Communicating Climate Information

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Why the Red Cross?

The Red Cross Red Crescent Climate Centre

Understand

Communicate

Take Action

Communication

Complex Uncertain Intangible

Games

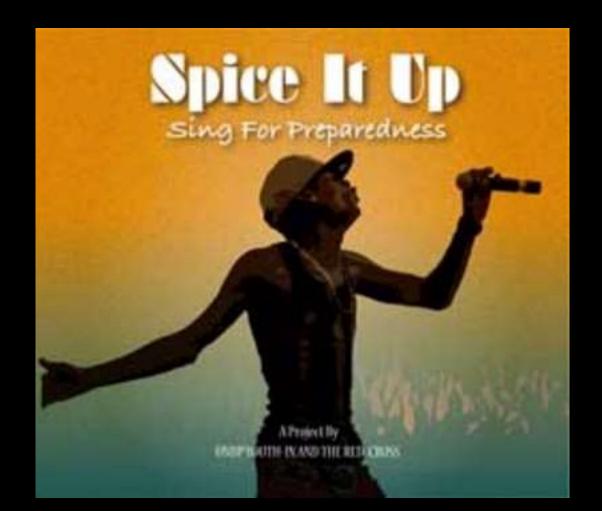
Experience Complexity

Safe Environment



Climate Cartoons





Participatory Video



Minimum Standard 1.1 Community is aware of changes in weather Community assigns a 'core group' to assist in the patterns, and recognizes following steps that some weather-related Minin risks in the future are likely Community seeks the latest climate change information for loa to be different from the for their country from a knowledgeable person or disas institution (such as observed trends as well as projections how average and extreme temperatures, rainfall and sea levels are projected to change) Community reflects on how changing risk patterns may affect decision-making processes and planning for their 1.2 Community receives and community understands locally The 'core group' proactively checks weather forecasts available weather nd hydrological information, through media/internet or information, and m pbile phone households know appropriate actions to When the forecast signals dangerous weather, the entire take when inclement community is warned and a phased plan of action is weather is approaching a tivated with the community

Telephones

Lose

Service

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Peripheral

Areas

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Location

Location

Scale

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Location

Scale

Impact

P

Location

Scale

Impact

Probability

Location

Scale

Impact

Probability

Action

Early Warning Early Action

Reduce Risk