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**
We work with civil society organisations directly engaging…

<table>
<thead>
<tr>
<th>Engagers and enablers</th>
</tr>
</thead>
<tbody>
<tr>
<td>National CSOs focused on public engagement</td>
</tr>
<tr>
<td>Coalitions or networks of CSOs</td>
</tr>
<tr>
<td>Grassroots groups</td>
</tr>
</tbody>
</table>

... 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.
The seven British segments

- **Backbone Conservatives**: patriotic, proud, food, farming & rural life (15%)
- **Progressive Activists**: politically active, vocal, focused on climate (13%)
- **Disengaged Traditionalists**: alienated, sceptical, least engaged on climate (18%)
- **Civic Pragmatists**: moderate, politically demotivated, but sustainable at home (13%)
- **Loyal Nationals**: patriotic, threatened, concerned about localised inequality (17%)
- **Disengaged Battlers**: unheard, environmental, but frustrated by middle class environmentalism (12%)
- **Established Liberals**: optimistic, empowered, low-carbon solutions & growth (12%)

See the [Britain Talks Climate seven segments guide](https://example.com) for more information.
Activities and Lab model
Climate Engagement Lab

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
Climate Engagement Lab

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
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
Climate Engagement Lab

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

Sign up to our monthly newsletter at www.climateoutreach.org

Follow us on social media @ClimateOutreach

Visit climateoutreach.org/climate-engagement-lab

#ClimateEngagementLab
@ClimateOutreach