

# Climate Communication in Practice: Innovation in Data and Arts

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Climate crisis urgently requires new creative ways to empower communication and verifiable information about climate change matters. At present, climate communication is a growing concept, providing a purpose for a research agenda led by an interdisciplinary model. This work pursues the following aims: a) to present the context of climate communication, b) to provide examples of technical communication in data technology and the arts sciences; and c) to promote the importance of climate communication. The research methodology undertaken in this article comprises content analysis from variety of literature and case studies. A reflective research method is incorporated to assess the effectiveness of different data techniques and communication approaches. This work presents approaches that are easily practiced in the communication and arts sector, aiming to show that effective climate communication comprises several elements beyond the common traits of creativity.

## References

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