

#TalkingClimate - results and analysis

Training webinar II. October 2019



#TalkingClimate



@ClimateOutreach



climateoutreach.org

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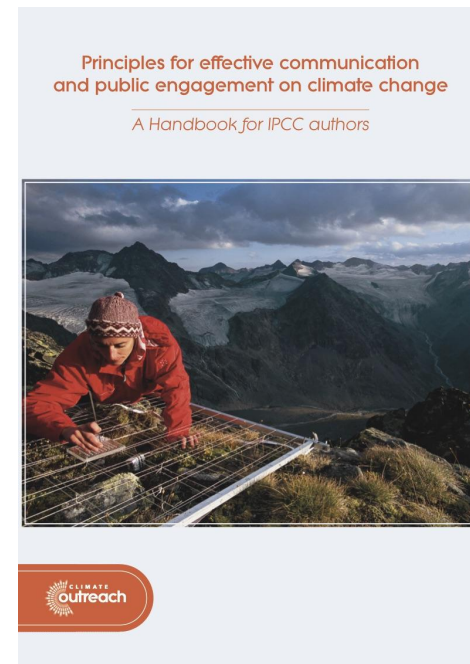
A reminder of our project

- Citizen science project exploring how to have conversations about climate change
- Collaboration between Climate Outreach and Climate KIC Alumni Association
- This is the second webinar exploring the results
- Final guide will be produced in late 2019

Climate Outreach



Advice, training, research, engagement





The data we gathered

549 initial responses, 56 countries

175 detailed feedback on conversations

52 final surveys - 604 conversations, 14 countries

30,000 words of feedback

Countries our
main data
comes from



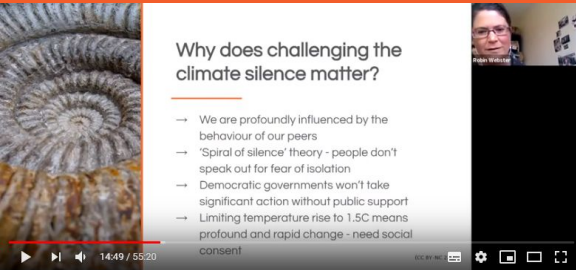
Recap - advice from training webinar I

How to have a climate change
conversation, Webinar 1

#TalkingClimate

- <https://www.youtube.com/watch?v=uznW6vQ1vsE&feature=youtu.be>

1. Pick your moment
2. Know yourself
3. Tell your story
4. Find out what you have in common and connect
5. Talk about specifics
6. Respect your conversational partner
7. Ask questions and listen
8. Avoid blame and shame
9. Acknowledge grief, but avoid despair
10. Shift towards action and the long-term
11. Enjoy yourself and experiment





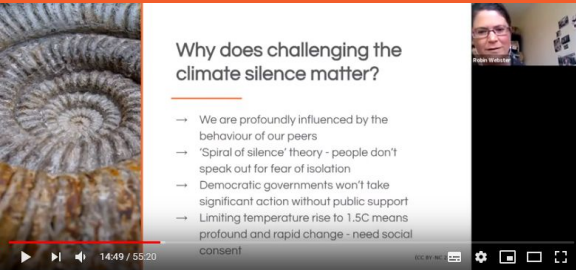
Results from our data

How useful was the advice? (in order)

How to have a climate change conversation, Webinar 1
#TalkingClimate

- <https://www.youtube.com/watch?v=uznW6vQ1vsE&feature=youtu.be>

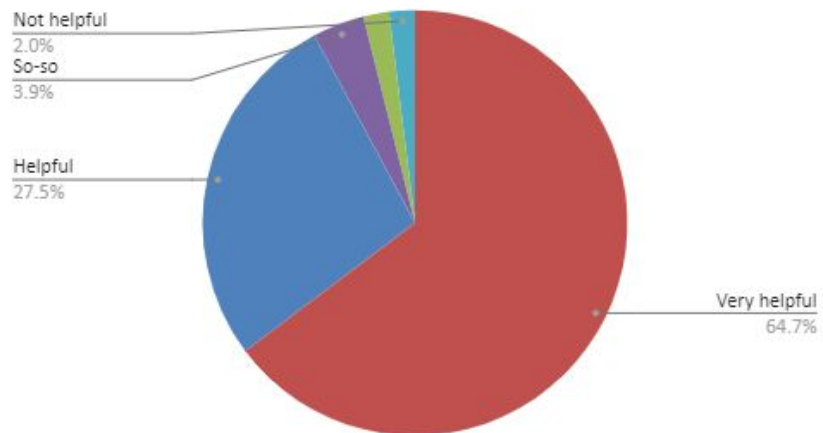
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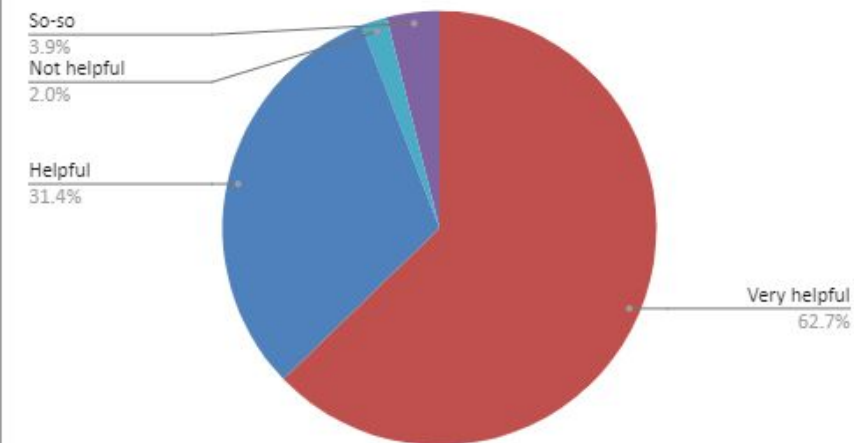
Ask, listen, learn

Respect your conversational partner

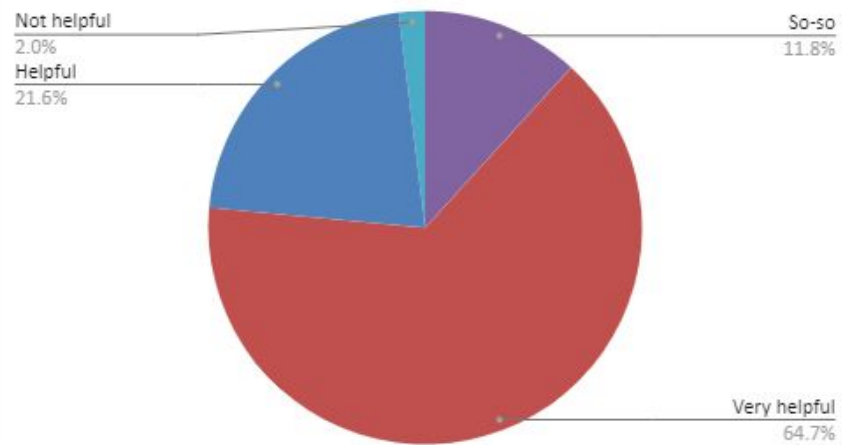
Ask questions and listen



Respect your conversational partner



Avoid blame and shame



***“...all I had to do
was listen”***

*“I remembered the advice from this study **and asked some really open questions**, just - what do you think about it all, do you feel like you can do anything, what would you do - **and he really stopped to think** and I really felt like we moved to a deeper level of understanding.”*

*“The conversation my dad started with me blew me away! He started with talking about reusable plastic bottles...and ended with an admission that climate change is probably real... **all I had to do was listen.**”*

*“I found **easier first to find the common ground before**, and then connect it to a climate change issue.”*

I was in general **surprised** to find that **people do care**, and with the stranger I talked to, i was surprised by how much she was already doing

I have realised that lots of people have a lot of knowledge about this issue, whatever their background. **Talking about it breaks down the isolated feeling** and makes me feel more supported to take action whereas before I felt too afraid of being judged by others or making others feel judged by me.

My very elderly grandfather was incredibly supportive **which I didn't expect necessarily**, my best friend was surprisingly sceptical. A random woman on a train was more supportive than the opening statement that precipitated my interjection suggested.

Many of the conversations were **surprising**, because I heard of **opinions on the topic that I had not expected**.

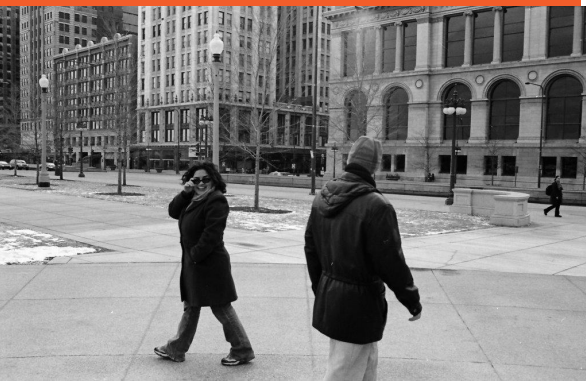




Opinions about the climate crisis are changing

- Climate change “will have an impact on my life” - France 70%, GB 58%, China 76%, Egypt 85%
- GB: At least 60% agree we’re facing a climate emergency
- GB data: Number of people concerned about the environment risen from 9% in 2017 to 24% now

Positive conversations with strangers

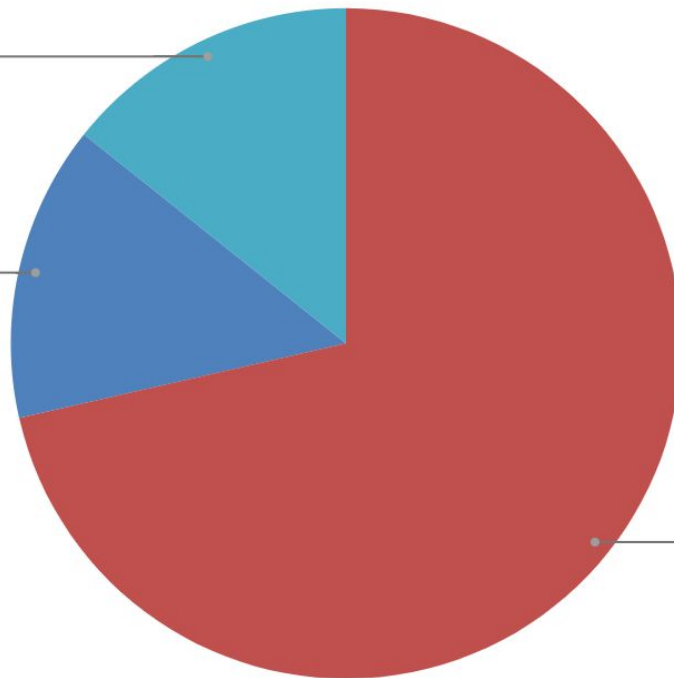


Conversations with strangers

Negative
14.3%

Very Positive
14.3%

Positive
71.4%



Acquaintances
and work
colleagues
were the most
difficult

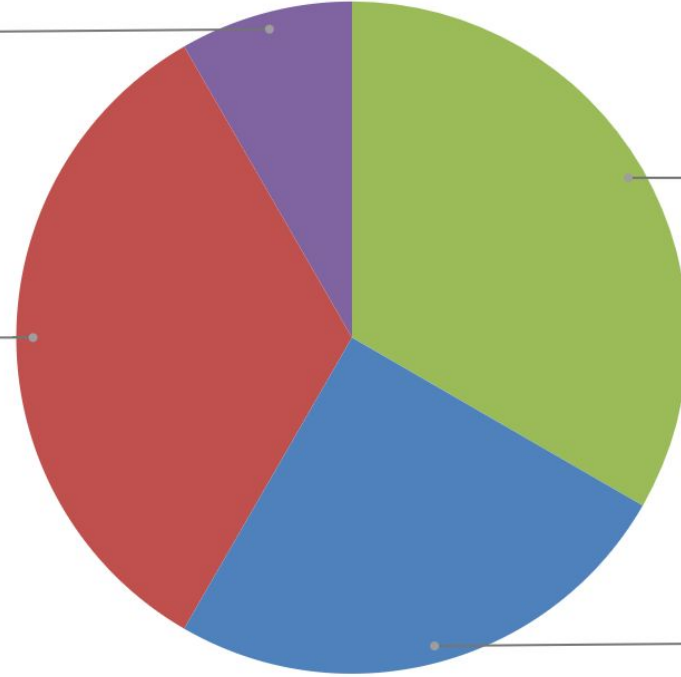
Conversations with work colleagues or acquaintances

Very Negative
8.3%

Positive
33.3%

Neutral
33.3%

Very Positive
25.0%



“

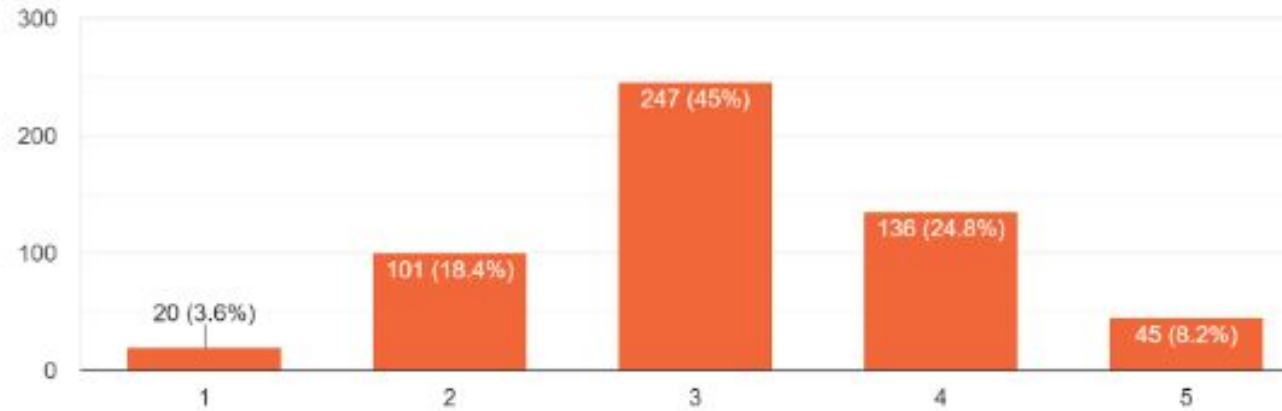
“I hope all of them lead to change, but the conversations where I really saw a shift were the longer ones with people I knew better....a lot of my friends and family are considering climate change as a serious issue for the first time, and they are only at the beginning of dealing with it, and what it means for us.”

”



Getting conversations
started

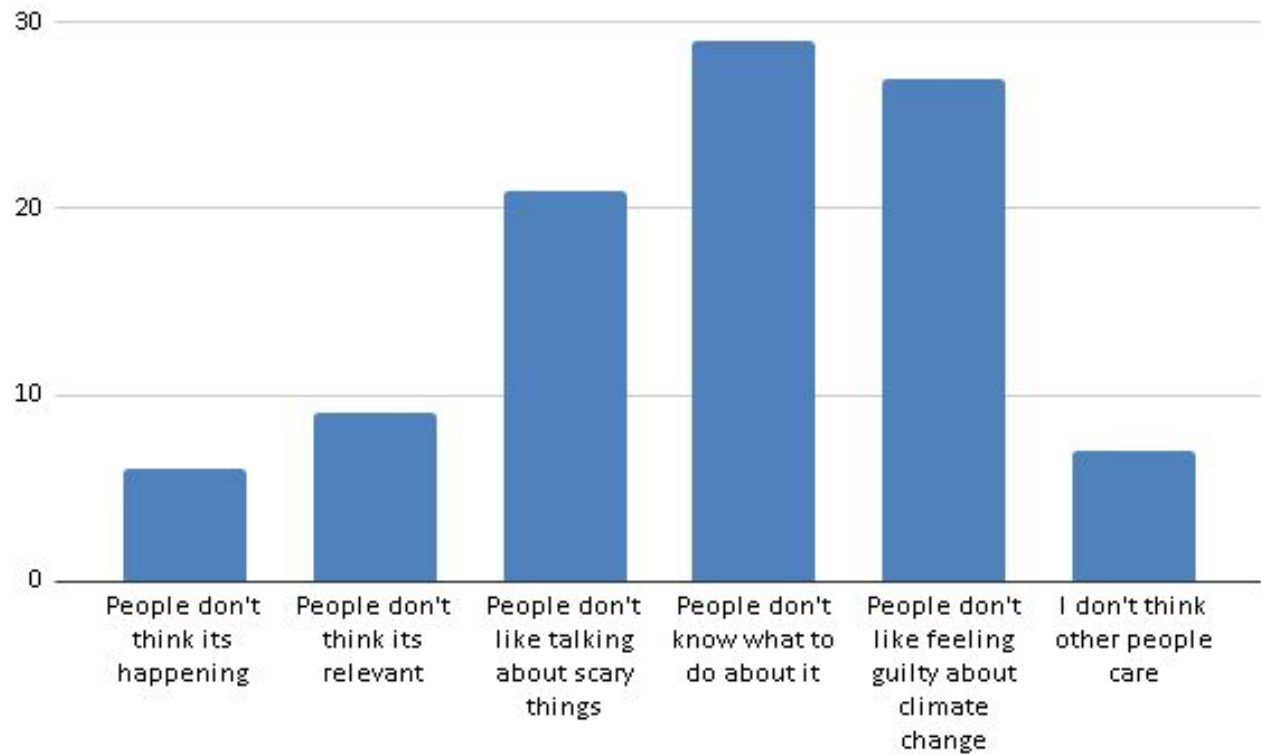
It's not that
hard to start



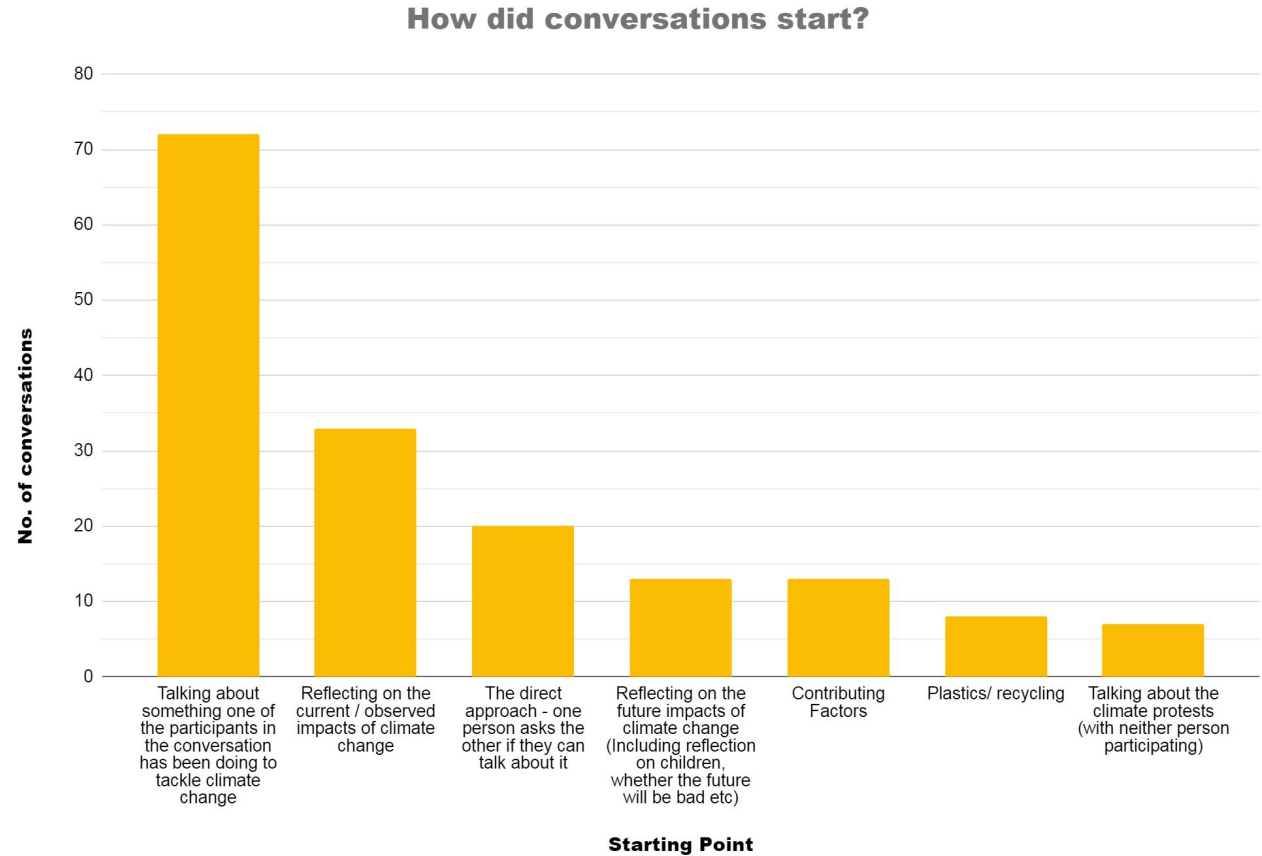
How easy do you find it to start a climate change
conversation?

(1 = very challenging, 5 = very easy)

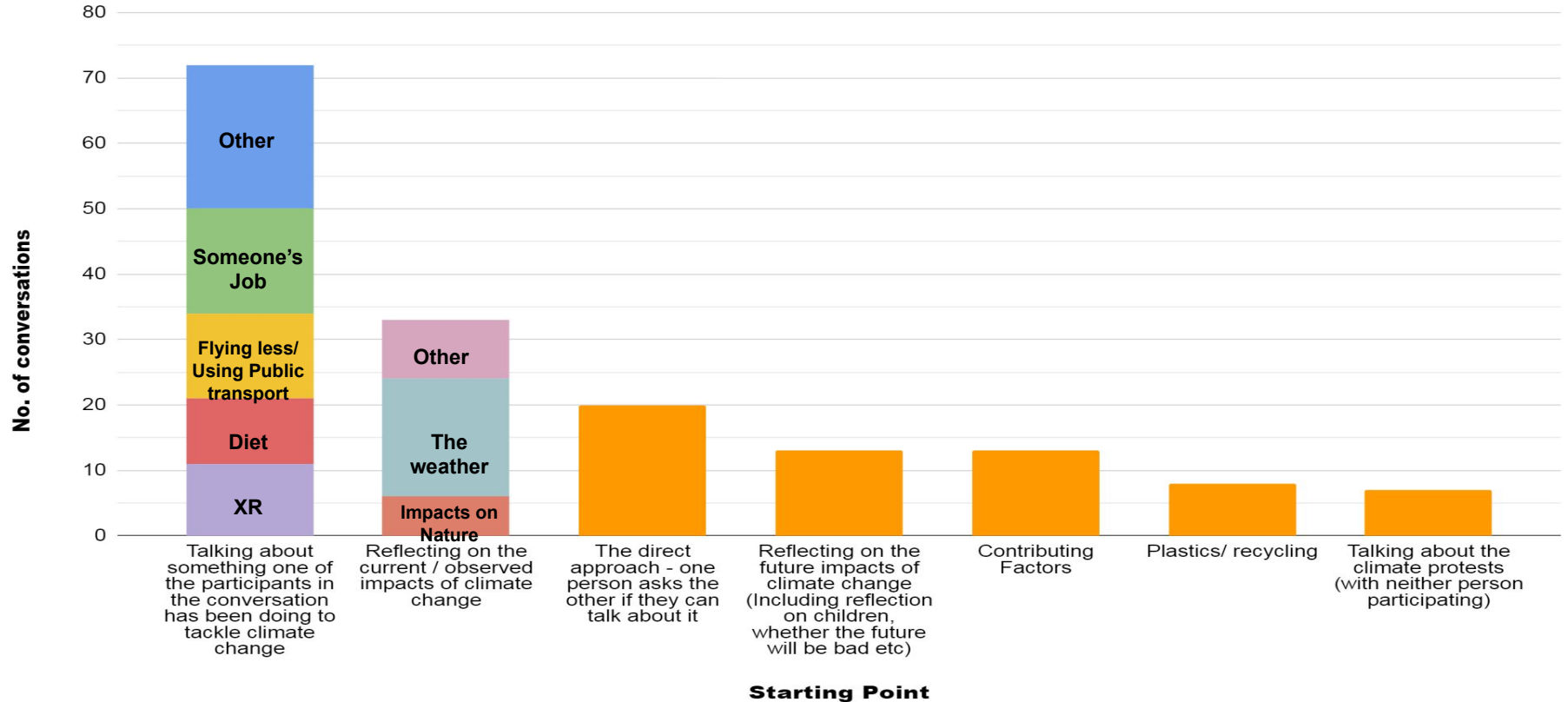
What's difficult about it



How did conversations start?

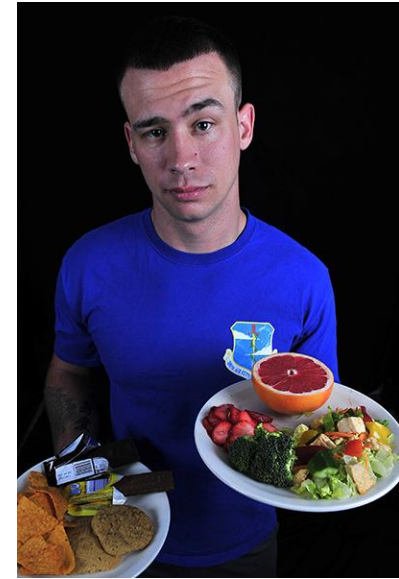


How did conversations start?



Stuff to talk about

We were discussing how I've transitioned from "Meatless Mondays" to eating vegetarian more frequently for the purposes of reducing my climate footprint.



"Most of my conversations were because I've now joined XR and was talking to people as part of an awareness raising campaign. I often started with "have you heard of xr" or "are you concerned about the environment?"

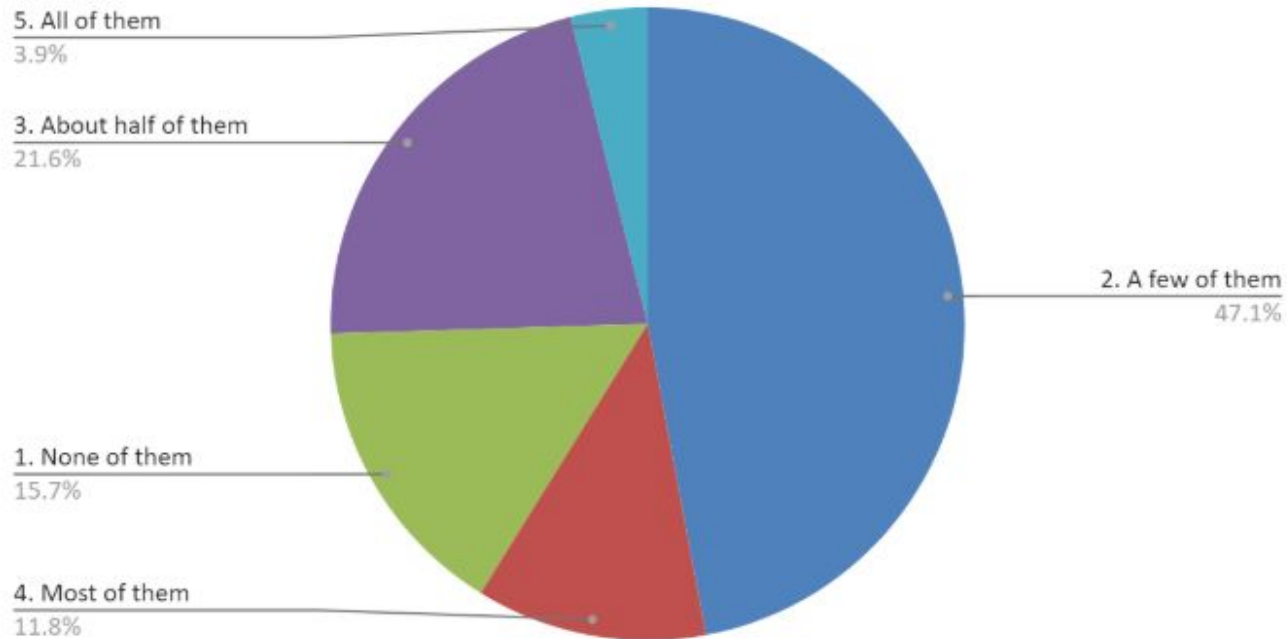


It won't stop being overwhelming

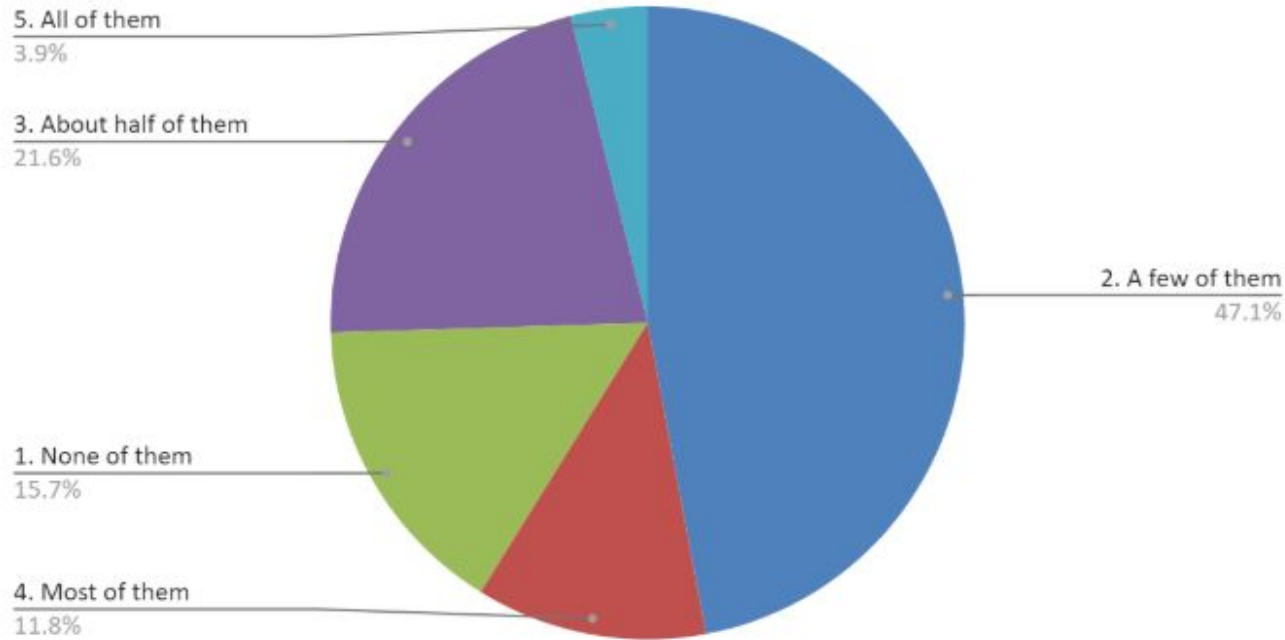
16% of the recorded conversations struggled because the subject matter was too overwhelming

Eg "I also found in more than one case it was difficult to overcome the feeling of powerlessness: blaming turned to some outer agent (the government, politicians...) and then the conversation felt stuck. Some advice on what to do in these cases would be useful."

How many of
your
conversations
moved your
conv partner
closer to
action?



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"Very positive outcome - i was given green light to implement strategies and be a sustainability champion for staff and students"

"We are planning to go the next extinction rebellion together and I gave her the book of Greta's speeches"



Gender?

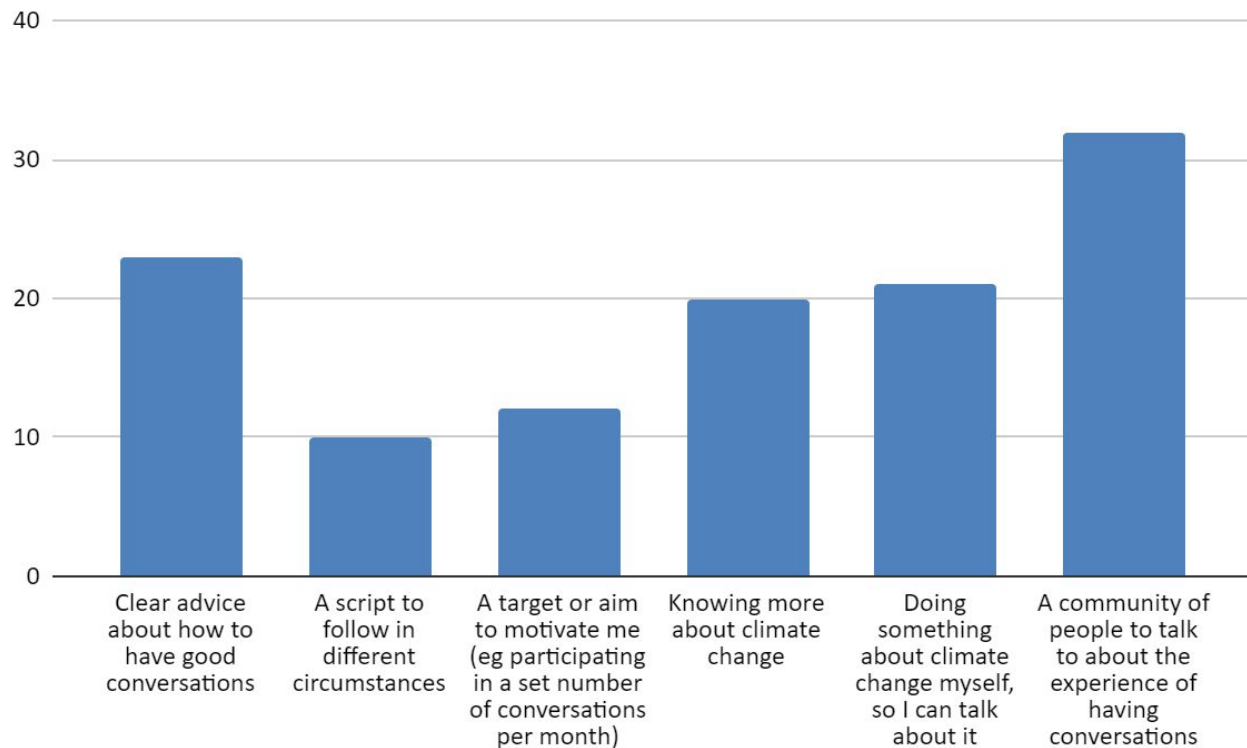
Does tackling climate change feel too feminine??

“very practical, concrete, technical actions....I went to the AGM [of the local citizen energy cooperative] and it was 75% men; I go to any other 'environmentally' linked event here, and it's 75% female.”



Future plans, future support

What support do you need to go on having conversations about climate change?



“

“I think what I am learning is that the highest value of this project for me has been just to encourage me to initiate these conversations, it's like I have a little anchor in my mind going "oh, yeah, here is a good opportunity for a climate conversation!"

Support - scripts

Validation

"yeah you're so right"

"you've put your finger on it there"

"I find that really hard as well...."

"mmmm yeah, I hadn't really thought about that before/thought about it that way before."

Connecting

"What do you think about that?"

"I really respect the way you stand up for things"

"You know what it's like when you have small kids..."

"I really hear what you say on that."

Sharing your own experience

"Last year when we went on holiday we didn't fly, it was great"

"I used to think that, until...."

"We don't agree...."

"I personally really do think...."

"I think this is a problem"



Next steps

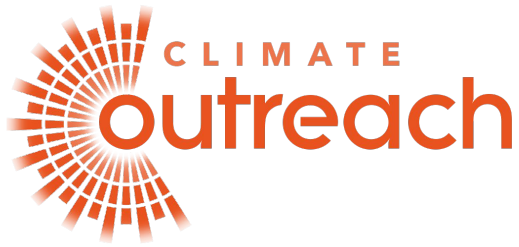
There are lots of resources out there to engage on a deeper level - not trying to provide the only piece of work on this, but something tangible, pragmatic, that can be used on the day to day:

We are producing: Guide incl. Scripts

Hopefully: Workshops, community



Questions



Thank you

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