



Gender sensitive climate communication



gendercc – women for climate justice

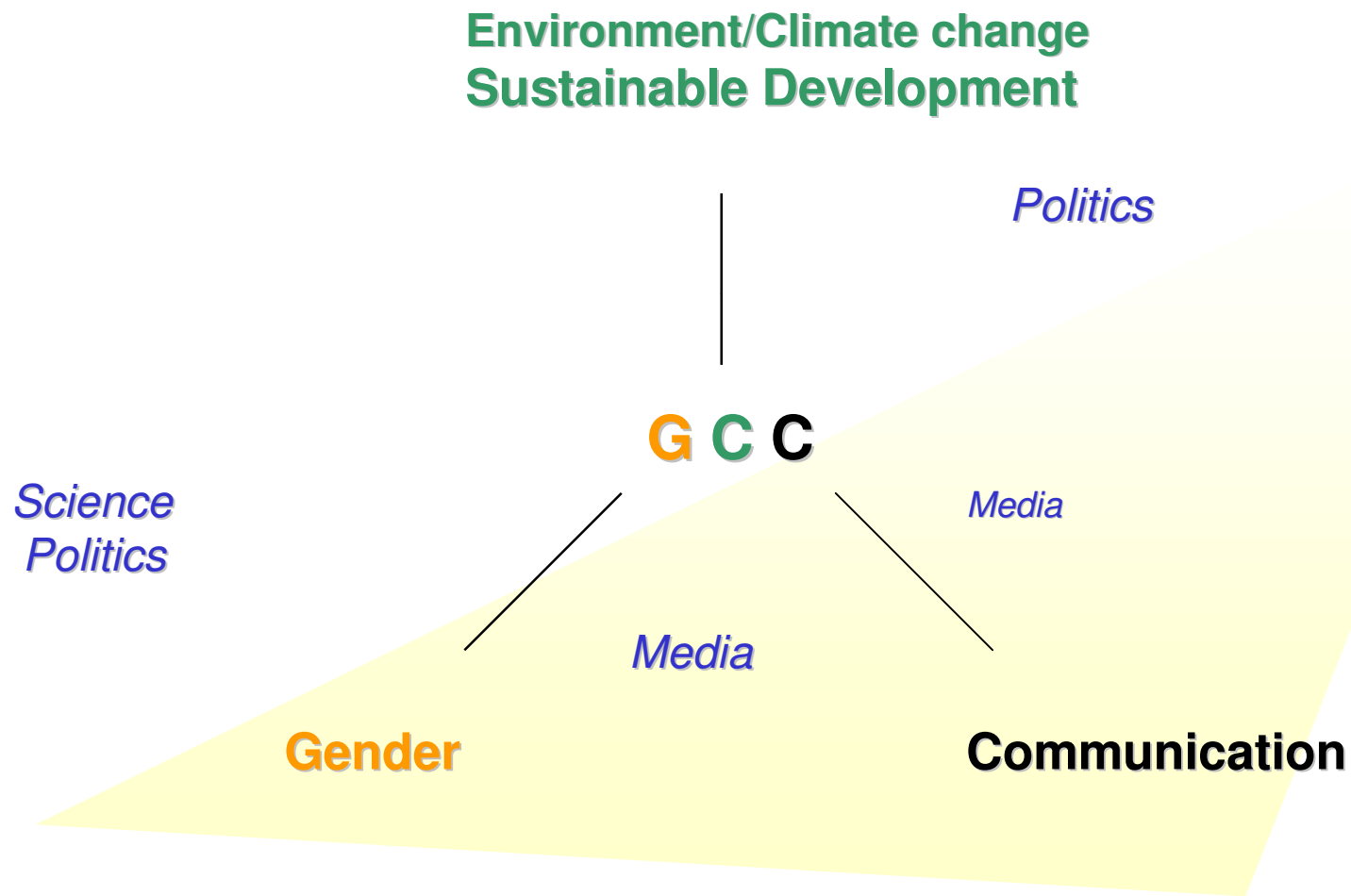
June 9, Bonn



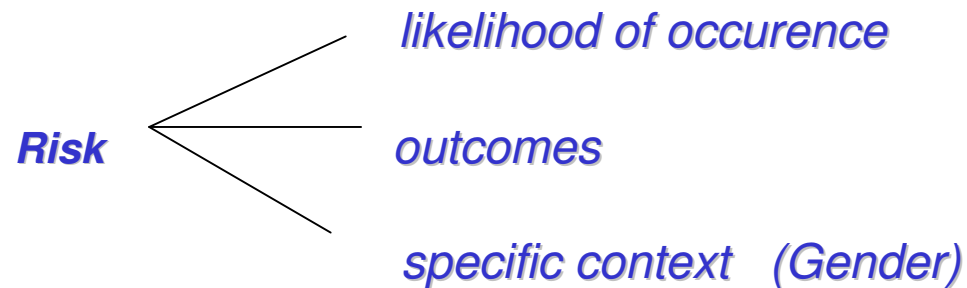
Outline

- Climate communication is risk communication
- Gender sensitive climate communication: What are we talking about?
- The worlds we live in: empirical evidence
 - times of change
 - cultural differences
- Define your aims and know your audience! Strategies and tools of communication management
- Let's be sustainable: recommendations

Positioning



Climate communication is risk communication



„Thinking about risks helps people to select the one option that promises more benefit than harm compared to all other options.

Consequences can be altered either by modifying the initiating activity or event, or by mitigating the impacts“

(Ortwin Renn 2008)

Precondition: **risk perception – risk awareness**

Climate communication is risk communication

- The climate change debate:

mitigation *vs.* *adaptation*

- Do communicators have to decide? No !

Both target groups: *key actors* *and* *potential victims*

resources communication + *risk communication*

Gendersensible Climate Communication: What are we talking about?

Manifestation of gender:

Symbolic dimension:	social constructions norms , myths	<i>culture, media, education</i>
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Structural dimension:	structures in society <i>economic system, science system, education sector</i>
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Individual dimension:	biographies, careers everyday life	<i>direct communication</i>
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Men's studies

Robert W. Connell Professor of Sociology
University of Sydney, Australia

1995 Masculinities

Thesis: „HEGEMONIAL MASCULINITY“



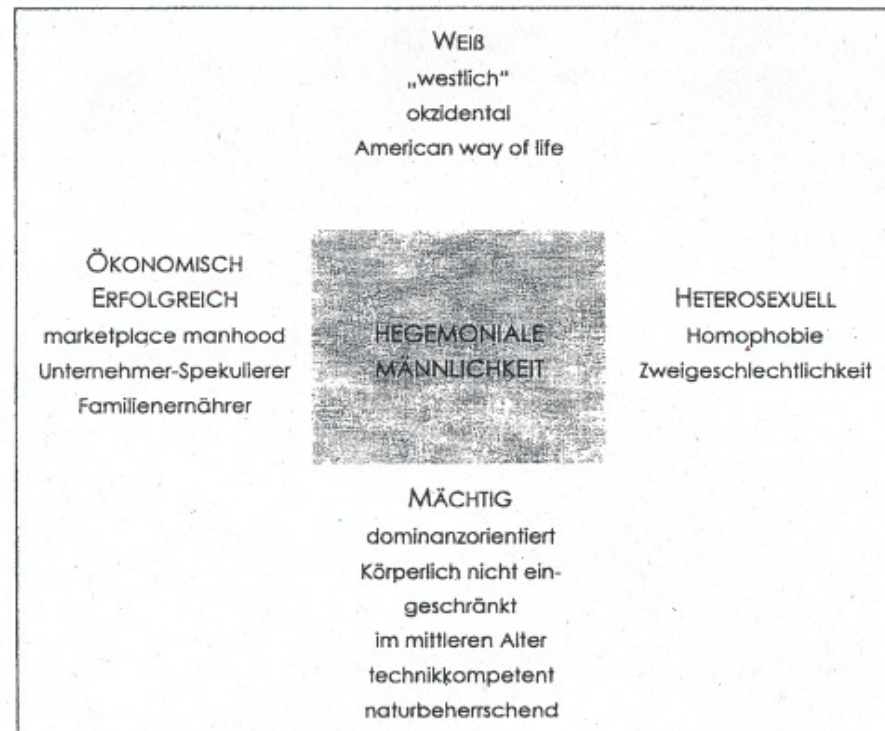
Culture of dominance

„Das Muster von Differenz/Dominanz ist so tief in unserer Kultur verwurzelt, in Institutionen und in körperreflexiven Praxen, dass es für die an den Grundrechten orientierte Reformpolitik wie eine Barriere wirkt. (...) Daraus folgt, dass eine Strategie der praktischen Dekonstruktion von Geschlecht (degendering) – ein Versuch, hegemoniale Männlichkeit zu demontieren – unvermeidlich ist; Eine dekonstruierende Politik sozialer Gerechtigkeit kann sonst nicht vorankommen.“

(Connell 1999)
 **Universität**
LÜNEBURG

Hegemonial Masculinity

Hegemoniale Männlichkeit als
hegemoniales Dispositiv von Normalität



Quelle: Döge

Norms of masculinity *(Döge)*



the powerful man (hero)
the working man
the globalized man
the „Scientific Warrior“



Dominating norm of femininity: the caring mother



New masculinities, but not yet new norms



„New fathers“ - „New men“

Striving for work-life-balance and equal
chances

for their partners

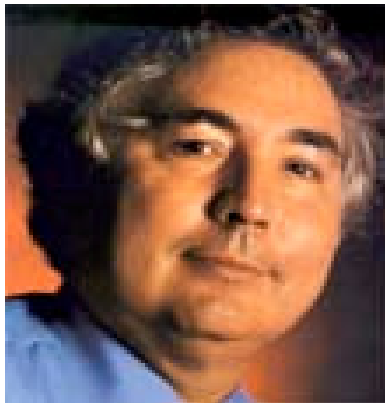
But still: Labour market remains priority!

↓
Stress!!!

*Döge, P. (2006): Männer Paschas oder Nestflüchter?
Zeitverwendung von Männern in der Bundesrepublik
Deutschland*

Times of change:

diversity of female and male lifestyles /household models



Manuel Castells

Professor of Sociology,
Berkeley und other universities

Trilogy

„The Information Age“

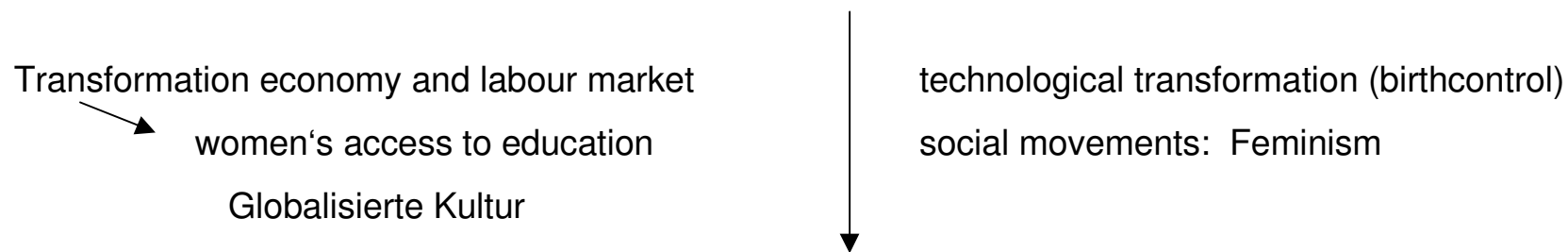
Part 2: Die Macht der Identität

Chapter: The end of patriarchalism

Megatrend: the end of patriarchy

patriarchy

(institutionally enforced authority of men over women and their children in the family unit)



women's emancipation

worldwide victory of women against suppression and injustice

**changes in female worlds
and identities**

**changes in male worlds
and identities**

poverty

**new volatile family structures
or shared parenthood**

homelessness

Define your aims , know your audience and more: strategies and tools of (climate) communication management

Aim: scientifically based, context-sensitive, diversified concepts & strategies of gender-sensitive climate communication

Audiences: innumerable, but:

- key actors (scientists, teachers, journalists)
- households
- professionals

Situation analysis: not given

← lack of confidence and spirit

← lack of financial support

SWOT-Analysis: What do we have????

It's all there! Let's be sustainable and bring together what we already have!

- **Results of risk research,**
- **Education for Sustainable Development (Decade 2005 -2014!)**
- **Gender Mainstreaming**
- **Concepts of Social Marketing for climate protection**
- **Worldwide public awareness!**
- **Creative, motivated people**



example:



new rules: new game

Communications tactics for climate change

The game is changing behaviours; the rules will help us win it.

5 principles:

- Go beyond the usual suspects!
- Know the difference between conscious and unconscious behaviours!
- Refreeze good behaviours!
- Forget bridging the „value-action“ gap!
- Change groups!

Specific contents - messages

- **Making the social construction of gender and the occurring change visible**
- **Giving up dualism**
- **Showing discrepancies and contradictions**
- **Empowering individuals**
- **Initiating gender-dialogues**