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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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.

power of one at work
energy efficiency for Ireland

what change will you make?

SEI

CLIMATE outreach
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
Turn lights into flights.

Earn a £2.50 Clubcard Voucher at Tesco and turn it into 60 Airmiles.
Intrinsic values

-not money
Mastercard-“Priceless” campaign
2007-present

little pine: $25
garden shovel: $12
growing your own family tree: priceless.

THE PRIDE (AND FLOUR) ON THEIR FACES: PRICELESS

there are some things money can’t buy. for everything else, there’s MasterCard.

HANDS-ON FAMILY FUN FOR EVERYONE. EXCLUSIVELY FOR MASTERCARD® CARDHOLDERS.
Making Wales Cosy

Nyth Nest
Trust and authenticity
Test it - test it - test it

“$53 million Hollywood superstar tells Aussie families to pay up"
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.
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

liberal narratives and identity

visible norm becomes liberal

conservatives reject narratives

concerned conservatives suppress concerns

conservative identity forms around dissent
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  Resolve
Rebuild     Restore
Reliable    Respect
Replace     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
RESTORING THE LAND

Like most farmers, Sylvia has stamina. She gets up early and works the land to feed her four young children by growing maize in her village in Malawi. This year she only managed to harvested four bags of maize, which isn’t enough to feed her children for the year.

Sylvia told us, ‘I have seen a big change. Because when I was a girl, the rains used to come regularly, and it was good for farming. But last year, I’ve only had four bags of maize for my children, and I only have one bag left. In the past, I needed 12 bags to feed my children and elderly mother. I believe that God is love, and one day I will get a breakthrough.’ “To sell the few bags that I have, I need to go to the market, which is far from here. For money or maize, but, the ‘bongo’ guy left after eating the last piece of the piece’s food. To please the next year, I know that we need and feed are right for everyone in the village. There will be many days with no work, and we lost chance to provide food is to plant maize and sell the bread to make money.

Sylvia says, ‘I feel pain, 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.’

After seeing the success of other farmers, and Sylvia wants to join the baking bus. She wants to be able to sell the maize and buy rice for her family. She wants to be able to buy rice for her family and have a bag of maize to sell. It would possible money to help the family afford things like medication or education.

What we may not know is that expert, we can help families like Sylvia and others by teaching climate change and reducing carbon emissions, and we achieve a better world by 2050 with the goal of reducing the temperature rise to 1.5 degrees, replace fossil fuels with clean energy, and be able to help them adapt and thrive. Last year, the government came into force to reduce their fines.
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

REDay 2015
Thursday 15th October
09:00 to 14:00
Sofitel
Place Jourdan, 1
1040 Brussels
Kampagne "Das muss drin sein."

Flüchtlinge willkommen - Themenseite

Mitglied werden
Ergreife Partei für eine bessere Politik

STOP TTIP & CETA

PES GUE

YOUR PARTY  OUR ISSUES  OUR EVENTS

Highlights

Großdemo in Berlin
10. Oktober, 12 Uhr
Hauptbahnhof

Bloco de Esquerda
Manifesto Eleitoral  Redes Sociais

Fortress Europe must end! Europe needs a clear YES to welcoming refugees
PRESERVING TREASURED #FAMILY #HOMES FOR #FUTURE GENERATIONS

@RenovateEurope #NZEB2050
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
Polarisation in Alberta....

Albertans are split about Climate Change

20% Alarmed
25% Concerned
2% Disengaged
34% Skeptical
19% Dismissive

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
- 120 Hours of group conversations
- 482 People attending Narrative Workshops
- 87 People trained
- 720 Pages of transcribed conversations
- 2,410 Pages of marked up narratives
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.
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.
We consume the equivalent of three planets worth of resources. We must take no more than our fair share of the world's resources.

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

We are already generating a low carbon economy that will create thousands of 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.

Green campaigner speak

Overclaiming and immodest

'Delusional nonsense' 'Can't afford it'

WELSH GOVERNMENT NARRATIVES

Who defines a 'fair share'?

'I can't see any new jobs'

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
Guide to Communicating Carbon Pricing

30 interviews
100+ participants survey feedback
Findings from 18 countries

To be published December 2018
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
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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