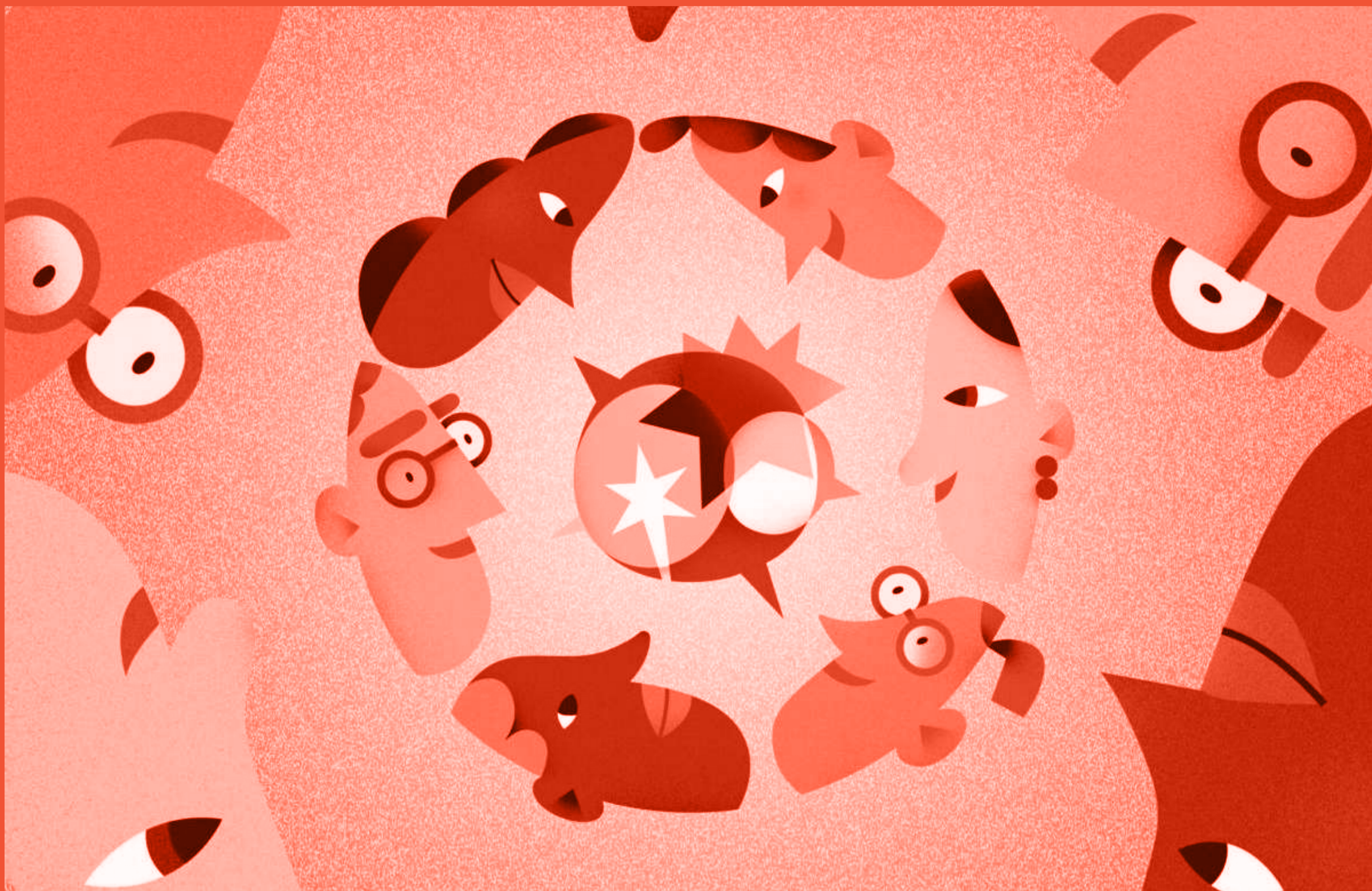


Alter!

Understanding how to
adapt to climate change



Guide to communication tools and channels

We recommend a range of methods and channels
to communicate about climate change and reach
your audience.

Alter!

Understanding how to adapt to climate change

Guide to the best climate change communication methods and channels.

Deep dive into each method and its pros and cons.

Tool or channel



Advantages



Disadvantages

Infographics

- Visually appealing.
- Easy to understand.
- Effective for communicating complex data.
- Makes insights more memorable.

- May not be accessible to everyone.
- May not hold attention for long.

Storytelling

- Allows the humanisation of complex issues, fostering empathy and understanding.
- Help create emotional connections and inspire action.

- Can be challenging to incorporate scientific data in a way that resonates with all audiences.

Serious games

- Promotes active participation.
- Great for engaging younger people.
- Great to reach diverse audiences.
- Fosters experiential learning.
- Increases engagement and knowledge retention.
- Also allows for safe experimentation with complex systems.

- Can be costly and time-consuming to develop.
- Requires technical expertise.
- If not designed carefully, may oversimplify complex issues.

Social media

- Content creation can be quick.
- Potential for targeted messaging.
- Great for achieving wide reach.

- Can be hard to maintain attention.
- Social media is awash with misinformation and it's hard to cut through the noise.
- Need to stay up to date with constant algorithm changes, which can limit impact.

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Tool or channel



Advantages



Disadvantages

Podcasts

- Easily digestible content.
- Ideal for reaching those who don't like to read long texts.

- May not appeal to those who prefer visual or text-based content.

Newsletters

- Helps build a loyal audience.
- Delivers targeted content directly to subscribers.
- Allows for in-depth information sharing.

- Need to be consistent and deliver value.
- Can get lost in crowded inboxes,
- Need to adhere strictly to data privacy regulation or risk being marked as spam, which limits your ability to send mailings.

In-person events

- Real-time interaction networking opportunities.
- Promotes community engagement and encourages active participation.

- Limited by location and time constraints.
- Resource and time-intensive to organise.

Virtual events

- Facilitates information sharing.
- Interactive and engaging, accessible to a global audience

- Requires internet access and technological proficiency on the part of organisers and speakers.

Websites & blogs

- Centralised information hub.
- Easy access to content.

- Requires regular updates and can be difficult to gain visibility.
- Content creation is labor intensive.

Non-technical articles

- Can achieve accessibility and engagement without jargon.
- Simplifies complex information, versatile format.
- High potential for virality.

- Risks oversimplification of complex issues.

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Tool or channel



Advantages



Disadvantages

Videos

- High potential for virality.
- Easy to consume.
- Simplifies complex information.
- Versatile format.

- Can be expensive to produce.
- Requires video editing skills.
- Production values should be high to achieve a professional image.
- Competing with a large volume of content online.

Advertisements

- High visibility.
- Target specific demographics.
- Diverse formats possible.

- Expensive to run.
- Messages may be perceived as less credible than organic content.
- Requires careful targeting to maximise ROI.

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