



Welcome to Tips #14, *chick*-full of brilliant late-winter guidance and *dee-lightful* puns.

Three tips based on new research:

Tip 1: Use community benefits to introduce new conservation mechanisms

Tip 2: Highlight harm in demanding federal leadership and industry accountability

Tip 3: Correct misinformation with clear relevant messaging

Other resources

- Words matter
- Green jobs: fund them, and they will come
- Future-cast webinar attracts large audience
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EcoA News and calendar



Muskwa-Kechika Management Area: A great example of an OECM, Muskwa-Kechika in BC combines Indigenous and provincial management, sustainable land use and economic benefits to surrounding communities. *Credit: Bruce Kirkby, Globe and Mail*

Three tips for engagement around conservation mechanisms, emissions cap and misinformation

Tip 1: Use community benefits to introduce new conservation mechanisms

After the conservation pledges from governments at the Montreal biodiversity summit (COP15), and promising announcements by some Canadian provinces about Indigenous Protected and Conserved Areas (IPCAs), awareness and momentum is growing for protection of biodiversity. Yet significant knowledge gaps and obstacles could get in the way; so (as for climate solutions) don't forget the need for *further education*.

What the data says

EcoA data shows that Canadians want governments to do more to protect biodiversity. Our [Climate of Change survey](#) (Nov.–Dec. 2022) shows that 72% are demanding this. But, the same survey also shows that many don't necessarily understand how we will achieve this, fearing, for example, that

conservation efforts will exacerbate the “affordability crisis” in housing. No less than 60% of respondents were unsure about, or agreed that conservation efforts would do this. This finding echoes our [qualitative research](#) of last summer, which showed that while there is tremendous support for protecting Canada’s land and water, people don’t know how this is achievable or how it will affect them personally.

How to use this

We need to educate more Canadians, more effectively, about how land and ocean conservation is done, and what it means for us. As many are concerned now about their jobs and the economy, it is worthwhile talking about mechanisms such as Other Effective area-based Conservation Measures (OECMs) and Indigenous Protected and Conserved Areas (IPCAs) and how these can help communities economically, while also protecting biodiversity. Environmental and economic interests are not mutually exclusive. At a time when jobs, housing prices and inflation are top of mind, build support for conservation by illustrating the direct economic benefits of healthy oceans and forests.

OECM and IPCA are relatively new terms, and the vast majority of Canadians have likely never heard of them. Both approaches demonstrate that protection of land and water can be done in ways that sustain communities. The more we show how these mechanisms are already working to support healthy ecosystems and communities, the easier it will be for use to use these concepts in public engagement and to describe what conservation will look like in the future.

Concept outline: short-form video or slideshow

The following outline proposes a framework for developing a short video or slideshow introducing the concept of an OECM. Depending on the audience you are engaging, you may or may not choose to use the actual term OECM, but stick to describing the concept and examples. This may also be an opportunity to A/B test uses of these terms.

1/ Hook

So what does nature protection actually look like? You might be surprised...

2/ What are OECMs?

[Other Effective area-based Conservation Measures](#) differ from protected areas in that conservation is the main outcome of protected areas, and conservation is a co-benefit of a well managed OECM.

As a result, this form of protection can be more equitable as it recognizes that biodiversity can be protected while also allowing communities to use the area for forestry, mining, recreation and other activities, provided these uses are sustainable and in balance with conservation aims.

3/ What kind of areas are we talking about?

Range lands, watersheds, farms and fishing areas, military bases, IPCAs, etc.

4/ Do we have any in Canada?

Yes, lots of them, with the potential for many more.

5/ What is a good example?

Muskwa-Kechika Management Area: This region is co-managed by several Indigenous communities and the BC government. In addition to protecting a vast area of north-eastern BC, including crucial caribou habitat, it is also used for ecotourism, research, traditional land-use activities and select resource development projects that do not interfere with protecting, in perpetuity, the wilderness of the region. This is critical to the cultural and social well-being of local Indigenous and non-Indigenous communities, alike.

Tip 2: Highlight harm in demanding federal leadership and industry accountability

As the federal government consults on legislation capping carbon emissions in the oil and gas sector (expected by this summer), and industry lobbyists swarm in Ottawa, Canadians are growing more cynical about the fed's ability to bring this powerful industry into line. Many of us want more action, assigning responsibility for climate change directly to companies that produce, burn and transport fossil fuels and expecting strong regulations to ensure this.

What the data says

EcoA Qualitative research last summer suggests that few Canadians expect industry will make the changes necessary without strong government regulations forcing it to align with national targets and global commitments. This sentiment is echoed in our latest Climate of Change Survey (November 2022), which shows a significant increase in demand for government climate action. No less than 72% of respondents support more action, up from 54% last year. However national Omnibus data, from Spring 2022, shows that trust in the government's ability to deliver on climate change is low (only two in five trust Ottawa). And 51% believe industry has too big an

influence in our government.

Add to this, [Climate of Change data](#) showing that Canadians nationwide are experiencing more extreme weather and, significantly, are attributing this weather to climate change, with many already experiencing negative impacts to their property, finances and mental health. Nearly 60% of respondents believe that “companies that produce, transport and burn fossil fuels” are *primarily* responsible for climate change and those that have personally experienced climate change are even more likely to hold Big Oil accountable.

How to use this

Leverage this demand for action and personal experience of climate change and harm. Use the call for industry accountability and the government’s failure to reduce emissions thus far to demand strong government leadership. With many countries now cutting emissions, why is Canada, with its relatively progressive population and [support for capping of emissions](#), not showing leadership in dealing with irresponsible oil and gas companies? Canada has the wherewithal to be leaders in clean tech, manufacturing and the critical minerals to supply a transition to renewable energy, but a lack of federal leadership in calling industry to account could jeopardize this transition.

Specifics and mock post

When communicating with the general public, use **less loaded/confrontational** language than when communicating with supporters of environmental groups. But do call attention to the **physical and financial harm people are already feeling** due to climate change. Also **juxtapose this harm with the excessive profits and inaction of industry thus far**. Highlight that **we will miss yet more targets and a pivotal moment to catalyze transition, if we don’t have a strong cap**. **Build support for strong government action to regulate an industry that won’t do the right thing on its own.**



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Despite our warming atmosphere and related extreme weather experienced across the country, O&G companies continue to make huge profits by producing and burning the FF that are damaging our communities, property and wellbeing. We cannot meet our climate targets without reducing emissions in this sector. The federal gov't is deciding now how to regulate this industry... tell the Minister of Natural Resources and Minister of Environment and Climate Change you want to see tough regulation of emissions, and no more missed climate-action targets.



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Tell Ministers to be tough

[Send your letter now](#)



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Comment



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Tip 3: Correct misinformation with clear, relevant messaging

Misinformation is unfortunately widespread in public discussions of climate change and solutions. So too are knowledge gaps in our understanding of these issues – gaps that misinformation often fills. Luckily, awareness of greenwashing is also on the rise, but Canadians often need help to distinguish the

truth from *truthiness* and outright lies about the options we face in transitioning to renewable energy and bringing the economy into greater balance with nature.

What the data says

Erick Lachapelle's latest [Climate of Change Survey \(Fall 2022\)](#), for EcoAnalytics, included a battery of questions that tested the degree to which respondents believed common misinformation about the economy and climate change. The results were significant. In some areas Canadians were good at sniffing the truth. For example, 78% knew to be true, or mostly true, that volatile oil and gas prices are a major reason for rising costs of living. However, there was a lot of uncertainty (and troubling levels of belief) about misinformation on other topics.

When it comes to the efficacy of renewable energy, 67% did not believe, or were unsure whether, an industrial economy like ours could be powered by renewables alone. Asked whether the oil and gas industry had misled the public for 50 years on the causes of climate change, 30% were unsure and 16% believed this to be false. In Alberta, the comparable figures were 26% and 35%.

Uncertainty and skepticism were also evident in answers to a question about whether the prices of renewable energy are more stable and predictable than oil and gas prices: 25% believed this to be false and 30% didn't know. As well, almost 50% were unsure if the manufacturing of solar panels created more carbon emissions than the panels saved in their lifetime, and 23% believed this to be true.

How to use this

This data clearly indicates that we need to continue educating Canadians about basic aspects of climate (and biodiversity) issues and solutions, while also tackling misinformation head on. A [qualitative study](#) for EcoA, conducted by Environics last summer, revealed specific knowledge gaps about climate solutions in the minds of people in the so-called Moveable Middle – gaps that need to be filled before more misinformation undermines the public discourse about our options. We need to focus on the viability and efficacy of solutions and demonstrate how they are already benefiting Canadians. We need to state the facts and figures in simple, meaningful and relevant ways. We cannot assume folks will believe us without good evidence.

Specifics and mock post

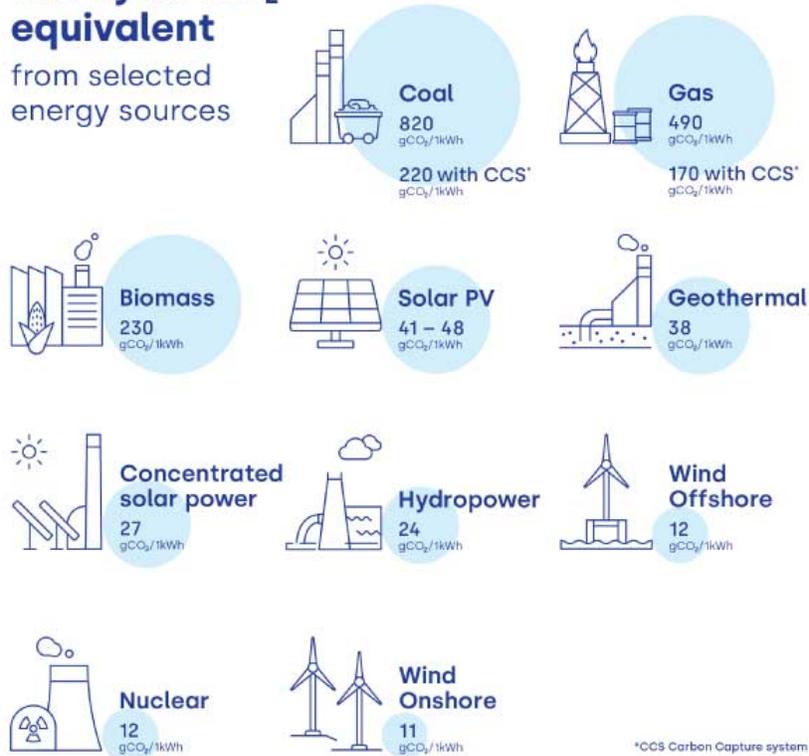
Use **simple, concrete facts** to fill knowledge gaps. **Dispel any uncertainty or confusion about the topic, and address people's curiosity and skepticism.** Use visuals to reflect the key message, but rely on words for **context and information** that visuals cannot communicate.

Do solar panels really reduce carbon emissions?

A lot of carbon is emitted in the manufacture of solar panels in the mining, transportation and fabrication processes. So, are they actually helping reduce emissions?

Yes, they are! Even when you factor in a range of environmental standards applied to manufacturing based on where they are made, life-cycle emissions of solar panels are still far lower than those of oil, gas and coal.

Life cycle CO₂ equivalent
from selected energy sources



*CCS Carbon Capture system

IMAGE CREDIT: FUERGY.COM

ECOANALYTICSCANADA.ORG

The truth about solar panels

[Learn more](#)

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Other resources

BETTER WORDS TO EXPLAIN CLIMATE SCIENCE

SCIENTIFIC TERM	PUBLIC MEANING	BETTER CHOICE
Beach nourishment	Making beaches healthier	Dredging and moving sand repeatedly
Climate change	Any change in climate	Climate disruption
Greenhouse gas emissions	Hothouse exhaust	Heat-trapping pollution
Natural gas	Clean fuel	Methane gas
Negative emissions	Bad pollution	CO ₂ removal or drawdown
Nuisance flooding	Inconvenient water	Recurrent sunny-day flooding
Positive feedback	Good response	Self-reinforcing cycle
Sensitivity	Awareness of feelings	Warming from doubled CO ₂ concentration
Sequester	Keep jury from news	Lock up carbon over the long term
Retreat	Surrender, give up	Proactive relocation
Extratropical	Especially tropical	Outside of the tropics
Natural disasters	Acts of God, caused by nature	Human-made disasters

Plain and specific: In discussions of climate, toss out the scientific and political jargon and use plain, specific words, as shown above. *Credit: [Scientific American](#)*

Words matter

Choosing the right words is crucial for making information relevant and accessible to your audience. *Scientific American* has developed a [helpful guide](#) for choosing plainer, more specific and accessible language to engage general audiences on *climate disruption* – yes, that’s the preferred term – and its solutions.

Green jobs: fund them, and they will come

If doubters remain, look south to see just how many new jobs President Biden’s Inflation Reduction Act has already created: [100,000 and counting, since August](#).

Future-cast webinar attracts large audience

EcoA’s *Opinionation* webinar, Feb. 9, featured the thought-leader in climate-disruption communications and founder of Climate Outreach UK, George

Marshall, on what the future might hold for narratives about climate, as the effects of extreme weather become increasingly severe. Over 130 registered for the 90-minute webinar, which allowed time for questions and discussion. ICYMI, [watch the recording](#).

Comedy and climate: a perfect match

[Inside the Greenhouse](#) is a collaboration exploring new (and humorous) ways of retelling climate change stories to deepen engagement with diverse audiences. If you need a laugh, check out [these short films](#).

Learn and unlearn

Want to deepen your understanding of Indigenous perspectives? If so, check out [Indigenous Canada](#), a free online course offered by the Faculty of Native Studies at the University of Alberta. At your own pace, work your way through excellent video modules on Indigenous treaties, education, activism, worldviews, sovereignty and pop culture, among other topics.

EcoA News

Strategic expert joins EcoA

Members have approved Organizing for Change as the newest Member of the Steering Committee. The strategic initiative led by Lisa Matthaus, a respected campaign strategist, coordinates the government-relations work of environmental NGOs in British Columbia (Dogwood, STAND, and four Members of EcoA, among others) and offers “Campaign Accelerator” workshops to build the capacity of grassroots enviros, throughout the province.

Into *The Mix*

EcoA is reaching an ever-wider audience through not just its [new website](#) and public webinars, but also [The Energy Mix](#), the online digest that delivers “the climate news you need.” Analytics as of March 1 show, for example, that our story titled “Albertans Want a Just Transition, Despite Premier’s Grumbling” (Jan. 23) attracted 369 readers, more than double our initial readership last summer, and triggered positive engagement on Twitter.

Members to meet

Six months after a successful meeting in Toronto, Members will meet virtually, Thursday Mar. 9th, to agree on details of new initiatives they set in motion last September: Environics' next national survey questionnaire, their first round of customized research, and protocols for media work and sharing of research results, etc.

Customized request

This May EcoA will embark on a first round of customized research and this month Members and Associates will be asked to outline the issues and questions they would most like that research to answer. Members will then meet in early April to agree on the research and methodology, with the support of EcoA's research advisors and Environics, who will conduct the research. *Note: EcoA will be asking for two pages of detail at most – nothing long or overly time-consuming, in the interest of generating lots of ideas, which will be fleshed out later, in conversation with EcoA and its researchers.*

Calendar dates and times (ET)

March

9, 1pm ET, Members semi-annual meeting

13, week of, Request for expressions of interest for first round of customized research to be sent to Members and Associates

April

10, Deadline for submission of expressions of interest from Members and Associates for customized research

24, week of, Environics webinar, presenting results of its national survey conducted in March

May

1, week of, Members meet to agree on chosen customized research project

2, EcoA Tips #15 shared with Members, Associates and subscribers

June

First half, Environics conducts first round of customized research

Second half, Environics presents results of customized research

Like this newsletter?

If so, what's likeable? If not, what's not to like? Submit your comments and suggestions for future issues and EcoA Research Nutshells in this quick [survey](#).

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