

NUMBER 3 · JANUARY 2024

202CM - THE NEWSLETTER

A European Research Project about Climate Change Mitigation



Final Conference 202CM

We are pleased to invite you to register & submit to the project's final conference:

OVERCOMING OBSTACLES TO CLIMATE CHANGE MITIGATION: A CROSS-CUTTING APPROACH BY HUMAN AND SOCIAL SCIENCES

that will be held on 23-24 May, 2024 online and offline in Louvain-la-Neuve, Belgium. The languages of the conference are English and French. Prof. Linda Steg (University of Groningen, the Netherlands) & Prof. Elodie Vargas (University of Grenoble Alpes, France) will be our guest lecturers.

This conference is an opportunity to present the results of the 202cm project, and it offers a space for the presentation of other research projects – in the field of human and social sciences – on transition aimed at mitigating climate change and managing its inevitable effects. A scientific publication is planned following the symposium; more information will follow on this publication.

Deadline for receipt of abstracts: 22 January 2024

Registration opens on 15 February 2024

More information and registration: <https://change4climate.eu/conference/>



This month

2 HANDBOOKS ARE NOW AVAILABLE & OPEN ACCESS!

HOW TO ADAPT INTERACTIVE VIDEOS TO YOUR CLIMATE CHANGE PROJECT

HOW TO ADAPT PARTICIPATIVE VIDEOS TO YOUR CLIMATE CHANGE PROJECT





Two new research studies!

Anthropology @ Puy-de-Dôme, France

BY THE FRENCH TEAM

In order to update the knowledge of climate change of citizens in everyday life, a research study was conducted in Chastreix-Sancy National Nature Reserve: interviews with ten people from very different backgrounds revealed a wide range of knowledge. This knowledge draws on environmental knowledge and agricultural adaptations, as well as educational knowledge, political issues and unexpected digressions. These findings were put to the test in terms of the future of climate issues. To do this, we drew on work in the human and social sciences (philosophy, anthropology and sociology), which enabled to identify positive alternatives promoted by citizens in rural areas, in a global context that is largely negative in terms of global warming. Results will be made available in the next Newsletter.



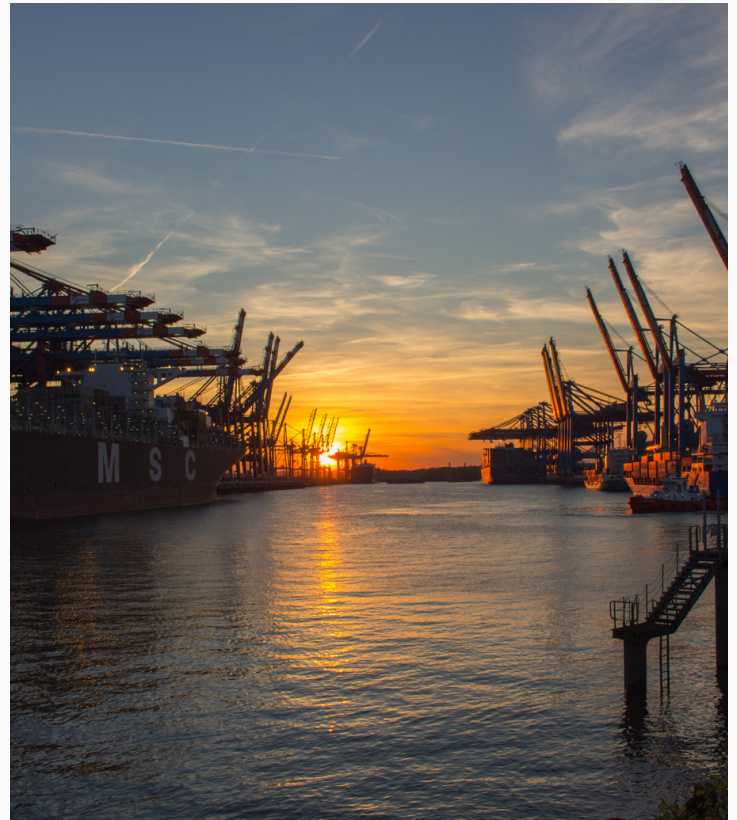
Comparison Norway - France

BY THE NORWEGIAN TEAM

This research study aimed at answering two questions:

- What are the obstacles to achieving the objective of reducing emissions in your country?"
- What are the opportunities to achieving the objective of reducing emissions in your country?"

Citizens from both countries often mention the same topics in their responses, such as energy, politics, industries and consumption. However, while Norwegians point to oil as an obstacle, French respondents emphasize the harmful role of lobbies and businesses. In addition to this, in Norway, we noted that attribution, international collaboration and consumption are the most contested themes. More information about this study will be given soon.

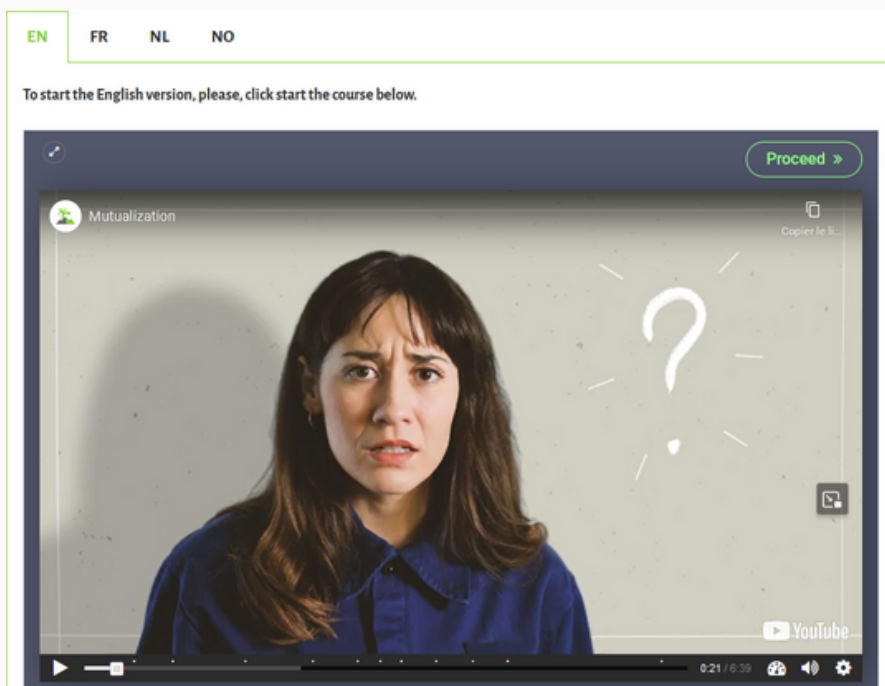


OUR FIRST INTERACTIVE VIDEO IS OUT

The 202CM project also aims at proposing prototypes of supports that can contribute to change. In this objective, we develop 3 videos prototypes using various innovative techniques (interactivity, narrativity, and participatory). They are developed as open access contents that can be customized and adapted to specific contexts and publics.

Our [first video](#) prototype, based on interactive technologies, is dedicated to the promotion of tool libraries, i.e. libraries that allow to rent tools & equipments, either as a rental shop (with monthly fees or with a charge for borrowing the tool), or as a free of charge community service.

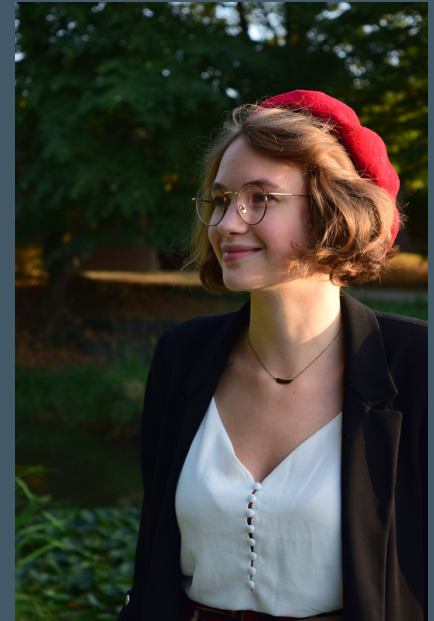
Our video depicts a situation where a woman misses a drilling screwdriver to build up her own shelf: the participants' mission is to find the most adapted solution to build the shelf.



The first video has been tested and the results show that a narrative, interactive form, combined with humour and a guilt-free approach, can be effective in attiring and keeping the attention of non-activist audiences.

The second video will be dedicated to the notion of engagement and how it is important for climate change issues. Finally, the third video will involve university students who will have the task to build up various participative projects related to the theoretical conclusions of the 202CM project. To be continued...

Welcome to Amandine Pay



Amandine is starting a research internship in the framework of the 202CM project. Her research study is dedicated to social media threatening acts, to polite strategies in threatening discourses, example:

Well, thank you very much for this stupid intervention

She will be working on our Reddit corpus. Her hypothesis is that the polite strategies spread pessimism by reinforcing the idea that people have to mock each other and fight each other instead of creating together a positive momentum. In addition to this, these strategies discredit the words of the others by leaving the climate debate, in favor of a debate about the form of the message.

LASTEST SCIENTIFIC PUBLICATIONS

Anciaux, A., Cougnon, L.-A., Ducol, L., Catellani, A. (2023). Youth, Communication & Climate: A Pluridisciplinary Analysis of Distancing Strategies in Response to Climate Change among Belgian Youth. *Youth* 2023, 3, 1150-1173.

Fløttum, K., Dahl, T., Scheurer, J. (2023). 'Trying (hard), but it's difficult': Youth voices on lifestyle matters in a climate perspective. In: Svendsen, B. A., Jonsson, R. (Eds), *Routledge Handbook on Language & Youth Culture*.

Gjerstad, Ø., Fløttum, K. (2023). Negation and Climate Change in French Blog Posts. In: *Negatives and Meaning: Social Setting and Pragmatic Effects*. Stockholm University Press. ISBN 978-91-7635-204-5. s. 27-42.

Samofalova, Y. (2023). Strategies and challenges for constructing and collecting visual corpora from image-based social media platforms. *Studies in Communication Sciences*, 1-16.
<https://doi.org/10.24434/j.scoms.2024.01.3881>



More corpora available

MULTI-PLATFORM CORPORA FROM SOCIAL MEDIA

A corpora that reflects the most recent Instagram posts, TikTok and YouTube videos by opinion leading organisations and opinion leaders related to climate change communication in three countries: Belgium, France, and Norway.

SENIORS' RELATED CLIMATE CHANGE DATA

A dataset of 305 participants aged 60-94 yo, with their sociodemographic profiles, their climate-friendly habits, their relation to information, and to communication technologies.

“
Whilst we didn't turn
the page on the fossil
fuel era in Dubai,
this outcome is the
beginning of the end,”
said UN Climate
Change Executive
Secretary Simon Stiell
in his closing speech.



UN Climate Press Release
13 December 2023

