



***COMMUNICATING THE
IMPORTANCE OF CLIMATE
ACTION TO DECISION MAKERS***

100 CLIMATE CONVERSATIONS

CATHERINE POLCZ



BIRDS NEST

KERRY PHOTO.

SYDNEY



Image: Orion Nebula by Melissa Hulbert

ABOUT

100 Climate Conversations inspires action by presenting an evidence-based and empowering vision of the future. The program showcases 100 visionary Australians taking effective action to respond to the climate challenge.

From regional farmers sequestering soil carbon, Traditional Owners managing Country through cultural burning, architects building carbon-neutral homes, to entrepreneurs leading the world's most ambitious renewable energy projects – each offers an inspired narrative of invention, community and resilience.





Last year 91 per cent of the cells made worldwide were PERC ... the whole world acknowledges that it's Australian developed and invented technology.

– Martin Green



I don't think anyone would refute the value in the opportunity that Australia could become a renewable energy export superpower and we can revitalise manufacturing and industry and supply the world with sunshine.

– Chris McGrath



40 per cent of global carbon emissions are a result of construction. So, that means I'd say [architects] have a pretty significant role to play.

– Ninotschka Titchkosky



But what's causing that momentum is not me, it's all of the communities and everyone together advocating for [Aboriginal fire management] and creating that experience for everyone and getting them to continue to be an advocate for that in their own regions.

– Victor Steffensen



About five or six years after they built this wind farm [next door] in 2001, my cousin and I were approached ... to see if we were interested in hosting turbines on our land. Of course we were because we were still struggling financially.

– Charlie Prell



When we see a material next time that's fallen apart, we shouldn't even be talking about it as a waste. We should be saying, 'Well, wait a minute, this is now a resource that's just waiting to be brought to life in a whole new form.'

– Veena Sahajwalla



Seaweed is definitely, I think going to be part of the solution for Australia and globally, because like we're talking about a habitat that dominates 25 per cent of the planet's coastlines right? ... We've definitely not been utilising them to the best ability.

– Adriana Vergés



You end up just with the wind and solar alone having a 24 hour power plant, essentially. By adding a battery in the mix as well you can support the grid at different times.

– Taryn Lane



*We cannot solve climate change
as a species without changing the
fashion industry.*

– Zoltan Csaki

COMMUNICATION + CONVERSATION:

- Profile of individual + diversify voices
- case studies and examples of work
- Conversational tone, accessible language
- Solution and innovation focused

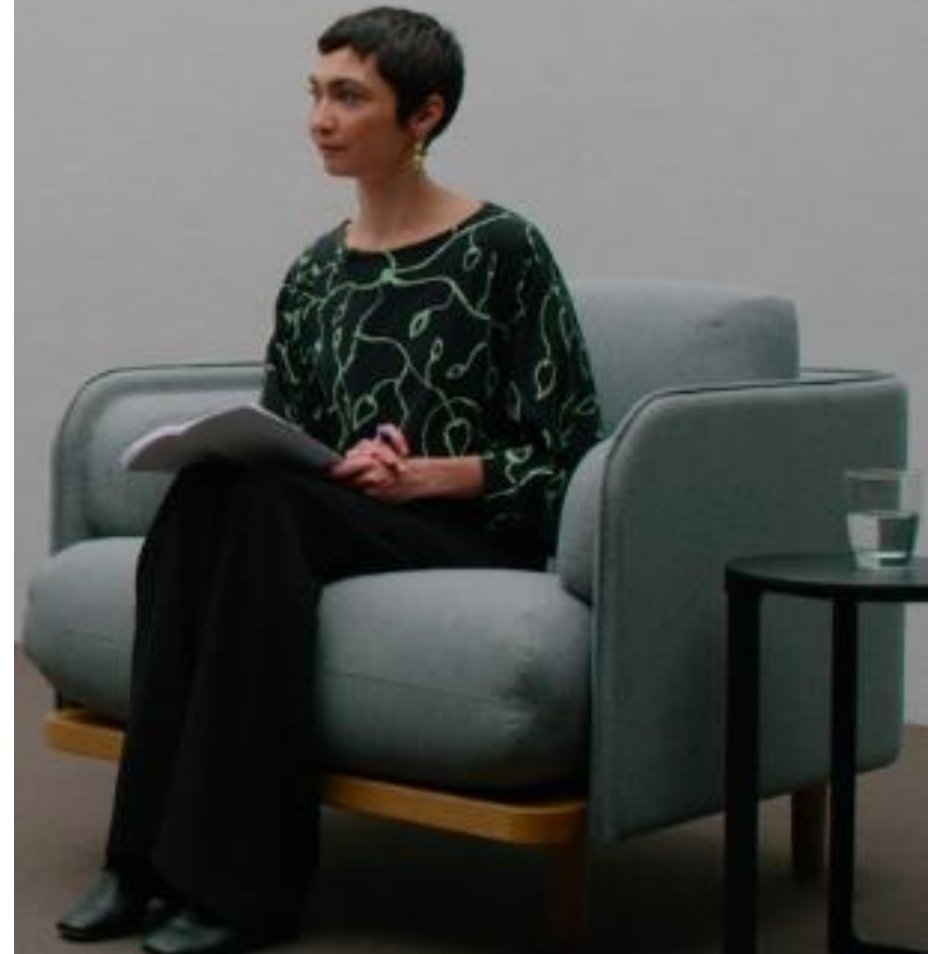


Image: Dr Laura Parker and journalist Rachael Hocking

SOLUTION-FOCUSED



Image: Operation Crayweed

AUDIENCE + DECISION MAKERS



DESIGN

AUDIENCE



Image: Zan Wimberley



Image: Mike Daly



Image: Mike Daly



Image: Powerhouse Collection

INSIGHTS



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ACKNOWLEDGEMENTS

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