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California Environmental Protection Agency
 **Air Resources Board**



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CLIMATE CHANGE COMMUNICATOR DR. SUSANNE MOSER EDUCATES CALIFORNIA CLIMATE CHAMPIONS

CELEBRATED SCIENTIST AND AUTHOR COMMENDS TEENAGERS' ENVIRONMENTAL EFFORTS

SAN DIEGO, CALIFORNIA – Renowned climate scientist Dr. Susanne Moser, known for her research addressing the human dimensions of climate change, meets this morning with fourteen California and ten Canadian teenagers who serve as environmental ambassadors in their local communities. Dr. Moser is the co-editor of the definitive anthology on climate change communication, *Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change* (Cambridge University Press 2007).

“Successfully communicating about climate change and about the future these young people want, communicating eye to eye and at the community level – that is essential to solving this global issue. The next generation is ideally placed to engage others, make critical choices and changes for a brighter future,” said Dr. Moser. “I admire these talented and energetic young people who are so committed to spreading the word, dreaming up a new vision, and leading their communities forward. I look forward to seeing their progress as they develop their own initiatives through the Climate Champions program.”

Dr. Moser will lead the teenagers in a discussion on “Communicating Climate Change,” as part of a three-day climate workshop held at UCSD. The participants are members of a pioneer program sponsored by the British Council in 13 countries called “International Climate Champions.” In the United States, the program is co-sponsored with the California Air Resources Board and engages high school students from across the state of California as California Climate Champions.

While at the workshop, the climate champions are developing their own individual initiatives to raise awareness of climate change that they will implement in their schools and communities over the coming year. Some of the high school students’ proposed projects include: developing a social networking website where environmental groups could share information and collaborate; writing and directing a play with an environmental message and “green” production; creating a monthly text messaging service to remind subscribers to inflate their tires (maintaining

inflation can increase gas mileage); and working with local retail shops to encourage patrons to use recycled bags and environmentally friendly business methods.

“Change cannot occur without effective communication. Dr. Moser has not only encouraged these young Californians to communicate with their peers and local communities, she has taught them how,” said Mary Nichols, Chairman of the California Air Resources Board. “It is encouraging to see top California scientists engaging with young people on ways to improve the environment across the state.”

“I am delighted that the Climate Champions had the honor and opportunity to learn from Dr. Moser today,” said Sharon Memis, Director of British Council North America. “The students will be able to apply her lessons as they begin to communicate the hazards of climate change and necessary solutions to their communities.”

Her lecture follows that of Dr. V. “Ram” Ramanathan, professor of climate and atmospheric science at the University of California San Diego’s Scripps Institution of Oceanography and leader of a team of scientists monitoring pollution at the Beijing Olympics. Dr. Ramanathan welcomed the students yesterday and led them on a tour of the Scripps facility.

Dr. Moser, Director and Principle Researcher at her Santa Cruz firm, Susanne Moser Research & Consulting, works primarily with the State of California helping to support the development of environmental adaptation strategies and policies informed by social science. Her extensive experience includes working for the National Center for Atmospheric Research (NCAR) in Boulder, Colorado, and the Heinz Center in Washington, D.C., where she specialized in coastal erosion and management, and effective communication of climate change in support of social change.

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ABOUT CLIMATE CHAMPIONS Last March, the British Council and California Air Resources Board worked together to identify 15 California high school students who are concerned about global warming and committed to sharing ideas with others in their schools, neighborhoods and communities about how to address climate change. The California Climate Champions program is part of the British Council’s International Climate Champions program, which operates in 13 countries around the world. In May 2008, three of the 15 California students were selected to represent the United States at a youth summit in Kobe, Japan, during the G8 meeting of environmental leaders.

To learn more about the California and International Climate Champions programs, please visit:

<http://www.britishcouncil.org/usa-science-projects-climate-champions.htm>.

ABOUT ARB Governor Schwarzenegger signed AB32 in September 2006, requiring the California Air Resources Board (ARB) to reduce greenhouse gas emissions to 1990 levels by 2020, roughly a 25 percent decrease. ARB’s work has accounted for about a fifth of the necessary emissions reductions thus far, and will account for the rest later this year with the release of its “scoping plan.” For more information, please visit www.arb.ca.gov.

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