

Climate Communication that is Evidence-Based, Practical & Compelling

Our team of social scientists and climate communication specialists has over 12 years of experience helping organisations widen and deepen engagement with climate change.

We support our partners in communicating climate change in ways that resonate with the values of their audiences and create the types of climate conversations that lead to action.

HOW WE CAN SUPPORT YOUR WORK

We offer advice and training on how to communicate about climate change that is evidence-based, thought-provoking and meets your organisation's unique needs.



Interactive workshops



Consultancy services



Conference presentations,
keynotes & panel events



Online webinars



How to talk about climate change with audiences such as the centre-right, faith groups and youth



How to communicate around extreme weather events such as flooding



How to catalyse a new visual language for climate change

OUR CLIENTS AND PARTNERS INCLUDE



CLIMATE ACTION NETWORK International



United Nations
Framework Convention on
Climate Change



**UNIVERSITY OF
CAMBRIDGE**



OXFAM





Child scraping snow off solar panels in an English village.
Photo by Oliver Rudkin (CC BY 2.0)

Climate Visuals

Climate Visuals is a world first: an evidence-based resource for visual climate change communication, based on social research with thousands of people in three countries. Every day, thousands of images of climate change are shared around the world – but the huge majority of them depict the same images over and over again: desperate polar bears, vanishing glaciers and dirty smokestacks.

Climate Visuals offers new, diverse and compelling visual images of the causes, impacts and solutions to climate change. The website contains a growing library of photographs – almost 500 to date – to provide inspiration and guidance for campaigners, picture editors and communications practitioners selecting imagery for communicating climate change.

“Climate Visuals showcases a diverse range of climate change photographs. People believe what they see with their eyes – if we can change the visual image of what climate change is in a lot of people’s heads, that has to drive action on climate change.”

– Laurie Goering, Head of Climate Programme, Thomson Reuters Foundation



Una Terra Una Famiglia Humana Climate Change March, Vatican City. Photo by Matt McDermott (CC BY-NC-ND 2.0)

Communicating Climate Change with People of Faith

We collaborated with the international multifaith GreenFaith network (based in New York) to develop and test narratives for mobilising people from the 5 main faiths – Christianity, Judaism, Islam, Buddhism and Hinduism – in order to inform their Our Voices campaign in the run up to the 2015 Paris UN climate conference. Previous research had focused on each faith in isolation.

Our project with GreenFaith was the first to test the same language across several faiths and seek the common ground. This work was particularly rewarding because despite some initial scepticism from faith leaders, we were able to identify values and narratives that are common across the faiths and could enable them to work together.

“Climate Outreach has developed language for our work with religious communities which has a true genuineness and authenticity, with effective differentiation for diverse faiths. We value our relationship with their team greatly.”

– The Reverend Fletcher Harper, Executive Director, GreenFaith

Developing Global Narratives of Climate Change

Global Narratives is an innovative initiative launched jointly by Climate Outreach and the Climate Action Network International (CAN-I) to test and develop climate change messaging and narratives. India was chosen to be the pilot country for the Global Narratives project due to its global importance in relation to climate change and its strong civil society sector.

Global Narratives was the first ever programme developed to train community level organisations to conduct rigorous qualitative research themselves with their own audiences based on Climate Outreach’s Narrative Workshop methodology.

One of the key learnings from the pilot project in India was that terms familiar to climate change communicators in the developed world do not resonate with people living in the developing world. The use of the concept *jugaad*, which is loved by Indians and means frugal innovation, is much more effective in engaging people than using concepts like ‘dirty energy’, ‘fossil fuels’, or even ‘climate justice’. These insights have the potential to empower and transform the way Indian communities and NGOs engage with climate change.

“The Climate Outreach team blew us away with their approach, dedication and most of all, results. Their experience and expertise have resulted in exactly the outcome that we were hoping for and will benefit more than 150 member organisations.”

– Shailendra Yashwant, Senior Advisor, Climate Action Network South Asia (CANSA)



Women trained in solar-engineering in Tinginaput.
Photo by UK DFID / Abbie Trayler-Smith (CC BY-NC-ND 2.0)

Communicating Climate Change with the Centre-Right

For the past four years Climate Outreach has led a pioneering programme to identify and test new narratives around climate change for people of centre-right values to help overcome the political polarisation that undermines social acceptance and policy action. The programme has produced eight reports, an academic paper and a series of international webinars and masterclasses.

Our peer-reviewed study identified two key climate change narratives that elicited a broad agreement across the political spectrum and reduced scepticism amongst centre-right participants: a focus on avoiding waste as a critical part of saving energy, and patriotic support for flourishing low-carbon technologies. In contrast, ‘climate justice’, which is a compelling narrative for many on the centre-left, did not resonate well with the centre-right.

“I’m very grateful for the insights that Climate Outreach are drawing from their research. It’s research that’s bringing understanding of the subtleties of tribal orthodoxies on climate.”

– Bob Inglis, former US Representative for South Carolina’s 4th Congressional District and founder of RepublicEn



Centre-Right Narrative Workshop. Photo by Climate Outreach

OTHER PROJECTS INCLUDE:



Climate Outreach’s growing Science Communication resources include our “Science and Stories” report highlighting ways for the IPCC to better communicate their findings to the public, as well as our “Uncertainty Handbook” which presents 12 practical and easy-to-apply principles for smarter communication about climate change uncertainties.



Climate Outreach’s pioneering “Climate Conversations How to Guide” was commissioned by the Scottish Government, which has the world’s most ambitious climate change targets and recognises that to achieve them, meaningful public engagement is essential.



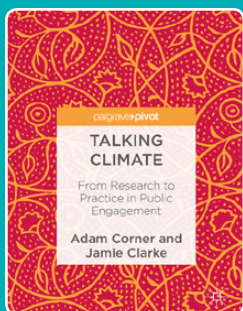
Climate Outreach’s “Climate and Migration Coalition” protects people who move due to the impacts of climate change by fighting for humane and empowering policies and for public acceptance and support.



Texas National Guard Soldiers respond to the aftermath of Hurricane Harvey. Photo by Staff Sgt. Tim Pruitt (CC BY 2.0)

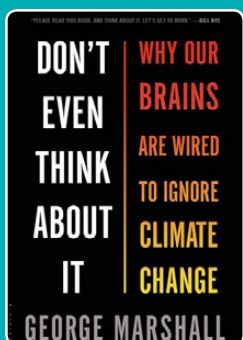
Communicating Flood Risks in a Changing Climate

Climate Outreach, in partnership with Cardiff University, remodelled the narrative on communicating climate change in relation to extreme weather events. Experiencing extreme weather events does not necessarily lead to a shift in public attitudes towards climate change. In this report, we identified nine principles of best practice on engaging and supporting communities directly affected by flooding as well as on ways of communicating with the wider public. These principles include recognising that conversations about climate change need to start before (not during) flood events when communities are under pressure.



Talking Climate: From Research To Practice in Public Engagement is a blueprint for Climate Outreach's theory of change, written by George's colleagues - Dr Adam Corner and Jamie Clarke. Aimed at academics, educators, campaigners, communicators and practitioners, the book offers five core principles for public engagement that can propel climate change discourse out of the margins and into the mainstream.

"Coherently argued with a fluid style, this excellent book helps consolidate the authors' reputation for leadership in climate communication" - Dr Jonathan Rowson, Director, Perspectiva



George Marshall's most recent book, **Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change** (Bloomsbury US, 2014) has received the following praise:

"Clearly we're not responding to the reality of climate change with the speed the crisis requires. This book explains some of the reasons that could be - and how we might work around them in the short time we have." - Bill McKibben, author of Eaarth and co-founder of 350.org

"The most important book published on climate change in the past few years." - The Guardian

Climate Outreach is Europe's leading specialist in 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 organisations communicate about climate change in ways that resonate with the values, sense of identity and worldview of their audiences. We work with a wide range of partners including international bodies, central, regional and local governments, charities, business, faith organisations and youth groups.

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