

CLIMATE COMMUNICATIONS: From Research to Practice

Dan Barry – Communities Director

CEEPC • November 19, 2014

ecoAmerica
start with people



ecoAmerica is a non-profit that uses consumer research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate & sustainability solutions among mainstream Americans.



MomentUs is a strategic organizing initiative designed to build a critical mass of institutional leadership, public support, political will and collective action for climate solutions in the United States.

MomentUs will develop and support a network of trusted leaders and institutions who will lead by example and engage their stakeholders to do the same, leading to a shift in society that will put America on an irrefutable path to a clean energy, ultimately leading toward a more sustainable and just future.



MomentUs Leadership *(more than 150 and counting)*



DR. NORMAN ANDERSON, CEO
American Psychological Association



DR. REGINA BENJAMIN, 18th U.S. Surgeon General
U.S. Department of Health and Human Services



REV. DR. SHARON WATKINS, General Minister
Christian Church (Disciples of Christ)



DR. WALTER BUMPHUS, President and CEO
American Association of Community Colleges



DR. ANTONIO FLORES, President and CEO
Hispanic Association of Colleges & Universities



BISHOP VASHTI MCKENZIE, Senior Bishop
African Methodist Episcopal Church



DR. HELENE GAYLE, President
CARE USA



DR. JO ANN GORA, President
Ball State University



IMAM MOHAMED MAGID, President
Islamic Society of North America



DR. JANE LUBCHENCO, 10th Administrator
National Oceanic & Atmospheric Administration



HON. GREG NICKELS, 51st Mayor
City of Seattle



HON. GAVIN NEWSOM, Lieutenant Governor
State of California



REV. GABRIEL SALGUERO, President
National Latino Evangelical Coalition



DR. GEORGES BENJAMIN, Executive Director
American Public Health Association

Partners



Faith

Disciples of Christ
 African Methodist Episcopal
 United Church of Christ
 congregations
 Islamic Society of NA

3,646 congregations
 7,000 congregations
 5,154

Higher Education

American Association of Community Colleges
 Ass'n for Advancement of Sustainability in HE
 American Ass'n. of State Colleges & Univ.
 Ass'n. of Land-grant Universities
 Hispanic Ass'n. of Colleges & Universities
 Ass'n. of American Colleges & Universities

1,655 campuses
 1,300 leaders
 420 campuses
 629 Presidents
 400 campuses
 2,774 campuses

Communities

ICLEI
 Institute for Sustainable Communities
 National League of Cities
 National Association of Counties
 Urban Sustainability Directors Network

1,000 cities
 100s organizations
 2,000 senior staff
 3,144 counties
 150 Sustainability Directors

Health

American Psychological Association
 Physicians for Social Responsibility
 Catholic Health Association
 Kaiser Permanente
 Health Care Without Harm
 National Medical Association
 American Academy of Pediatrics

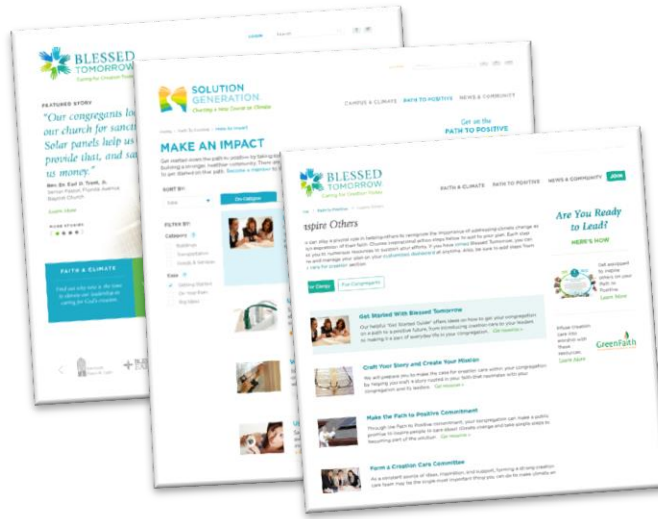
137,000 members
 50,000 members
 2,000 facilities
 8.9M members; 167K employees
 1,300 organizations
 30,000 physicians
 60,000 members

Business

Business for Social Responsibility (BSR)
 CDP (formerly Carbon Disclosure Project)
 Ceres/Bicorp
 American Sustainable Business Council
 B Corps

4,100 companies; 24 cities
 500 signatories
 200,000+ businesses
 922 corporations

Brands, Research, Resources, Outreach



PATH TO POSITIVE

- *lead by example*
- *engage others*
- *institutional leadership*
- *collective impact*



Making Climate Relevant

Top Policy Priorities: Economy, Jobs, Terrorism

% rating each a top priority for the president and Congress each year ...

	Jan 09	Jan 13	Jan 14	13-14 change
	%	%	%	
Strengthening the nation's economy	85	86	80	-6
Improving the job situation	82	79	74	-5
Defending country from terrorism	76	71	73	+2
Improving the educational system	61	70	69	-1
Making Social Security system sound	63	70	66	-4
Reducing the budget deficit	53	72	63	-9
Making Medicare system sound	60	65	61	-4
Reducing health care costs	59	63	59	-4
Reforming the nation's tax system	-	52	55	+3
Reducing crime	46	55	55	0
Dealing with problems of poor & needy	50	57	49	-8
Protecting the environment	41	52	49	-3
Dealing with nation's energy problem	60	45	45	0
Strengthening the U.S. military	44	41	43	+2
Reducing the influence of lobbyists	36	44	42	-2
Dealing with illegal immigration	41	39	41	+2
Dealing with moral breakdown	45	40	39	-1
Improving roads, bridges, public transit	-	30	39	+9
Dealing with global warming	30	28	29	+1
Dealing with global trade issues	31	31	28	-3

CONSENSUS FINDINGS: WHAT RESONATES WITH 75% OF AMERICANS?

Exceptionalism, compassion

- We can all make small steps to make the world better (94%)
- People can be the solution (90%)
- Compassion for those who are suffering (86%)

Personal rights to clean environment for all

- Clean drinking water (84%)
- Clean air (83%)
- Safe neighborhood, free of toxics (79%)
- Access to natural spaces, parks (75%)

Responsibility to do something about climate

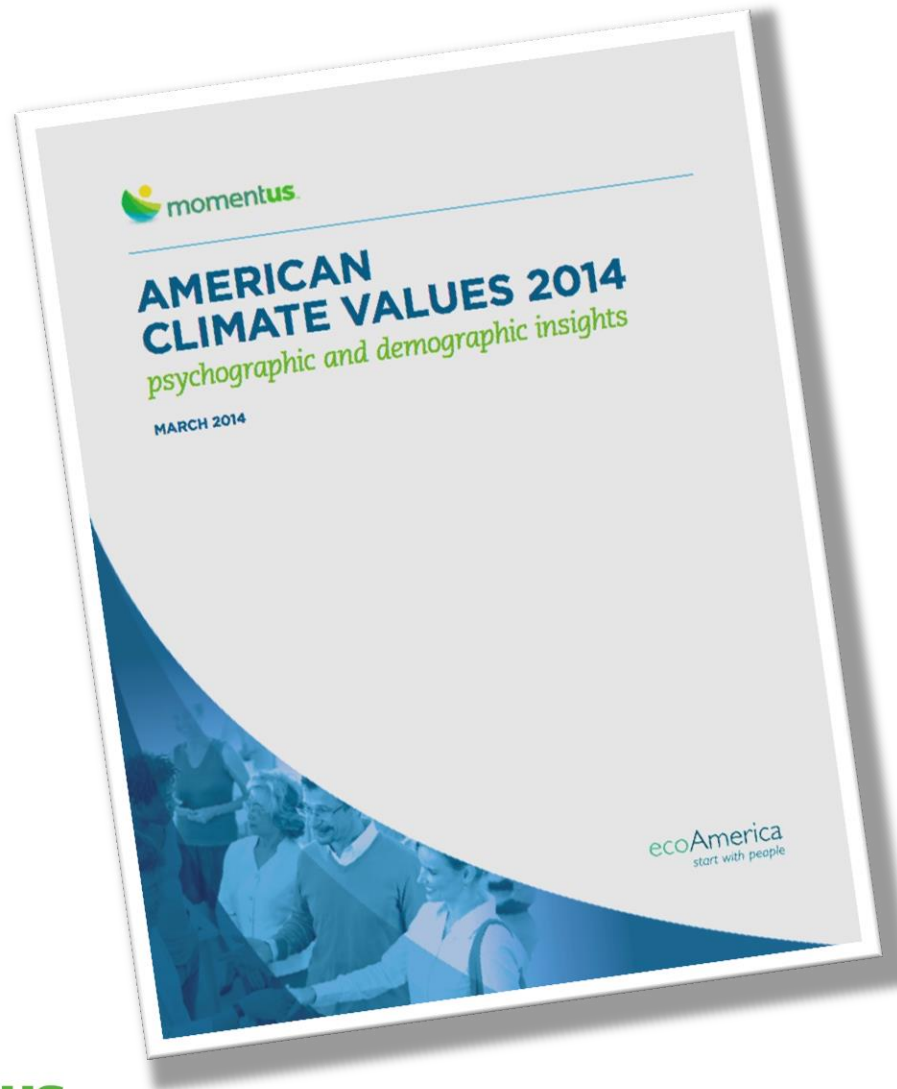
- Companies that pollute (81%)
- EPA (78%)
- Me (75%)



RESEARCH PRESENTATION

13 Steps and Guiding Principles

Psychographic Research



VALS™ FRAMEWORK OVERVIEW

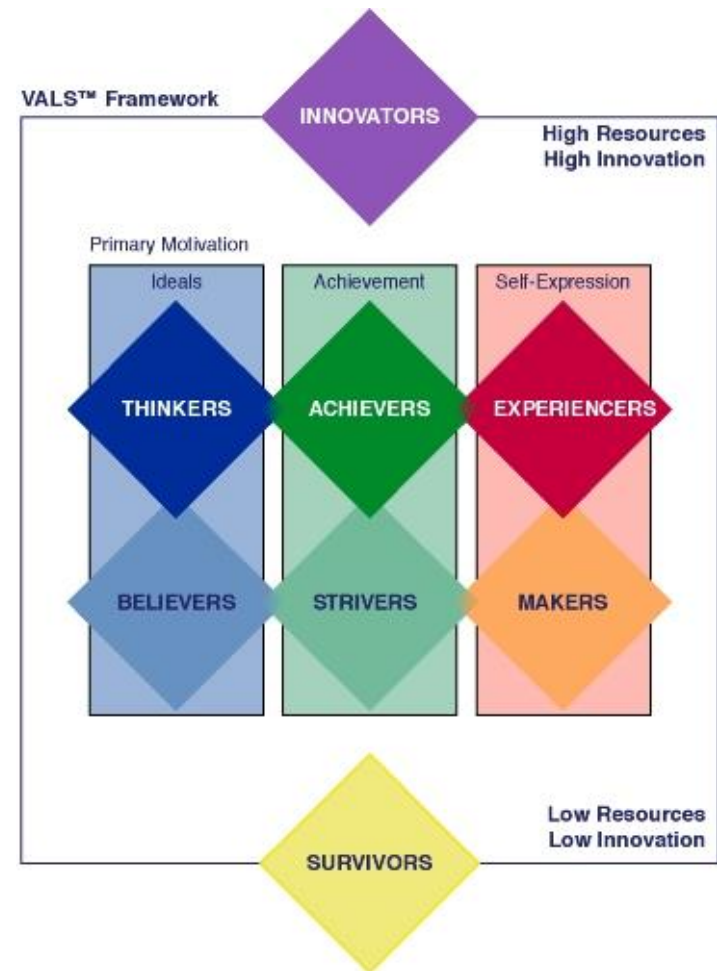
Using a proprietary algorithm, VALS places individuals into eight primary segments based on two dimensions:

1. **PRIMARY MOTIVATION:** *strongly contrasts consumers*

- Ideals
- Achievement
- Self Expression

2. **RESOURCES:** *amplify or constrain expression motivations*

- Self Confidence
- Innovation & Curiosity
- Health & Energy
- Age, Income & Education



Americans Follow Their Tribes

Acknowledge Ambivalence Up Front

Benefits Are Essential for Action

Not Ready to Abandon the American Dream

My Family First

Preparedness Can Motivate Action



COMMUNICATING ON CLIMATE

13 Steps and Guiding Principles

DECEMBER 2013

ecoAmerica

THE 13 STEPS

1. *Start with people, stay with people*
2. *Connect on common values*
3. *Acknowledge ambivalence*
4. *Scale from personal to planet*
5. *Sequence matters*
6. *Use “facts,” not science*
7. *Inspire and empower*
8. *Be solutions-focused*
9. *Describe, don’t label*
10. *Have at least 1 powerful fact from a trusted messenger*
11. *Prepare don’t adapt*
12. *Speak from the mountaintops, don’t fight in the trenches*
13. *Message discipline is critical*



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COMING SOON...

Connecting on Climate: Guidance for Effective Climate Change Communication

- Comprehensive climate communication guide
- Based on cutting edge social science research
- Joint project between ecoAmerica and Columbia University

Center for Research on
Environmental Decisions

EARTH INSTITUTE | COLUMBIA UNIVERSITY

ecoAmerica
start with people

THANK YOU!

Dan Barry, ecoAmerica

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Download reports: <http://www.ecoAmerica.org/research>