



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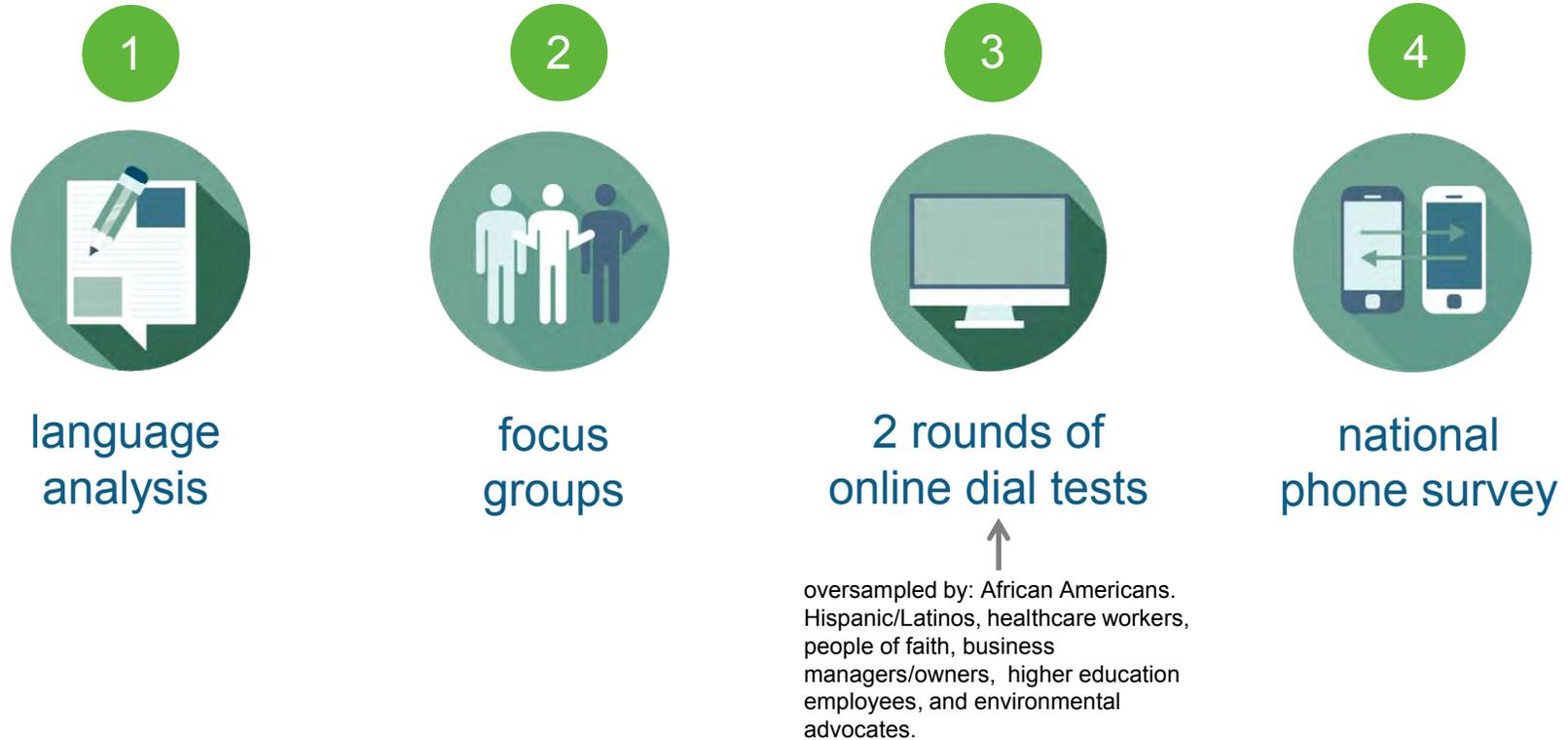
How do you feel about the way things are going about **our planet these days?**

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

“not much better”

“I’m not feeling”

METHODOLOGY



ecoAmerica 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.



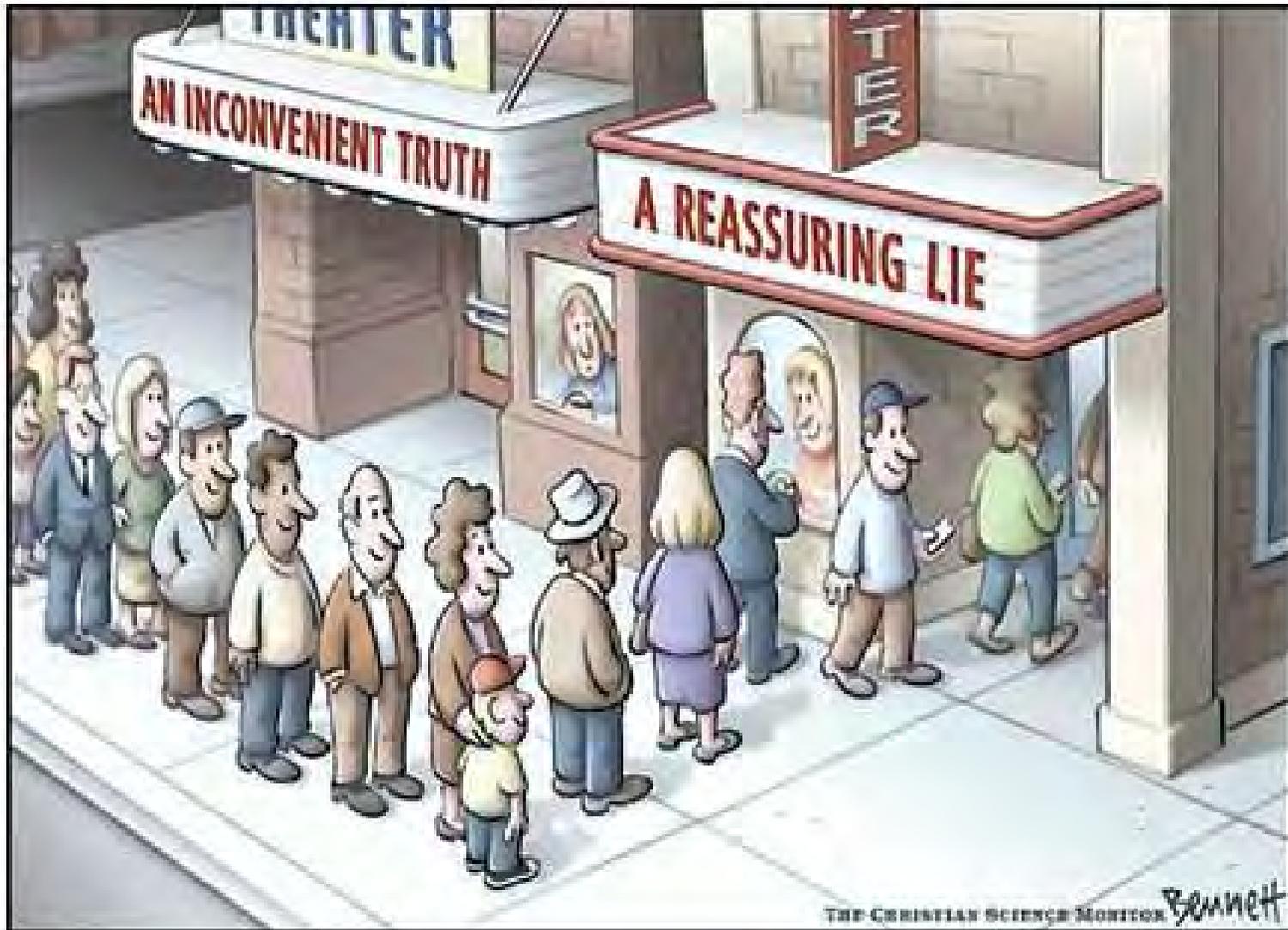
Lake Research Partners is a leading public opinion and political strategy research firm providing expert research-based strategy for campaigns, issue advocacy groups, foundations, unions, and non-profit organizations.

OVERVIEW

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

Climate Values

Why, Who, & How



WHY a new conversation

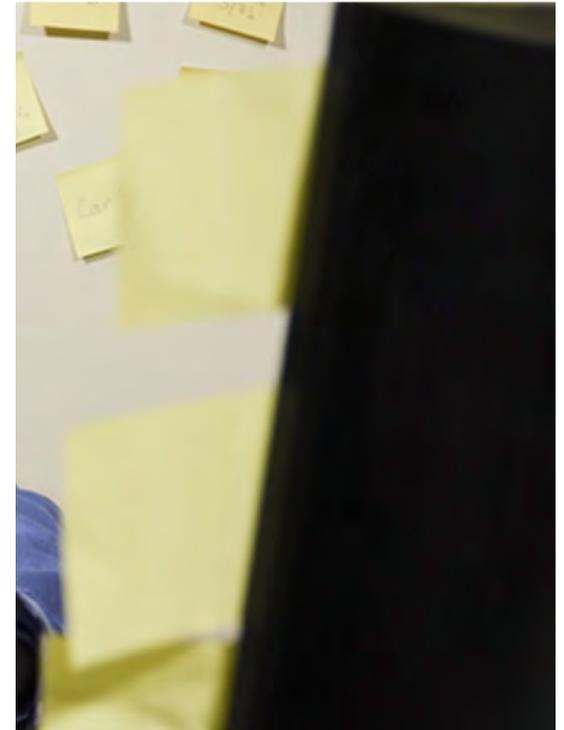
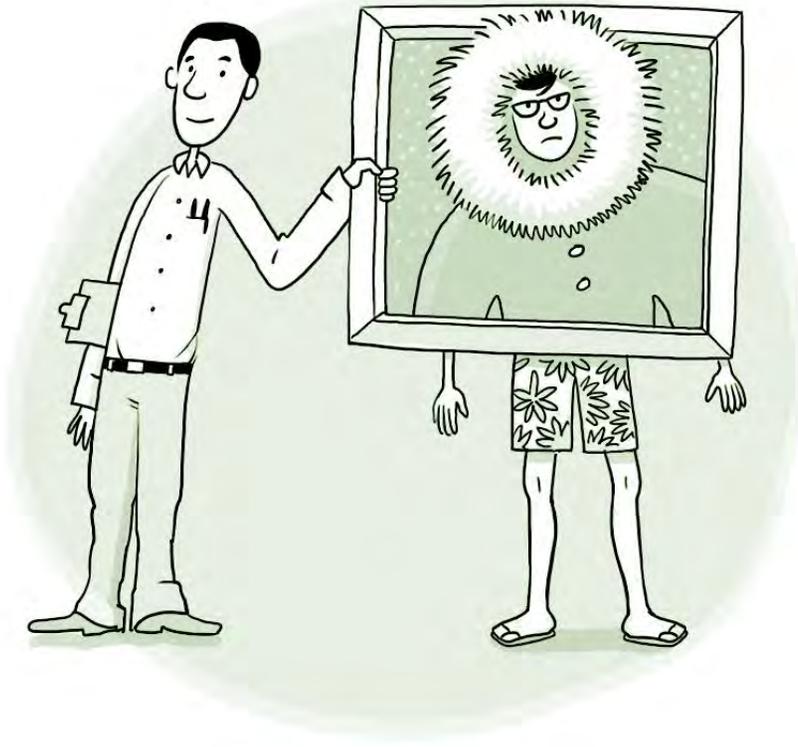
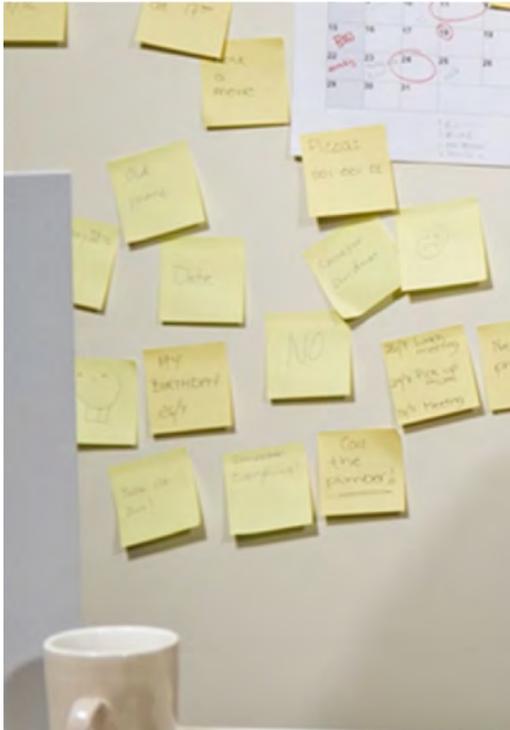
71%

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

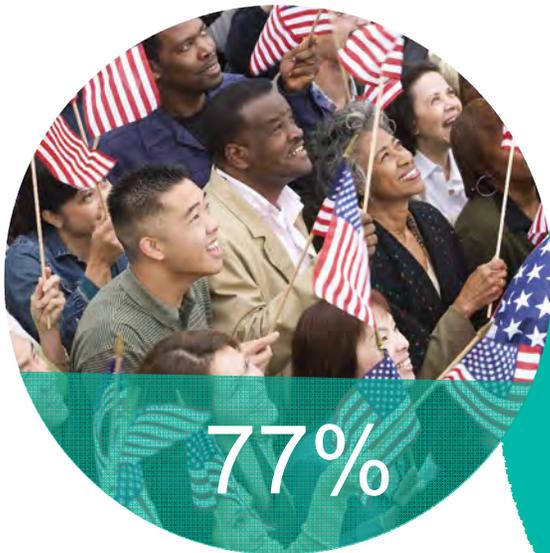


WHO should be engaged on climate

“climate change is.....”

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

Persuadable



77%

“due to human activities”

or

“a combination of human and natural causes”

agree

“we can”

Base



13%

“due to human activities”

strongly agree

“we can”

Opposition



10%

“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

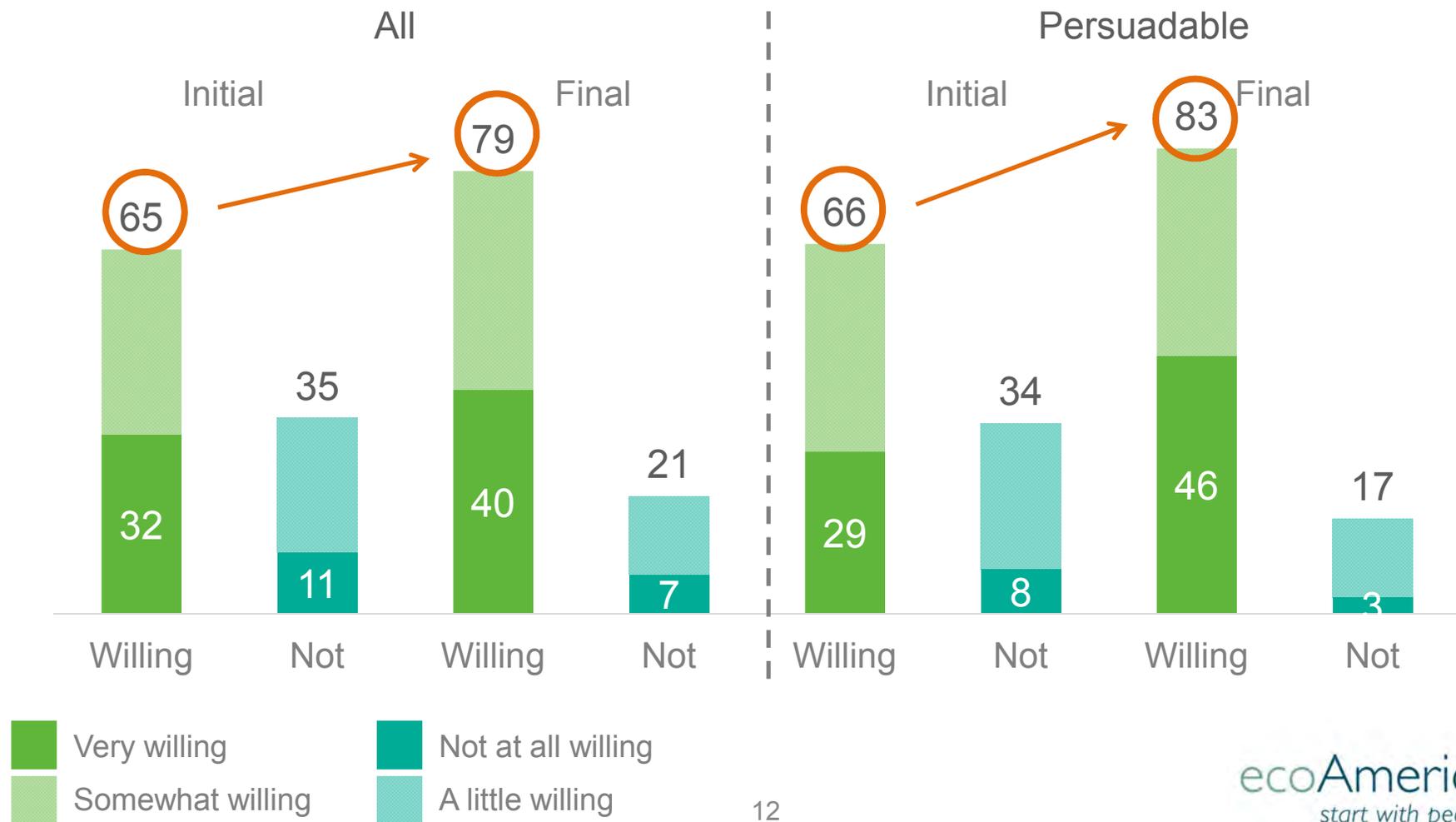


Top Messages

National results

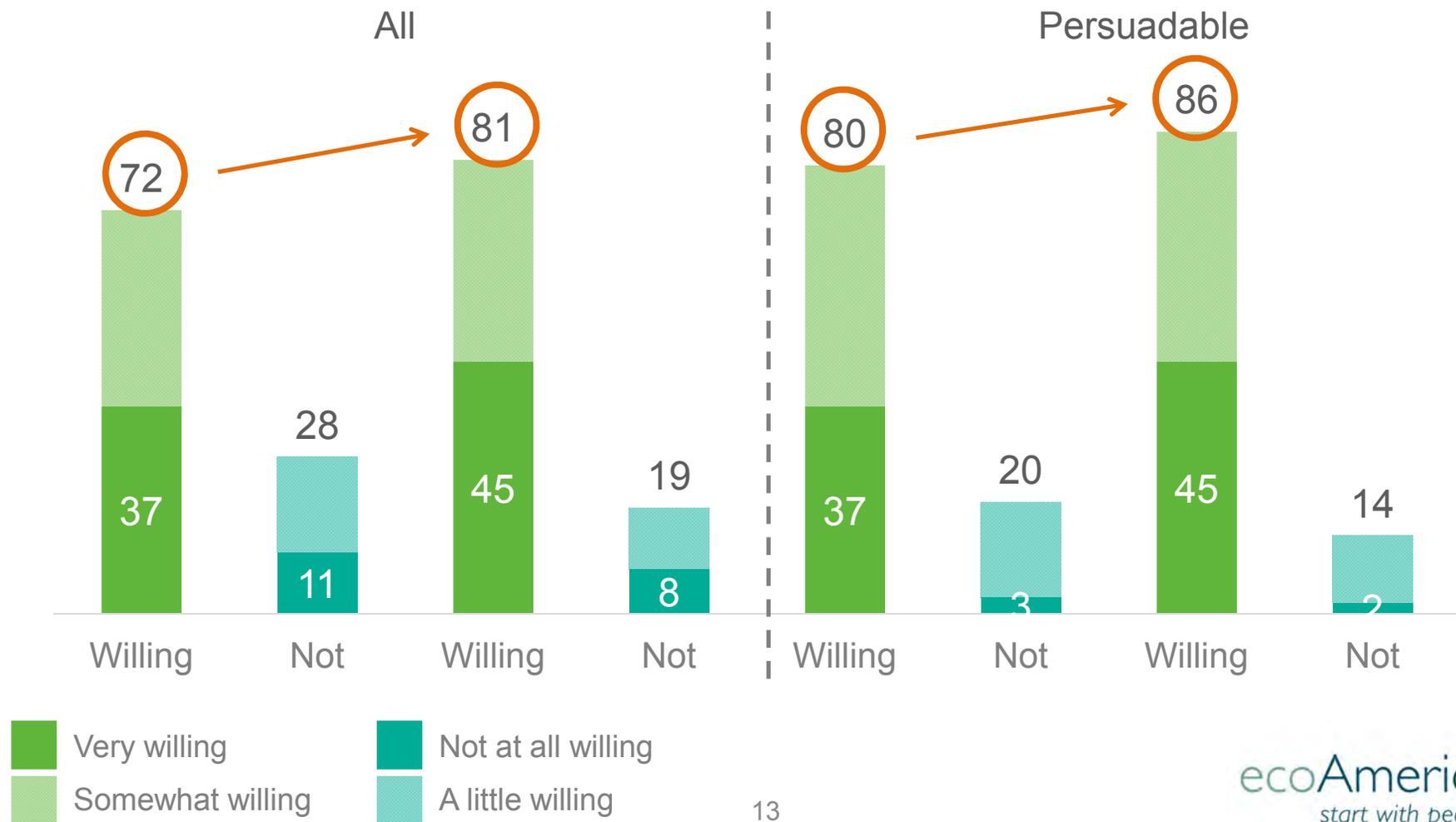
After messages voters are more willing to take action

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



energy

commute



2 Next Big Thing / Pride

Empowers a can-do attitude

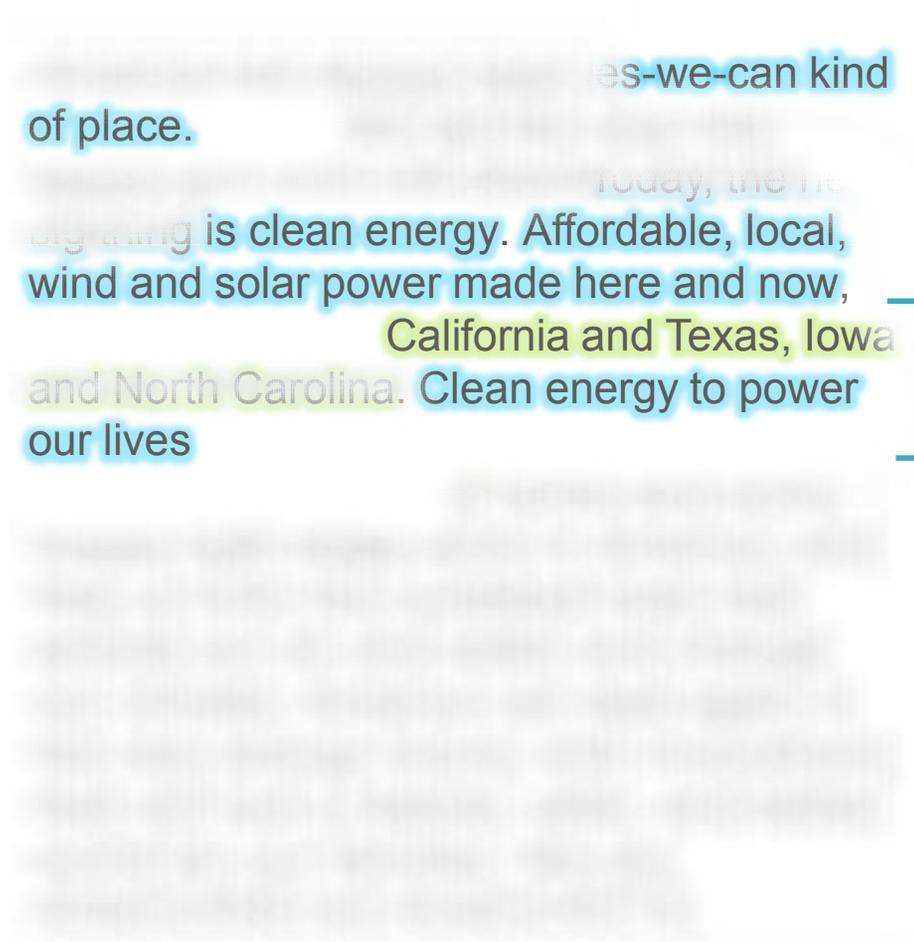


of place.

Gives specific and successful examples



our lives



Describes clean energy with familiar language



Inspires a sense of potential



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,

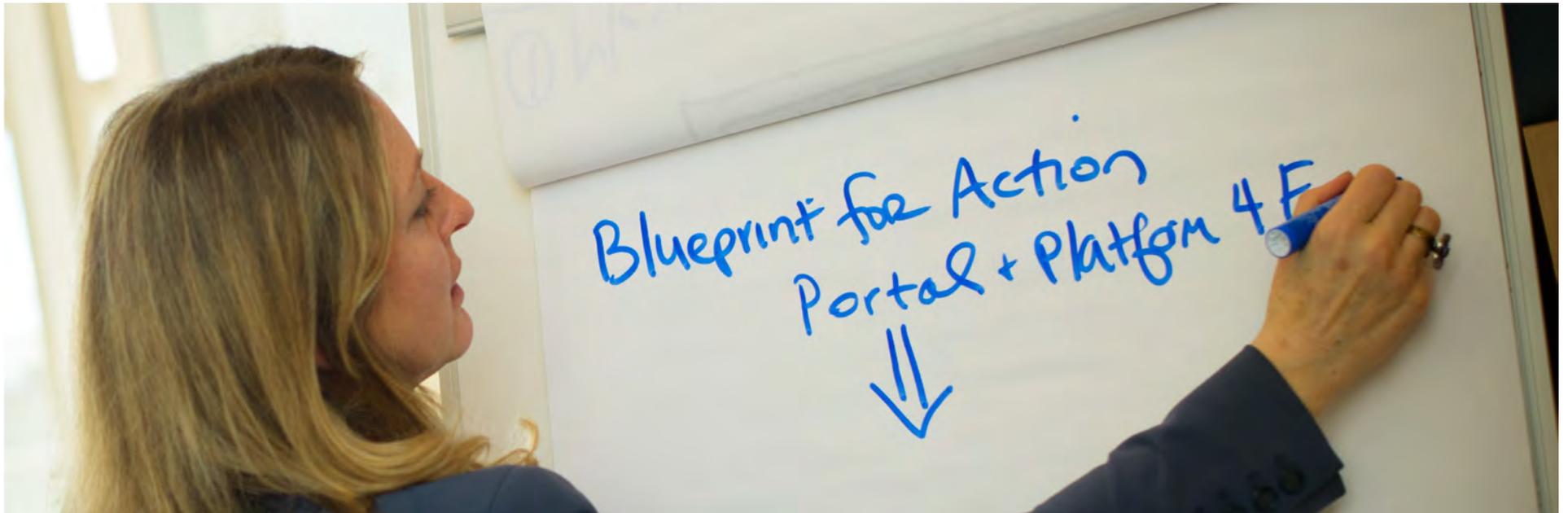
Pivots quickly to solutions

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

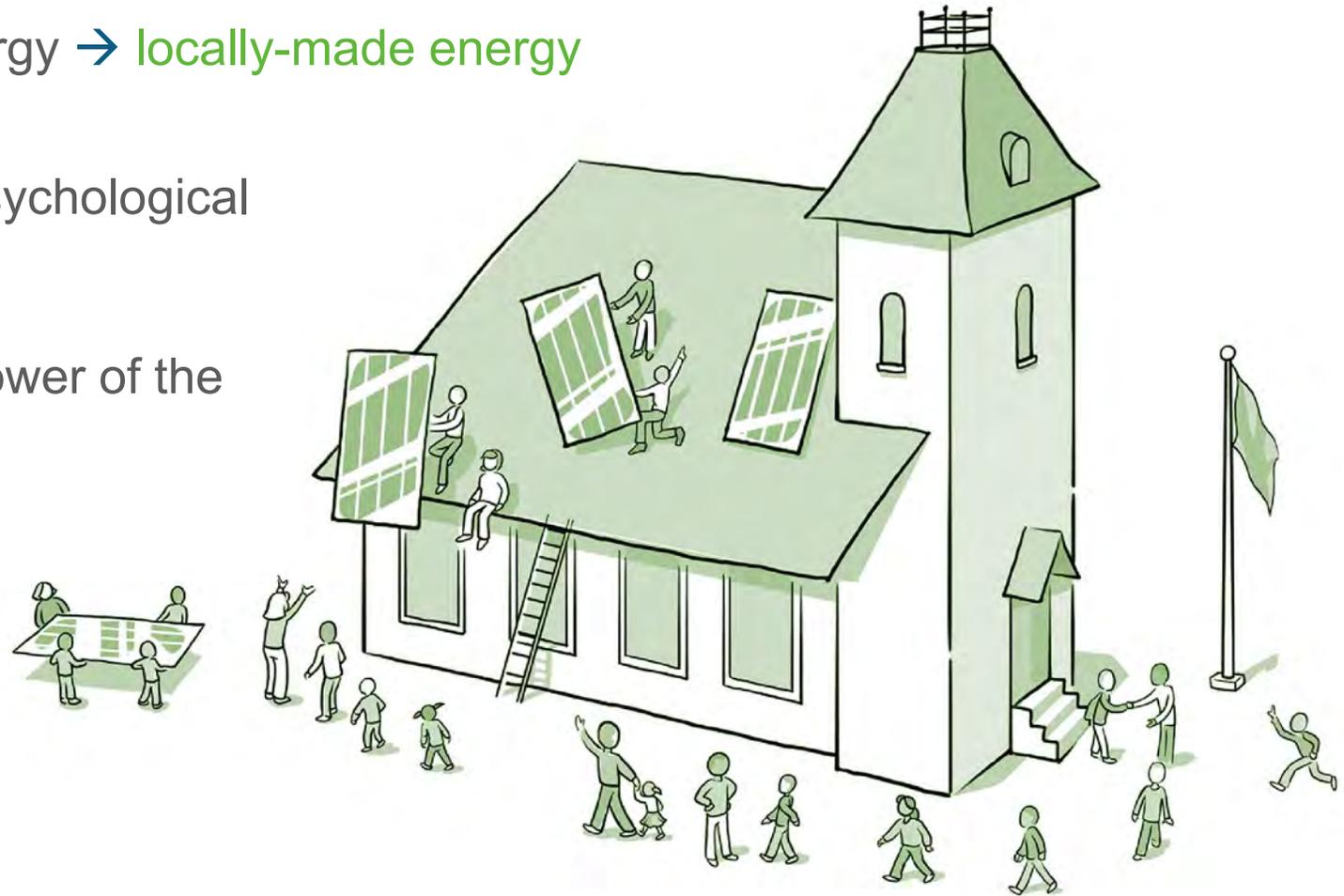


3 Start local

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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