



## **The challenge of reducing scientific complexity for different target groups (without losing the essence) - experiences from interdisciplinary audio-visual media production**

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The Climate Media Factory originates from an interdisciplinary media lab run by the Film and Television University „Konrad Wolf“ Potsdam-Babelsberg (HFF) and the Potsdam Institute for Climate Impact Research (PIK). Climate scientists, authors, producers and media scholars work together to develop media products on climate change and sustainability. We strive towards communicating scientific content via different media platforms reconciling the communication needs of scientists and the audience's need to understand the complexity of topics that are relevant in their everyday life. By presenting four audio-visual examples, that have been designed for very different target groups, we show (i) the interdisciplinary challenges during the production process and the lessons learnt and (ii) possibilities to reach the required degree of simplification without the need for dumbing down the content.

“We know enough about climate change” is a short animated film that was produced for the German Agency for International Cooperation (GIZ) for training programs and conferences on adaptation in the target countries including Indonesia, Tunisia and Mexico.

“Earthbook” is a short animation produced for „The Year of Science“ to raise awareness for the topics of sustainability among digital natives.

“What is Climate Engineering?”. Produced for the Institute for Advanced Sustainability Studies (IASS) the film is meant for an informed and interested public.

“Wimmelwelt Energie!” is a prototype of an iPad application for children from 4-6 years of age to help them learn about different forms of energy and related greenhouse gas emissions.