



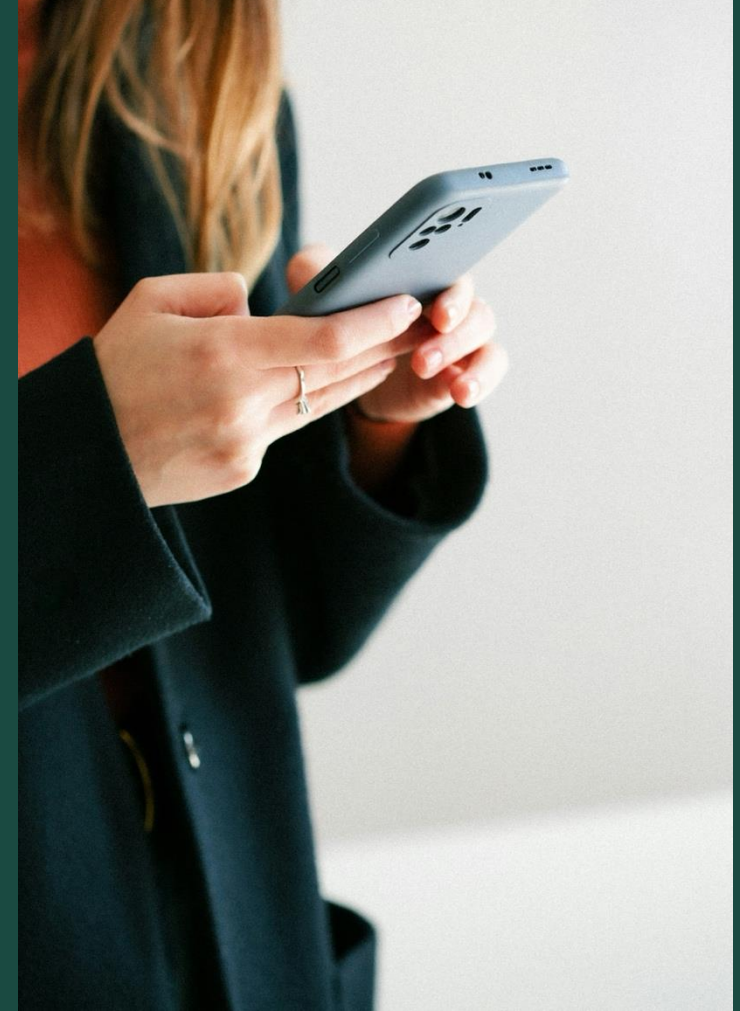
# **Communicating clearly on the Climate Crisis**

Matt Lockwood,

Net Zero Carbon & Communications Officer, Portsmouth

# Starter questions

- Have you ever written and sent an email, and not had the response you hoped for?
- How much of an email do you read before you give up and delete it or leave it for later?



# Why this session?

- Not a session about climate change, but about how we communicate about it.
- We don't struggle because we don't care, we struggle because good comms is not easy
- But it is essential and will become even more so as the climate crisis continues

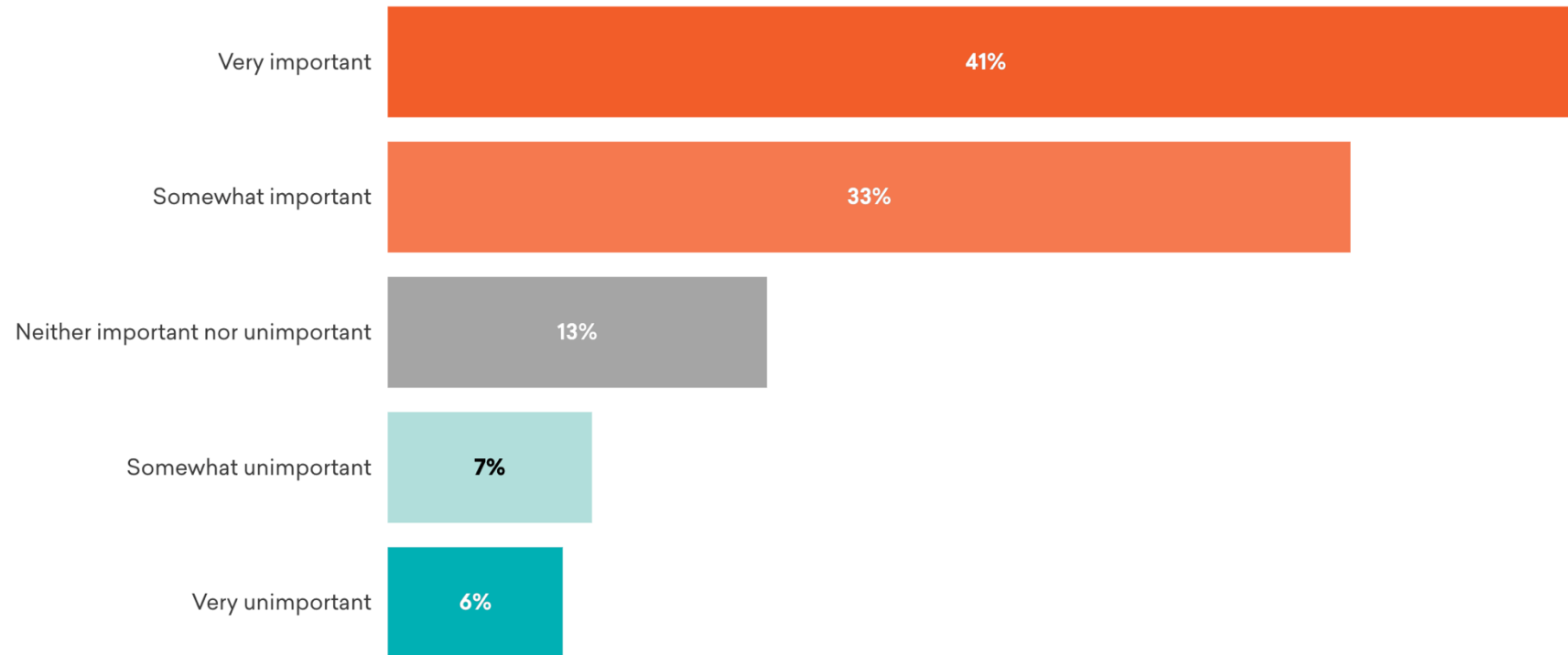


# Climate Outreach survey 2025

- August 2025 release of survey results
- Three particular stand-outs:
  - We are a nation of nature lovers
  - Trust in society, politics and government is collapsing
  - Climate action has an image problem, but it is fixable
- 74% believe climate change is important, but they think they are in the minority

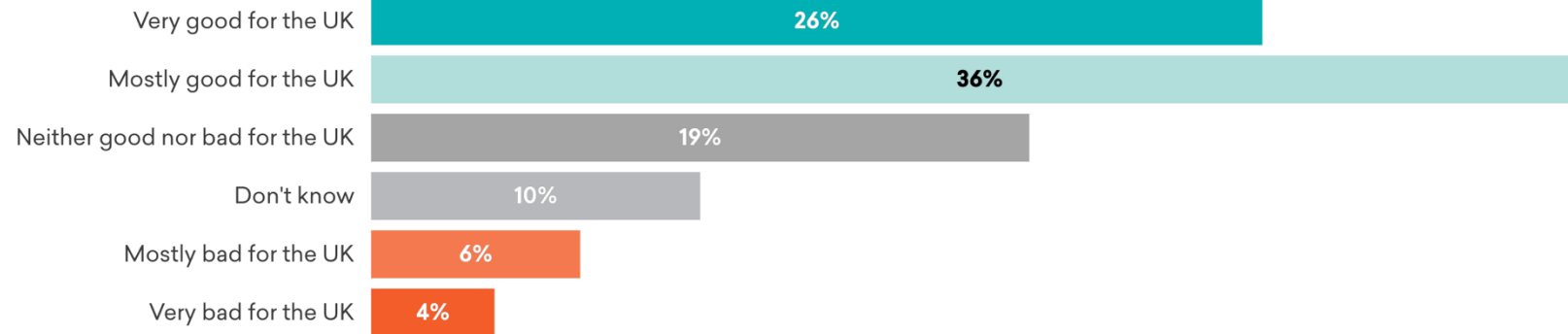


### How important, if at all, do you think climate change is?

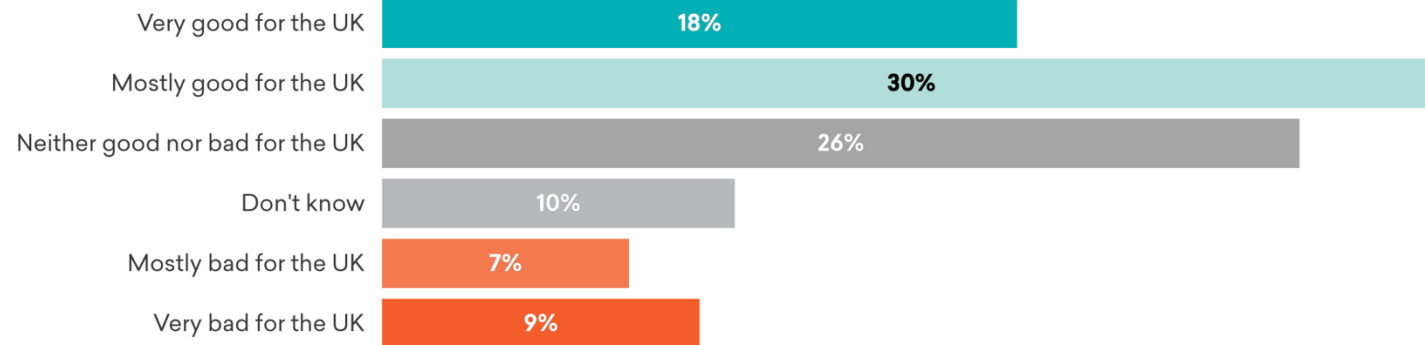


## Do you think that reaching net-zero will be...

2024



2025



# What do good communications look like?

- Clear focused message
- 'Why' – people need meaning before making effort
- Clarity beats impressiveness
- Clear call to action

# What do good communications look like?

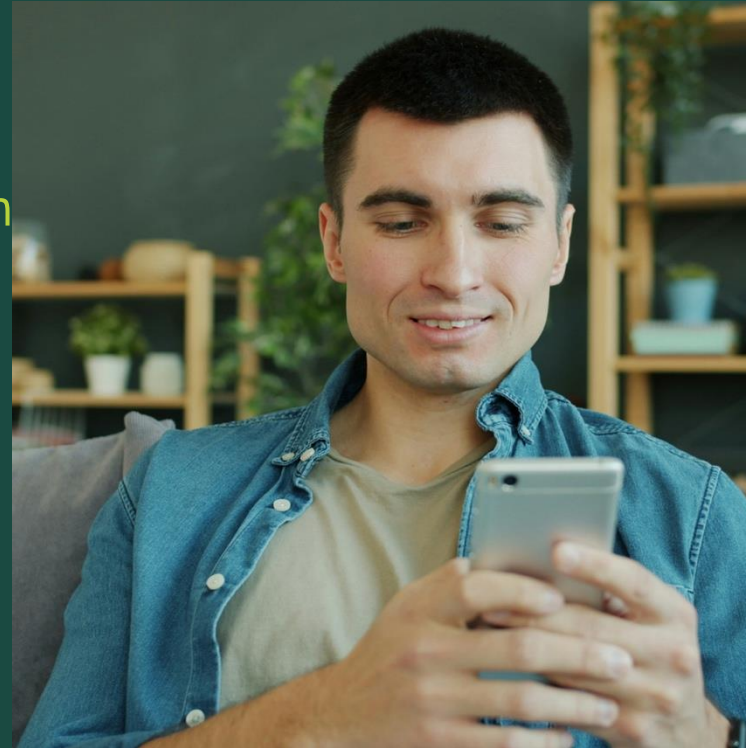
- Scannable – most comms via email or SM on a phone
  - 60-62% emails on mobile, Southern California News Group
  - 60-65% global website traffic on mobile, Quantumrun.com
  - Short headlines
  - Optimised images
  - Short paragraphs with links to read more
  - Buttons for important links
  - Spacing





# What do good communications look like?

- 'Real' language
  - Back up technical or scientific terms with basic explanations
- Clear next steps and expectations
  - Give a vision of 'better'



# What do bad communications look like?

- Wall of text
- Using guilt or emotional manipulation
- Data deep-dives
- Vagueness
- Click bait
- One message fits all
- Not checking/proofing



*Lail Road*  
**COMMUNITY CHURCH**



**DO YOU EVER THINK  
ABOUT WHERE YOU  
WILL SPEND ENTIRETY?**

**Musician Wanted:** Avondale Lutheran Church is looking for a pianist for Sunday morning worship services at 9 and 10:30 a.m. Must know how to play the piano in Spanish. Contact ( )





# Doing it well

- CARE
- TRUTH
- HOPE
- NEXT

# Doing it well

- CARE

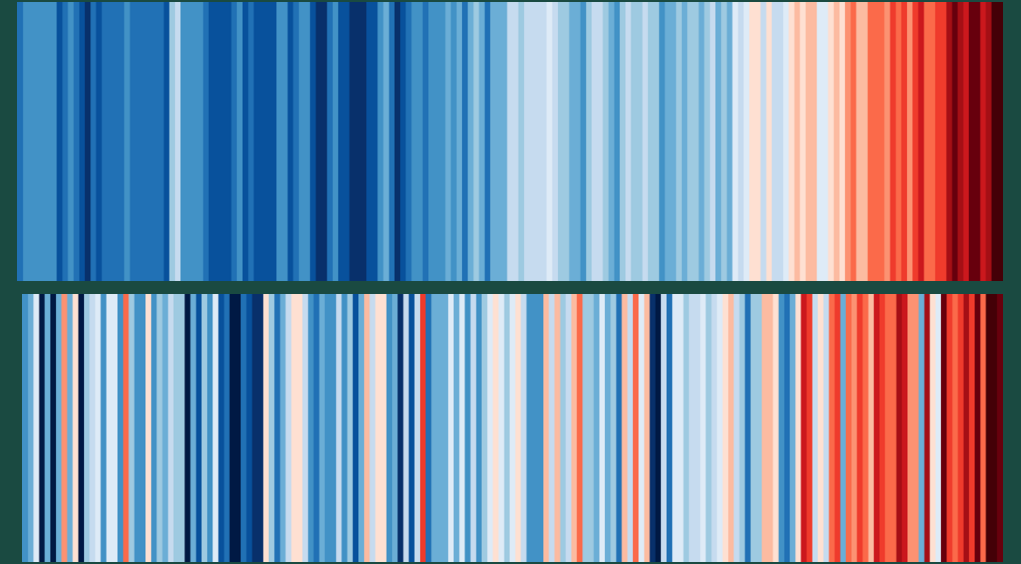
- Start with shared values
- "We love our neighbours."
- "We want to be wise with money."
- "We want to look after what God has made."



# Doing it well

- TRUTH

- Give one or two simple facts
- Avoid fact-dumping
- Use human-scale facts
- Make global relatable
- “How will this affect us?”



Average temperature, 1850-2024  
[showyourstripes.info](https://showyourstripes.info)



# Doing it well

- HOPE

- Show realistic and positive action
- Not denial but agency
- "We can do something meaningful together"
- Eco Church / Climate Stewards
- *Talking Climate* podcast, Katherine Hayhoe



# Doing it well

- NEXT

- Make the next step obvious
- “join us”, “reply”, “sign up”, “come along”, “do this one thing”

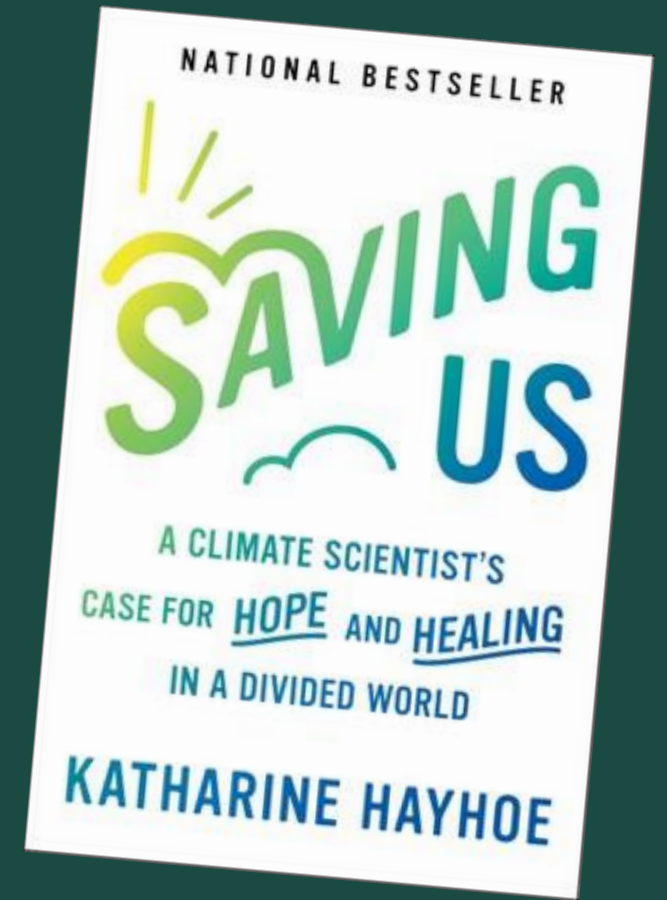


# Recommendation

## *Saving Us*

By Katherin Hayhoe

- The most crucial action individuals can take regarding climate change is to discuss it and advocate for solutions within their influence.
- Starting conversations with points of agreement rather than disagreement can lead to surprisingly productive outcomes.
- Speaking up about climate change, even in everyday interactions, is presented as a moral act that prevents dismissive voices from dominating the narrative.



## GOOD EXAMPLE

### One small step for creation care

Hi everyone,

Over the next month, we're taking a simple step as a church to care for God's creation and reduce energy waste.

Would you like to get involved?

[Reply YES for "3 Easy Steps" Checklist ➡](#)

- Takes about 10 minutes
- No expertise needed
- Simple, positive actions that make a real difference.

Thanks so much – it's one small step, done together.

Blessings,  
Pastor Sarah

## BAD EXAMPLE

### IMPORTANT: Climate emergency actions

Dear all,

As you will be aware, the climate crisis is the greatest emergency the world has ever faced and we must act immediately.

We are launching a wide-ranging strategic response involving changes to heating, lighting, travel, food, and more.

Please read the attached documents before the meeting.

Volunteers needed.

Regards,  
John

# Exercise

- Write an email invitation for an event to introduce your church to Eco Church