

Canada in a Changing Climate: **Synthesis Report**

Launch Toolkit for Amplifiers





Why Share the Synthesis Report?

We all have a role to play in climate adaptation. Communities across Canada are feeling the impacts of climate change, and conditions are better than ever to take action.

Drawing from the suite of reports included in the National Knowledge Assessment on climate change, the *Canada in a Changing Climate: Synthesis Report* is a powerful tool for empowering Canadians toward action in their communities. By sharing this resource within various networks, we hope to inspire the widest number of Canadians to take action on climate change.

How to use this Guide

Select which communications options in the following pages work best to connect with your audience. Downloadable graphics accompany the copy-paste-ready content.

We encourage you to customize the content through stories that resonate with your audience based on their interests and work. In using content that is custom-tailored to different networks, our hope is to inspire climate action across a range of sectors and areas of expertise.

Please be sure to tag **Natural Resources Canada** (NRCan) in your communications and share the National Knowledge Assessment website link:

- **Twitter/X:** [@NRCan](#)
- **LinkedIn:** [@Natural Resources Canada](#)
- **Website:** <http://changingclimate.ca/synthesis>



Share the Report With Your Network

The following text can be used in mass emails, facebook posts, or other communications and social posts.

Blog/Email/Long-Form Social

The need for climate action has never been so urgent. Across Canada, climate change is impacting various aspects of life including our health and well-being, economies, environment, culture and even our identities. At the same time, the opportunity for Canadians to take action, reduce risks, and build climate-resilient communities has never been so present. The newly launched *Canada in a Changing Climate: Synthesis Report* is a tool to support these efforts and empower climate action across the country.

Over the last six years, Natural Resources Canada has worked with more than 650 experts from across the country on the National Knowledge Assessment of how and why Canada's climate is changing; the impacts of these changes on our communities, environment, and economy; and how we are adapting.

The release of the Synthesis Report marks an important milestone in the process, providing a concise summary of current knowledge drawn from the five reports developed since 2017. Building on foundational climate knowledge, it offers new insights to help inform the decisions and actions that are urgently needed in the present to ensure that we can survive and thrive in Canada's changing climate.

Read the Synthesis Report to learn what is needed for Canadians to thrive in a changing climate:

changingclimate.ca/synthesis

#COP28 #ChangingClimate #NationalKnowledgeAssessment

Share the Report on Social Media

Short-Form (<280 Characters) Content, Option 1:

The *Canada in a Changing Climate: Synthesis Report* has launched! Read the Report for insights into how and why our climate is changing, the consequences for our communities, environments, and the economy, and the ways that we are adapting: changingclimate.ca/synthesis

Short-Form (<280 Characters) Content, Option 2:

The *Canada in a Changing Climate: Synthesis Report* is a clarion call for more urgent action on adaptation. It offers new insights into climate change, its impacts, and actions we can all take toward national climate resilience. Read the Report: changingclimate.ca/synthesis

Short-Form (<280 Characters) Content, Option 3:

The *Canada in a Changing Climate: Synthesis Report* provides a strong basis to inform climate decisions and actions across a range of regions and sectors. Read the Report: changingclimate.ca/synthesis



[Click Here to Download Horizontal Graphics](#)

Image 1 (shown above) is designed to be used with a wide range of content.



[Click Here to Download Square Graphics](#)

Image 2 (shown to the left) is designed to be used with a wide range of content.

Share the Key Conclusions on Social Media

The following text can be used to amplify specific key conclusions. They are formatted <280 characters for use on Twitter/X, but can be used across a range of communications. Please share the text with the corresponding image and tag NRCan where possible.

Key Conclusion #1: Infrastructure

We know that ageing #infrastructure is at high risk from #ClimateChange. So what is being done about it? Read the *Canada in a Changing Climate: Synthesis Report* to explore approaches to reduce risks and improve the #resilience of Canada's infrastructure: changingclimate.ca/synthesis

Key Conclusion #2: Health

We know that #ClimateChange harms our #health. So what is being done about it? Read the *Canada in a Changing Climate: Synthesis Report* to explore ongoing and coordinated efforts to protect health and health systems from climate change in Canada: changingclimate.ca/synthesis

Key Conclusion #3: Food and Natural Resources

We know our #food and #NaturalResources are highly climate-sensitive. What does this mean for these sectors? Read the *Canada in a Changing Climate: Synthesis Report* to explore challenges that must be addressed in these sectors: changingclimate.ca/synthesis

To download the accompanying image file for a key conclusion, click on the corresponding image below:



Key Conclusion #4: Business

The #BusinessCase for #ClimateAdaptation is strong and the *Canada in a Changing Climate: Synthesis Report* makes it even stronger. Read the report to learn how the benefits of adaptation can offset the costs of implementation: changingclimate.ca/synthesis

Key Conclusion #5: Nature-Based Approaches

Using nature-based approaches to reduce #ClimateRisks and improve #resilience is cost-effective and comes with a suite of co-benefits. Read the *Canada in a Changing Climate: Synthesis Report* to gain insight into these approaches: changingclimate.ca/synthesis

Key Conclusion #6: Adaptation Gap

How can we close Canada's #ClimateAdaptation gap? Read the *Canada in a Changing Climate: Synthesis Report* to learn how incentives, reduced barriers, and greater coordination can drive adaptation action: changingclimate.ca/synthesis

Key Conclusion #7: Local-level Adaptation

Local-level #adaptation is recognized as essential to Canada's #ClimateChange response. Read the *Canada in a Changing Climate: Synthesis Report* to learn how local governments and Indigenous communities are uniquely positioned to take action on adaptation: changingclimate.ca/synthesis



Key Conclusion #8: Reconciliation

Indigenous Knowledge Systems and Indigenous rights and governance are critical to Canada's response to the climate crisis. Read the *Canada in a Changing Climate: Synthesis Report* to explore examples of self-determined and Indigenous-led #ClimateAction: changingclimate.ca/synthesis

Key Conclusion #9: Equity

#ClimateAdaptation can address existing social, economic and health inequities and increase #equity. But to do so, we must engage with those most affected by #ClimateChange. Read the *Canada in a Changing Climate: Synthesis Report* to learn more: changingclimate.ca/synthesis

Key Conclusion #10: Private Sector

We need a whole-of-society approach to prepare #Canada for #ClimateChange. Read the *Canada in a Changing Climate: Synthesis Report* to learn about the role of private sector stakeholders in reducing #ClimateRisks and improving #resilience: changingclimate.ca/synthesis



Use the following hashtags in your social communications to build on the momentum!

#COP28 #ChangingClimate #NationalKnowledgeAssessment