

#ClimateEngagementLab



@ClimateOutreach



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Climate Engagement Lab

Supporting UK campaigners and advocates to reach new audiences and deepen engagement

October 2021



Climate Engagement Lab

Mission

- Whatever background people come from, UK climate advocacy campaigns **speak to their values & concerns** and help them engage and feel that they are making a difference.
- Year on year, UK civil society campaigns - built on the social science of climate change engagement - **reach a broader audience (breadth)** and lead to **greater engagement from their existing audiences (depth)**.



Climate Engagement Lab Focus

- **Gives advice on engagement** to campaigns and movements, helping seed new engagement ideas and test what works.
- **Brings campaigners, strategists and funders together** to understand who is reaching which audiences, and to build shared strategies
- Delivers **webinars, guides and reports** to help advocates apply social science evidence to the most important real-world issues



Who we work with...

Climate campaigning & advocacy organisations that have:

- A significant **focus on engaging the public**
- The desire to **reach new audiences** that are under-served by UK campaigns ...
- ... and to inspire more people to turn climate concern into **meaningful action**



Engagers and enablers

We work with civil society organisations **directly engaging...**

National CSOs
focused on public
engagement

Coalitions or
networks of CSOs

Grassroots groups

... and those that **enable and support them, ie:**

Movement
infrastructure or
catalysts helping
campaign groups

Communications
and framing
experts

Funders



Issues and audiences



Issues

Short-term

- 2021: COP26 narratives, and understanding the post-COP engagement landscape
- Early 2022: Fairness and the 'costs of transition'

Beyond that, to be decided by campaigner strategic meetings - **but starting from where the public debate is at**, not starting with climate policy.

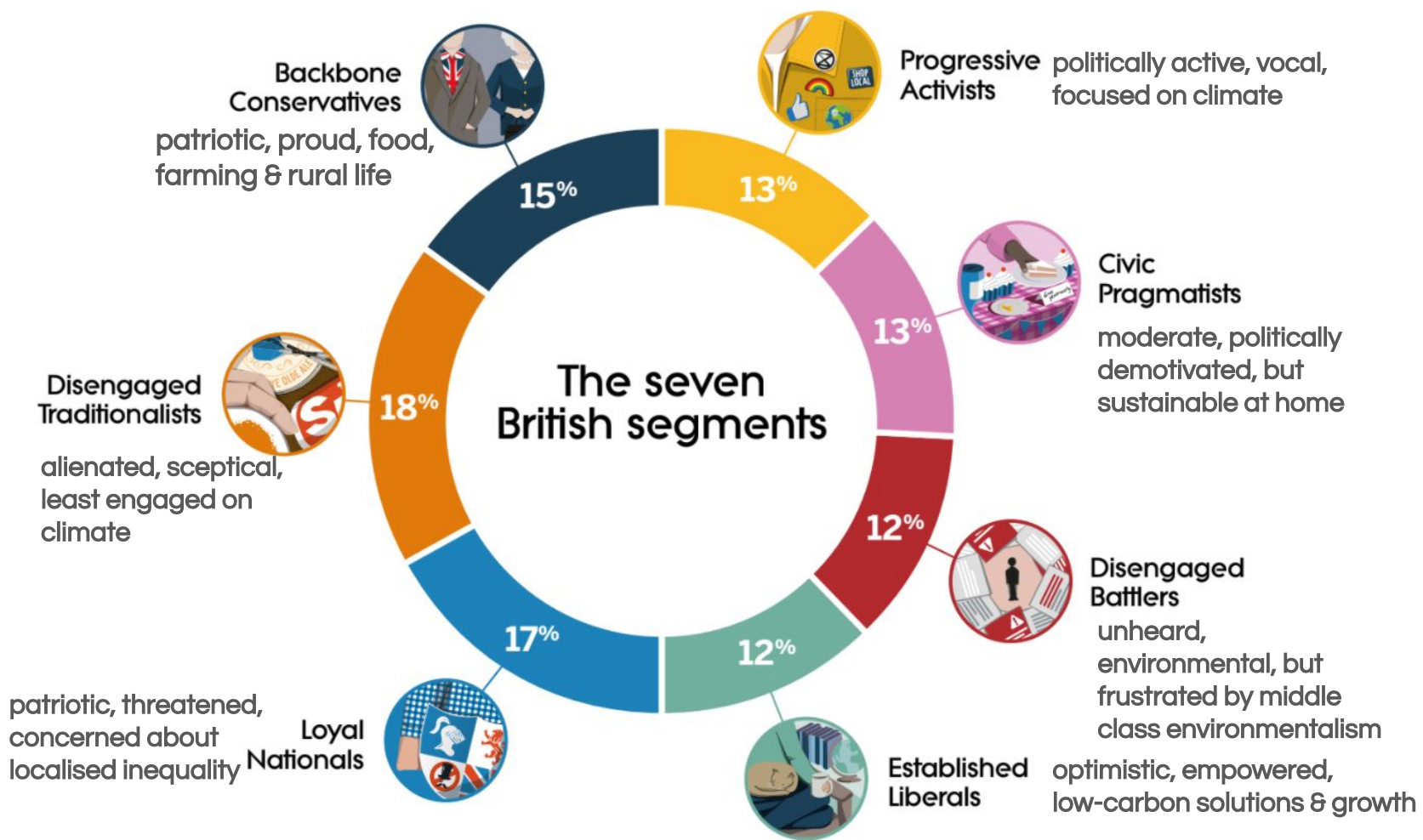


Audiences

Likely focus on two of the **Britain Talks Climate** segments:

- **Civic Pragmatists** (moderate, politically demotivated, but sustainable at home)
- **Loyal Nationals** (patriotic, threatened, concerned about localised inequality)

See the [Britain Talks Climate toolkit](#) for more information on these and other segments.



See the [Britain Talks Climate seven segments guide](#) for more information.



Activities and Lab model



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1. Strategise

- With campaigners, look at the **big picture for climate engagement**
- Drill into Climate Outreach & other research to understand **practical implications for campaigns**
- Input into shape of future analysis from Climate Outreach



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2. Experiment

- Work with a small number (3-5 per year) of **innovation partners** to help them underpin new engagement ideas with social science insight and strategy
- Publish **case studies** of partnerships
- Intensive focus on **what works**, sharing a campaigning evidence base



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3. Disseminate

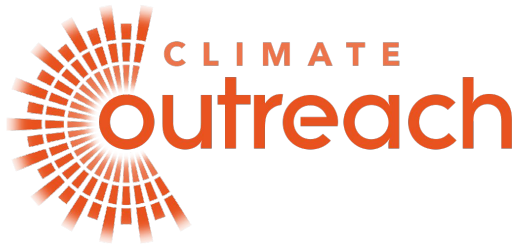
- **Guides and webinars** applying research and insights from Climate Outreach and others to identified campaign priorities
- One **longer research report** per year into how to effectively engage around a critical real-world issue
- Ongoing **tracking and measuring** of how materials are used and received, making changes to future materials as needed



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4. Reflect

- A dedicated focus on **measuring what happens in the real world** as a result of the Lab's activities
- **Working responsively** to real world events and lessons from the Lab's activity, keeping the Lab useful
- **Refining the Lab model** to other contexts



Thank you

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