

**“A ‘think and do’ tank focused on connecting people to climate change & climate change to people”**

We now know that science, by itself, is not enough: our expertise into how to talk about climate change and to engage people, organisations and governments in meaningful action is urgently required.

Over the last 12 months, our insights have helped to break the climate silence, widen engagement and push climate change back up the agenda - in these pages you can see how.

Our research underpinned the year's biggest climate change campaign, 'For the Love of', by the Climate Coalition. We've provided crucial advice both to key civil society actors and governments and worked in local communities here and around the world.

Feedback from our supporters and funding partners has been excellent, and we are looking forward to playing an expanding role in tackling climate change

in the UK, Europe and around the world. We are grateful for the support we receive.

If you are new to Climate Outreach, we invite you to join us in this crucial work.



**Jamie Clarke, Executive Director**

**“Our expanding team is rightly proud of what we have achieved”**




Connect with us

 [climateoutreach.org](http://climateoutreach.org)

 Climate Outreach

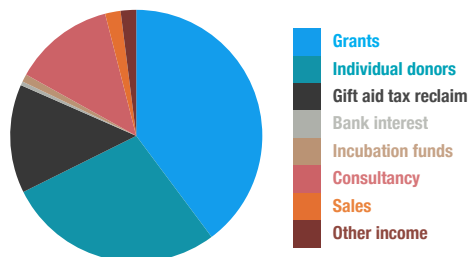
 Climate Outreach

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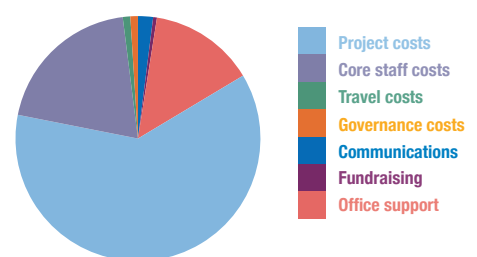


**2013-2014 finances**

**Funding sources £210,388**



**Expenditure £188,178**



# Communication Research

We gather the best research evidence, contribute to this growing body of research, and translate our work into practical guides for our audiences

## Starting a New Conversation on Climate Change with the European Centre-Right



A practical toolkit



## Young Voices

### HOW DO 18-25 YEAR OLDS ENGAGE WITH CLIMATE CHANGE?

How narrative workshops informed a national climate change campaign

SUMMARY OF A REPORT FOR THE CLIMATE COALITION  
Climate Outreach & Information Network (COIN)  
April 2014

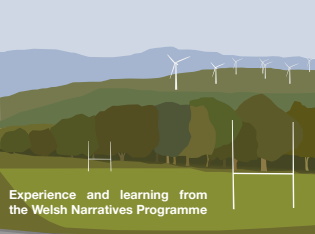


www.climateoutreach.org.uk

## Seven reports on some of the most central questions about climate change communication

### Hearth & Hiraeth\*

Constructing Climate Change Narratives around National Identity



Experience and learning from the Welsh Narratives Programme

\*Hiraeth hiraeth: a Cymraeg (Welsh) word, that cannot be directly translated into English, for the deep bond one feels for one's homeland and its culture, and a yearning to return.



### Science & Stories

Bringing the IPCC to Life



5000+ downloads

### THE SEVEN DIMENSIONS OF CLIMATE CHANGE

Introducing a new way to think, talk, and act

Dr JONATHAN ROWSON & Dr ADAM CORNER | JANUARY 2015



### Communicating climate change adaptation

A practical guide to values-based communication



December 2014

“The in-depth and insightful results of [Climate Outreach’s] work helped us develop what seemed an impossibility: messaging which will celebrate the diverse range of groups working on climate change campaigns whilst showing we’re all working together...”

Beth Tegg, Communications Lead, The Climate Coalition

## Our research partners



Grantham Research Institute on Climate Change and the Environment



Universität für Bodenkultur Wien  
University of Natural Resources and Life Sciences, Vienna



# Training and Advice

Climate Outreach is fast becoming the go-to expert for NGOs, local government and international organisations that want to engage their constituencies more meaningfully.



Consultancy



Workshops



Presentations

This past year we have spoken directly to more than 2300 people through:

**26 workshops** to a wide range of audiences including MEPs, local government, academics, campaigners and people affected by flooding

**15 presentations** in order to share our findings about communicating climate change

Our interactive workshops have been very well received



“What participants say about our workshops”

“[Climate Outreach’s] engagement with centre-right decision makers and formers on climate change is innovative and vital work, and on an area that has been neglected by much of the environmental movement.”

*Sam Daws, Director, Project on UN Governance & Reform, Centre for International Studies, Oxford University*

“Eye opening workshop that gave me practical strategies to use in my campaigning.”

*Allison Leahy, Quit Coal in Friends of the Earth Volunteer*

“Highly engaging and provocative workshop that’s made me re-think how to communicate on climate change!”

*Cath James, Uniting Church Campaigns*



## Spotlight on flooding

Climate Outreach continued to be at the forefront of drawing the connection between the 2013/14 floods and climate change.

We ran a series of community flooding seminars allowing people to learn about climate change and flooding. The focus was on empowering participants to feel more confident talking and acting on climate change in their community. The key achievements included:

- Empowering climate change activists to speak out on climate change when previously they would not have
- Including new people in climate change discussions
- Boosting local community climate change activities
- Informing national climate change mobilisation preparation for NGOs, including Greenpeace and Friends of the Earth



## Participants enjoyed:

“Learning how to make climate change personal through words and use of language”

“Realising I’m not alone when it comes to feeling uncomfortable about speaking about climate change”

“Learning how to have conversations about climate change with a wider range of individuals”

## Organisations we have worked with



AUSTRALIAN  
CONSERVATION  
FOUNDATION



UNIVERSITY OF  
CAMBRIDGE  
PROGRAMME FOR  
SUSTAINABILITY LEADERSHIP



CAN  
CLIMATE ACTION NETWORK



Comisiwn Cymru ar y  
Newid yn yr Hinsawdd  
Climate Change  
Commission for Wales



COMPASSION  
in world farming



GREENPEACE  
Greenpeace Environmental Trust



helix  
www.helixclimate.eu



ICCYL  
INTERNATIONAL CONFERENCE CENTRES  
FOR YOUNG LEADERS



THE UNIVERSITY OF  
MELBOURNE



NORWEGIAN MINISTRY OF  
THE ENVIRONMENT



Psychology  
for a Safe  
Climate



RWE  
The energy to lead



The Scottish  
Government



SEE CHANGE NET  
FOUNDATION



sniffer  
knowledge brokers  
for a resilient Scotland



St Clare's  
Oxford



TRANSITIONSTROUD  
www.transitionstroud.org



UTS  
UNIVERSITY OF TECHNOLOGY, SYDNEY



WWF

# Public Events



## The Seven Dimensions of Climate Change A collaboration with the Royal Society of Arts (RSA)

This project involves a series of events and publications exploring the idea that the climate change challenge is not only (or even mostly) about 'saving the environment'. Instead, it is a challenge with seven main dimensions, all of which relate to a different aspect of human existence:

science | technology | law | economy | democracy | culture | behaviour

## Hosting Naomi Klein's UK book launch for 'This Changes Everything: Capitalism vs The Climate'



As part of our ongoing series of climate conversations, 800 people packed the Sheldonian Theatre in Oxford to hear Naomi Klein discuss her new book. The event was introduced by Dame Vivienne Westwood. Following Naomi Klein's talk, we led a conversation in which the audience was invited to talk about climate change with the people sitting around them.

## On tour in North America and Australia

Over the past year we've worked with countless partners in the UK and Europe, but we also sent a Climate Outreach envoy to North America and Australia. With the help of local partners, we put together a jam-packed schedule of meetings that we knew could make a difference and are already bearing fruit.



## Events exploring migration and climate change by our Defending Rights Program



*The Moving Stories* launch event was the culmination of over a year of research collecting testimonies from some of the most climate-vulnerable areas in the world.

*The Time to Act* launch in Brussels drew European policy experts to explore the recommendations in our report about how the European Union can respond to migration linked to climate change.

## Our TedX talk on 'Climate change - the greatest story never told'



We were delighted to be invited by WWF to deliver a TEDx talk in Brussels. Watch it [here](#)

## A climate conversation around George Marshall's new book: 'Don't even think about it - why we are wired to ignore climate change'



Our co-founder's new book has earned rave reviews from James Hansen, Naomi Klein and Bill McKibben to name a few. A sold-out audience of 200 people participated in a thought-provoking climate conversation examining why, despite the overwhelming scientific evidence, we are so adept at side-lining climate change.

## Media Stories

Our team writes for national media

Click the names to  
read the stories!

the guardian

Adam Corner

George Marshall



Alex Randall (1)  
Alex Randall (2)

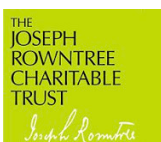


Adam Corner



David Roberts

## Funders



Marmot  
Charitable Trust

Patsy Wood  
Trust

