



Connecting global climate change evidence and worldwide policies to the local context: how a local meteorological institution can most effectively communicate and foster action

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Institutional local organizations in charge of weather forecast and climate studies, such as ARPA FVG – OSMER, are being increasingly involved in communication and educational activities regarding climate change (CC). Therefore OSMER tried to determine the most effective role it can play among such a wide multiplicity of organizations – both institutions and NGOs – dealing with CC from different points of view (science, economy, society, communication...).

In 2015 OSMER carried out a work-in-progress survey of sources, references and tools regarding CC evidence, communication and action: current organisations, web sites, communication tools and methodologies, climate campaigns and policy milestones were detected on a local, national and international scale. This overview allowed OSMER to identify its specific role in such a complex system: acting as a bridge, connecting global CC evidence and worldwide policies to the local context and action and to the personal life and experience of Friuli Venezia Giulia citizens.

In order to achieve this task, a local meteorological institution like OSMER can rely on some of its own valuable assets such as: the data collected and processed by the structure, which provide local evidence of climate change and related impacts; being considered as a trusted messenger by the local audience; being able to reach a relevant number of people through its websites, social networks and collaborations with the mass media.

Alongside these strengths, a highly effective communication methodology is necessary in order to reach the local community and motivate both the general public and decision makers to adopt CC mitigation and adaptation actions: therefore OSMER started changing its communication approach and tools (surveyed methodological resources proved very useful), building narratives that connect global scientific evidence and policies to the local context and to local people's life and experience, and developing closer collaborations with NGOs and other local stakeholders.