

# Crossing the Gap: How I learnt to more effectively engage people with climate change and help them adapt to its impacts

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**TED<sup>x</sup>**Lugano  
x = independently  
organized TED event

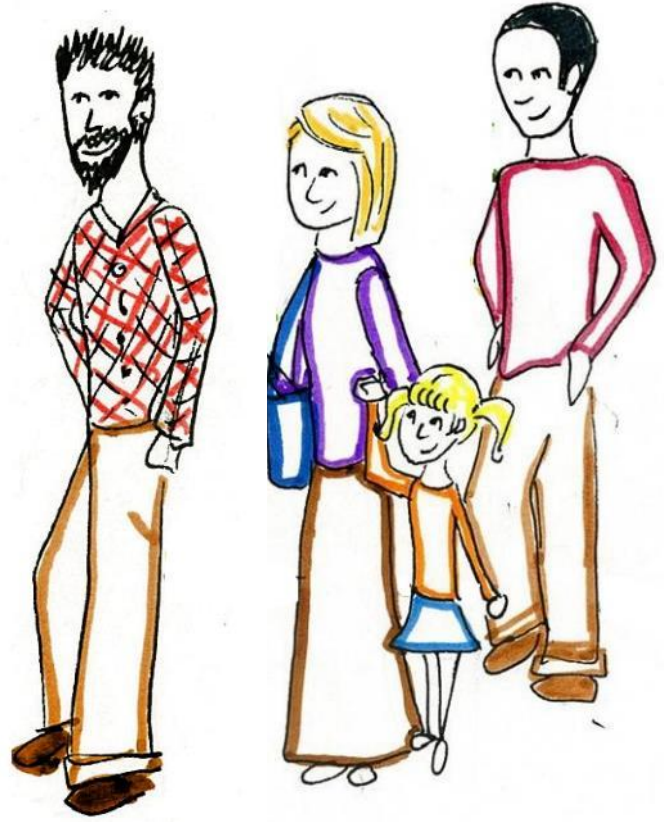
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**MIND THE GAP**











$$x = \frac{r \cdot n}{f^3} \quad r = .13$$
$$\pi \times .1637 \quad x^p t$$

Climate change means the forests are changing and we need to adapt





Audiences  
Shoes  
Size: Switzerland















## **To get better at engaging people with climate change and help them adapt to its impact:**

1. I shouldn't behave like an alarmist
2. I have to speak in a plain and simple language
3. I have to put myself in my audiences' shoes
4. I have to be patient
5. I have to become a trusted member of the community

