



World Meteorological Organization

Weather • Climate • Water

# The challenge of communicating climate change

- Will people listen?
- Why weather presenters? <https://www.youtube.com/watch?v=TQDslrw6lWA>
- Engaging weather presenters as climate communicators [www.wmo.int/climatebroadcasts](http://www.wmo.int/climatebroadcasts)
- Finding time and convincing producers <http://globoTV.globo.com/rede-globo/jornal-nacional/v/clima-pode-ficar-seco-em-boa-parte-do-brasil-nesta-sexta-feira-20/4409238>
- Positive messages
- Access to resources



# The WMO project

- Partners – IPCC, Denmark, UN Foundation, Climate Central, French Meteorological Society ...
- WMO/IPCC global workshops – Paris 2014 and 2015
- UN Climate Summit
- Asia regional workshops – Ha Noi and Tokyo
- Weather reports from the year 2050
- Reports on climate impacts on UNESCO world heritage
- Climate Service for Media / International Climate Matters ?





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# Thank you for your attention

This space can be used for  
contact information