



Innovative communication formats for mobilizing climate action

UNFCCC Side Event at COP27 in Sharm El-Sheikh, Egypt

Monday, November 14, 2022 from 11:30-13:00

Room Thutmose plus live streaming on the [UNFCCC YouTube channel](#)

It is abundantly clear that communicating the facts of climate change is not enough to set climate action in motion. Climate communication needs to go beyond informing about climate change and move towards mobilizing and supporting climate action. In our side event we present a variety of communication approaches that aim to shorten the distance between science and policy, and between knowledge and action. We will then engage in an active discussion on how to make climate communication efforts more effective and action-oriented.

Agenda

Introduction and moderation by Kathleen Mar, Institute for Advanced Sustainability Studies (IASS)

Panel discussion including impulse presentations from:

- **Thomas Jung, Alfred Wegner Institute (AWI) – Images of the future via climate models**
- **Louis Celliers, Helmholtz Zentrum Hereon – Shortening the distance between science and policy**
- **María Máñez Costa, Climate Service Center Germany (GERICS) – Climate services: Co-creative research approaches**
- **Charlotte Unger, Institute for Advanced Sustainability Studies (IASS) – Citizen climate assemblies**
- **Omnia El Omrani, COP27 Youth Envoy – Amplifying youth voices within the COPs**

Closing remarks by Mark Lawrence, Director, Institute for Advanced Sustainability Studies (IASS)

Following this side event, all are invited to a follow-up workshop to explore how insights and ideas for action-oriented climate communication can be applied in one's own context.

Communication for mobilizing climate action

Monday, November 14th from 13:30-14:30

at the IASS [Co-Creative Reflection and Dialogue Pavilion Space](#)