



Hello!

On 24 September we are hosting an [event](#) where we will explore the question: can climate communication overcome the bad news problem? Now one month closer to the event, which will take place in Brussels and online, this newsletter edition contains updates about the programme, the speakers and relevant news relating to the topics. Future newsletters are going to look closely at the issue of building capacity and audiences for climate change communication.

This month's topic: the power of words. Potential Energy's 'Later is Too Late' report from November last year shows that we are united in wanting to fight climate change, but that a strong narrative is needed to move the world into action. How we discuss climate change matters, the words we choose matter. And on the topic of words: imagine having more than 300 words for snow! The Northern Sami in the Arctic struggle with finding the words to discuss climate change, as it impacts so many different aspects of their daily life, from fishing salmon to herding reindeer. And as they have added a word for climate change to their vocabulary - dáłkkádatrivdan, they've also had to let go of some of their words, as the snow and weather they refer to are becoming rarer or disappearing altogether due to climate change

Source: 'How climate change is altering Sami language' ([BBC](#)).

The Climate Dictionary

: An everyday guide to climate change.

Climate change is the defining issue of our times. Every day, more and more people are getting involved in climate action. Veterans in the field are already familiar with the many terms and concepts related to climate change. But if you are new to the discussion, it can be quite challenging to grasp everything at once.

That's why the United Nations Development Program prepared [the Climate Dictionary](#), a useful resource of climate change terms and concepts.

The messages that make people want action on climate change



Image by Markus Spiske via Unsplash



“Paramount to our thinking both in communications and politics must be this: a society that has the best hope of surviving devastating climate impacts will be the one that has brought everybody with it,” says **Tom Brookes**, CEO of the Meliore Foundation and strategic partner of Potential Energy's [Later is Too Late report](#), that was published late last year. It concluded that the climate transition can be dramatically accelerated with the right framing and messages.

[Read the full story here](#)

“Misleading and divisive language as well as hyperbole may be among the biggest hurdles to faster climate action now that societies must implement – often complex – changes. Polarisation and doomism both cause inertia and delay necessary action. We simply don’t have time for inadequate and insufficient communication.”



Sven Egenter, founder and Editor in Chief of Clean Energy Wire | CLEW and Executive Director of Klimafakten, when discussing the importance of both words and facts. Sven Egenter will be taking part in the [event in Brussels](#) in the panel that discusses whose facts matter in the climate change story.

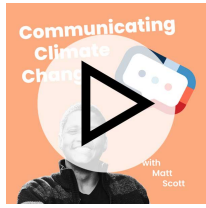
Editor’s Top Picks



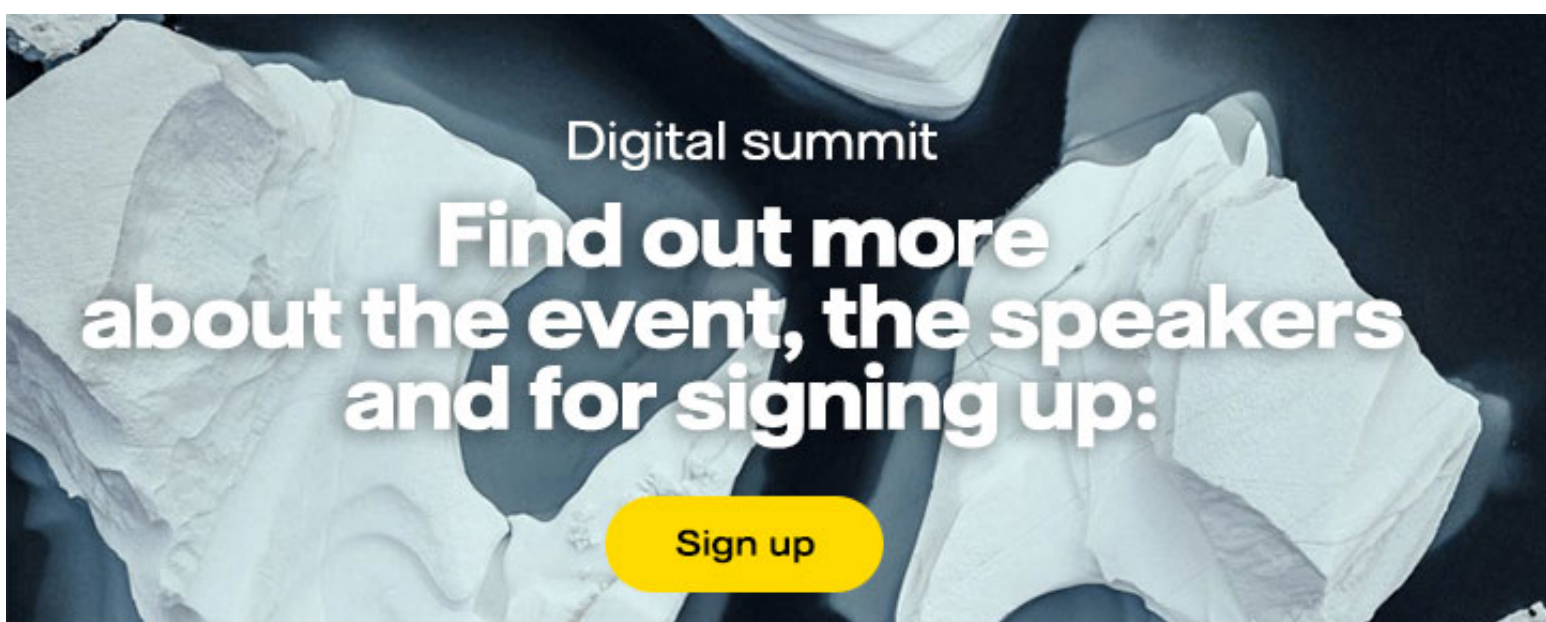
“In ancient Greek, a 'crisis' meant a turning point — one that might spur people to action. By embracing the 'climate crisis' in this spirit, we just might provide an impetus that leads us to a better future,” writes Erik Bleich, Professor of Political Science at Middlebury College [in Yale Climate Connections](#).



A deceptively simple word such as 'risk' has widely different meanings to different people and groups. This explains why climate scientists struggle to get their messages across and why financial markets continually underestimate the dangers of climate change, Kris De Meyer, one of the speakers at the climate communication event, [tells Scientific American](#).



Listen to Matt Scott, director of storytelling and engagement at Project Drawdown, explain how listening to a diverse set of voices will help us fix climate change, and save lives. In the [Communicating Climate Change podcast](#).



Thank you for reading!

Excited about the event in September and want to invite someone you know? Please forward this newsletter. If you got this newsletter forwarded to you, you can sign up for upcoming issues here. Just send your name and e-mail address to climatechange@vattenfall.com or click the link!

The Vattenfall Communications team

[Subscribe to our newsletter](#)