

Author: Darrin Kayser, Edelman

Presentation Title: Trust: The Key To Going Beyond The Early Adopter On Climate Behavior

Abstract: Climate change is a complex topic for the general public that requires challenging long held beliefs and wading through sometimes sophisticated scientific concepts. In this environment, finding trusted voices is critical to educate the public on the very real impacts of climate change and what individuals can do to make a difference. Edelman's 20th Annual Trust Barometer, surveyed more than 34,000 people in 27 countries and had transformative cultural insights covered in dozens of media outlets around the world including the Wall Street Journal, Capitalism Draws Fire, Despite Strong Global Economy and New York Times, Capitalism Seen Doing 'More Harm Than Good' in Global Survey. In addition to the global trends - first detailed at the World Economic Forum in Davos, Switzerland - Darrin will explore energy-specific questions asked in the survey. He will provide unique insights into trust and how it impacts energy and climate behavior change campaigns. Some of the insights include what climate issues most concern people around the world, what organizations are the most trusted to address the situation, and who are the most trusted messengers on these issues. After these research findings are presented, the goal is to have a broader conversation with the audience about how they can use this data about trust to push initiatives they are working on from Nudging to Leaping.