



Climate Outreach ANNUAL REVIEW

2018

We are a team of social scientists and communication specialists working to strengthen public engagement and action on climate change

With superstorms continuing to rip lives to pieces and our political leaders failing to make meaningful decisions, the need for the whole of society to support action on climate change is increasingly urgent. Tackling cascading ecological crises cannot happen without it.

Our work plays an integral role in defining the global agenda on climate change communication: we've supported the IPCC on communication and engagement of their opinion changing 1.5°C Special Report; developed ways to speak across communities on the frontlines of fossil fuel extraction in Alberta, Canada; and worked with governments to successfully implement policies like carbon pricing.

We can't do any of this without the support of our partners and collaborators and look forward to expanding some of our ongoing projects and embarking on new ones. Over the next twelve months, we'll be focusing on both broadening the public engagement issues we work on and diversifying the communities we work with.

Read on to find out more about what we do. And if you're new to Climate Outreach, we look forward to you joining us in this crucial work!

Jamie Clarke. Executive Director



"Climate Outreach's insights were some of the clearest and most instructive I've ever commissioned. It helped ensure our compelling 'For the Love of' campaign reached millions of people across the UK."

Beth Tegg, The Climate Coalition

Our research partners include



Tyndall°Centre
for Climate Change Research

Environmental Change Institute



**UMASS
AMHERST**



**Grantham
Research Institute
on Climate Change
and the Environment**

Organisations we work with include



United Nations
Framework Convention on
Climate Change



Our funders



HT and LB Cadbury
Charitable Trust



The Ratcliff
Foundation



A helping hand for the IPCC

We're incredibly proud of the role we played in helping the IPCC's latest report make such a significant global impact. The IPCC is the world's leading scientific body on climate change, but knowing the facts and communicating them are very different things. That's why they asked us to write a [Communications Handbook](#) on how best to engage audiences with their work. Packed full of evidence-based advice, practical tips and case studies, the Handbook is an invaluable resource for IPCC authors, as well as the wider scientific community.



Following this project, we worked with the IPCC to ensure they used [powerful images](#) when communicating their landmark *1.5C Special Report*. Applying our Climate Visuals principles, we curated a set of 25 images to help them tell diverse and compelling human stories of climate change – not just the facts.

As part of the London launch of the IPCC report, hosted by the IPCC and the UK government, we were invited to deliver a session during which we released [our own report on the human dimensions of the 1.5C report](#).

"This is a beautiful Communications Handbook and I wish I could have received such guidance when I was first involved as an IPCC author."

Dr Valérie Masson Delmotte
Co-chair of IPCC Working Group 1

Picture Perfect

We need to radically transform the way climate change is depicted. Our research shows that images of desperate polar bears, melting icebergs and smoking chimneys are a barrier to broad public engagement.

Developing a captivating, diverse and people-focused visual language is imperative. We launched an improved [Climate Visuals website](#), the world's first evidence-based resource designed to support journalists, researchers, campaigners, photographers and filmmakers in telling powerful new visual stories.



We've collaborated with a number of organisations on this project, including through several masterclasses, and our work continues to expand: we're growing the image library, increasing engagement among experts, and developing new partnerships with global photographic agencies.

"I've been following Climate Visuals on Instagram and am very impressed by the new website. This is a much-needed resource (I've circulated it at the US Global Change Research Program) and it's exciting to see it evolve."

Allyza Lustig
U.S. Global Change Research Program

At a glance



7,000 people from around the world engaged through **60** public-facing events

11,200 downloads of **7** public-facing reports



27,500 views of **4** new videos

Shifting opinion on migration

Climate change migration is a complex, emotive and often polarising issue. But with our combination of workshops, briefing sessions and public events, we're helping to transform engagement with some of the world's most vulnerable communities.

We ran a dozen sessions which are already having a direct impact on policy decisions, created a photography exhibition showcasing diverse examples of climate-linked migration from across the world, and are busy planning a free online course to explore how climate change is reshaping migration and the implications for people, government and civil society.

Finding the right words

One of the largest public engagement initiatives of its kind, our [Global Narratives Project](#) works in collaboration with local partners across the globe to design and develop climate change messages that resonate with local people – as well as work out those that don't. Following a pilot in India in 2017, the project kicked off in Alberta, Canada in 2018 and will launch in North Africa in 2019.

By bringing diverse local groups together to discuss what's important to them, we're able to encourage more respectful and constructive conversations that highlight and harness shared values, identities and hopes for the future. This has been particularly powerful in places like Alberta where entire communities rely on fossil fuels for employment – transitioning away from coal, oil and natural gas cannot happen without engaging these groups in the process.



"People really want to make a difference. They want to participate in these sorts of talks and they want to see the country move ahead. That was a neat thing to see, that people actually care."

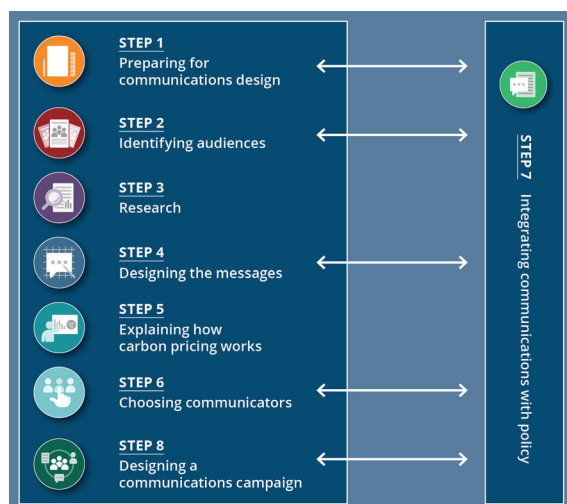
Ian Wilson
Oil sands worker in Alberta, Canada

Trusting the message – and the messenger

Most experts agree that putting a price on carbon is a powerful tool for tackling climate change – but successfully communicating this to the public is a huge challenge which has tested governments around the world.

To support carbon pricing, people need to be able to trust the policy, and the people telling them about it. Achieving this means having conversations with communities, addressing their values, using language and narratives that are meaningful to them, and being transparent about how the revenues will be spent.

Our [Guide to Communicating Carbon Pricing](#), released at COP24, provides practical, step-by-step guidance on developing public engagement strategies and integrating these into the policymaking process. We're currently working with partners to support countries around the world in designing their carbon pricing policies with communications in mind.



"This guide is the first of its kind prescribing how carbon pricing policies can be strategically communicated and effectively tailored to respond to the concerns of different and important stakeholders."

Zeren Erik Yaşar
Garanti Bankası (Turkish financial services company)

The business of sustainability

If we only speak to businesses about taking action in terms of cost savings, then that is the only basis on which they will engage with climate change. To build deeper, long-lasting engagement, we've developed a [values-based resource](#) designed for advisors helping small and medium-sized enterprises reposition their businesses for a sustainable future.

Keeping the faith

With 84% of the world's population identifying as belonging to a faith, our work with religious communities is as important as ever. Supporting these groups to find common ground and developing messages that resonate enables us all to tackle climate change more successfully. This year, [we brought people from the world's five major religions together](#) in Oxford to explore how best to communicate climate change with people of faith.

How (not) to talk about climate change

Working out the best way to talk about climate change is hard – and even experts disagree on some things. As part of [The Climate Communication Project](#) we gathered nearly 200 climate communicators to discuss the what, why and how of their craft. We also starred in a [short video](#) offering entertaining tips on how (not) to talk about climate change with your friends and family.

Let's work together

Whether it's through consultancy and partnerships, or workshops, presentations and webinars, we're always looking for ways to spark new climate conversations.

If you're interested in collaborating with us on a project, or would like to support our work through a donation, please get in touch.

Connect

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Climate Outreach



Hitting the headlines and bookshelves



Media coverage is key for transforming public understanding and engagement on climate change.

Highlights from this year include [The Guardian](#) featuring our IPCC Communications Handbook, and our Climate Visuals project getting airtime on the [BBC](#) and [Reuters](#).

We used Trump's threat of a border wall as an opportunity to remind [Al Jazeera](#) readers of the climate adaption lifeline that is temporary migration. During this year's brutal heatwave, we made the most of a great British tradition and talked about the weather in the [New York Times](#) and [Climate Home News](#).

Finally, in the [New Scientist](#) we drew attention to the behaviour changes that really matter.

If you're interested in reading more about our approach, we've also published two books on the subject:

In [Talking Climate: From Research to Practice in Public Engagement](#), Dr Adam Corner and Jamie Clarke present our five principles for public engagement that will propel climate change conversation into the mainstream.

[Don't Even Think About It: Why Our Brains are Wired to Ignore Climate Change](#) is George Marshall's witty and insightful exploration into one of today's most urgent questions.



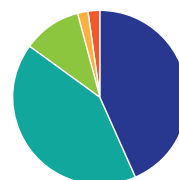
Our travel footprint

We're demonstrating how an international organisation can minimise its carbon-intensive travel. Our policy means we're far more likely to travel by train or ferry than most equivalent organisations, ensuring our carbon emissions are **35% lower** this year, than if we'd taken those journeys by plane or car.

2017/18 finances

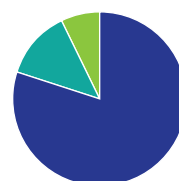


Income
£490,714



Grants
Consultancy
Donations
Event Sales
Other

Expenditure
£469,634



Project Costs
Running Costs
Fundraising Costs