

Climate Narratives Initiative

Location: Canada

Project: Alberta Narratives Project

Industries: Infographics, Environmental & Natural Sciences, Climate Change

Project timeline: May 2020 to September 2020

PROJECT SUMMARY

Fuse was contracted to help communicate the findings of both the Canadian Narratives Project and the Alberta Narratives Project. Our services included development of infographics, media pieces and slide decks to highlight the audience segmentation results and the Key Messages that were developed to open up productive conversations with each of these unique audiences.

We provided value by helping to crystallize what the reports meant, to the client as well as to their target audiences. We then developed multiple sketches of possible concepts and gathered feedback from the client to choose a path that met their needs. During the process we made suggestions about which types of educational materials could be used for which presentations and media platforms and always kept the target audience at the centre of our work.



Audience

RURAL ALBERTANS

Fewer than 20% of Albertans live rurally. Ranching and farming are an important part of their identity, although most work in other sectors.

- **VALUE** respect for food and farming, tight-knit family and community, a way of life built on integrity and ethics, and connectedness to nature.
- **ATTITUDES** include stronger views that climate is not changing, and concerned that over-investment in energy comes at their expense.
- **CONCERNED** about declining respect and integrity, devaluing of food and farming, and feeling under attack from government, media, and environmentalists.

Narratives

COMMUNICATE

BALANCE AND OPPORTUNITY

- We need to spread our investments across other industries like agriculture.

PREPARE AND PROTECT

- For shifting seasons and increasing droughts and fires.

MORE NARRATIVES:

**RESPECT FOR ALBERTA'S FARMERS
WE NEED ALL ENERGY OPPORTUNITIES
LET'S TALK**

Approaches to Avoid

AVOID

PUSHING CLIMATE CHANGE

- Start by focusing on the here and now (drought, solar panels) and bring climate change in later.

URBAN-BASED SOLUTIONS

- Cycling and electric vehicles are unrealistic in most rural communities.

ALSO AVOID

- Overstatements and exaggerations
- Urban or elite communicators

Conversation sounds like

"We respect Alberta's farmers and ranchers. It's time to value their work and embrace the energy opportunities that exist in rural communities. Investing in these communities can provide steady work and generational employment in both agriculture and renewables."