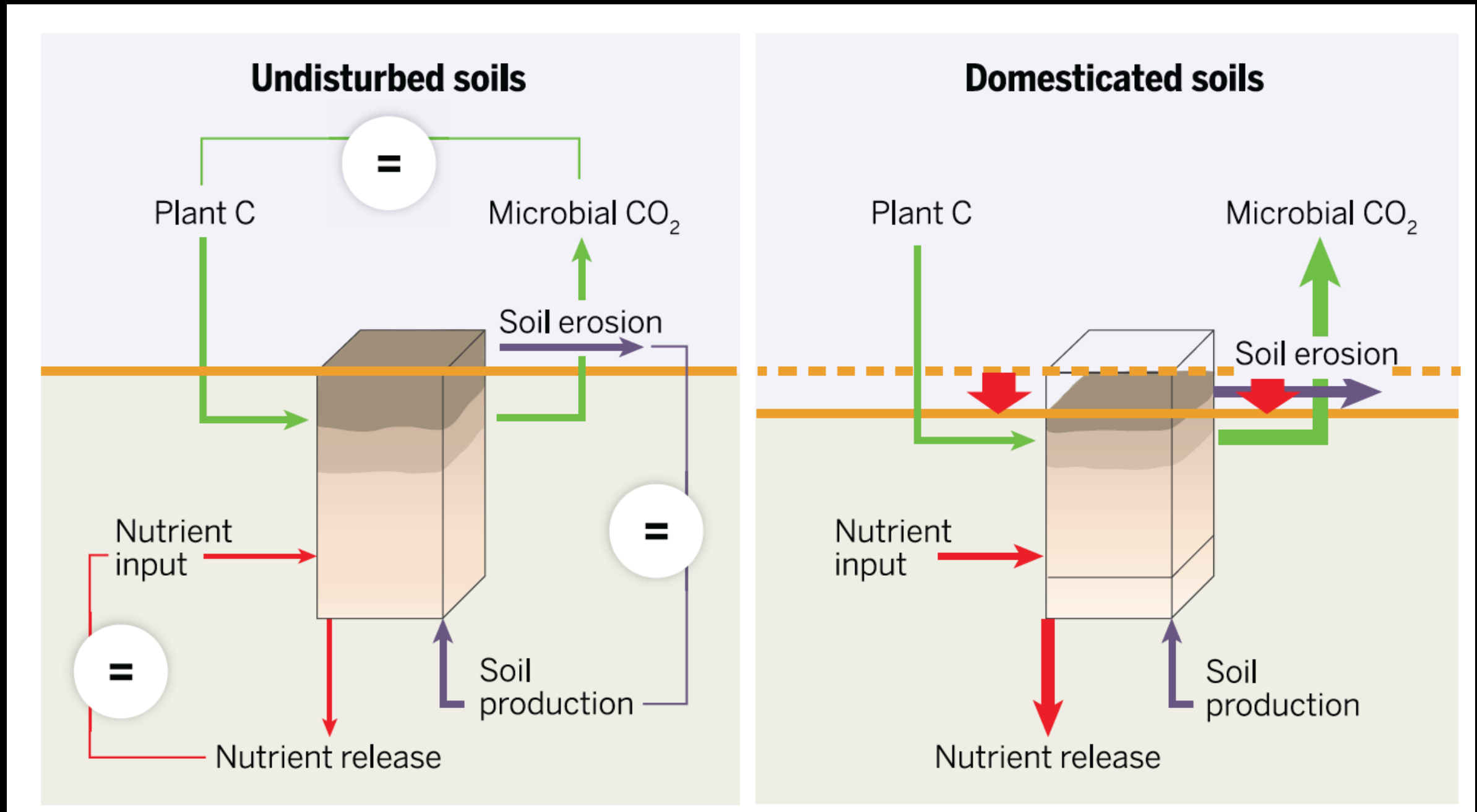


FINAL REMARKS

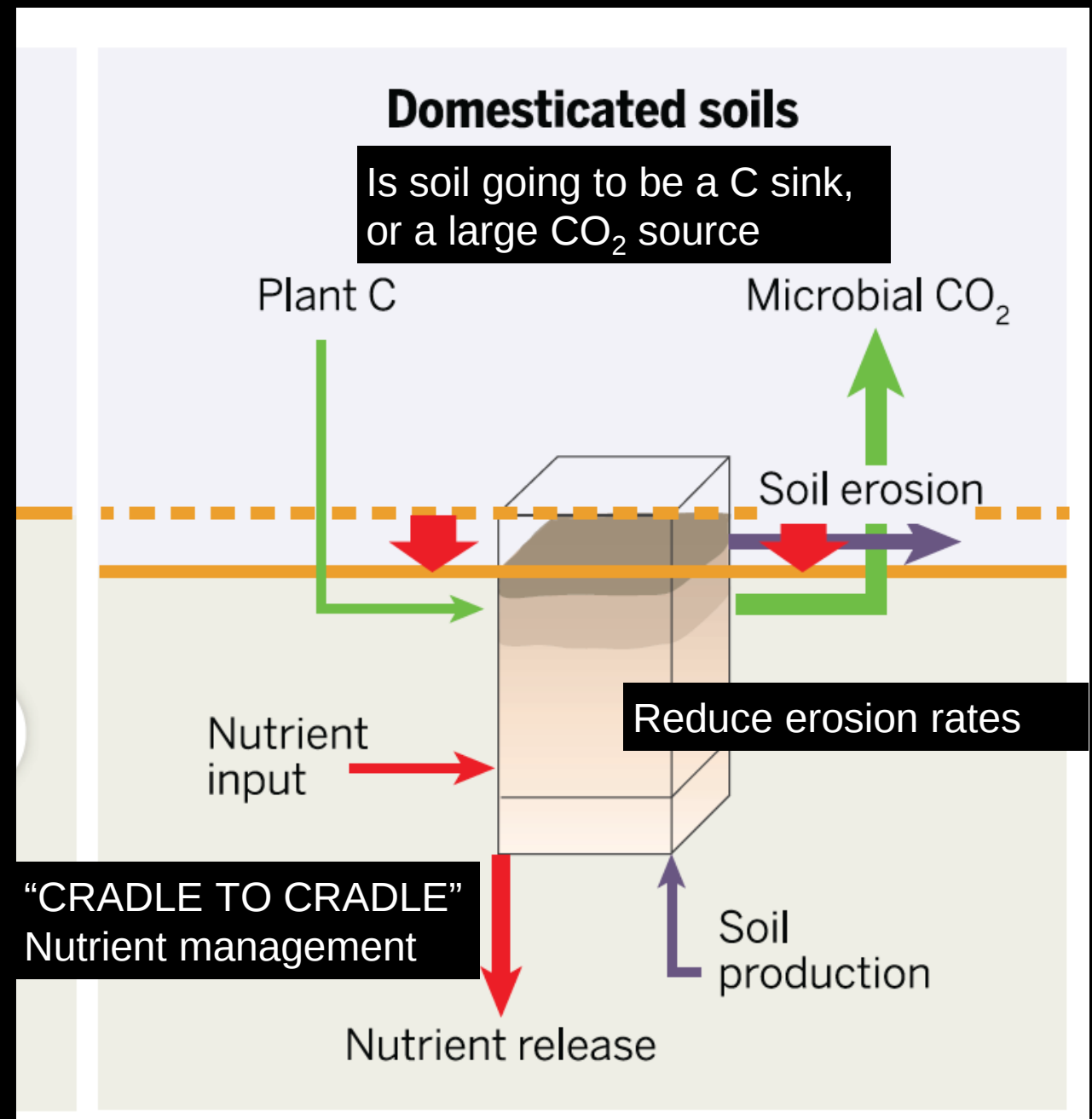
Ron Amundson

University of California, Berkeley

SUSTAINABILITY = (MAINTAINING/REGAINING) STEADY STATE

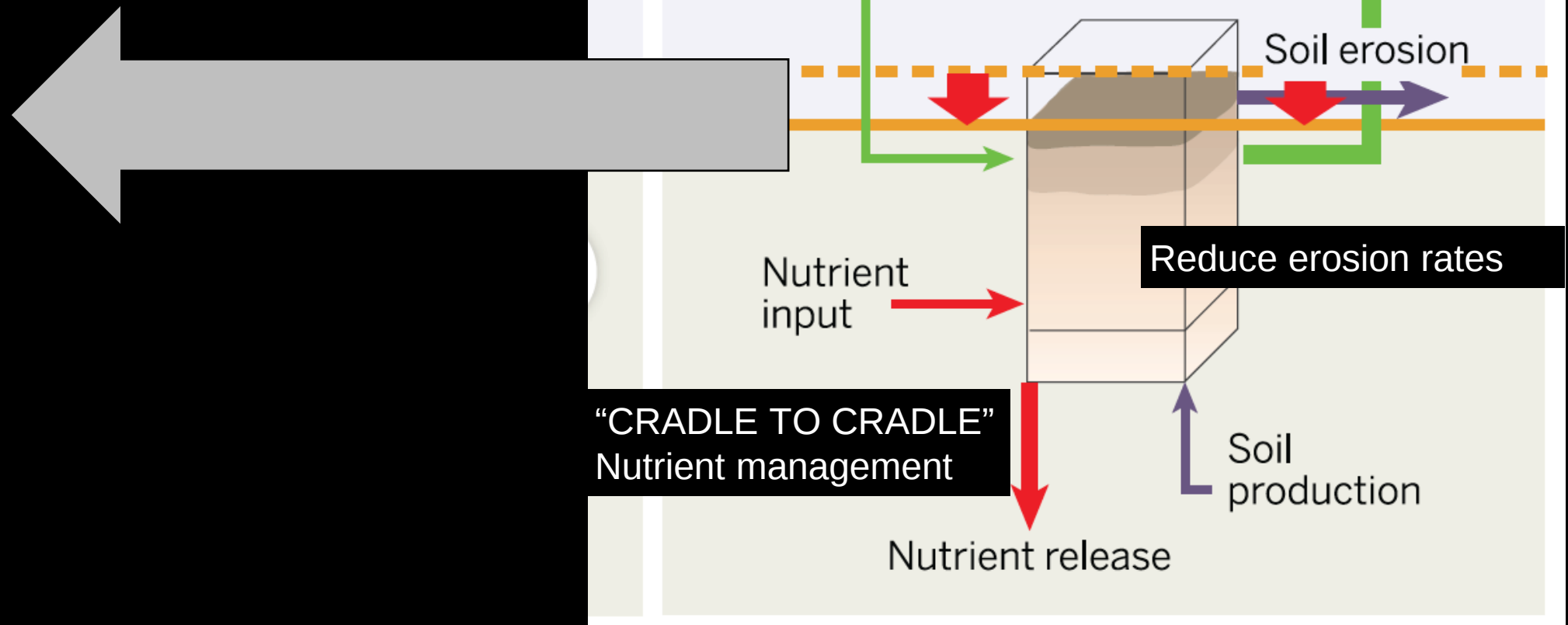


SUSTAINABILITY = (MAINTAINING/REGAINING) STEADY STATE



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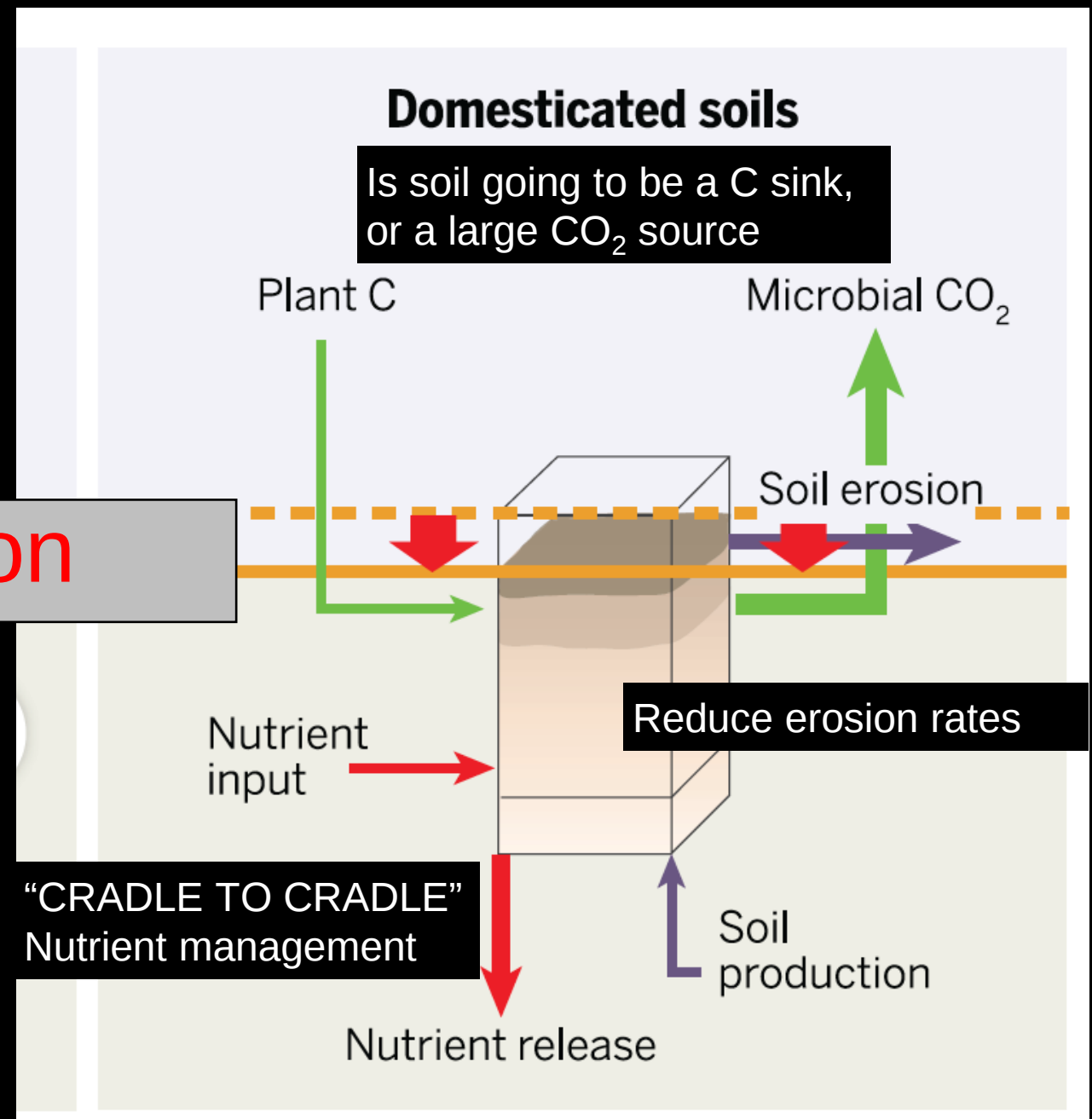
HUMAN
NEEDS



SUSTAINABILITY = (MAINTAINING/REGAINING) STEADY STATE

HUMAN
NEEDS

communication



WHOSE SECURITY IS IMPORTANT?
COMMUNICATING RISK ABOUT SOIL
TO A DIVERSE POPULATION

WE KNOW SOIL IS IMPORTANT



BUT SOIL IS DOWN
(OR NOT ON) THE
LIST WITH MOST
PEOPLE

their security is important,
not soil security
or climate security,

Gallup Poll 2015

	Apr 9-12, 2015	Mar 5-8, 2015	Feb 8-11, 2015	Jan 5-8, 2015
ECONOMIC PROBLEMS (NET)	34	33	38	34
Economy in general	11	11	16	14
Unemployment/Jobs	10	10	9	7
Federal budget deficit/Federal debt	5	5	5	7
Gap between rich and poor	3	2	3	2
Lack of money	2	2	3	2
Taxes	1	1	1	1
Wage issues	1	2	3	1
High cost of living/Inflation	1	*	1	*
Corporate corruption	*	*	1	1
Fuel/Oil prices	*	1	1	1
Foreign trade/Trade deficit	*	--	--	*
Recession	--	--	--	*
NON-ECONOMIC PROBLEMS (NET)	72	75	73	67
Dissatisfaction with government	19	18	17	17
Immigration/Illegal aliens	8	7	6	8
Healthcare	6	7	10	5
Race relations/Racism	6	4	3	5
Education	5	6	7	5
Foreign policy/Foreign aid/Focus overseas	4	4	3	2
Poverty/ Hunger/Homelessness	3	4	4	3
Terrorism	3	6	8	2
Judicial system/Courts/Laws	2	3	2	2
Lack of respect for each other	2	2	2	3
Welfare	2	1	1	1
Wars/War (nonspecific)/Fear of war	2	2	2	2
International issues, problems	2	3	2	1
Situation in Iraq/ISIS	2	4	4	1
Environment/Pollution	2	2	1	2
War/conflict between Middle East nations	1	1	*	*
Crime/Violence	1	2	3	3
Lack of military defense	1	1	1	1
Elections/Election reform	1	1	*	1
Drugs	1	1	1	1
Guns/Gun control	1	1	*	1
Unifying the country	1	1	1	1
Energy/Lack of energy sources	1	*	*	1
Care for the elderly/Medicare	1	*	*	*
Abortion	*	1	*	*
Gay rights issues	*	1	1	1
Situation/War in Afghanistan	*	--	*	1

HOW DO WE COMMUNICATE ENVIRONMENTAL RISK AND NEEDS?

- do we need more or better education?
- more papers?
- more PR, more meetings, etc.?

THE SCIENCE OF MOTIVATED REASONING

OPINION

NATURE|Vol 463|21 January 2010

Fixing the communications failure

People's grasp of scientific debates can improve if communicators build on the fact that cultural values influence what and whom we believe, says **Dan Kahan**.



The Science of Science Communication

Edited by Baruch Fischhoff and Dietram A. Scheufele

National Academy of
Sciences

AAAS Auditorium

Washington, DC

May 21–22, 2012



HOW PEOPLE FILTER FACTS

Members of these different groups tend to accept information if it is delivered from a member of their group, or if the information is consistent with a number of group values

“you don't lead with facts in order to convince. you lead with values
- so as to give the facts a fighting chance”

MOTIVATED REASONING



SO HOW DO WE COMMUNICATE?

“you don't lead with facts in order to convince. you lead with values - so as to give the facts a fighting chance”

HOW DO WE MAKE THE EARTH MATTER TO PEOPLE?

- 1. What is important to you?**
- 2. What will the world look like when you are 60?**
- 3. What would Bono do?**
- 4. What was the person who cut down the last tree on Easter Island thinking?**
- 5. Do we have anywhere else to go?**

WHAT WOULD BONO DO?



Mike Huckabee ✓

March 26, 2014 · 🌐

Many of you know that I've worked with the ONE campaign that was started by U2 lead singer Bono. He's been a guest on my show, and I have great respect for him. If you want to understand more of why I do, watch this video where he discusses his faith and Jesus:

<http://www.mikehuckabee.com/.../3/u2-s-bono-on-faith-and-jesus>



George W. Bush's Legacy on Africa Wins Praise, Even From Foes

April 26, 2013

By [DANA HUGHES](#) via [THIS WEEK, WORLD NEWS](#)

 Like

1.8k

 share

1075

 Tweet

217

 +1

4



U2 front-man and activist Bono, who criticized Bush on the Iraq War, nonetheless expressed his admiration for the Republican president on an appearance on the Daily Show last year, telling Stewart that Bush did an "amazing" job in the fight against the spread of HIV/AIDS in Africa.

"I know that's hard for you to accept," Bono said to a surprised crowd and host, "but George kind of knocked it out of the park. I can tell you, and I'm actually here to tell you that America now has 5 million people being kept alive by these drugs. That's something that everyone should know."

WHAT PEOPLE LIKE BONO DO

- Figure out what is important to your audience
- Connect with them on those points of commonality
- Introduce or explain the issue in terms of their value systems

A SCIENTIFIC EXAMPLE OF BONO

Kathryn Hayhoe, Texas Tech

- AGU Science Communication Award 2014

She has done incredible outreach to fellow evangelicals and helped convey climate science through shared community values. Her book *A Climate for Change: Global Warming Facts for Faith-Based Decisions* has had a large impact on the Christian community. **Her widely viewed interview on *NOVA* for PBS provided powerful insights into the life of a scientist who also is an inspirational woman of faith.**



WHAT CAN THE SOIL SCIENCES DO?

- Universities: Develop multidisciplinary programs that address “science to policy” continuum
- NGO’s and Philanthropy: Invest in the cutting edge of science communication research and applications – in addition to natural science research
- NAS, NSF, etc: Lead. Guide/refine concept of “broader impacts”. Promote symposia with leaders from environmental/climate science and those in “the science of science communication” –
SUSTAINABILITY IS A SCIENCE

CONCLUSIONS

- Talk about soil like a rock star  ,not an academic...

- Talking about science “like a rock star” means something far deeper than most might expect: **it involves understanding people as much as the earth.**