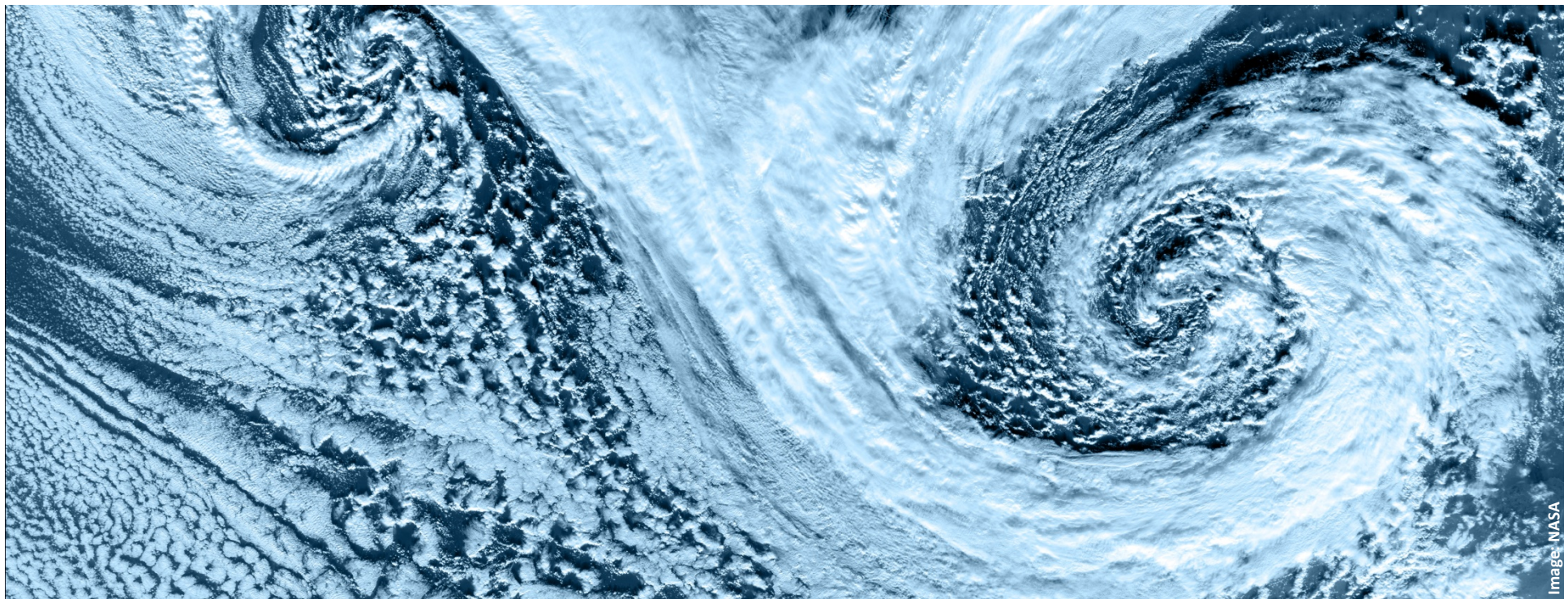


C2SM: Communications and outreach

This Rutishauser, this.rutishauser@env.ethz.ch



C2SM communications

«Flagship C2SM»



- Yet, another communication guy...
- What C2SM looked for: «PR and Communications Officer»
- What C2SM got: Writer, print and web journalist, climate scientist and phenologist, sailor
- I worked for newspapers, text agencies
- I'm no CC pro, but I'd like to share some experiences

Things in the air

- Shape the visibility of C2SM
- Connect the community members
- Present C2SM and its work to stakeholders and the public

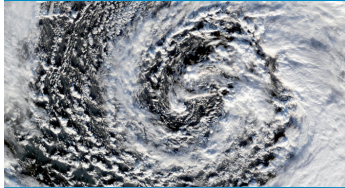


Things we are working on

- «C2SM Community» **email list**
- **Newsletter** 5/year
- Smooth refit of the **website**
- Update **C2SM flyer**

- **All with the aim to better serve C2SM members, partners, stakeholders and the public**

Upcoming outreach events 2013



C2SM

Center for Climate Systems Modeling

Symposium The Water Cycle in a Changing Climate July 1–2 2013, ETH Zurich

Climate change will fundamentally affect the Earth's water cycle. Yet, our understanding and our ability to predict changes in the water cycle are still limited. To face this challenge, the Center for Climate Systems Modeling (C2SM) organizes a symposium on the water cycle in a changing climate. The goal is to review our current understanding of the processes governing the water cycle, and to explore new frontiers in using climate change information towards coping with emerging challenges.

The symposium will feature both invited keynote lectures and contributed oral and poster presentations. C2SM invites the submission of abstracts for oral or poster presentations to one of the following themes: global aspects, regional to local scales, and impacts. Contributions from PhD students are particularly welcome.

The following speakers will provide keynote lectures:

- Global aspects:
Tim Palmer (Oxford University), Reto Knutti (ETH)
- Regional to local aspects:
Clare Goodess (University of East Anglia), Philippe Drobinski (LMD Paris)
- Impacts: Petra Döll (Goethe University Frankfurt),
Bruno Schädler (University of Berne)

Upcoming outreach events 2013

Scientifica¹³
Zürcher Wissenschaftstage

ETH Zürich  **Universität Zürich^{UM}**



Scientifica¹³
Zürcher Wissenschaftstage

Home

Hintergrund

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«Was wir wann wagen»

Scientifica 2013 zum Thema «Risiko»

Werde ich an Krebs erkranken? Kann man Erdbeben vorhersagen? Sind die Arbeitsplätze in der Schweiz sicher?

Scientifica '13

31. 8 – 1.9. 2013

ETH Zürich und
Universität Zürich

31. August, 1. September 2013
«Klimapoker» at Scientifica '13

Scientifica 2013 – “Risk”

What: interactive, children-compatible booth involving colorful high-tech dice

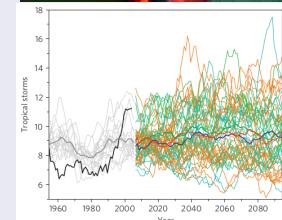
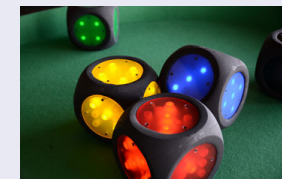
Objective: increase awareness of the relationship between

extreme weather

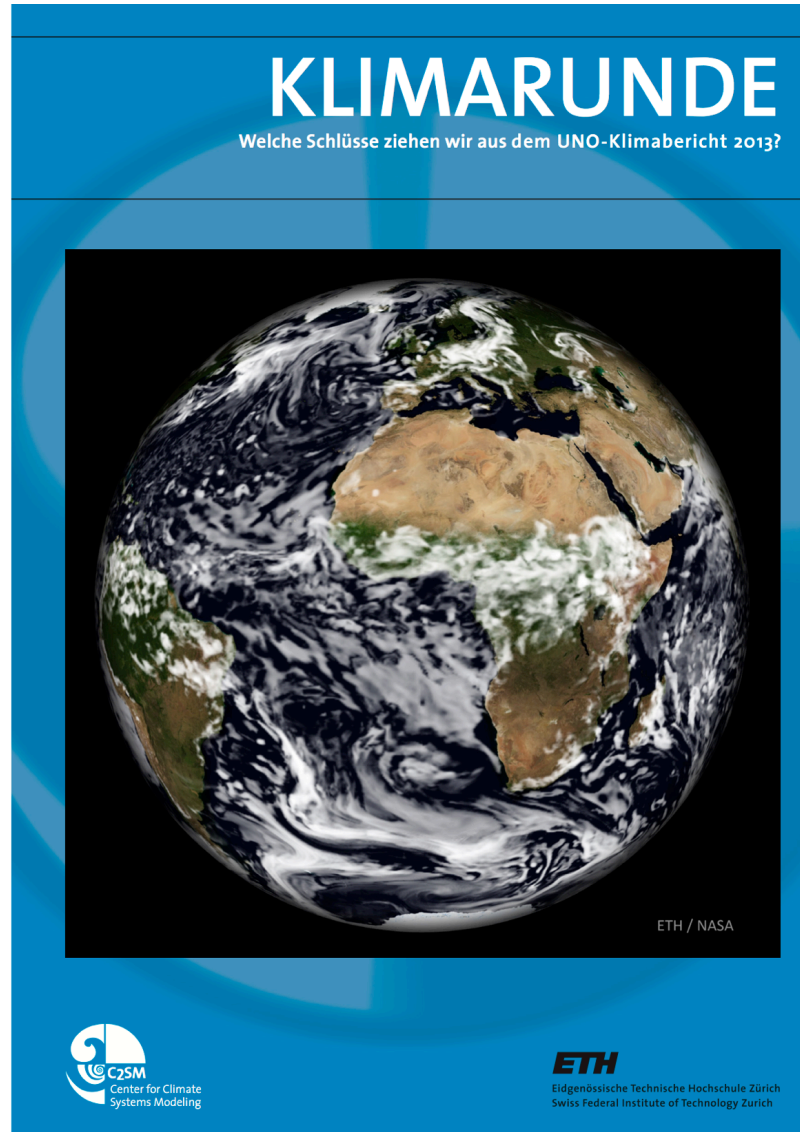
global warming

natural variability

randomness



Upcoming outreach events 2013



Public event following the release of
IPCC AR5 WG I report
3. Oktober 2013, ETH Hauptgebäude
~ 15.00 – 19.00 Uhr

- **«Tischgespräche»**
(meet the scientist)
- **Keynote lectures**
- Discussion

Participants among others:
Pankraz Freitag, Thomas Stocker,
Hans von Storch, Antony Patt,
David Bresch, Barbara Haering

Your opportunities

- Contribute to the **newsletter**:
projects, publications, people, contacts with the press
- **Tell us your thoughts, needs and ideas** for the website, ...
- Let me know about your projects and when you need support to reach out
- Give me a ring and have a chat
- 076 436 11 06 | this.rutishauser@env.ethz.ch

Thank you.

