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How engaged are the public with the UN climate talks?

An evidence-based understanding of how the public is engaging with the UN negotiations can inform an effective communications strategy for Paris – and beyond. We conducted the only social research focused specifically on public engagement in the UK with this crucial political moment. This report offers recommendations for capitalising on the public’s desire to see the talks succeed, which remains a key untapped resource in the negotiations. **November 2015**



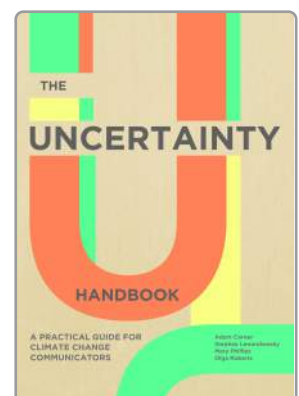
How can we engage individuals and communities more effectively around flood risks?

This practical resource to help build community resilience for future climate impacts identifies 9 principles for communicating about flooding in a changing climate. It is designed for campaigners, policy makers and those working with communities directly affected by flooding. It represents a powerful statement from a diverse cross-section of experts including climate scientists, social scientists, representatives from major NGOs and national policy makers.

November 2015

How can we communicate climate change uncertainty assertively?

Uncertainty has become an argument for discrediting climate science and for delaying policy responses - but if communicated effectively, it can be a stimulus for action. This resource, a collaboration with the University of Bristol, distills the most important research findings and expert advice on communicating uncertainty into 12 principles. It provides scientists, policymakers and campaigners with the practical tools they need to communicate more effectively around uncertainty. **July 2015**



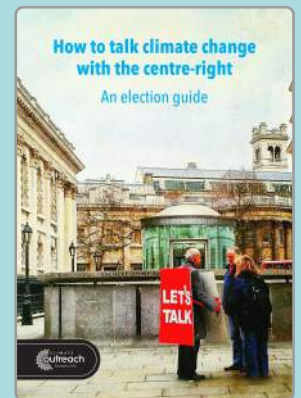


How can we engage with people of faith on climate change?

We were commissioned by Our Voices, a global multi-faith campaign for climate change action, to develop narratives around climate change that could mobilise activity across the world's 5 main faith groups: Buddhism, Christianity, Hinduism, Islam and Judaism. Based on interfaith statements on climate change and interviews with faith experts, we developed trial narratives which we then tested in workshops (one per faith) and an online survey. This resource presents key insight from our research. **June 2015**

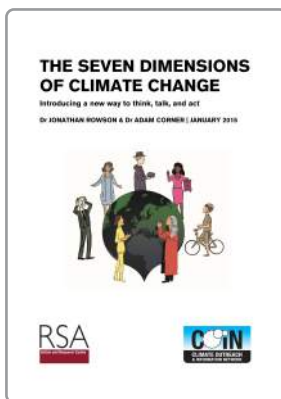
How can we engage the centre-right on climate change in an election?

We need robust cross-party support for tackling climate change - and elections are rare opportunities for public debate and set policy agendas. Unfortunately, climate change often features minimally in political campaigning. Furthermore, there are strong political divides: centre-right voters are less likely to be committed to climate change than centre-left voters. This guide, highlighting the importance of communicator trust, provides communicators and campaigners with narratives that resonate with centre-right voters. **April 2015**



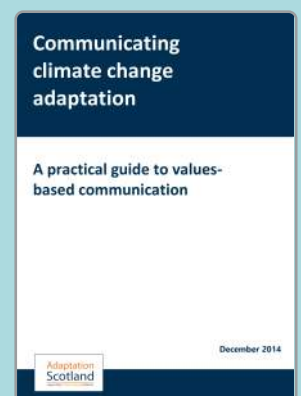
How can thinking about climate change as a shared challenge with multiple dimensions accelerate action?

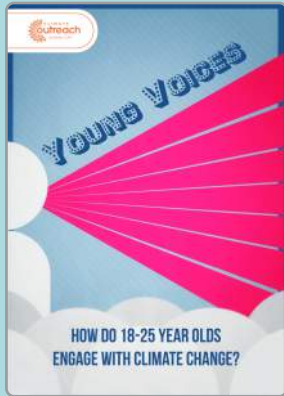
Climate change isn't only about 'the environment'. In partnership with the RSA, Climate Outreach explores 7 key dimensions of this issue: science, behaviour, technology, democracy, economy, law and culture. Thinking about climate change through this lens highlights the systemic nature of the challenge and the range of possible solutions, using a multi-lateral approach. It also allows people and groups to identify their scope for action within a particular dimension of this complex problem. **January 2015**



How can we communicate effectively about climate change adaptation?

This practical 'how-to' guide introduces the concept of values-based climate change communication for adaptation. It provides clear, concise summaries of the principles of engagement, combined with practical examples of how public bodies in Scotland can use and tailor these principles in their work. The guide is primarily aimed at staff within public bodies who want to communicate more effectively on climate change adaptation within their workplace, to external stakeholders and to members of the public. **December 2014**



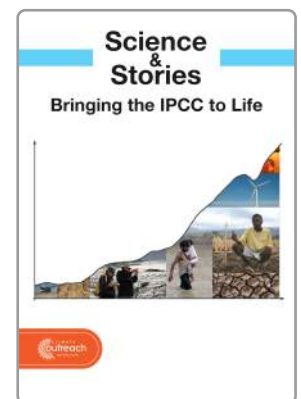


How do 18-25 year olds engage on climate change?

This is the first study to ask young people themselves how to engage their peers more effectively, and to propose and test new climate change narratives specifically designed to engage young adults. Many current climate engagement strategies may be failing to reach young people - this report provides valuable insights for anyone interested in improving communication about climate change with this group. **October 2014**

How can the UN's IPCC communicate with the public and media more effectively?

Climate Outreach interviewed leading figures from the UK media and civil society (experts on translating the science of the IPCC to their audiences) to explore how the IPCC could communicate its findings more effectively. Our report concludes that the IPCC must adopt new ways of presenting its work and engaging the public and media, such as using human stories that illustrate the impacts of climate change. **May 2014**



How can a national climate change campaign reach beyond the concerned minority?

Climate Outreach employed its unique methodology of narrative workshops to inform the Climate Coalition's new national campaign, 'For the love of...'. Our research identified messaging that worked across a diversity of groups and steered the campaign towards more inclusive language, inviting people to think about what they love most and how these things are being affected by climate change. **April 2014**

How can we communicate more effectively about climate change around extreme weather events?

Climate Outreach has been running a number of community flooding and climate change seminars. Our report highlights that extreme weather does not automatically lead to greater concern about climate change. Communicators should validate and build on the powerful narratives of resilience, community pride and mutual caring that often emerge during extreme weather to create a broad-based discussion of long-term preparedness and adaptation. **February 2014**



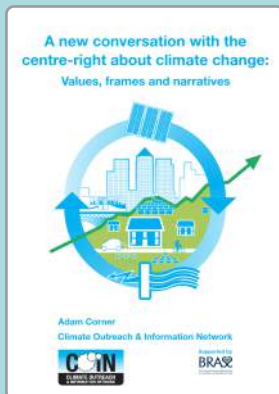
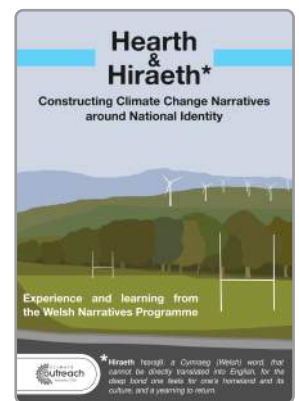


How can we use new narratives to break the climate silence?

This report describes the blanket of silence that has descended on the issue of climate change, explores the causes of this silence and offers recommendations on how to break it. Climate Outreach advocates a national series of conversations about climate change, initiated by representatives of different communities. These conversations would help unearth the values on which people base their views about the world and build a bridge between these values and those of a more sustainable society. **December 2013**

How can a national government engage its population around sustainable development and climate change?

The Welsh government commissioned Climate Outreach to develop a compelling and clear narrative about sustainable development and climate change that allows people to see these concepts in a hopeful frame and motivates them to support the Government's action and take action themselves. Climate Outreach led a team of 10 researchers and communications specialists in a 2-year programme to develop language which the Welsh government now uses in its sustainable development communications. **November 2013**







How can we engage centre-right citizens around climate change more effectively?

The central argument of this report is that there is no necessary contradiction between the values of the centre-right and the challenge of responding to climate change. However, until now the issue has not been framed in a way that resonates with centre-right citizens. We offer 4 narratives for bringing climate change into the mainstream: localism, energy security, the green economy & 'new environmentalism', and 'the good life'. **June 2013**

About Climate Outreach

Climate Outreach (formerly COIN) is a charity focused on building cross-societal acceptance of the need to tackle climate change. We have over 10 years of experience helping our partners to talk and think about climate change in ways that reflect their individual values, interests and ways of seeing the world. We work with a wide range of partners including central, regional and local governments, charities, trades unions, business and faith organisations.

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