

## Communications Proposal Team

The Communications proposal team will focus on science communications and will assist other proposal teams in crafting a global warming and climate change message designed to engage their audience in a critical discussion of this important topic. The communications proposal team's mission is to use the skills it developed during their workshops to assist other proposal teams in answering their proposal team questions and integrating them into a **single-color team video message**.

The communications proposal team will incorporate at least two (2) of the elements below in developing and implementing their color team communications plan.

- Develop and integrate into their project, a strategy to communicate global warming and resulting climate change to a potentially skeptical public.
- Articulate to their community why they should, or should not be, concerned about global warming.
- Use facts to communicate their project strategy.
- Use emotion to communicate their project strategy.
- Identify the demographic they are targeting in their messaging and why the demographic was selected.

Workshops: Members of the Communications Proposal Team will attend workshops discussing science communications and critical thought. Each Proposal Team member will attend three (3) of the following workshops:

- Videography
- Communications presented by the Yale Program on Climate Change Communications
- Ginger Zee's workshop on the impact of global warming
- Ethics
- Robert Hazen's workshop on Carbon
- STEAM Punk & Januvian Thinking

Library - Additional information will be provided by the PF team. Relevant links and data sites will be listed in the appendix

"The secret of change is to focus all of your energy not on fighting the old, but on building the new." – Socrates

### Appendix/Resources:

NASA - <https://climate.nasa.gov/global-warming-vs-climate-change/>

Note to scholars: How do you Eat an Elephant? From Michael S. Toon; Artist, Designer, Builder, Engineer - <https://treeofwaterandpower.com/lettertoattendeesoffibonacciconference2023/>

Climate Literacy - <https://www.earthday.org/campaign/climate-environmental-literacy/>

What is climate change? <https://www.epa.gov/climatechange-science>

The Climate and visual arts (emotions) – <https://teachers-climate-guide.fi/visual-arts/>

Finding green products - <https://ogs.ny.gov/system/files/documents/2019/05/greeniconemarketplace.pdf>

Cool Effect Projects - <https://www.cooleffect.org/projects>

Alberta Innovates – (the province of Alberta’s next level innovations for net zero)  
<https://learnhow.philespace.com/>

Crafting your message so others will listen - <https://soulcastmedia.com/crafting-a-powerful-message/>

Music and environment - <https://www.audionetwork.com/content/the-edit/expertise/what-is-environmental-music>

New Scientist podcasts on the environment - <https://www.newscientist.com/subject/environment/>

RTI and climate solutions - <https://www.rti.org/practice-area/climate-solutions>

Green Seal – symbol of health and environmental leadership - <https://greenseal.org/home-consumers/?set-target=consumer>

NY Climate Action: <https://climate.ny.gov/Resources/Scoping-Plan>

**Examples of how companies are communicating their message –**

Wolfspeed - <https://www.wolfspeed.com/company/sustainability/#social-responsibility>

Lowes  
<https://newsroom.lowes.com/responsibility/product-sustainability/>

Aldi  
<https://corporate.aldi.us/en/corporate-responsibility/environment/>

Tractor Supply  
[http://ir.tractorsupply.com/InstitutionalOwnership?cm\\_sp=footer- -navigation- -environmental+sustainability](http://ir.tractorsupply.com/InstitutionalOwnership?cm_sp=footer- -navigation- -environmental+sustainability)

Verizon  
<https://www.verizon.com/about/news/ground-breaking-immersive-installation-brings-life-urgency-climate-action>

Hood-scroll down for Sustainability  
<https://hood.com/about/social-responsibility>

Chobani  
[https://assets.ctfassets.net/3s6ohrza3ily/30OsvzTJt4dinu3ZvAcYja/47c3b0c2b5344ab6cf5fa1e74a9100de/Chobani\\_2019\\_Sustainability\\_Report.pdf](https://assets.ctfassets.net/3s6ohrza3ily/30OsvzTJt4dinu3ZvAcYja/47c3b0c2b5344ab6cf5fa1e74a9100de/Chobani_2019_Sustainability_Report.pdf)

Nirvana Water  
<https://www.nirvanawater.com/100-sustainable>

Sovena Olive Oil  
<https://www.sovenagroup.com/en/sustainability/sovena-and-sustainability/>

