



Experiencing
the impacts
of climate
change...or
climate
silence?

1 in 100 year event...4th time in 6 years in Oxford!

Scepticism

- [Nigel Lawson](#) on R4 Today programme



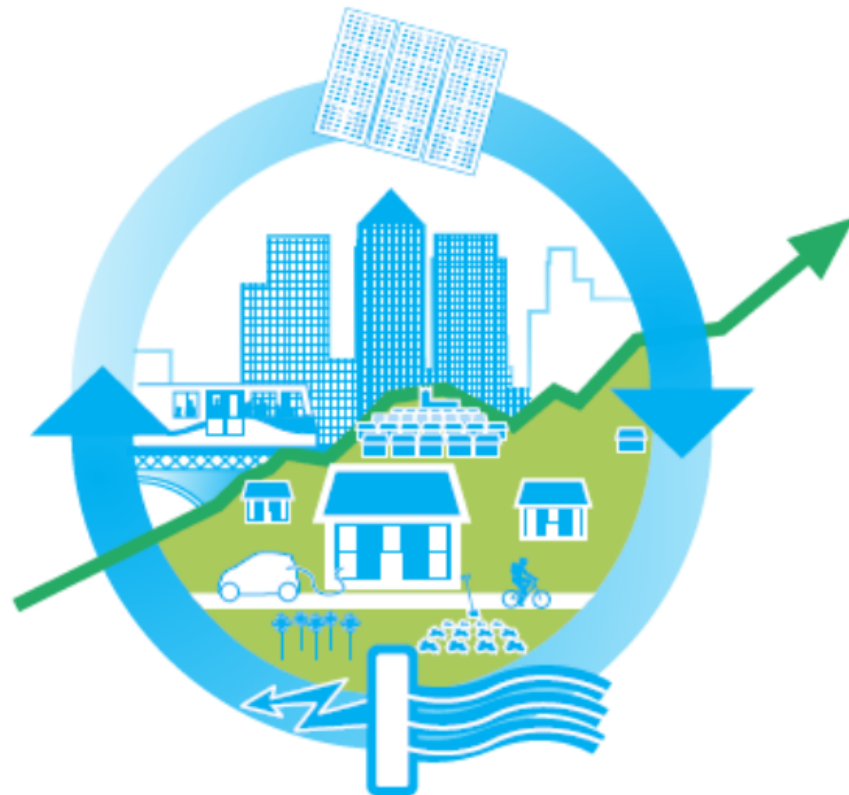
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Language matters

- ‘climate-smart’
- ‘climate-resistant’
- ‘climate-resilient’
- ‘climate (or weather)-ready’
- ‘climate-proofing’
- ‘preparedness’
- ‘readiness’
- ‘adjustments’
- ‘planning’
- ‘coping’
- ‘triage’

A new conversation with the centre-right about climate change:

Values, frames and narratives



Four narratives

**Protecting the 'green & pleasant land' (BEAUTY/
NATURE/CONSERVATION)**

**Securing our energy future
(SECURITY/SENSE OF BELONGING)**

'New environmentalism' (FREEDOM/CREATIVITY)

The good life (HEALTH/RESPONSIBILITY)

...for adaptation: place attachment &
identity?