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Mapping climate communication: No.2 Network of actors

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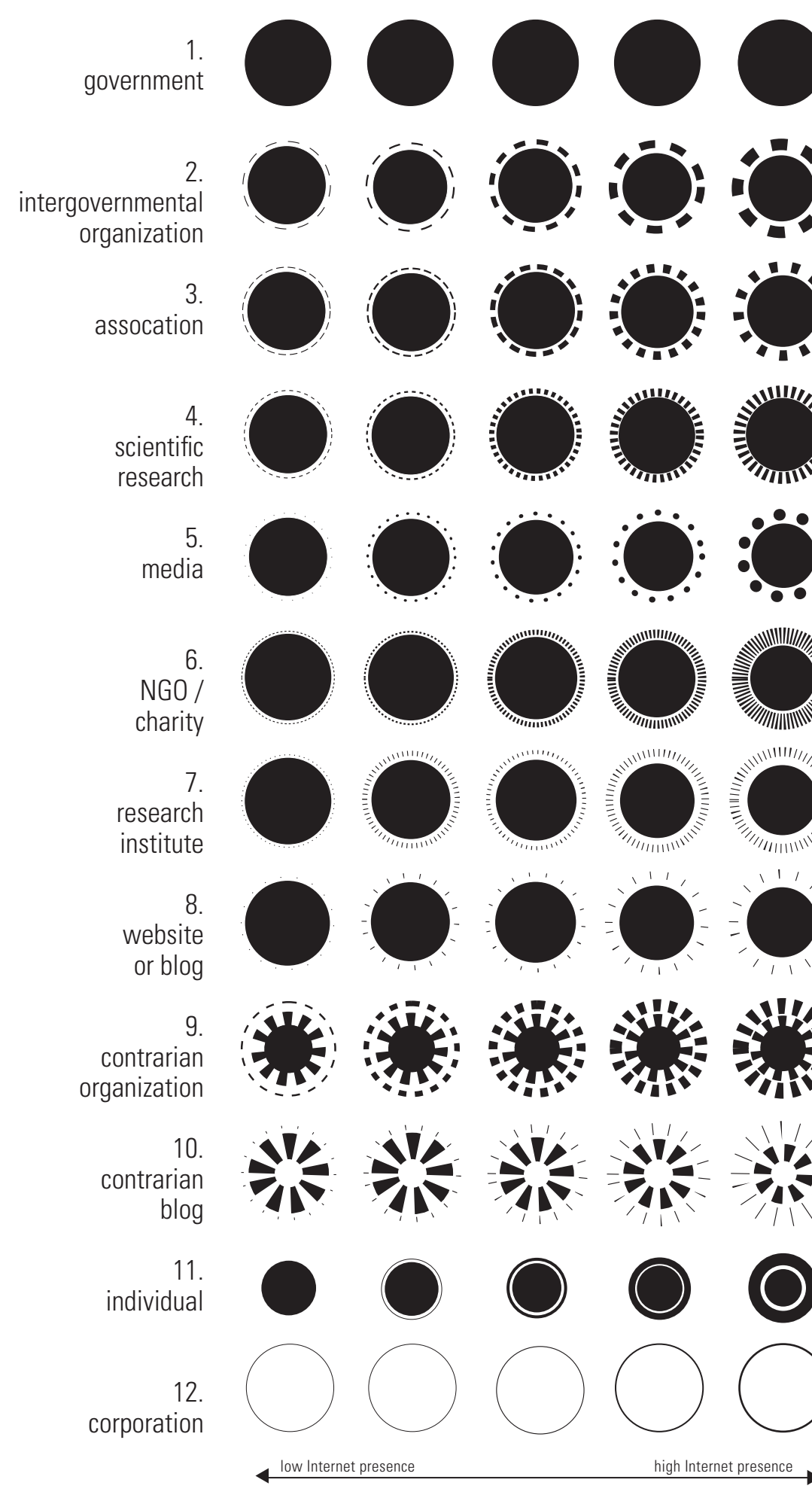
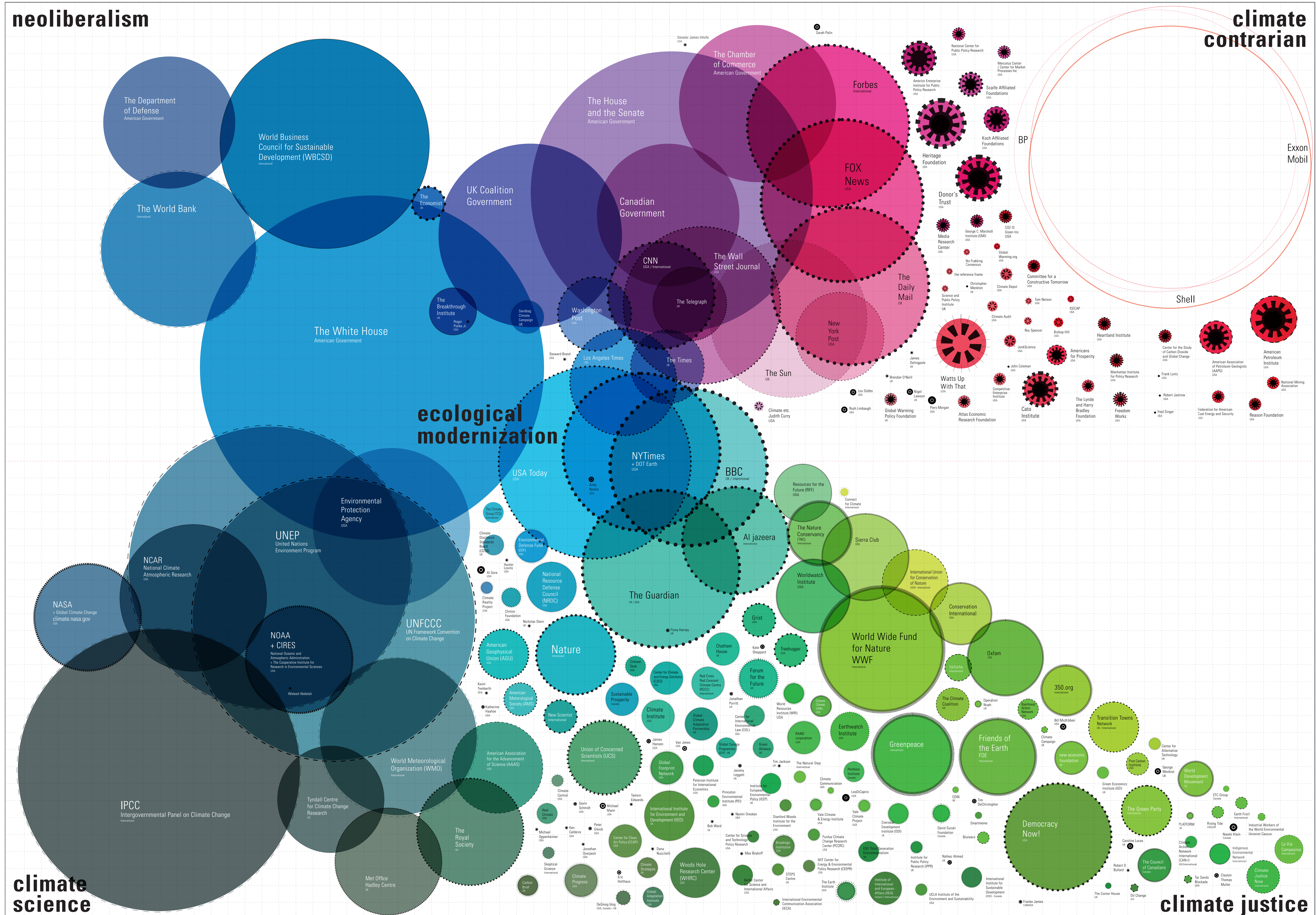
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Mapping Climate Communication No2, Network of Actors: USA, UK and Canadian Based Institutions, Organizations and Individuals

Version 2.3, 13 October 2014



How to Read this Map

This poster illustrates discursive positions and relationships between prominent institutions, organizations and individuals participating in climate communication in the United States, Canada and the United Kingdom*. Actors mapped here include:

- 1) governments
- 2) intergovernmental organizations (IGOs)
- 3) science research institutions
- 4) media organizations
- 5) non-governmental organizations / charities (NGOs)
- 6) associations and societies
- 7) climate research institutes + think tanks
- 8) websites / blogs
- 9) contrarian blogs
- 10) contrarian organizations
- 11) individuals
- 12) corporations

Actors are situated on the framework within five discursive realms: climate science, ecological modernization, neoliberalism, climate contrarianism and climate justice. Nodes are color-coded according to where they are situated on this discursive framework. The four corners are extreme positions relative to discursive norms that currently reproduce the status quo, i.e. unsustainable development with severe risks associated with accelerated climate change.

The twelve types of actors listed above are coded by circumference lines. Internet traffic is coded by the width of circumference lines. Each node has six variables:

- 1) name
- 2) physical location (Canada, USA, UK or an international organization operating in these countries)
- 3) discursive position: location on framework + colour
- 4) relative influence: size of the circle
- 5) type of actor: circle circumference line (see legend)
- 6) Internet traffic: width of circle circumference line (see legend)

Position on map, size and circumference lines are based on the data in the tables at the bottom of the poster, but are also relative to other local nodes (see the brief methodology section below).

Discourses

Discourses are shared ways of understanding the world. Discourses are also concepts that frame a problem. They provide the basic terms for analysis and define what is understood as common sense and legitimate knowledge. The five discourses presented on this poster represent positions on climate change motivated by science (or not) and ideology. Mapping discursive positions is a means of understanding the similarities and differences between various ways of understanding climate change. This map breaks climate discourses into five positions:

- 1) Climate science:** This discourse emerges from physics, chemistry, atmospheric sciences and the earth sciences. The 57% consensus within climate science (Cook et al., 2013; Anderson et al. 2000) is that warming of the atmosphere and ocean system is unequivocal, associated impacts are occurring at rates unprecedented in the historical record and that these changes are predominantly due to human influence. Climate change presents severe risks to civilization and to the non-human natural world and these impacts will become increasingly expensive, difficult and even impossible to mitigate if action is not taken to dramatically reduce greenhouse gas emissions.
- 2) Climate justice:** Climate justice movements see climate change as an ethical problem wherein the greatest impacts are felt by those least responsible for the greenhouse gas emissions. Advocates demand radical changes in modes of governance to reduce emissions while also addressing issues of social justice and equity. The radical position holds that politicians can never deliver sustainable levels of emission, since this economic model will always prioritize the needs of the market over those of the natural world. This new way of organizing social relations and the political economy must be created to effectively respond to climate change.
- 3) Ecological modernization:** Ecological modernization holds that climate change can be addressed within the current capitalist system and that low emissions and economic benefits can be achieved with market mechanisms, clean energy and other innovative solutions to climate change. This broad discourse is supported by the vast majority of actors in the central part of the framework (blue, green and grey).
- 4) Neoliberalism:** Neoliberal environmental considerations are subordinated to macroeconomic policy "imperatives". Neoliberalism is an ideology that is characterized by privatization, deregulation, financialization and austerity. Neoliberal governance simultaneously rolls-back responsibilities of the state and rolls-out market conforming regulatory incursions (Pock, 2010). In practice, neoliberalism seeks to re-shape the dynamics by presenting itself as an environmentally conscientious while avoiding action to reduce greenhouse gas emissions. Despite the green rhetoric, there is a symbiosis between the neoliberal and the contrarian discourses, since the lack of regulation enables corporate power gains and weakens capacities in the public sphere.
- 5) Climate contrarian:** Climate contrarians have ideological motives behind their critiques of various dimensions of climate science and the policies directed at lowering emissions. Typically contrarians challenge what they see as a false consensus in climate science. This discourse is promoted by conservative think tanks, climate skeptic blog - gers, media outlets, fossil fuel lobbyists, public relations personnel and some politicians, often with financial support from the fossil fuel industry. The radical position, promoted by fossil fuel interests and supporting think tanks, seeks to continue unrestrained use of the Earth's fossil fuel reserves regardless of the consequences to the climate.

Methodology

The method is described in the *Poster Summary Report* along with the theory of this map, information about metrics associated with the actors, reflections and references. Colors, positions, size of the circles and internet influence reflect data collected (some of which is in the tables). Since different types of actors are associated with different metrics, it was necessary to make many subjective judgments about the relative importance of various ways of measuring impact and the influence of a wide range of institutions, organizations, media outlets and individuals. The poster is part of a series of three posters mapping climate communication created by:

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*** Limitations of this Poster: Scope**

** Internet presence is based on Alexa rating and Twitter followers (if applicable)

*** The International Centre for Climate Governance (ICCG) survey of global climate change think tanks. The methodology is published on their website: www.internationalclimategovernance.org

**** References will be published on Poster Summary Report (September 2014)

Framework mapping climate communication perspectives and discourses: neoliberalism, ecological modernization, climate contrarians, climate science and climate justice

Actor Name	Year	Country	Actor Type	Relative Influence	Internet Influence	Discursive Position
UNFCCC	1992	USA	Intergovernmental Panel on Climate Change	13,400	1,300,000	neoliberalism
WBCSD	1988	USA	World Business Council for Sustainable Development	1,000	100,000	neoliberalism
World Bank	1946	USA	International Bank for Reconstruction and Development	10,000	1,000,000	neoliberalism
White House	1792	USA	Executive Branch	10,000	1,000,000	neoliberalism
UNEP	1972	USA	United Nations Environment Programme	1,000	100,000	ecological modernization
WWF	1961	USA	World Wide Fund for Nature	10,000	1,000,000	ecological modernization
Guardian	1821	UK	Newspaper	10,000	1,000,000	ecological modernization
BBC	1922	UK	Broadcasting Corporation	10,000	1,000,000	ecological modernization
NYTimes	1857	USA	Newspaper	10,000	1,000,000	ecological modernization
USA Today	1982	USA	Newspaper	10,000	1,000,000	ecological modernization
Forbes	1917	USA	Magazine	10,000	1,000,000	climate contrarian
Wall Street Journal	1791	USA	Newspaper	10,000	1,000,000	climate contrarian
FOX News	1996	USA	Television Network	10,000	1,000,000	climate contrarian
Exxon Mobil	1862	USA	Oil Refiner	10,000	1,000,000	climate contrarian
Greenpeace	1971	USA	Environmental Organization	10,000	1,000,000	climate justice
Friends of the Earth	1970	USA	Environmental Organization	10,000	1,000,000	climate justice
Green Party	1992	USA	Political Party	10,000	1,000,000	climate justice

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Metric	Scale	Color	Position	Size	Line Width
Relative Influence	1-10,000	Blue	Top Left	Small	Thin
Internet Influence	100,000-1,000,000	Green	Center	Medium	Medium
Discursive Position	1-12	Red/Pink	Right	Large	Thick
Actor Type	1-12	Blue	Left	Large	Thick