



LET'S TALK CLIMATE

messages to motivate americans

BECC • October 20, 2015

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ecoAmerica
start with people

How do you feel about the way things are going these days?

worried

frustrated

uneasy

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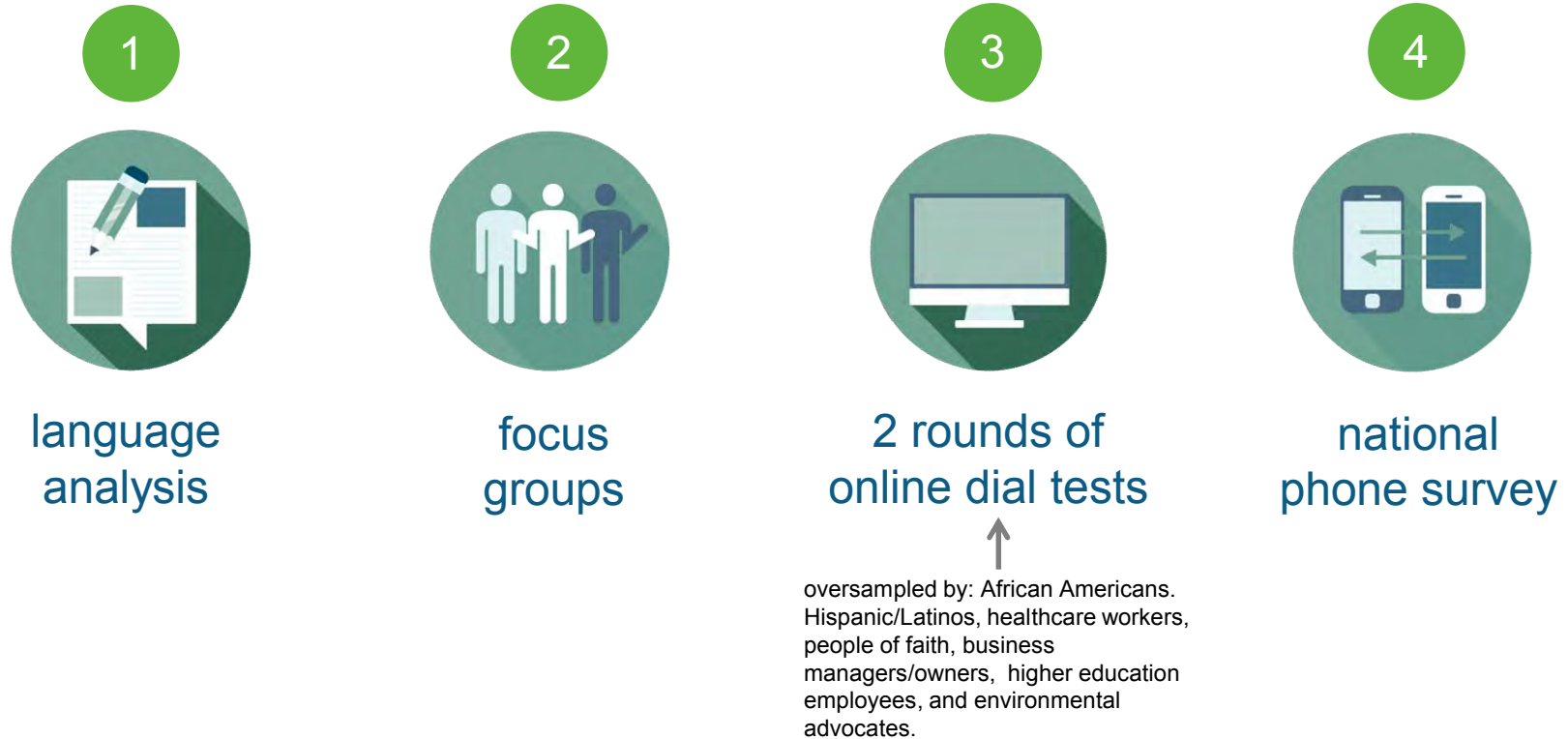
How do you feel about the way things are going about **our planet these days?**

“I think there are other things that are a priority”

“not much better”

“I’m not feeling”

METHODOLOGY



ecoAmerica
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ecoAmerica is a non-profit that uses consumer research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate & sustainability solutions among mainstream Americans.

LRP
LAKE RESEARCH PARTNERS
strategy • research • impact

Lake Research Partners is a leading public opinion and political strategy research firm providing expert research-based strategy for campaigns, issue advocacy groups, foundations, unions, and non-profit organizations.

#LetsTalkClimate

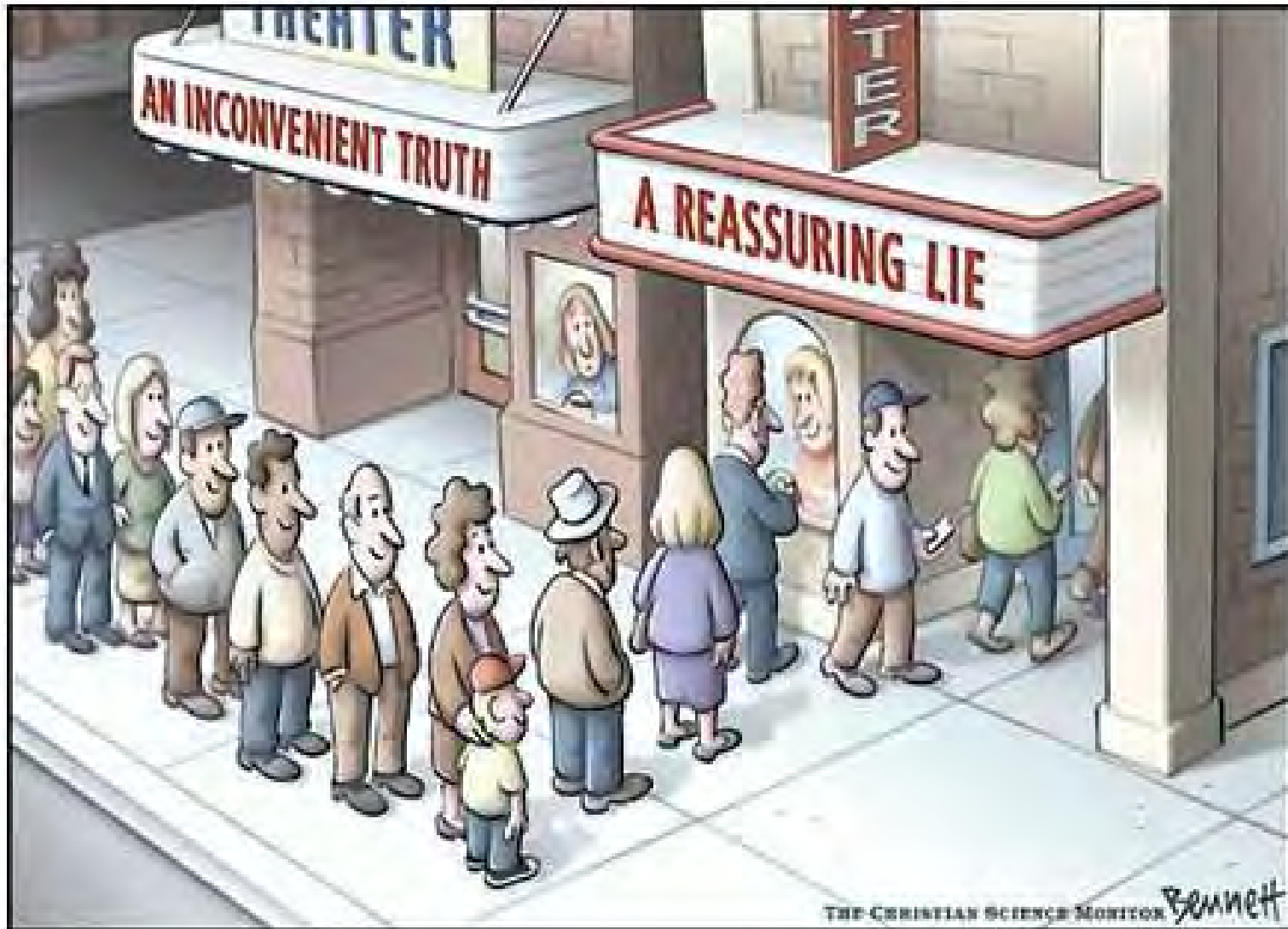
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OVERVIEW

1. Climate Values Why, How, & Who
2. Top Messages
3. Key Findings

Climate Values

Why, Who, & How



WHY a new conversation

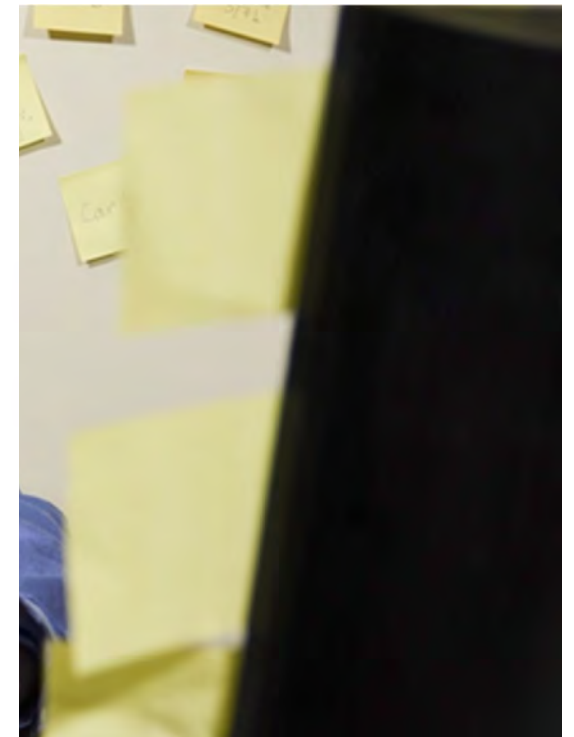
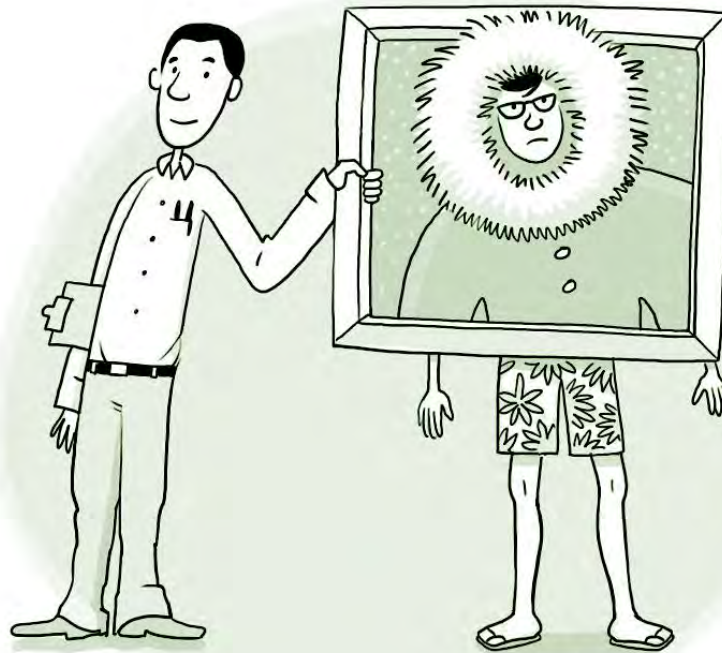
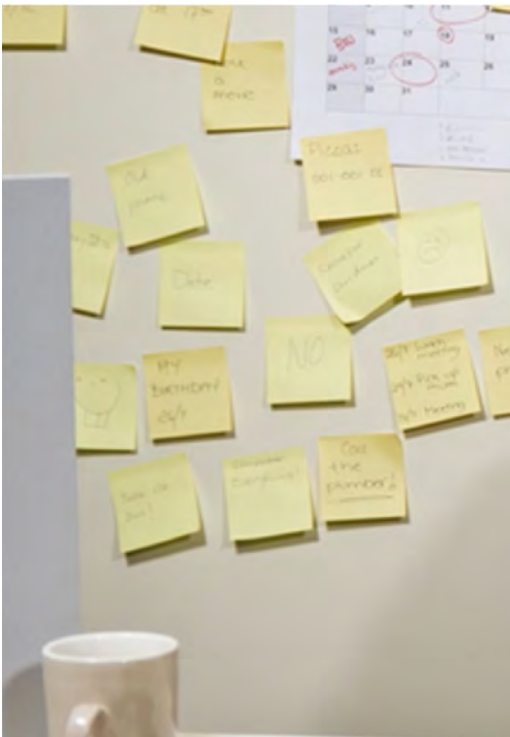
71%

of Americans believe that
climate change is
happening

BUT

68%

say it's risky to admit their views on
the issue if different from their
friends and family



WHO should be engaged on climate

“climate change is.....”

“_____ do something to stop the effect of climate change/our changing climate”

Persuadable



*“due to human activities”
or
“a combination of human and
natural causes”
agree
“we can”*

Base



*“due to human activities”
strongly agree
“we can”*

Opposition



*“due to natural causes”
or
“not happening at all”
strongly agree
“we can’t”*

Registered
Voters

HOW a great message will...

1. Connect with **personal values**
2. Address specific **concerns**
3. Inspire **beliefs** through outcomes

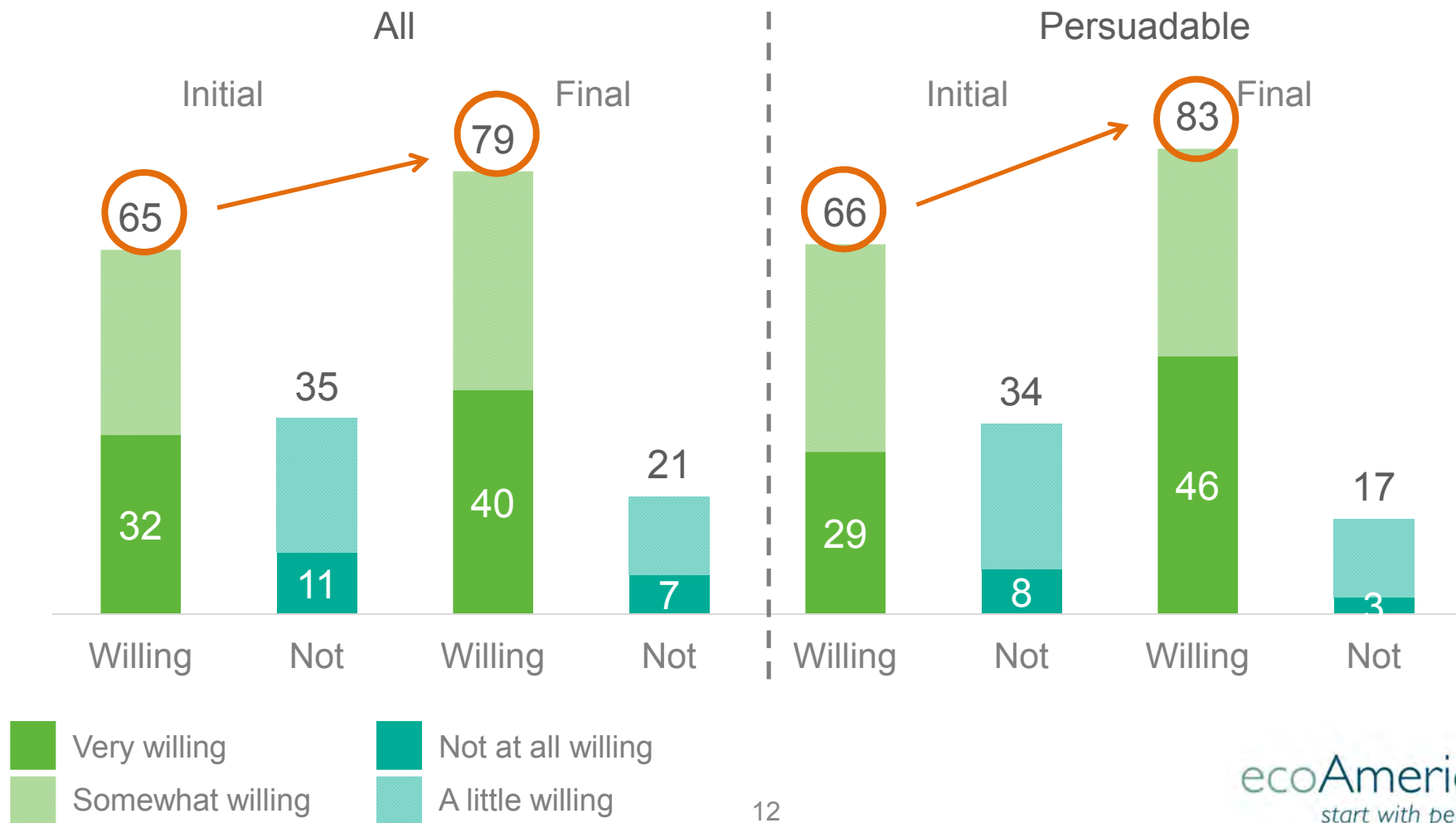


Top Messages

National results

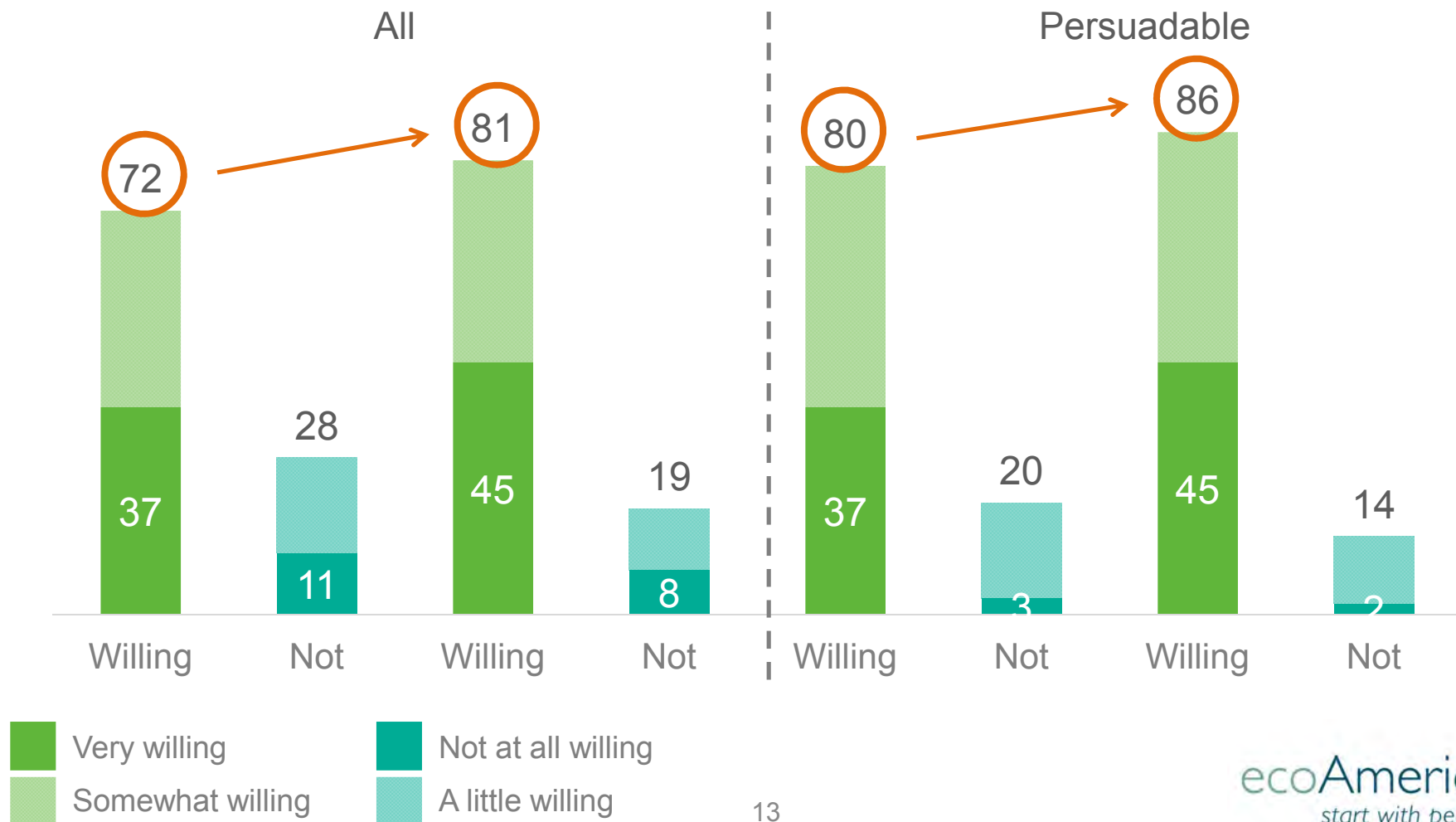
After messages voters are more willing to take action

How *willing* are you to take action *personally* to prevent climate change?



Concern about the impacts of climate change increases in intensity

How *personally concerned* are you about the *impacts* of climate change?



11 Market-Tested Messages

- 1 Paint the Future
- 2 Next big thing
- 3 Health
- 4 Communities
- 5 For the Children
- 6 Inevitability
- 7 Business
- 8 Millennial
- 9 Pope
- 10 General Faith
- 11 Opposition

1

Paint the Future

Builds rapport
by connecting
with financial
attitudes



paying at the pump.

from a local farmer you know



Uses people
to describe
where our
food comes
from

Stays solution
focused within
a fresh story



This is the clean
energy

commute



2

Next Big Thing / Pride

Empowers a
can-do
attitude



of place.

Gives specific
and
successful
examples



our lives

Describes
clean energy
with familiar
language



Inspires a
sense of
potential



...es-we-can kind
of place.
Today, the ne
big thing is clean energy. Affordable, local,
wind and solar power made here and now,
California and Texas, Iowa
and North Carolina. Clean energy to power
our lives

3

Health

Lends
credibility with
a nonpartisan
validator



American Lung Association

solutions.



Harnesses
desire to be
prepared

Highlights
personal
rights to
increase
affinity



Each breath we take should be a
healthy one.

4

Communities

Establishes
common
ground with
family values

We all want to live in the best place for our families.

...create jobs, and build stronger communities.

Uses vivid
language to
describe living
in a flourishing
community

Makes climate
personally
relevant by
pointing to
health impacts

...that can't be outsourced

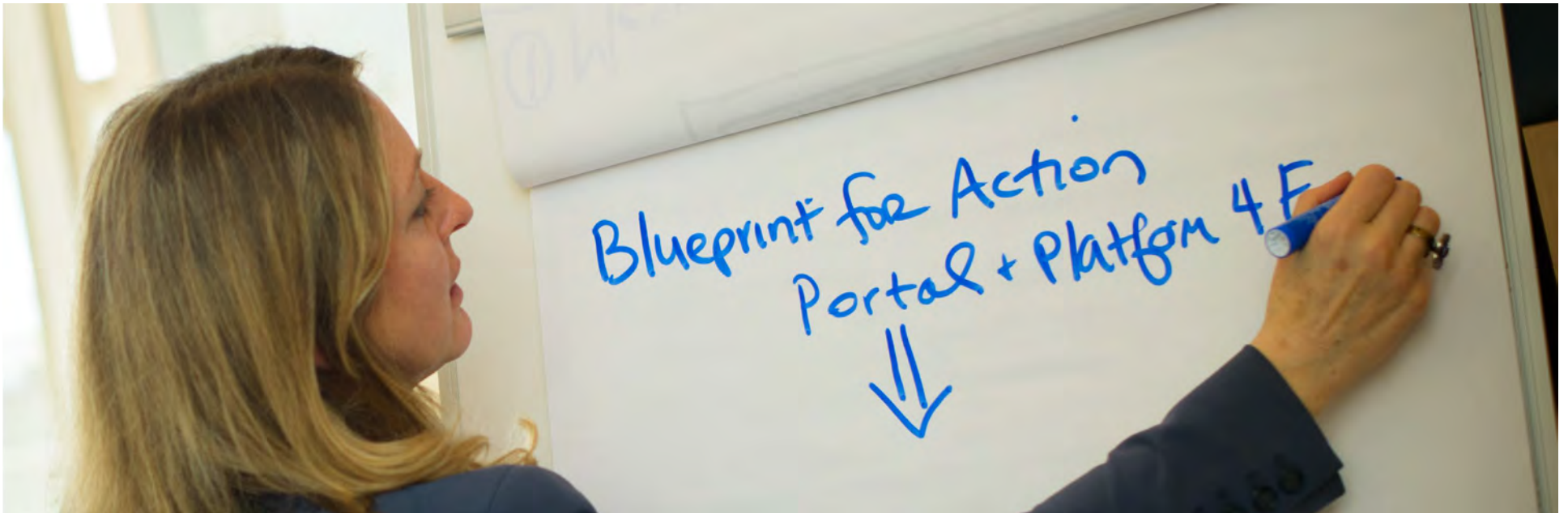
Pivots quickly
to solutions

Key Findings

5 recommendations for success

Top 5

1. Connect climate action as a **moral responsibility**
2. Focus on **family** & highlight **health**
3. Start **local**
4. Take it easy on the impacts, **pivot quickly to solutions**
5. Evoke **lived experiences**, use **visual language**



1

Connect climate action as a moral responsibility

to

Protect future generations

Care for creation

Provide for our families



2

Focus on family & highlight health

Replace

Better for us/you

Helps the environment

Protects wilderness

Embrace

Better for our families

Clean water & air

Our family health matters



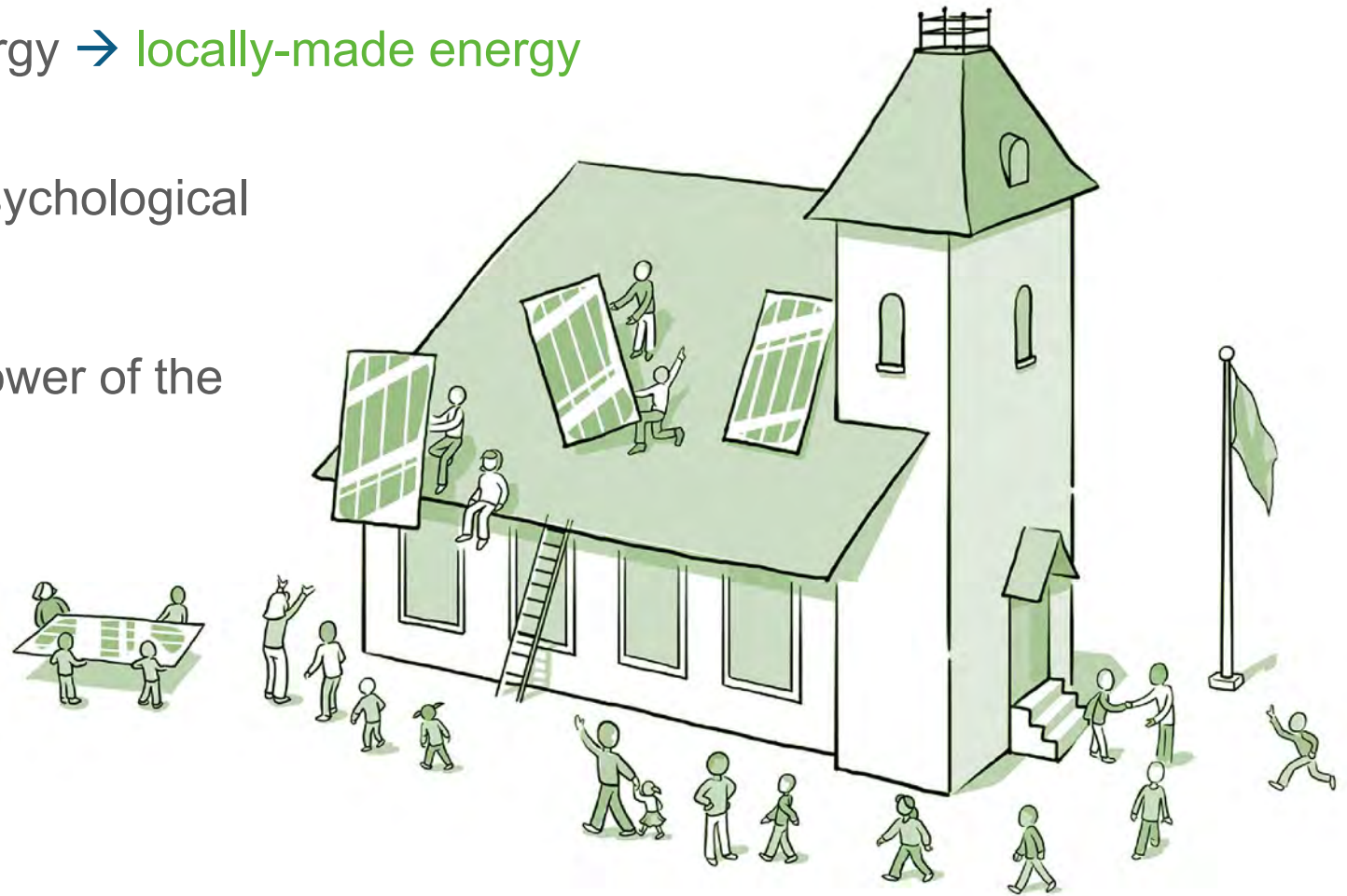
3

Start local

good for the economy → good for Sacramento

domestic energy → locally-made energy

- Remove psychological distance
- Harness power of the groups



4

Easy on the impacts, pivot quickly to solutions

Replace

Government taking steps to curb pollution

Alternative energy
Renewable energy

Embrace

Creating rules
Imposing fines
Clean energy



5

Evoked lived experiences, use visual language

Create healthy & safe communities



stop climate change
mitigate climate change

- Avoid jargon
- Use mental models

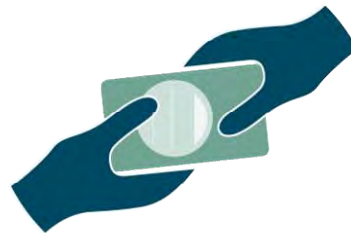


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