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Design as a participatory foundation for impactful climate communications

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When addressing the intricacies of climate change and its profound impact on humanity and nature, we encounter extraordinary complexity. Whether the goal is to present scientific information to support decision-making processes, create seamless digital stories that capture the imagination of an audience, or produce data visualisations that help us discern, distinguish, learn and understand, Design can offer a systematic tool to tackle this complexity. Design provides the solid foundation of human-centered methodologies that equip us with the tools needed to meet our audience where they are, ensuring the participation of multiple stakeholders and the inclusion of diverse perspectives. This is key to building solutions that resonate with an audience, upholding principles of justice, equality, fairness, and transparency.