



## Communicating climate change

Tackling climate change depends to a large extent on change in people's attitude and in their behaviour. To achieve such change, awareness and understanding of this challenge must be raised. The Department for Environment, Food and Rural Affairs (Defra) in the UK has launched an initiative to help communicate climate change with the specific goal of telling the climate change story to help people tackle the problem.

### Tomorrow's Climate, Today's Challenge

The Climate Change Communication Initiative is known by its slogan "Tomorrow's Climate, Today's Challenge", along with its [website](http://www.climatechallenge.gov.uk). The site carries easy-to-access information about climate change and ways to communicate it. The information is meant to be used by anyone interested or concerned by climate change, especially those already involved such as local authorities, NGOs, schools, and community groups.

The free-to-use resources on the site include:

- A short film about climate change, which has been nominated for the prestigious Focal International Award and has gained a 3rd Place in the US International Film and Video Festival.
- A series of audio files meant for radio or podcast
- Animations aimed at explaining climate change to children
- A guide to communicating climate change

The initiative also includes the Climate Challenge Fund. The fund provides financial support for communications projects seeking to achieve positive changes in public attitudes about climate change. It is designed to help cover the costs of creating and including climate change messages into existing communication channels.

For more details, visit "Tomorrow's Climate, Today's Challenge" at:

**[www.climatechallenge.gov.uk](http://www.climatechallenge.gov.uk)**

*This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.*

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