

Climate Heritage Network

Communicating Climate Action

Additional Resources



Fishermen on Inle Lake, Myanmar (Burma) by Mega Caesaria on Unsplash



Climate Heritage
NETWORK

Climate Heritage One Pager

Purpose

This resource provides a high-level overview to assist in strengthening advocacy on the role of culture, cultural heritage, and the arts in climate action. The members of the Climate Heritage Network Working Group on communicating the role of cultural heritage in climate action propose the following vision statement and tagline, along with a short explainer on the role of cultural heritage in climate action, to help frame future engagement in communications and advocacy.

Climate Heritage Vision statement

“We envision a world where the global cultural heritage sector and other stakeholders in climate action are united in meeting the challenge of the climate crisis.”

Tagline

Climate Heritage Network: Uniting cultural heritage and climate action communities worldwide.

Explainer: What is the role of cultural heritage in climate action?

Cultural heritage includes vast numbers of objects, museums and galleries, built heritage, archaeological sites and cultural landscapes around the world as well as the many forms of intangible heritage. Heritage professionals include thousands of people involved in the display, management, conservation and understanding of tangible and intangible cultural heritage. Together, they make many contributions to climate action – which can be summarised as activities people can take to understand, confront and reduce the impacts of human-induced climate change.

Here are a few examples:

- Using insights from cultural heritage to improve understanding of past climate changes and their impacts on society. (Scientific action)
- Reducing the carbon footprint of cultural heritage sites and organisations to help reduce further climate change. (Mitigation action)
- Adapting cultural heritage sites and organisations to withstand future climate change. (Adaptation action)
- Using cultural heritage as a way of engaging more people with the problems of climate change. (Communication action)

Resource Mapping

June 2020

Purpose

This provides a non-exhaustive overview of communication material on the role of cultural heritage in climate action. The members of the Climate Heritage Network Working Group on communicating the role of cultural heritage in climate action all contributed to compiling various types of resources.

The materials were analysed to determine the audience type (policymakers, professionals, public) associated with various types of material. Further, the analysis determined what the call to action was for each audience and type of material. This exercise attempted to measure who organisations were trying to reach, what types of communications materials they were using to do so, and what they hoped the audience would do with the information provided.

The mapping of resources and analysis are provided here. Users can reference these materials, while also referring to the analysis to help determine an appropriate audience and call to action for their future communications.

| Title | Organisation | What | Heritage type | Audience | Summary |
|---|---|----------------------|--------------------------|-------------------------------------|---|
| Climate change and social change: how funders can act on both | Ten Years' Time | Report | NA | Other: funders | Practical ideas for funders for how to use grant giving, investments and convening power to address climate change. |
| An Accelerator Under-Used? New Report Explores the Place of Culture in SDG Implementation | International Institute for Sustainable Development | Report | general | policymakers | Urges policymakers to include culture in SDG delivery, such as including culture in Voluntary National Reviews. |
| The Greenest Building: Quantifying the Environmental Value of Building Reuse | National Trust for Historic Preservation | Report | buildings and structures | policymakers | Reports findings from a ground-breaking study in a comprehensive analysis of the potential environmental benefit of building reuse. |
| Regulatory framework ROCK Procurement and policy recommendations | Regeneration and Optimization of Cultural heritage in | Regulatory framework | general | Mixed: policymakers / professionals | Provides models for promoting value of cultural heritage in Europe. Includes a chapter on climate change |

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| | creative and Knowledge cities | | | | |
| Climate and Culture | National Trust for Historic Preservation | Various resources | buildings and structures | Mixed: policymakers / professionals | Offers case studies relating to climate change and sea level rise both for policy makers and the preservation community |
| Executive Guide on Digital Preservation | Digital Preservation Coalition | Guide | moveable heritage | professionals | Provides practitioners with a combination of generic and specific messages and motivators designed to communicate with senior executives, legislators and budget holders, as well as decision and policy makers with a view to embedding the value of digital preservation at the core of every organization. |
| Journal of Cultural Heritage Management and Sustainable Development | | Academic article(s) | buildings and structures | professionals | Shares scholarship in areas of cultural heritage and sustainable development |
| Assessing the Impacts Of Climate Change on Cultural Heritage in The Netherlands | The Centre for Global Heritage and Development | Project | buildings and structures | professionals | Dutch-based team exploring climate change impacts on cultural heritage in the Netherlands. This project will form the basis for a tool-development for evidence-based climate adaptation policy and applied research related to cultural heritage in the Netherlands. |
| Wadden Sea Quality Status Report | Wadden Sea World Heritage | Report | cultural landscapes | professionals | Report on status and trends, and recommendations relating to possible effects of climate change on the Wadden Sea World Heritage site. |
| Ideologies Overruled? An Explorative Study of the Link Between Ideology and Climate Change Reporting in Dutch and French Newspapers | published in Environmental Communication journal | Academic article | NA | professionals | This article studies the relationship between the ideology of newspapers and their climate change coverage |
| Public Library Manifesto Advocacy Pack for Libraries and Library Associations | IFLA | Advocacy tool | NA | professionals | A tool to boost advocacy efforts by those in the library field. This includes an introduction, key facts and principles, case |

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| | | | | | studies, key messages, a list of advocacy tools, and a drafted op-ed. |
| "the 10-minute library advocate" | IFLA | Social media campaign | NA | professionals | This campaign shares talking points, provides a weekly "elevator pitch" which professionals could use in their own advocacy. These includes key points/statistics, presented in visual way over social media with a common design identity. |
| Awareness Raising and Advocacy Learning kit | Europa Nostra | Advocacy tool | general | professionals | This tool shares ways to engage citizens and policymakers in recognising the importance and value of heritage and the work they do related to it. |
| Climate for Culture | Climate for Culture | Project | buildings and structures / moveable heritage | professionals | Assesses the effect of changing outdoor climate on microclimate in buildings and institutions. Project future risks to valuable indoor environments. |
| How to talk about architecture with clients and the public | AIA | Message Book | buildings and structures | professionals | Helps bridge the gap between architects and the public when communicating about architecture |
| Julie's Bicycle Practical Guide: Communicating Sustainability | Arts Council England | Guide | NA | Professionals | For communications professionals to learn how to build a stronger brand by communicating their organisation's sustainability activities. |
| Climate Change Adaptation Report | Historic England | Report | buildings and structures | Professionals | Report considers the impacts of the changing climate upon Historic England, identifies key risks and opportunities |
| Climate impacts tool | UK government | Tool | NA | Professionals | Guidance for Environment Agency staff on how to understand and address climate risks and impacts, focus on forward planning and strategies |
| Heritage Is Ours – Citizens Participating in Decision Making | Europa Nostra Finland | Book, compilation of case studies | general | professionals | The book can be seen as a dialogue between European heritage activists and specialists, it showcases inspiring practices and examples related to heritage participation from all around Europe. |

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| No sustainability without culture and the arts | Culture Action Europe | Article | intangible / culture and the arts | public | Advocates for the role of culture in sustainable development |
| Yale Programme on Climate Change Communication | Yale | Tool kit, fact sheets | NA | public | Helps users make audience-specific arguments and use good-practices for engaging in advocacy conversations on climate change |
| What the hell is the DC Metro's "climate change will increase shark bites" ad talking about? An investigation | Southern Fried Science | Article | NA | public | Uses humour as a part of a visual campaign |
| UK Fit for the Future Impact Report 2019 | UK Fit for the Future | Report | general | public | Introduction to the network through showcasing measurable impact in various project areas, demonstrating how they work, where, and what the results are |
| Shifting Shores | UK National Trust | Report | cultural landscapes / natural heritage | public | This report outlining what the NT has done on the Shifting Shores project, and what needs to be done. Awareness-raising and impact reporting. |
| Forecast? Changeable! | National Trust | Advocacy tool, awareness-raising | general | public | This tool raises public awareness on what climate change is and how it affects the national trust cultural and natural sites |
| Exposed. Climate Change in Britain's Backyard | National Trust | Photo exhibition | Cultural landscapes/ buildings and structures | public | Exhibition provides artistic visual evidence of climate change in Britain |
| The Great Water Wall' | Dutch Culture | Photo exhibition | cultural landscapes | public | This photo project showcases the memories and stories of five Jakartans on their struggle against climate change. |
| Communication Basics | Climate Nexus | Toolkit | NA | public | Shares best practice and key points on climate action, examines how to speak to a climate change denier while making good arguments |

Types of Publication per Audience - with Call to Action

| Policymakers | Call to Action | Professionals | Call to Action | Public | Call to Action | Other/mixed | Call to Action |
|---------------------|---|----------------------------|---|------------------------------|---|-----------------------------|--|
| Report | Use power to advocate for culture on international scale (UN-level), and at local scale | Guide | Improve your advocacy with a combination of generic and specific messages and motivators. Can be targeted for advocacy to policymakers, budget-holders, other professionals, the general public | Article | Become aware of basic facts and reasoning, inspire further action and research | Regulatory framework | Put the model presented through this framework into practice on the policy-level, and/or on the professional level |
| | | Project Description | Learn about other work being done in this area that might be of professional interest, possibly with opportunities to contribute | Tool kit, fact sheets | Use these tips and facts in your own conversations, and use tools for engaging in advocacy | Guide to Funding | Targeted to funders, learn on how to use grant giving, investments and convening power to address climate change today |
| | | Report | Learn about status and trends, and receive recommendations | Impact report | Get familiar with a project/organisation, especially focussed on measurable impact and data | | |

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| | for action based off research | | |
| Academic article | Learn about peer-reviewed results of a study | Advocacy tool, awareness-raising | Learn about key messages, threats and opportunities, and be inspired to find out more about what you can do |
| Advocacy tool | Use tools provided to boost your own advocacy work, have easy access to key messages, as a professional in the field | Photo exhibition | Engage in a visual way, learn about an issue, and possibly share further |
| Social media campaign | Receive concise pieces of information that are easy to understand and share | | |
| Message Book | Know the key messages to include in order to boost knowledge of platform and confidence as an advocate, all around improve your advocacy | | |
| Compilation of case studies | Become familiar with how the key messages can be put into practice, inspire further action, boost advocacy | | |