

Climate Science Translated Video Series

Climate Communications Case Story



Accessibility



Positive Framing



Social Influence



Visual Storytelling

PROJECT AT-A-GLANCE

Project Title: Climate Science Translated

Location: Online (Produced in the UK)

Project Partners: Climate Science Breakthrough, The Utopia Bureau, Nick Oldridge

Date: 2023

Climate Issue: Bridging the gap between climate science and public understanding

Action Area: Awareness changing perceptions

Behavioural Theme(s): Accessibility, Positive Framing, Social Influence, Visual Storytelling

Audience: General public, local governments, climate advocates

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We listen to jokes more than we listen to lectures.

— Ben Carey, Climate Science Translated⁷

IMPACT STORY


The “Climate Science Translated” video series engages diverse audiences on the topic of climate change science and awareness by featuring well-known comedians who translate complex scientific data into relatable narratives and simple terms (comedically, of course!). Alternating between climate science experts and comedians, complex terms are turned into punchy, tangible, actionable, and cheeky messages. The project aims to enhance understanding and spur urgent climate action at scale by reaching global online audiences.

PROJECT OBJECTIVES INCLUDE...

- Translating complex scientific data into emotional, actionable, and shareable formats; and,
- Enhancing public understanding of climate change issues.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **YouTube Video Series:** These comedic short films, with their concise format, are highly shareable and effectively engage viewers by aligning with shorter attention spans and expectations for quality production. Posting videos on YouTube also helps increase their reach through algorithm-driven promotion, making them more likely to trend.
- **Collaborating with Experts and Comedians:** Collaborating with comedians and scientists helps to attract diverse audiences that follow one or the other.



we're still going to hell but we're getting there faster.

Climate change

United Nations • Climate change refers to long-term shifts in temperatures and weather patterns. Human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas.

Mark Maslin x Jo Brand NSFW | Climate Science Translated

Climate Science Breakthrough
1.99K subscribers

569 | Share | Download

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** These videos are accessible on-demand via YouTube and can easily be shared, facilitating wider distribution across social media platforms like Facebook and X (Twitter) and enhancing visibility and engagement.
- **Positive Framing:** The use of humour to translate key information about climate change into digestible, comedic plain language lightens the sometimes heavy content. Positive framing is also used to highlight the benefits of climate action.

- **Social Influence:** Working with recognizable (and entertaining) comedians helps capture and retain the viewers' attention, while working with well-respected climate scientists brings legitimacy and weight to the videos, highlighting the seriousness of the messages.
- **Visual Storytelling:** Humorous imagery renders complex topics more compelling. This visual approach captures attention, fosters an emotional connection, reinforces key messages, and motivates audiences to engage with climate issues and see themselves as part of the solution.

CONCLUSION

The "Climate Science Translated" video series by The Utopia Bureau demonstrates the power of combining entertainment with education to tackle the complex topic of climate change. By enlisting comedians to translate scientific jargon into humorous, accessible narratives, the project bridges the gap between climate science and public understanding, presenting climate action as an urgent and obvious choice. Through positive framing, relatable storytelling, and collaboration with trusted experts and well recognized comedians, the series inspires audiences to engage emotionally with climate issues and see themselves as part of the solution. The content is also designed to be shared to foster a sense of collective responsibility. With its reach continuing to grow, this video series exemplifies how creative communication can reach and engage large audiences online.

SOURCE

The Utopia Bureau. (2023). *Climate science translated* [Video series]. <https://www.utopiabureau.com/climate-science-translated>

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

