

Climate, cliques and conservatism

George Marshall

Climate Outreach

Information Network

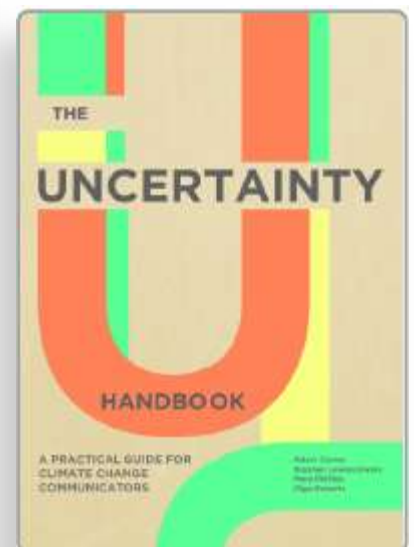
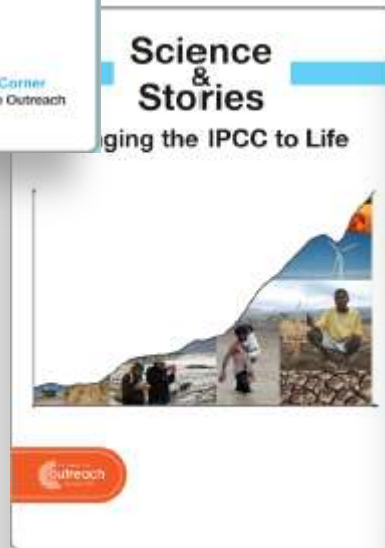
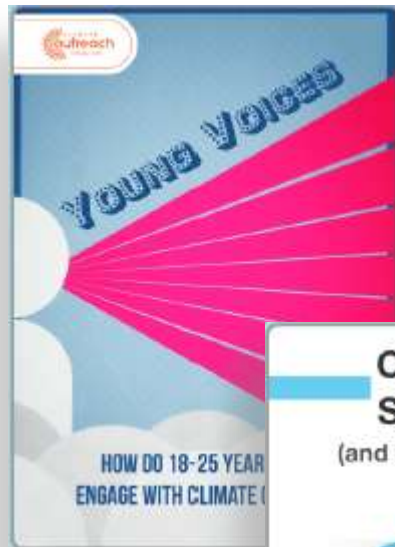
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**A new conversation with the
centre-right about climate change:**
Values, frames and narratives



Adam Corner
Climate Outreach & Information Network



**Starting a New Conversation
on Climate Change
with the European Centre-Right**

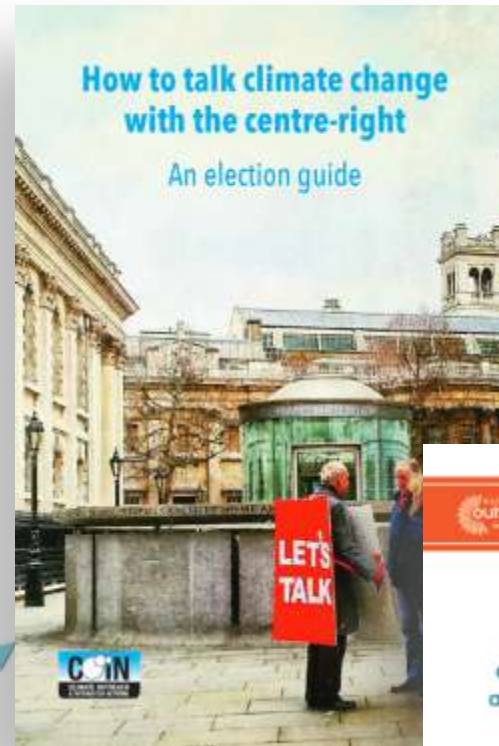


A practical toolkit



**How to talk climate change
with the centre-right**

An election guide



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



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TERMINOLOGY

c'onservatives

people with conservative *values*

Conservatives

people who vote for the Conservative Party

liberals

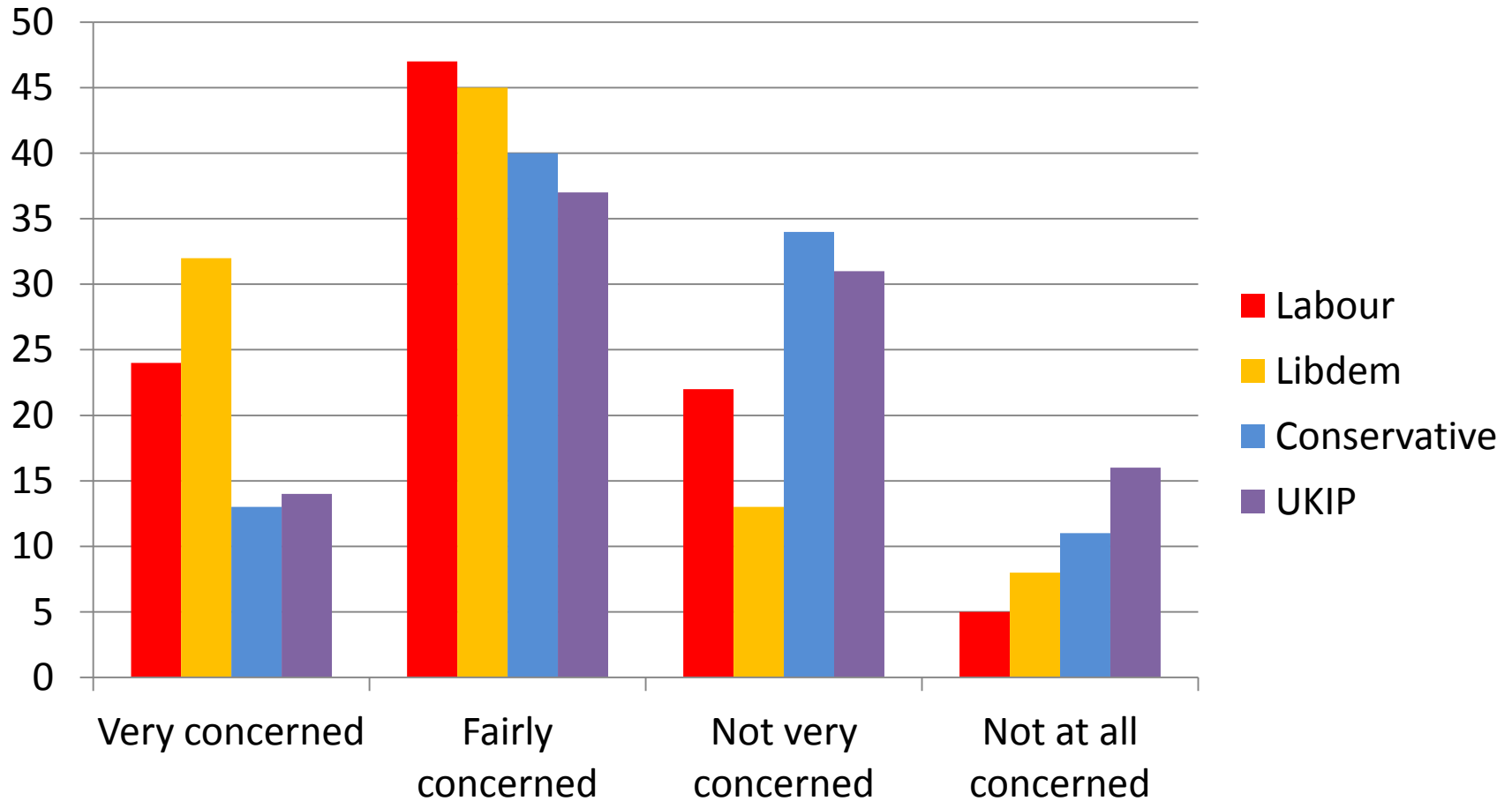
people with left-leaning values

People with c'onservative values do not always vote for Conservative parties

	CON	LAB	LIB/DEM	UKIP
All	22	27	5	14
Christian	28	25	5	16
Muslim	5	62	5	3

Source: Tear Fund/ ComRes Survey 12th Sep, 2014

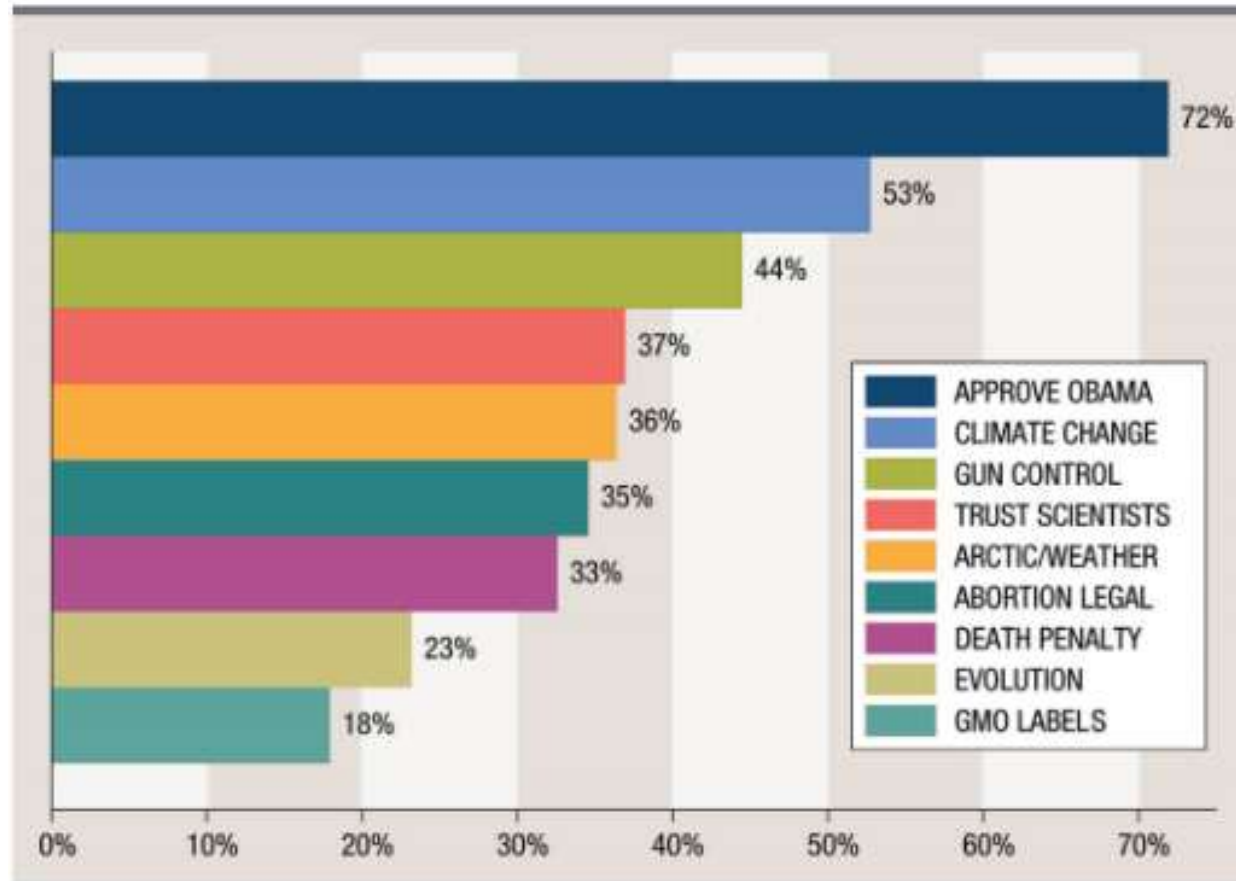
Climate change attitudes are polarised along party lines



How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'? Comres, Climate Coalition, February 2015 n=2,100

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

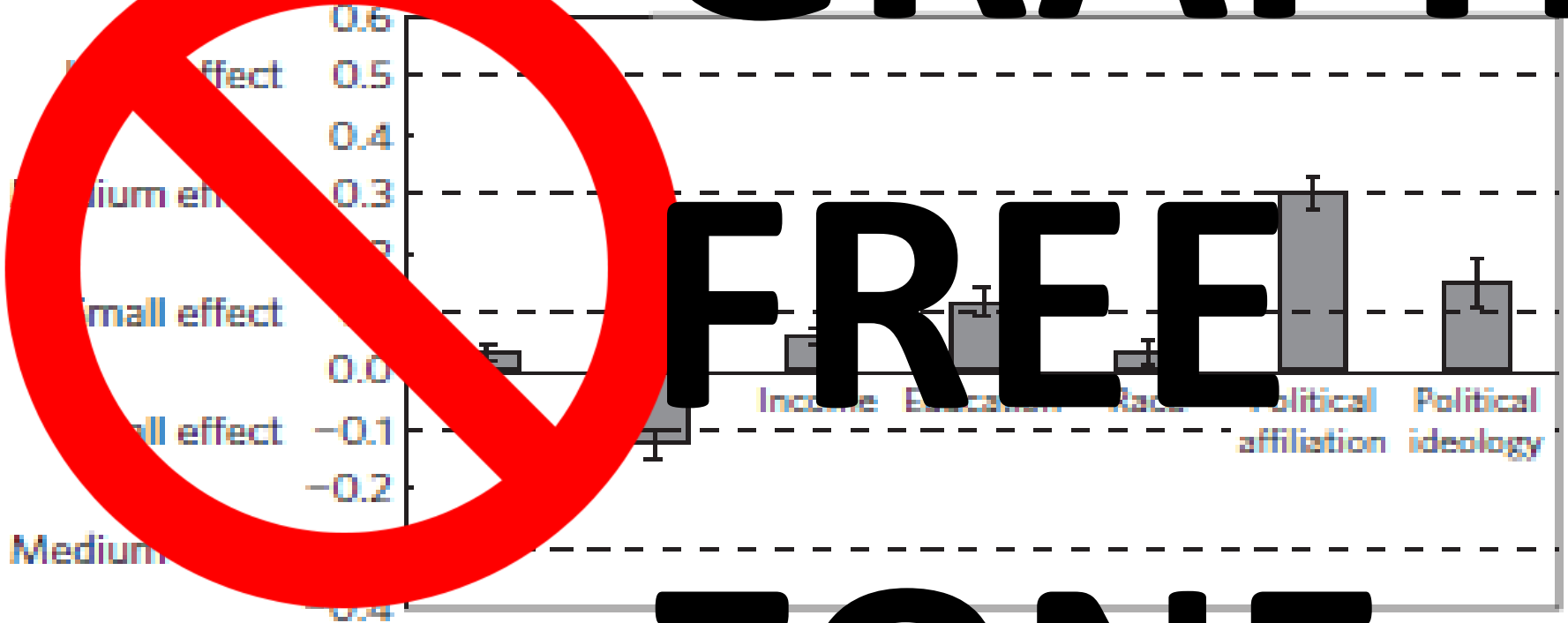
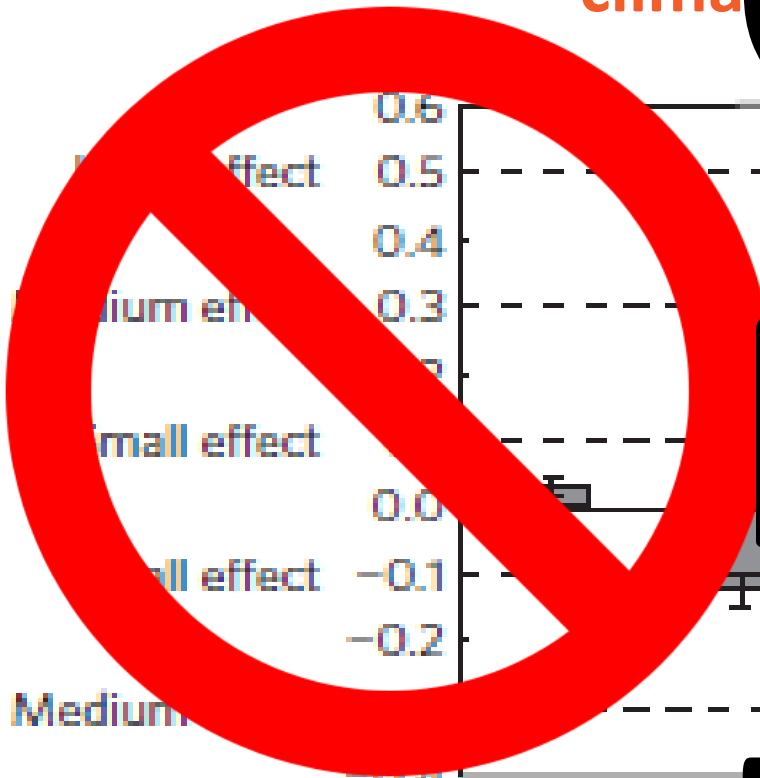
FIGURE 6: PERCENTAGE POINT DIFFERENCE BETWEEN DEMOCRAT AND REPUBLICAN RESPONSES



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

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

GRAPH



FREE

ZONE

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

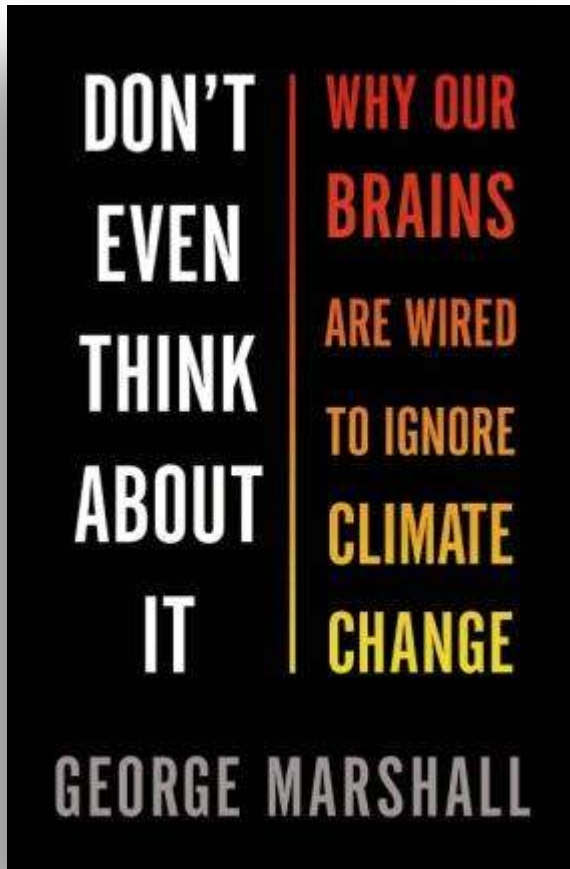


People are not motivated by facts and figures.

Their attitudes are formed by social norms and worldview



People *are* motivated by shared values and identity, and the joy of belonging..



Climate change is *understood* and *believed* as a socially constructed **narrative** that signals to people their **in-group 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

What are the core c'onservative values?

In pairs identify three core values.

What do you think about the future

What do you think of environmentalists?

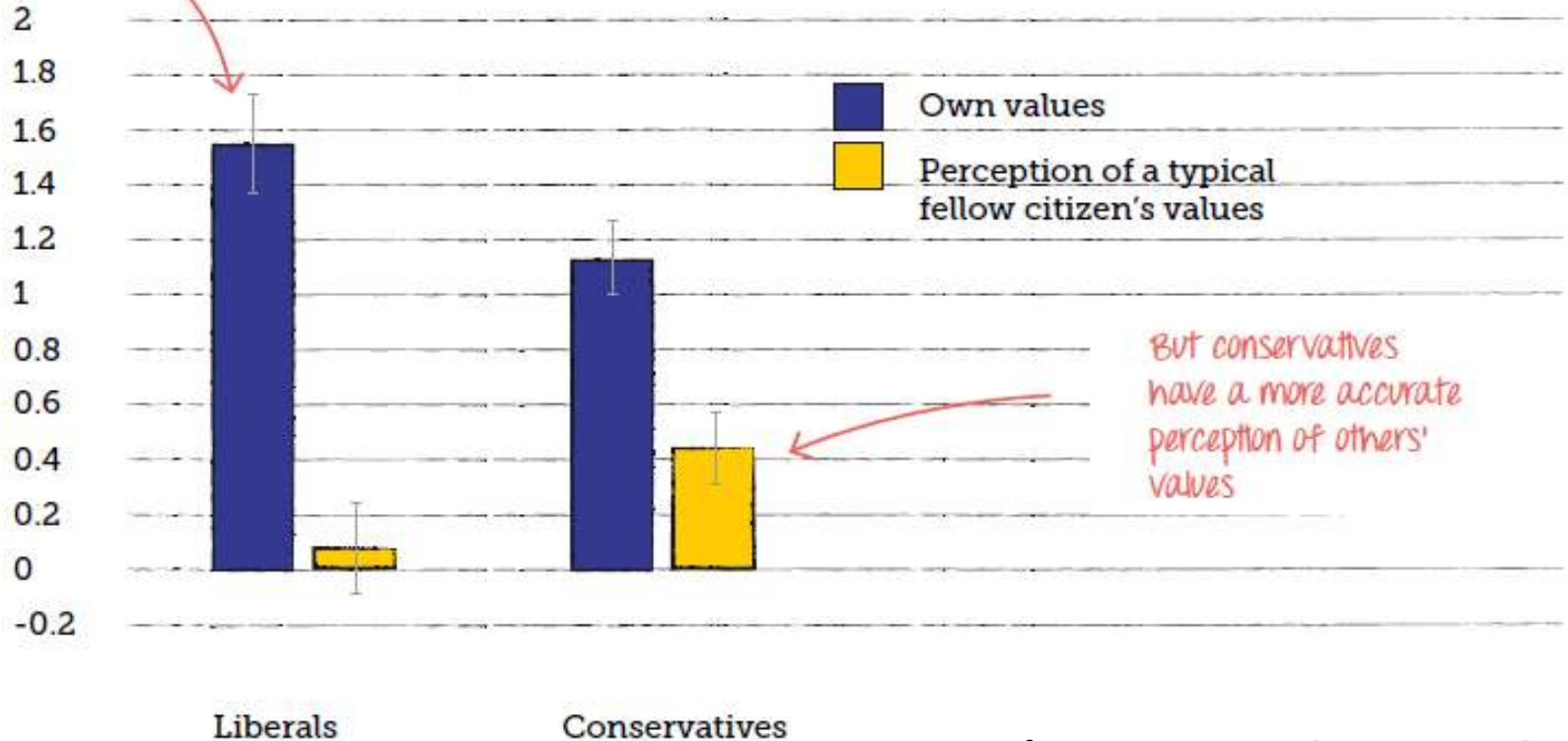
What do you think of climate change?

What are your core values?



Liberals assume (wrongly) that conservative values uncaring

Liberals have higher adjusted compassionate values than conservatives



But conservatives have a more accurate perception of others' values

Perceptions Matter, Common Cause Foundation, 2015 n=1,000

10 conservative values.

1. Wary of novelty and change, defence of status quo, and institutions. Tried and tested approaches.
2. Sceptical of centralisation, grand theories and ideologies, vested interests of commercial and state power blocks.
3. Respect for authority and tradition (strong father model)
4. Need for closure and certainty. Authenticity, reliability.
5. Conscientiousness. Thorough, careful, vigilant, disciplined.
6. Defence of purity against corruption/pollution/health.
7. Loyalty to group (family, community, country). Security, sacrifice.
8. Fairness. Success is rewarded. Transgressions are punished.
9. Sensitive to negativity and ugliness
10. Aspiration to happiness, enjoy a good life.

Words- frames and identity markers

Good conduct

Safeguard

Duty

Nation

In-group out-group

Countryside

Conserving

Prosperity

Privilege

Master and serve

Way of life

Character

Challenge

Responsibility

Life /Lifeless

Lead

Effective

Cleaner

Sound

Tougher

Healthy

Words- frames and identity markers

Balance- fairness, **sound**, proportional, pragmatic

Realism- **rational**, reasonable, sensible, efficient, **effective**

Security- **protect**, **sound**, safe, **safeguard**, **conserve**

Continuity- tradition, history, **conserving**, culture, inheritance, **countryside**, future generations,

Order- hierarchy, social order, **service**, **leadership**, **duty**, responsible

Freedom- choice, opportunity

Investment-**prosperity**, growth, technology, progress

Life- **health**, children, fresh air, **nature,landscape**,

Pollution- **waste**, **dirt**, ugliness, **destruction**

Words- frames and identity markers

Balance- fairness, sound, proportional, pragmatic

Realism- rational, reasonable, sensible, efficient, effective

Security- protect, sound, safe, safeguard, conserve

Continuity- tradition, history, conserving, culture, inheritance, countryside, future generations,

Order- hierarchy, social order, service, leadership, duty, responsible

Freedom- choice, opportunity

Investment- prosperity, growth, technology, progress

Life- health, children, fresh air, nature, landscape,

Pollution- waste, dirt, ugliness, destruction



We define ourselves by who we are (our in-group)



<https://www.deviantart.com/60m2x22>

AND who we are not (our out-group)



WEAK COMMUNICATIONS SAY

This is who you are *not*

This is what people *unlike* you care about
(but people who are like you *disagree* with this).

So when you do this you belong *less* to your group.

And the world becomes *less* how you want it to be

**Dominant images and narratives
of climate change are shaped by
environmentalist values**





**The climate 'movement'
actively alienates
conservatives**

Climate March, New York, September 2014



Case Study: The Big Ask

Friends of the Earth, 2008.

A call for public action to support national legislation





Arts.

How do you (as a conservative) respond to these arts?

Greenland National Theatre 2011



The Heretic Royal Court 2011





2012

Royal Court



2071

2014

(2047 Departure dates)

Postcards from the future 2010



**WILL THE STORY OF THE 6TH MASS EXTINCTION
EVER INCLUDE THE ROLE OF ITS SPONSORS?**





Mark McGowan



Spencer Tunick



FOR THE LOVE OF...

ADD YOUR LOVE



FOR THE LOVE OF...

FILTER:

WORDS IMAGES RECENT

NATURE
By Cinsia Morvate

+ ❤️

LEEDS UNITED

+ ❤️ 1 votes

OLD, FAT TREES
By Nikki

+ ❤️

TIGERS

+ ❤️

MY CHILDREN'S CHILDREN
By Catherine Chambers

+ ❤️

feedback

THE NATURAL WORLD
By Joseph

+ ❤️

THE COUNTRYSIDE
By Helen

+ ❤️ 1 votes

TREES
By Ann-Marie

+ ❤️

BEEES AND SPIDERS
By Sandra Cashmore

+ ❤️ 1 votes

FOOTBALL

+ ❤️

MY CHILDREN
By Sarah Beets

+ ❤️

ANIMALS
By Laura Harrington

+ ❤️

DAVINA

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BIRDS
By Marlon

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PARROTS
By Emma

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LIVING
By Kerry

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PANDAS
By Lammick

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ALL PEOPLE WHERE

+ ❤️

FUTURE GENERATIONS
By Lisa Klotz

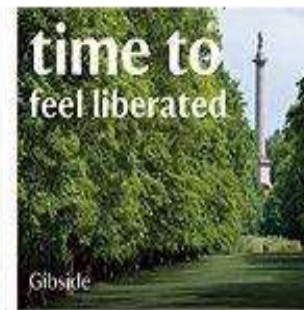
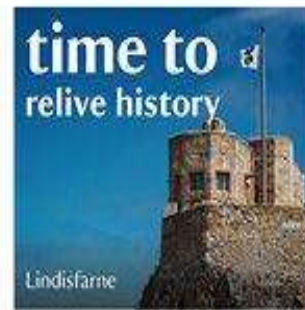
+ ❤️

4 SEASONS AND THE ATLANTIC GULF STREAM
By Bill Gaulton

+ ❤️

For the LOVE of..

National Trust



Some thoughts

Loss

Landscapes

New communicators

Simplicity, reducing,

Positive visions of a better future

Young people

Renewal - life



Solyent Green- 1973

Landscape (not environment or planet)



Wind farms prevent damage to the *global* environment



Wind farms are damaging to the *local* landscape



Solar- Wind

I'd rather live nextdoor to a fracking well than a wind turbines (Man, Richmond)

I think wind turbines have given renewable energy a pretty bad name... you all just said why they are no good and not fit for purpose" (Young female, Barcombe)

☑ Use authentic and trusted communicators

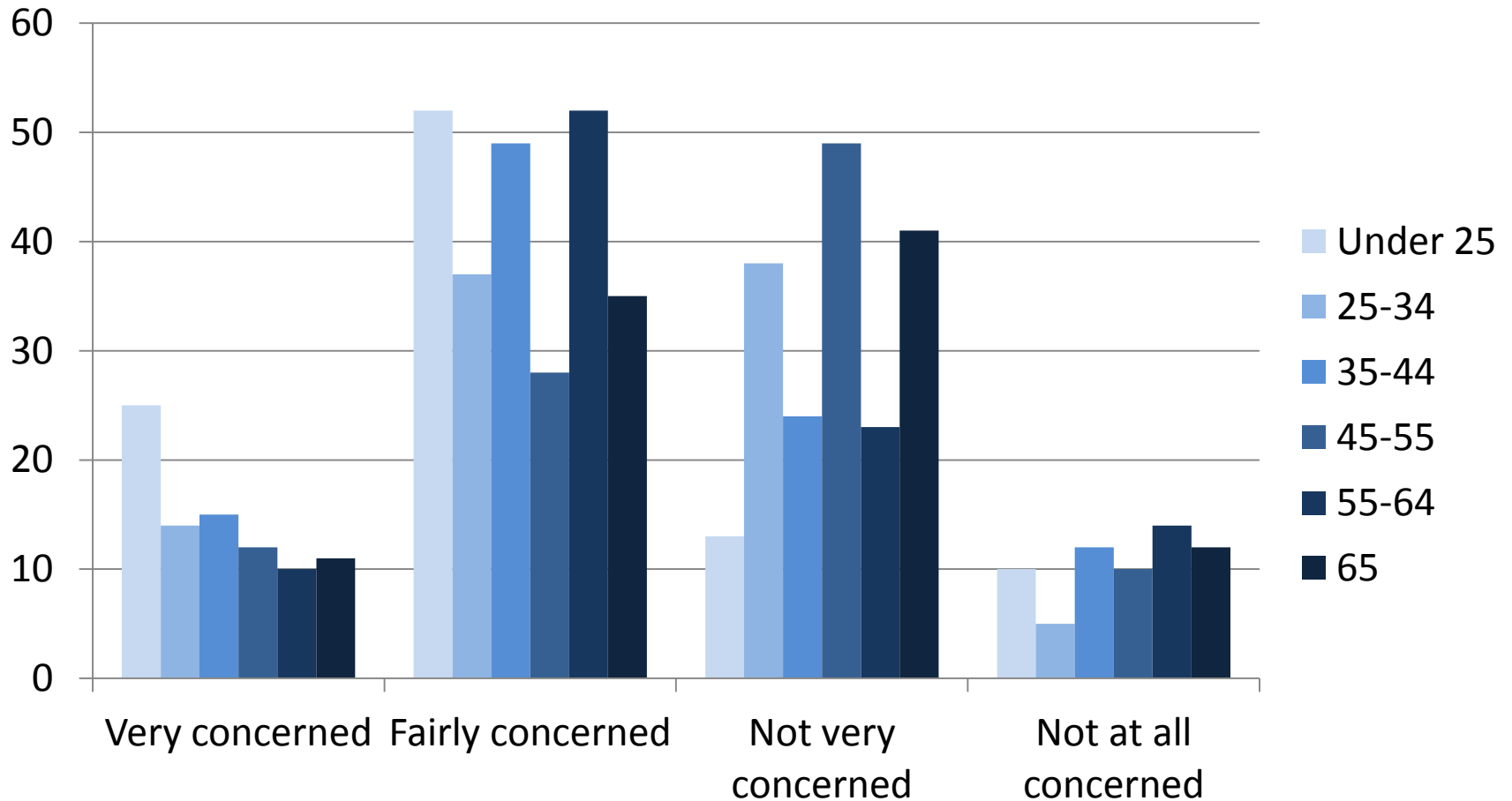
it looks like an insulation company advert.

I blame the media. The media have dumbed it down in a way. They've made it all about Greenpeace and things like that and not everybody has those values. (Female, Bradford)

The argument has been hijacked by the green lobby and an agenda to reduce economic growth.

There is now an emotional reaction that if it's coming from that quarter then it's untrustworthy." (Male, Barcombe)

Focus on young people



How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'? Com Res, Climate Coalition, February 2015 n=2,100

Domains of acceptable change

LOW

Home- retreat, security, comfort, safe. Looks the same though functions change.

MEDIUM OVER TIME

Countryside- beautiful, clean, nature, quiet, but also productive. Slight change over time

HIGH

City- busy, exciting, diverse, dirty

Discrete, common-sense and balanced

I think the future will look the same.. I think always look the same, but if you just scratch the surface there will be these big changes about the way that people do things, it would be physical things in front of you that you can see on the street or in the home, it will be more subtle

“Our homes in the future will look much the same as the present and the real changes will be in the building structure and the heating system and discrete controls.

Technologies will work in the background, quietly serving our needs, providing a clean, modern healthy home”.

A large building is shown under renovation. The structure is partially covered in scaffolding, and the roof is a vibrant red. The building's facade features dark panels and wooden accents. The scene is set outdoors under a clear sky.

Preserving and Enhancing our Heritage

We **love** our old buildings. It creates a link with the past, makes our towns and cities **distinct, beautiful, and our own.**

Renovation is what it says in the word: its **re-newal.**

We can **renew** our older buildings- provide a **new lease of life, keeping what is important** from the past and **adapting** to the needs of the 21st century.

**Respecting the past
Welcoming the new**



Renovation = renewal

Thank you

