



KNOCA

Knowledge Network On
Climate Assemblies

How does the framing of climate change affect the conclusions reached in climate assemblies?

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What do we mean by 'framing?'

The same information, when given a different label or title, presented by a different messenger or when linked to a particular theme or idea, can be perceived very differently (Lakoff, 1990).

Insights: The climate assembly remit

1. Distinct policy remits make processes more tangible to participants.
2. There is a tendency to focus on mitigation and ignore adaptation.

Insights: Presentation and deliberation

1. People learn in different ways. Presentation styles in climate assemblies tend to rely on standard presentation techniques that privilege particular participants.
2. The solutions-focused orientation of climate assemblies is an effective way of bringing everyday people into deliberations on complex issues like climate change.

Insights: Communicating values through frames

1. Values are as important (if not more important) than technical knowledge in shaping the way lay audiences making judgements about climate change.
2. There is no neutral way of framing climate change. The choice of information and how it is presented always represents a particular viewpoint.

Recommendations: Consider how much information people are being asked to process

1. Rather than a single assembly dealing with extensive agendas, consider parallel or sequenced assemblies on more specific aspects of the climate crisis.
2. Assemblies should be designed to inform climate action for adaptation, not just mitigation, (though perhaps not both within one assembly).

Recommendations: Make effective use of values

1. The design of assemblies needs to provide space to recognise and explore values as much as technical questions.
2. Willing participants should be supported to act as peer communicators at the end of the assembly, and beyond.