

Climate Engagement Lab innovation partnerships - menu of support

Introduction

This document is an illustration of the different types of support Climate Outreach can offer to innovation partners as part of the Climate Engagement Lab. This is *in principle* support as it depends on the availability of particular Climate Outreach experts at the time of the partnership. And it also depends not just on what support may be ideally wished for, but agreeing together with the partner what the best use of our resource is for mutual benefit.

Mission

Like all of the Lab's activity, innovation partnerships are guided by the Lab's mission: We aim that 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).

The Lab wants to partner with UK civil society organisations that are trying an approach to working with new audiences that is new, exciting and potentially ground-breaking for the sector, and where we can add real value at a critical point.

Process for Climate Outreach support for innovation partners

We will work with each partner to identify a clear, tightly-defined focus area for each partnership. As part of this process we will explore with each partner the different ways in which Climate Outreach can help (see questions on the next page). We will then propose a timed work package bespoke to the partner.

As part of the Lab's funding, Climate Outreach has in-house staff capacity that it can draw on (see below for some examples of projects that could be delivered). If the partner has access to additional funding, our support can include helping to scope, analyse and advise on the commissioning of external activity such as new quantitative research.

What we ask from each partner

- Enough time available in your team to work quite intensively with us for over the agreed timescale of our partnership
- Willingness to conduct monitoring and evaluation with your audience to assess impact of the project; and participate in evaluation by the Lab

- A culture of frequent, open, honest communication and feedback
- Climate Outreach working with you to measure the effectiveness and impact of work done under the partnership
- Contribution and attribution to a public case study based on our work together.

Scoping questions for new partners

Climate Outreach will run through a set of questions in an inception meeting with a new partner. It will be important for the partner to have put some thought into answers to these beforehand. These questions help to identify the types of support which would be most useful.

1. What are your vision / mission, strategic objectives and theory of change?
2. What activities and actions do you have coming up in the next 3-6 months? What are your priorities?
3. What are your strategic challenges and opportunities for public engagement for the next 3-6 months?
4. Which are your existing audiences, and which would you additionally like to reach? We'd like to hear this in your own words.

Additionally, it would also be helpful to us to understand which of the [Britain Talks Climate segments](#) fit the above - you can put yourself in their shoes and complete [this online questionnaire](#) if you aren't sure.

5. What do you already know and understand about your audiences?
6. What are your assets (ie, contacts, channels, partners, resources, staffing capacity / volunteers etc) - what have you got to play with, and what gaps?
Over the period in which we'll be able to work with you, how much capacity will you be able to give, and on what kind of timescale?
7. Have you previously invested in monitoring the impact of your work?
8. What would you most like to achieve from working together?
Looking at the menu of support below, which options do you think might be most useful to you (no commitment, as a basis for discussion)
9. What do you NOT need from us?

Illustrative menu of potential Climate Outreach support

Note: some of the examples are within the Lab’s available resources for innovation partnerships; others will require external funding or resources which cannot be provided through the Lab but are included in case the innovation partner has additional resources to provide.

[* Light touch versions of these menu items can, depending on the project requirements, possibly be conducted with the Lab’s available resources for the innovation partnerships, but comprehensive work (for example engaging copywriters, conducting message testing surveys, or conducting significant new research) is likely to require additional external funding.]

[** not possible to conduct in-house, requires additional external funding.]

[*** Climate Outreach’s work in this area is under development, and we will be very keen to use work with all partners to help apply and refine it]

Area	Support	Examples	Expected format
Knowledge and insight <i>Better understanding of an identified issue or audience(s) from a public engagement perspective</i>	Applying CO’s knowledge – for example Britain Talks Climate segments Covid-19 and climate change Climate and health Visual communication of climate change	Bespoke synthesis and presentation: what Climate Outreach knows about a particular issue, audience, BTC segment or other engagement approach, targeted at the partner’s needs.	Desk research and synthesis Preparation of slide deck Presentation of findings
	Communicating across the political spectrum Mainstreaming low-carbon lifestyles	In depth workshop / Q&A with Climate Outreach subject experts	One hour workshop with identified expert(s)
	Communicating climate science Just transition Extreme weather events and climate change Climate and migration Moving from concern to	Gap analysis of partner’s current approach to an issue / engagement	One hour workshop with identified expert(s) followed by desk analysis Presentation of findings

	action]		
	Bespoke new primary research	Literature reviews	Desk analysis Presentation of findings
		* 1:1 qualitative interviews with representatives of target audiences or communities and analysis of key themes	Phone / zoom interviews Desk analysis Presentation of findings
		** New quantitative surveys ie via Yougov	Survey design Quality assurance Survey analysis Presentation of findings
Communications and framing	Visual services (see https://climatevisuals.org/)	Visual content curation and sourcing	Image licensing of external images not included
<i>Better target and engage audiences in practice</i>	Creative comms and framing	Advice on visual strategy	Desk audit of existing visual strategy / messages Analysis Presentation of findings
		Audit / analysis of existing messages or messaging approach	
		Clarifying and identifying most effective target audiences	One hour meeting Analysis Presentation of recommendations
		* Message development and testing for identified audiences For example Review and recommendations on proposed frames and messages Development / sourcing frames, messages, images	Drafting potential communications messages Presentation Advising on testing approach Analysis of results

		Testing - qual, quant &/or live tbd Refinement and optimisation	
		* Creative concept development For example : Distilling key insights for creative briefing Developing research briefs Creative brief review & co-creation Visual guidelines + recommendations, training, image curation, art direction, commissioning	Bespoke, depending on need.
Organisational support <i>Help organisations understand why and how to prioritise public engagement and understand success</i>	Organisational implementation	Workshops for your team on engagement principles For example: Engagement 101 Having climate conversations [etc]	Workshop
		Engagement strategy review	One hour workshop to understand strategy SWOT analysis Preparation of recommendations Presentation
	Understanding impact	*** Co-designing a public engagement measurement and impact plan for a discrete project	Methodology under development ***