



Welcome to our webinar,  
we'll be starting shortly

#Climatefairness





# Climate Change & Fairness

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9 June 2022



#Climatefairness



@ClimateOutreach



climateoutreach.org

Robin Webster & Dave Powell, Climate Outreach



# Overview

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- **Why fairness matters** - particularly right now
- **Key engagement principles**
- **Recommendations** for communicating around fairness
- **Questions**

# Climate Outreach







Photo credit: Ken Biggs / Alamy

# Climate Engagement Lab

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Supports **UK campaigners and advocates** to reach and motivate new audiences

Insights, training, bespoke support and guides tailored to what advocates need

Sharing best practice and measuring impact

**Workshop:** Loyal Nationals & fairness  
15 June 2022, 1400 BST



**Why fairness matters  
(particularly right now)**

# 'Fairness' in UK climate advocacy: a user's guide

*Climate  
Outreach*

*May 2022*



A guide by the  
Climate  
Engagement Lab

Insights &  
recommendations  
for UK climate  
advocates

[www.climateoutreach.org/  
climate-engagement-lab](http://www.climateoutreach.org/climate-engagement-lab)



## Our key sources

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- **Britain Talks Climate** (2020) and updated BTC research on fairness (2022)
- **Social science** of how people understand and respond to ideas of fairness
- **Reports** by IPPR, Fairness Foundation, Climate Assembly UK, Framing Climate Justice
- Two **workshops** with advocacy representatives



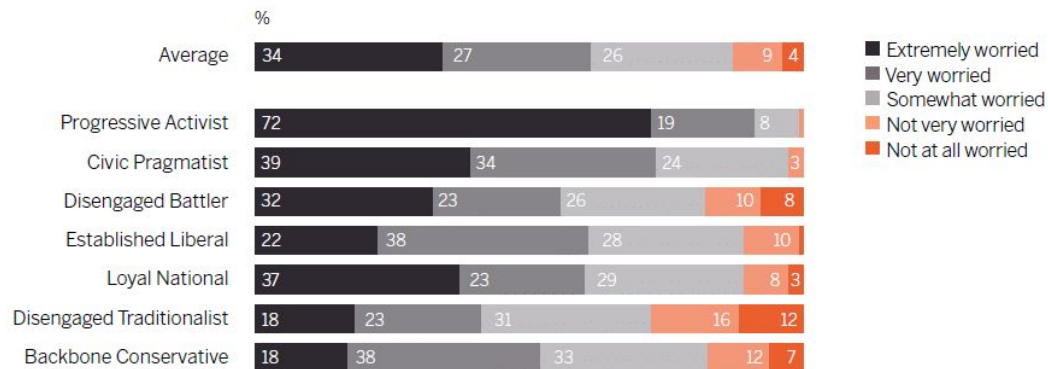


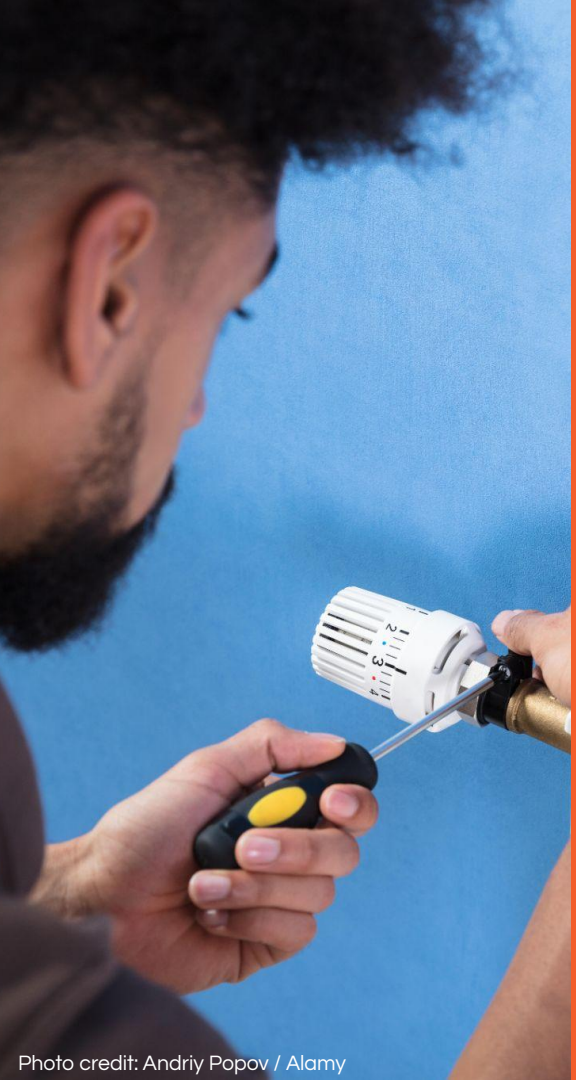
Photo credit: Ian Forsyth / Getty Images

# High climate concern...

*Britain Talks Climate (2020)*

How worried, if at all, are you about climate change?





## ... is different to policy support

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Big changes needed with potentially uneven impacts: e.g.

- Transport (ending petrol cars)
- Homes (scrapping gas boilers)
- Industry (ending oil and gas)
- Taxes (higher pollution charges)

Public support essential, **fairness is central.**



# Fairness matters on a profound level

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Perceived unfairness - e.g. *not playing by the rules* - can **change politics and derail policy**

The **strongest predictor of support** for climate policies is whether people think they are fair (*refs: analysis across 33 countries; UK Climate Assembly*)

**Cost of living** is increasing pressures (30-40% in fuel poverty this winter?)



## Unfairness & 'culture wars'

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Opponents of net zero  
weaponising (un)fairness:

*"The cost of Net Zero  
could deliver a political  
crisis greater than the Poll  
Tax."* Steve Baker MP



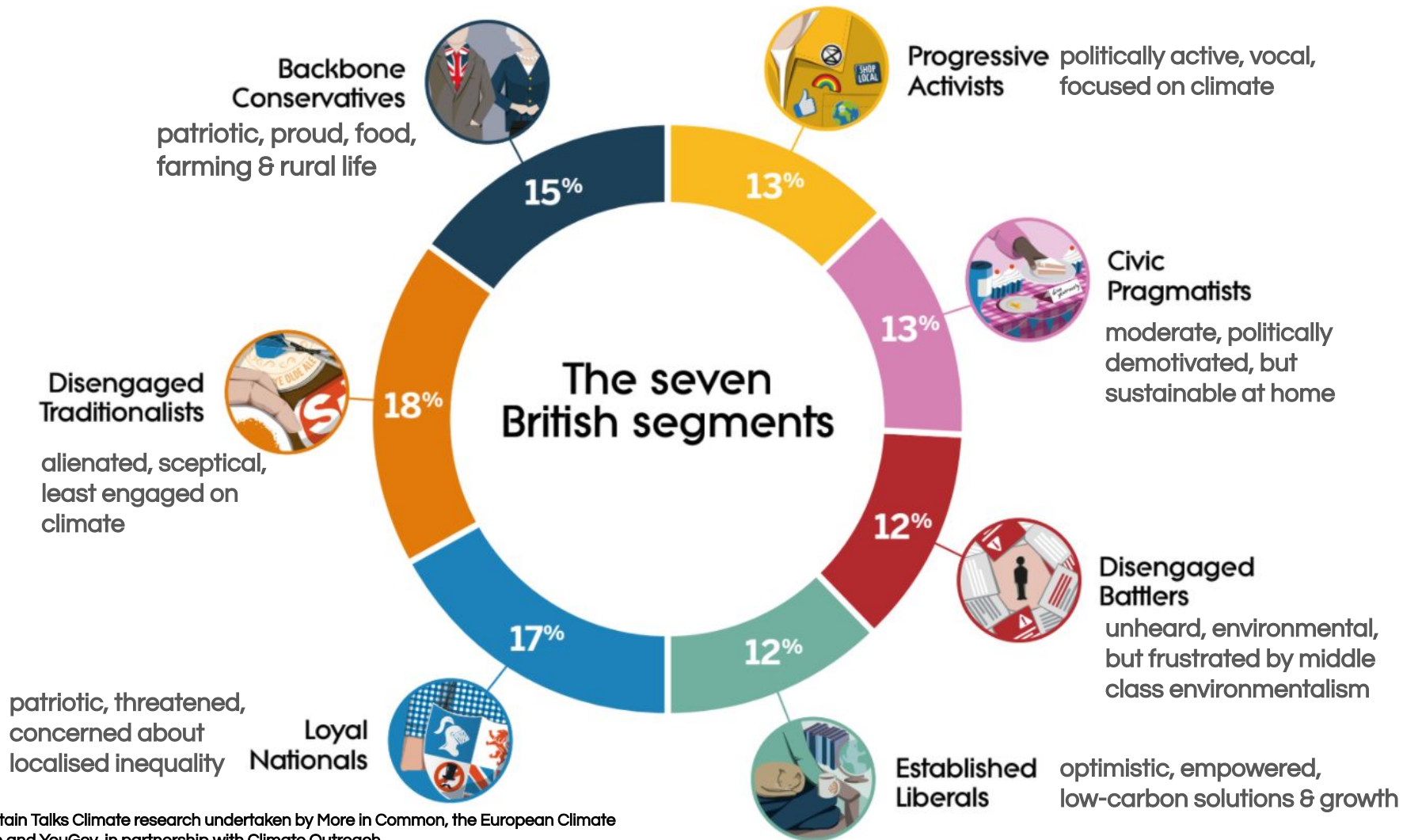




# Some key engagement principles

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- **Timing & sensitivity** - disruption opens up conversations, but communications can backfire.
- Effective communication happens from the '**values up**'
- The role of **peers**, trusted messengers and **social norms**
- **Efficacy** is the belief it's possible to do something, and that doing something will make a difference - crucial in motivating action





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# Prioritise fairness

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“Fairness is ... fundamental to public support and must be embedded throughout policy. Only a transition that is perceived as fair, and where people, places and communities are well supported, will succeed.”

Committee on Climate Change, Sixth Carbon  
Budget Report





# Ensure fairness is embedded in planning & development

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- Fairness matters: Taking fairness seriously is more than just having a good defensive comms strategy
- Tho not all campaigns have to (or can) be seen as 'fair' by everyone
- **Understand & empathise with how different policy asks or messages may be perceived, at the outset**



# Some different understandings

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People understand fairness differently

**Left-leaning:** fairness means...

- Equalities of outcome, rights, social justice
- No significant inequality
- Fundamental human rights



# Some different understandings

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**Right-leaning:** fairness means...

- Equality of opportunity: people are able to make the most of their lives
- Personal responsibility
- -> same rules





# Some different understandings

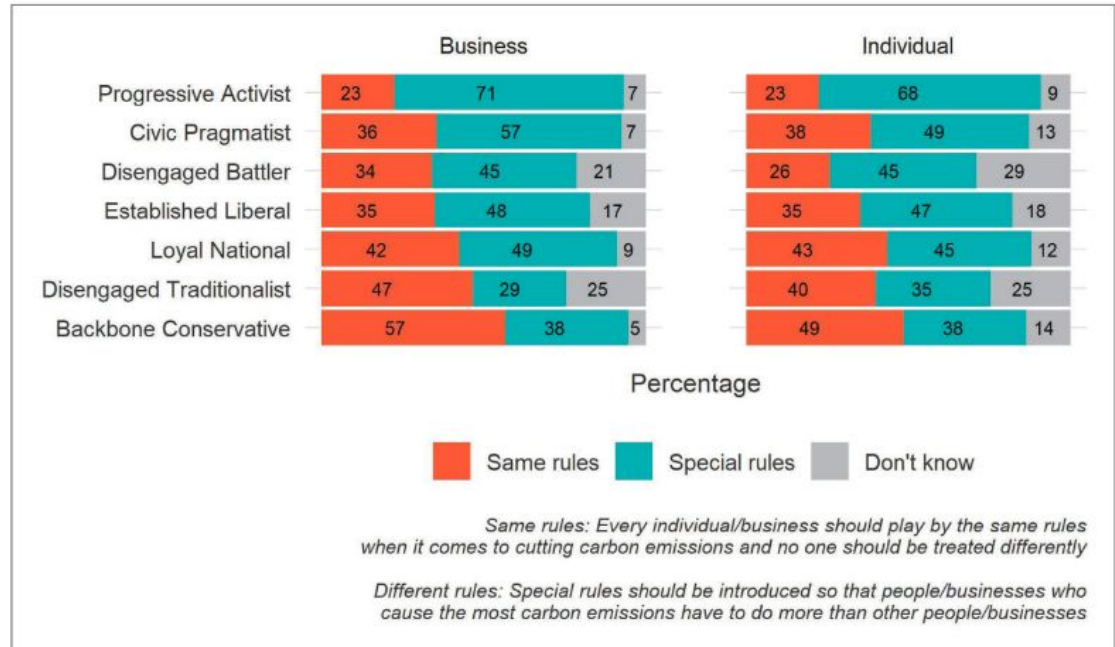
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## Right-leaning: nuances

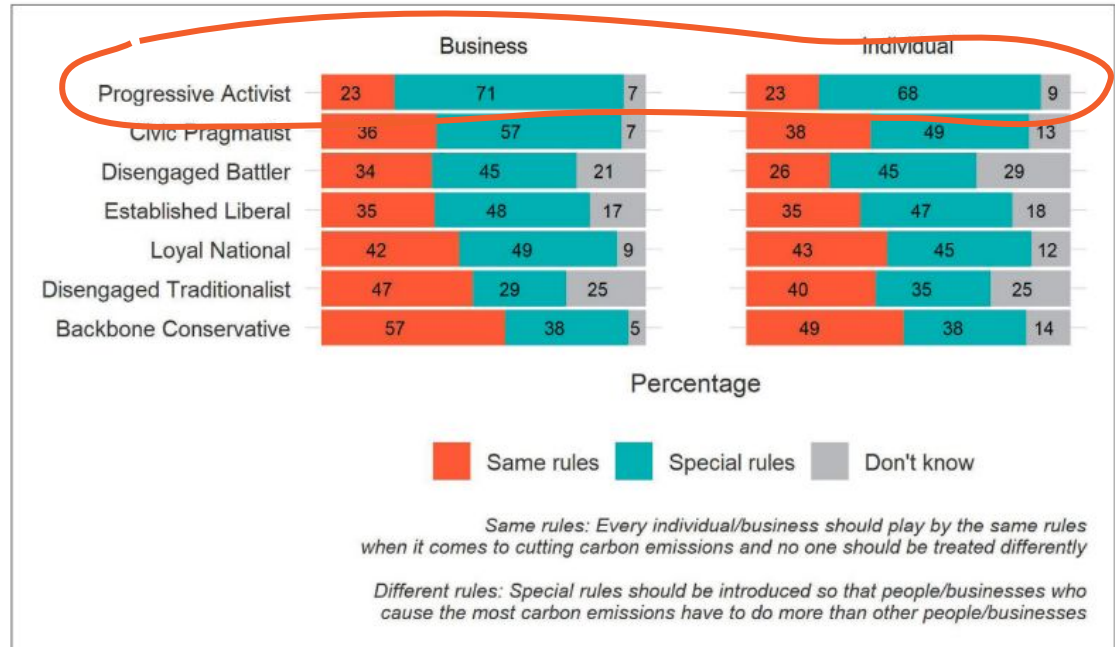
- Established Liberals: equality of **opportunity**
- Loyal Nationals: strong fairness concerns - distrustful that **elites** will treat them fairly
- Disengaged Traditionalists: life is **fundamentally unfair**
- Backbone Conservatives: play by same **rules**



# NOTE: Same vs different rules



## NOTE: Same vs different rules



Progressive Activists are highly over-represented among professional climate campaigners...



Photo credit: Chris Ratcliffe / Bloomberg via Getty Images

# Find out who will and won't perceive your messages as fair

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- What understandings of fairness do supporters / audiences have? What about unintended audiences?
- What fairness concerns does opponents' messaging speak to?
- **Ask your audiences - intended and otherwise - what fairness means to them, in the specific context of your campaigning. Ground campaign messages in data as far as possible.**

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## Prioritise fairness

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# 1

## Prioritise fairness

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**Embed 'fairness'** in campaigns and comms strategies from day one

**Find out** who will and won't perceive your messages as fair (ask)



2

**Involve people**





# Involving people in process

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- **Procedural justice** = trusting things have been done fairly: (e.g.) courts
- Meaningful consultation increases support  
- highlighted in eg UK Climate Assembly
- 'Having a say' is very important for audiences that feel they aren't listened to



# Call for affected people to have a meaningful say...

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- UK audiences express low political trust - gov promises not sufficient mandate on climate.
- The public currently has little sense of procedural fairness in climate policy (eg Loyal Nationals want to know more)
- **Call for greater public involvement in detail of net zero: more, not less scrutiny**



## ... and model this yourself

- Can you **involve your supporters or the public** in shaping your own campaigns and policy asks?
- Consider mini citizens juries, focus groups, surveys?
- Prioritise audiences you **don't usually hear from** (until it's too late)





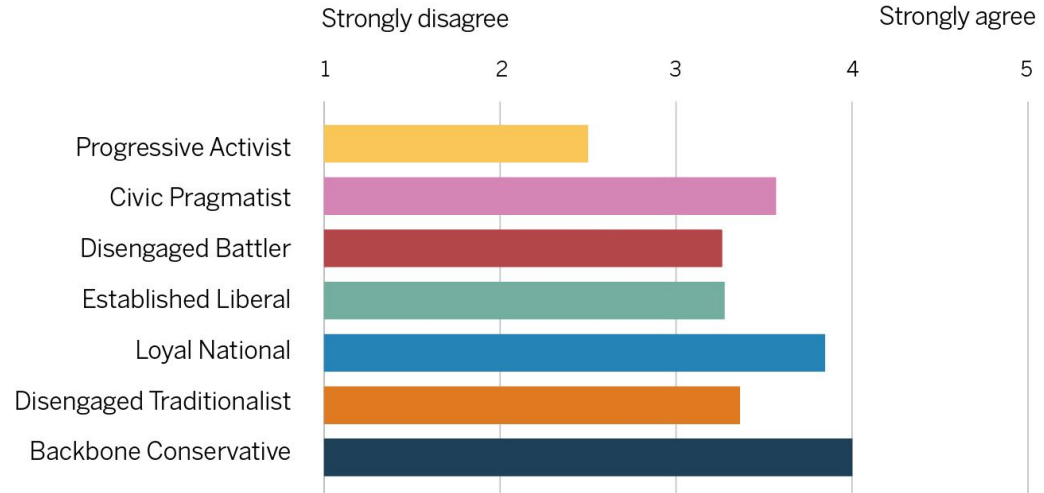
# Don't duck the difficulties people may face in transition...

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- In focus groups with people from affected industries, & disengaged segments express cynicism about green transition promises.
- Appealing to macro-level (GDP, average household etc) arguments can be seen as sidestepping
- **People need to trust and believe that benefits will be felt by 'people like me'**

# Lack of trust for environmental campaigners

**Environmental campaigners are mostly hypocrites who fly on holiday while lecturing the rest of us about how to live**



“label for a particular kind of wealthy and/or moralising individual.”





## ... 'pass the mic' to trusted messengers

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- We all have greater trust in **authentic, tangible** stories from 'people like me'
- Local examples and stories that show the transition in action - diverse communities 'getting on with it' - building sense of efficacy
- **Use tangible, credible examples and pass the mic to local projects and communities**

# 2

Involve people

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# 2

## Involve people

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Call for affected people to **have a meaningful say** - and model this yourself

**Don't duck the difficulties** that some may face during the transition

**'Pass the mic'** to messengers trusted by audiences activists can't reach



### 3 Ground communications in widely held views

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A majority of every one of the seven segments believes that inequality is a somewhat or very serious problem in the UK today.”

—More in Common – Britain’s Choice





## A. The less well off should pay less

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- Most people broadly agree that 'being asked to do more than your share' is unfair
- Eg More support for home insulation grants as households become poorer; agreement grants to rich are unfair
- *Caution: people do not necessarily see themselves as 'vulnerable' or people who should be 'taken care of' - focus on agency*



Photo credit: Matthew Horwood/Getty Images

## B. British society is unfair

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- 'Negative common ground' that society is unequal
- Majority of people believe wealth differences are unfair - partic amongst disadv/ politically disengaged
- 73% see inequality as a **serious problem**
- **Can position net zero as a solution**
- *Caution: not everyone thinks it's possible to fix, and/or blame individuals not systems*



## C. Climate change is unfair on future generations

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- All audiences place worry for their children's future high in their list of climate concerns
- *Caution: a broadly unifying frame but doesn't deal with the here and now of who should do what*



## D. The UK should get on with it, regardless of what others do

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- Majority of all but one audience segment think the UK should be one of the most ambitious countries in the world on climate change.
- The current moment (Russia / Ukraine) may increase support for domestic action
- **Make the national benefits of taking action clear and tangible**





## E. Caution: British public doesn't currently share climate justice analysis

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- People do not widely recognise that climate change multiplies existing inequalities, or draw connections between being marginalised & climate impacts.
- Do not see links to colonialism/ resource extraction/ exploitation.
- Confused by term "climate justice"





## E. Caution: British public doesn't currently share climate justice analysis

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- ....so don't share the same sense that climate impacts are unfair.
- BUT open to many of the core principles: the need to protect vulnerable communities, govs/business hold responsibility, agree with polluter pays
- **Raise awareness of the unequal impacts; in same cases link to UK impacts**

# 3

## Ground communications in widely held views



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Including that:

→ *the less well off should pay less*

→ *future generations matter*

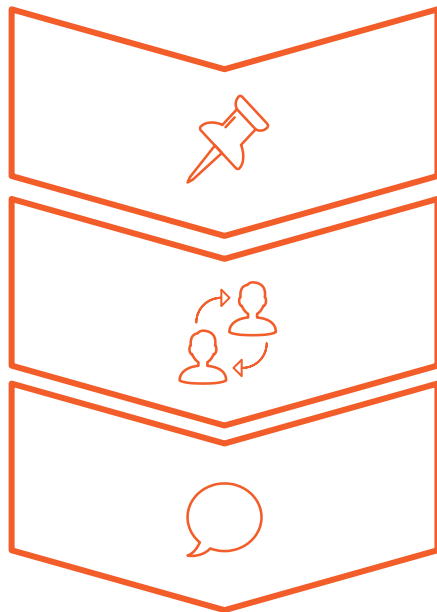
→ *climate action can make society less unfair*

→ *the UK should get on with it*

Be aware that British public do not currently share climate justice analysis



# Principles: communicating around fairness in UK climate policy



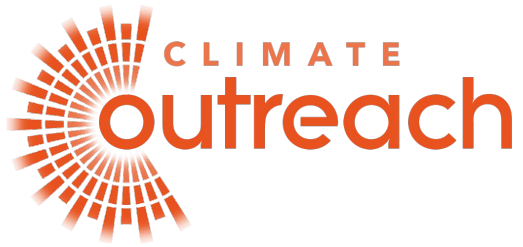
**Prioritise** fairness

**Involve** people

Ground comms in  
**widely held views**



# Questions & answers



# Thank you

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