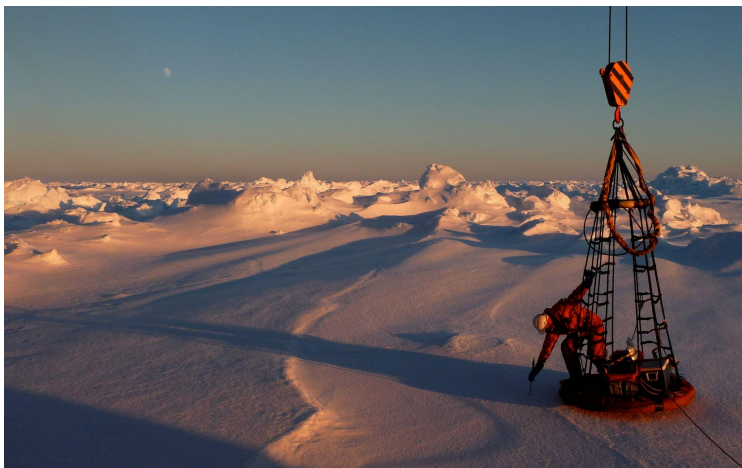




The changing climate story



Kenneth Mankoff

This is a science story. It's complex and remote.



This is a people story. It's about all of us.

The changing climate story



Supratim Bhattacharjee / Climate Visuals

The damage is done.



Avijit Ghosh / Climate Visuals

We all play our part in what happens next.

The changing climate story



People don't understand. We need to educate them



Create your own Climate Hero!

People care. We often look to others for leadership.

The changing climate story



Steve Eason / Climate Visuals

Green groups want action



Mary Turner / Climate Visuals

Most people want action

The changing climate story



Michael Ellery / Climate Visuals

What can people *really* do?



Ben Stevens / Climate Visuals

Look at what people are *already* doing

Britain Talks Climate 2024

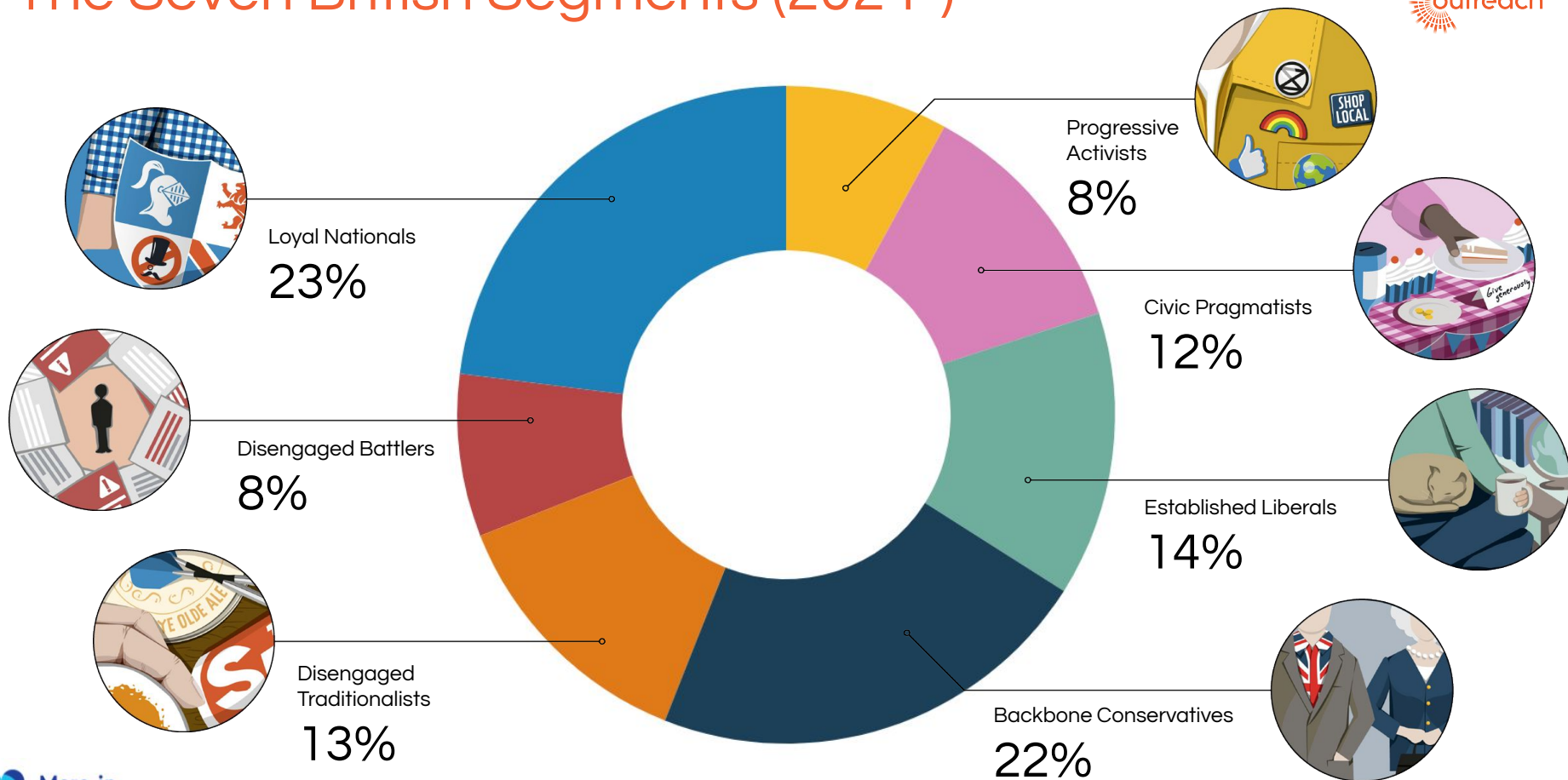


What is Britain Talks Climate?

- Helps us tell **climate stories that resonate** with people of different values and backgrounds
- To understand **how people in the UK think and feel about climate change**
- Features **seven different values-based segments** of the British population

Collaboration between Climate Outreach, More in Common, European Climate Foundation & YouGov

The Seven British Segments (2024*)



Nostalgic, patriotic, proud,
secure and confident

Backbone
Conservatives



15%



Progressive
Activists

13%

Motivated to fight
inequality and injustice



Civic
Pragmatists

13%

Feel economically insecure,
socially excluded



Disengaged
Battlers

12%



Established
Liberals

12%

Loyal
Nationals



17%

Disengaged
Traditionalists



18%

The seven
British segments

BTC 2024 update: Key findings

1

Appetite for **climate and nature action** is strong and enduring

2

Climate leadership - it offers a source of hope and the potential for reconnection

3

People don't want to be left alone with this: prioritise what's tangible and **make transition fair**



Thank you

#TalkingClimate
@ClimateOutreach
climateoutreach.org