

## Supporting research & resources for...

### 4. Avoiding technical jargon, instead using language that can be understood by anyone.

Miller, K.A., S.A. Snyder, and M.A. Kilgore. (2015). State forestry agency perspectives on carbon management and carbon market assistance to family forest owners. *Journal of Forestry* .113(4):372–380

- Non-monetary benefits, like aesthetics or wildlife, may have as much or more influence on participation in carbon markets as payments. Most landowners are unfamiliar with carbon markets, and require technical assistance to participate.

Moser, S. (2017-09-26). *Communicating Climate Change Adaptation and Resilience*. Oxford Research Encyclopedia of Climate Science. Retrieved 5 Dec. 2017.

- The concept of “resilience” is central to the fields of climate change adaptation, disaster risk reduction, and sustainable development, but each has a distinct definition of this term, leading to ambiguity about what it means in different contexts. The existence of multiple meanings undermines efforts to build coherence between these fields, and dilutes the meaning of the word “resilience” to outsiders.

Siders, A. (2016). Resilient Incoherence – Seeking Common Language for Climate Change Adaptation, Disaster Risk Reduction, and Sustainable Development, in *The Role of International Environmental Law in Disaster Risk Reduction*. J. Peel & D. Fisher, Eds.: 101-126.

- The general “elasticity” of the term “resilience” and associated “adaptation” phrasing, results in confusion even among practitioners about what the terms mean.

Weigel, Lori. (2016). “Conservation for the Future: How to Communicate Effectively in a New Era.” *Public Opinion Strategies*.

- In testing with more than 20 focus groups, the term “resilience” was found to be confusing and counterproductive outside of elite circles.