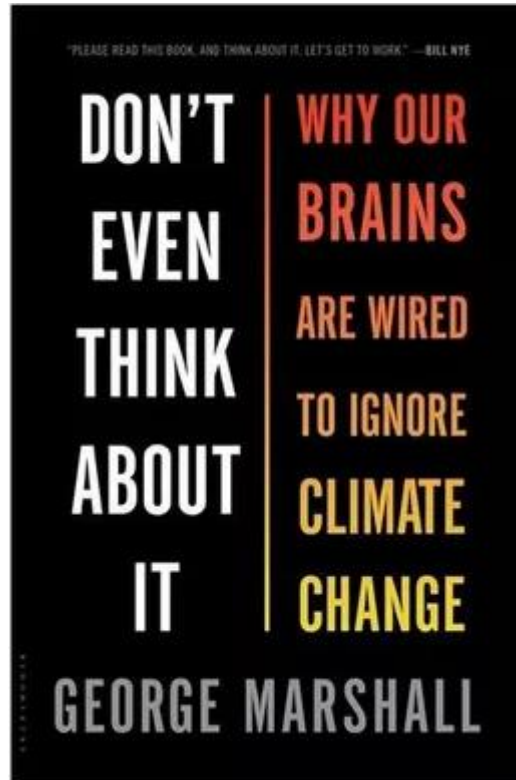




Coupar Angus - learning to thrive in a low carbon world

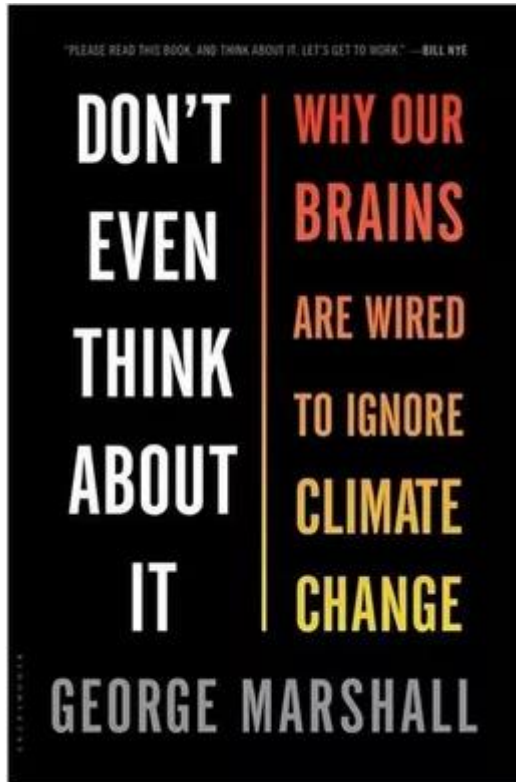
# Communicating Carbon Literacy

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



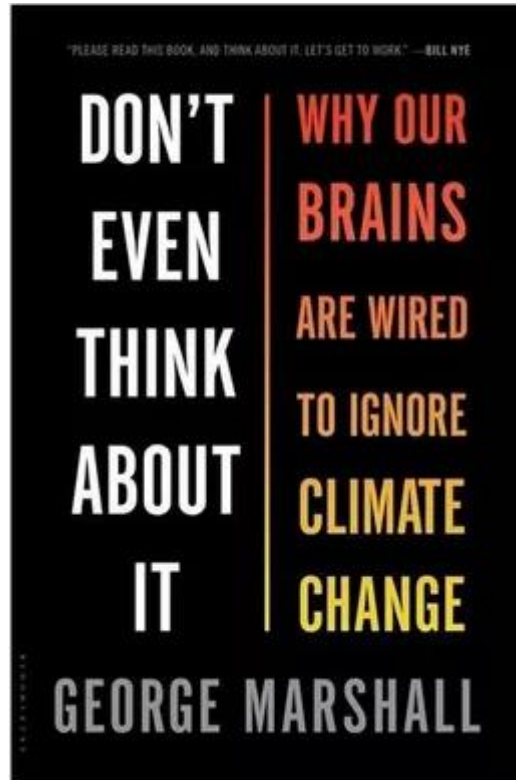
- We have a bias against threats that appear to be distant in time and place
- People are more motivated to restore lost environmental quality than improve current ones
- We are good at responding to immediate threats but slow to accommodate moving change
- The main influence on people's attitudes are the views of people they know and trust
- Not everyone wants to protect the status quo, especially if they are struggling with injustice
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



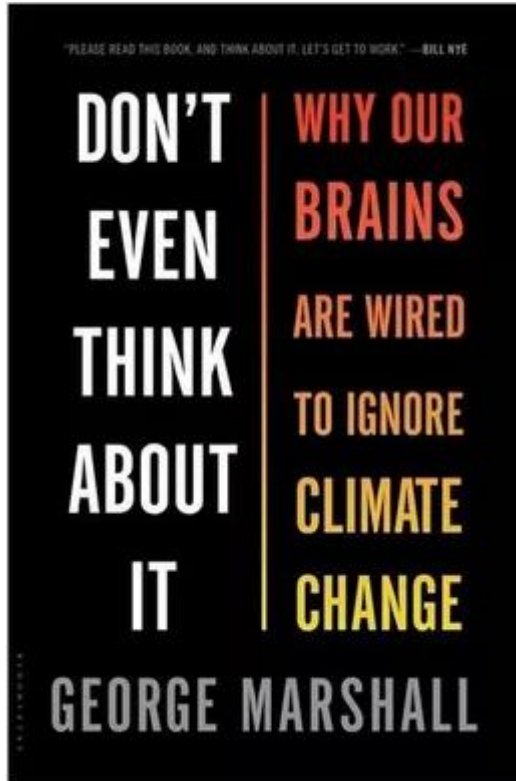
- Climate change is happening here and now – we need to keep it local and relevant – NOT Arctic polar bears!
- People are more motivated to restore lost environmental quality than improve current ones
- We are good at responding to immediate threats but slow to accommodate moving change
- The main influence on people's attitudes are the views of people they know and trust
- Not everyone wants to protect the status quo, especially if they are struggling with injustice
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



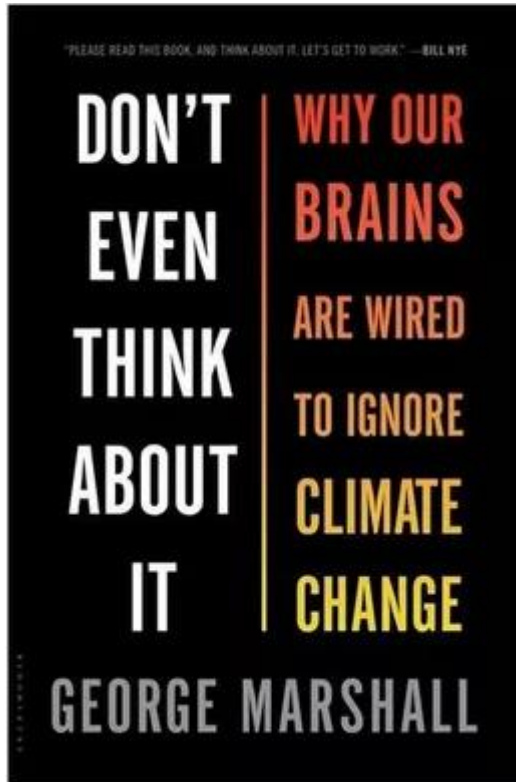
- Climate change is happening here and now – we need to keep it local and relevant
- Climate Change is an opportunity to restore past loss, whether environmental or social
- We are good at responding to immediate threats but slow to accommodate moving change
- The main influence on people's attitudes are the views of people they know and trust
- Not everyone wants to protect the status quo, especially if they are struggling with injustice
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is happening here and now – we need to keep it local and relevant
- Climate Change is an opportunity to restore past loss, whether environmental or social
- Emphasis moments of proximity – e.g. key events or successes. Create symbolic moments
- The main influence on people's attitudes are the views of people they know and trust
- Not everyone wants to protect the status quo, especially if they are struggling with injustice
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

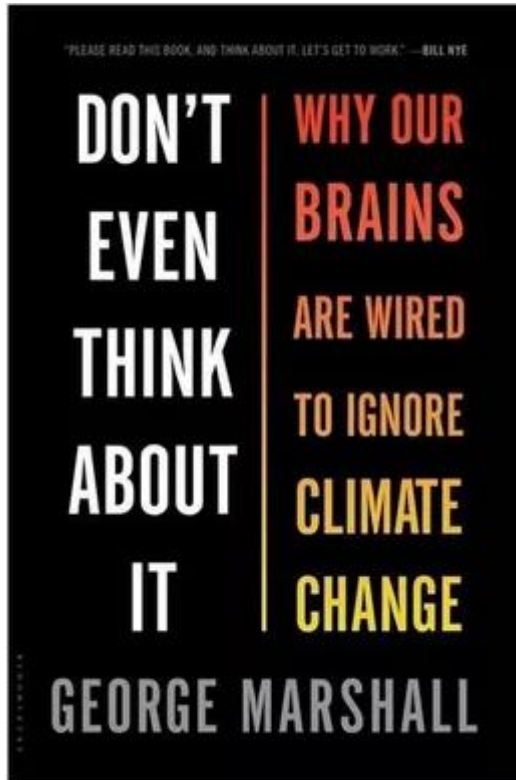
Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is happening here and now – we need to keep it local and relevant
- Climate Change is an opportunity to restore past loss, whether environmental or social
- Emphasis moments of proximity – e.g. key events or successes. Create symbolic moments
- Use trusted local communicators to educate - use conversations on long term preparedness
- Not everyone wants to protect the status quo, especially if they are struggling with injustice
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

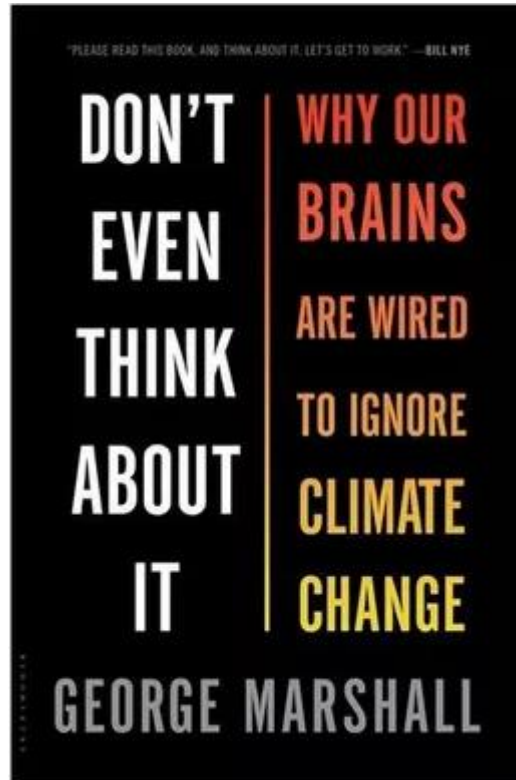


Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is happening here and now – we need to keep it local and relevant
- Climate Change is an opportunity to restore past loss, whether environmental or social
- Emphasis moments of proximity – e.g. key events or successes. Create symbolic moments
- Use trusted local communicators to educate - use conversations on long term preparedness
- Need a narrative of positive change that creates a more just and equitable world
- Climate change is a narrative, shaped through social negotiation and transmitted between peers

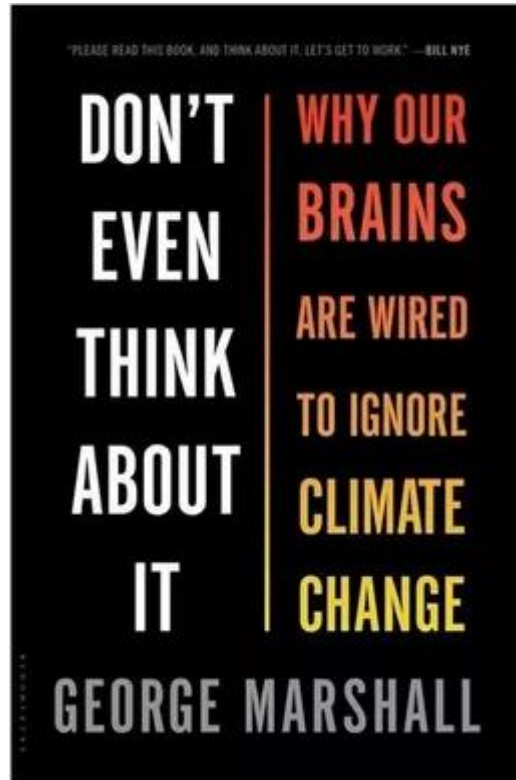
Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is happening here and now – we need to keep it local and relevant
- Climate Change is an opportunity to restore past loss, whether environmental or social
- Emphasis moments of proximity – e.g. key events or successes. Create symbolic moments
- Use trusted local communicators to educate - use conversations on long term preparedness
- Need a narrative of positive change that creates a more just and equitable world
- Follow narrative rules: uses recognisable actors, motives, causes and effects

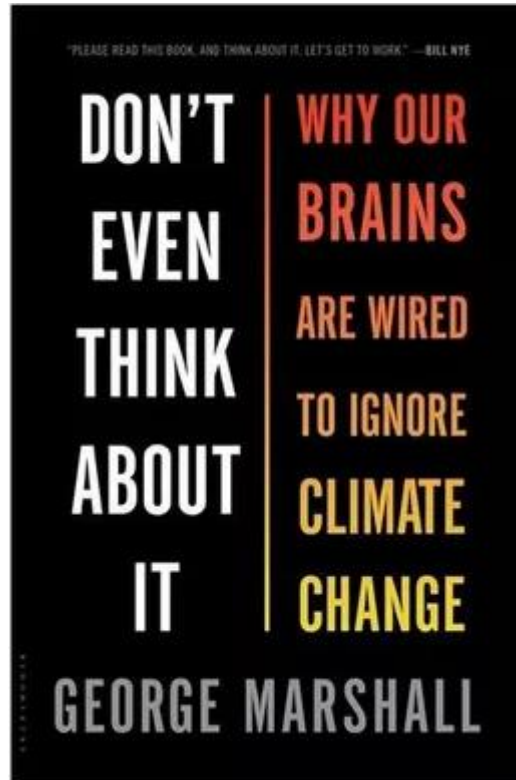


Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



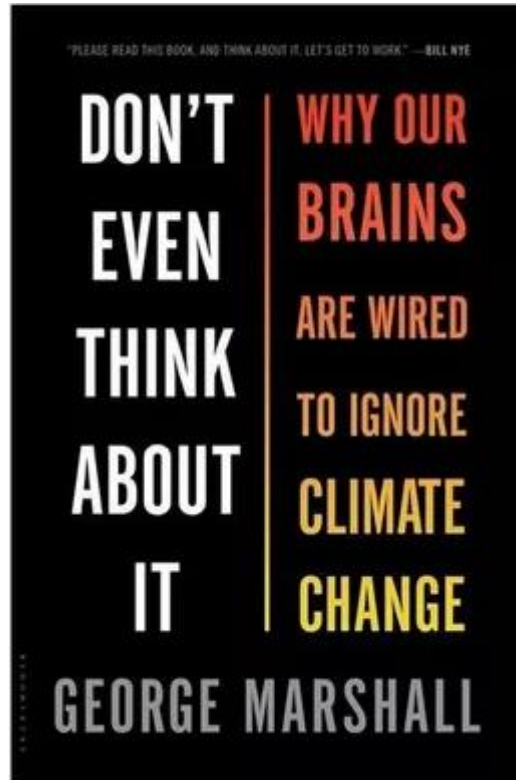
- We interpret climate change through frames, which hinders a wider understanding
- Climate Change is a WICKED problem – no one solution.
- Climate change lacks clear enemies or victims – we all contribute and we all will suffer
- Engage the right values – activate cooperative values, sources of happiness and a sense of belonging
- Learn from other long established methods used to sustain socially held beliefs
- Trust is more important than information. Use personal stories
- What works for one person won't work for the next

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



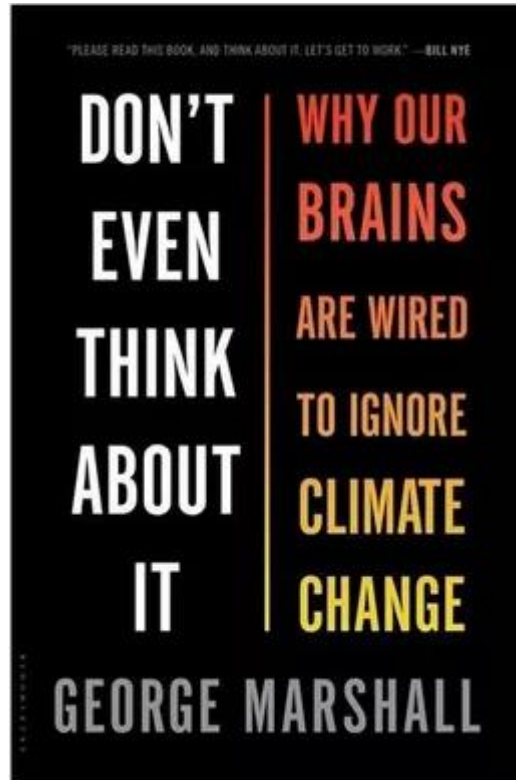
- Climate change is not just an environmental issue, nor a threat or an emissions problem – don't label
- Climate Change is a WICKED problem – there is no one solution or action
- Climate change lacks clear enemies or victims – we all contribute and we all will suffer
- Engage the right values – activate cooperative values, sources of happiness and a sense of belonging
- Learn from other long established methods used to sustain socially held beliefs
- Trust is more important than information. Use personal stories
- What works for one person wont work for the next

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



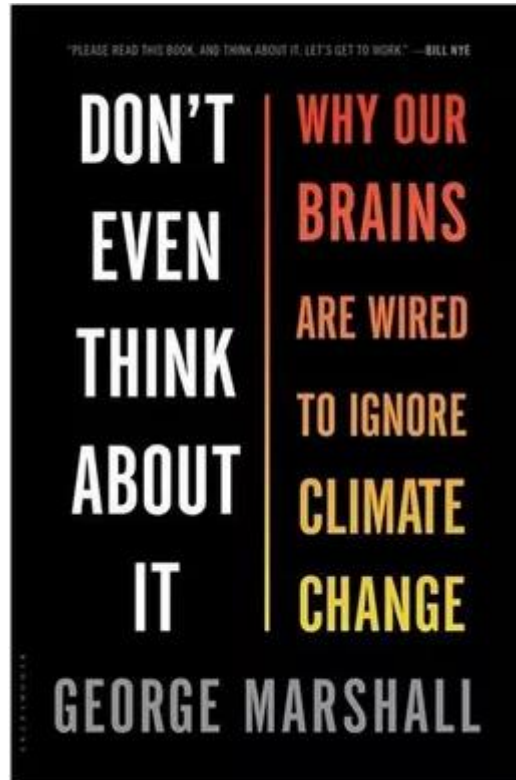
- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Climate change lacks clear enemies or victims – we all contribute and we all will suffer
- Engage the right values – activate cooperative values, sources of happiness and a sense of belonging
- Learn from other long established methods used to sustain socially held beliefs
- Trust is more important than information. Use personal stories
- What works for one person wont work for the next

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



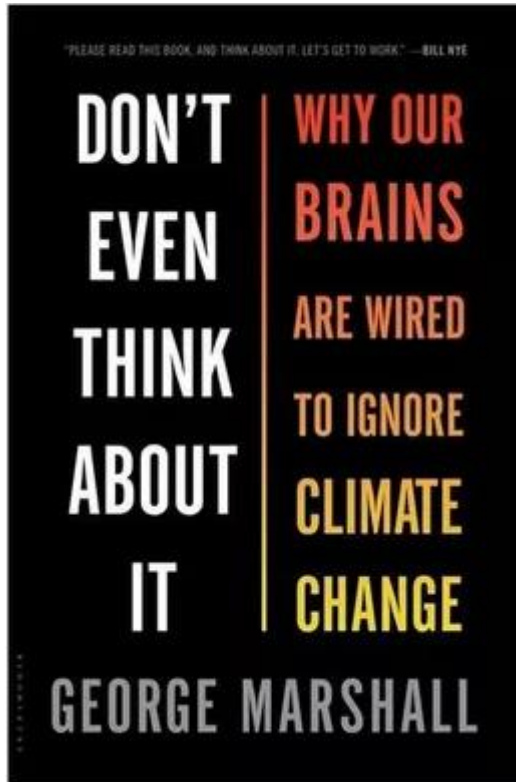
- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Enemy narratives can fuel division or distrust. Build a narrative of cooperation (not necessarily unity)
- Engage the right values – Not money, but health, family, security, happiness and a sense of belonging
- Learn from other long established methods used to sustain socially held beliefs
- Trust is more important than information. Use personal stories
- What works for one person wont work for the next

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



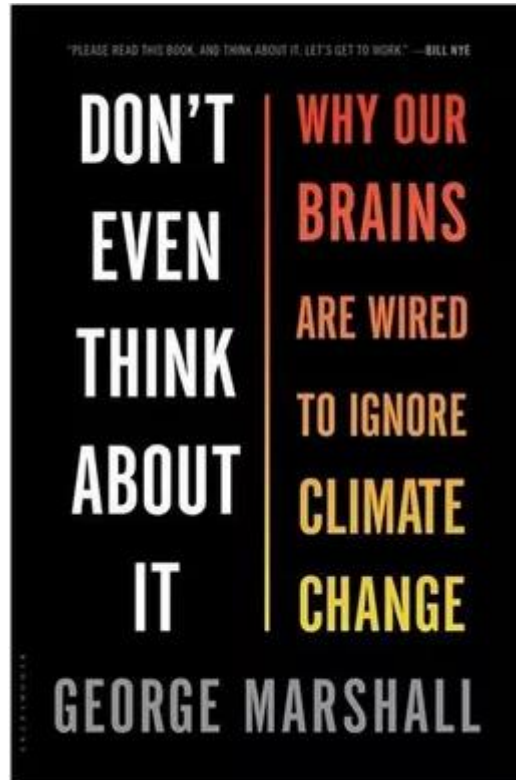
- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Enemy narratives can fuel division or distrust. Build a narrative of cooperation (not necessarily unity)
- Activate cooperative values - people will be motivated if they see opportunities for easy action and change.
- Learn from other long established methods used to sustain socially held beliefs
- Trust is more important than information. Use personal stories
- What works for one person wont work for the next

Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Enemy narratives can fuel division or distrust. Build a narrative of cooperation (not necessarily unity)
- People will be motivated if they see opportunities for easy action and change. Activate cooperative values.
- Learn from religions – personally held ideals, support networks, doubts and fears, uncertainty, revelation
- Trust is more important than information. Use personal stories
- What works for one person wont work for the next

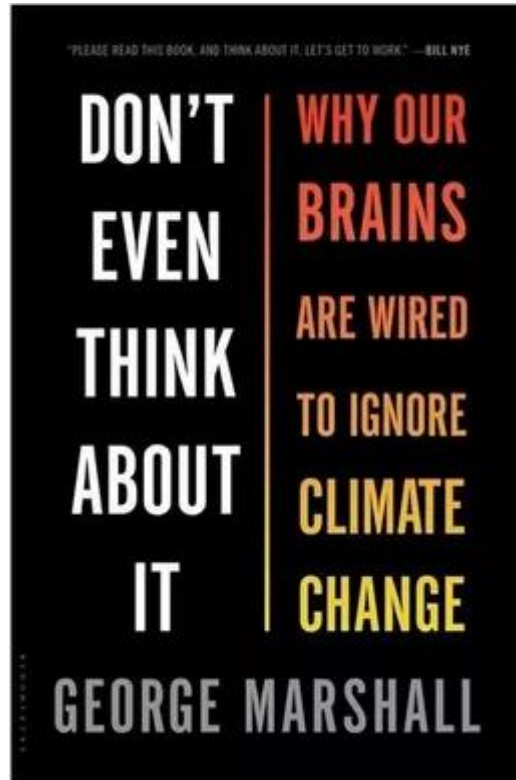
Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Enemy narratives can fuel division or distrust. Build a narrative of cooperation (not necessarily unity)
- People will be motivated if they see opportunities for easy action and change. Activate cooperative values.
- Learn from religions – personally held ideals, support networks, doubts and fears, uncertainty, revelation
- Be emotionally honest about your own doubts, emissions and struggles.
- What works for one person wont work for the next



Notes from *'Don't even think about it – Why a our brains are wired to ignore Climate Change'*



- Climate change is not just an environmental issue, or a threat or an emissions problem
- We need to ensure that a wide range of ideas and solutions and are constantly under review
- Enemy narratives can fuel division or distrust. Build a narrative of cooperation (not necessarily unity)
- People will be motivated if they see opportunities for easy action and change. Activate cooperative values.
- Learn from religions – personally held ideals, support networks, doubts and fears, uncertainty, revelation
- Be emotionally honest about your own doubts, emissions and struggles.
- Recognise people's feelings of denial, grief and anxiety

Climate communication in  
practice: how are we engaging  
the UK public on climate change?



*Climate communication in practice: how are we engaging the UK public on climate change?*

Report by Climate Communication Project and Climate Outreach (November 2018)



## RESONATE WITH YOUR AUDIENCE



“ Climate change needs to be incorporated into everyday narratives which people can engage with. ”

66.8%

somewhat disagree / strongly disagree that scientists should be neutral and just 'stick to the facts'

## FOCUS ON DIALOGUE AND CO-PRODUCTION



“

Tell me, I'll forget.

Show me, I'll remember.

Involve me, I'll understand.

”



think it is very important /  
extremely important to  
provide an opportunity  
for people to discuss  
climate change



## CATALYSE CHANGE, NURTURE AGENCY & EMPOWERMENT



“

To allow participants to make more informed choices where their actions have climate implications. To create a more educated and empowered public when it comes to climate change.

”



**71.9%**

think it is very important / extremely important to encourage people to take action in their own lives