

The Importance of Climate Communication

Context Studio

People centred service design. From Dublin.

Creative
Climate Action

Clár Éire Ildánach
*Creative Ireland
Programme*



Creative Climate Action Fund

Creative Ireland Programme



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas na hÉireann
Government of Ireland

Creative
Climate Action



“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou

Minister Eamon Ryan at Michael O'Dowd's farm- Corca Dhuibhne Inbhuanaithe, Co. Kerry

**In 2021 we put out a call for a creative solutions
to change how we think and act in response to
the climate crisis.**

The fund was the first of its kind and the largest in
Europe

WHAT HAPPENED

The Creative Climate Action Fund invited the best of our creative talent to spark and ignite real cultural change, and to engage the public on the urgent transition to a climate resilient and carbon neutral society

Creative Climate Action Fund II: Agents for Change

THEMES



1
Helping
People
Rethink
Lifestyles

2
Connecting to
the
Biodiversity
Crisis

3
Ensuring a
Fair and Just
Transition

4
Understanding
the Changing
Climate

5
Adapting
places to
climate change

DEMOLITION

WHO KNOWS
WHO CARES

Demolition, Islander Architects

Creative Climate Fund II : 2023 - 2025

Total support: €5.8 million

- **16 Ignite Projects**
- **23 Spark Projects**
- **3 Shared Island Projects**

Invoking an emotional response to rising sea levels,

a unique, yet stark reminder, that our seas are silently rising, and will continue to do so, undetectable to the naked eye

– *Línte na Farraiige, Spanish Arch, Galway*



Making connections between water and climate change,

to create the Ripple Effect – the hope being that the positive impact of being empowered to make local changes in response to changing climate ripples out, creates connections, and sparks other actions and projects

– Ripple, Ballina, Co. Mayo

Sustainable agriculture and farming practices,

through embedded artists and
artists-in-residence working
with communities on creative
solutions and changing ways of
thinking

– *Corca Dhuibhne Inbhuanaithe, Co Kerry*



Artist and farmer Lisa Fingleton, Corca Dhuibhne Inbhuanaithe, Co. Kerry

From Plan to Do.

Using **Creative Communication** to drive **Climate Action**

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01

Service Design

A background into the practice of service design and how it relates to creative communication

02

The Project

We delve into our creative approach in creating impact with Connecting Cabra SEC

03

Lessons Learned

We share lessons in creative communication that we have learned from SECs along the way

01

Why Service Design?

Creative Communication in Climate Action

Creative Communication in Climate Action

“

the human capacity
to shape and make
our environment... to
serve our needs and
give meaning to our
lives

John Heskett, 1937 - 2014





Context Studio

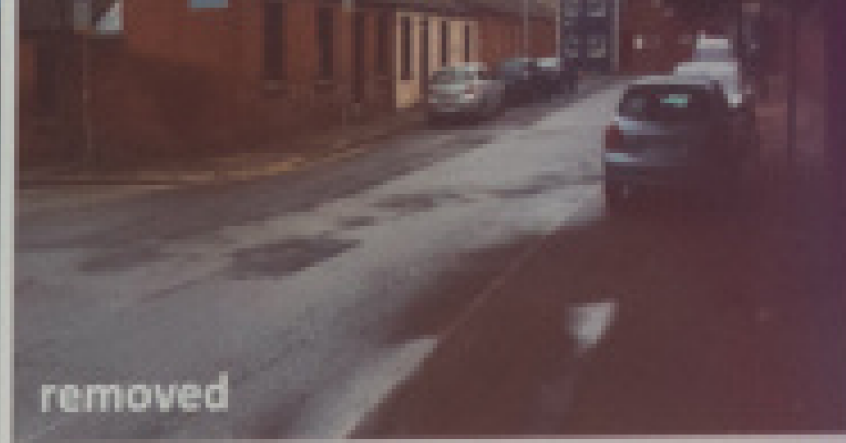
People centred service design. From Dublin.



problem



prototype



removed

A grid of small thumbnail images showing various stages of the design process, including sketches, photos, and documents.

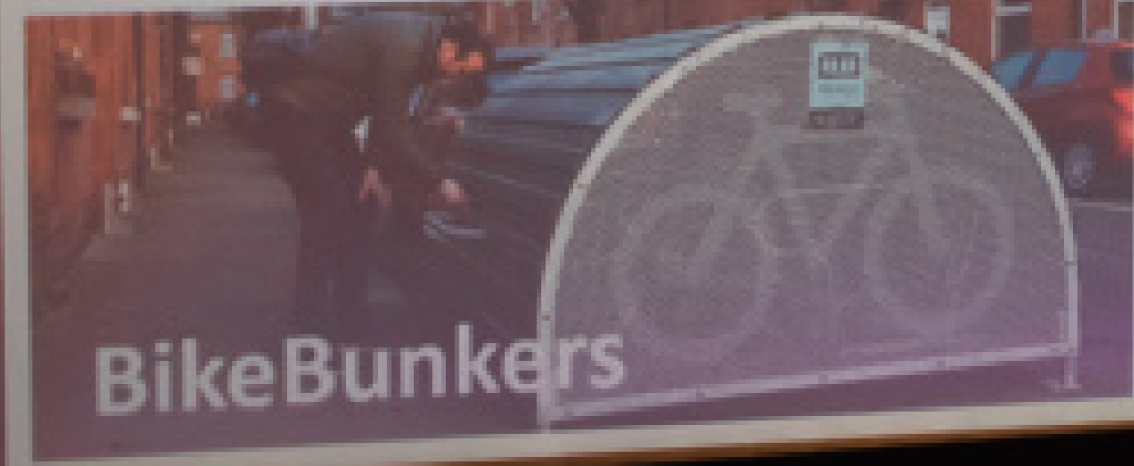
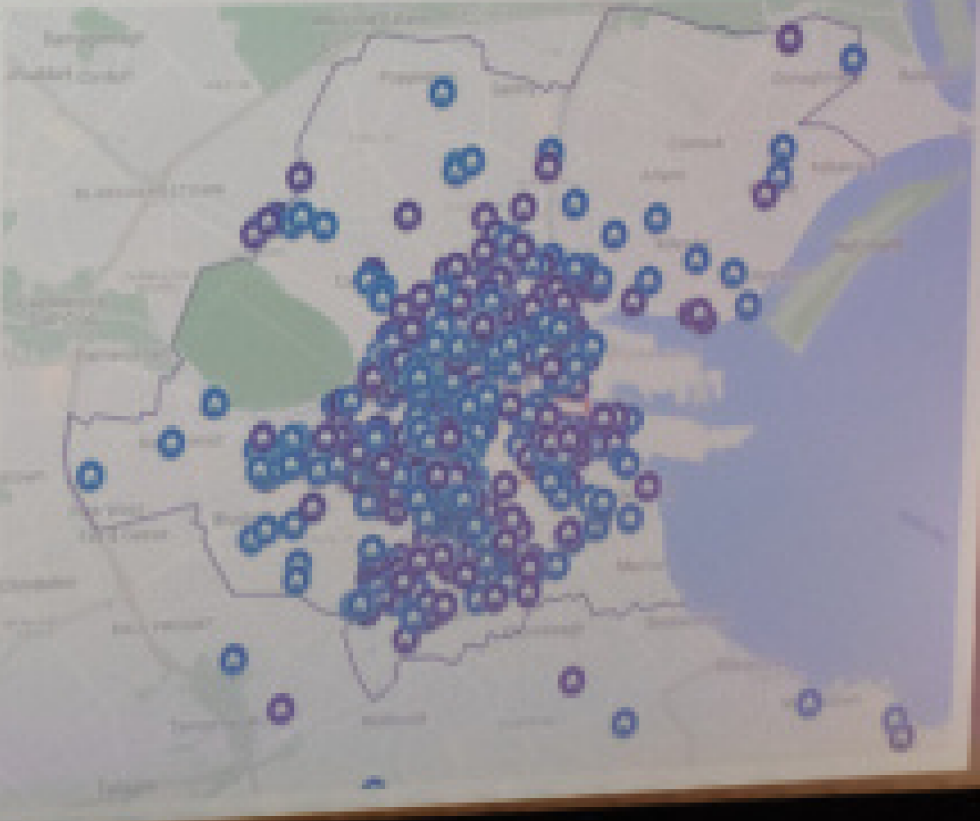


What are BikeBunkers?

Short description of the project's purpose and goals, explaining the need for secure bike storage in urban areas.

Explore

A section titled 'Explore' containing three small image thumbnails with accompanying text, likely describing different locations or features of the bike bunkers.



BikeBunkers

10 Design Principles for Government in Ireland

Principle 01/

**We will put
people first**

Principle 03/

**We will design
services together**

Principle 05/
**We will design
so knowledge
can be reused
& shared**

Principle 02/

**We will design
to be inclusive**

Principle 04/

**We will design
for trust**

Principle 06/

**We will challenge
assumptions
& design
with evidence**

Principle 08/

**We will design
to deliver value
- in all its forms**

Principle 10/

**We will work
to make
things simpler**

Principle 07/

**We will design
from the top
down & the
bottom up**

Principle 09/

**We will build,
test, learn &
iterate**



02

From Plan To Do





Challenge

Sustainable Energy Communities are struggling to move from the planning phase into actioning projects for impact in their community.

Opportunity

Through using creative design methodologies, SECs can be supported to more effectively achieve impact in their community.

The Process



Phase 1

Oct 23 - Jan 24

Research

Understand, empathise



Phase 2

Mar 24 - Apr 24

Co-Design

Build together



Phase 3

May 24 - Jul 24

Prototype

Test, learn

Phase 1

Research

We start by understanding the problem deeply.

We've done this through 12 one hour research interviews with SECs of all different shapes and sizes across the country. We also held three in person workshops to connect over 20 SECs, gather deeper insights, and facilitate discussions.



Phase 2

Co-Design

The best ideas come from those on the ground.

We engage the right people, ask the right questions, trigger discussion, and gather ideas for solutions.

We are kicking off our co-design activities on the 3rd of April.



Phase 3

Prototype

We learn through doing. Using the ideas that will come from the community, from May we will launch small, cheap, and quick solutions to get early feedback. We will iterate early and often, and learn fast.

We're comfortable with not knowing what the outputs will be at the start of the project, as we trust the process knowing the best ideas will come from the on the ground experts.





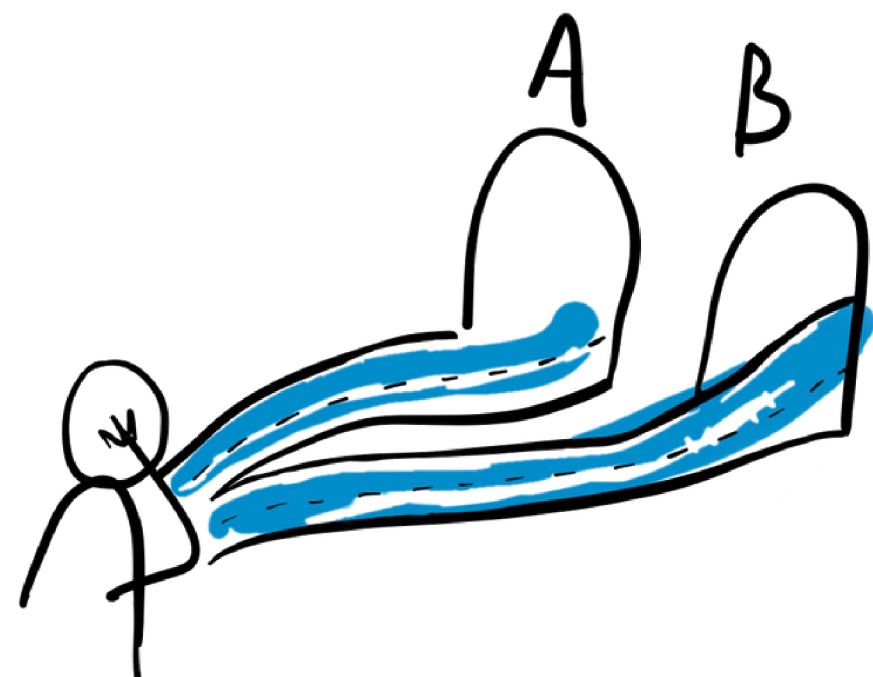
[About](#)

[For SECs](#)

[Contact Us](#)

Getting you from  **plan** to  **do.**

SEC Climate Action Journey



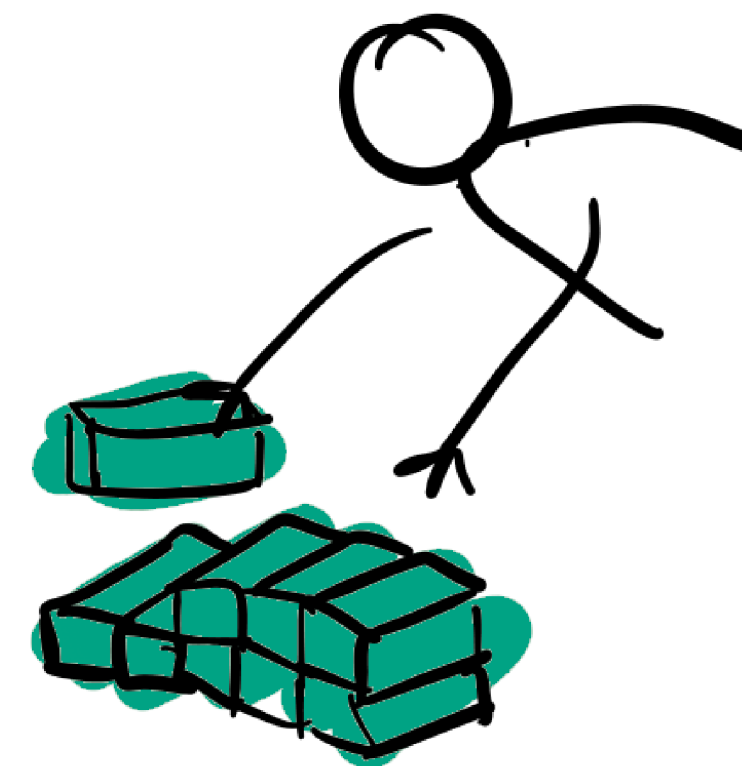
Find your Fit

Helping SECs articulate their type, and find others just like them.



Find your Focus

Helping SECs decide on their focus, and set tangible and achievable goals.



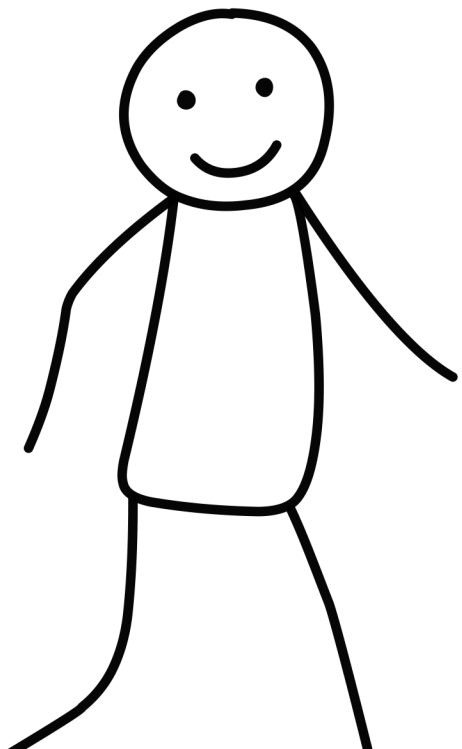
Find your Flow

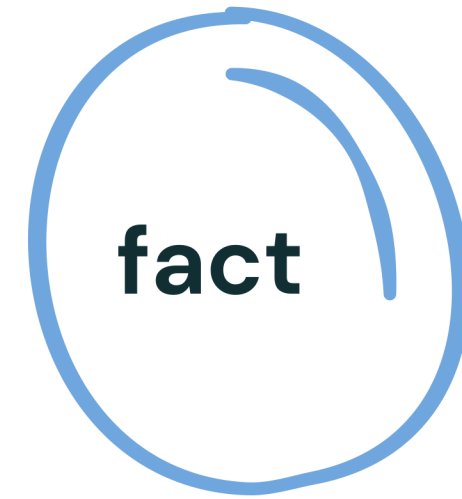
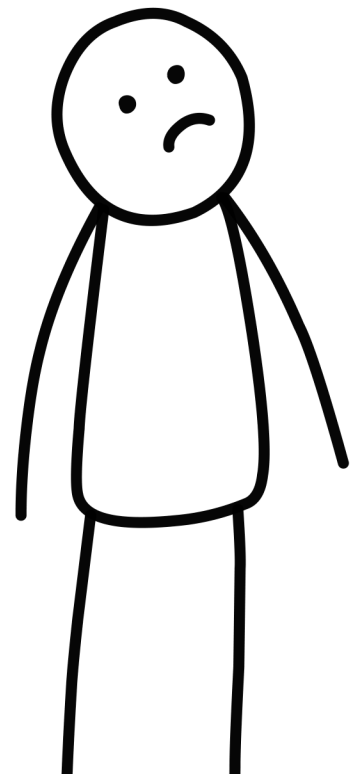
Provide project inspiration, resources and step by step instructions to actioning an impactful project.

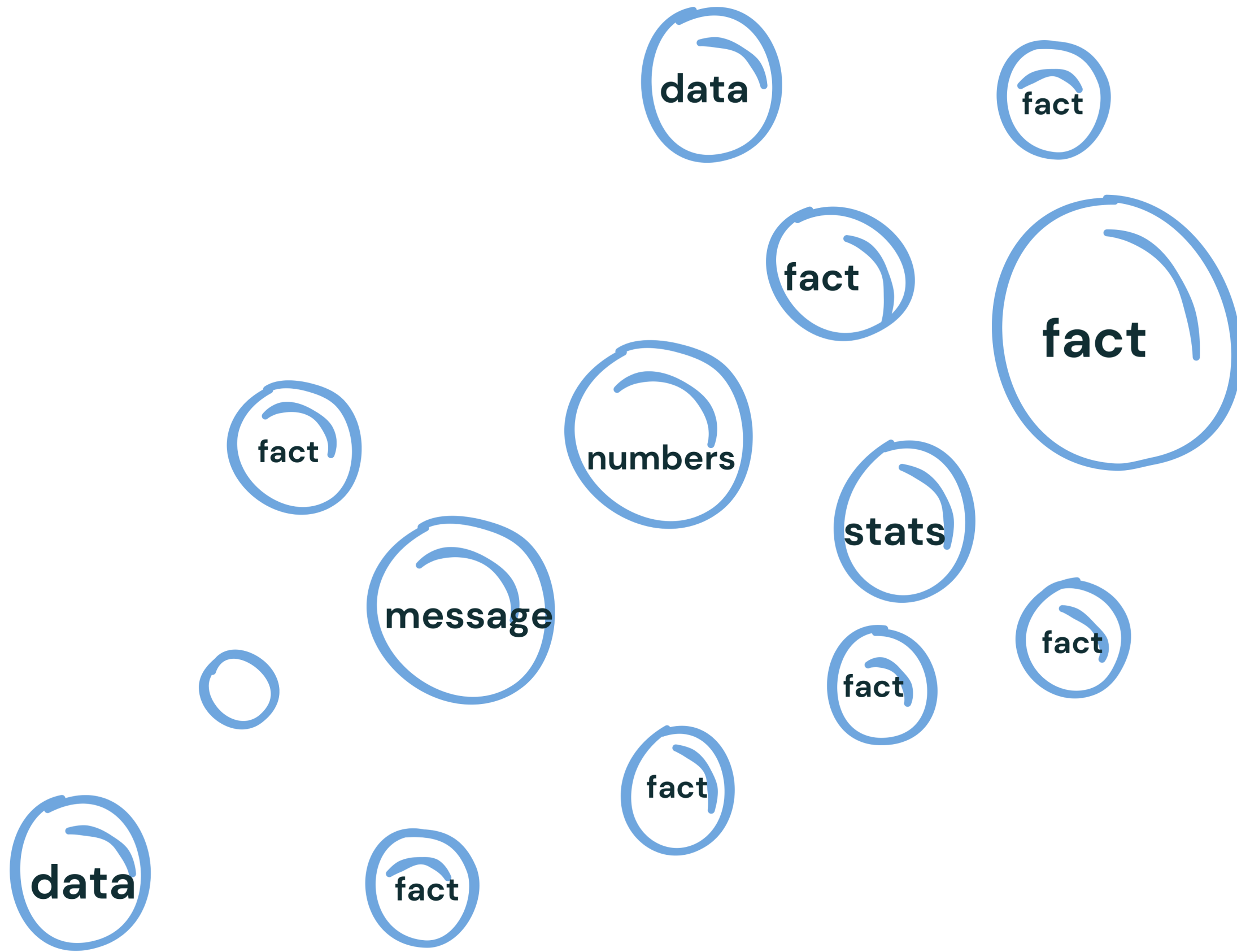
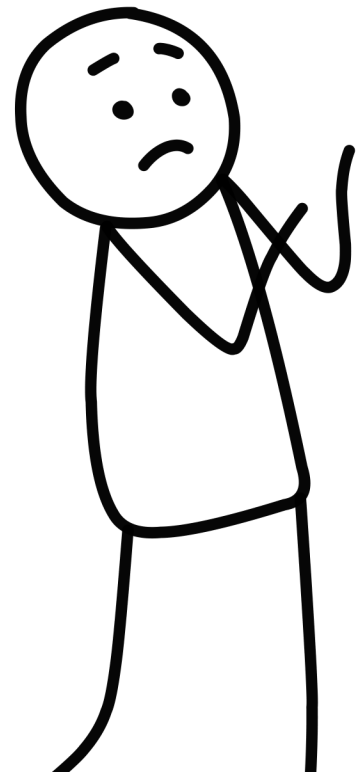
03

Lessons Learned

Creative **Communication** in Climate Action







Move beyond messaging

Design is a conversation

People want to hear from each other

We're only getting started

Share feedback!

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Keep in touch!

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www.contextstudio.ie