



## Our strategy 2024 to 2027

**Climate Outreach is rewriting the climate story.**

**From a lost cause to a story of people, progress and potential.**

Climate change affects us all, and involves us all. But all too often conversations about climate exclude and alienate.

At Climate Outreach we know people become the solution to the climate crisis when they're invited into the conversation.

**Our story so far: understanding and informing**

For 20 years we've strived to understand how people engage with climate change. We've shared our pioneering insights to inspire great communication with diverse audiences globally. We're trusted as experts by governments, environmental groups and media organisations.

Climate Outreach was founded to 'educate and inform' people about climate change. In the 20 years since, understanding and awareness of climate change has changed dramatically. The overwhelming majority of us – four in every five people in the UK – now know and care about climate change. We want to protect our children's futures and our precious natural world.

**Our next chapter: moving from awareness to action**

We know people care about tackling climate change. And we know we need to act fast. Season after season of wild weather around the world leaves us in no doubt that climate change is happening here and now.

But what happens next is a task like no other.

We need to get emissions down across our whole society – our energy, transport, industry and food sectors. We also need to prepare for the impacts of a climate that is already changing.

Getting it right means creating millions of decent jobs and making things fairer for everyone. We'll end up with warmer homes, cheaper and cleaner energy, and thriving nature.

Getting it right also means building people's trust that tackling climate change is not just possible but positive. That it is a story of progress that is already happening.

**We want everyone to be involved in shaping a more sustainable, fairer world. This is our vision.**

**We want to ensure people trust, support and have a say in the changes we must make to tackle climate change. This is our mission.**

**Everything we do in achieving our vision and mission will be shaped by our values. Led by evidence, we are**

- Collaborative
- Inclusive
- Curious
- Optimistic

### **Our work is more vital than ever**

The challenge we must rise to is unprecedented.

Societies globally need to engage and involve people and communities in the transition to a low-carbon, thriving future.

This is not primarily a policy challenge. We know the policies we need. It is not primarily a technical challenge. The technology is here, or is coming.

The challenge we have to meet is one of communications - of storytelling and engagement.

Getting this done right and on time means putting people at the heart of everything. People want trusted information, they want to have informed conversations and they want more opportunities to get involved. They also want honesty - change is hard and it will involve trade-offs. We have to talk about that.

But most of all we must create and showcase the stories and the storytellers of a fast and fair transition to a low carbon world.

## Meeting this moment

From now on, if we leave people out of the process, we'll see backlash and delay. Vital policies will flounder and emissions will rise, not fall. Across the world, temperatures are rising. We have to act now - later is too late.

More and more people - from climate funders to the green movement to think tanks and business leaders - are recognising how essential public engagement is. This cannot just be a story about environmentalists and activists. It has to be a story about everyone.

## What we will do

Every year Climate Outreach's work helps hundreds of organisations to think about how they can **tell a different climate story**. We have 20 years of research and insight into how to make these stories as powerful and impactful as possible.

**Now we must go further.** We are going to **seek out and share the most effective climate stories**.

We are going to take our research to hundreds of new organisations and sectors - from business to housing to sport - to help them tell their own stories. If your organisation wants to think about its climate story **we can help**.

We are going to **support and inspire new storytellers**. We will listen to people from all walks of life about what climate means to them.

We will partner with hundreds of organisations to run training programmes so different people can feel confident telling their climate stories. We will partner with organisations with significant reach to get these stories heard.

We are going to **show politicians and policy makers the importance of engaging people in climate policy making**. We urgently need to get emissions down across our whole society - our energy, transport and food sectors. But we have to engage and involve people in these changes in their lives and their communities.

We will **showcase where great public engagement has already helped deliver effective policies**. We will run new programmes that embed engaging and involving people in policy roll out. We will collect evidence and insights to inspire more of what works. **If you would like to work with us, get in touch**.

And we are going to keep **building our evidence base** on great climate communications and public engagement with innovative research and insight.

## Our three year goals

- To unleash a powerful new climate story. We'll model effective storytelling and we'll support hundreds of new advocates and leaders to inspire action.
- To show that ambitious climate policies can be implemented more quickly if people trust, support and have a say in them.
- To build and share our knowledge base so that Climate Outreach is seen as *the* go-to source of research into climate change communications and public engagement.

## Why Climate Outreach?

### **We take our 20 years of evidence and insight to help create new climate stories**

Our innovative work has helped change communication about climate change: from a story about science to a story about people.

Everything we do is grounded in knowledge and evidence about what works in climate change communication. We know we have to act fast to stop runaway climate change. But we also know that talking to people in facts and statistics about a future of doom and destruction does not inspire action.

We get our research and evidence into the hands of the people and organisations who can help us tell a different story.

We work with the environmental movement, governments and community groups to help them understand their audiences and communicate powerfully with them. Armed with our insights, organisations and leaders are able to effectively engage and involve people at scale.

### **...with fairness and diversity at the heart of all that we do**

We are committed to being an anti-racist, anti-colonial organisation. We have conducted pioneering research into how people understand and value fairness in climate policies, and these insights guide all of our work. Our programmes of work are with and alongside people and communities most affected by climate change, including sector-leading work on the links between climate change and migration.

### **...so that we can inspire everyone to feel involved in tackling climate change**

The climate movement does an important job: motivating activists and moving climate change up the agenda. We are proud to have supported organisations working on the climate and nature crisis with their communications and messaging work.

But while millions care deeply, most don't feel the environmental movement speaks for them.

We now need to make climate action normal and possible for everyone. We need to inspire and involve at scale. This will take intention and empathy – understanding how people feel and what they need – and a move away from broadcasting our truth and demands.

**...and support local change with national and global impact.**

We currently run long-term programmes with partners and communities in the UK and Australia – high emitting countries with the potential for real global leadership on climate change. We take the evidence from our programmes and our research to global negotiations and summits. Our ground-breaking work has potential to be replicated around the world.