CLIMATE EMERGENCY SUPPORT PROGRAMME

Communicating Climate Change – a guide for parish and town councils
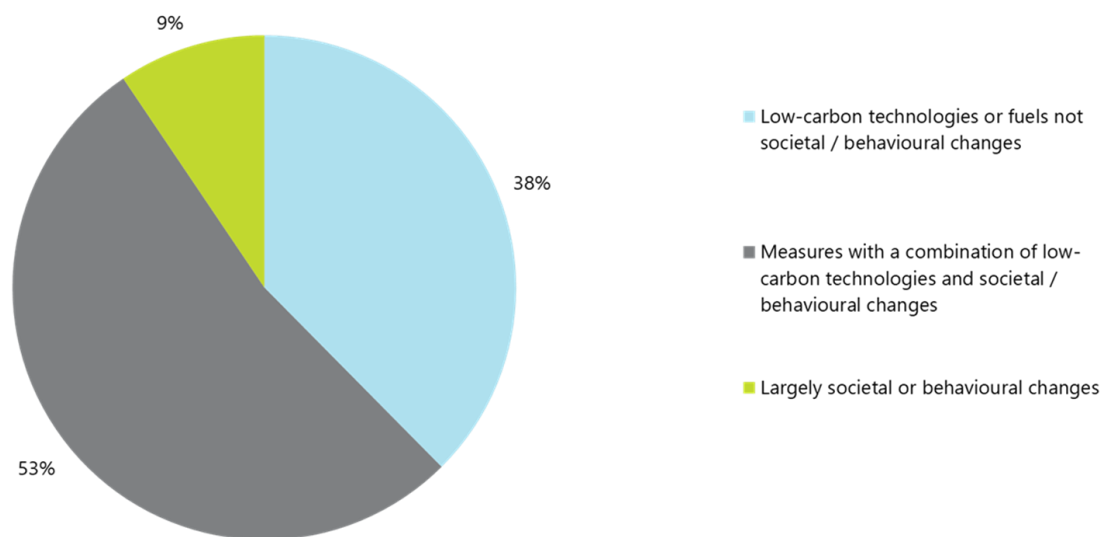
Summary:

- **An Overview**
  Setting the context with an overview of the importance of communication and top tips for any grassroots communication.

- **Running a Communications Campaign**
  A guide on running a communications campaign. How to know your audience, know your tool box and create clear communications and messaging. Also top tips for communicating on social media.

- **Building a communications plan**
  A run through of building a successful communications plan and some example messaging.

- **Examples of Framing Messages**
  An expanded list of example messages to localise and share with your community.

- **Communicating during Covid-19 Crisis**
  This section looks at framing climate messages in relation to the coronavirus crisis and provides more example messaging.

- **Resources**
  This section lists free online creation tools, sources for content, resources for engaging hard to reach communities, recommended online communication platforms and much more.

Overview

The Importance of Communication

Informing and supporting your community to make the changes needed in their own lives is arguably the **most important thing you can do**. Although significant, the emissions from your direct operations and procurement will be small compared to the emissions that come from your community. You are able to directly address members of your parish and you are a **trusted voice**. You have the chance to really influence public behaviour change.

In the past, most actions have been done without the buy-in of the public, and mostly through technological and regulatory "behind the scenes" interventions. It's different now and the changes we now need to make will involve people making significant changes to their lifestyles and therefore we need them on board. The graph below shows that **62% of carbon savings we need to make now will need behavioural change to drive them, in whole or in part**. Behaviour change is now vital if we are to meet our targets and prevent catastrophic climate change.


Committee on Climate Change (2019): https://www.theccc.org.uk/wp-content/uploads/2019/05/Net-Zero-The-UKs-contribution-to-stopping-global-warming.pdf

Part of what is needed, and what local councils can do, is about communicating with your community to help normalise low-carbon behaviours and lifestyles. We have the solutions, we have the technology, we now need to support widespread adoption of these solutions and **normalise a low carbon life-style**.

A cultural shift is needed – if we think back to our childhoods, public health threats such as drink driving or smoking indoors were accepted, but are now frowned upon. This is because they have become socially unacceptable over time, as social norms have shifted. We need to start communicating to people that high carbon lifestyles are socially unacceptable, but demonstrating that it is the 'norm' or even 'aspirational', to lead a more low carbon lifestyle. We also need to communicate to people that it is normal to talk about **climate change**, that it is no longer within the domain of "hippy tree-huggers" but that this **is a conversation that needs to be had by everyone, everywhere**.

Local councils can have a huge role in helping people in their community to understand the changes they need to make, but also helping them understand how they can make these changes, where to access

funding, or where they might go for further support. The below infographic comes from a study carried out by Citizens Advice which surveyed a nationally representative sample of 2002 UK adults about their attitudes to net zero. It demonstrates a big gap in what *actually needs* to happen in people's homes and *what people think they need* to do. For example, 90% of homes will need to install low carbon heating systems to meet the UK-wide government target of net zero but only 38% of people think they'll need to change the way they heat their homes.
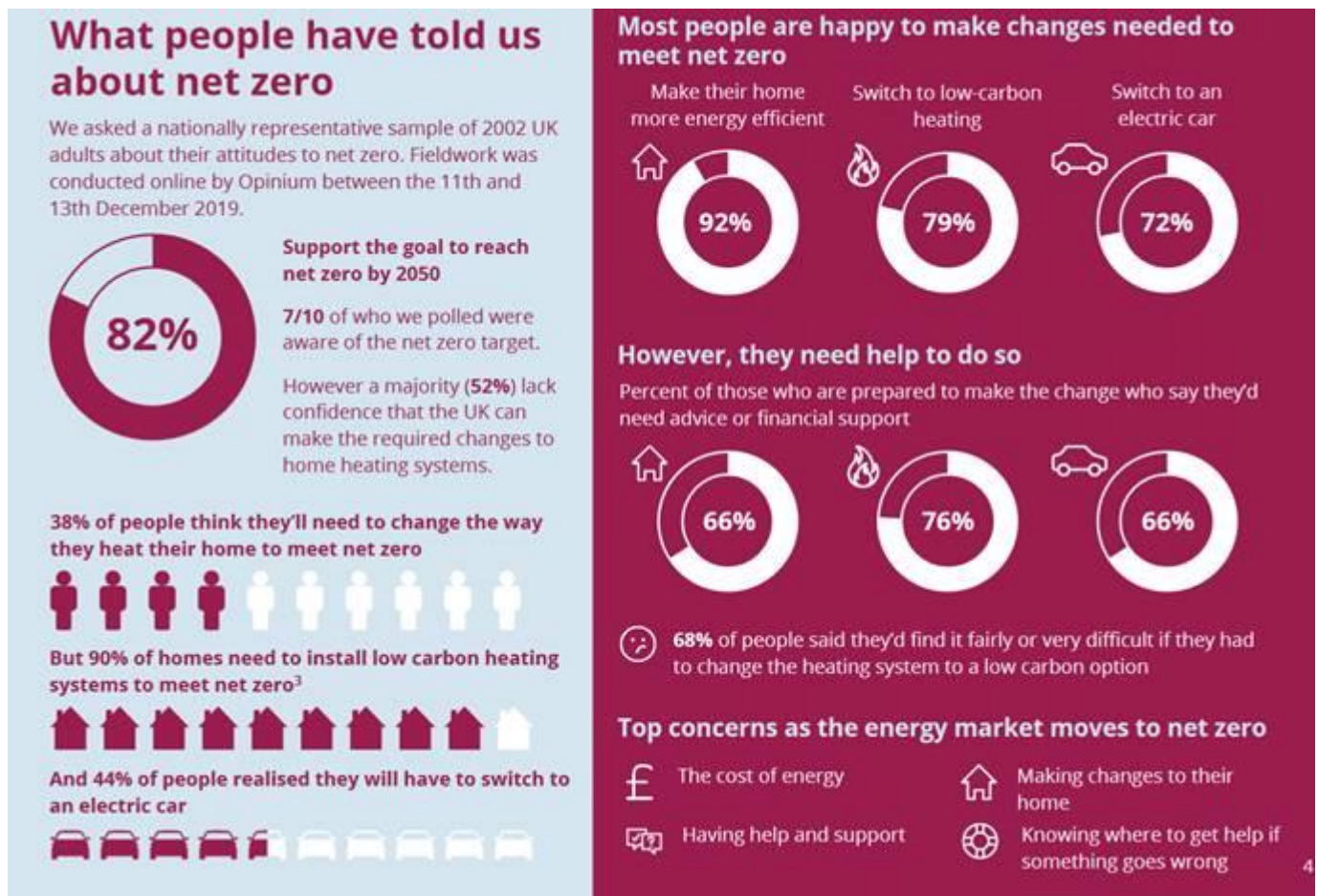
Citizen's Advice (2020):
https://www.citizensadvice.org.uk/Global/CitizensAdvice/Energy/Energy%20Consultation%20responses/Zero%20sum%20(2).pdf

Top Tips for Great Grassroots Communication

Below are some fundamental things to keep in mind when planning a communications strategy:

1. Great communications are established when **everybody, including the leadership team, is united in their belief in the purpose of what you're trying to achieve**, and have the ability to embody and articulate that mission.

   If you don't think this is the case for your councillors, the work needs to start internally to make sure you are all clear on why you are pursuing your climate emergency strategy. This could mean:

   - Arranging a joint viewing of one David Attenborough's recent documentaries, such as 'Climate Change – The Facts' from the BBC, or 'A life on our planet' from Netflix.
   - Providing training for your councillors and parish team – check out The Carbon Literacy Project

- Organising a Climate Action Day for your council with your community (email us at climateemergency@cse.org.uk for more info)

It's critical to get internal buy in as this means everyone is able to communicate your core messages in a genuine way. You want to mobilise every part of your organisation to work together and sing from the same hymn sheet.

2. Once you have buy-in – the **'PUB TEST'** is a good way to make sure everyone at every level of your team can concisely express what your purpose and aims are in declaring Climate Emergency. I.e. could they get the message across to anyone they would meet in the pub?

3. You should **think of your Climate Emergency communications as part of a campaign** – each topic you are talking about needs to have a **clearly communicated purpose and a strong call to action** so people know what you're asking of them.

   Campaigns must have a beginning, a middle and an end and follow a narrative. Each campaign should have a clear goal in terms of improved perceptions, increased understanding or changed behaviour.

4. **Communications are most successful when they're implemented consistently, proactively and constantly reinforced.** It's vital to make sure your messaging is consistent across all your channels – newsletters, parish magazines, social media, websites, emails – even your answerphone message! A good way to manage this is to have a central reserve of 'boilerplate' messaging and various blurbs of different lengths that everyone can access and copy and paste into their communications.

   Saying things once, twice or three times doesn't work. **A message needs to reach the target group around 10 times before it makes an impact.**

5. Know what tools you have in your **communications toolbox** - it's bigger than you think and it's important you think about which tools (or channels) will do the job for your different types of communications.

6. **Build advocates in your community.** Identifying people who support your cause is a primary goal of any communications campaign, so finding and utilising local advocates to support your campaign will enhance your reach and reputation massively.

7. **Evaluate your communications.** Too much money is spent on leaflets, posters and websites, and too little on research and evaluation. Working out what works has to be integral to a good communication strategy.

Running a communications campaign

Know Your Toolbox

It is crucial for you and your council team to understand your communications toolbox in order to know what tools (or channels) you have at your disposal to communicate effectively with your community.

Remember communication is a **two-way street**, so you need to consider what channels make it possible for you to listen to the feedback from your audience – particularly as you're starting out and testing your messages. It can be very dangerous to start sending messages out into the world and hoping some of them will hit the mark.

You want to set out to start a two way dialogue. Luckily parish councils are in the best position to be having these conversations, unlike larger local and regional authorities.

You're working at the closest level to your community so you're able to engage in one-to-one conversations with people and truly understand what's important to them, where they feel they lack understanding, what they feel scared about and also what their vision for the future for the local area is.

Channel Mapping Exercise

Different channels will serve different purposes for you so it will help you to do a relatively straight-forward exercise to map out what's in your 'communications toolbox'.

List out all the ways you could possibly communicate with residents - including ways you can listen and get their feedback.

While making this list, think about:

- what types of communications each channel will be useful for (one way, two way, educational, call to action, relationship building, awareness building),

- how regularly you can use it (i.e. quarterly newsletter, weekly emails, monthly meetings) and

- will you reach very targeted groups or will it be a mass communication channel?

You can categorise channels based on **what outcome you want to achieve** – do you want people to know, feel or do? For example, if you're simply raising awareness about an event, a newsletter or poster on your parish notice board might do the trick, but if you're looking to change opinions or behaviours you need to consider using channels that engage two-way dialogue and move across the spectrum towards feeling differently or taking action (see examples below).

This is an important exercise because different issues around your climate plan will require different levels of communication depending on how much they affect people's lives. Some actions, like reducing household waste or shopping more locally aren't likely to need as much emotional buy in from people as things like investing in deep home retrofit or reducing car use, which require more fundamental shifts in people's views and beliefs.

Top Tips for Social Media

The traditional channels of Facebook and Twitter are two of the most commonly used social media sites. Here are some tips on how to get the most out of each platform:

Twitter

- **Follow others** - they will receive a notification and are more likely to follow you back.

- **Interact with fellow tweeters** using the '@' feature.

- Try to **be useful, original and contribute to a conversation**. Think about what would make others want to follow you, what you can provide them with and what sets you apart from all the other Twitter users.

- **You can't under-tweet**. As with any community, you have to be active in it to reap its rewards. This generally means tweeting a few times a day. You can use other software to schedule these tweets if you don't want to do them 'in real time'.

- **Use images as much as possible**. If you mention a past event or action, make sure to include a photo.

- **Don't over-publicise**. Follow the 80/20 rule – it's important to vary self-promotional updates with interesting links to other blogs, tweets or news stories. 80% of your posts should be sharing what other people have posted, 20% should be your own creations.

- **Make use of hashtags to flag up keywords**. This will help people find your tweets on these subjects and will make it possible for something to spread or become a trending topic.

- **Keep your tweets short and to the point** – try not to use up all your characters and stick to 1 or 2 hashtags per tweet.

- **Publicise and promote your Twitter account**. Whenever you get the chance to promote your Twitter account, do it! Through partners, at events, on your website and in your email footer.

Facebook

- **Think about what you want out of Facebook**. If you want a space to discuss issues with your community, start a Facebook Group. If you want to use Facebook for promotion and recruiting followers, then opt for a Page (it can be worth having both).

- **Try to post something at least 3 or 4 times a week.** Facebook will otherwise flag your page as not relevant – and show your content to fewer people.

- Follow the **80/20 rule** (as above).

- **Always respond to comments**.

- **Positive posts** are generally better liked than posts that are negative.

- **Images or videos** are a must. Post shareable content. Try listicles.

- Personal stories can make a big impact - **gather stories about local people**.

- **Think** why would people share your content? What does your post say about the person who shares it on their own timeline?

- **Short posts are better**. Ideally fewer than 40 characters.

Worried about dealing with negativity on social media? The Society for Local Council Clerks have worked with a social media specialist, Sam Flynn, to provide guidance to local councils at their 2021 practitioners conference on how to deal with negative behaviour from others on social media. Contact the SLCC for more detail or to see if a recording or resources are available: https://www.slcc.co.uk/practitioners-conference-2021-agenda/

Know Your Audience

Once you know what channels you have in your communications toolbox, you can start to plan how you will use them to communicate different parts of your climate emergency strategy.

It may be that there is existing environmental activity happening in your area already, which can help you when engaging your community. **Asset mapping** is a useful starting point here – have a think about what already exists in terms of environmental action in your area. When it comes to climate and environmental action, there may be a number of existing organisations, voluntary groups, community groups already in your parish, or in the wider area. A good way to start thinking about engaging your community to take action is to think about what already exists, and how can you connect residents in your parish to those groups and activities.

You can do this through chatting to locals, doing some desk-based research, getting a group of people together and pooling together their knowledge of existing activities in the area.

Common groups and activities to look for:

➢ Friends of the Earth local group
➢ Transition Network (local Transition Town)
➢ Friends of the….(green space community groups)
➢ XR
➢ Activist groups
➢ Conservation groups
➢ Local Wildlife Trust
➢ Ramblers and walking groups
➢ Local swap and repair forums
➢ Liftshare and car pooling groups
➢ Local tradespeople with skills such as buildings retrofit

It is also important that you have an understanding of who you are trying to engage - what are their attitudes toward climate issues, are their lifestyles and habits carbon intensive or are they environmentally conscious, what behaviours could they be changing and how likely are they to push back on messages?

Messaging

When you have a good grasp of the tools and channels available to you for communicating and a better understanding of your community, you can think about the messaging you will include in your communications campaign.

Messages sit at the core of your communications plan, they're the bits that need to be repeated again and again. How you present and frame these messages has a huge impact on the way they are received by people. Ultimately the type of message and the way it is framed will determine whether you achieve your desired outcomes – whether that be increased understanding, behaviour change or attendance to events.

Key tips for your messaging

- Don't just communicate the problem, **communicate the solutions**! Be positive about what people are doing to tackle the climate emergency in your area and in others.

- Make sure to **communicate the co-benefits** of the activities you are doing, or of the types of activities you are encouraging members of your community to do. For example:

- Being more energy efficient at home can lead to cost savings and comfort as well as carbon savings.

- Setting up a community energy project can generate income that will be put back in the community.

- Spending money on more tree planting will alleviate overheating in the summer as well as storing carbon.

  Check out the Ashden Climate Action Co-benefit Toolkit.

- When communicating to your community – it is important that you **know who you are trying to engage**. What are their lifestyles, what could they be changing, how will they respond to your messaging?

- **Tell stories** that speak to communal values and make them **locally relevant** if possible– stories of collaboration, mutual support and compassion will help to oppose more divisive narratives.

- **Back up with scientific evidence** but don't use too many numbers. This can lend legitimacy to your work and why it's important, as well as increase understanding. Stick to the well-established areas of science, repeat the basics, and be accurate. But don't use too many numbers, and keep the focus on the solutions. Include non-environmental sources too, for example the World Economic Forum and The UK Ministry of Defence.

Clear communications

Overarching all your climate emergency activities, is the need to communicate clearly with your community what you are doing, how you are doing it and most importantly, why you are doing it. If you've declared a climate emergency – shout about it! If you've done actions towards your declaration then shout even louder! *For example, putting heat pumps on council building - use as a showcase for locals to see how a less know technology works, host an open day or put a two-page spread in your parish newsletter.*

One way of doing this is by keeping your website and social media pages active and up to date with your climate emergency related activities to share progress, top tips and learnings!

The purpose of doing having clear communications is to:

- Make national and global issues locally relevant and to motivate effective individual and collective responses to the climate emergency.

- Provide civic leadership within communities by encouraging behavioural change, promoting community wellbeing and leading by example and demonstrating good practice.
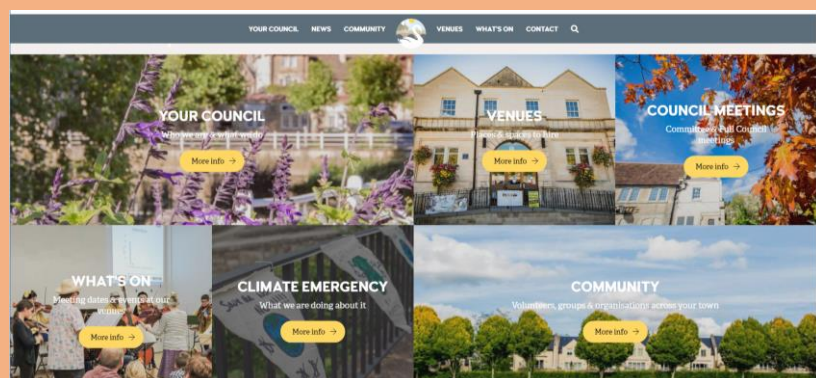
Building a communications plan

As already discussed a communications plan for the climate emergency will need to reach all sections of your community, and so you will need to think about who those **audiences** are, what '**channels'** they tend to use to get their information from, and what kinds of **messages** will resonate with them. The following few pages introduces you to an approach that you could take to build your plan and provides some example messages for certain audiences, hopefully offering you a useful starting point for your communications campaign.

A good communications plan tells stories, rather than just attempting to communicate facts, and is about dialogue, not monologue. As a parish council, you can't be expected to carry this for your whole community, so you need to empower them to have the right conversations, and tell their own stories. Begin by thinking about the different audiences that exist in your community, the channels they use, and the messages that they are most likely to want to spread and most likely to want to receive, and from who.

For example, one audience might be 'parents with young children', and another might be 'local business owners'. Audiences can also overlap, for example somebody can be interested in one thing as a parent of young children, but have different drivers as a business owner.

For each audience type now think about what 'channels' from your communications toolbox that type of person might use – traditional or social media, specific platforms, peer networks etc.

For example:

Audience	Channel 1	Channel 2	Channel 3	Channel 4
Young people/teenagers	*Schools (newsletters, assemblies)*	*Youth clubs (face to face, newsletters, notice boards)*	*Social media*	*Physical advertising (eg: posters)*

As mentioned a good communications plan 'tells stories', it can't just be based around putting across facts. Instead, it must be linked to how those facts will impact different people's lives, and sometimes the message is better coming from someone else.

Now think about the messages that would potentially resonate with the audiences you have identified in your community, and who is best placed to deliver this message.

For example:

Audience name	Message & messenger(s)	Message & messenger(s)	Message & messenger(s)	Message & messenger(s)
Young people/teenagers	*Message: Young people are the future and will feel the impacts of climate change the most. We need them. Message of empowerment.* *Messenger: This is best coming from other young people in the community (eg – youth climate ambassador?) or from any climate activists in the area.*	*Message: Learn new skills by getting involved in the local community – great for university applications and future careers!* *Messenger: School staff (especially career's advisers)*	*Message: Creating sustainable and climate friendly policies will ensure they have a higher quality of life in the future.* *Messenger: This is best coming from other young people in the community (eg – youth climate ambassador?)*	*Message: Tie in with wider global messages around youth protests and youth empowerment.* *Messenger: This is best coming from other young people in the community (eg – youth climate ambassador?)*

This is a high-level overview of how you would build your communications campaign. You would want to build a list of audiences so you can be sure that you've got a programme of communications that's running all year round, and that you're not missing big segments of your community, either because you didn't think enough about different audiences, or because you didn't realise that your channels might not be their channels, and so on.

Use the table below to build these messages and channels into a communications plan and communications calendar, so that you have regular touchpoints across all audiences, across the year. We have inserted some key messages to get you started:

	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓
AUDIENCE	Facebook	Twitter	Parish newsletter	School newsletter	Local paper	Physical advertising (posters)
Young people/teenagers	*What is happening in the local area? Link to youth*	*N/A*	*N/A*	*Opportunity to be a youth climate ambassador and gain some skills*	*N/A*	*Young people wanted to feed into neighbourhood plan! We need the passion and vision*

12	*organisations working on sustainability*			*for university and future jobs!*		*of young people to shape our local area for a better future.*

Examples of Framing Messages

Speak to people's values

Rather than focusing on facts and figures, frame messages around themes that speak to particular values like resilience and local empowerment, justice and balance, universalism and the moral collective duty, intergenerational responsibilities.

Resilience/Local Empowerment

- The COVID-19 crisis has shown how vital it is that our communities are prepared and protected from harm—and to take action even when the threat feels distant. As part of our recovery measures, we must step up our ability to handle problems stemming from climate disruption. We know we're facing more extreme weather events. We can see this threat to health, safety, and economic prosperity. Now is the time to get ready for what lies ahead.
- We've seen what we can do when we work together and the amazing kindness and resilience that lies in our communities. We deserve a plan from government that recognises this strength, empowers people and gives them the resources needed to lead the recovery. We've already imagined a better future, now it's time to build it together.
- During the pandemic we have built networks of neighbours and community members to support one another. We can work together as individuals to strengthen our communities and take action to prevent catastrophic climate change.
- People in [*town name*] have risen to the huge challenge facing their community during Covid-19. It is just this community led response that will allow us to rise the challenge of tackling the climate emergency.

Justice

- The Covid-19 crisis, like the climate emergency, is a human crisis. And, just like the climate crisis, it will disproportionately affect the most vulnerable in our societies. We must continue to fight for the future we believe is right – advocating that any response and recovery from the COVID-19 pandemic upholds human rights and human dignity and transforms our society and economy in a way that tackles the climate emergency and creates a fairer world for all.

- It's more important than ever that we take time to look out for each other and work together, for everyone's benefit and for the planet's benefit. It is this attitude of kindness, resilience and ability to adapt, that we should use to inform other global crises.
- The pandemic has brought to light the crucial role of cleaners, shop workers, delivery drivers. These low-paid workers will be hardest hit by the climate emergency. Now is the time for us to stand with the people and small businesses who have been working to keep our country moving, and to make sure that everyone who has lost their job or can't make rent is looked after properly.
- Covid-19 has placed the most vulnerable in our society at risk. Climate change will disproportionately affect the poorest, most vulnerable communities. We need to do right by each and every person in our society and strive for a fairer system and healthy planet. We might all be in the same storm but we're not all in the same boat.
- Climate change is a moral challenge. Climate change is harming the poor and vulnerable. We should care for everyone in society. It is our responsibility to preserve the legacy of our parents and provide for the future for our children.

Balance
- Climate change is disrupting the natural balance of our world. By taking action we can restore that natural order and balance.
- Which is why we must build back better. Poverty, health, inequality, pollution – all spokes in the wheel of climate breakdown. We cannot fix the climate crisis unless we fix these issues too.
- Covid-19 has been first and foremost a human crisis and we face another existential human crisis. Our changing climate is a sign that we're out of sync with nature and we need to take action to restore balance. Here are some key actions you can take today:
  - Buy local
  - Use green transport
  - Minimise waste
  - Ensure money is invested wisely
  - Get involved in community energy opportunities

Universalism/the moral collective duty
- We've seen communities all over the world, come together and show solidarity and support to one another. This virus is a reminder that we are all part of one global community, and we need to co-operate to solve global problems. Let's show our thanks and support for those who are on the front line dealing with the crisis - health workers, carers, supermarket staff, lorry drivers, teachers, and so many others.
- Coronavirus is a national emergency. Without action to help us weather this storm, thousands of us will be swept into poverty - or left to sink. But our Government can act to strengthen our social security system; both now and as we move through this moment. [Solution] is within our reach - and will be a lifeline for everyone who is struggling.
- The pandemic has shown just how much we need each other to get by. We owe it to our children to make tough choices now.
- We pull through by pulling together. We can pull together to tackle the Climate Emergency as we have done during Covid-19 crisis.
- Now more than ever, this virus has shown us that we are dependent on each other, we know it's time to pull together to demand what we all need to stay well. In the same way we can stand united to ensure our own wellbeing and rewrite the rules to ensure better health for us all for generations to come.

Old Vs New

Explain what it was about the old normal that negatively impacted our lives and offer tangible routes to achieve new, better future.

- As we look to build back better, now's the time for us to get this right - to keep looking out for each other, to keep compassion and justice at the heart of our communities, to keep strengthening the systems that support us all when times are tough. As we rebuild, we can make sure our systems embody ambitious local climate action plans.
- As we recover and redesign our economies, we should carefully consider what we bring forward. Now is the moment to rethink our use of fossil fuels, the energy of the past. We are all at risk from climate breakdown. Every subsidy we offer, every stimulus we adopt, should move us toward clean energy and sustainable systems. Recovery packages should invigorate the industries that will move us into the future, not try to resuscitate ones that are already being phased out.
- If this crisis has shown us anything, it's that the systems put in place to govern our lives can be quickly changed for our collective wellbeing. We have a chance to fix what is broken in our society and build a world which can sustain us well into the future.

Individual change as a part of wider society change

Just as our response to the pandemic has shown that we're willing and able to adjust our lives to respond to a large-scale threat and protect each other - wearing a face mask or taking steps to avoid others – we can take action together to fight climate change.

- We are seeing public infrastructure, like bicycle paths and pedestrian walkways, in a new light. They have become symbols of community and essential resources for physical and mental health.

Embed lifestyle change in the longer term

- During lockdown more people than ever have been walking and cycling. Are there any environmentally friendly changes you've made over the last few months that you'd like to keep? We'd love to hear about them.
- *Showcase:* This group of neighbours in [*town name*] set up a food waste scheme. Is there anything in your area that's helping tackle climate change?
- *Showcase:* [This business] offer deliveries using a cargo bike as part of their 'Bike revolution'. This is just one of the ways they are reducing their environmental impact, and will hopefully inspire others to do the same!

Jobs
- Now is the time to build the workforce and to equip UK workers with vital skills for the future. The net-zero economy will require a net-zero workforce, able to install smart low-carbon heating systems and to make homes comfortable; to design, manufacture and use low-carbon products and materials; and to put carbon back, rather than taking carbon out, from under the North Sea.
- An ambitious national programme to retrofit housing with energy efficiency measures, alongside the continuing installation of smart meters, would quickly create long term employment while cutting bills by hundreds of pounds for customers and reducing emissions. https://www.energy-uk.org.uk/our-work/pwc-and-energy-uk-rebuilding-the-uk-economy.html
- Easing planning barriers for onshore renewables has the potential to unlock 45,000 new jobs & pump £29bn into the UK economy over the next 15 years, as well as saving £1.5bn on consumer energy bills https://www.businessgreen.com/news/4017851/report-onshore-renewables-boost-uk-economy-gbp29bn

Energy
- The economic case for renewables is stronger than ever. To get back to a stable climate, we have to stop using fossil fuels. They put human health, and our future, at risk. The responsible thing to do is to switch to other types of energy. This shift requires bold, coordinated action, led by government. The pandemic has proved that this isn't easy—but that it can be done.
- We can all take climate action by reducing our energy use at home. Here are some energy saving quick wins to try https://energysavingtrust.org.uk/home-energy-efficiency/energy-saving-quick-wins

Communicating during Covid-19 Crisis

The following section looks at framing climate messages in relation to the coronavirus crisis, and again summarises the work of the Climate Outreach Information Network. It is important to note that there's lots that can be said about this and it is a dynamic situation with public attitudes shifting on a daily basis.

So the first thing to say is - **timing is crucial**! When people are still currently suffering greatly and experiencing real trauma, they will not be open to messaging about the climate crisis.

Strong climate change messaging during this period can come across as self-satisfied and insensitive to the needs of people who are suffering. The wrong communications at the wrong time — *for example celebrating falls in emissions as a result of people losing jobs and being trapped in their houses* — have a serious risk of backfiring. So it's important to be sensitive to the needs of different audiences at a given moment.

Regardless, we shouldn't celebrate these as so-called "benefits" of the pandemic. This crisis – like the climate crisis – will hit the most marginalised, the poorest, and those least able to recover, the hardest.

However, evidence also suggests that a window of engagement may open up afterwards — a unique moment where people have the space to reflect upon what they have gone through and think about whether we want to go back to a "new normal".

Below are some basic guidelines to help you communicate effectively and sensitively during the COVID-19 pandemic and going forward:

- In the **short term**, during the pandemic we should be **listening** to how this is affecting our communities and how we can offer support. **Signposting to local support** and showing our care and understanding for the challenges.

- When people are able to start moving forward and **thinking about recovery**, we should be framing our messages by **talking about communal values** like resilience and local empowerment, justice and balance, the moral collective duty and kindness.

- We should **avoid talking about coronavirus as being 'good for the environment'** or making crude comparisons between coronavirus and the climate crisis. Do not attempt to argue that climate change is 'more important'.
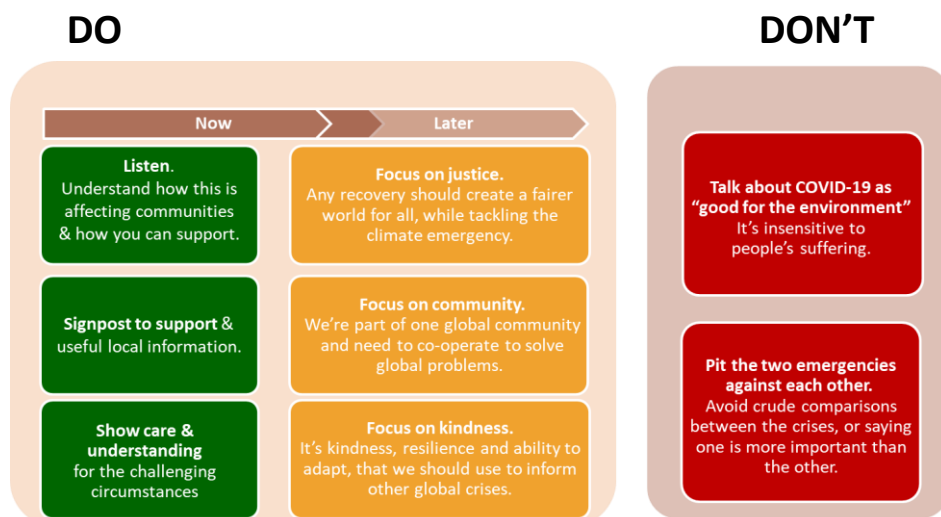
Example of "framing" messages around particular values during the pandemic

Resilience/ Local empowerment

"The COVID-19 crisis has shown how vital it is that our communities are prepared and protected from harm—and to take action even when the threat feels distant. As part of our recovery measures, we must step up our ability to handle problems stemming from climate disruption. We know we're facing more extreme weather events. We can see this threat to health, safety, and economic prosperity. Now is the time to get ready for what lies ahead."

"We've seen what we can do when we work together and the amazing kindness and resilience that lies in our communities. We deserve a plan from government that recognises this strength, empowers people and gives them the resources needed to lead the recovery. We've already imagined a better future, now it's time to build it together."

Moral collective duty

"We've seen communities all over the world, come together and show solidarity and support to one another. This virus is a reminder that we are all part of one global community, and we need to co-operate to solve global problems. Let's show our thanks and support for those who are on the front line dealing with the crisis - health workers, carers, supermarket staff, lorry drivers, teachers, and so many others."

Justice

"The Covid-19 crisis, like the climate emergency, is a human crisis. And, just like the climate crisis, it will disproportionately affect the most vulnerable in our societies. We must continue to fight for the future we believe is right – advocating that any response and recovery from the COVID-19 pandemic upholds human rights and human dignity and transforms our society and economy in a way that tackles the climate emergency and creates a fairer world for all."

"The pandemic has brought to light the crucial role of cleaners, shop workers, delivery drivers. These low-paid workers will be hardest hit by the climate emergency. Now is the time for us to stand with the people and small businesses who have been working to keep our country moving, and to make sure that everyone who has lost their job or can't make rent is looked after properly."

Resources

Free Content Creation Tools

- **Canva** (free designer)

  - Social media graphics
  - Infographics
  - Posters
  - Social profile image sizes
  - Pull an interesting stat or meaningful quote from a blog post

- **Biteable** (free video templates)

  - Turn a blog post into a video
  - Create a how-to video

Engaging specific groups and communities

https://climateoutreach.org/resources/a-new-conversation-with-the-centre-right-about-climate-change/

https://climateoutreach.org/resources/recommendations-for-engaging-young-people-with-climate-change-campaigns/

https://climateoutreach.org/resources/journal-article-religious-communities/

Further Resources

- **Climate outreach ww.climateoutreach.org** have a fantastic collection of research and practical guides to help communicate about climate change in ways that resonate with the values of different audiences.

- **The CSE website www.cse.org** has a variety of great support resources on our Local Energy website on local energy projects, renewables, community engagement etc. We will also be producing climate emergency resource packs, mentioned in the webinar, these will be posted on our website in the coming months.

- **CSE Factsheets www.cse.org.uk/resources/category:advice-leaflets** A great source of content for your campaigns and engagement activities are CSE advice sheets, we have over 50 on everything to do with home energy use – from heat pumps and battery storage to underfloor heating and insulation – you can download and distribute these for free, or use the text and facts to share in your own campaigns.

- **Friends of the Earth have created the climate action hub www.takeclimateaction.uk/resources** which provides resources, training, tools & guides for climate action groups and councils.

  They also have a host of case studies of innovative examples of what councils across the UK are doing – visit **www.takeclimateaction.uk/resources/councils-tackling-climate-chaos**

- **The Green Open Homes Network website www.greenopenhomes.net** has a vast library of useful resources available which are free to use, and event organisers still use the micro site to promote their events. Go and take a look at previous events to get an idea of what you could do in your area.

- **Resources for schools and educators** https://www.campaigncc.org/schoolresources
  https://www.cse.org.uk/local-energy/resources%20 (scroll to resources for schools and educators)