

From Here to There Podcast

Climate Communications Case Story



Personalization



Positive Framing



Social Influence

PROJECT AT-A-GLANCE

Project Title: ClimateData.ca: From Here to There

Location: Various locations across Canada

Project Partners: ClimateData.ca, Eco-Anxious Stories, and various interviewees

Date: Launched in 2024

Climate Issue: Climate adaptation in the transportation sector

Action Area: Awareness of adaptation thinking and climate solutions

Behavioural Theme(s): Personalization, Positive Framing, Social Influence

Audience: Planners, engineers, analysts, technologists, managers, designers, and people responsible for maintenance, operation, or construction activities



I think that the most valuable thing that I can do is to transfer knowledge to the next generation that is going to have to live through major climate changes – that's my goal.

— Guy Félio, Infrastructure Management and Climate Resilience Specialist¹⁴

IMPACT STORY

The pilot podcast series “From Here to There” delves into how adaptation thinking can reshape the essential transportation infrastructure systems in a warming world. Featuring examples from Canadian urban centres like Toronto and Quebec, the series is tailored to engage professionals involved in climate science and adaptation, especially those influencing decision-making in the transportation sector.



PROJECT OBJECTIVES INCLUDE...

- Inspiring climate adaptation within transportation sector; and
- Integrating climate data and adaptation strategies into transportation planning, design, and maintenance.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Podcasts:** Each of the three episodes included in this pilot series focuses on a different aspect of transportation adaptation, targeting a diverse audience from planners and engineers to technologists and climate adaptation enthusiasts.
- **Summaries:** A two-page summary of each episode is available as a resource on the ClimateData.ca website in both English and French.
- **Social Media Presence:** The episodes are promoted via social media (Facebook, LinkedIn, X/Twitter) to reach diverse audiences.
- **Partner Collaboration:** The podcasts were promoted on Eco-Anxious Stories, a web-based story-telling community and blog to help amplify reach.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Personalization:** Each episode uses a casual, talk-show format to present real-world examples, making complex adaptation challenges accessible and relatable for podcast listeners from the Canadian transportation sector.
- **Positive Framing:** The podcast emphasizes the potential to create resilient transportation systems, presenting challenges as opportunities for innovation.
- **Social Influence:** Respected professionals are invited to the podcast as guest speakers to share their expertise and, in doing so, help deliver messages and encourage the target audience to take action.

CONCLUSION

The “From Here to There” pilot podcast series uses storytelling to educate and inspire transportation professionals to integrate climate data and strategies into their work. This communication initiative promotes conversations for more resilient transportation systems and inspires action.

SOURCE

Climate Data. (2024). *How do we get “from here to there?”* [Podcast episodes]. <https://climatedata.ca/podcast-pilot-launch/>

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

