

How can we inspire climate action?



People need to know WHY it is important and HOW they can help.

Understand your audience:

- Know their needs and their reality.
- Connect your message with their beliefs and values.
- Relate the climate crisis to what they care about.
- Understand how they are experiencing climate change.
- Emphasize the benefits of taking action and show how it will improve their lives.
- Go to them, don't expect them to come to you.



Share concrete, practical examples:

- Show them how to take action.
- Be very specific.
- Relate the actions to their values.
- Highlight successful examples that they can easily implement.
- Celebrate early adopters.

Weave in interesting facts:

- Refer to sources when possible.
- Be sure your facts are true.
- Connect the global reality to local experiences.
- Instill curiosity. Leave them wanting more.



Images have power:

- Photos, drawings, maps and videos engage emotional areas in our brains.
- They make complex and abstract ideas understandable.





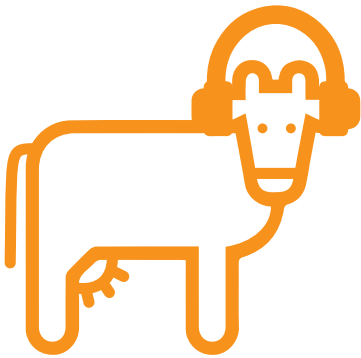
Make people feel good:

- Give hope.
- Use humor.
- Make people feel capable and important.
- Pull, don't push.
- Emphasize progress.



Build community:

- Be inclusive.
- Promote participation.
- Affirm good actions and use them as examples.
- Give social incentives. People like to be compared favorably with others.
- Encourage dialogue. Ask questions. Listen.



Use various media:

- art
- spontaneous activities in public spaces
- social media
- talks
- videos
- infographics
- games
- conversations
- music

**Tell real stories.
Stories help people see the
world with new eyes
and inspire action.**

