



Building Bridges: Speaking to Shared Values and Collective Purpose

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www.climateoutreach.org

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Bridging the gap between research and practice



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Principles for effective communication
and public engagement on climate change

A Handbook for IPCC authors



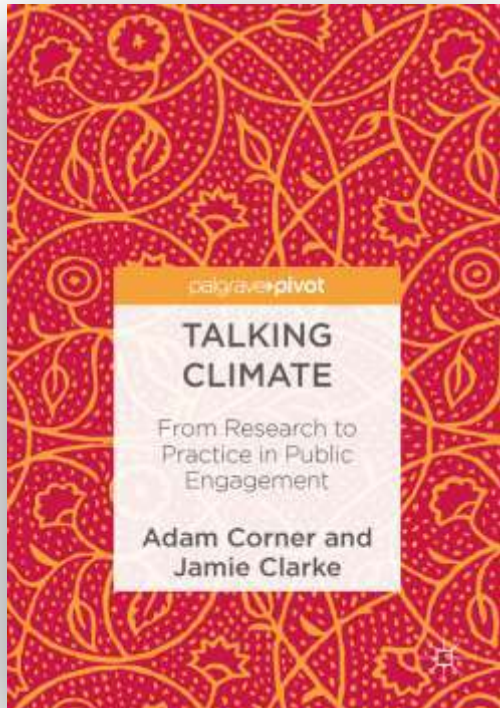
CLIMATE
outreach

Climate change is
understood and *believed*
as a socially constructed
narrative conveyed by
trusted communicators
that reflects their **identity**
and validates their **values**.

Strong communications say:

- This is who you are
- This is what you care about
- Other people like you agree with this
- When you do this you belong more to your group
- And the world becomes more how you want it to be

Identity, values and behaviors are inseparable



“

All the evidence suggests that if people have not taken on-board and internalised the reasons behind behavioural changes, they are unlikely to act in a consistently pro-environmental way.

”

Dr. Adam Corner
Director of Research

Identity

//

The power of many



at the end of the day it's good to switch off

Having some down time is good for us. Switching off lights, computers and photocopiers at work when they're not in use is just as good - for the environment and for saving money.

Power of One is Ireland's energy efficiency campaign and not only for the home. It's just as important at work. Find out what you can do to help make your workplace more energy efficient, visit www.powerofoneatwork.ie

what  change will you make?

power of one at work
energy efficiency for Ireland





power of one at work
energy efficiency for Ireland



Common
purpose





Values

'Easy' is not worth doing

PULL THE PLUG ON YOUR CARBON FOOTPRINT

When it comes to CO₂ emissions, charging costs. But if everyone in the UK unplugged their chargers while they're not in use, it could save enough energy to provide electricity for 66,000 homes a year. For other ways to waste less energy and to calculate your carbon footprint, visit www.direct.gov.uk/ActOnCO2



TESCO

Every little helps



**Turn lights
into flights.**



Earn a **£2.50** Clubcard Voucher at Tesco and turn it into



Airmiles.

Intrinsic values
-not money

Mastercard- “Priceless” campaign 2007-present



Making
Wales
cosy



Nyth
Nest



Trust and authenticity

Test it - test it - test it



“

\$53 million
Hollywood
superstar tells
Aussie families to
pay up

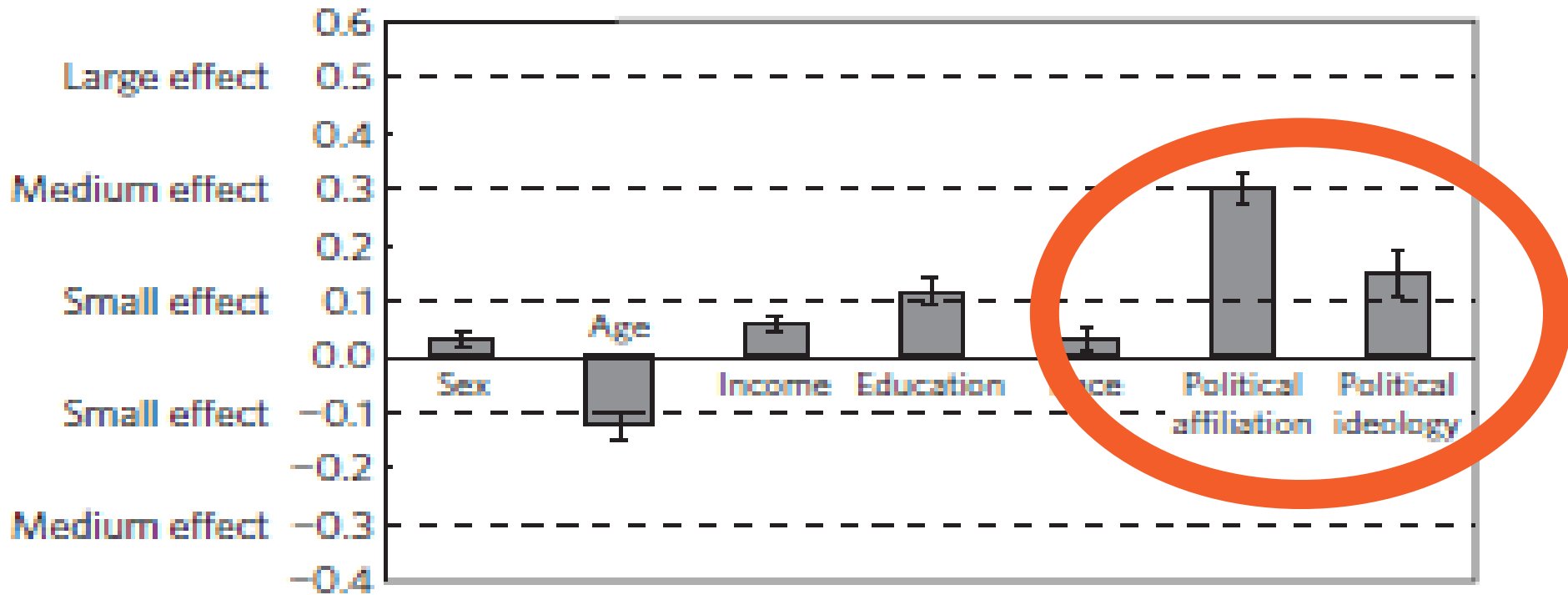
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Don't hand (untested
assumptions) to an
advertising agency



The split

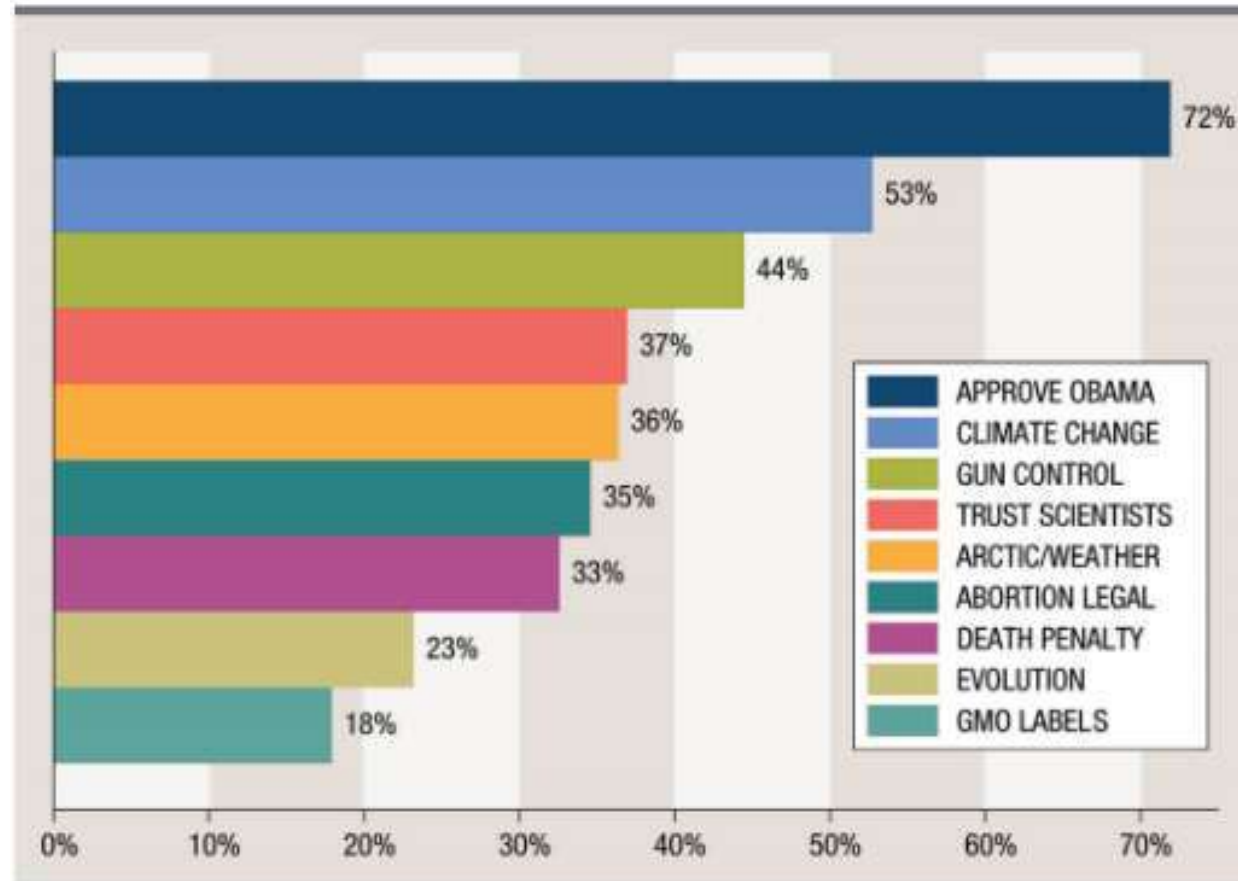
Political worldview is by far the greatest influence on attitudes to climate change



Hornsey M. et al., 2016, Meta-analyses of the determinants and outcomes of belief in climate change, 25 polls, 171 studies over 56 nations

In the US, climate change is more polarised than any other issue

FIGURE 6: PERCENTAGE POINT DIFFERENCE BETWEEN DEMOCRAT AND REPUBLICAN RESPONSES



Do You Trust Scientists About the Environment? 2014, Carsey Institute, University of New Hampshire

Where did
the poles come from?

Reasons for political polarisation

Dominant communicators and narratives are liberal (out-group)

No compelling and distinct conservative narrative for action

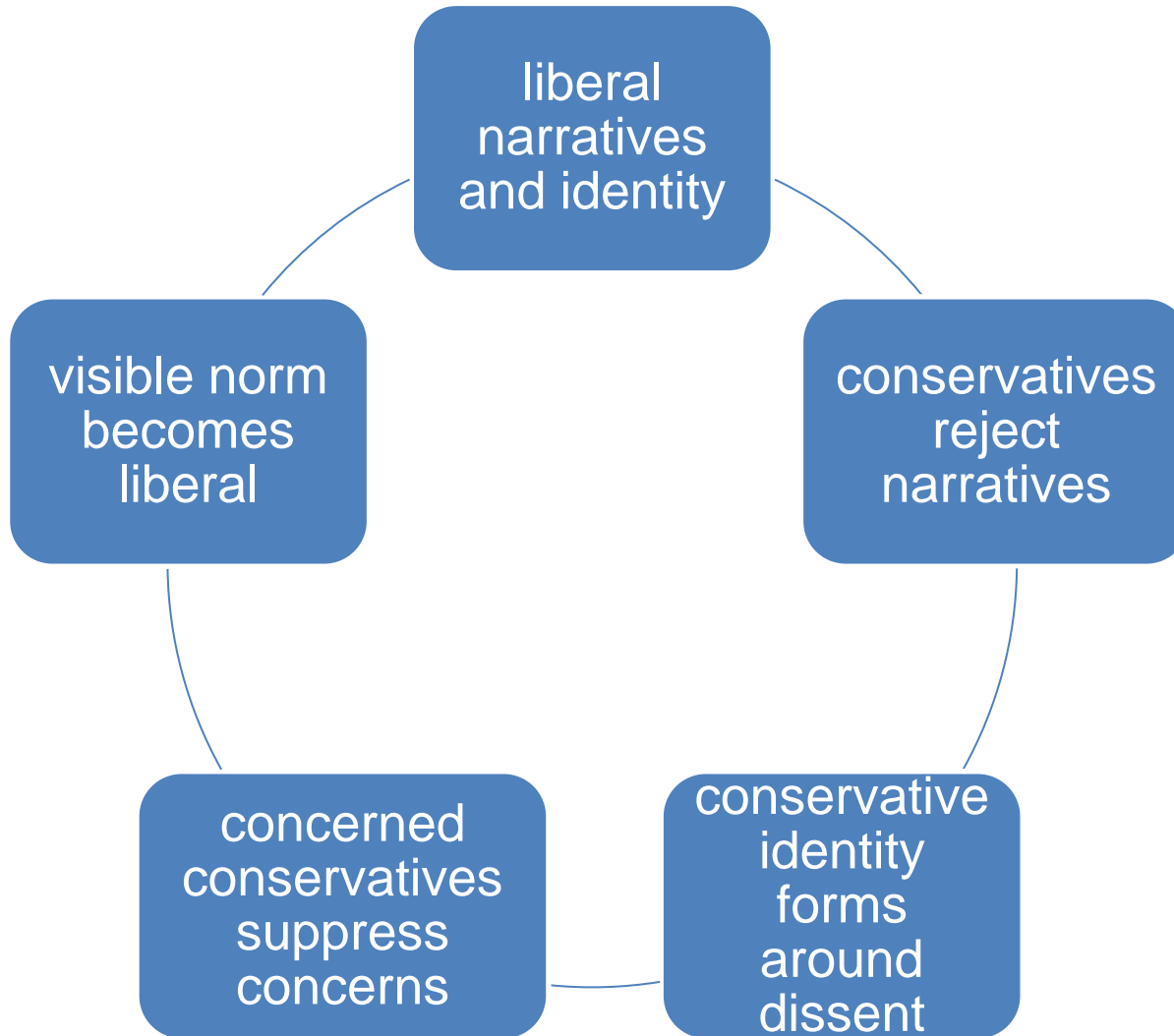
But distinct conservative narratives for denial

Environmentalists and the climate 'movement' actively alienate conservatives



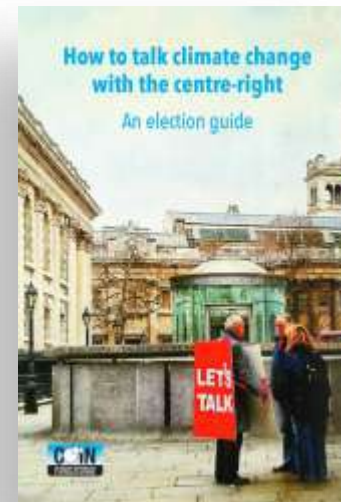
Climate March, New York, September 2014

Positive feedbacks



Melting the poles

Communicating with the centre-right



Centre-right frames and identity markers

Balance- fair sound, proportional.

Realism- reasonable, sensible, effective

Security- protect, safeguard

Heritage- tradition, hierarchy, social order, inheritance

Freedom- choice, opportunity

Investment- prosperity, growth, technology, progress

Life- health, comfort, children, legacy.

Countryside, nature, landscape, fresh air

Pollution- waste, dirt, ugliness, destruction

The power of “re” words

Remarkable

Rebuild

Reliable

Replace

Resolve

Restore

Respect

Renovate

“

We must **rediscover** our values, **reaffirm** their importance..**Reward** those who play by the rules...**Return** to a balanced budget...fiscally **responsible**”

”

Stephen Harper- speech to the British Parliament, June 2013

RENEW OUR WORLD

This year, we have joined with the Renew our World campaign. We believe that our God is bigger than issues we face in the world today, such as poverty and climate change.

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RENEW OUR WORLD

tearfund ACTION

RESTORING THE LAND

Like other farmers, Sylvia has a hard time. She gets up early and works long hours to feed her four children by growing maize in her village in Malawi. This year she only managed to harvest four bags of maize, which isn't enough to feed her children for the year.

Sylvia told me, 'I have seen a big change because when I was a girl, the rain used to come regularly and it was good for farming. But last year, I harvested 4 bags of maize for the garden, and 15 only bags were left. In the past, I needed 20 bags to feed my children and elderly mother... I believe that God is here, and one day I will get a breakthrough.' 'The 20 bags I have planted to get more for my neighbours' fields as many days as the day for money or maize. But, the 'change' left after seeing the last of the year's harvest, so getting the next year's, means that money and food are right for everyone in the village. There will be many days with no work, so her last chance to provide food is to plant potatoes and sell the harvest to make money.

Hunger gaps aren't new, but climate change is making them worse for Sylvia. More droughts, floods and unpredictable weather daily affects the results of months of hard work farming. 'Thankfully, we can help.' Tearfund partner Foundations for Feeding Africa is helping to give food to the hungry and to help them adapt and thrive.

After seeing the success of other farmers, and Sylvia wants to join the training too, after seeing the success of other farmers, she felt, 'I'm a farmer, who used to harvest only two bags of maize every year, but after training with Foundations for Feeding Africa she has gained 16 bags of maize, enough to feed her family for a whole year and have a bag left over to sell. This could provide money to help the family afford things like education or healthcare.'

What we may not be having experts, we can help Sylvia and other farmers by feeding climate change and soil by our carbon emissions, and we will need a high victory and this is 2015 with 195 countries signing the Paris Agreement to limit the world's temperature rise to 1.5 degrees, replace fossil fuels with clean energy, and transfer more funds from rich countries to poor to help them adapt and thrive. Last year, the agreement came into force to reduce time loss.

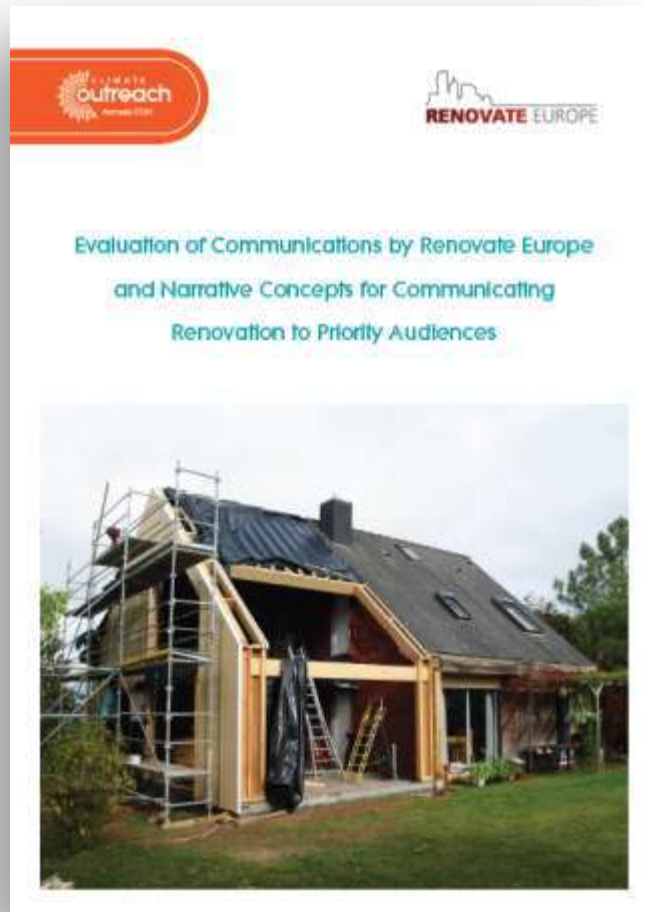


Sylvia says, 'I feel pains, a lot of pains actually because I know that this type of food does not provide all the necessary nutrients as far as the human life is concerned but because I've got nothing else... that's why I go for that.'



Case Study

Renovate Europe



2016

Client: Renovate Europe/Association for Conservation of Energy

Process

33 interviews (16 NGOs, 8 Business, 8 Euro political, 1 media)

Respecting the past | Welcoming the new



Renovation = renewal



Deep renovation of the EU building stock

could create up to two million jobs and kick start the economy



REDay2015

It's more than Renovation!



Programme and Registration

... It's Health and Well-Being for Consumers



REDay 2015

Thursday 15th
October

09:00 to 14:00

Softel
Place Jourdan, 1
1040 Brussels



18th June: Energy Dependence
Day Video



REDay 2014 Opening Video

REDAY
ANNUAL EVENT

Vernetzt

f YouTube ● g+ t

Kampagne "Das muss drin sein."

Flüchtlinge willkommen - Themenseite

Mitglied werden

Ergreif Partei für eine bessere Politik

STOP TTIP & CETA

Großdemo in Berlin
10. Oktober, 12 Uhr
Hauptbahnhof

Bloco de Esquerda

Manifesto Eleitoral Redes Sociais

As propostas do Bloco para as Legislativas 2019

O Bloco de Esquerda: Twitter, YouTube e Flickr

Helena Nogueira, Elisabete Antunes, Tânia Pereira, Joana LORF - Documentos, Boletim, Press

Jornal gratuito está na rua

30. out. 2018

PES

HOME

a new Europe

YOUR PARTY OUR ISSUES OUR EVENTS

Your vote, your ideas, YOUR POLITICAL CHOICE

Bloco

GESTÃO PRIVADA DA BANCA
TRAZ O PAÍS À RUÍNA

NÃO PRECISAMOS DE BANQUEIROS

BLOCO QUER IMPEDIR
REPRIVATIZAÇÃO DO NOVO BANCO
Alternativas à centralização pública da banca
em perigo da empresa e das pessoas

'Pós-troika' é mais do mesmo

Bloco exige aumento do salário mínimo

Dívida continua a aumentar

ESQUERDA.NET | portal para uma desintoxicação informativa

Highlights

DIE LINKE. Befristung und Leiharbeit stoppen!

DAS MUSS DRIN SEIN.

GUENGL

European United Left/Nordic Green Left
European Parliamentary Group

Home The Group Newsroom The People Policy Media Channel

Fortress Europe must end! Europe needs a clear YES to welcoming refugees

PRESERVING TREASURED **#FAMILY #HOMES** FOR **#FUTURE** GENERATIONS

@RenovateEurope #NZEB2050

THE RENOVATE EUROPE CAMPAIGN

Renovate Europe is a rooftop communications campaign with the ambition to reduce the energy demand of the EU building stock by 30% by 2050.



Communicating effectively
with the centre-right
about household energy-efficiency
and renewable energy technologies



Communicating
effectively with the
centre-right about
household energy efficiency
and renewable energy
technologies

Client: European Climate
Foundation 2016



Waste

“

My mother's generation wouldn't waste anything and I wouldn't want to see things wasted.

Waste is simply wrong”

Smart Meters

“

Your home is private and all of that information is a commodity that can be sold to people we don't know about

”

Case Study

Oklahoma conservatives

John Sutter, CNN





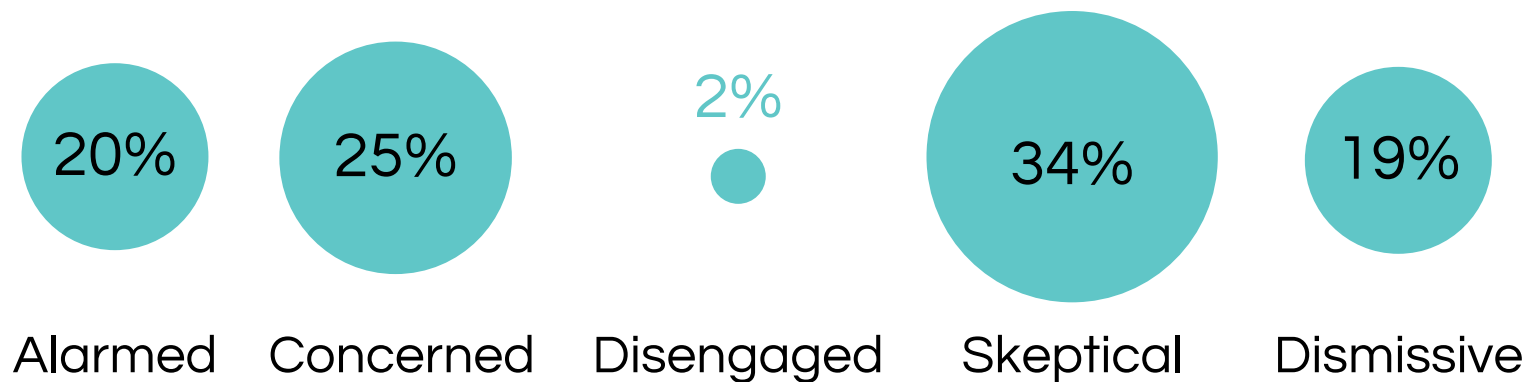
The Alberta Narratives Project 2018



www.albertanarratives.ca

Polarisation in Alberta....

Albertans are split about Climate Change



Source: Erick Lachapelle,
EcoAnalytics



“

If I say climate change is real maybe my son won't have a job if we shut off the tap tomorrow.

- Rural Group

”

“

Sure, I'm concerned about climate change. My concern is the people that are using climate change to disrupt my livelihood.

- Energy Professionals Group

”



Alberta Narratives Project in numbers

19

Core
organizing
partners
and funders



75

Organizations
involved

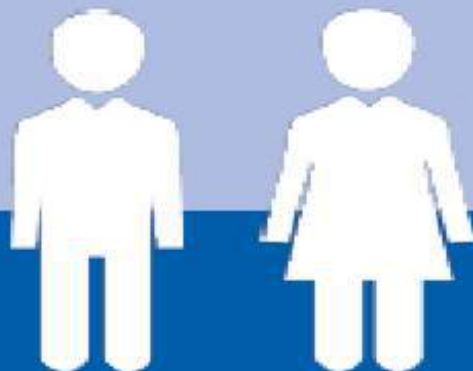


55

Narrative Workshops held

Hours
of group
conversations

120



482

People
attending
Narrative
Workshops

People
trained

87



720

Pages of
transcribed
conversations



Pages of marked up narratives

2,410

ALBERTA NARRATIVES PROJECT

Gratitude and Respect



*Oil and gas has provided many **benefits** for Alberta. We are **grateful** for the **hard work** of the people in the oil and gas industry that have **built** the prosperity of our province and nation.*

*Oil is a **precious** and **valuable resource** that needs to be used with **care**. We have given ours away for too little. It makes sense to plan for the future and use it more prudently.*

Protect



- Facing a challenge we work together
- We pull together, support, protect each other in extreme weather



“

In a crisis, the whole province will pull together and help each other out... it's an old school Western character and Albertans are just really, really great folks that really take care of each other. And that's great."

-Farmer

”



Preparing to support each other in extreme weather events



Case Study

Sustainable Development Wales

Welsh Narratives 2012



Client: Welsh Government

Develop narratives to speak to Welsh identity and support government policy on climate change and sustainable development

Green
campaigner
speak

We consume the equivalent of **three planets** worth of resources. We must take no more than our **fair share** of the world's resources.

WELSH
GOVERNMENT
NARRATIVES

Overclaiming
and immodest

The Welsh Government is **internationally recognised as a leader** in this new form of Sustainable Development.

Who defines a
'fair share'?

'Delusional
nonsense'
'Can't afford it'

We are already generating a low carbon economy that will create **thousands of new jobs**

'I can't see any
new jobs'

In the Low Carbon Future we will have exciting modern technologies: **smarter cars**, and efficient modern houses powered by **wind**, solar and wave power

Distrust of
wind power



It was our natural resources that built our country in the industrial revolution. And we are also rich in the natural resources that will meet these new challenges.

Case Study

“For The Love Of”

Client: UK Climate Coalition
2013 ongoing





FOR THE LOVE OF...

ADD YOUR LOVE

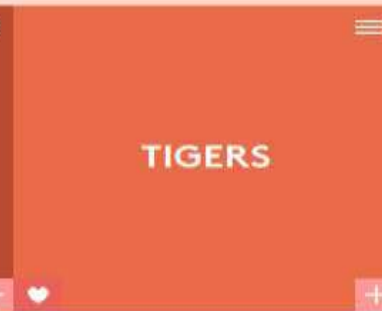


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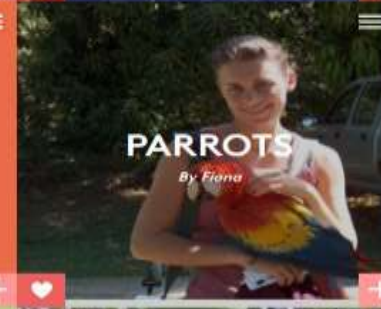
WORDS

IMAGES

RECENT



feedback



Guide to Communicating Carbon Pricing

30 interviews

100+ participants survey feedback

Findings from 18 countries

To be published December 2018



WORLD BANK GROUP
Climate Change



**CARBON PRICING
LEADERSHIP COALITION**



pmr | PARTNERSHIP FOR
MARKET READINESS

Fair

“

Carbon pricing is a fair way to share responsibility for the carbon pollution that causes climate change and to reward the companies that are most efficient and pollute the least.

It's not fair that heavy energy users can dump their carbon pollution in the air we all breathe. Polluters should be held accountable and should pay for the pollution that they force all of us to live with.

”



CASE STUDY

Living the Change

2018- Ongoing



Muslim Values

“

The Prophet (pbuh) said you must do everything in moderation... in your stomach one third should be food, one third water and one third empty.

”

“

This is not easy- It is like a Jihad.... a struggle with your Fitra

”

Conclusions

Meta-narrative of shared values and collective purpose

Sub-narratives in which everyone can see “themselves”

Trusted and authentic communicators.

If it's worth doing it may be hard (but that's who we are)



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