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Communication of results to policy makers: developing narratives



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What should be included in the narrative?

- Hardships in communicating the results of climate modelling:
 - For people not working in the climate field, sometimes it is not easy to understand our terminology and categories
 - For example, in everyday speech, the term ‚Energy’ does not necessarily include transport and housing, only energy industries; and emissions of the industry is not divided between energy and IPPU as it is in the inventory
 - There are differences between the categories in the Eurostat energy statistics and UNFCCC categories
 - The results of a climate models, like IPCC reports are also hard to understand for those who are not experts as instead of clearly stating the results they use statistical terms
- We have to translate our main messages to the everyday language to be more understandable and user-friendly



What are the implications of different ambition levels (2°C/1.5°C)? How to account for difficult sectors or other obstacles? How to frame narratives around co-benefits?

- More detailed research is needed to understand the difference in the effects of the 1.5°C and 2°C routes on the national level – one can be more insensitive to catastrophes in distant lands than to hardships faced by oneself
- It needs political decision to decide on the sectorial emission reduction targets
- Narratives need to focus on innovation and good examples to show that how economic growth can happen in parallel with large-scale emission reductions



How to present narratives to different stakeholders? How much detail is necessary for whom? What communication tools are most effective?

- Communication of the 1,5 °C / 2 °C paths should be very practical
 - Explain the problem in context of their everyday reality showing the relevant consequences of not acting
 - Suggesting possibilities for immediate action
- For business enterprises, under the more and more strict climate regime, climate-related investment has to happen to be able to stay in the business, but it also can be useful in marketing (or in avoiding bad reputation) and to get the best workers in the labour market
- For people, the risk of heatwaves and other examples of extreme weather, or international conflicts can be used on one hand, and lower overhead costs on the other hand
- If voters and businesses care about something, that will create political pressure



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Thank you for your attention

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