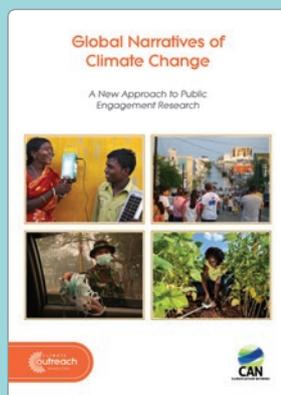
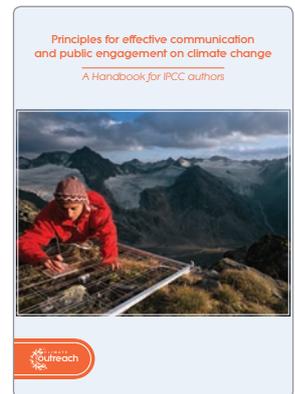


Reports can be downloaded by clicking on the report covers or accessed at [www.climateoutreach.org](http://www.climateoutreach.org)

## How can IPCC scientists better communicate climate change with the general public?

This communications Handbook, commissioned by the IPCC's Working Group I Technical Support Unit, sets out six principles for effective communication. It is the first time such guidance has been produced for the world's leading scientific body on climate change. With a wealth of research on the science of climate change communication and a focus on practical tips and case studies, this Handbook serves as a valuable resource for IPCC authors – as well as the wider scientific community – to engage audiences with climate change. **January 2018**



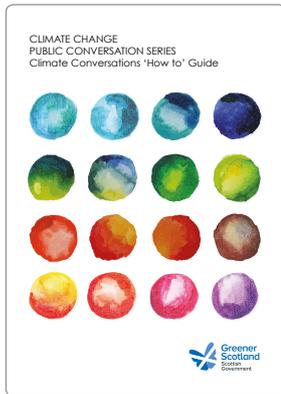
## How can national and regional level organisations test and develop their own climate change narratives?

Our Global Narratives project pilots a new model of cooperative design that invests in the skills and capacity of local organisations and makes high quality research affordable. It is based on our Narrative Workshop methodology which focuses on asking searching questions about people's values, identity and hopes for the future. India was chosen to be the pilot country due to its critical importance in relation to climate change and its strong civil society sector, and the Alberta Narratives Project will be published shortly. **June 2017**

## Post-Brexit, how can we better communicate about climate change with people of centre-right values?

What does Brexit mean for public engagement with climate change, in particular with centre-right audiences? This report provides key recommendations on how to best engage these audiences, including the importance of stressing continuity, not change. In addition to presenting language, frames and words to use and to avoid, the report highlights this audience's core values and principles, as well as the diversity within this audience. **February 2017**



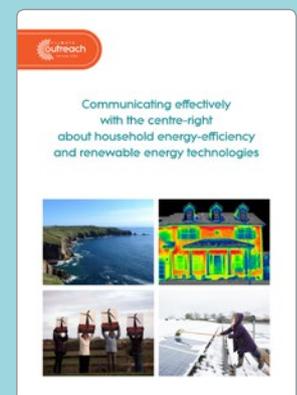


## How can the Scottish Government build a national conversation about climate change?

Scotland has the most ambitious climate change laws in the world, and they recognise that achieving their targets is dependent of the ongoing support of the Scottish public. They asked us to research and develop a practical step-by-step 'How to Guide' for holding public conversations. This resource, along with three reports on the research behind the guide, will be of value to any organisation wishing to encourage discussion and action on climate change, in and beyond Scotland. **September 2016**

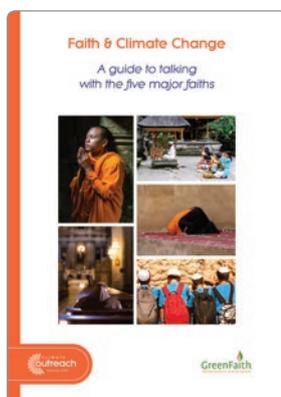
## How can we communicate more effectively with the centre-right about energy?

The imagery used to communicate climate change can and should be more diverse than polar bears. This growing, interactive library of images and associated report are based on our research involving thousands of citizens in the UK, US and Germany and centre on 7 key principles. They are designed to provide inspiration and guidance for journalists, campaigners, bloggers and anyone else using imagery to communicate climate change. **March 2016**



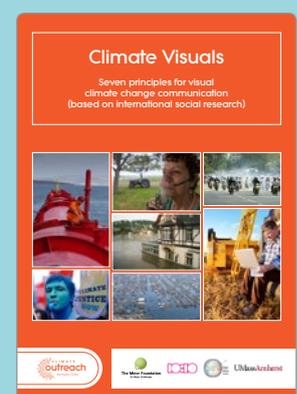
## How can we engage people of the 5 major faiths on climate change?

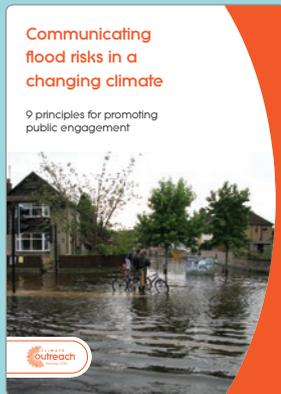
Faith shapes the values and behaviour of billions of people. For climate communicators both within and outside faith communities, there is a need to better understand how to engage with this audience. This guide, based on international social research and in partnership with Greenfaith, provides 5 narratives that work across the world's 5 main faiths, as well as language that doesn't work. **February 2016**



## How can we tell a better visual story about climate change?

The imagery used to communicate climate change can and should be more diverse than polar bears. This growing, interactive library of images and associated report are based on our research involving thousands of citizens in the UK, US and Germany and centre on 7 key principles. They are designed to provide inspiration and guidance for journalists, campaigners, bloggers and anyone else using imagery to communicate climate change. **January 2016**





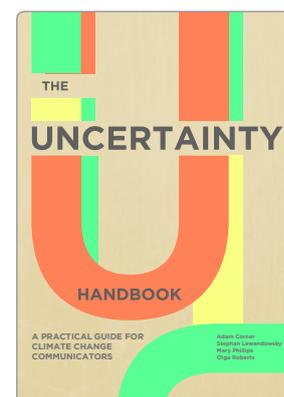
## How can we engage individuals and communities more effectively around flood risks?

This practical resource to help build community resilience for future climate impacts identifies 9 principles for communicating about flooding in a changing climate. It is designed for campaigners, policy makers and those working with communities directly affected by flooding. It represents a powerful statement from a diverse cross-section of experts including climate scientists, social scientists, representatives from major NGOs and national policy makers.

November 2015

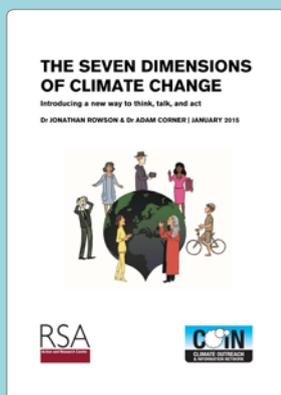
## How can we communicate climate change uncertainty assertively?

Uncertainty has become an argument for discrediting climate science and for delaying policy responses - but if communicated effectively, it can be a stimulus for action. This resource, a collaboration with the University of Bristol, distills the most important research findings and expert advice on communicating uncertainty into 12 principles. It provides scientists, policymakers and campaigners with the practical tools they need to communicate more effectively around uncertainty. **July 2015**



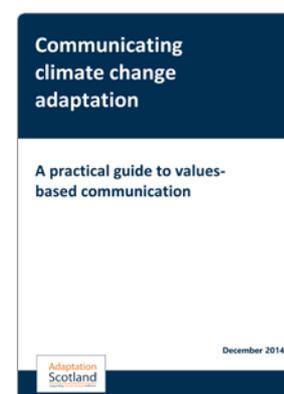
## How can thinking about climate change as a shared challenge with multiple dimensions accelerate action?

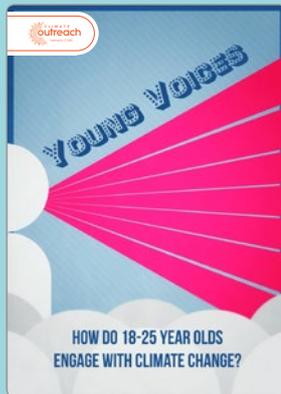
Climate change isn't only about 'the environment'. In partnership with the RSA, Climate Outreach explores 7 key dimensions of this issue: science, behaviour, technology, democracy, economy, law and culture. Thinking about climate change through this lens highlights the systemic nature of the challenge and the range of possible solutions, using a multi-lateral approach. It also allows people and groups to identify their scope for action within a particular dimension of this complex problem. **January 2015**



## How can we communicate effectively about climate change adaptation?

This practical 'how-to' guide introduces the concept of values-based climate change communication for adaptation. It provides clear, concise summaries of the principles of engagement, combined with practical examples of how public bodies in Scotland can use and tailor these principles in their work. The guide is primarily aimed at staff within public bodies who want to communicate more effectively on climate change adaptation within their workplace, to external stakeholders and to members of the public. **December 2014**





## How do 18-25 year olds engage on climate change?

This is the first study to ask young people themselves how to engage their peers more effectively, and to propose and test new climate change narratives specifically designed to engage young adults. Many current climate engagement strategies may be failing to reach young people – this report provides valuable insights for anyone interested in improving communication about climate change with this group. **October 2014**

## How can a national climate change campaign reach beyond the concerned minority?

Climate Outreach employed its unique methodology of narrative workshops to inform the Climate Coalition's new national campaign, 'For the love of...'. Our research identified messaging that worked across a diversity of groups and steered the campaign towards more inclusive language, inviting people to think about what they love most and how these things are being affected by climate change. **April 2014**



## How can we use new narratives to break the climate silence?

This report describes the blanket of silence that has descended on the issue of climate change, explores the causes of this silence and offers recommendations on how to break it. Climate Outreach advocates a national series of conversations about climate change, initiated by representatives of different communities. These conversations would help unearth the values on which people base their views about the world and build a bridge between these values and those of a more sustainable society. **December 2013**

## About Climate Outreach

Climate Outreach are a team of social scientists and communication specialists working to widen engagement with climate change beyond the 'green bubble'. Through our research, practical guides and consultancy services, we help organisations communicate about climate change in ways that resonate with the values of their audiences. We have over 14 years experience working with a wide range of international partners including central, regional and local governments, international bodies, charities, business, faith organisations and youth groups.

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