



Catalysing a new visual language for climate change

[WWW.CLIMATEVISUALS.ORG](http://WWW.CLIMATEVISUALS.ORG)



Climate Outreach is working with the world's most influential visual communicators to catalyse a new visual language for climate change, through our flagship project Climate Visuals.

With events and workshops planned around the world, and hundreds of new images being added to the Climate Visuals image library, we're aiming to create a dynamic hub for visual climate change communicators.

# What is Climate Visuals?

Despite the energy and resources dedicated to communication and campaigning on climate change, an understanding of how to effectively engage people using visual images is much more limited. As a result, an easily-recognisable climate change iconography has taken root over the past 25 years: polar bears, melting ice-caps, smokestacks and (as our research shows) potentially polarising images of environmental protesters. This narrow visual vocabulary undermines the effectiveness of campaign messages, is a barrier to personal behavioural engagement, and detracts from the reach and value of journalistic reporting on climate change. A more compelling and diverse visual language for climate change is urgently required.

To address this Climate Outreach created [climatevisuals.org](https://climatevisuals.org), a pioneering evidence-based resource for visual climate change communication. Based on international social research in Europe and the US, this unique resource offers seven core principles for effective visual communication, plus an initial library of images. The project has already fostered a global network of website users, and the Climate Visuals resource informed and influenced campaigners at COP22 in Marrakech.

Now, Climate Visuals aims to strategically change the working practices of influential visual communicators across the world, to catalyse a new - more compelling and diverse - visual language for climate change.

## How we can work with you

If you're a photographer with a powerful visual climate story, an activist looking to take your campaign beyond the green bubble, or a researcher wanting to create a better understanding of how to engage the public through climate imagery, join the Climate Visuals [community](#) to craft a new visual climate vocabulary.

We're working with leading photographic agencies and international media outlets to popularise a new visual language for climate change.

PHOTOGRAPHIC AGENCIES	MEDIA OUTLETS	CAMPAIGNERS	PHOTOGRAPHERS	RESEARCHERS
<ul style="list-style-type: none"><li>As the 'gatekeepers' of digital climate imagery, photographic agencies can shift the visual language of climate change away from polar bears and melting ice, and tell powerful new human stories.</li><li>By partnering with Climate Visuals, and using our evidence-based approach, photographic agencies can play a leading role crafting a diverse new climate vocabulary, using their considerable global influence for social and environmental good.</li></ul>	<ul style="list-style-type: none"><li>Increasingly, digital media consumption is driven by shareable visual content. By engaging with the Climate Visuals approach and unique image library, picture desks and editors can access and gain insights into climate imagery that is engaging and shareable.</li><li>Fresh new visual content for climate change allows more engaging digital communication.</li></ul>	<ul style="list-style-type: none"><li>Campaigners can use the Climate Visuals principles and image bank to inform their work and enhance its effectiveness, or work with us individually to test and improve the visual language of their campaigns.</li><li>Our masterclass events provide in-depth insights into visual climate change communication.</li><li>Joining the Climate Visuals Community offers a chance to discuss strategies and new ideas with other visual climate communicators.</li></ul>	<ul style="list-style-type: none"><li>Photographers can feature their work in the growing Climate Visuals image library - we are licensing hundreds of new images that match the Climate Visuals principles.</li><li>Joining the Climate Visuals Community means sharing images with picture editors looking for fresh content, and campaigners seeking to have more impact.</li></ul>	<ul style="list-style-type: none"><li>By collaborating with Climate Visuals, researchers can expand and extend the research base on visual climate change communication.</li><li>Joining the Climate Visuals Community offers the opportunity to connect with other researchers and practitioners to build a better understanding of public engagement with climate imagery.</li><li>Researchers can contribute to a unique evidence-based resource for climate change communication, and promote new findings and evidence from their research.</li></ul>





## About Climate Outreach

**Climate Outreach** (formerly COIN) are one of Europe's leading experts on climate change communication, bridging the gap between research and practice. Our charity is focused on building cross-societal acceptance of the need to tackle climate change. We have over 12 years of experience helping our partners find their climate voice - talking and thinking about climate change in ways that reflect their individual values, interests and ways of seeing the world. We work with a wide range of partners including central, regional and local governments, charities, business, faith organisations and youth groups.

Connect

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