

# Communicating climate change

## Communicating Climate Change

A day's course on communicating the most pressing issue of our time

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### 1. Up-coming public trainings:

London, 10-11-5-30; October 28th 2008 - public training, open to all - [click here](#)  
book.

### 2. Introduction to the course and basic programme

**Course level: Advanced**

Using short powerpoint presentations, the course starts with a summary of the findings of existing academic research into climate change communication and behavioural change. It looks beneath the standard statistics about public awareness, examining the large gap between people's reported concern and their actual activity. Participants explore the many strategies that people adopt to avoid personal change and the potential risk that poor communications could reinforce those strategies.

In the practical section, the workshop breaks into small groups to analyse existing climate communication materials in light of these lessons, and present their findings back to the group. In the final part, they consider different audiences and use models drawn from social marketing to understand how attitudinal types respond to different climate change messages.

Using the 20-page workbook, participants will leave the training with a personal toolkit for communicating climate change, the winning arguments and the approaches to avoid.

The training is designed for people who are already familiar with climate change issues and are seeking specialist direction in communication techniques. Participants are invited to bring examples of their own work and obtain advice and new insights into their own projects.

### 3. Hear what people are saying about our communication training:

Feedback from the 'Climate Change Public Engagement' training for Derbyshire County Council, at the Matlock County Hall, 26th September, attended by over 30 individuals.

Almost 95% of participants giving feedback enjoyed the training 'much' or 'very much'.

Over 80% felt that their targets were met (others felt they were at least partially met)

Quotations taken from attendees:

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*Best training session attended in last 2 years?* - Ian Openshaw

?

*Practical, motivating and delivered with commitment and professionalism?* - Lesley Harry

?

*Well delivered training, information delivered effectively and enjoyable?* - Alison Boyce

?

*Inspiring and invigorating ? it helped to make up my mind that I need to do more?* - Catherine Howard

?

*The course has made me more able to discuss/inform others about this vital issue?* - Judith Hawcroft

?

*Very useful day ? inspiring to go out and engage people and try and encourage positive change?* - Rick Jillings

?

*I found the day informative and useful in terms of how to engage others in a more positive way?* - John Holmes

?

*Informative, enjoyable and makes me feel more confident about addressing this subject with the public?* - Andy Pollock

?

*Very informative and full of good tips?* - Jo Gosling

?

*Useful and packed with information; time went very quickly and one day is perhaps not long enough to explore all the issues involved?* - Sharon Blank

?

*A full comprehensive day which gave me a lot to take away and think about?* - Anne White

The person who gave it the lowest rating for enjoyment still described it as ?  
*challenging, intense, but enjoyable?!*

## 4. Praise from Derbyshire County Council for the COIN training:

*'The Climate Outreach Information Network provided Derbyshire County Council with a day's training on 'Climate Change - Engaging with the Public' in September 2007. Thirty one people attended including elected members, countryside service staff, libraries staff and the Derbyshire Adult and Community Education Service - in fact those who really do engage with the public. Participants found the course: 'Informative and enjoyable and makes me feel more confident about addressing this subject with the public'; 'Very useful day - inspiring to go out and engage people and try and encourage positive change'; 'Practical, motivating and delivered with commitment and professionalism'; 'Inspiring and invigorating - it helped to make up my mind that I needed to do more'; 'The way the information etc. was delivered ie. by two trainers swapping round regularly and in small bursts interspersed with audience participation, kept my attention and was far better than just being presented with vast amounts of information at one go'. And to sum up, in the words of one attendee: 'A really enjoyable day - trainers although very passionate about the subject (were) also non-judgmental which contributed to honest and frank discussions'. A couple of high level managers who attended have asked for re-runs of the course for other staff in their sections.'*

Maggie Bishop, Environmental Policy Officer, Derbyshire County Council