



The European winner of the World You Like Challenge competition for the best solutions to climate change. Professor Tiago Domingos (pictured) is the CEO of Terraprima and Project Manager of its Sown Biodiverse Pastures project. The Sown Biodiverse Pastures project not only won the European Challenge, but also the Challenge in Portugal.

In addition to the overall prize, the Challenge also rewarded one climate solution in each of the campaign's five target countries – Bulgaria, Lithuania, Italy, Poland and Portugal. Juries were set up in each country to choose the winner, which received a billboard campaign in its capital city.

The winner in Portugal was Sown Biodiverse Pastures, while Low Energy Houses for Everyone won in Poland. The Bulgarian winner is a community composting initiative that increases citizens' environmental awareness. Lithuania's winner contributes to reducing waste

by turning items that would otherwise have been thrown away into attractive jewellery and accessories. In Italy the jury crowned a low-energy and low-emissions housing project which makes climate-friendly living affordable for all.

The number and quality of entries in the Challenge has reinforced the positive message of the campaign by highlighting how many innovative solutions are out there already. As Connie Hedegaard said when announcing the overall winner, "it's time to scale up these climate solutions to build a world we like, with a climate we like."

*a world you like
with a climate you like*

*The Directorate-General
for Climate Action,
European Commission*

Background information

The World You Like campaign and the World You Like Challenge are run by the European Commission's Directorate-General for Climate Action. It follows the Commission's 'Roadmap for moving to a competitive low-carbon economy in 2050' of March 2011, which sets out pathways for achieving the EU's objective of an 80-95% reduction in greenhouse gas emissions by 2050.

In the medium-term, by 2020, the EU aims to reduce greenhouse gas emissions by 20%, improve energy efficiency by 20% and boost the share of renewables in the energy mix to 20%. Currently, EU emissions are more than 18% below 1990 levels.

The Directorate-General for Climate Action was established in February 2010. Apart from raising awareness of climate change, DG CLIMA leads international climate negotiations, promotes low carbon and adaptation technologies and develops and implements the EU Emissions Trading System, as well as international and domestic climate action policies and strategies.

Further information

World You Like campaign and Challenge:

<http://world-you-like.europa.eu/en/> (as of January 2014: <http://ec.europa.eu/clima/aworldyoulike>)

<https://www.facebook.com/EUClimateAction>

<https://twitter.com/EUClimateAction> #worldulike

Directorate-General for Climate Action, European Commission:

<http://ec.europa.eu/clima/>

Climatica: a new initiative for climate science outreach

A team of researchers writes about their climate science and public interaction initiative: climatica.org.uk.

Over the past few decades, public interest in climate science has intensified greatly. The concepts of 'climate change' and 'global warming' extend far into the public sector, and now play a significant role in local and global politics, policies and daily activities. It is therefore vital that the information received by the public is both accurate and accessibly presented. However, achieving high quality science-public interaction is not always straightforward. Here we

present a new outlook on science-public interaction, through the recently launched web-based initiative [Climatica](http://climatica.org.uk).

The current state of science communication

Scientists belong to a global network of knowledge exchange, where data are disseminated via peer reviewed publications and conference proceedings, for example. However, this successful transfer of information does not always translate into effective

communication with wider public audiences. This is, in large part, due to the highly specialist skills required to convey complex scientific ideas in an accessible manner. At present, public understanding of climate science is often superficial, and factual inaccuracies give rise to misunderstandings between academic and public spheres. The need to more effectively engage public audiences with scientific understanding of environmental issues is therefore more pressing than ever before.

The role of Climatica

A great number of climate scientists already engage very effectively with public audiences, through Earth science documentaries, weblogs and popular science publications, for example. The internet is an ideal platform through which scientists can disseminate their ideas with full content control. There are currently a number of climate science websites, but many of these are not written by authoritative sources, often contain technical language and can be difficult to navigate. [Climatica](#) is a new climate science website launched by three climate and Earth scientists from the United Kingdom and New Zealand. We aim to bridge the gap between scientists and the wider public by publishing two levels of articles: basic background information which aims to dispel uncertainties and lay foundations for understanding climate sciences, and short articles written by experts about their research field. In contrast to academic texts, our material is written with little scientific vocabulary or jargon, allowing the public to clearly understand the information provided. We deliver scientific understanding directly to wider audiences, in an easily accessible format.

Project development and plans for the future

Our initial ideas for the website came from a discussion meeting at the UK Quaternary Research Association. It was attended by academics and media specialists, and highlighted the need to develop a more effective public-academic discourse. The development and launch of the website was made possible through the kind support of The Geological Society of London and the Quaternary Research Association. Since August 2013, [Climatica](#) has already published

over 15 articles written by leading researchers, and we have a further 10 exciting articles ready for publication by 2014.

Since our launch, we have received very positive feedback from scientists and members of the public alike. The increasing interest in [Climatica](#) has raised the profile of climate science and science communication, and has led to a series of high profile opportunities. We were recently invited to contribute [an article to The Guardian](#) focusing on some of the difficulties encountered in science communication.

We are now also part of the World Bank's [Connect4Climate](#) coalition. This is a global community of partners with research, policy, and social interests in climate change. Our collaboration with C4C has considerably enhanced our outreach potential. The continued effectiveness of Climatica relies heavily on the contribution of articles from early career researchers and academics. Developing a sustained, two-way dialogue between scientists and the public is vitally important for the future of science communication – we need your input!

The [Climatica](#) website is only a small part of this dialogue. As well as communicating through websites like Climatica, the scientific community needs to equip its scientists with the skills to communicate independently with wider audiences. To do this, we have teamed up with the EGU communications team to host a new science communication workshop at the EGU 2014 General Assembly (session [EOS22/SC10](#)). With contributions from media experts and academics, this session will tackle the issues faced by scientists when trying to communicate with wider audiences. Participants will gain practical experience of the writing and oral skills needed to prepare their work for public and media consumption. The workshop is open to all delegates at the General Assembly, and we would like to extend our invitation to you all. Please check the Climatica and EGU websites or Twitter feeds ([@Climatica](#) & [@EuroGeosciences](#)) before the conference for more information on the workshop schedule.

For further information on Climatica, or if you would like to contribute an article or blog post please contact us at climaticauk@gmail.com.

*Kathryn Adamson, Tim Lane and Selwyn Jones
The Climatica team*

