



#TalkingClimate for 15 years

Climate Communications Awards

The Sheldonian Theatre, Oxford
Thursday 7th November 2019



Our story

Driving public engagement with climate change for **15 years**

Climate change doesn't communicate itself – and so in 2004, George Marshall and Richard Sexton co-founded the first British charity to focus exclusively on engaging the public about climate change, COIN (Climate Outreach Information Network). They first set up office in a former printing works off St Clements, Oxford and were soon joined by a dedicated group of trustees, staff and volunteers.



Climate Outreach co-founders Richard Sexton and George Marshall (L-R).

COIN's early projects contributed to making Oxfordshire the hub of climate change action groups it is today. Initiatives included a set of climate communication workshops, the creation of Climate Action Groups (which brought together people in a 'matchmaking' meeting to cluster around areas of common interest), three Speaker Series, and Ecovation (where homeowners held open houses to share how they had improved their home's energy efficiency). In 2015, we refreshed our name to Climate Outreach.



Over the years, we've expanded from our strong foundations of local capacity building into an organisation that plays an integral role in defining the global agenda on climate change communication. Our growing team of social scientists and communications specialists produce evidence-based practical guidance for communicating climate change beyond the green bubble, working with partners and clients around the world.

In the past year it seems we as a society have finally been breaking climate silence – but there is still much work to be done to broaden and deepen public engagement with climate change, and we look forward to keeping the momentum going with your support.

Thank you for joining us to celebrate our 15th anniversary!

 climateoutreach.org

 [@ClimateOutreach](https://twitter.com/ClimateOutreach)

IN THE PAST TWO YEARS ALONE WE HAVE:

- Helped to design and deliver Citizens' Assemblies in various UK cities including Oxford
- Enabled communities in Alberta (home to Canada's oil sands) to talk about climate change
- Joined the new £5 million CAST Centre (Climate Change and Social Transformations) as one of five core partners
- Shaped The Guardian's new editorial guidelines for choosing climate imagery through our Climate Visuals project
- Advised governments on how to successfully communicate carbon pricing policies
- Produced a Communications Handbook for scientists commissioned by the IPCC
- Delivered an online course on the complex links between climate change and migration
- Led a citizens' science project that will feed into a "How to have a conversation about climate change" handbook



The Climate Outreach team in 2019. © Rowan Williams

Climate Visuals Photography Award

JUDGING PANEL



Nicole Itano
Executive Director
tve



Kirstin Kidd
Picture Editor
THE ECONOMIST



Eric Hilaire
Picture Editor
THE GUARDIAN



Toby Smith
Climate Visuals Programme Lead
CLIMATE OUTREACH



© Ann Johansson



© Ricardo Funari



© Siegfried Modola

Ann Johansson annjohansson.com [@annjohanssonphoto](https://www.instagram.com/annjohanssonphoto)

Ann Johansson is an award-winning documentary photographer with a focus on visually connecting climate change causes, effects, impacts and solutions globally. Ann's goal is to make all aspects of climate change more relatable on a personal level. She has 20 years of experience working as a freelance photojournalist for publications such as The New York Times, The Wall Street Journal, Le Monde and Der Spiegel and her photographs have been exhibited around the world. Ann was born in Göteborg, Sweden and is based in Los Angeles.

Ann's shortlisted photograph shows Shohida Begum lit by a solar powered lantern. Shohida purchased the lantern for her home in a poor neighborhood off the electricity grid in Lucknow, Uttar Pradesh, India.



© Crystal Hover

Ricardo Funari photobrazil.com

Ricardo Funari is a Brazilian photojournalist working to create and distribute images documenting issues of social justice. He strives to build collaborative relationships in order to encourage the most constructive use of his photos. Brazil is currently facing a weakening of its environmental and social policies and it has never been so important to document and report these issues. For almost 30 years, photography has enabled Ricardo to meet people and explore places he would have otherwise never have known.

Ricardo's shortlisted photograph shows a family of drought refugees hitchhiking in the semiarid region of northeastern Brazil known as Sertao, trying to escape from extreme poverty and dreaming of a better life in the distant Sao Paulo megalopolis.



© Americo Junior

Siegfried Modola siegfriedmodola.com [@siegfriedmodolaphoto](https://www.instagram.com/siegfriedmodolaphoto)

Siegfried Modola is an independent Italian/British photojournalist and documentary photographer focusing on social, humanitarian and geopolitical events worldwide. He grew up in Kenya and uses Nairobi as a second home and a base for his work in East Africa and the region. He lives in Paris with his wife and two children.

Siegfried's shortlisted photograph shows a Mongolian mother, Obgerel, crying as she holds her three-month-old daughter Suikhan in a pediatric emergency unit in the country's capital, Ulaanbaatar. Suikhan suffers from a respiratory illness in one of the most polluted cities in the world, where hundreds of thousands of households burn raw coal to keep warm.



© Najam Quraishy



climateVISUALS

Climate Communications Research Award



JUDGING PANEL



Tom Saunders
Head of Public Engagement
UK RESEARCH AND INNOVATION



Adam Corner
Director of Research
CLIMATE OUTREACH



Roz Pidcock
Science Communication
Programme Manager
CLIMATE OUTREACH



Chloe Lucas [@ChloeTas](#)

Dr Chloe Lucas is a Research Fellow at the University of Tasmania, Australia. Her PhD explored how climate change has become socially polarising. Her aim was to identify opportunities for building respectful and empathetic relationships between people who think differently about climate change. Chloe's research revealed the potential for a climate politics that emphasises commonality across diverse life concerns. Her study shows that people who are unconcerned about climate change cannot be assumed to be less well informed, or less dedicated to living a moral life than those who are concerned. This work reveals that thoughtful dialogue between groups with divergent understandings of climate change can create opportunities for mutual learning, broader democratic support for policy responses and more diverse strategies of public communication.



© Brad Harris

Merryn Thomas [@merrynthomas](#)

Dr Merryn Thomas is an interdisciplinary researcher based at Cardiff University's Understanding Risk Group. Her PhD explored perceptions of sea-level change on the Severn Estuary, and found a number of differences between expert and public understandings, alongside barriers to engagement. She therefore initiated SeaChange, a photographic exhibition and outreach event designed to increase awareness and engagement. Merryn's black and white photographs of people and landscapes aimed to capture the beauty and vulnerability of the Estuary, and were exhibited alongside quotes from interviewees and a large information board. The PhD research resulted in two publications, while feedback from SeaChange showed that it not only engaged publics with sea-level change, but also afforded a space to talk about the issues and connect with others.



© Christopher Frey-Davies

Alexandria Herr [@HerrCaitlin](#)

Alexandria Herr is a Ph.D. student at UCLA, and recently completed her MSc at Oxford. Her study focuses on the role of deadlines in climate communication, using deadline rhetoric that emerged from the IPCC's 1.5°C report as a case study. Following the report's release, media, politicians and youth activists used the 2030 deadline as a rhetorical tool to convey climate risk. This study involved a media analysis and a survey in order to assess how American adults responded to deadline vs. non-deadline climate narratives. It found that deadlines do not produce significantly different audience responses compared to non-deadline narratives in terms of affect, risk-perception, or pro-environmental behavioral change. This work is the first experimental study of the use of deadlines in climate communication.



© University of Oxford

Climate Change Public Engagement Award

JUDGING PANEL



Hoda Baraka
Chief Communications Officer
350.ORG



Gitika Bhardwaj
Digital Editor
CHATHAM HOUSE



David Saddington
Senior Policy Advisor
DEPARTMENT FOR BUSINESS, ENERGY
AND INDUSTRIAL STRATEGY (BEIS)



George Marshall
Co-founder; Director of Projects
CLIMATE OUTREACH



© Mary Queen of Peace School



© Heather Price



© Full Circle Theatre Company

Mwelwa Musonko foresightcomics.com [@mwelxtax](https://twitter.com/mwelxtax)

Mwelwa Musonko is a 27 year old Zambian comic book illustrator. His comic series The Fifth Element tells the story of female hero Quintessa, whose goal is to fight climate change. In Zambia, where the reading culture is very poor, these comic books help people engage with the complex issue of climate change. Mwelwa visits schools across the country using comic books as an entry point to talk about climate change, accompanied by a partner dressed up as Quintessa. The books are distributed for free (4500 copies printed and 5000 downloads so far). Mwelwa has already created three issues, with a goal of producing a total of 12 within the next three years. Readers are encouraged to plant trees to win prizes associated with the comic book.



© Nicole Reuter

Ed Hawkins [@ed_hawkins](https://twitter.com/ed_hawkins) [@climatehawkins](https://twitter.com/climatehawkins)

Prof Ed Hawkins is a Professor of climate science in the National Centre for Atmospheric Science at the University of Reading's Department of Meteorology. His Warming Stripes illustrate climate change simply and in a stark and visually compelling way and start conversations about climate change amongst diverse audiences. They have been seen and discussed by millions of people worldwide through their use on TV news programmes and weather forecasts, on the front pages of several newspapers, at music festivals, and in a variety of creative ways by a range of groups and individuals. All the graphics are freely downloadable for different local regions from showyourstripes.info, allowing anyone to understand and further communicate about how climate change is affecting them and engage their local community.



© University of Reading

Chantal Bilodeau climatechangetheatreaction.com [@cbilodeau1402](https://twitter.com/cbilodeau1402)

A biennial initiative of the US-based organization The Arctic Cycle, founded in 2018 by playwright Chantal Bilodeau, Climate Change Theatre Action (CCTA) uses theatre to bring communities together and encourage them to take local and global action on climate. Fifty playwrights, representing every inhabited continent, are commissioned to write short plays about an aspect of climate change. These plays are then freely available to producing collaborators worldwide, who are encouraged to design their event to reflect their own aesthetic and community. By providing marketing support and a model that encourages leadership and self-determination, CCTA empower communities of all scales to harness their creative potential and put it in service of the greater good.



© Michael Johnson Chase

Climate Change Communicator of the Year

PEOPLE'S CHOICE AWARD



Kathy Jetñil-Kijiner and Aka Niviāna

350.org/rise-from-one-island-to-another/

Kathy Jetñil-Kijiner and Aka Niviāna are poets and activists from communities experiencing the impacts of climate change. Kathy is a writer and performer of Marshall Islander ancestry, and co-founded the non-profit Jo-Jikum, dedicated to empowering Marshallese youth to seek solutions to climate change and other environmental impacts threatening their home island. Aka is from Kalaallit Nunaat (Greenland) and started doing poetry with a wish to create nuanced conversations about not only climate change, but also colonialism and indigenous peoples rights. Together, they connected their realities of melting glaciers and rising sea levels in a poetic video called "Rise: From One Island to Another."



Professor Richard Betts [@richardabetts](https://twitter.com/richardabetts)

Prof Richard Betts is a climate scientist specialising in the links between global ecosystems and the water cycle. He is a lead author with the Intergovernmental Panel on Climate Change (IPCC), and technical lead for the UK's 3rd national Climate Change Risk Assessment. He is deeply committed to public understanding of science, making frequent media appearances in the UK (ITV and BBC News at Ten, Radio 4 Today) and internationally (CBS News, France 24, Al Jazeera). He talks with a wide range of audiences including school students, environmental campaigners, politicians, industry leaders, and Eden Project visitors, and is prominent on Twitter. He is a regular speaker at festivals (Glastonbury, Bluedot, Beautiful Days) and has helped high-profile performers prepare climate change statements (eg. Reading Festival, Live Earth).



© Richard Betts



Greta Thunberg [@GretaThunberg](https://twitter.com/GretaThunberg)

In little over a year, 16 year old Swedish environmental activist Greta has inspired an international climate school strike movement. It led to the biggest climate strike in history in September 2019, with over 4 million people taking part in over 160 countries. Greta goes on strike every Friday, wherever she is, demanding that leaders be held accountable. She has addressed international summits including COP24 in Poland, the World Economic Forum in Davos and the UN Climate Action Summit in New York. She sent a very kind video message welcoming the launch in September of the CAST Centre (Centre for Climate Change and Social Transformations), of which Climate Outreach is one of five core partners.



© European Parliament

Congratulations to our fantastic nominees and winners – researchers, poets, photographers, comic book artists, scientists, playwrights and activists driving public engagement with climate change.

Climate Outreach wouldn't be celebrating its 15th anniversary without the generous and dedicated support over the years of its many donors, funders, partners, trustees, volunteers, associates, staff and friends. Thank you!

To receive our monthly newsletter with new resources, events and opportunities, and to support our work, visit climateoutreach.org



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