



Adaptation: the greatest challenge

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The greatest challenge

- Obtaining the understanding, co-operation and behavioural change of 7 - 11 billion people
- Much effort on science; far less on advising society what to do
- Help people globally to change behaviour, consumption patterns, habits, use of technology, views, traditions and beliefs.



Adaptation: 3 scenarios

- 2 degrees (unlikely). Increased migration, heightened tensions, resource conflicts, more failed states, economic impacts, disease.
- 5 degrees. Mass migrations, major food & water crises, flooding, armed conflict (poss. nuclear), permanent change.
- 10 degrees. Catastrophic impacts. Rage at Govts. Mass population movements. Civil and international war. Mass terrorism.



The food challenge

- To reach 1.8 billion farmers with the latest and best advice on adaptation, new technologies and new crop varieties
- Science has only reached <200m so far....
- Requires mass communication techniques & a major global effort
- Failure will result in intercontinental mass migration out of food-scarce areas



Consumers change climates

- Consumers drive climate change
- Consumers will drive the extent to which civilisation can adapt to it.
- To change their habits involves reaching billions of people with the right advice, in a form they can use.
- Mass media is pivotal: it is the main way most people learn about new S&T
- Best CC policies and technologies are no use – unless society adopts them and knows what to do.



‘Reading the Public Mind’

- Need to understand what the public thinks & wants, so
- “Reading the Public Mind” :
 - Constant ‘moving picture’ of public opinion on key S&T issues in real time
 - Rapid response to changing attitudes & values
 - Explains why public opinion is changing
 - Uses powerful statistical tools, ‘value tree’
 - Flexible: can follow issues of interest
 - Online format: cheap, fast, effective
- Avoids the disaster of ‘technology rejection’ or stalling



Thanks.

Some reading:

“The Coming Famine”, University of
California Press, Apr 2010

“Open Science”, CSIRO Publishing,
Jan 2010