

Preface

Climate Change is a very complex issue. Communication about climate change is therefore anything but a simple task, and one which needs to take into account a variety of factors. Apart from the need to provide due consideration to cultural values, traditions and life styles, there is a perceived need to take into account the social and economic contexts which surround people, and which influence their views and perceptions on climate change. Therefore, in order to yield the expected benefits, initiatives on climate change communication need to have a sound theoretical basis.

This book, titled “Theory of Climate Change Communication”, addresses the need for peer-reviewed publications which examine and discuss the various theoretical elements surrounding communication related to climate issues. The book documents and promotes experiences from researchers and practitioners on climate change communication from round the world, and illustrates a variety of approaches, methods and strategies being used today round the world.

We thank the authors for their willingness to share their experiences and initiatives, as well as the many reviewers who have checked and provided valuable insights to their contributions, making sure they are of the highest quality. Enjoy your reading!

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