



The use of storytelling for communication about climate scenarios in the Netherlands

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Storytelling is an alternative way of presenting information compared to traditional logical-scientific communication. Different definitions for a story exist, but one common definition, used by the Narrative Policy Framework (NPF) is that a story consists of a setting, plot, characters and a policy solution or moral. Research has indicated that stories are easier to comprehend and remember and audiences find them more engaging. However, in the case of wicked problems such as climate change, not one kind of story can be applied to all audiences, since the public's beliefs are highly dependent on their cultural values. Research indicates that climate stories that are congruent with an individual's personal beliefs, are more effective.

A research was started to see whether these researches can be made more applicable for the communication around climate scenarios in the Netherlands. For an inventory several storylines were constructed for various groups (based on the Cultural Theory) on how different people deal with the impacts of increased extreme rainfall in the Netherlands. These storylines were based on real persons and real projects and the story lines were told from their perspectives. This is compared with the more traditional way of communicating by KNMI: not personalised, but only the facts about changes in extreme rainfall and without information about how to deal with it. With the help of the inventory the participants are divided into the groups mentioned in the Cultural Theory (Hierarchist, Egalitarian, Individualist, Fatalist). Subsequently the understanding and the engagement of the participants is tested for the various story lines. It is analysed whether this is dependent on the congruence between worldview and story. Also the effect on the credibility (trust) of the messenger, in this case the KNMI (Royal Dutch Meteorological Institute) is analysed. Results from the literature research and inventory will be shown during the presentation.