What adaptation is
Complex
Innovative – not every solution will work
Time consuming to address effectively
Difficult
Uncertain
Requires large scale social change
Questions

What most people want
Simplicity
Things they know and have experience of
Solutions that work
Quick fixes
Things to be easy
Security
Things to stay the same
Answers

Adaptation communication is about people and how they think, feel and respond to the world around them.

The task of the communication
Is the task to create understanding, decisions and/or action? It is important to decide what the purpose is because this will help decide the language, mode of delivery and context – establishing the listening framework for how people will hear what you are saying.

What language do they use?
Language needs to be specifically talked to each audience. Often you will find that people will have different ideas or don’t know what a term or a word means. Define the terms you are using so that people understand what key terms mean. There are three things that will dictate this:
- Their chosen profession. Each profession has its own language so try and ensure that you use terms that are meaningful for the group.
- Their cultural background. Cultural background will often define how they hear the information and dictate responses. It is particularly important to be aware of cultural sensitivities to climate change and to seek solutions to issues with the target audience.
- The way they communicate. Identifying how people communicate can help you decide which medium is going to be most effective for transforming your information.

Different ways of communicating and some of the mediums:
- **AURAL**
  - Radio, voice, telephone
- **KINETIC**
  - Experiential learning, peer-to-peer communication
- **VISUAL**
  - In, pictures, photographs
- **EMOTIONAL**
  - Art, music, people
- **WRITTEN**
  - Basic, simple, addressing, Twitter, Facebook
- **ORAL**
  - Focus groups, presentations

![Central form of communication](image)

The creative process
Creative processes allow for collaborative visions and communications to be developed and shared among diverse stakeholders. Creative processes also serve an important emotional function by allowing a safe space for the articulation of complicated emotions such as grief, anger and confusion that are all part of adaptation. Creative processes can also enhance experiential learning and allow people to understand aspects of adaptation.

Communication systems
Each particular group you address will have a specific communication system. Whether it is at a micro-level such as a family or a macro-level such as a large organisation identifying who disseminates information and how this is done and who makes decisions is key. It is more effective to use pre-existing communication systems than to impose a foreign one.

Questions
- Who is responsible for making decisions?
- Who is responsible for disseminating information and how?
- What is the most commonly used form of communication medium (e.g. verbal, written, internet, informal) and how is it used?

Active operational communication
This basic assessment identifies the central form of communication in a manufacturing environment for a behaviour change program called SSS [see Figure 2]. This was then supported by an operational process that used a number of feedback loops and different forms of communication.

The social process of communication
Communication of adaptation is a social process and its success relies upon the ability of communicators to translate between all the different languages and social tiers and agendas to create a common language and purpose.

The least important thing is what you think. The most important thing is what the people you are communicating with think and how they think about it.

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