

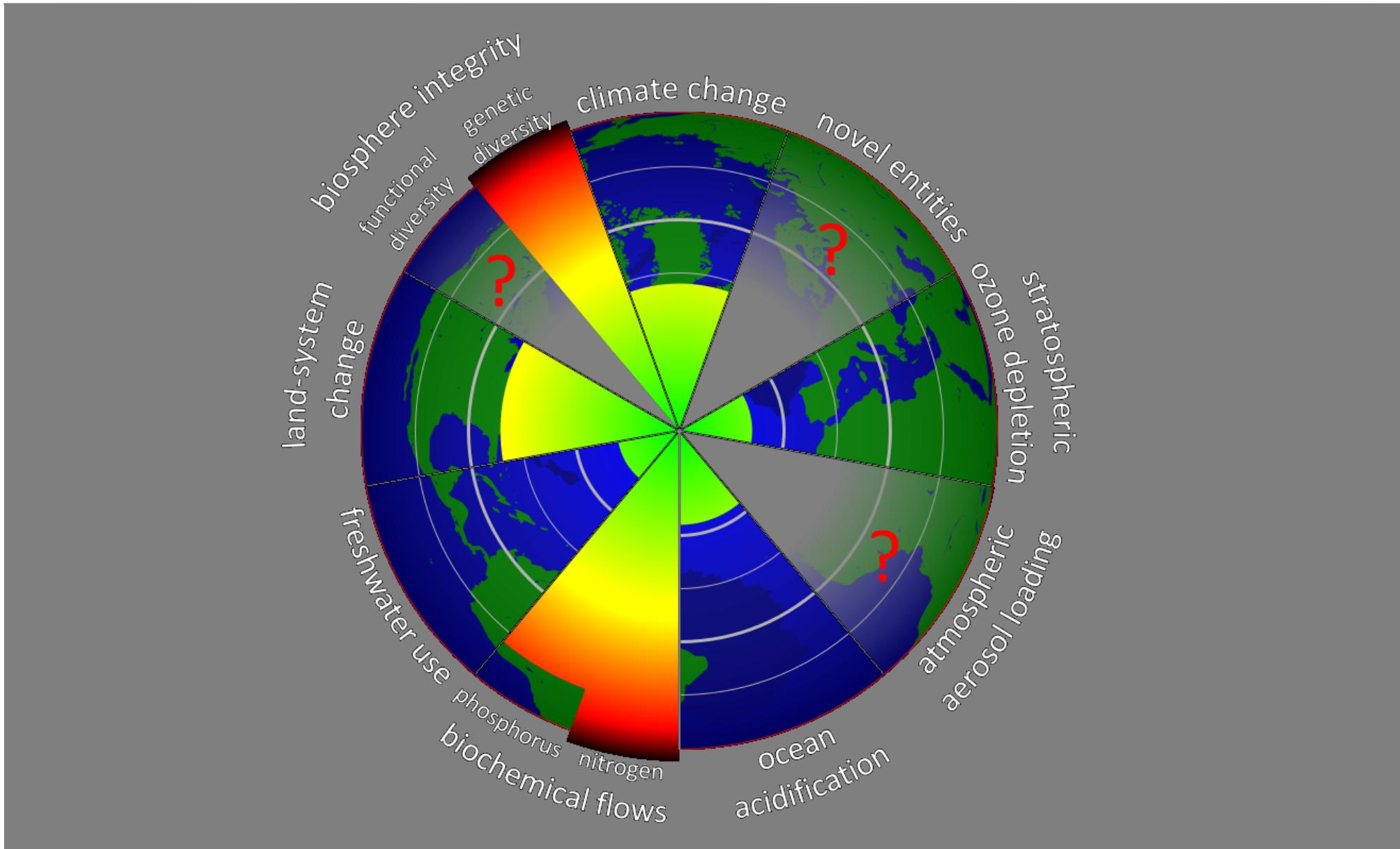


Das erzählerische Potential der Planetarischen Leitplanken

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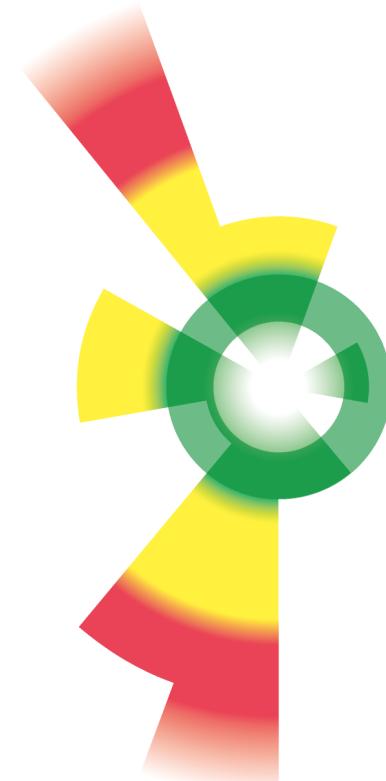
Planetary Boundaries: The Message





Planetary boundaries as communicative success story?

- Easy-to-grasp message
- Universal appeal
- Metaphorical and visual nature
- A concept grounded in science with trustworthy messengers





„Communication gap“: limited impact

- Within mass media the concept is only reluctantly referenced.
- Increasingly used in communication, especially in the political realm
- But: The concept is used to support other discourses. Rarely is it changing existing discourses.

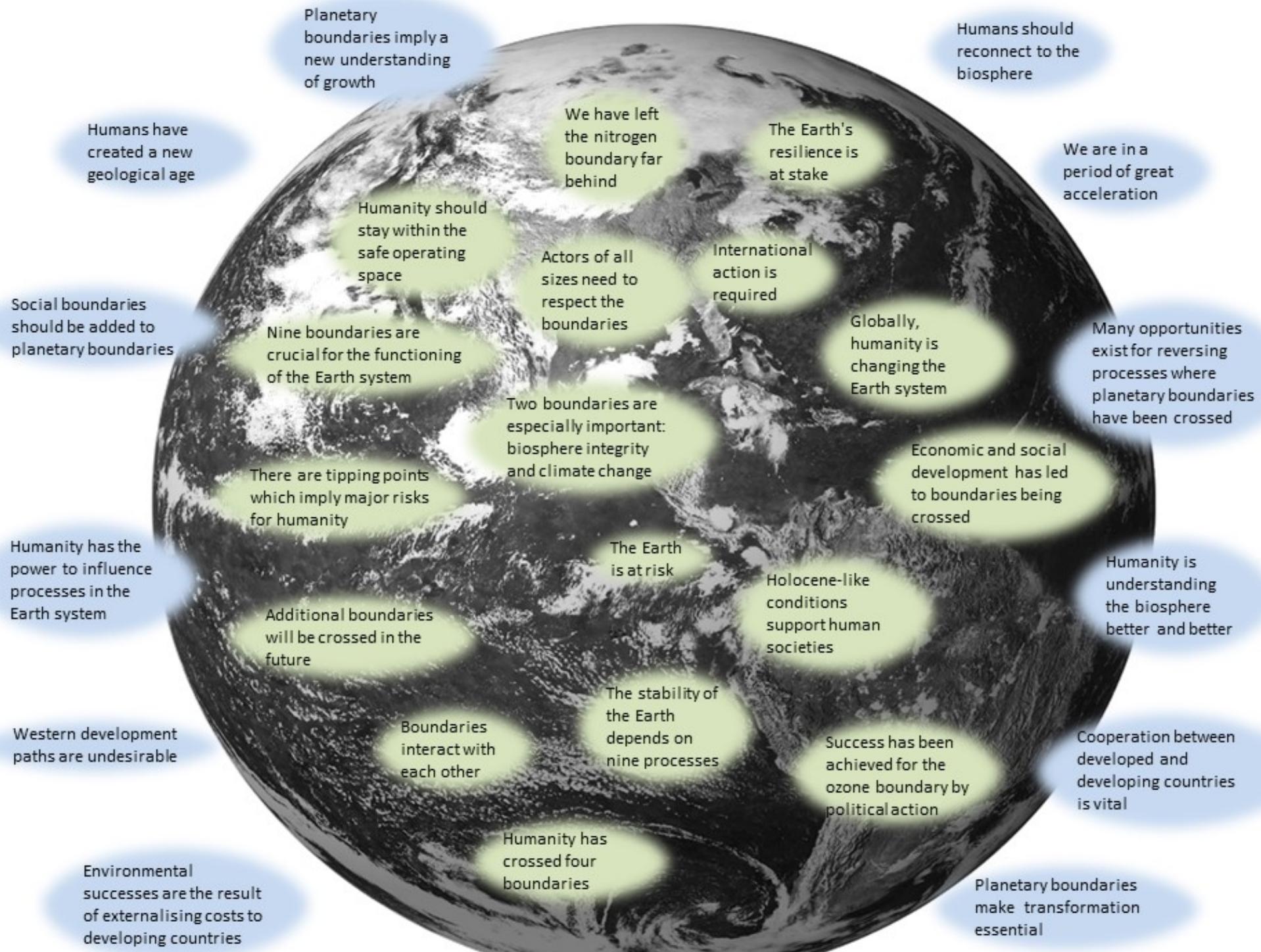


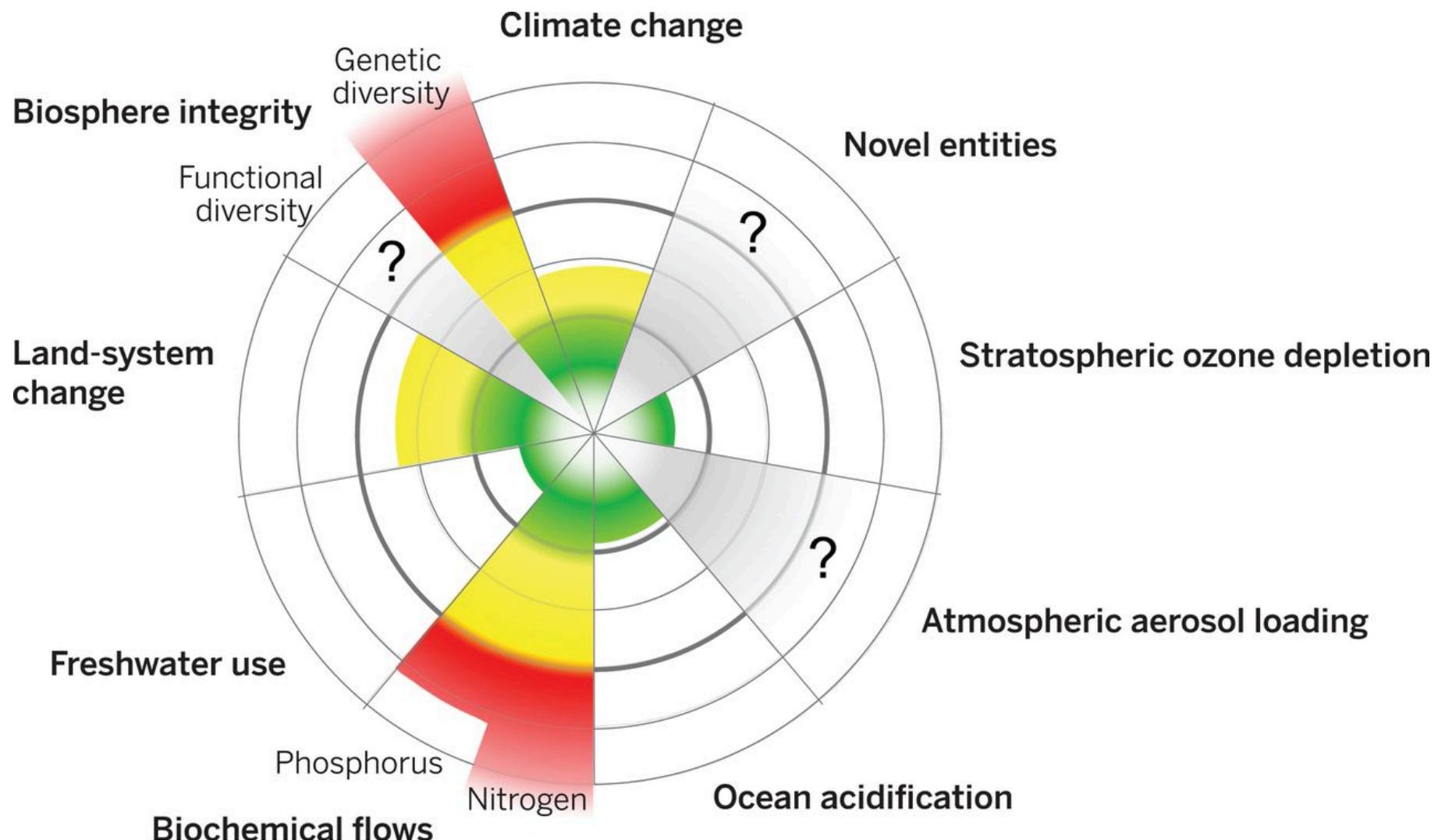


Reasons

- Complexity
- Unclear core message
- Low localization in space and time

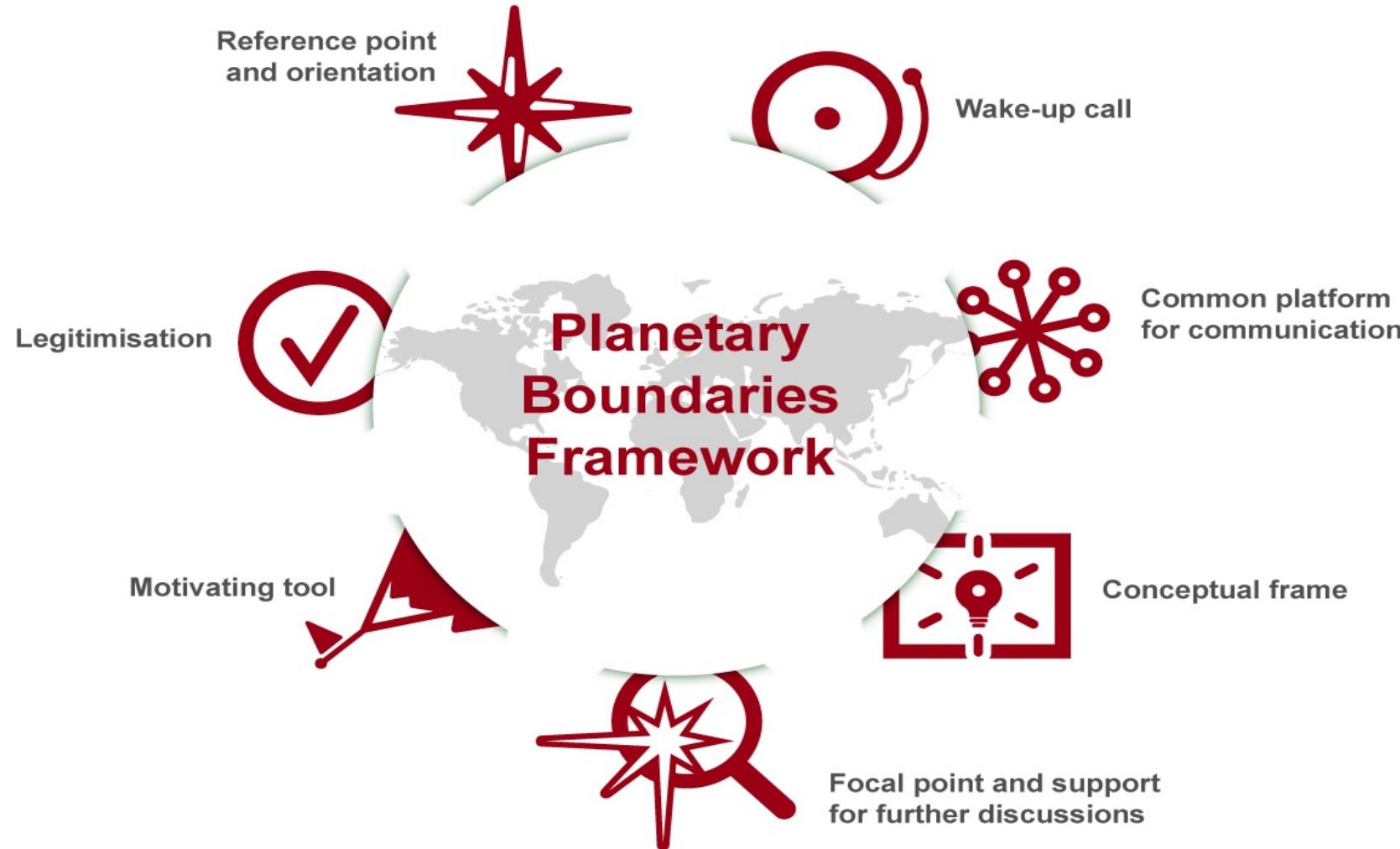






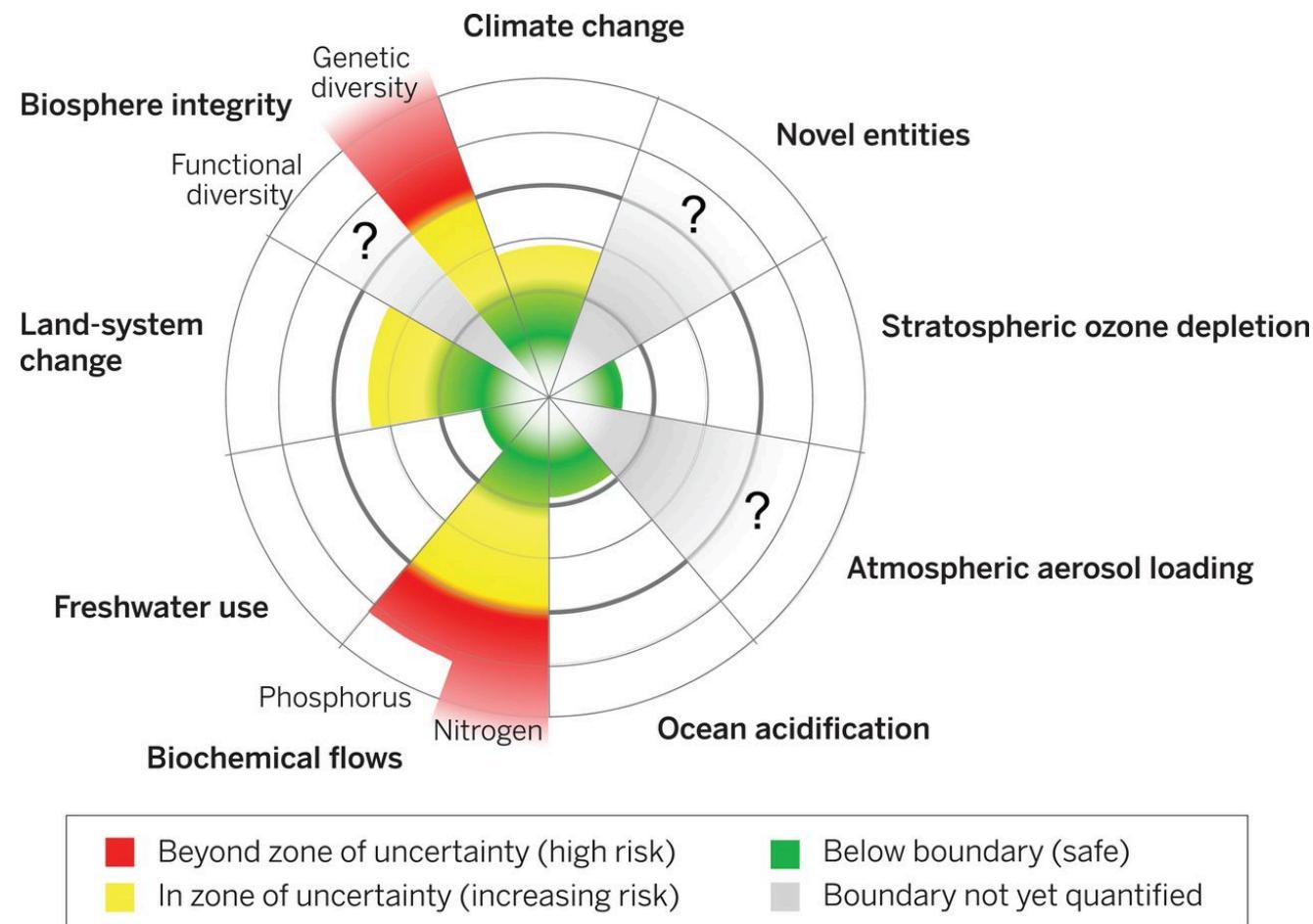
- Beyond zone of uncertainty (high risk)
- In zone of uncertainty (increasing risk)
- Below boundary (safe)
- Boundary not yet quantified







Clarify the Meaning





Get the concept close to the people!

- Develop clear messages specifically for the various target audiences.
- For communicating the concept to the broad public develop narratives for the various planetary boundaries.
- Use appealing photographs.



Supporting Narrative: Newfoundland Cod Fisheries (thresholds)

- For centuries: fishermen in Newfoundland relied on income provided by cod fishing
- After 1990: overfishing & colder water temperature led to sudden decrease in cod stock to 1% of previous level
- Levels recovering slowly since then
- Result: loss of food source & loss of income / unemployment & migration of local fisherman / communities
- Underlying mechanism: regime shift (socio-ecological system changes to a new stable state)



Supporting narrative: Soil erosion in Iceland (land-system change boundary)

- Southern Iceland farmers: relied on pasture for sheep for centuries
- Communes as basic administrative unit and regulations for common pasture to limit overstocking of farmland / avoid overgrazing and degradation
- Eventually pressure from grazing higher than replacement rate
- Result: pasture overgrazed and eroded; deprived farmers of essential resource for their work & their livelihood
- Underlying mechanism: resembles process that likely exist for the planet (Earth system changing its system state)



Focus on stability as a the main message!

- In a world which is increasingly characterized by dynamic changes and technical, social, and political ruptures, stability is of utmost importance.
- Emphasize the Save Operating Space!
- Nature has created a human-friendly environment. That is the biggest asset to our well-being. It guarantees our livelihood and safety.



No Message without Messenger!

If not you, who else will spread the word?

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The PB concept to underline the need for Co-operation

