



# Climate Outreach ANNUAL REVIEW

2019

*Our work places people, their values and experiences at the heart of public engagement on climate change in order to build the social mandate necessary to transform our societies*



#TalkingClimate for 15 years

*"Climate Outreach's vision and approach bring about change that most people would have considered impossible. Their research leads the way in engaging people from across society on climate change, with impressive success. Their impact is wide reaching, working alongside key stakeholders - government, civil society, media etc - and championing voices across the globe."*

Alex Wilson - Grants, Research and Policy Manager, Samworth Foundation

2019 marked a turning point in public understanding of climate change, and this is worth celebrating. But now the real challenge - to convert that concern into meaningful political action and behaviour change - begins, particularly in the context of the ongoing Covid-19 crisis.

There is still a huge amount that we can do to avoid a world in which responses to climate change are driven by necessity (such as we are experiencing with Covid-19), rather than based on considered societal choices. Our work continues to play an integral role in defining the global agenda on public engagement with climate change, and building a broad-based social mandate for action.

We're driving climate conversations with communities beyond the green bubble to overcome polarisation; changing the way millions of people see climate change; accelerating understanding of how to mainstream low-carbon lifestyles; and ensuring a Just Transition is at the heart of our path to net zero. We're also planning a global campaign around the UN climate conference (COP26) for international governments to fulfil their largely ignored commitments on delivering effective public engagement for their citizens.

With the support of our widening list of partners, funders and donors, we're going to continue placing people at the heart of addressing climate change. 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

## Our research partners include



## Organisations we work with include



## Our funders include



## Driving climate conversations across society



*"I'm feeling empowered to talk about climate breakdown after participating in this research by Climate Outreach. Aiming to break out of my echo chamber!"*

**Jo Childs** – student, Newcastle University

Conversations about climate change can be hard, but they play a huge role in social and political change. We take our cues about what's important from what we hear our family, friends, colleagues and neighbours talking about – and we've seen how vulnerable climate policies are without a strong social mandate.

Our [Talking Climate Handbook](#) provides evidence-based, practical guidance for how to have these conversations in our daily lives and come out of them feeling inspired and connected. We produced this Handbook by combining our social science expertise with a citizen science project that collected insights from over 550 people in over 50 countries, in collaboration with Climate-KIC.

### CONVERSATIONS

Hundreds of people providing feedback on their climate conversations

Our most viewed resource this year (over 24,000 webviews)

One of Katharine Hayhoe's top two resources for how to talk about climate change

## Changing the visual language of climate change



*"The research that Climate Visuals has undertaken really helped to inform us on reader engagement and impact and has provoked a conversation on the topic that has reached far beyond the editorial considerations of our organisation."*

**Fiona Shields** – Head of Photography, The Guardian

### IMAGES

1,000+ climate images from around the world at [climatevisuals.org](https://climatevisuals.org)

Supporting the Guardian, IPCC and Getty Images as exemplars

Hundreds of communicators sharing with us how and where they are using Climate Visuals

[Climate Visuals](#) is the world's only evidence-based climate change photography resource. The images that define climate change shape the way it is understood and acted upon – and polar bears, melting ice and smoke stacks have become emblematic but ineffective.

We're strategically collaborating with media decision makers and industry leaders to shift the global visual representation of climate change. [The Guardian has pledged](#) to use our insights for their climate coverage and we've launched a [photojournalism grant](#) in partnership with Getty Images. We've curated images for a range of organisations, including a [gallery for the IPCC](#) – the first time the world's leading climate science body has used photography directly – whilst also cultivating partnerships with the World Press Photo Foundation and Alamy for 2020.

## Generating support from fossil fuel communities for a Just Transition



*"Delivering trust in the climate transition is not just about policy and economics but also about ensuring those most affected are included in the discussion. Climate Outreach helped us understand how best to frame this issue in our own communications, and underpinned many of our policy recommendations – which have been praised by workers and unions as understanding the importance of empathy and dialogue in making a just transition a reality."*

**David Powell** – Head of Environment & Green Transition, New Economics Foundation

How do we talk about the transition to a low-carbon economy without it sounding like a threat to the livelihoods – and sense of identity – of all the people who work in carbon-intensive industries and the communities they support?

Civil society representatives and policymakers engaging with these communities now have the first communications guidance to do so respectfully and effectively, thanks to the help of our guide '[Broadening engagement with just transition](#)'. We've also continued to build on our work in Alberta, home to Canada's tar sands, and started a similar project in Arab speaking countries to bring people together to talk openly with their peers about their beliefs, values, relationship with oil and attitudes to climate change.

### JUST TRANSITION

Helping campaigners and policymakers start new conversations with traditionally hard to reach audiences in the UK and around the world, notably in Canada and the Arab world



## Celebrating inspiring climate communicators



Photo: © Léane de Laigue / Climate Outreach

*"This award is a great victory for me personally and for my country, Zambia. To receive global recognition is a joy that I can't adequately find the words to express, and I look forward to using the prize money to further engage my community with climate change."*

**Mwelwa Musonko** – winner of our Public Engagement award for his climate comic books *The Fifth Element*

## COMMUNICATORS

The first Awards event of its kind, raising the profile of our field and its impact

230 applications from around the world & 720 votes for People's Choice category

4 winners each received £1,000 to further develop their public engagement projects

We couldn't think of a better way to mark our 15<sup>th</sup> anniversary than by celebrating not only our achievements, but also some of the amazing work delivered by people around the world.

At our inaugural [Climate Communications Awards](#) ceremony, we drew out practical insights from the work of our talented nominees: poets, scientists, comic book artists, playwrights, photographers and activists from Zambia, Brazil, Greenland, the Marshall Islands, France, Australia, the US and the UK. Our shortlist for the Climate Visuals award was recognised in the [Guardian](#), and we're looking forward to staying in touch with all our winners as they use their prize money to further develop their public engagement projects.

## Mainstreaming the low-carbon lifestyles that really matter



Photo: Dulas/Ashden Foundation

*"We had a great collaboration with Climate Outreach whereby they produced a report and organised international webinars that distilled 5 years of behaviour change research into key messages and recommendations for policy/practice. The report has had very wide impact which has far exceeded our expectations."*

**Prof Lorraine Whitmarsh** – Cardiff University & Director, Centre for Climate Change and Social Transformations (CAST)

Many everyday behaviours that are critical for a low-carbon future, such as diet and travel, have proven stubbornly resistant to change so we're bringing a fresh, evidence-based approach that puts people at the heart of the transition. When does one sustainable behaviour lead to another? Why do we need to move from 'nudge' to 'think'? What role does timing play? Together with Cardiff University we explored these questions and shared practical recommendations in our '[Mainstreaming low-carbon lifestyles](#)' guide.

We're also co-directing the new Climate Change and Social Transformations ([CAST](#)) centre, the flagship social science investment from the Economic & Social Research Council (ESRC). With an initial five year programme, we're leading the team looking at how transforming the way we live our lives can be embedded within society.

## LIFESTYLES

One of 5 core partners in the major new £5 million CAST Centre, now the UK hub for the social science of climate change

Our second most popular guide this year, with 2,000+ people downloading the resource or viewing the accompanying webinar

## Preparing the public for net zero



Photo: Sean Garrett

*"Taking the country and the world to net zero is a necessary but daunting challenge. As scientists we have a tendency to persuade by piling on the numbers and it doesn't often work. This is where Climate Outreach can save us. By making a science out of climate communication, they ensure the right audiences get the right messages to drive action towards a more resilient net zero future."*

**Prof Piers Forster** – Committee on Climate Change (CCC)

## NET ZERO

Engaged a wide network of key stakeholders through meetings with the UK government and European climate change think tanks and NGOs to explore how they can most effectively use these findings to communicate net zero with their audiences.

To tackle the climate emergency, we need to bring greenhouse gas emissions down to net zero. But how is the concept of net zero – and the ambition contained within it – understood by wider society? How do we broaden and sustain engagement with the changes that must be made?

We outlined key recommendations for communicators looking to connect the concept of net zero with audiences across the political spectrum in our guide '[Are the public ready for net zero?](#)' The guide draws on our analysis of the language currently being used in connection with net zero by campaigners, journalists and policy actors, as well as our narrative workshops with members of the public who hold centre-right political values.



## Engaging young adults on the sidelines of the youth strike movement



Photo: Friends of the Earth International

*"The Climate Action Retreat was a pivotal event for me in many ways, from the ongoing low-carbon startup I co-founded with other young change makers I met there, to the unforgettable relationships I formed with individuals who have indelibly shaped me as a person. The experience completely validated my desire for climate justice and addresses the sense of alienation that affects many young people."*

**Bea Xu** - trainee at Centre for Counselling and Psychotherapy Education (CCPE)

Greta Thunberg has clearly inspired a tremendous movement, but many young adults who are aware of the climate emergency are yet to fully engage with climate change. Our research with our CliMates partners explored the social factors that shape how and why some young people become climate campaigners, and revealed that many young campaigners became actively engaged with climate change only when leaving home for university.

Working with young people, we produced a '[Do's & don'ts guide](#)' for broadening the appeal of their campaigns beyond the university campus and the usual suspects of young middle-class environmentalists, to bring in new young audiences.

### YOUNG PEOPLE

Mentoring 20 young adults who participated in our international Climate Action Retreat to produce new creative multimedia climate communication projects designed by young people for young people.

## Exploring the complex links between climate and migration



Photo: Silke von Brockhausen/UNDP

*"The workshops, direct input and online resources have been formative in shaping our positions and work on climate migration. Most recently, their direct guidance was invaluable in framing and designing a talk about the perception of climate migrants and their representation in the media."*

**Rachel Kennerley** - International Climate Campaigner, Friends of the Earth

### MIGRATION

Delivered the world's first online course focused on climate-linked migration, attracting 1000+ participants from 40 countries

Influenced global policy processes: UN climate negotiations, Platform on Disaster Displacement & new compacts on migration and refugees

How is climate change reshaping migration? What are the implications for people, government and civil society? How can we bring new voices and organisations from the places most affected into the debate? These are the key questions at the heart of this programme which includes public engagement, policy work and interactive learning experiences.

Our popular [online course](#) delves into the complex links between climate and migration. It has attracted over a thousand participants (many of them from international migration agencies and local community-led refugee organisations working directly with displaced people) who are given the opportunity to explore with each other how their organisations and groups will respond.

## Communicating climate impacts through adaptation



Photo: Shaun Davey/Alamy Stock Photo

*"The thorough guidance contained in this guide has given the WI's Climate Ambassadors a solid understanding of climate change and the confidence to talk about it with others. Having this resource has been a brilliant Climate Ambassador recruitment tool, and has helped our pool of Climate Ambassadors to grow exponentially."*

**Emma Holland-Lindsay** - Head of Public Affairs, National Federation of Women's Institutes

For a long time, 'adaptation' was a dirty word in the campaigning world: if we can just adapt, why bother trying to reduce emissions? But whatever we do to reduce emissions, significant climate impacts are now locked in and we need to do a better job of communicating the need for adaptation.

Our guide, '[Communicating climate impacts through adaptation](#)', is relevant for anyone wishing to communicate climate impacts and ways to adapt within their communities. It was co-created with the Women's Institute (WI) following interviews, planning meetings and two workshops with WI Climate Ambassadors. The guide includes do's and don'ts, as well as short factsheets about flooding, heatwaves and drought, and a set of activities that communities can engage in to adapt to these risks.

### ADAPTATION

A model for working with influential peer communicators to broaden public understanding of, and engagement with, climate impacts and adaptation

Trained 80 Women's Institute (WI) Climate Ambassadors from across the UK to engage the broader WI membership

## At a glance



**9,000** people from around the world engaged through **60** public-facing events

**14,000+** downloads of **7** public-facing reports



**6** academic papers published



**35** organisations received bespoke strategic consultancy & workshops



**12,000+** people following us on twitter



**8,500+** newsletter subscribers

**68,000+** users visiting **165,000+** webpages on [climateoutreach.org](http://climateoutreach.org)



## The longer read

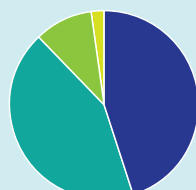
If you're interested in reading more about our approach, we've also published two books on the subject:

In [Talking Climate: From Research to Practice in Public Engagement](#), our Director of Programmes & Research Dr Adam Corner and our Executive Director 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 our Founding Director George Marshall's witty and insightful exploration into one of today's most urgent questions.

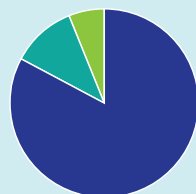
## 2018/19 finances

**Income**  
**£618,225**



- Grants
- Consultancy
- Donations
- Event Sales

**Expenditure**  
**£618,399**



- Project Costs
- Running Costs
- Fundraising Costs

Our income increased by 26% over the previous financial year, with the help of 5 new colleagues hired to help deliver and support our work.

## Our travel footprint

As an international organisation, we minimise our carbon-intensive travel by prioritising train or ferry over car or plane, resulting in an estimated 26% reduction in carbon emissions over this period. As we have grown, our travel emissions have grown, but emissions per employee have remained stable.

## 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**

@ [info@climateoutreach.org](mailto:info@climateoutreach.org)

[www.climateoutreach.org](http://www.climateoutreach.org)

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

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*Climate Outreach is a charitable company, limited by guarantee, founded in 2004 to increase public understanding and awareness of climate change. Climate Outreach Information Network is now trading as 'Climate Outreach': charity registration number 1123315, company number is 06459313, registered in England and Wales.*