

**An investor's perspective on communicating climate adaptation solutions in a YouTube world: Novel ideas for media and outreach from the field of private philanthropy**

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This presentation will showcase lessons learned from more than five years and \$12 million USD invested in video media, strategic communications planning, social media, and communications training in support of climate adaptation science and practice. Practitioners will gain insights to a strategic framework for communicating climate science and action in innovative and compelling mediums that make their messages resonate with target audiences, community stakeholders, and policymakers in a fast moving and competitive media cycle. These lessons are derived from the work of the WCS Climate Adaptation Fund, a grantmaking program that is breaking new ground in leading climate change communications efforts within the philanthropic and conservation communities.

One significant challenge for the science and conservation community is helping both public and private funders to understand the value of communications as a tool to raise awareness of climate-driven problems, the need for action, and to provide tangible examples of solutions for climate adaptation. Few private funders have been particularly focused on strategic communications as an opportunity for scaling up the impact of climate adaptation actions and leveraging financial resources to replicate similar adaptation projects across broader landscapes. The Climate Adaptation Fund understands the linkages between science and communication; actively directing its resources to communications efforts aimed at demonstrating the effectiveness of a wide suite of nature-based solutions for climate adaptation. These communications efforts are designed to influence the field of adaptation as well as other sectors focused on development, planning, urban communities, disaster risk and recovery, restoration, food security, and sustainable economies. The Fund makes grants to projects that serve as tangible examples of nature-based solutions to climate adaptation problems. The Fund is implementing novel communications promoting its portfolio of applied climate adaptation projects, while supporting and training its grant recipients at other conservation organizations to do the same.

The audience will learn how to utilize innovative and interesting communications tactics to scale up both conservation impact and attract financial leverage from other funders to help take climate adaptation to scale across the globe.

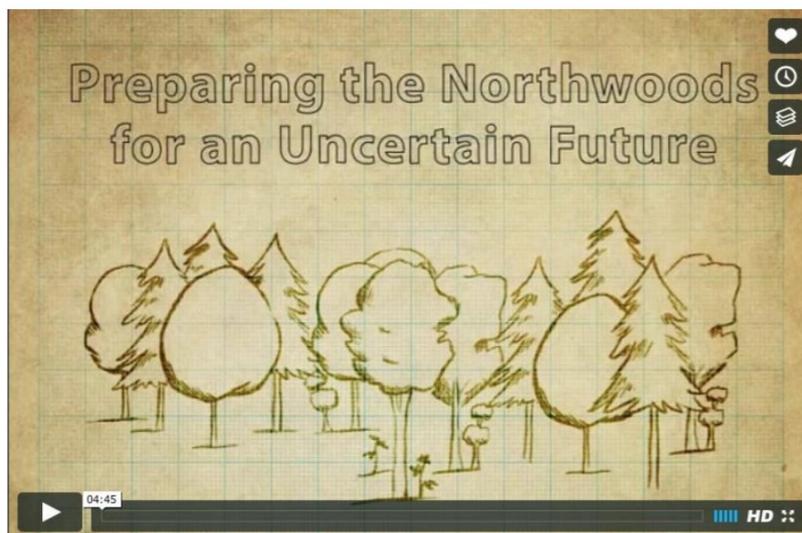
About the presenter:

\*Darren Long is the Director of the Climate Adaptation Fund at the Wildlife Conservation Society (WCS), a program that makes strategic investments in on-the-ground climate adaptation projects for ecosystems and wildlife habitat across the United States. He leads WCS's global climate adaption program and serves on the steering committee of the Africa Biodiversity Collaborative Group. Prior to joining WCS, Darren worked in the Environmental Program at The Arthur M. Blank Family Foundation and in the Habitat Program at the Turner Foundation. Darren studied history and environmental policy at LaTrobe University in Melbourne, Australia, holds a finance degree from The George Washington University and a Masters of Public Administration from Montana State University, where his thesis focused on the role of government policy and public administration in catalyzing innovative and market-based mechanisms for financing conservation.

For more information on the WCS Climate Adaptation Fund visit:

[WCSClimateAdaptationFund.org](http://WCSClimateAdaptationFund.org)

Our films: [vimeo.com/user15999234](https://vimeo.com/user15999234)



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