



Thanks to Climate
Outreach for some of the
slides:
www.climateoutreach.org

Workshop on:
**Effective Messaging
for Climate Action:
Extending the Outreach**
June 3, 2023

Facilitated by Mary Stockdale
(with technical support from Laura Sacks)

Exercise 1. Telling Your Story

What this story could look like:

- I am ...
- I have things in common with you....
- I am not a 'typical' environmentalist
- I believe that the climate is changing because....
- I was not always like this. What changed for me was...
- I have seen big changes in my lifetime.....
- When I think of climate change I feel....
- We have to do something because....
- So I am doing....
- It's not always easy....
- But doing something feels.....

Exercise 1. Telling Your Story

Construct your own story, based on the cues in the earlier slide.

Keep a 'peer group' in mind as your audience as you do so.

Total time: 10 mins in pairs in a breakout room

- 2 mins to introduce yourselves, read the instruction slides*, think about your story
- 4 mins each to talk about your ideas for your story, and 4 mins to listen attentively to your partner.

**This instruction slide, and the one before, were emailed to you an hour ago, and Laura has put a link to them in the chat.*

Exercise 2. Connecting With Your Peers

Strong communicators say:

- **This is who we are** (*think about your group's sense of identity*).
- **This is what we care about** (*think about your core values*).
- **When we do this we belong more to our group** (*create a sense of belonging*).
- **And the world becomes more how we want it to be** (*remember to include the positive vision: what are some important co-benefits for this group*).

Exercise 2. Connecting With Your Peers

Construct a message for your peers, based on the cues in the previous slide. Keep your same ‘peer group’ in mind as you do so.

You may craft it around a specific climate solution in your community, if you like.

Or, make this the main message: “we need to electrify everything using clean energy, and get off fossil fuels”

Total time: 15 mins in pairs in a breakout room

- 1 min to introduce yourselves, read the instruction slides, and think about your story
- 7 mins each to talk about your ideas for your story, and 7 mins to listen attentively to your partner.

Resources

Corner and Clarke (2017) Talking Climate: From Research to Practice in Public Engagement. Climate Outreach.

<https://climateoutreach.org/reports/book-talking-climate-from-research-to-practice-in-public-engagement/>

Hatch, C. & Granados, M. (2023). What Do Canadians Really Think About Climate Change? Re.Climate.

<https://reclimate.ca/wp-content/uploads/2023/05/2023-public-opinion-summary.pdf>

Climate Access (2021) Climate Messaging that Works: Talking Climate Change and Energy Transition in Canada

<https://climateaccess.org/resource/climate-messaging-Canada>