!

The following is a very basic overview for each extreme weather type covered in this guide. Further information on each type is given in the guide, including the best current science, descriptions of how it works and important points to note to ensure accurate reporting.

Extreme weather	Key messages	Points of note and caution
Heatwave	Every heatwave in the world is now made stronger and more likely to happen because of human-caused climate change.	<ul style="list-style-type: none"> Don't be too cautious – heatwaves are unilaterally linked to global warming.
Floods	Extreme rainfall is more common and more intense because of human-caused climate change across most of the world. Flooding has likely become more frequent and severe in some locations as a result, though it is also affected by other human factors.	<ul style="list-style-type: none"> Flooding is linked to heavy rain but is also caused by human factors, such as water management and defences. Coastal flooding is generally on the rise due to sea level rise, but is unrelated to rainfall-based floods.

33 Extreme events and climate change: one-page checklist

Tropical cyclones	The overall number of tropical cyclones per year has not changed, but climate change has increased the occurrence of the most intense and destructive storms. Extreme rainfall from tropical cyclones has increased substantially, in line with rainfall from other sources. Storm surges are higher due to climate change-driven sea level rise.	<ul style="list-style-type: none"> There is no increase of cyclones overall. Individual cyclone intensities and wind speeds are not currently higher because of global warming
Heavy snow	Every instance of extreme cold across the world has decreased in likelihood and intensity due to climate change. It is unclear how heavy snowfall events have changed in most places, but they may have increased in intensity in parts of East and North Asia, North America and Greenland.	<ul style="list-style-type: none"> There is very high confidence of fewer cold extremes, though these are still possible. Snowfall changes are extremely uncertain. Polar vortices changes are not yet clear.
Droughts	Droughts are becoming more common and more severe due to climate change in some areas only, including Europe, the Mediterranean, southern Africa, central and eastern Asia, southern Australia, and western North America - there is some evidence of increases in western and central Africa, northeast South America, and New Zealand.	<ul style="list-style-type: none"> Droughts are very complex and diverse, making it difficult to acknowledge certainty. There are many factors to consider other than climate change in the case of impactful droughts, particularly regarding water management.
Wildfires	Fire weather is increasing in parts of all continents, with clear attributable increases in both probability and total burned area in southern Europe, northern Eurasia, the US, and Australia, and some evidence in southern China.	<ul style="list-style-type: none"> Data records of fires are very limited in some areas, making attribution very challenging. Human activities, such as forest management and ignition sources, are also important factors.

World Weather Attribution is a major reason for this

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- English | [Reporting extreme weather and climate change: A guide for journalists, pdf](#) (18 pages, 6 MB)
- Bengali | [Reporting extreme weather and climate change: A guide for journalists, pdf](#) (18 pages, 6.4 MB)
- Bulgarian | [Как да отразяваме екстремното време и връзката му с климатичните промени](#) (19 pages, 2 MB)
- Chinese | [极端天气和气候变化报道 世界气候归因组织编写 pdf](#) (13 pages, 937 KB)
- Czech | [Extrémny počasí a klimatická změna: Jak o nich mluvit a psát – kompas pro novináře, pdf](#) (18 pages, 1.8 MB)
- French | [Les événements météorologiques extrêmes et le changement climatique: Un guide sur l'attribution pour les journalistes, pdf](#) (18 pages, 900 KB)
- German | [Über Extremwetter und den Klimawandel berichten: Ein Leitfaden für Medien, pdf](#) (19 pages, 6.3 MB)
- Hindi | [Reporting extreme weather and climate change: A guide for journalists, pdf](#) (18 pages, 5.7 MB)
- Japanese | [極端な気象現象と気候変動をどう報道するか: ジャーナリスト向けガイド pdf](#) (18 pages, 6.8 MB)
- Portuguese | [Comunicando eventos extremos e mudanças climáticas: Um guia para jornalistas, pdf](#) (19 pages, 6.1 MB)
- Spanish | [Cómo informar sobre fenómenos meteorológicos extremos y cambio climático: Manual para periodistas, pdf](#) (17 pages, 5.7 MB)
- Vietnamese | [Đưa tin về Hiện tượng thời tiết khắc nghiệt và biến đổi khí hậu: Sổ tay hướng dẫn dành cho nhà báo, pdf](#) (18 pages, 5.6 MB)

1. How extreme weather attribution is covered in the news
- 2. Who is hearing about attribution now**
3. Weather presenters and attribution

Where is attribution being discussed?

There are more rapid attribution studies than ever...



Where is attribution being discussed?

But they still only cover major international events, so:

- Attribution is mostly on the news, not the weather (with exceptions)
- It's mostly about events that happen elsewhere
- It's largely only in national news, and particularly in outlets that cover a lot of international news (typically liberal media)



Where is attribution being discussed?

The people who need to be persuaded about climate change aren't hearing about attribution

In the US:

- 70% of the 'Alarmed' (worried about climate change) follow world news.
- Only 33% of the 'Cautious' and 24% of the 'Disengaged' (less worried about climate change) follow world news.

But:

- 67% of the Cautious & 60% of the Disengaged follow the local weather forecast.

(source: [Yale](#))

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(source: [Yale](#))

In Japan:

- Only 20% of 'moderates' and 18% of the 'disengaged' ever watch international news

But:

- 53% of both segments watch local news at least once a week

(source: GSCC)

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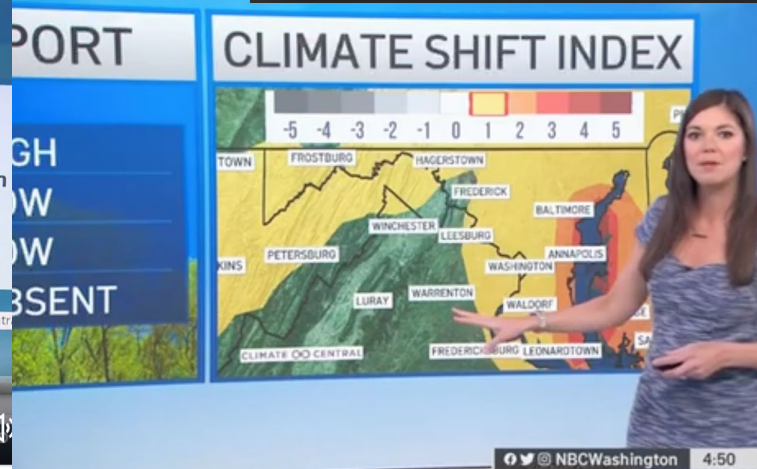
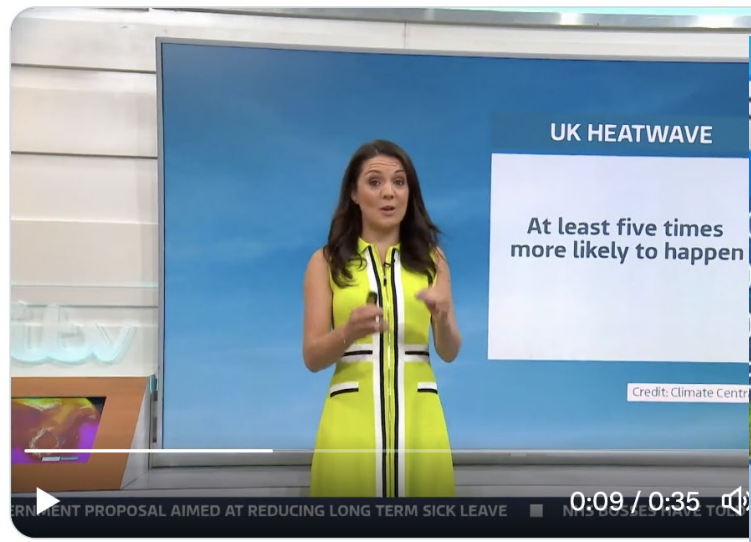
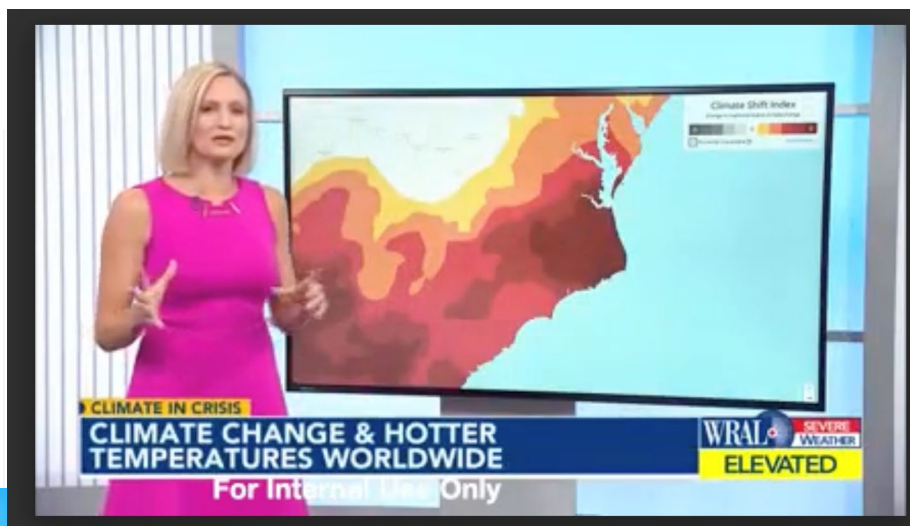
Is there a role for weather presenters to use climate attribution to talk more about how climate change is affecting the local weather?

(this is definitely happening in places already!)

Good Morning Britain @GMB

We are now officially in a heatwave and a new study suggests the heatwave we're currently in is at least five times more likely to happen because of climate change.

@Lauratobin1



Weather presenters and attribution

Please form groups of 8 people, and spend 20 minutes discussing the following:

1. What level of climate coverage is included in your weather reports? Is there a difference between global, national & local events?
1. What are the barriers to talking about it more? Eg institutional (managers etc); audiences (how public would respond); science (need clearer evidence); anything else?
1. What resources would you need to increase climate coverage in your weather reports? Would a guide from World Weather Attribution - a meteorologists/weather presenters version - be useful, and what should it cover?

Please be ready to summarise your discussions for the group

Thank you for your participation!
Merci de votre participation !