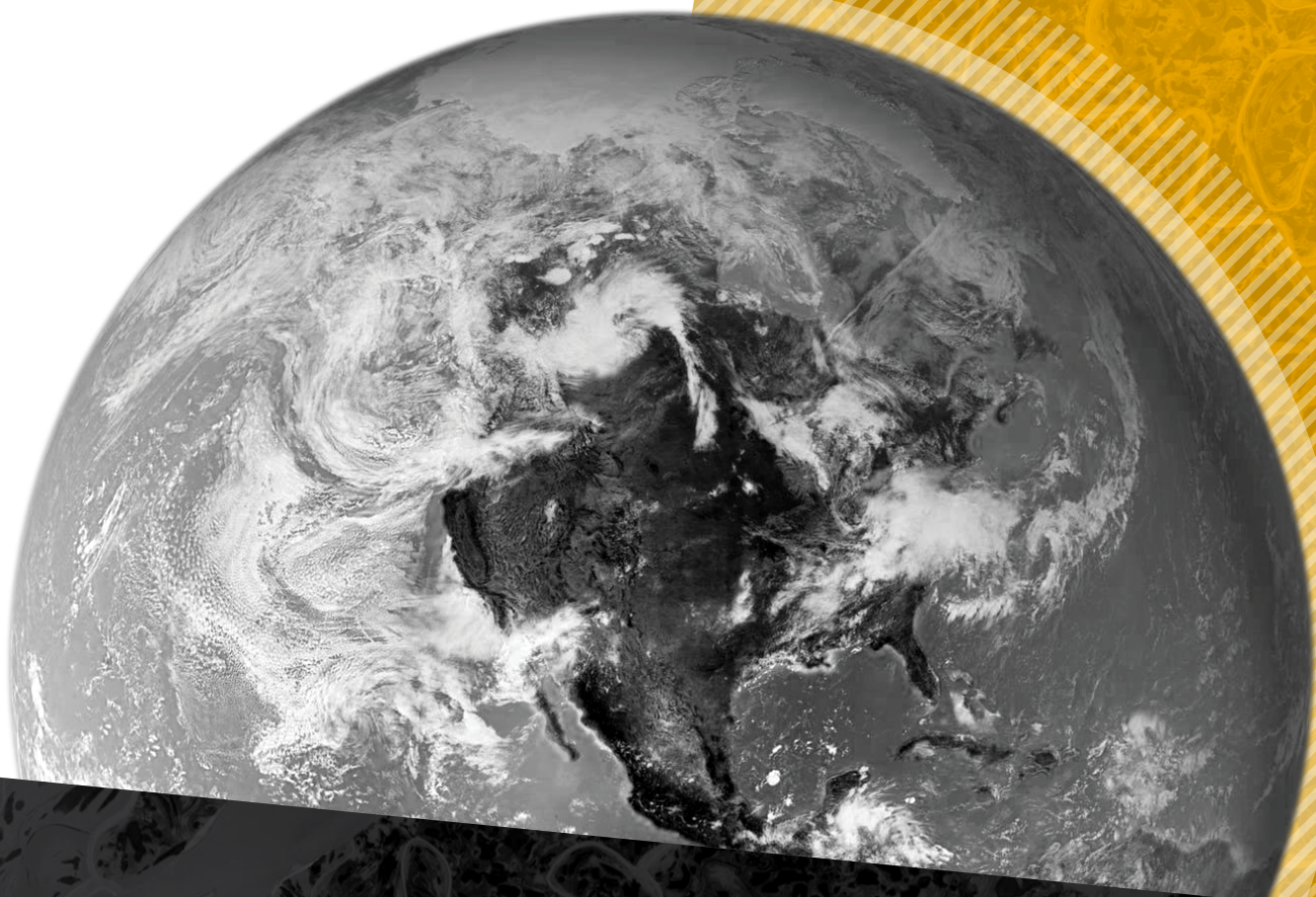


# CLIMATE ATLAS

*Media Info Kit*



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1.0

# What is The Climate Atlas?

*Canadians need a map to guide them through the complexity of climate change.*



The Climate Atlas of Canada combines climate science, mapping and storytelling to bring the global issue of climate change closer to home for Canadians. It is designed to inspire local, regional, and national action that will let us move from risk to resilience.

The Atlas is one of the only tools in the world that integrates interactive web design with climatology, cinema, and cartography to connect scientific data with personal experience in compelling and easy-to-use ways.

For the first time, Canadians will now have understandable information that they need regarding how climate change will affect the future of their towns, cities and regions. They will be able to visualize projected changes and hear stories about the impacts and solutions facing the country.



**2000**  
Towns,  
Cities  
& Regions



**25**  
Map Variables



**300+**  
Interviews



**12**  
Global Climate  
Models



**250+**  
Map  
Layers



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2.0

# The Climate Atlas in Detail

## 2.1 The Atlas Website

Most of the country is in the early stages of climate change risk assessment, community engagement and detailed mitigation and adaptation planning. Part of the challenge is that there is a lack of tools to support citizens, businesses, policymakers and community and political leaders to learn about climate change in Canada. The Climate Atlas of Canada is here to help!



MENU  
≡

 **Climate Atlas**  
of Canada

MAP

TOPICS

VIDEOS

ARTICLES

Fr



## Welcome to the Climate Atlas

*The Climate Atlas of Canada* combines climate science, mapping and storytelling to bring the global issue of climate change closer to home for Canadians. It is designed to inspire local, regional, and national action that will let us move from risk to resilience.

Start Exploring ▼

**It's Not Climate Change  
It's Everything Changing**

Human civilization arose and adapted to climate conditions that are suddenly changing



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## 2.2 Atlas Topics

The Climate Atlas is organized into some key topics to help you explore various issues and sectors and how to take action. New topics – such as Indigenous knowledge, Agriculture, and Forestry - will be added on an ongoing basis.



### Cities

The climate determines almost everything about how we design, build, and live in our cities. Now, with our climate changing, we need to re-think important aspects of how we live our urban lives. [Learn more](#)



### Climate Science

Modern global warming is a dramatic change from temperatures that have been typical on Earth for the past 10,000 years. Thanks to the diligent work of climate scientists we know that the climate is



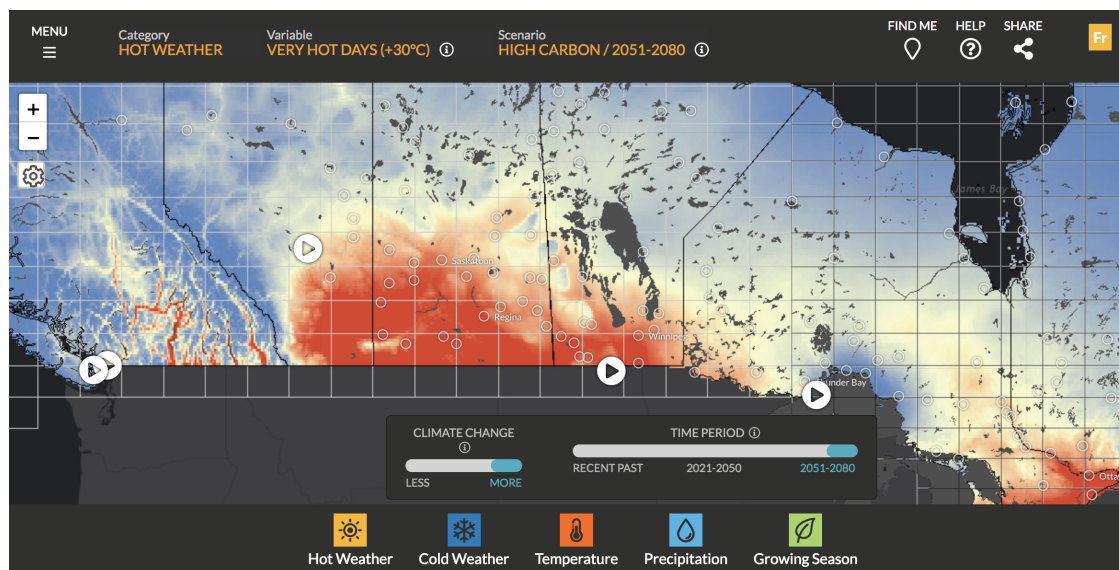
### Take Action

Climate change touches all of our lives in one way or another, which means we have many opportunities to make a meaningful difference. Learn more about what people are doing to prevent climate change from



## 2.3 The Atlas Map

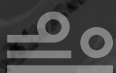
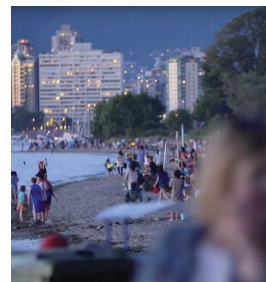
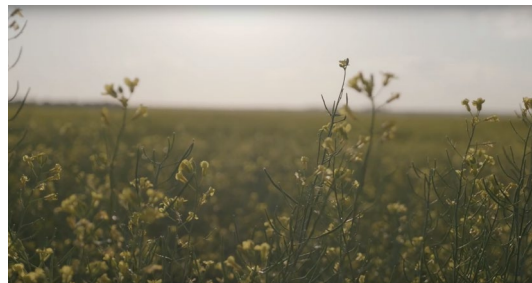
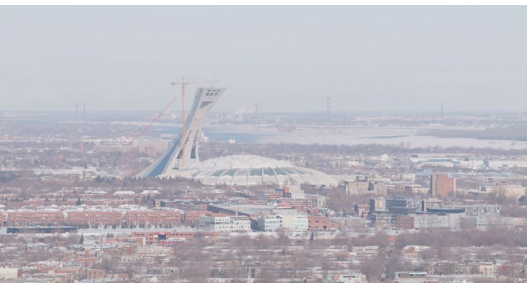
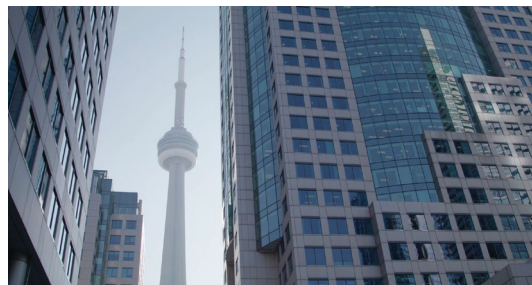
The Atlas contains data for about 2000 towns, cities and regions as well as video documentaries across Canada (based on 300+ interviews). There are 250 interactive map layers and 25 climate variables, all based on 12 global climate models. This platform will support national and local-scale climate planning.





## 2.4 Atlas Videos

For over a decade, Dr. Ian Mauro has been developing climate change films across Canada. These films engage diverse intersections of society including scientists, political leaders, environmentalists, farmers, fishers and Indigenous knowledge holders. With 300+ interviews completed to date, the Atlas video team will be releasing content on an ongoing basis that brings the human dimension of climate change to the forefront.







## 2.5 City Reports

Four out of five people in Canada live in urban areas, which means that the vast majority of Canadians face the growing risks that climate change is bringing to our cities and towns.

In this series of reports, we offer a summary of projected climate changes for Canada's major cities, and a national overview that compares differences across cities. The projected changes are dramatic and should encourage a national call to action.

Cities are a powerful source of resilience and resourcefulness when it comes to taking action on climate change. Canadians can use these reports to learn more about what climate change means right where they live.



# 3.0

## What People Are Saying About The Climate Atlas



“Our climate researchers are at the forefront of climate mapping, communications, and citizen engagement nationally and internationally. Their work demonstrates the power of knowledge mobilization – a core strategic pillar of our university – and how we translate research into action that benefits communities, policy makers, and society as a whole.”

- University of Winnipeg President and Vice-Chancellor, **Dr. Annette Trimbee**

“The Climate Atlas of Canada is an exciting and useful tool to help Canadians understand the impacts of climate change on our country and brings data and stories from 2,000 towns, cities and regions together into a sharply focused picture of Canada's capacity for hope and resilience.”

- Executive Director, Pembina Institute ([www.pembina.org](http://www.pembina.org)), **Glen Murray**

“For most of my life, I've been combining science and communications to engage Canadians regarding the importance of the environment. Along this journey, I've collaborated with Dr. Mauro on his climate change filmmaking, and believe the Climate Atlas of Canada is a game changer. I hope it helps all Canadians realize the need for immediate and widespread climate action.”

- Scientist, Broadcaster and Environmentalist, **Dr. David Suzuki**

“The Climate Atlas of Canada innovatively brings climate science and storytelling together, allowing citizens across the country to learn about climate change impacts and solutions. We believe the Atlas will help guide the country towards a less risky and more sustainable future.”

- Prairie Climate Centre Co-Director and Principal of Richardson College for the Environment at UWinnipeg, **Dr. Ian Mauro**

“The Climate Atlas of Canada is an important tool for the country; it will help create awareness, and allows us to visualize and prepare for future impacts from coast to coast. Never before have Canadians had climate data presented to them in such an accessible and engaging way.”

- Prairie Climate Centre Co-Director and Climatologist at UWinnipeg, **Dr. Danny Blair**

“For many of us living in Canadian cities, the impacts of climate change can seem remote and impersonal. Tools like the Climate Atlas can change that – showing us how our own lives and communities could be affected if we don't make it a priority to reduce carbon pollution and choose cleaner sources of energy. That's why our government is investing in climate research, adaptation, the shift to a lower-carbon economy. Taking action now will put our country on track for a safer, more prosperous future, and we owe it to our kids and grandkids.”

- Minister of Environment and Climate Change, **Catherine McKenna**





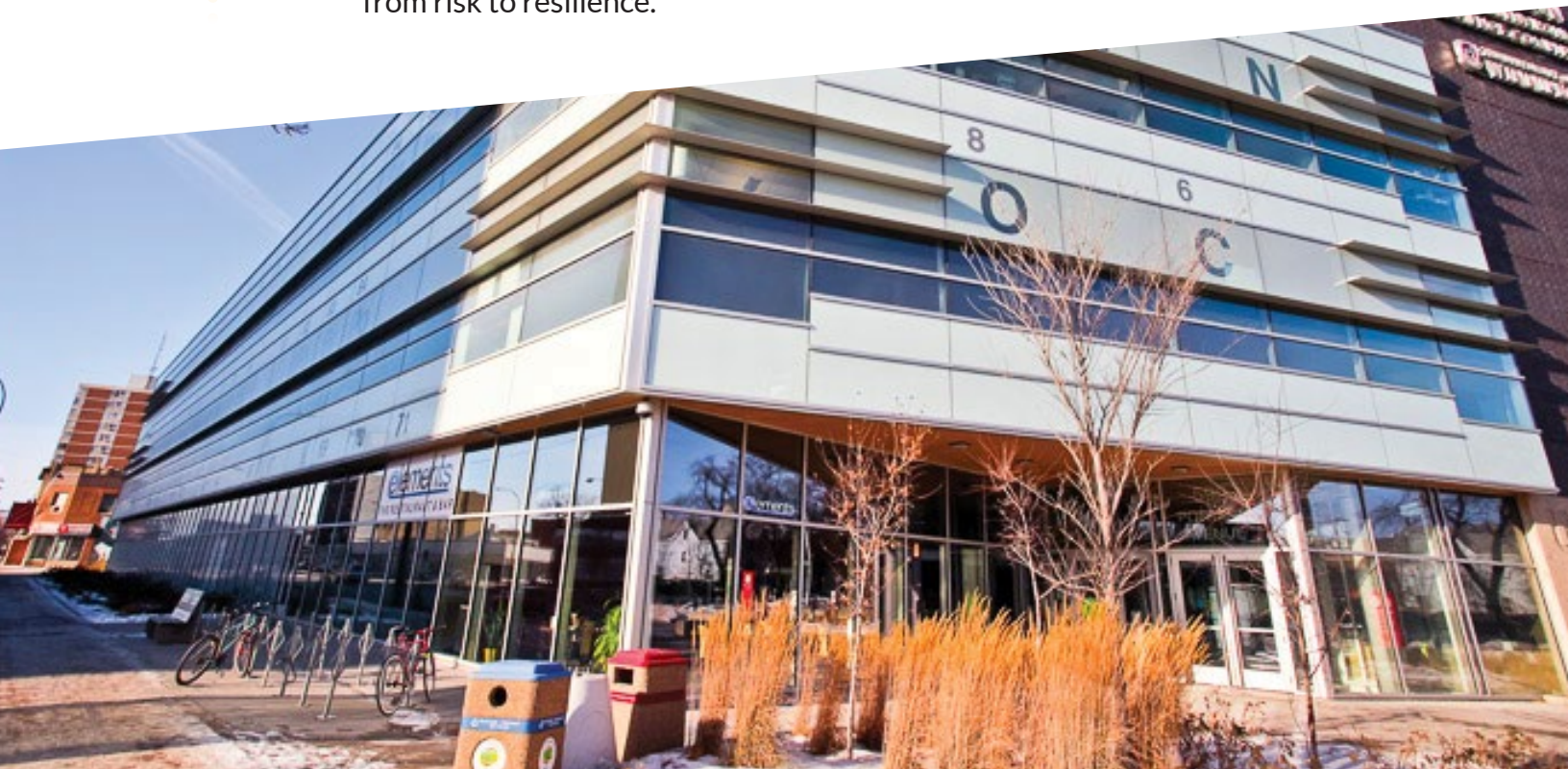
# 4.0

## The Prairie Climate Centre

The Prairie Climate Centre is committed to making climate change meaningful and relevant to Canadians of all walks of life. We bring an evidence-based perspective to communicating the science, impacts, and risks of climate change through maps, documentary video, research reports, and plain-language training, writing, and outreach.

The PCC team is made up of climate scientists, social science researchers, filmmakers, and communication specialists. Our transdisciplinary, community-based approach connects rigorous climate science with human stories grounded in local experience on the landscape. We honour the diverse experiences, voices and insights of communities and help them tell their climate change stories.

Our goal is to inspire citizen participation, to support communities in making meaningful and effective adaptation and mitigation decisions for current and future generations, and to help Canadian society move from risk to resilience.



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## Meet the Co-Directors



Dr. Ian Mauro

Dr. Mauro is Principal of The Richardson College for the Environment at the University of Winnipeg. He holds a BSc in Environmental Science, PhD in Geography, and studied as a Postdoctoral fellow in Ethnoecology. He is a former Canada Research Chair, a Fellow of the Royal Society of Canada's College of New Scholars, Artists and Scientists, an Apple Distinguished Educator, and has served on expert panels. Mauro's work explores the interface between climate science, society and sustainability and he has developed numerous, award winning, multi-media climate change projects across Canada, including ***Qapirangajuq: Inuit Knowledge and Climate Change*** (co-directed with acclaimed Inuk filmmaker Zacharias Kunuk) and ***Beyond Climate*** (in collaboration with Dr. David Suzuki). Mauro's work has been featured in academic conferences, museums, film festivals and news media nationally and internationally.



Dr. Danny Blair

Danny Blair is a Professor in the Department of Geography at the University of Winnipeg, and is one of Western Canada's most experienced climatologists. He obtained his Geography BSc and MSc degrees from the University of Regina; his MSc thesis was on thunderstorm hazards in Saskatchewan. His PhD is from the University of Manitoba, where he studied the synoptic climatology of the Red River Basin. His main research interest is climate change in Canada, and especially the Prairie Provinces. He also has interests in climate variability, teleconnections, synoptic climatology, and the potential for trans-boundary water conflicts in a changing climate. He was a contributing author of Canada's National Assessment of Climate Change released in 2008, and is a frequent presenter at conferences and workshops about climate change in Canada.



# The Future

Science is very clear on the fact and the causes of climate change. The world is warming and human activity is the cause. If left unchecked, the impacts will be serious. Widespread public education and societal transformation is required to safely navigate this uncertain future.

The Climate Atlas brings a new integration of data, maps and video to Canadians that will build proactive thinking and climate action aimed at addressing the complex geographies, questions, and paradoxes citizens find themselves presented with today.

In the coming months and years, the team at the Prairie Climate Centre will be rolling out new content on the Climate Atlas, and will be actively engaging communities with new video, animation, virtual reality and mapping projects.

By focusing on local environments and perspectives, this project challenges the dominant narrative that climate change is a global problem too big to address, and asks Canadians to interactively reimagine and participate in building a sustainable future for our children and grandchildren at home and beyond.

We believe that science and storytelling have the ability to change the world. Join us in the conversation and help us share the message that a sustainable future is possible if we act now.





7.0

# Contact Information

Media Interviews: Drs. Ian Mauro and Danny Blair are available for one-on-one media interviews.

## Contact:

Diane Poulin, Senior Communications Specialist,  
The University of Winnipeg

☎ **204.988.7135**

📱 **204.293.1167**

@ **d.poulin@uwinnipeg.ca**

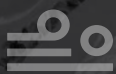
To reach the Prairie Climate Centre:

☎ **204.786.9938**

@ **info@climateatlas.ca**

📍 **Prairie Climate Centre**

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515 Portage Avenue  
Winnipeg, Manitoba R3B 2E9



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# 8.0

## Financial Supporters



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**WINNIPEG**

THE  
**Great-West Life**  
ASSURANCE  COMPANY

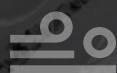
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Climate Change Canada

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9.0

# Social Media



## Hashtags:

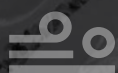
#climateatlas  
#atlasclimatique  
#climate  
#climatechange

## Twitter:

Prairie Climate Centre: @PrairieClimate  
Dr. Danny Blair @wpgclimateguy  
Dr. Ian Mauro @IanMauro\_PhD

## Facebook:

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