

Engage the public with CLIMATE SCIENCE

To change unsustainable policies and status quo systems, the public needs to be engaged with climate science. The public has a great role in demanding for and starting change. As a researcher you have a role in building bridges between climate science and the public.

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- Public engagement can lead to behavioural change.
- Public engagement benefits a scientists career as it could increase collegial and social status.
- It is increasingly more important to include public outreach in funding requests.



The public's views influence the focus of climate science

Media shapes the public's understanding of climate science.

Media can be used to inform the public and change perspectives

Power to the people
Involving the Public can expedite the process of transforming existing policies and systems

Tools

Podcast:
SciComm toolkit



[Click here!](#)

Handbook:
Why, when and how to engage the public



[Click here!](#)

Webinar:
Climate Communications Training



[Click here!](#)

An informed public boosts political participation and climate activism, enabling targeted change in unsustainable policies and meaningful shifts in status quo systems.

Changing the world

Performing climate science is one way of changing the world, engaging the public is another! Through proper engagement, the public will gain better insights in your science, which will help to change policies and status quo systems.

