

GUIDELINES FOR CLIMATE CHANGE COMMUNICATION

These six guidelines and [video](#) have been produced in order to promote the most effective communication of climate change to public, political and business audiences. Overarching these guidelines is the opportunity to **inspire a shift in culture** by mainstreaming sustainable behaviours through storytelling to create an aspirational and accessible low-carbon lifestyle.

CONTENT

1. Be personal and authentic

Good communication comes from personal storytelling. This can be achieved by having people speaking about their own feelings on a topic directly to audiences or to camera. Presenters who genuinely care about the content will make their messages authentic and this is what audiences will trust. Keep it simple to be most effective. All you need to do is just **be human, be you!**

2. Offer positive practical solutions

If solutions can be offered that are fun, simple and easy to implement, audiences are much more likely to engage and make a behavioural change. Offering **ready-made solutions** will make people feel that our messages are tangible and will remove many barriers that could put people off taking personal action.

3. Use non-environmental drivers

Hook audiences in with what they already care about and then subtly introduce content detailing climate change or connected issues. 'Climate change' is not a story by itself but can be incorporated into the narratives of other emotive stories about things people care about. This is a **creative opportunity** to find out what makes people tick and use that to convey important messages and tell inspiring stories.

DELIVERY

4. Understand your audience

Audiences want to indulge; they don't want homework. People are drawn to short, fast-paced content that links to their personal interests. Model your content on what the **current trends** are for your intended audience. Identify the people your audience aspire to, such as social media influencers or YouTubers, and let their style and content guide your work.

5. Prioritise inclusivity

Exploring our own privilege and identifying unconscious biases we might hold gives us an opportunity to **be more self-aware** and engage with more diverse audiences. Ensuring that all demographics of people are part of the conversation will allow us to make the environmental movement more inclusive.

6. Saturate all media types and platforms

Giving audiences as many types of media to engage with as possible across several different platforms will allow more people to connect with our messaging. This means merging stunning imagery, video and music with speech and text and distributing it on social media, websites and at presentations.

Collaboration with wider networks will help you connect with new audiences.

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