



## Audio-visual assistance in co-creating transition knowledge

Bernd Hezel (1), Ephraim Broschkowski (2), Jürgen P. Kropp (1,3)

(1) Potsdam Institute for Climate Impact Research, Climate Impacts and Vulnerability, (2) Climate Media Factory UG, Germany, (3) University of Potsdam, Institute of Earth and Environmental Sciences

Earth system and climate impact research results point to the tremendous ecologic, economic and societal implications of climate change. Specifically people will have to adopt lifestyles that are very different from those they currently strive for in order to mitigate severe changes of our known environment. It will most likely not suffice to transfer the scientific findings into international agreements and appropriate legislation. A transition is rather reliant on pioneers that define new role models, on change agents that mainstream the concept of sufficiency and on narratives that make different futures appealing.

In order for the research community to be able to provide sustainable transition pathways that are viable, an integration of the physical constraints and the societal dynamics is needed. Hence the necessary transition knowledge is to be co-created by social and natural science and society. To this end, the Climate Media Factory — in itself a massively transdisciplinary venture — strives to provide an audio-visual connection between the different scientific cultures and a bi-directional link to stakeholders and society.

Since methodology, particular language and knowledge level of the involved is not the same, we develop new entertaining formats on the basis of a "complexity on demand" approach. They present scientific information in an integrated and entertaining way with different levels of detail that provide entry points to users with different requirements. Two examples shall illustrate the advantages and restrictions of the approach.