

Climate Communication that is Evidence-Based, Practical & Compelling

Our team of social scientists and climate communication specialists has 14 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

OUR CLIENTS AND PARTNERS INCLUDE



CLIMATE ACTION NETWORK International



United Nations
Framework Convention on
Climate Change



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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 – over 650 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

OTHER PROJECTS INCLUDE:



Climate Outreach’s growing Science Communication resources include our “Communications Handbook for IPCC scientists” and our “Uncertainty Handbook” on how to better communicate climate science uncertainty.



We are currently working with the World Bank Carbon Pricing Leadership Coalition and Project for Market Readiness to design a government level Guide for Communicating Carbon Pricing.

Developing Global Narratives of Climate Change

The Global Narratives Project is a collaborative initiative to train national partners to test and develop climate change communications that speak to their shared values and identity. The project methodology was piloted in India in 2017, started in Alberta in 2018, and will kick off in Lebanon in 2019.

In Alberta, 75 organizations hosted 55 Narrative Workshops, making this one of the largest public engagement initiatives of its kind. They spoke with a broad spectrum of people including farmers, oil sands workers, energy leaders, senior business people, youth, environmental activists, New Canadians and many more. Following the first report which presents a core narrative based on common ground, an additional report will follow in 2019, providing sub-narratives that focus on different perspectives.



Enjoying the Albertan great outdoors at Maligne Lake in Jasper National Park. Photo by Jasper Guy.

“Being a part of the Alberta Narratives Project has made us think more carefully about how to talk about climate and energy issues. By holding several workshops, we’ve already starting to have more productive conversations on these topics here in Alberta.”

– Nick Martin, Policy Analyst, Canada West Foundation

Communicating Climate Change with the Centre-Right

For the past five 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.



Narrative Workshop hosted by Bradford Conservative Association, UK. Photo by Climate Outreach

“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



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.



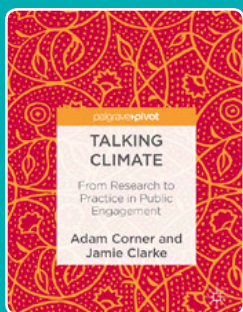
Texas National Guard Soldiers respond to the aftermath of Hurricane Harvey. Photo by Staff Sgt. Tim Pruitt (CC BY 2.0)

Communicating Climate Impacts

Climate Outreach has produced several reports on how to communicate extreme weather events like floods and drought more effectively. Experiencing extreme weather events does not necessarily lead to a shift in public attitudes towards climate change. In a report produced in collaboration with Cardiff University on how to better communicate flood risk, 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.

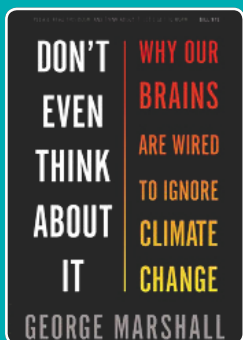
“As engineers, we have often struggled to communicate effectively with the public and businesses about climate risks affecting the infrastructure we rely on every day, from flood defences to the railway. Climate Outreach fills a real gap by providing evidence based approaches which transform our approach to public consultation and business risk planning.”

– Jennifer Cooke, Senior Project Engineer, Network Rail (UK)



Talking Climate: From Research To Practice in Public Engagement is a blueprint for Climate Outreach's theory of change, written by 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:

“A wonderfully clear-eyed new book.” Toronto Globe and Mail

“Please read this book, and think about it.” – Bill Nye, ‘the Science Guy’

“The most important book published on climate change in the past few years.” – The Guardian

