



Awareness: Start Re-Thinking Misconceptions

Reframing Alternatives

Typical Misconceptions

- Climate change only poses a challenge for the future
- Climate change is a scientific problem
- Addressing Climate Change is highly complex
- Climate change is for politicians to address
- We have to minimise the harm that we do
- It's more important to uphold professional standards than address climate change
- Other people and countries should address climate change
- Climate action is about solutions
- Climate action means changing people's behaviour

Alternative Framing

- Climate change affects all: past, present and future
- Climate change stems from cultural influences
- Addressing climate change can be very straightforward
- Climate change is for everybody to address
- We have to maximise our positive impact
- It's more important to change professional standards and practices to meet the requirements of climate action
- Before expecting others to act, I should take the initiative on climate change
- Climate action is about responding proactively
- Climate action entails empowering participation