

# Lessons learned on raising awareness and communicating climate change

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[www.climateoutreach.org](http://www.climateoutreach.org)



Let's face it: climate change  
doesn't communicate itself

# 7 PRINCIPLES OF VISUAL CLIMATE CHANGE COMMUNICATION

WWW.CLIMATEVISUALS.ORG



SHOW 'REAL' PEOPLE

TELL NEW STORIES



SHOW CLIMATE CAUSES  
AT SCALE

SHOW LOCAL  
CLIMATE IMPACTS



SHOW EMOTIONALLY  
POWERFUL IMPACTS

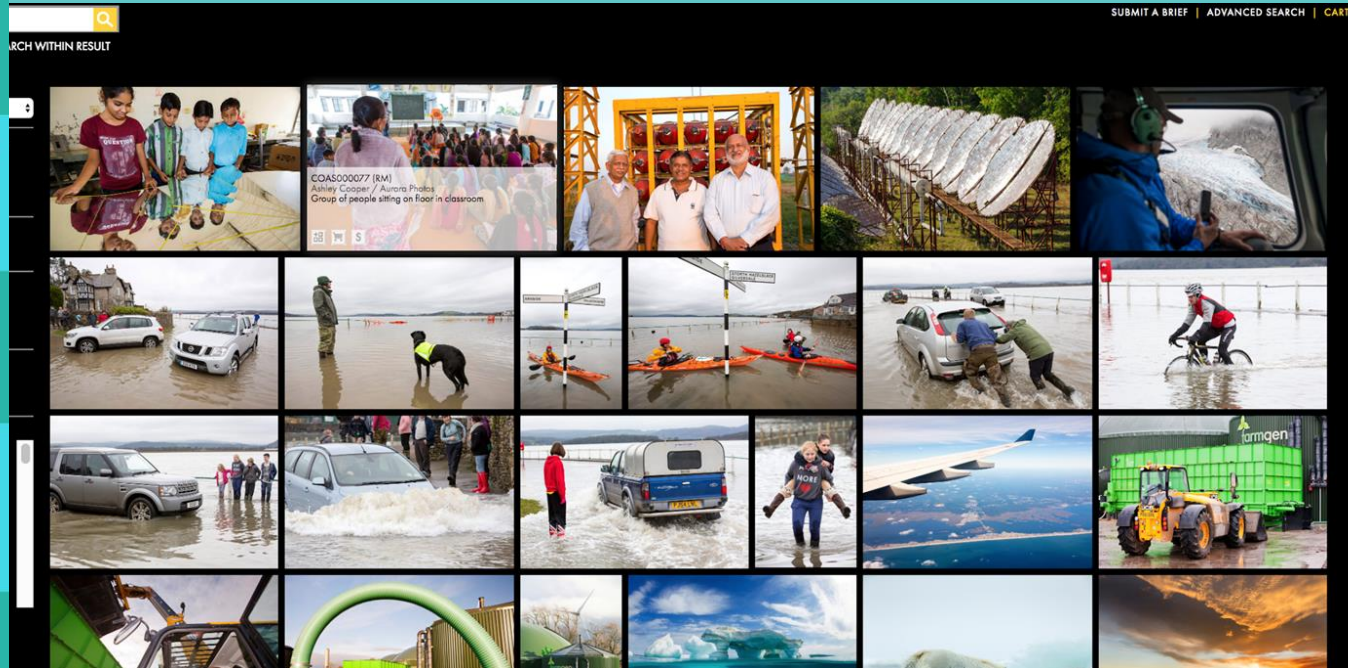
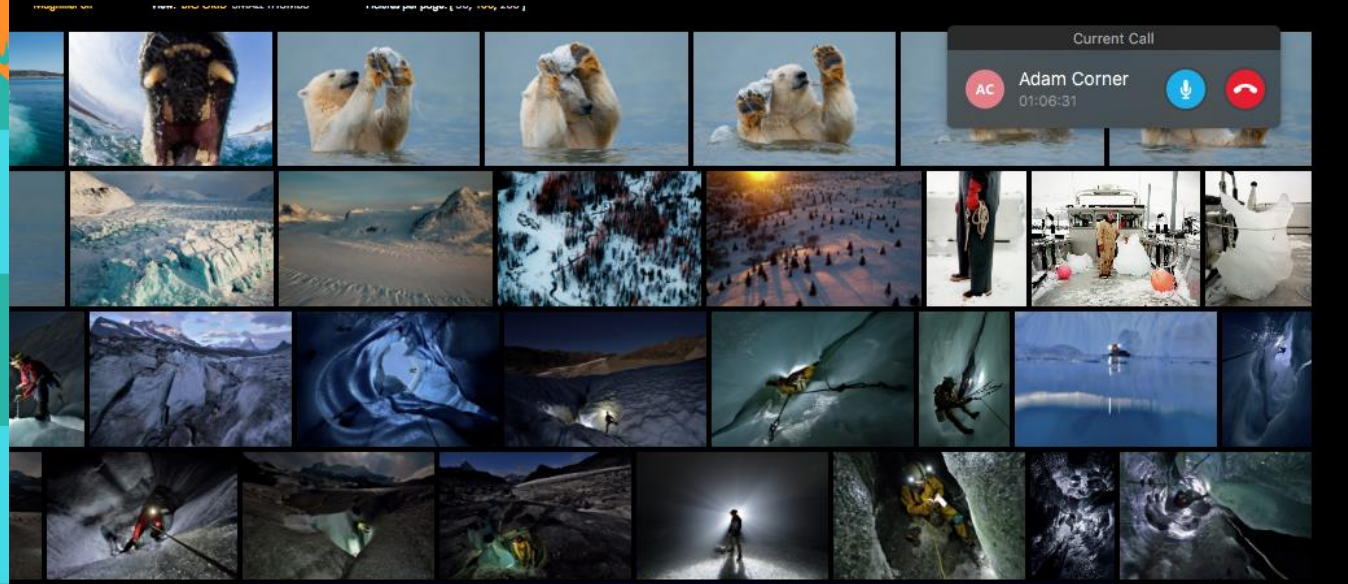
BE CAREFUL WITH  
PROTEST IMAGERY



UNDERSTAND  
YOUR AUDIENCE



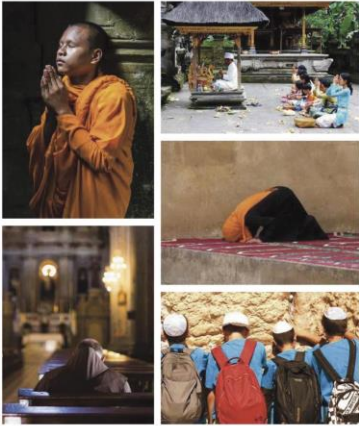
climateVISUALS





## Faith & Climate Change

A guide to talking  
with the five major faiths



CLIMATE  
outreach  
formerly CCRH

GreenFaith  
GREEN FAITH NETWORK FOR THE UK

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# YOUNG VOICES

## HOW DO 18-25 YEAR OLDS ENGAGE WITH CLIMATE CHANGE?

## How to talk climate change with the centre-right

An election guide

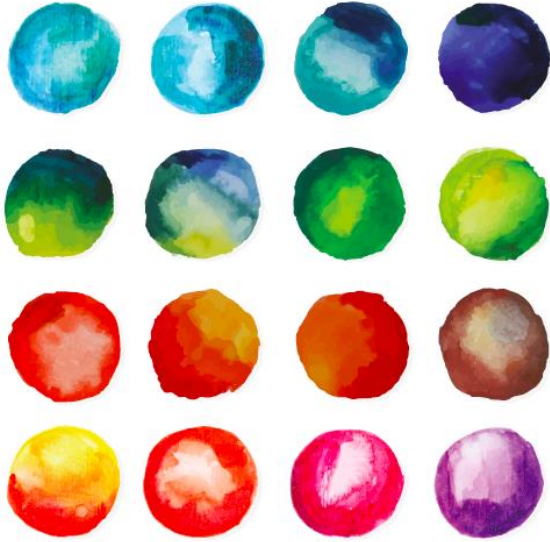
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# #ShowTheLove





CLIMATE CHANGE  
PUBLIC CONVERSATION SERIES  
Climate Conversations 'How to' Guide



Communicating  
Climate Change in

भारत  
India

A Global Narratives project



## ALBERTA NARRATIVES PROJECT



- Understand your audience
- Values up not numbers down
- Global imbalance in understanding, resources and skills
- Need for monitoring, evaluation and skill sharing

