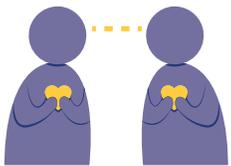


TALKING CLIMATE

TIP SHEET OF KEY FINDINGS

VALUES-BASED COMMUNICATIONS

An effective climate change **NARRATIVE...**



... comes from a **trusted messenger**



... and reflects the audience's **identity** and **values**



By listening & reflecting the audience's language, identity, stories and values, the messenger is more likely to be BELIEVED and UNDERSTOOD.

THREE PRIORITY AUDIENCES

Women, youth, and New Canadians have strong potential for increased climate engagement across the political spectrum. NDP and trades union audiences have also been under-engaged.

THREE CORE MESSAGES

1. "Extreme" weather events

Keywords: care, prepare, protect and defend, extreme, flipped, unpredictable, unnatural

Conversation sounds like...

Start with validation: "Our response to [a recent extreme weather event] shows how we pull together, and how we **care** for each other. The weather is becoming more **unpredictable/extreme** and this worries me because this is not how things should be. Working together, we can prepare for the future so that we can **protect** and defend the people and things (nature, landscape, outdoors, community, property) we love."

2. Transition

Keywords: steady, balanced, momentum, shift, accelerate, rebuild, path, journey

Conversation sounds like...

"Change must start now to **rebuild** our energy system, create new jobs, save money and cut waste and pollution by **accelerating** the **shift** to clean, renewable energy and high-performance buildings, products and services. Other countries are moving fast and Canada could be left behind."

3. Health

Keywords: renewal, empower, resilience, clean, protect, safety, children

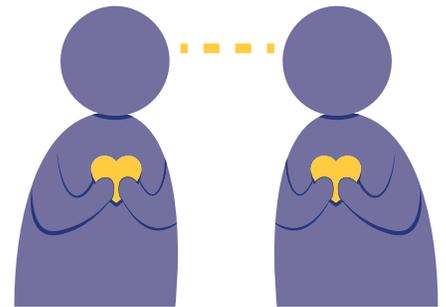
Conversation sounds like...

"[Start with the positive] **Renewable** energy using solar, wind, hydro or other technologies is a **clean** way to deliver the power we need, reduce climate change and **protect** the health and **safety** of us and our children."

MESSENGERS

Trusted messengers are:

- Knowledgeable, truthful, ethical
- Credible, in the sense that their message is consistent with their identity
- Can be people like us (peers: friends, family, neighbours)
- Specific to target audiences and leaders in their specific networks
- Not the "usual suspects" (politicians, environmentalists, media)
- Not party affiliated



PEOPLE WANT...

LESS

Economics

Being overly optimistic

Being too polite

Expecting environment/climate change to be a vote winner

Assuming Alberta messages work in other regions of Canada

MORE

Fairness and passion in the conversation

Realism and clarity about the steps we must take to reach our goals

Being clear, ethically driven, and bold

Connecting it to the portfolio of concerns for the target audience

Tailoring messages to regional differences