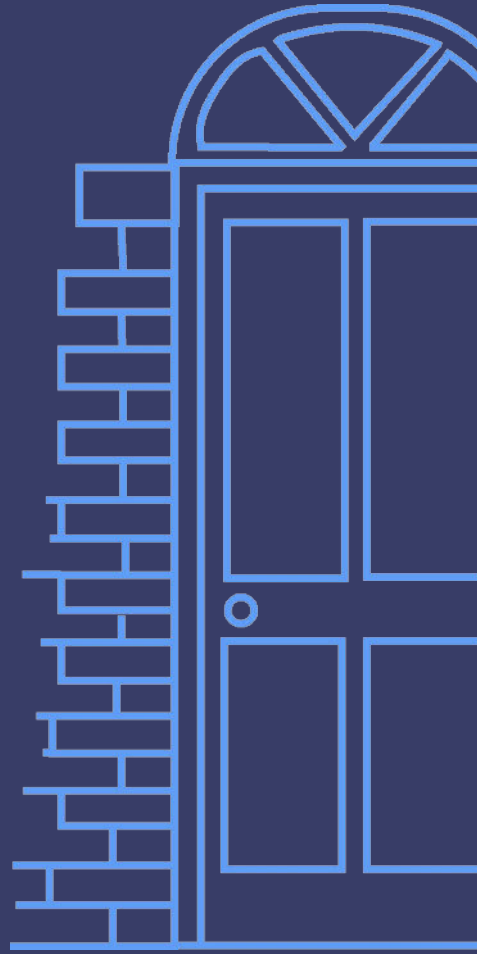


Talking climate on the doorstep

Climate conversation tips for
election candidates and activists

June 2024



Great climate conversations can make a huge difference and they're really important - particularly at election time. We're here to help.

In this pocket guide we cover:

- How most people **feel** about climate and nature right now.
- How to be **trusted** to talk about climate change.
- Some tips for having a **great climate conversation**.
- **Information** you might want to hand.



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Climate conversation tips for election candidates and activists



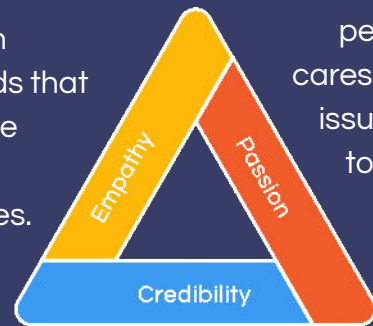
Set the tone for a positive conversation about climate change

- 1 Across the country we **care** about climate and nature.
- 2 Climate leadership makes people feel **hopeful** in tough times.
- 3 People **don't want to be left alone** to face and tackle climate change.

How to be trusted to talk about climate change

Empathy: This person understands that people have different perspectives.

Passion: This person really cares about this issue, and has told me why.



Credibility: This person knows what they're talking about.

Really listen to, and respond to, people's worries and concerns

- 1 Ask questions and listen.
- 2 Be authentic.
- 3 Find common ground.
- 4 Be honest about what you can and can't do.

Information you might want to have to hand

- 1 What are the hot climate-related topics in your area?
- 2 What great things are happening as part of climate action locally?
- 3 Your party's plans on public engagement to give people a meaningful say in shaping climate action.

Set the tone for a positive conversation about climate change

1

Right across the country **we care about climate and nature**. Sometimes we don't think others do - so it's always good to remind voters four in five of us care about climate.

2

People strongly believe it's the government's job to lead the way. Climate leadership **makes people feel hopeful** in tough times. Tell them a bit about your party's plans to address the climate and nature crisis.

3

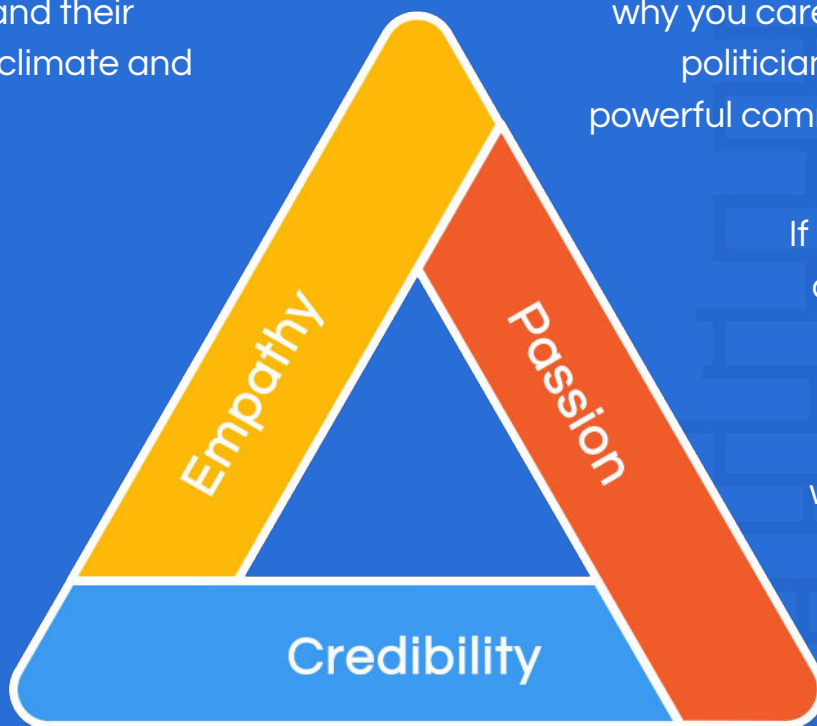
The best climate communication makes caring and action feel normal, everyday and positive. People like to hear specifics, like local residents getting on with doing their bit and the area changing for the better. Have some examples to hand - from school projects to new businesses.

Talking authentically about climate change means building trust - here's how to do that

Show empathy: you need to show voters you are interested in them and not talking down to them. Listen to them and their perspective on climate and nature.

Show your motivation and passion: people need to understand why climate matters to you. Tell them why you care - as a human, not a politician. It's one of the most powerful communication tools you have.

If you're not a scientist, don't feel you have to have scientific arguments up your sleeve. Talk about what moves you, with passion.



Build your credibility: voters need to believe you're not lying to them or making things up. Be honest about what you can and can't do. Politicians can't help with everything. If you promise you will help someone, take that seriously - but don't make promises you or your team can't keep.

Really listen to, and respond to, people's worries and concerns

- 1 Ask questions and listen.
- 2 Be authentic.
- 3 Find common ground.
- 4 Be honest about what you can and can't do.

People **don't want to be left alone** to face and tackle climate change. We need to feel we're part of something collective. We need the government to **lead**, and take seriously our worries about costs and change.

Ask people what climate change means to them and give them space to share. Show you're interested in what they have to say. Resist the urge to 'win' the conversation or always be thinking about what you're going to say next.

Find common ground. We're all noticing the changing weather, and we all love and value things that climate change threatens - like our local parks and nature, or whether our sports teams can play. Find something that connects you.

Information you might want to hand

1

What are the hot climate-related topics in your area?

It might be the impact of flooding on farms, or unbearable heat in the city in the summer. Perhaps people are particularly concerned about some aspect of what's planned locally as part of tackling climate change. Find out the big debates and be ready to be honest about how you feel about them too.

2

What great things are happening as part of climate action locally?

There'll be so many stories of local jobs, action and inspiration. Find them and have them ready to share.

3

Your party's plans on public engagement.

Climate conversation shouldn't just happen at election time. We need a national plan for making everyone feel part of the climate story, from mass advertising campaigns to ongoing citizen involvement in making climate plans. How will your party give people a meaningful say in shaping climate action locally and nationally?

How we can help

Climate Outreach works with national and local politicians, activists and advisors from all the main parties, helping them to get the political climate story right.

Our 2024 [Britain Talks Climate toolkit](#) is a deep dive into people's hopes and fears on climate policy in an election year.

[Get in touch](#) if you think we can help.

More information

- [Getting the climate story right: 2024 General Election dos and don'ts](#)
- [Trust & Influence](#): how to be trusted to talk about climate change
- [Talking Climate](#): how to have good conversations
- [Why the UK needs a climate engagement strategy](#)

