



New Ways of Engaging

Manchester Museum. 7.4.17

George Marshall

Climate Outreach

Information Network

www.climateoutreach.org

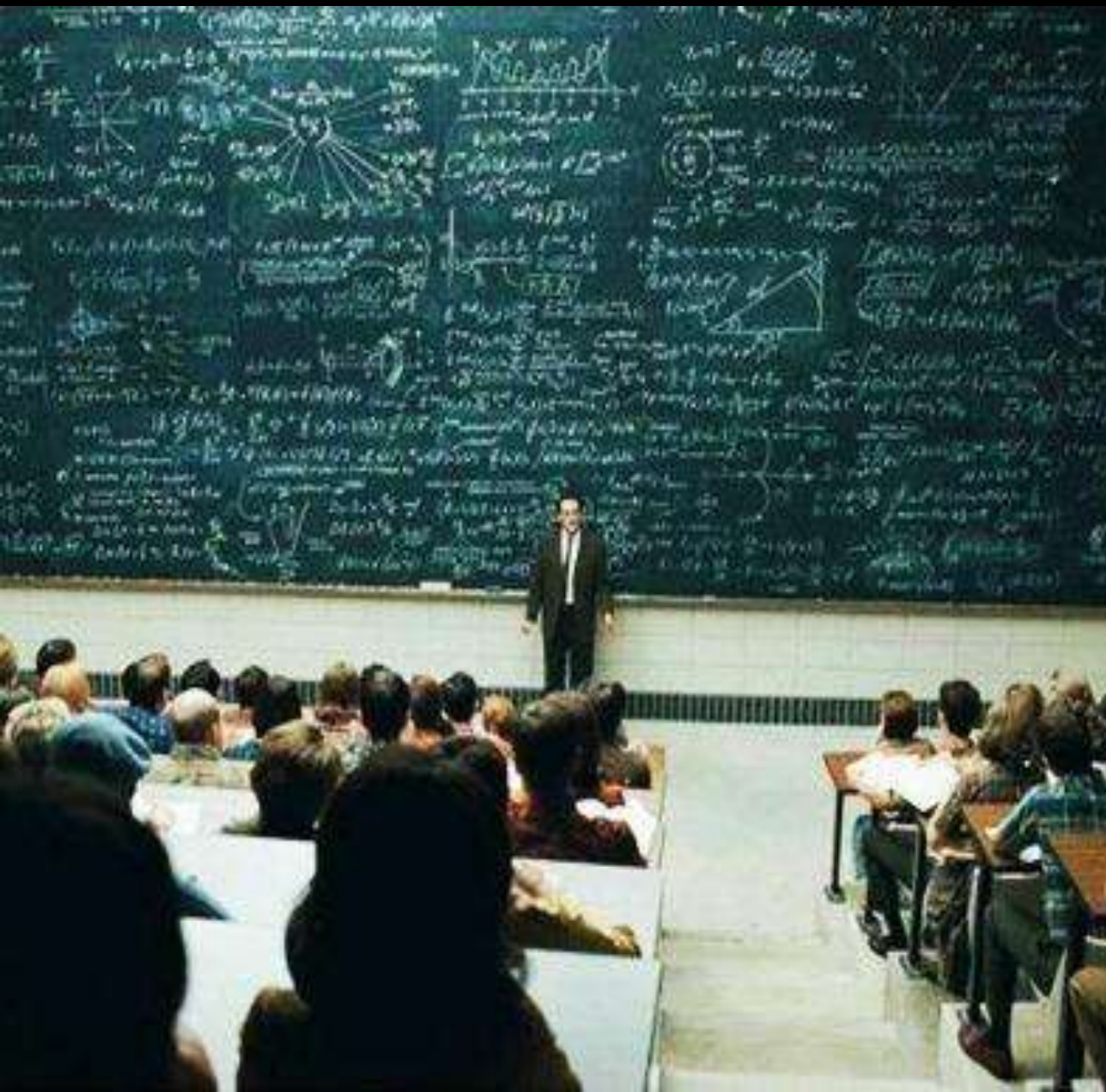


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Climate change exists for us primarily
in the form of '*social* facts' not
'*scientific* facts'

Socially constructed narratives based
on our values and worldview.



Facts, figures
and data do not
persuade
people...unless
they already
agree with
them!



ISLAMIST EXTREMISM IS A REAL THREAT TO OUR WAY OF LIFE.

ACT NOW BEFORE WE SEE AN ORLANDO-STYLE ATROCITY HERE BEFORE TOO LONG.

LEAVE.EU

JOIN BRITAIN'S FASTEST GROWING GRASSROOTS MOVEMENT BY TEXTING "LEAVE EU" TO 81400.
(TEXTS ARE CHARGED AT STANDARD RATES)

WWW.LEAVE.EU



73% of 18-29 year olds back staying in - YouGov 2016

SPECIAL REPORT GLOBAL WARMING

TIME

**BE
WORRIED.
BE *VERY*
WORRIED.**

Climate change isn't some vague future problem—it's already damaging the planet at an alarming pace. Here's how it affects you, your kids and their kids as well

EARTH AT THE TIPPING POINT

HOW IT THREATENS YOUR HEALTH

**HOW CHINA & INDIA CAN HELP
SAVE THE WORLD—OR DESTROY IT**

THE CLIMATE CRUSADERS



Scare narratives
push people away-

And they in turn
push climate
change away.



People *are* motivated by shared values and identity, and the joy of belonging..



STRONG COMMUNICATIONS SAY:

This is who you are

You're great!

This is what you care about

What you care about matters

Other people like you agree with this

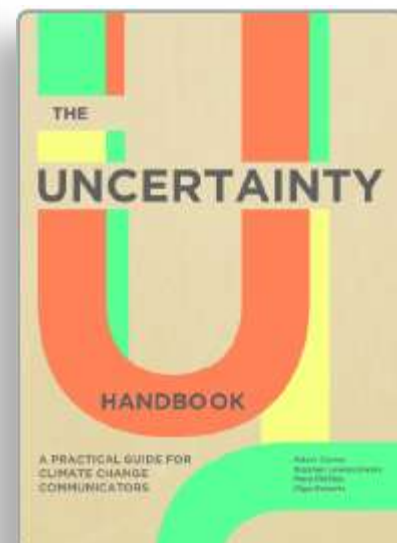
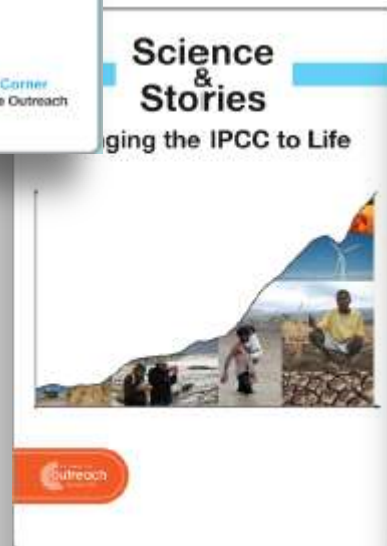
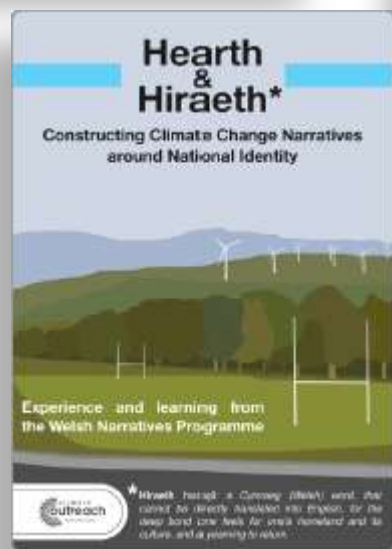
Here they are.

When you do this you belong more to your group.

This is a very you thing

And the world becomes more how you want it to be

And there is a positive change





Farmers, Utter Pradesh, India- January 2017



Palmers Green Mosque- September 2015



Case Study: Southern US Christians

Evangelical Environmental Network, 2003.

Start a conversation within conservative churches about climate change and transport lifestyles

Name some of your core audiences

This is who you are.

This is what you care about

Other people like you agree with this.

When you do this you belong more to your group.

And the world becomes more how you want it to be

A new conversation with the centre-right about climate change:

Values, frames and narratives



Adam Corner

Climate Outreach & Information Network



Supported by
BRAS

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

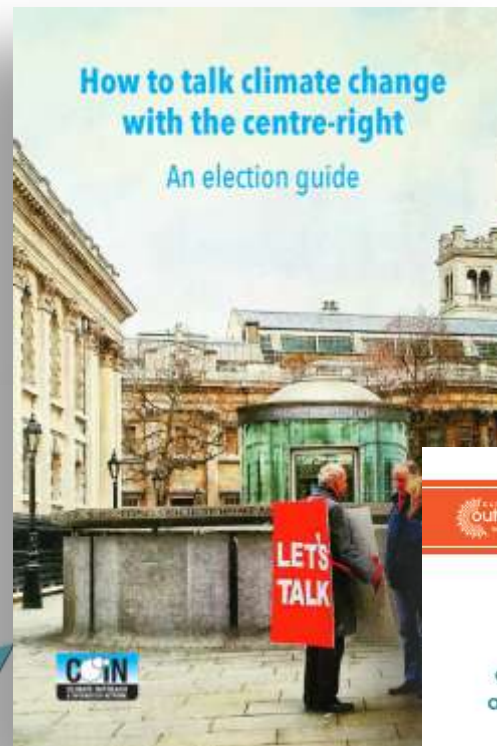


A practical toolkit



How to talk climate change with the centre-right

An election guide

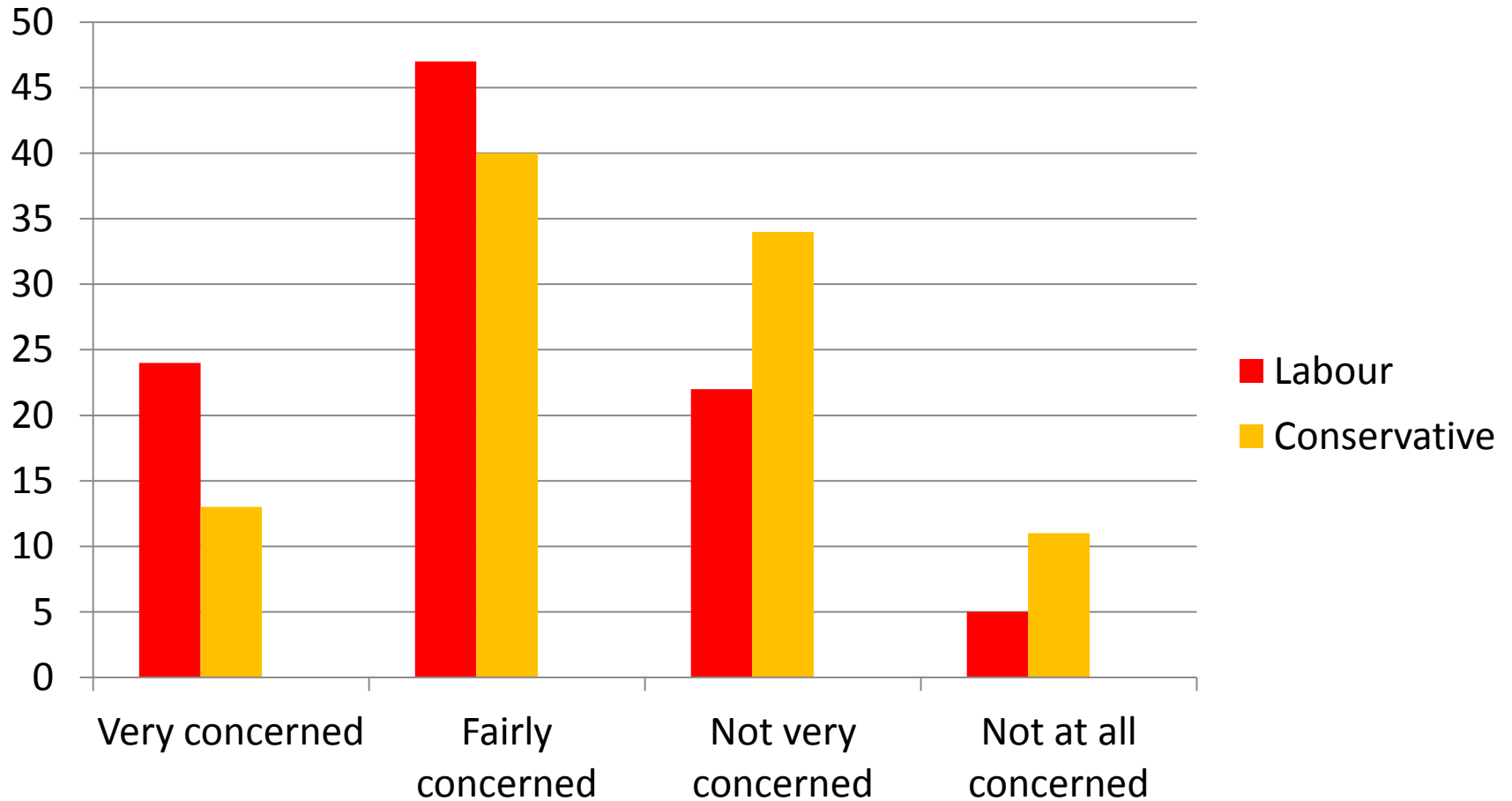


Communicating effectively
with the centre-right
about household energy-efficiency
and renewable energy technologies



Communicating with the centre-right

Levels of concern



How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'? Comres, Climate Coalition, February 2015 n=2,100

How often do you talk about climate change ?	Average	Sceptics & Uninvolved	Mild Greens	Climate Citizens
NEVER ALMOST NEVER				
OVERALL	22.6%	45.4%	20.1%	7.0%
FRIENDS	31.6%	54.2%	28.7%	16.6%
FAMILY	28.4%	49.2%	27.0%	13.2%
COLLEAGUES	38.0%	56.8%	36.8%	24.3%
CONTACTS	64.6%	74.3%	65.2%	56.2%
CASUAL	55.6%	68.7%	56.4%	44.4%

FREQUENTLY

OVERALL	23.7%	9.5%	21.0%	38.0%
FRIENDS	12.9%	4.2%	11.5%	21.5%
FAMILY	17.2%	6.0%	14.7%	29.0%
COLLEAGUES	9.4%	4.2%	8.9%	14.1%
CONTACTS	4.4%	2.9%	4.3%	5.8%
CASUAL	4.0%	2.1%	4.2%	5.4%

People *think* they talk far more than they *actually* do



**Environmentalists and the
climate 'movement' actively
alienates c'onservatives**

Climate March, New York, September 2014

We define ourselves by who we are (our in-group)



<http://com2x222.deviantart.com/>

AND who we are not (our out-group)

What does not work

Eco-language

Exaggerated doom

Destabilising schism narratives

Social justice

Global/distancing

INTRINSIC

Nature: love of creation, nature-broadmindedness

Freedom from state interference in personal behaviour and property. Independence, personal, individual

Aspiration to enjoy life; avoidance of challenges to personal life, positive, good news, quality of life, rewards, achievements, happiness, future, pleasure, happiness

Conscientiousness: being thorough, careful, and vigilant. Efficient, reliable, reasonable, sensible, tidy, organised

Need for closure, certainty, and defined categories. Resolve, predictable, balance, proportionate, fair, clear, confidence, straightforward, reality, consistent, structure, framework

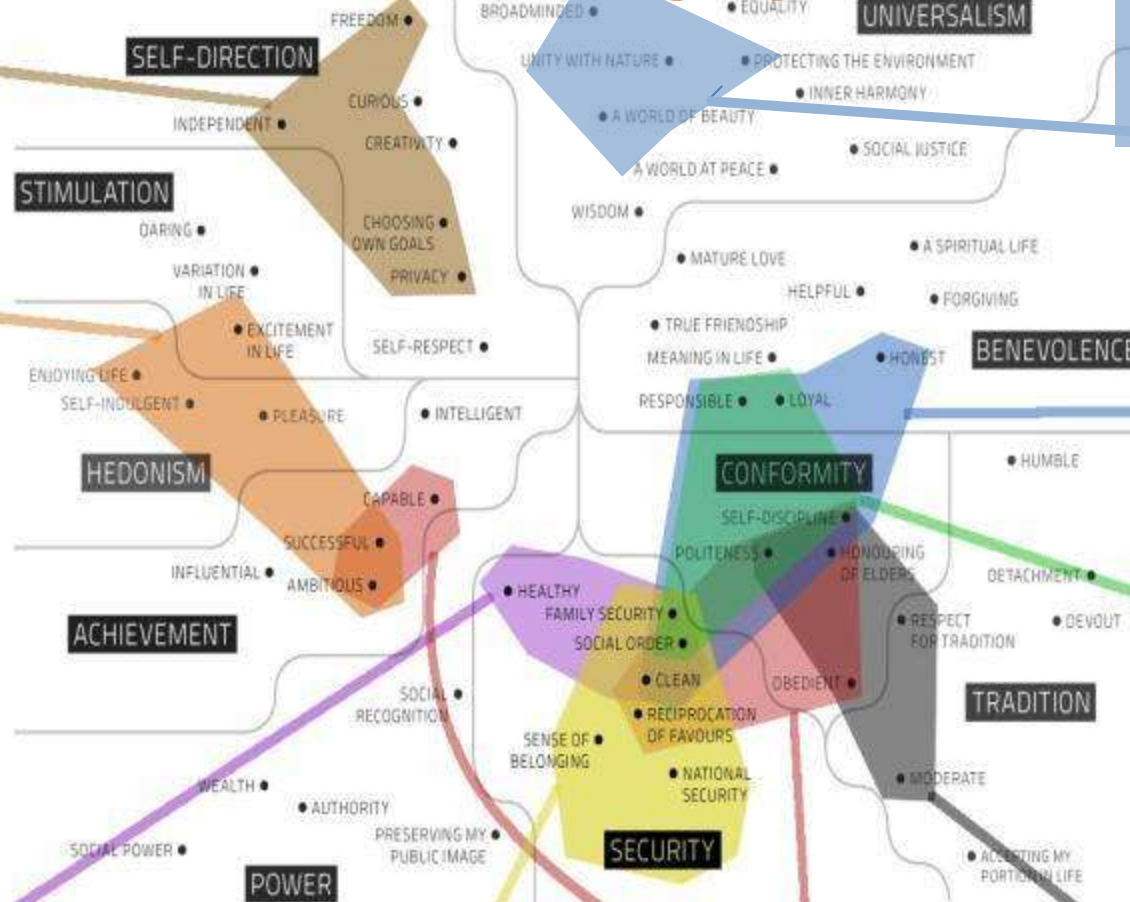
Purity: having moral standards and protecting the 'pure' - e.g. children and nature. (e.g. innocent, beautiful, clean, safe, healthy, right, decent (and their opposites: ugly, dirty, filthy, pollution, waste, messy, wrong, evil))

Loyalty to the social group; patriotism. British, national, duty, pride, secure, defend, protect, way of life

Support for a sense of social order; importance of rewarding hard work. Duty, tradition, law, order, self-discipline, prosperity, investment, growth, opportunity, achievement

Resistance to (and discomfort with) change. Stable, straightforward, settled, moderate, order, structure

EXTRINSIC



Values

On this chart/circumplex identify the values that relate most strongly to your work

Then in single sentences explain to me (your conservative audience) how your work relates to those values.

What works

Balance/common sense/fairness

Responsibility

Health/dirt/purity

Waste

Quality of life

Opportunities/good jobs/small business

Honest and authentic communicators

National identity and pride

Finding new 'environmental' messages



fresh air

Get out, get into it
www.nationaltrust.org.uk/freshair

 National Trust
Time well spent



FOR THE LOVE OF...

ADD YOUR LOVE

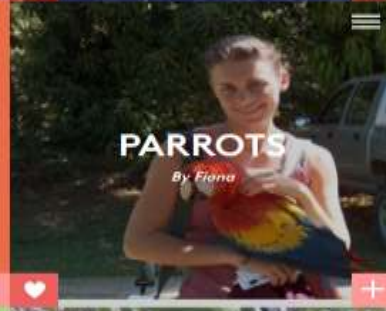
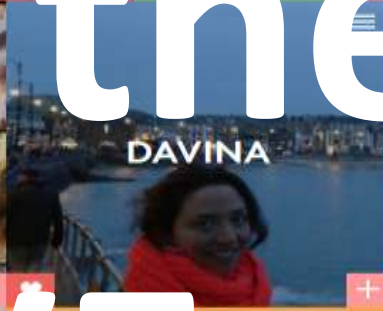
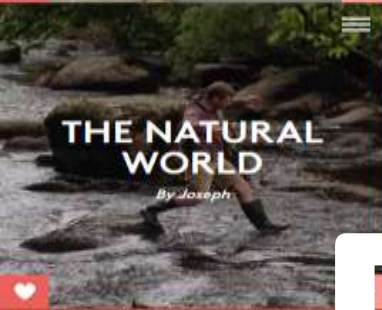
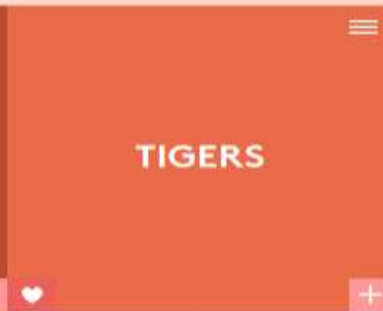


FILTER:

WORDS

IMAGES

RECENT



For the
LOVE of

feedback

Narratives

Looking at the circumplex

In single sentences:

Suggest some narratives that you could use in your work

conservative heritage narrative

We are **proud of** and **respect** our heritage

We **love** our old buildings, our art and our landscapes.

Created and shaped by the **hard work** and **faith** of our forbears.

They define **who we are**

As historians **take the long view**- so we know things are changing

Much has changed and there will be further changes and challenges

We **recognise and respond to change....**

...because we have a **duty** to **secure** and **safeguard** our **heritage**

Just as our ancestors saved it for us so that we can pass it on to **our children** and **future generations**

With energy efficiency we can stop **wasting** energy

And **breath new life** into our properties

This is the **balanced, sensible** responsible approach, working **together**

The long view



The past
History

Now
Conservation

The future
Protection

Nightshayes Court, Devon

For 150 years this oak tree towered above the gentle rolling Devon landscape.

Matthew Oates, the Trust's nature and wildlife specialist, added:

'Too many old beech, oak and ash trees have been lost. We value and venerate these old sentinels and need to become increasingly aware of the power of the weather.'

Daily Mail 19th March 2014



The long view

Houses/gardens
are a record of
past weather...

“but we’ve never
seen a
storm/flood like
this”



150 years = worst floods in Oxford

Radcliffe Meteorological Station becomes UK's longest continuous weather station



Amy Creese collects data at the station yesterday

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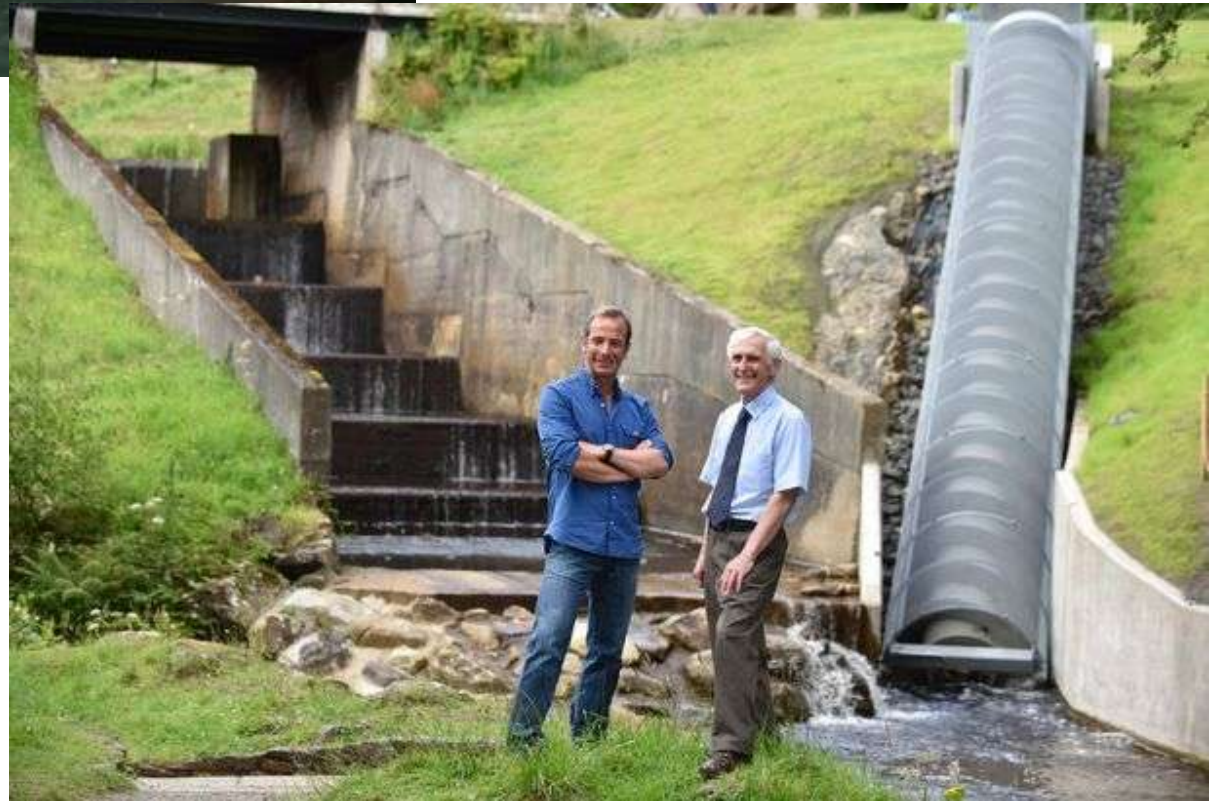
'It's time to flatten 1970s speed bumps' 2

Four charged after Meow Meow drug raids in Oxford 3



Cragside
The first
domestic
electricity

And the
latest new
technology





**Respecting the past
Welcoming the new**



Renovation = renewal

Preserving and Enhancing our Heritage



And industrial heritage too.....



Welsh Narratives 2012

SUSTAINABLE DEVELOPMENT NARRATIVES FOR WALES

A TOOLKIT FOR
GOVERNMENT
COMMUNICATIONS

SEPTEMBER 2012



Wales- “another resource”

Ours is a living and working landscape- not something to be put in a museum. There is not one part of Wales that has not been shaped by the **hard work** of people..

It was our **natural resources** that built our country in the industrial revolution. And we are also **rich in the natural resources** that will meet these new challenges.



Thank you

George Marshall

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