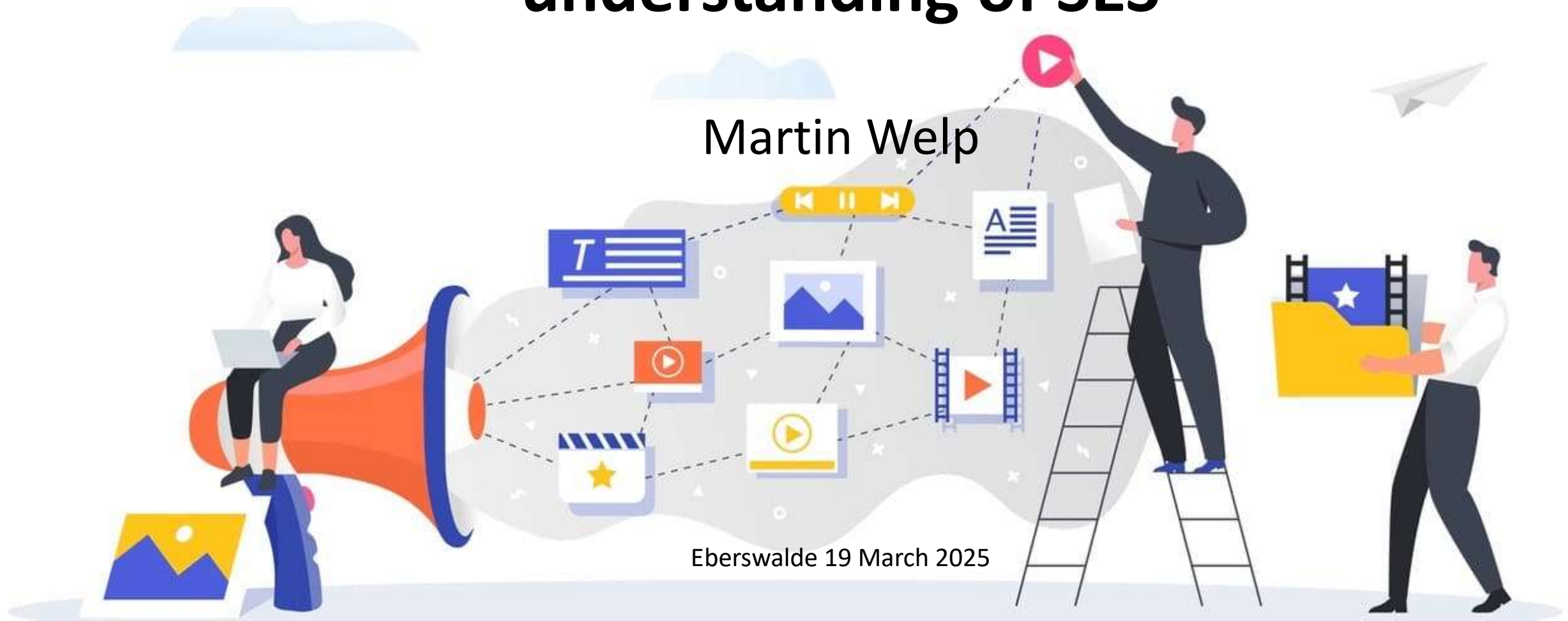


The roles of science and media in public understanding of SES

Martin Welp



Eberswalde 19 March 2025



United Nations

International Day of Forests 21 March

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2025
International
Year of Glaciers
Preservation

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World Day for Glaciers - 21 March 2025

The United Nations international days are occasions to educate the public on issues of concern, to mobilize political will and resources to address global problems, and to reinforce achievements of humanity.

<https://www.un-glaciers.org/en/world-day-glaciers>

© Daniel Kordan



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Home » Our Work » World Water Day

World Water Day

World Water Day, held on 22 March every year since 1993, is an annual United Nations Observance focusing on the importance of freshwater.

World Water Day celebrates water and raises awareness of the 2.2 billion people living without access to safe water. It is about taking action to tackle the global water crisis. A core focus of World Water Day is to support the achievement of Sustainable Development Goal 6: water and sanitation for all by 2030.

Every year, UN-Water – the UN’s coordination mechanism on water and sanitation – sets the theme for World Water Day. In 2023, the focus was on Accelerating Change. In 2024, on Leveraging Water for Peace. In 2025, the theme will be Glacier Preservation. Previous themes can be found here:

Themes

2025: World Water Day | Glacier Preservation



2024: World Water Day | Leveraging Water for Peace



Contact us

For questions, contact us on: campaigns@unwater.org mentioning [World Water Day] in the subject heading.



INSEL-Konferenz

Mobilität und Klimaanpassung - Neue Wege für eine nachhaltige INSEL-Entwicklung

Samstag, 22. März 2025 | 11-15 Uhr
Mehrzweckraum, Mierendorff-Grundschule,
Mierendorffstraße 20-24, 10589 Berlin





The Global Flourishing Goals: An invitation

by

Karthikeya, R.; Antonacopoulou, E.; Keating, B.; Mountbatten-O'Malley, E.; Nevin, A; Neill, E.; Ritchie-Dunham, J.; Lee M.T.¹

1.The Opportunity

Humankind stands at a crossroads today, confronted by environmental, social, and political challenges of existential proportions. **Flourishing** offers a robust response to these challenges.

Flourishing is envisioned as the next step for human progress. It takes the vision of the SDGs, ESGs, IDGs and the Human Development Index forward and advances the global commitments of governments by providing a framework that not only makes societies richer/healthier/more sustainable/ more peaceful, but also strengthens the ties: between each of us as individuals; between the individual and the community; and between the individual and the planet.

Flourishing as a human being is to live in a state of dignity. Flourishing is thus a state in which individuals contribute to the community, and in which communities foster and reinforce individual dignity, Flourishing involves taking a regenerative rather than an extractive approach to the environment.

Flourishing is thus equally centred on the individual, and on the individual as the constituent element of community. Flourishing recognises that human progress requires more than provision of skills and knowledge: it requires new modes of learning and recognition of the

Contents

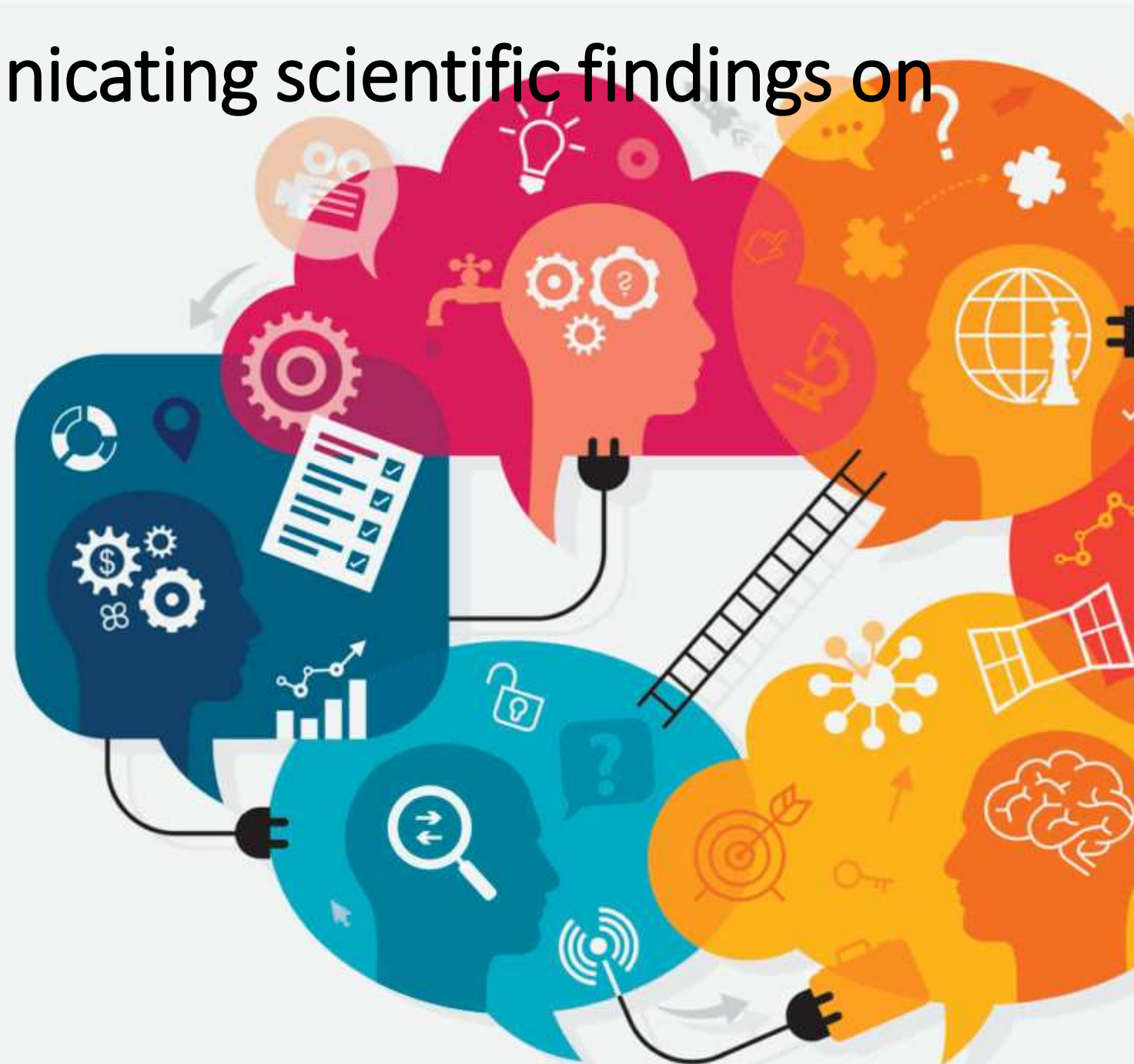
1. Role of science of understanding SES
2. Climate discourse and the role of public media
3. Readings:
 - a. “Public trust and mistrust of climate science”
 - b. “Scientific Knowledge vs. Knowledge of Science - Public Understanding and Science in Society”
4. Case study: Australia
 - a. Interplay between the News-Media, Public Perception and Climate Policy in Australia (*Drew Langford, online, 11:15-12:00*)
 - b. Q&A-Session
5. Summary of readings (presentation and posters)

Contribution of Science to SES Analysis

- Scientific research plays a critical role in elucidating the complexities of social-ecological systems, where human and environmental components interact in dynamic and often unpredictable ways.
- By providing:
 - **Frameworks and Models Development** (analyze and explore social-ecological system behavior under various scenarios)
 - **Insights of how ecological changes affect social structures, livelihoods, and community resilience**
 - **Simulation Tools** (tools like system dynamics modeling, agent-based modeling, and participatory research methods) **to assess management strategies**
 - **Case Studies Examination**
 - **Inform Policy and Practice**

Challenges in communicating scientific findings on SES

- Communication challenges
- Complexity of interactions
- Engaging diverse audiences
- Collaboration with media
- Lack of science-society connections





Das Blockelement mit der Beziehungs-ID 1562 wurde in der Datei nicht gefunden.

“Whatever we know about our society, or indeed about the world in which we live, we know through the mass media”

(Niklas Luhmann)

Discourse

- A discourse is a structured (but not necessarily coherent) stream of thematically linked statements and actions with regard to a particular, often controversial issue
- Examples:
 - Abortion
 - Nature conservation
 - International terrorism
 - Climate change
 - Nuclear power, CCS, etc.



Dimensions of a discourse

- A discourse usually is constituted by
 - Themes/issues
 - Actors/participants
 - Channels/media
 - Resources
 - Strategies



Climate Change Discourse

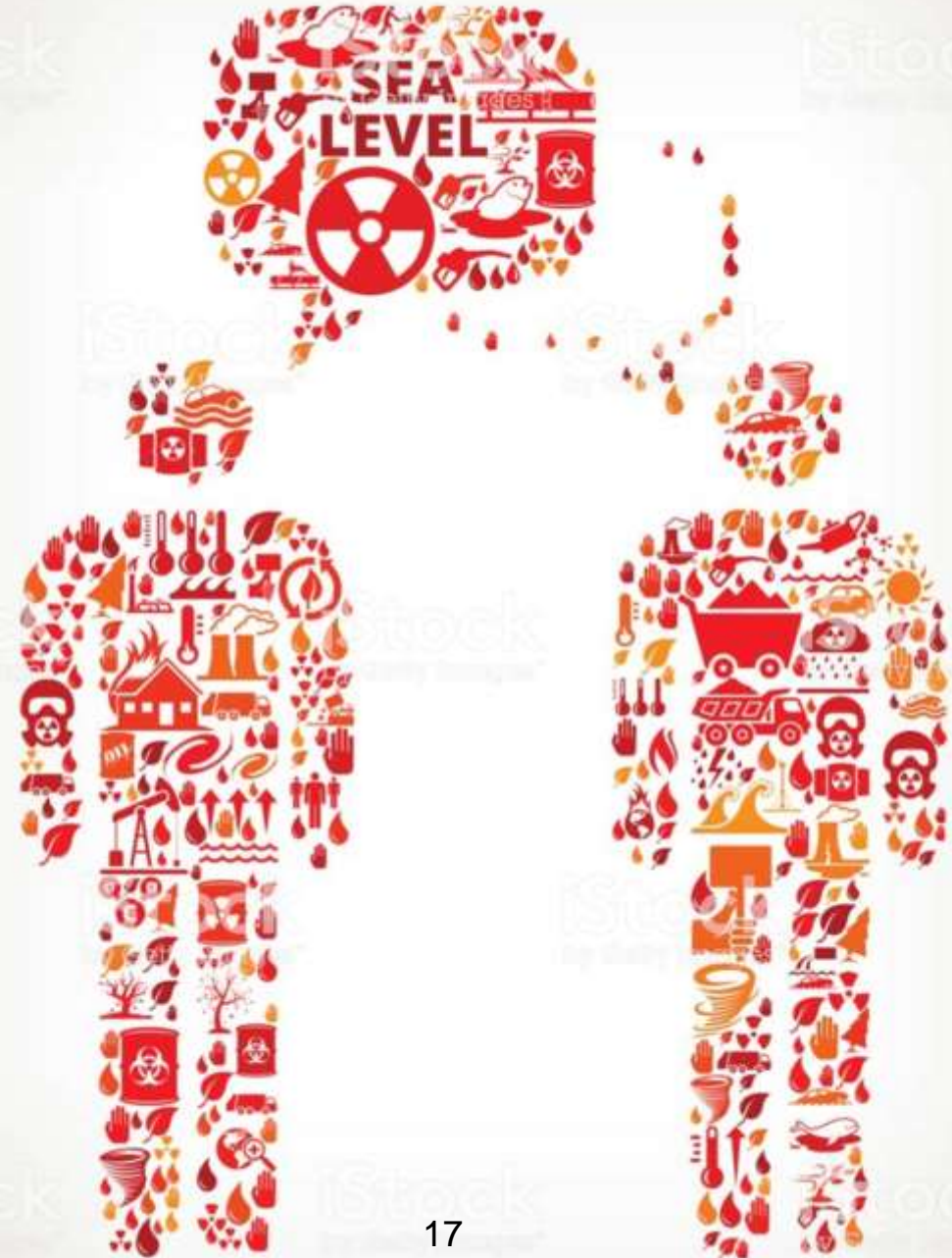
- Themes/issues
 - Is it happening or not?
 - Who/what is causing it to which extent?
 - Impacts: damages/benefits?
 - What can be done about it? Mitigation/Adaptation
 - When should be acted and by whom? (Ethical issues)
- Actors/participants
 - Scientists
 - Politicians
 - NGOs
 - Business
 - You & me
 - Mass media
- Channels/media
 - Mass media
 - Expert media (scientific publications)
 - Government communication
 - NGO bulletins
 - University / school teaching
- Resources
 - Scientific knowledge & reputation
 - Public attention
 - Laws & regulations
 - Money
- Strategies
 - Uncovering the truth
 - Revealing a scandal
 - Hiding the issue...

Themes/issues

- Is it happening or not?
- Who/what is causing it?
- Impacts: damages/benefits?
- What is dangerous climate change?
- What could be done about it?
- When should be acted and by whom?
- What is mitigation /adaptation going to cost?

Actors/participants

- Who are the actors?
 - Scientists
 - Politicians
 - NGOs
 - Business
 - Civil society
 - Youth
 - Mass media



Channels/media

- Mass media
- Expert media (scientific publications)
- Government communication
- NGO bulletins
- University / school teaching
- Social media



Resources

- Scientific knowledge & reputation
- Public attention
- Laws & regulations
- Money



Strategies

- Uncovering the truth
- Revealing a scandal
- Hiding the issue
- Providing dis-information
- Deny & delay
- Repetition



The Mass Media

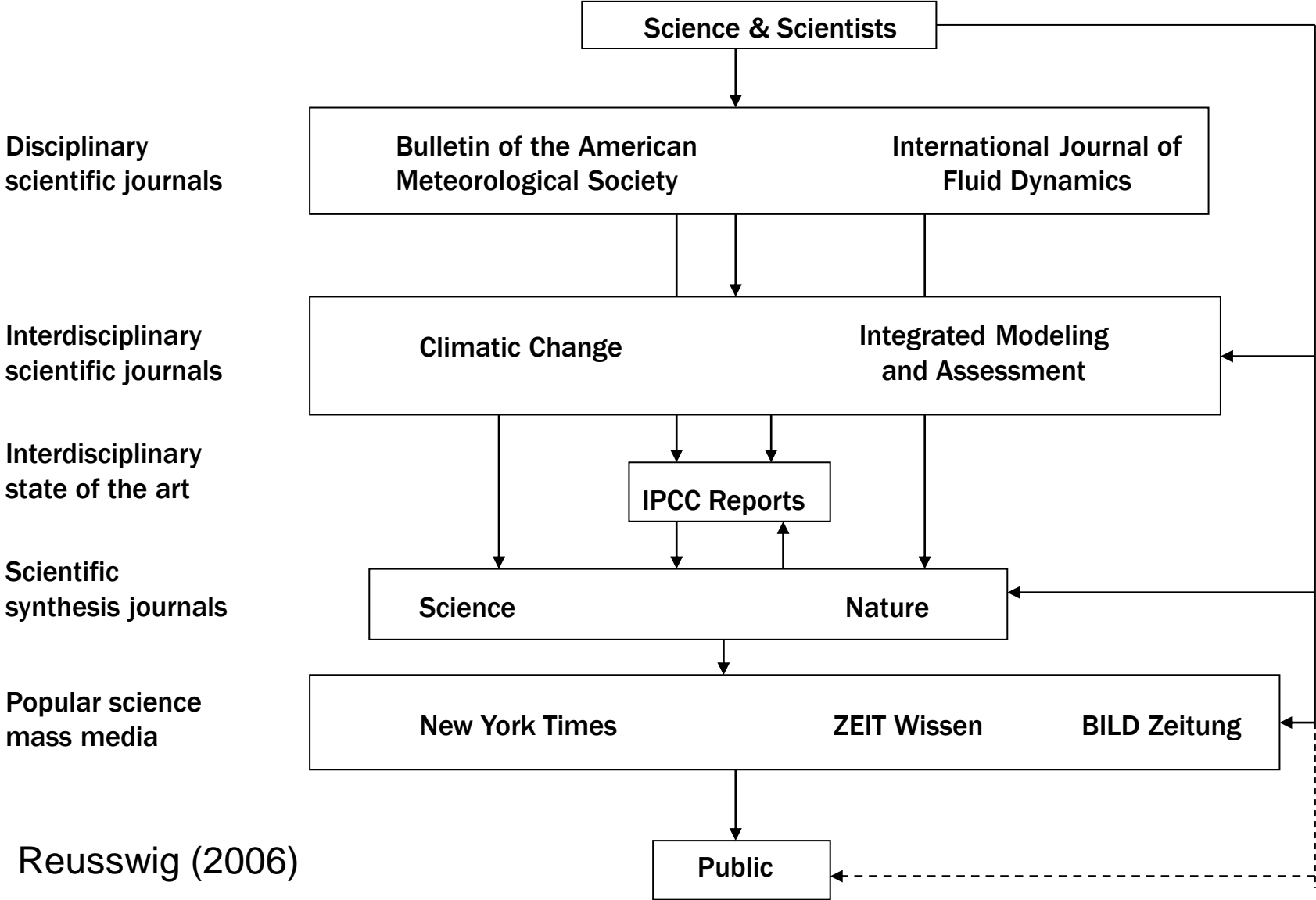
- Mass media are one player among others, but on the other hand, they are special.
- The way media works is fundamentally different from science.



What is of interest for the media?

- Novelty / actuality (e.g. event, decision, launch of...)
- Story / person (talking heads)
- New perspective (e.g. positive perspective to a negatively loaded issue)
- Negativity

Climate Science: Communication Cascade





RealClimate

Climate science from climate scientists...

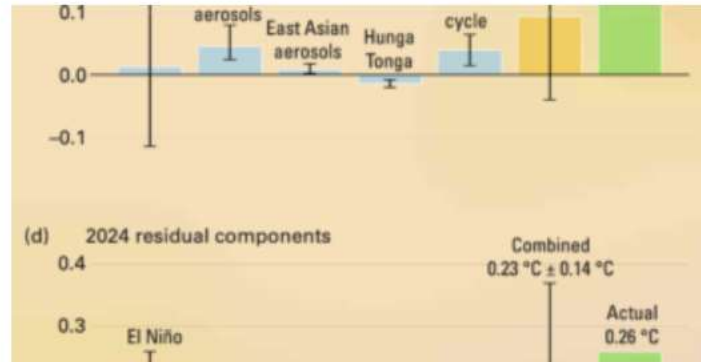
START HERE

MODEL-OBSERVATION
COMPARISONS

MISCELLANEOUS
CLIMATE GRAPHICS

SURFACE TEMPERATURE
GRAPHICS

FEATURED STORY



WMO: Update on 2023/4 Anomalies

20 MAR 2025 BY GAVIN — [LEAVE A COMMENT](#)

The WMO released its (now) annual state of the climate report this week. As well as the (now) standard set of graphs related to increasing greenhouse gas concentrations, rising

temperatures, reducing glacier mass, etc., Zeke Hausfather and I wrote up a short synthesis on the contributions to recent temperature anomalies. ... [Read Full Article](#)

SEARCH

Search ...

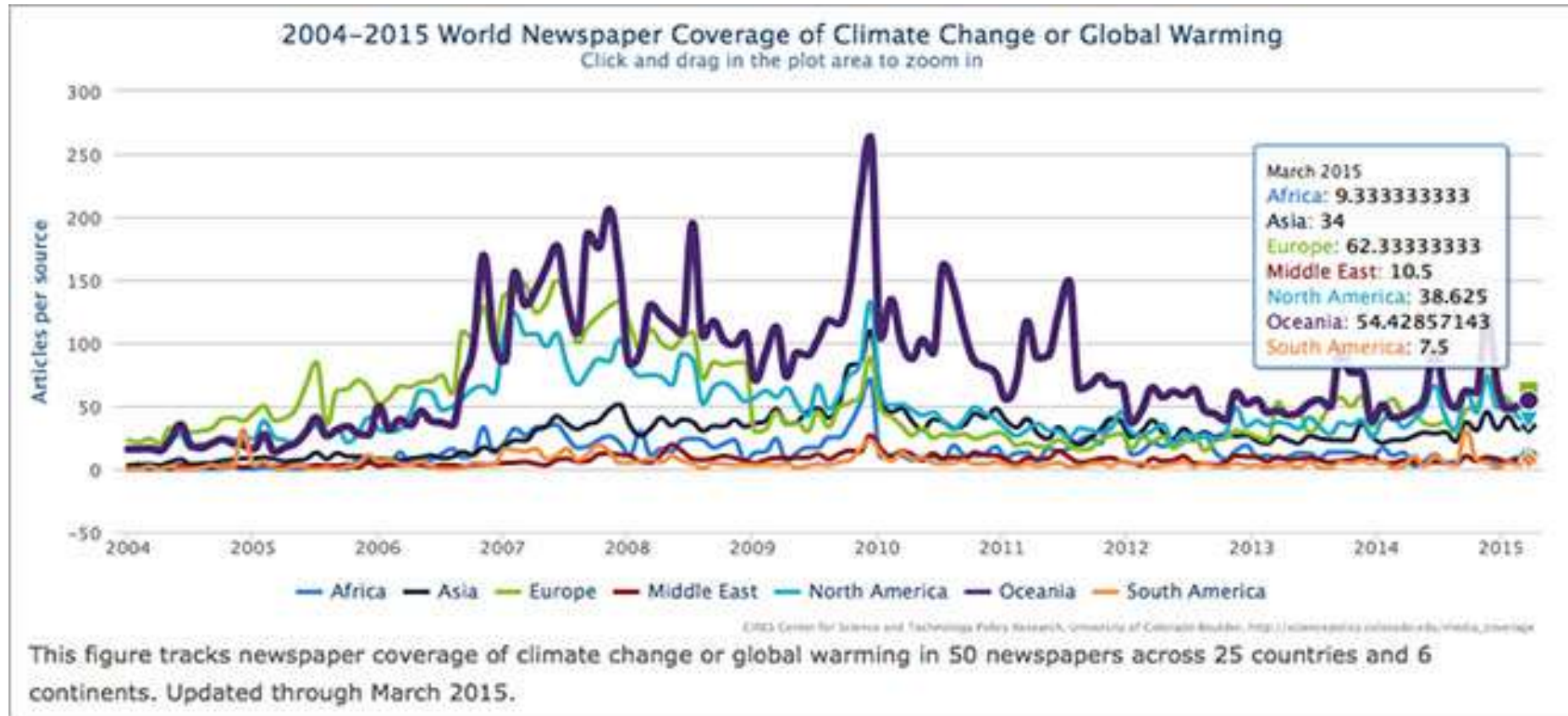
SEARCH

EMAIL NOTIFICATION

get new posts sent to you automatically (free)

Name*

Newspaper coverage

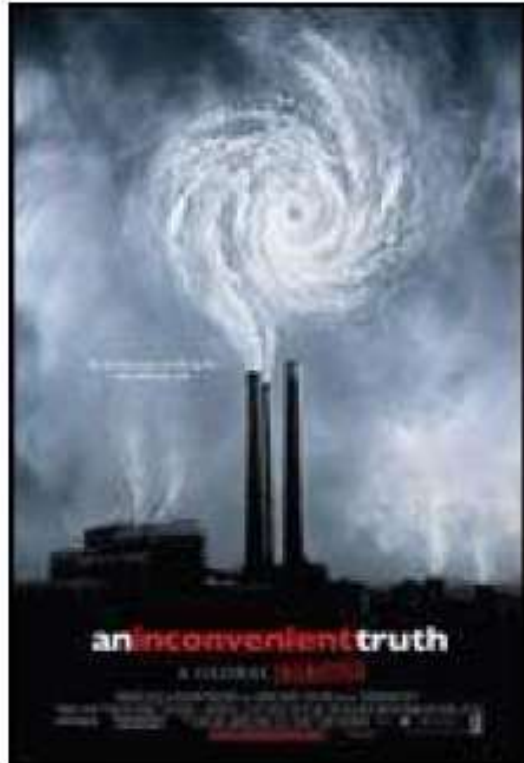


Ahrtal, Germany 2021



<https://reportage.wdr.de/chronik-ahrtal-hochwasser-katastrophe>

An Inconvenient Truth



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AN INCONVENIENT TRUTH

THE PLANETARY EMERGENCY OF GLOBAL WARMING AND WHAT WE CAN DO ABOUT IT

AL GORE

COP



Climate change communication: from knowledge to doing

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Ein Appell von Wissenschaftlerinnen und Wissenschaftlern in Deutschland an die Politik

Sehr geehrte Volksvertreterinnen und Volksvertreter,

als Wissenschaftlerinnen und Wissenschaftler in Deutschland sind wir in großer Sorge. Die Klimakrise und weitere Umweltkrisen (Biodiversitätsverlust, Überlastung biogeochemischer Stoffkreisläufe, ...) sind mittelfristig die größte Bedrohung für Sicherheit, Wirtschaft und Wohlstand, Demokratie, Zivilisation und Menschenleben. Dennoch spielten diese Themen im Bundestagswahlkampf fast keine Rolle. Die jüngsten außenpolitischen Zuspitzungen könnten diese Themen noch weiter an den Rand drängen. Doch diese Bedrohung darf nicht verdrängt werden. Ihr muss gerade jetzt effizient begegnet werden.

Wir appellieren daher an alle demokratischen Parteien, ihrer Verantwortung gerecht zu werden, und erwarten insbesondere von der zukünftigen Bundesregierung:

- **Ein klares Bekenntnis zum Klimaschutzgesetz und zum Green Deal.** Alle Bestrebungen, diese Regelungen aufzuweichen oder zu untergraben, müssen entschieden zurückgewiesen werden. Zur Einhaltung der Ziele müssen ein regelmäßiges Monitoring erfolgen und ggf. Maßnahmen zur Nachsteuerung ergriffen werden.
- **Eine ehrliche Kommunikation der Herausforderungen und Probleme gegenüber der Bevölkerung.** Die Bekämpfung der Klima- und weiterer Umweltkrisen erfordert Veränderungen in allen Lebensbereichen. Wir sehen es deshalb als zwingend erforderlich an, dass die demokratischen Parteien den anstehenden Problemen nicht ausweichen, sondern diese gemeinsam konstruktiv angehen.

[External] UNTERSTÜTZUNG BENÖTIGT: Ein Appell von Wissenschaftlerinnen und Wissenschaftlern in Deutschland an die Politik



s4f@uni-bayreuth.de
An

↩ Antworten

↩ Allen antworten

→ Weiterleiten

⋮

Fr 21.03.2025 09:50

Liebe Zeichner:innen,

aktuell hat der Appell über **11.000 Zeichnungen** aus der deutschen Wissenschaftsgemeinde. Wir sind absolut begeistert! Öffentliche Übergabe des Appells in ausgedruckter Version ist

Dienstag, 25.03. 09.30 Uhr, Nordende Friedrich-Ebert-Platz (Nordosteck Bundestag).

Vorschau auf die Druckversion gibt es auf [BlueSky](#) und [Twitter](#).

Doch trotz dieser beeindruckenden Zahl ist die Resonanz aus Presse und Politik leider bisher sehr gering. Von Seiten der S4F-Regionalgruppe Bayreuth haben wir verschiedenste Abgeordnete und Pressevertreter per E-Mail aber auch über Social Media angeschrieben. Eine Zusage für die öffentliche Übergabe am Dienstag gibt es bisher nur von den Grünen.

Vielleicht kann jede:r nochmal aktiv werden?

- MdBs und Journalisten kontaktieren
- Dienstag 09.30 Uhr zur Übergabe kommen (Wer sicher kommt gerne Kontakt mit der S4F-Regionalgruppe Berlin-Brandenburg aufnehmen: stefan.heiland@tu-berlin.de, g.m.hagedorn@gmail.com)
- Weitere Kolleg:innen zur Zeichnung einladen

Herzliche Grüße und vielen Dank für jede Unterstützung

Stefan Holzheu, S4F-Regionalgruppe Bayreuth

PS: Sorry für das Doppelposting - Bei der ersten Mail hat das Skript den Header leider nicht korrekt übermittelt.

Thank you!