

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 lifestyles, 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 practical basis.

This book, titled “Practice of Climate Change Communication”, addresses the need for peer-reviewed publications which examine and discuss practical initiatives, projects, and experiences surrounding communication related to climate issues. It documents and promotes innovative approaches from researchers and practitioners on climate change communication from around the world, and illustrates a variety of methods and strategies being used today, to communicate climate change across a variety of audiences.

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 that they are of the highest quality. Enjoy your reading!

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