

GREEN SCENT

SMART CITIZEN EDUCATION
FOR A GREEN FUTURE

How can we ensure that information
about climate change is clear?

Pilar Orero, UAB



ClearClimate

ENHANCING CLIMATE INFORMATION SERVICES



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101036480. and 101131220



ClearClimate

ENHANCING CLIMATE INFORMATION SERVICES

CLEARCLIM has received funding by MSCA
ClearClim 101131220

Understand the audience

1. Before conveying information, consider the background knowledge and level of expertise of your audience. Tailor your message to suit their comprehension level and avoid using technical jargon or overly complex terminology.



Use clear simple language

1. Avoid using overly formal or complex sentence structures.
2. Opt for straightforward words and phrases that are easy to understand.
3. Avoid jargon, acronyms, and idioms that may confuse your audience.

Clarity is not conciseness

1. While conciseness is desirable, it should not come at the expense of clarity.
2. Avoid omitting essential details or using vague language to make your message shorter.

VISUALISATION

1. Show, don't tell
2. Instead of simply stating facts, provide concrete examples, data, or visuals to illustrate your points. This will make your information more engaging and memorable.

Effective visuals

1. Visual aids, such as charts, graphs, images, or videos, can enhance understanding and make your information more visually appealing.
2. Use them strategically to complement your text, not replace it.

1. Proofread and revise
2. Before sharing your information, carefully proofread and revise your work to eliminate any errors or ambiguities.
3. Ensure that your message is clear, concise, and easy to understand for your intended audience.

GREEN SCENT

SMART CITIZEN EDUCATION
FOR A GREEN FUTURE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101036480. and 101131220