



Using Climate Knowledge

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Using climate information: practical challenges

- **What does this mean for me / my organisation / my neighbourhood?**
- **The economic crisis means that we can't afford to deal with climate change now: we'll come back to it in a couple of years**
- **Our users / staff / members / electorate won't see this as a priority**

Research: what has it already done for us?

- Evidence base
- Government funding: legitimacy
- No definitive answers, but better questions?
- New ways of thinking about uncertainty and risk

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THE BIG CLIMATE CHANGE 'FRAUD'

We are not to blame says top scientist...
It's a con to raise tax



IT'S FURRY NICE TO MEET YOU

London 'facing killer summers in climate peril'



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Secrets of the cutest advert on television

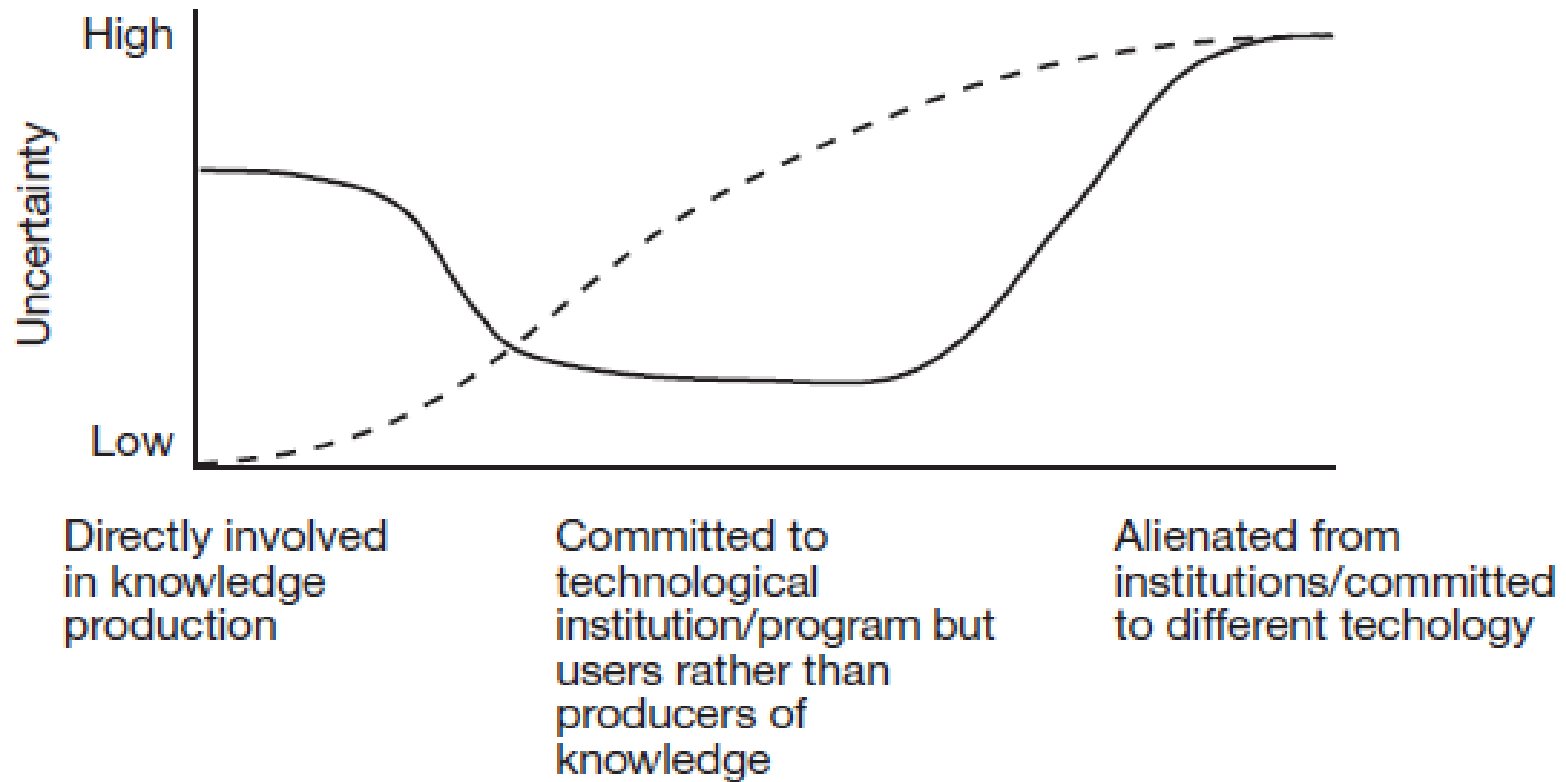
THE NEW CLIMATE CHANGE SCANDAL



TV's Amanda shows Britain's got talent

Challenges

- **Large volumes can become unusable by target groups**
- **Different audience, different format**
- **Caveats: how accurate is too accurate?**
- **Information about risk isn't always welcome!**

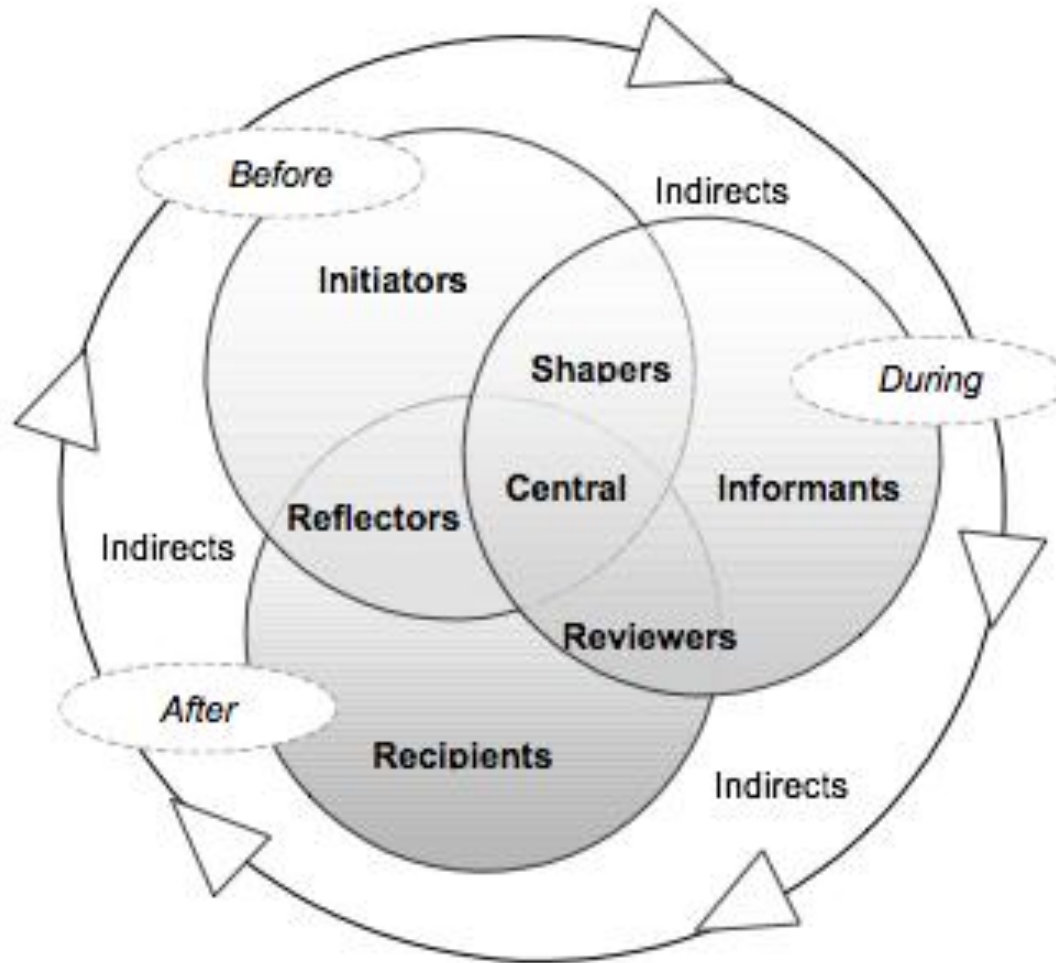


Source: MacKenzie, 1990. © MIT Press.

MacKenzie (1990) & Lahsen (2005)

What we (as users) would like from research

- **Two-way information exchange throughout the process: space for discussion**
- **A clear exit strategy: how will dissemination of the research impact on the outside world?**
- **Identify custodians for the knowledge and engage them early in the process**



A new stakeholder engagement, cycle / typology
 (from Carney, Whitmarsh *et al* 2009)



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