



Digital engagement with Loyal Nationals

Climate Engagement Lab
Innovation Partnership
Climate Outreach / Hope for the Future



#TalkingClimate



@ClimateOutreach



climateoutreach.org

June 2022



This deck

Between April-June 2022, Climate Outreach and Hope for the Future (HFTF) partnered to develop messaging to inspire [Loyal Nationals](#) to attend local, in-person events.

The partnership drew on:

- Previous digital engagement work by HFTF with Loyal Nationals (see slides 3-13)
- Research and bespoke analysis from Climate Outreach on how to engage Loyal Nationals (slides 14+)

This deck summarises the above. The findings of the message development and testing will be published in due course.

Populist Traditional Voted Brexit
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Digital Outreach at Hope for the Future

Holly Langley

Communications Coordinator,
Digital Outreach Project Lead

Alex Adams

Constituency Support Officer,
specialism in Digital Outreach Project



Digital Outreach at Hope for the Future

- Two years working with Digital Mobilisation agency, Forward Action, to reach audiences currently underrepresented in the climate movement
- Reaching Loyal Nationals and Disengaged Battlers segments via Facebook adverts
- Messaging on climate impacts e.g. seaside landscapes changing and opportunities for new green jobs
- Aimed to increase our constituent base, leading to greater political engagement from these groups on climate issues.



Hope for the Future
Sponsored · Paid for by Hope for the Future · 

As Sir David Attenborough is saying – climate change is real and our landscapes will be changed forever if we don't act ...see more

 About this ad

ACTIONS.HFTF.ORG.UK
Help Protect British Seaside: Add Your Name >>

   Stevie L., 373 comments 357 shares

Digital Outreach user journey

Click 'sign up' on advert



Input details into handraiser page



Receive email series with further information and actions

HOPE FOR THE FUTURE
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As Sir David Attenborough is saying - climate change is real and our landscapes will be changed forever if we don't act ...see more

ABOUT THIS AD

ACTIONS.HFTFORG.UK
Help Protect British Seaside: Add Your Name >> SIGN UP

Stevie L., 373 comments 357 shares

HOPE FOR THE FUTURE

Going Green Shouldn't Cost You Your Job: Add Your Name if You Believe There Should be a Job for Everyone.

5,628 Help us get to 10,000

I agree: "going green" shouldn't cost me a job - it should make thousands more.

Add my name:

Full name*

Last name

Street address*

Postcode*

How important is it for you to protect jobs when we go green? (Please select one)

Yes No

Yes, very No, not very

Add my name

HOPE FOR THE FUTURE

Hi [FNAME],

Thank you for joining thousands of people who have signed their name - we're so glad to have you with us.

You might be seeing the effects of our changing climate in the news, or even on your own doorstep, but together we've got positive solutions. By sharing our thoughts on climate change, we can tell decision makers what needs to be done to protect and rebuild.

So we need to hear from you, [FNAME] - please share your thoughts with us in this short survey, it takes less than 5 minutes. Here's the first question:

How do you think we should be talking to about climate change?

A. Businesses

Digital Outreach project key figures



6739 opted in
subscribers from
Seaside Town &
Going Green
handraisers



71.3% of leads also
ticked the opt-in
box expressing
interest in finding
out about MP
engagement

Engagement
with further
action was low



Hope for the Future
constituent journey

What we've learned

- **Interest from target segments**
 - Despite 72% of handraiser signers expressing an interest in MP engagement, we had a low number go through to take any action beyond attending a training session
 - This is despite **a number of email responses expressing a clear need for our help** - in some cases directly requesting it
 - Key themes from constituent emails:
 - 'template' responses from MP, deflecting the question asked, asking how HFTF can find a better way to engage
 - All responses to our initial Mailchimp email received a personalised follow up email, including letter templates, advice on how to engage and even draft letters ready to send. Translated to very few responses.

What we've learned

- **Communications lessons**
 - Gained evidence that copy mentioning trusted messengers (e.g. David Attenborough) performed best, delivering a **third of all leads**
 - The option for people to click to start engaging their MP generated a list of **4,810 leads**
 - Important for asks in subject links to be as **tangible, actionable and measurable as possible**
 - **Buttons** prove more successful than hyperlinks in increasing click rates



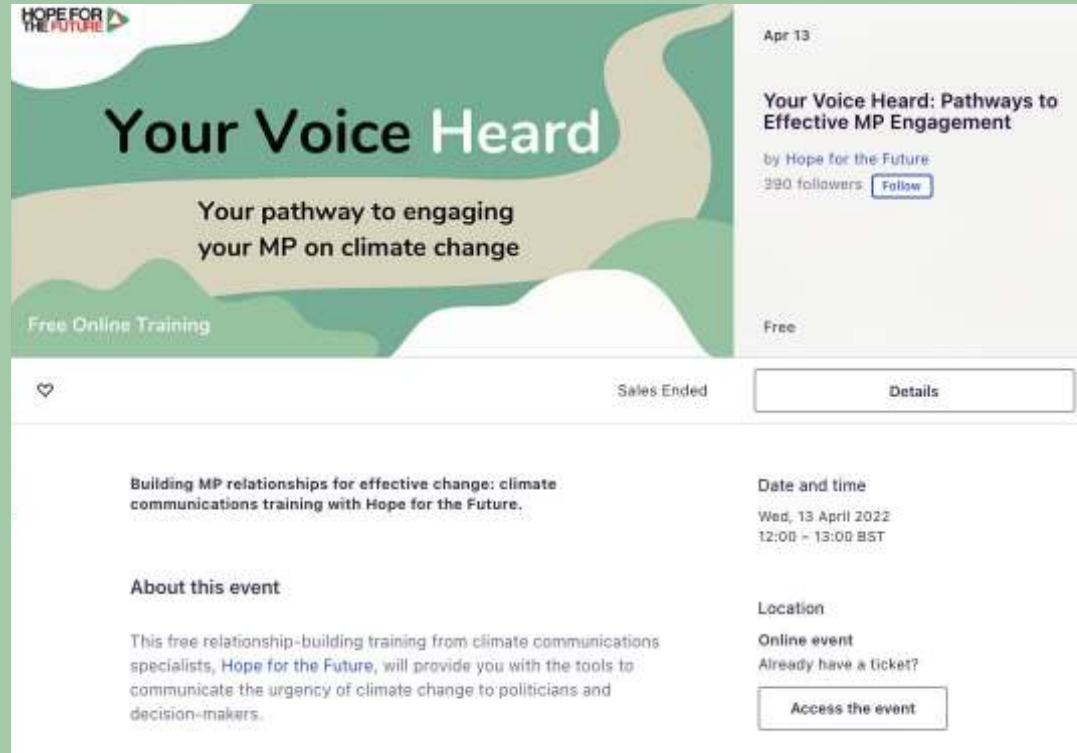
My name is Alex, and I am a Constituency Support Officer here at Hope for the Future, helping to support people to build a relationship with their elected officials on climate change.

I know that meeting your MP can seem like a burdensome task in the midst of our busy lives, but I can offer **free** support guiding you through every step of the journey, taking on all the legwork for you. **Is there a particular concern about the environment I could help you take to your MP so that we can see tangible action?** Let me know your postcode and we can get started!

[Get in touch >>](#)

What we've learned

- Low training attendance
 - Time commitment
 - Opportunity to improve communication of benefits of training



The screenshot shows a Facebook event page for 'Your Voice Heard: Pathways to Effective MP Engagement' by Hope for the Future. The event is free and has ended. The main image features the text 'Your Voice Heard' and 'Your pathway to engaging your MP on climate change'. The event details include the date (Wed, 13 April 2022, 12:00 - 13:00 BST) and a link to 'Access the event'.

HOPE FOR THE FUTURE

Your Voice Heard

Your pathway to engaging your MP on climate change

Free Online Training

Apr 13

Your Voice Heard: Pathways to Effective MP Engagement

by Hope for the Future

390 followers [Follow](#)

Free

♥ Sales Ended [Details](#)

Building MP relationships for effective change: climate communications training with Hope for the Future.

Date and time

Wed, 13 April 2022
12:00 - 13:00 BST

Location

Online event

Already have a ticket?

[Access the event](#)

About this event

This free relationship-building training from climate communications specialists, Hope for the Future, will provide you with the tools to communicate the urgency of climate change to politicians and decision-makers.

What we've learned

- Ad refresh
 - AB tests carried out to try and answer a range of questions e.g. does mentioning a specific location in targeted ads increase engagement?
 - *'Jobs doubling'* framing more cost effective and generating more leads than *'UK leading the way'* framing
 - Mentioning specific locations in copy and images increased engagement



Hope for the Future
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Right now we have the chance to double the number of existing jobs in solar and wind to 300,000. Help make it happen:

[actions.hfff.org.uk](#)
Tell politicians to act now and secure future-proof jobs. Sign now >>

   Veronica ... 45 comments · 74 shares

 Like  Comment  Share




Hope for the Future
Sponsored · Paid for by Hope for the Future · 

Our seaside towns are in danger of disappearing. We need to act fast to save them. Add your name >>

[actions.hfff.org.uk](#)
Add my name: we urgently need to protect Britain's seaside towns >>

   Anne Will... 103 comments · 95 shares

 Like  Comment  Share

What we've learned

- Keep it personal
 - [‘Start your Journey’](#) page on our website. Introductory video put a friendly face to the support we offer
 - Emails sent personally from staff received more responses than automated emails.



Key questions remaining

1. Why does the initial interest shown to engage someone's MP decrease after receiving information on how to start the process?
2. Why did so many people click the 'MP engagement' box?
3. What could be done to decrease the drop off rate from training sign ups to training attendance?
4. **Can different types of activity, specifically local, in-person events, inspire people (especially Loyal Nationals) on a pathway towards deeper engagement with their MP?**

Hope for the Future events in 2022

- Events in Redcar, Stoke, Derby, Kensington and West Bromwich between June and October with local partners on issues relating to climate change at the top of the local agenda
- Aiming to engage a broader audience of people across strategic constituencies with Hope for the Future's support
- Working with Climate Outreach to test the following hypothesis:

'Hope for the Future can increase the long-term engagement with its approach from Loyal Nationals through a supporter journey that begins with locally-relevant events'





Loyal Nationals: insights



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Loyal Nationals

Five key insights

Loyal Nationals are concerned about climate change, the environment, and inequality. These are primarily seen as highly **local** issues.

They trust environmental charities to be right about climate change, but **don't trust that activists will have their interests at heart** and believe them to be hypocritical.

They are particularly **distrustful of and cynical about elites**, including politicians. 86% feel “*politicians don't care about people like me*” (vs. 76% full sample of segments).

However they are **highly politically engaged** – they vote in large number.

They are very worried about being treated unfairly. Even more than most people, they want to **have a say in what changes and when**.

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Loyal Nationals

Demographics

- **17%** of the population (2020)
- One of the **oldest** segments
- Only 3.7% **ethnic minority representation** (vs. 13% British population average) (2020)
- Low **income**/earning segment
- Low or medium levels of formal **education**
- Most likely to describe themselves as working **class**
- Likely to be in **social grade** category C2DE

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Loyal Nationals Politics and Media

- Left-leaning economically and **right-leaning on social issues**, ie on attitudes to immigration.
- Majority **vote Conservative**: increase in Conservative vote by 10% from 2017 to 2019 (vs. 3% full sample increase) and a 9% drop in Labour vote (vs. -4%) (2020)
- Strong **supporters of Brexit**
- Sense of **connection and pride in community**
- Use **Facebook**, but far less likely than some segments to use social media ie Instagram / Twitter.

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Loyal Nationals

Climate and environment

- Concerned about climate change - 3rd out of 7 segments.
- Prefer policies which aim to get **big business or the wealthy to do more** (ie food waste targets), vs individual behaviour change.
- High support for **low traffic neighbourhoods** (2022)
- Most likely to say they have already taken actions to **improve their home insulation** (2020)
- Judge themselves to be **among the least likely to make more more costly changes** (2022)

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I don't think I used to worry about it quite as much as I do now I've got a young child. My concerns are the amount of people around here; fly-tipping is terrible, people building on green spaces, parks and things are being ruined by people driving their cars across them or motorbikes. The council don't have money to look after play parks, there's no money to cut trees back so things are getting closed down, there's nowhere to go for a walk. Obviously, we have environmental issues as well caused by aeroplanes.”

- Loyal National, 2020



I like to think there are some politicians that have a conscience and are concerned about our climate... but I'm not convinced. I think votes mean more to them, money means more to them. I'm a bit cynical when it comes to that.”

- Loyal National, 2021



“I’m proud of the community spirit that’s been harnessed through Covid, like the clap for NHS and carers. I think we appreciate the previously underappreciated more than ever.” - [Understanding UK citizens’ visions of a good life](#) - (McLaren et al., 2021)

“I would keep citizens happy by providing them with rewarding jobs and they would only have to work four days. People would enjoy gardening and encouraging wildlife.” - [Understanding UK citizens’ visions of a good life](#) - (McLaren et al., 2021)

“

I said it's very hard when you look around to see much fairness anywhere. It doesn't matter. Everyone seems to be either having to pay more taxes, paying more for everything, and getting less.”

- Loyal National, 2022



Loyal Nationals Narratives

- Receptive to messages about **fairness**, **local action**, **patriotism** - **a fair outcome for people like them**
- Strong narratives include restoring **nature**; opportunities for local **jobs**; practical **health** benefits; the **UK setting a strong example** for the world; reducing **cost of living** pressures.
- **Engage on the 'local'** (clean up 'neglected' areas) and also call out big polluters, who must **play by the rules**
- **Choose trusted messengers** - **ordinary people affected by climate change** - communicate through groups that Loyal Nationals can see **represent their interests and concerns**

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Loyal Nationals

Implications for Hope for the Future

Trust: the messenger matters: authenticity and trust are vital for this audience. Will HFTF (or any campaigning group) be seen as having LNs' interests at heart? Try 'passing the mic' to local, trusted messengers.

Narrative: the story must resonate with the values that this segment holds (see left). Test different versions of HFTF's story using relevant frames.

Local and tangible: Showcase tangible, local benefits for recognisable people - rewarding hard work and reflecting communal values. Avoid abstracts and big promises.

Actions: Political asks aimed at elite level change may not be popular for this segment. HFTF's local events are a chance to test whether these are more attractive to LNs.

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Acknowledgements

Unless specified otherwise, the evidence described in this slidedeck comes from various projects centred around Britain Talks Climate.

The original Britain Talks Climate research comes from a collaboration between Climate Outreach, More in Common, the European Climate Foundation (ECF) and YouGov. More in Common led the research project, integrating their model of understanding people's core beliefs with ECF and Climate Outreach's issue expertise.

Unless specified otherwise, the data included in this slidedeck come from field research undertaken by YouGov, and analysed in collaboration with Climate Outreach and More in Common.

Climate Outreach would like to thank Hope for the Future, the Engagement Lab's Innovation Partner, for collaborating on this slidedeck.



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