



Communication climate science: Lessons learned

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Our objectives as state-employed climate scientists are to (i) enhance the awareness of issues related to our climate, (ii) increase the understanding and appreciation of climate sciences, and (iii) help our society to adopt sustainable policies, minimize severe weather impacts, and understand climate-related risks. We discuss the roles of the scientific community and the media, and share our experiences of our interactions with the media and our views of how we think the society can benefit from improved communication of best available information on climate. The blog RealClimate.org was selected as one of Time magazine's top 15 climate and environment sites, and we will discuss why this blog has made such impact. We will examine the current state, its history, and present some examples from debates, the Internet, and road tours. We will also discuss different arenas for this kind of communication; which arenas are well suited, and which - if any - should be avoided? Additionally, we will provide some demonstration of what we consider best practices.