Climate Engagement Lab

Hope for the Future innovation partnership
Draft messages for testing with Loyal Nationals

This document was used within a Climate Outreach innovation partnership project with Hope for The Future (HFTF), **a UK climate charity that helps people communicate the urgency of climate change to their MPs and local politicians.**

It contains evidence-based recommendations for words and frames that HFTF can use to engage Loyal Nationals, one of the seven British segments – overall text, and B/C testing text. The text was for Facebook adverts that aimed to attract Loyal Nationals to in-person events happening around the country.

Overall framing - the 'A' text

- The first paragraph underlines the importance of local community, which has a strong bond.
- The second links climate change to local community impacts, positioning it as a threat.
- The third reinforces the idea that if we pull together, we can overcome this threat.

For testing, it's best to finalise your own version of this overall framing text, then keep it the same across all subsequent usage – only varying the additional fourth paragraph. This allows us to compare which versions of that paragraph have different effects.

In our example below we made an effort to use 're' words throughout – 'restore', 'rebuild', 'renew', 'respect' – as these work well with conservative groups. Ditto the language around 'defending', 'heritage', 'preserving' and 'industrial history'. Example:

> *People in [place] always pull together in hard times, like we did during the pandemic.*
>
> *Now scientists say climate change could threaten our natural landscape and put the town at risk of heat waves and flooding.*
>
> Text tailored to local place, but note the importance for this audience of the sense of <u>rebuilding</u> and <u>fixing:</u> *We need to defend it by restoring / insulating our beautiful old buildings, repairing our transport system, and switching to home-grown renewable energy.*
>
> <u>*[Insert additional para which is to be B/C tested – see below]*</u>

Come to [event name] on [date and time] in [venue], and have your say on [event topic] in [place]

Possible general images to use, following from the above themes: local buildings, landmarks, highstreets, iconic industrial buildings, recognisable local landscapes. We propose different pictures you might include as part of B/C testing below.

B/C testing

For each Hope to the Future event, we suggest:

- Keeping the 'A' text (above) the same
- Some audiences receive A+B text; some A+C.

We propose four tests, for four different events – so each time, testing only one distinct B/C. Again, what we propose below is not gospel – it should be tailored to HFTF's tone and voice, and tweaked as you see fit! And of course you don't have to use them all.

1) Nature & health (b) vs economic benefits (c)

Test 1 hypothesises that talking about benefits to the local economy and nature from taking on climate change, will lead to a higher degree of engagement from Loyal Nationals than the A text alone. It also allows us to test nature and health benefits (b) against economic benefits (c).

B: Climate action would also preserve our wildlife like bees and hedgehogs, and the air would be clean and healthy, so children could play outside without breathing dangerous particles into their lungs.

Possible images: bees, green fields, hedgerows, hedgehogs, people enjoying outdoors, kids playing outside. All local if possible!

The air pollution messaging might sound oddly specific, but the idea of harmful particles entering the body and blood stream has been tested and performed very well, so it seemed worth including.

C: Climate action would bring jobs and training opportunities with local businesses, like builders installing insulation, or engineers setting up clean energy. And it would cut down our heating and electricity bills too.

Possible images: builders at work, electricians installing solar stuff on houses or buildings (not on fields), taxi driver in electric car, bus driver. All local if possible!

Messaging around jobs and apprenticeships is important, but must be tangible and believable.

2) Local councils (b) vs the government (c)

Test 2 hypothesises that talking about holding politicians to account on climate change will lead to a higher degree of engagement from Loyal Nationals than the A text alone. It also allows us to test perspectives of councils (b) against the national government (c). We've tried to balance the political cynicism of Loyal Nationals with the positive way HFTF wants to talk about politicians, but please adapt accordingly.

> *B: The community is getting on with it, but we need the local authority to step up and do more to help people insulate their houses and reduce their energy waste.*
>
> *Possible images: local councillors, council buildings, election leaflets.*

You would probably want an additional sentence at the end of the text saying (adapted as per your needs): *Councillor [name] will be there, so this is our opportunity to hold the council to account.*

> *C: The community is getting on with it, but we need the government to step up and do more to help people insulate their houses and reduce their energy demand.*
>
> *Possible images: local MP, parliament, election leaflets, MP with PM*

Likewise, you would probably want an additional sentence: *MP [name] will be there, so this is our opportunity to hold them to account.*

3) Trusted messengers: local (b) vs national (c)

Test 3 hypothesises that adding words from trusted messengers will lead to a higher degree of engagement from Loyal Nationals. It tests local trusted messengers (b) against non-local trusted messengers (c).

> *B: [Insert quotes from local trusted messenger, as relevant to the event.]*
>
> *Possible images: pics of the local person/people you find to act as messengers, or that correspond to what they're saying. Or local landmarks or recognisable landscapes.*

This could be a group of local builders chatting about the work they do insulating old homes, or a classic car-enthusiast or taxi driver getting an electric vehicle. Characters who respect the past, while showing self-reliance and taking practical action on climate change. They should mirror the demographics and local language of the area as much as possible. They shouldn't be "greenies" – a counter-intuitive choice could be better. Ideally, images of them would be in a recognisable local place.

> *C: As David Attenborough said "Surely we all have a responsibility to care for our Blue Planet. The future of humanity and indeed, all life on earth, now depends on us."*
>
> *Possible images: David Attenborough, climate scientist, other trusted messenger. Or local landmarks or recognisable landscapes.*

4) Leadership: local (b) vs national (c)

Test 4 hypothesises that talking about leadership in tackling climate change will lead to a higher degree of engagement from Loyal Nationals. (b) is about local leadership by that town/place, while (c) is about national leadership.

> B: [place] can become a leader in fighting climate change, which communities across Britain and beyond countries would follow. We used to lead the world in manufacturing / technology / industry, and we can do the same for the green economy.
>
> Possible images: local buildings, landmarks, highstreets, iconic industrial buildings, recognisable local landscapes.
>
> C: Britain can become a world leader in fighting climate change – with more clean energy, less waste, and pioneering green technology. We led the world in the industrial revolution, and once again we can be an example for other countries to follow.
>
> Possible images: iconic British sites, or landscapes, wind turbines/solar panels/ electric cars (ideally with union jacks on them), phone boxes with solar panels??

We should note that this is somewhat more experimental than others – this framing has performed badly in some contexts. People may feel that rather than wanting to be grandstanding 'leaders', which smacks of politician-speak, they just want politicians to 'get on with the job', as mentioned in (a). However, it's worth testing and we're very curious about the results, even if all it proves is that it does not work with this audience.