

Climate Engagement Lab / CAST

innovation partnerships - menu of support

January 2023

This document is an illustration of the different types of support Climate Outreach and CAST can offer to innovation partners. This is *in principle* support as it depends on the availability of particular experts at the time of the partnership, and what is the most useful support to provide in practice.

Process for Climate Outreach support for innovation partners

We will work with you to identify a clear, tightly-defined focus area for our partnership - a **hypothesis to test** as part of our work together, based on what you know about your audience and project and we know from social science evidence.

As part of this process we will explore with each partner the different ways in which Climate Outreach and CAST can help (see questions on the next page). We will then propose a timed work package bespoke to our partnership.

Climate Outreach and CAST have in-house staff capacity that it can draw on (see below for some examples of projects that could be delivered). We can also provide £3,000 directly to the partner to support their time on this project.

What we ask from innovation partners

In addition to any specified audience or subject-focus highlighted when we advertise the partnership, we ask for:

- **UK-based, civil society / community led / not-for-profit climate-focused projects.** What matters here is that the project is seeking to positively engage people on climate change as its primary objective (rather than, say, to increase sales of your product).
- **Projects already designed or underway, with funding secured** for your activity - that is, Climate Outreach / CAST would help you with work you are already doing.
- **A defined engagement challenge or opportunity within your project** that you think Climate Outreach / CAST can help with.
- **Groups ready to try something new and learn from it**, and to take part in follow-up interviews with us.
- Groups that will embrace our guiding principles of **diversity and movement generosity**.

Scoping questions for new partners

We will run through a set of questions in an inception meeting with our chosen partner, to help us agree the focus for our work. These questions help to identify the types of support which would be most useful.

1. What is the **big objective** you're working to? How do you think you'll meet it?
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 / communications for the next 3-6 months?
4. Who are you trying to reach, and how? What do you already know and understand about the people you're working with and/or trying to reach? Do they trust you, and why? Where might they not trust you?
5. What have you got to play with - what are your assets (ie, contacts, channels, partners, resources, staffing capacity / volunteers etc)? 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?
6. Have you previously invested in monitoring the impact of your work?
7. 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)
8. What do you NOT need from us?

Illustrative menu of potential Climate Outreach support

Our support is bespoke and will draw from the range of expertise held by Climate Outreach staff and designated CAST researchers, and from our combined research base. We have particular expertise in the social science of climate change engagement and communication and environmental behaviour change.

You might also want to refer to [our previous Lab case studies](#) to see how we have previously worked with innovation partners.

Subject to staff availability, support that we can offer partners includes:

Knowledge and insight - *better understanding of how to engage particular audiences around particular issues or challenges.*

- **Presentations** to explore what our research says about the motivations, worldviews and ways to engage your specific audiences on climate change - in particular focusing on how purpose-led organisations can build trust with more sceptical members of the public.
- **Collaborative workshops and Q&As with your team** to connect what you know about your audience with Climate Outreach and CAST's social science knowledge, together building a richer overall perspective
- **Condensing information and research** that is usable and easily translatable into action points for your organisation
- **Analysis** of your existing approach to engagement, identifying strengths and weaknesses
- **Literature reviews** or similar exercises to mine the research base for new insights that may help you engage your specific audiences

Communications, framing and visuals advice

- **Analysis** of your existing usage language or visuals
- **Proposals** for language or visuals to use to resonate better with your target audience
- **Designing A/B testing** of different approaches (language / visuals / messengers / calls to action etc) with support to measure the results
- **Designing hypotheses** to test around in-person or digital engagement with specific audiences
- **Measurement advice** and support to help you understand and track the effectiveness of your engagement
- *If you have access to more funding - for example to support creative or further research work - we can work with you to shape a brief for this.*