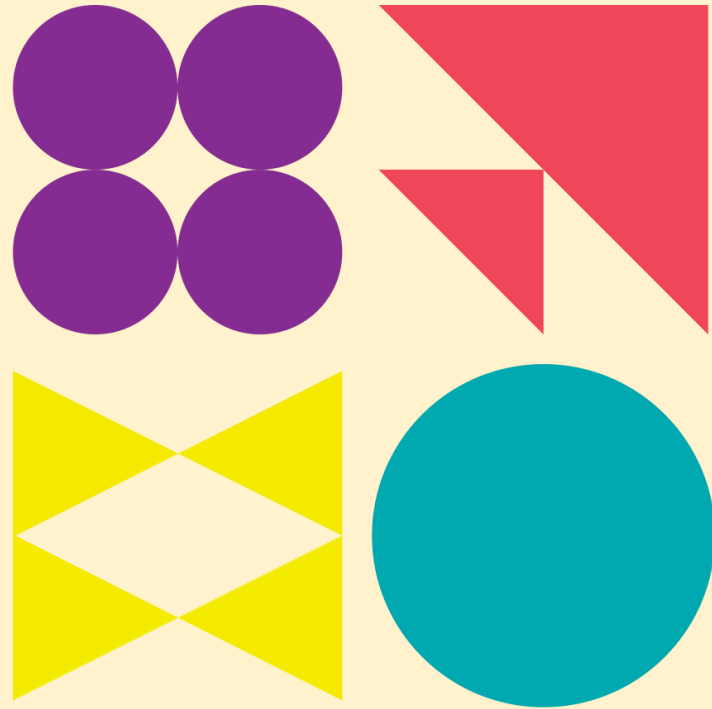


**let's
talk
climate**



Why climate conversations?

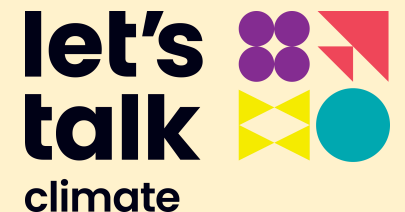
Conversations lie at the heart of social change. We've seen this with equal marriage in the UK and abortion rights in Ireland.

And while 3 in 4 of us think climate change is a serious global threat*, more than half of us never or rarely talk about it.**

We want to change this.

Join our mission to start millions of conversations to build support for climate action.

<https://www.ipsos.com/en-uk/one-four-britons-think-climate-change-out-control>
<https://climateoutreach.org/britain-talks-climate/previous-research/common-ground-differences/>



Why this training?

Reasons to take part:

- Deepen your engagement with supporters
- Motivate supporters to talk more about their local environment
- Boost your existing programmes by up-skilling supporters to talk about them effectively
- Create strong bonds between supporters through the Challenge
- Use it as a springboard for supporters to lead on projects important to them

How it works

The Workshop:

- 'How to have conversations about climate change' – 2 hours, online
- 20-40 people

The Challenge:

- Practice your skills, set conversation targets and learn alongside peers
- Small groups of 6-8 people + 2 volunteer co-hosts – 1 hour x 6 weeks, online

Training + supervision for Challenge co-hosts:

- 'Learn how to host the Challenge' – 90 mins, online
- Supervision sessions for hosts – 2 x 1 hour, online

The story so far

- Partnerships with orgs including the National Trust, Women's Institute, Wildlife Trusts, Parents For Future, UNISON, and more
- 700+ people trained over 2 prototype training cycles
- 28 Challenge co-hosts trained
- 12.5 conversations initiated by average Challenge participant over 6 weeks

Workshop outcomes

After the Workshop:

- 92% saw the value of climate conversations and wanted to know more
- 94% said they were likely to share what they'd learned with others
- 95% said they felt more motivated to have conversations about climate change
- 93% said they'd learnt a practical skill to help them have a climate conversation
- 89% said they felt more confident to have a climate conversation
- Likelihood of people recommending it to someone who cares about climate: 4.6 / 5

Workshop feedback

After the Workshop people told us they most valued:

- “The feeling of hope that change will be possible in time”
- “Getting lots of different insights into how to have meaningful conversations about climate.”
- “It was well run and I had lots of opportunities to learn and chat to lovely people.”
- “Having evidence based strategies to give me confidence that what I am doing will work.”
- “The structure – it was so clear and well presented, obviously a lot of thought has gone into it.”

Challenge outcomes

After the Challenge every single person agreed or strongly agreed that they:

- Felt more able to talk about climate with someone they wouldn't usually talk about climate with
- Have more tools to build relationships and communicate with people about climate change
- Will continue to use what they've learned to have climate conversations in the future
- Likelihood of people recommending it to someone who cares about climate: 4.7 / 5

Challenge feedback

After the Challenge people told us they most valued:

- “Building a toolkit of different strategies to help me talk about climate change...”
- “Learning to be curious and to ask questions rather than explain topics.”
- “To have so much genuine human connection with people I wouldn't have normally talked with.”
- “Learning how to talk to people non-judgementally.”
- “More self-awareness of my own triggers and how to manage them.”

Join us in 2025

Our offer:

- A fantastic training host (who will deliver your Workshop and Challenge host training/supervisions)
- Training materials (Workshop Workbook, Hosting Guide and Challenge Workbook)
- Templates for marketing and administration
- A communications toolkit for Challenge groups to reach out to media, MPs and councillors
- Feedback forms to measure outcomes

Join us in 2025

Your role:

- Promote the Workshop and Challenge to your supporters
- Recruit Challenge co-hosts (2 per group)
- Communications (sending emails to trainees)
- Set up Challenge groups (collating expressions of interest, setting dates)
- Admin (setting training dates, event bookings, liaising with your Let's Talk Climate facilitator)

Next steps

Timeline:

- Confirm partners for 2025 by the end of November 2024
- Partnership agreements signed in December 2024 / January 2025
- Partners matched with their training hosts in Feb 2024
- First workshops to start from March 2024
- All Challenge groups completed by end of June 2024

Get in touch:

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