

The Art of Change

Climate Communications Case Story



Accessibility

PROJECT AT-A-GLANCE

Project Title: The Art of Change

Location: Prince George, British Columbia

Project Partners: University of Northern British Columbia, Two Rivers Gallery, Pacific Institute for Climate Solutions

Date: December, 2016

Climate Issue: Need for adaptive capacity

Action Area: Climate change awareness and community engagement

Behavioural Theme(s): Accessibility

Audience: Students, youth, art gallery goers



We're exploring the value of art in coming up with solutions.

*— Michelle Connolly,
UNBC PICS program
manager ³⁰*

IMPACT STORY

The Art of Change exemplifies how art can serve as a powerful tool for environmental education and activism. Produced through a partnership between the University of Northern British Columbia, Two Rivers Gallery, and the Pacific Institute for Climate Solutions, the project merged artistic expression with scientific understanding to challenge misconceptions around local climate response and spark a community-wide conversation about innovative solutions to pressing climate issues. The project was housed at the Two Rivers Gallery in order to bring the climate conversation to a site of natural congregation and nudge visitors to think about climate change in different ways. Exhibits, panel discussions, visits from school groups, and interactive displays offered opportunities for learning across age groups and knowledge levels, encouraging widespread participation and engagement in these important conversations.

PROJECT OBJECTIVES INCLUDE...

- Generating new ideas for addressing climate change issues; and
- Countering prevailing bias depicting the people of Northern Canada as backward in their response to climate change.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Art Exhibit:** The central activity was an exhibit that combined art and science to present climate change in a new light. Artworks from the permanent collection were used to narrate the story of climate change and stimulate discussions about human interaction with nature.
- **Panel Discussions and Interactive Displays:** These sessions provided platforms for direct engagement and dialogue.
- **School Visits:** School visits were designed to educate youth by connecting them directly with the themes of the exhibit. Young visitors were inspired to create art that proposed solutions and ideas to address climate change.
- **Podcast Interviews:** Gallery patrons participated in podcast interviews where they shared their unique perspectives and solutions with a broader audience.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** The exhibit cleverly communicated climate messages to people who were already gathering at the gallery. By using an accessible format and various methods of communication, the project ensured inclusivity, allowing diverse audiences to engage with the topic of climate change in a way that resonated with them. An interactive segment of the exhibit allowed visitors to leave their ideas, further fostering community engagement and dialogue.

CONCLUSION

The Art of Change project illustrates the potential of creative and accessible approaches to increase climate change awareness and generate community-wide interest and action. By offering a wide audience creative and accessible points of entry to a complex, often inaccessible topic, the project provided a robust framework for disseminating knowledge and activating the public in meaningful ways. It successfully pushed back against misconceptions around climate response in Northern Canada, while enabling community members to embrace their own roles in developing climate change solutions.

SOURCE

University of Northern British Columbia. (2016, December 12). The Art of Change. <https://www.unbc.ca/newsroom/unbc-stories/art-change>

MORE CASE STUDIES 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

