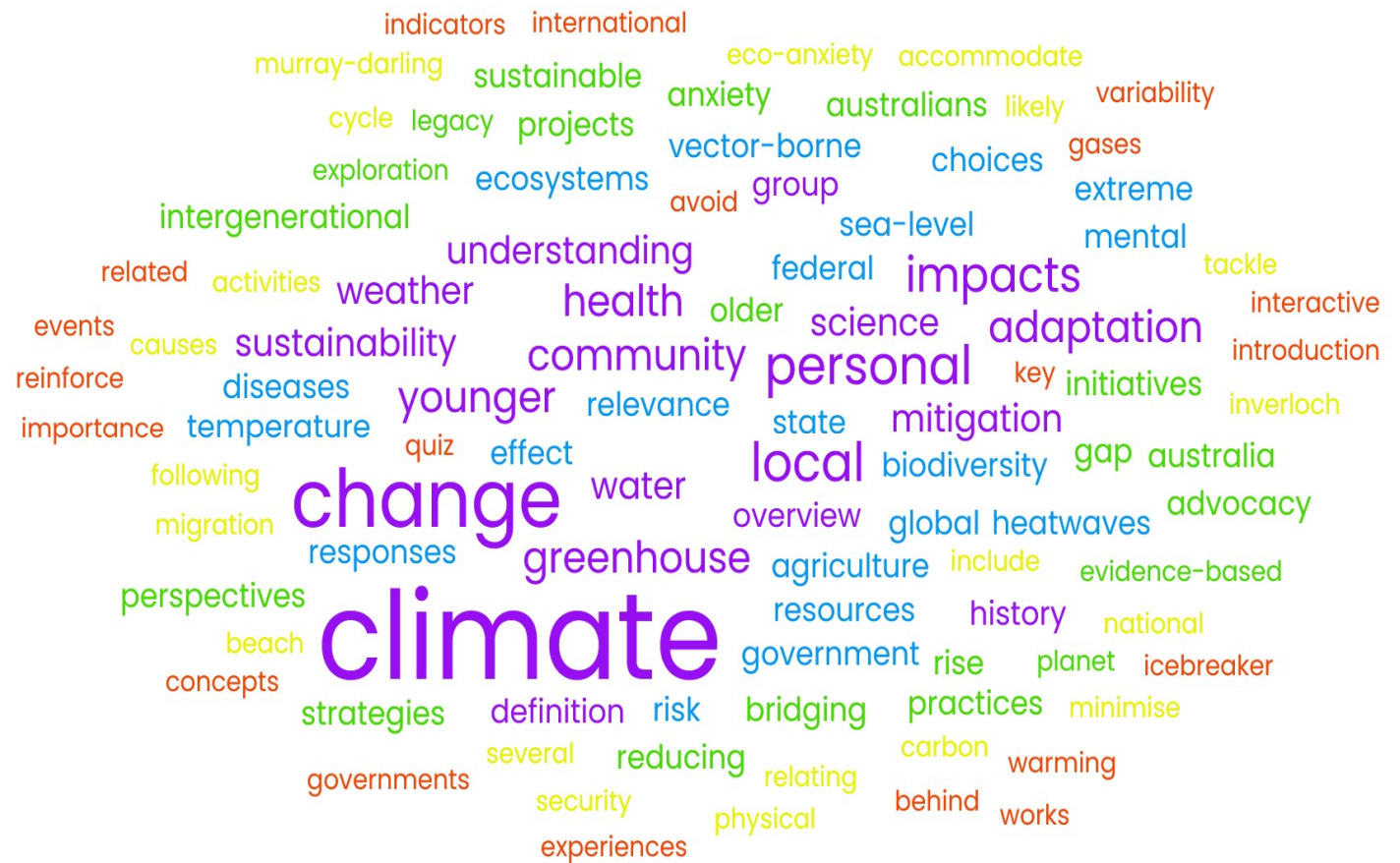


Session 5
20/5/2025



Before we
start ...

EnergyAustralia [forced to] apologise over claims of 'greenwashing'

In 2023, Parents for Climate started a Federal Court action alleging misleading or deceptive conduct over the energy giant's marketing of its Go Neutral carbon offset products

Yesterday, Energy Australia released a statement in advance of a hearing slated for later this month

- *"While offsets can support investments in valuable projects aimed at reducing greenhouse gas emissions in other areas, they do not eliminate or reverse the damage caused by the consumption of fossil fuels for a customer's energy needs."*
- Energy Australia *"apologises to any customer who felt that the marketing of its Go Neutral products lacked clarity,"* it *"has now redirected its efforts toward reducing direct emissions."*
- *"The combustion of fossil fuels results in greenhouse gas emissions that are neither prevented nor mitigated by carbon offsets."*
- *"Storing carbon in vegetation does not equate to retaining it in fossil fuels, which is achieved by not burning those fossil fuels to begin with."*

CEO added: *"Carbon offsets should not be used to delay or diminish the important work that needs to be done to actively decarbonize."*

Government's Climate Active voluntary program due for reform

Regaining the momentum - conversations

- The importance of conversations
 - When and where
- C4C Theory of Change
- You don't need to be an expert
 - Tips
 - Sample conversation guide
- Call to action
- Audience segments
- Mis and disinformation
 - Pause, assess and check
 - Fighting fires
 - Truth sandwich
- Leadership – we can all do it

The importance of conversations



- Most Australians
 - are worried about climate change (IPSOS 64% April 2025)
 - want more action to be taken (IPSOS 54% April 2025)
- But a lot are confused about the details
 - so many ideas, thoughts and seemingly conflicting information
 - only 24 % of Australians believe the government has a clear plan
 - easier to turn away and focus on something else
- To cut through, we need to overcome barriers and let people know
 - what actions will make the biggest difference
 - how to go about them
- Conversations are a huge opportunity
 - change attitudes and behaviour
 - shift general concern about climate into effective action



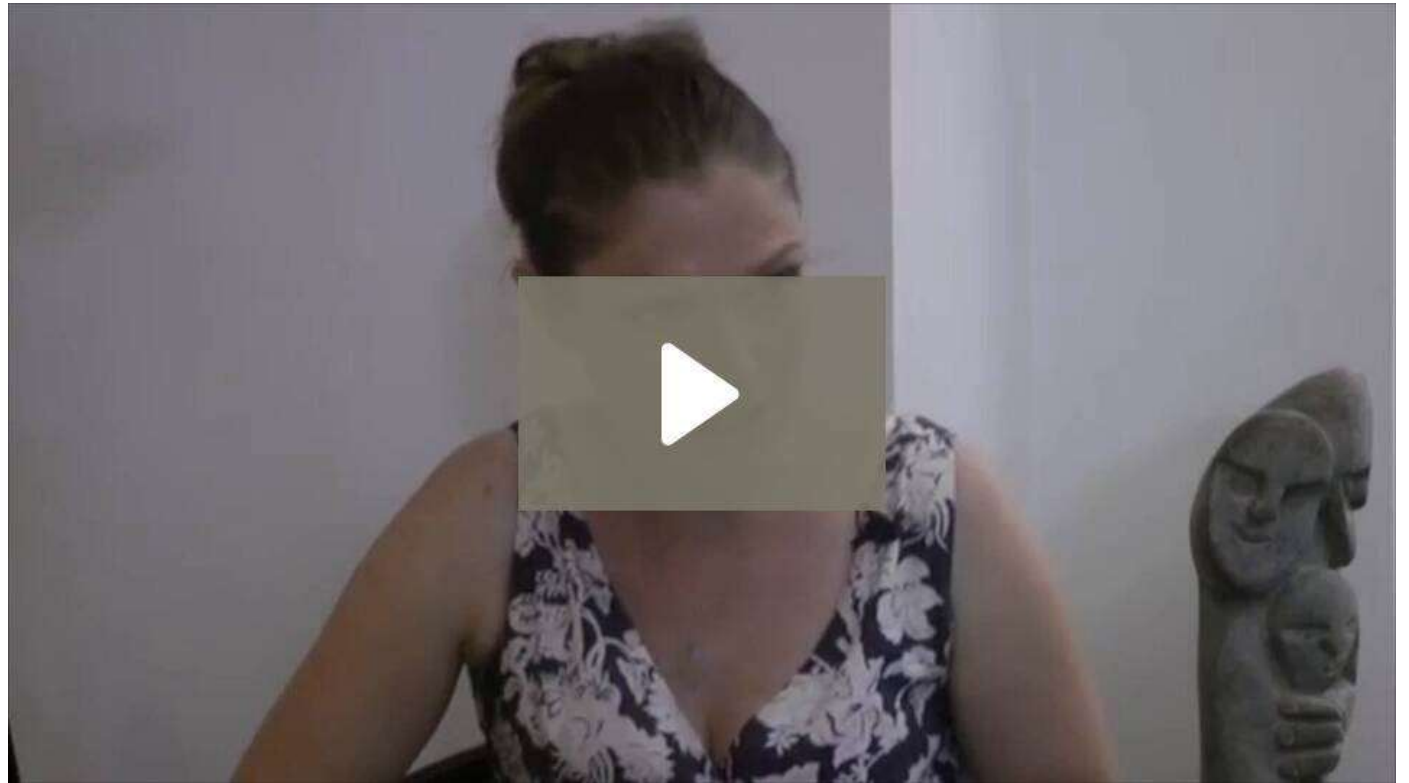
- Incidental conversations
 - naturally in day to day life
 - one-to-one conversations with friends or family, in the workplace, on social media, on public transport, or in the park on your daily walk!
- Intentional conversations
 - e.g., a *C4C Climate Conversation* or have a *C4C ClimateChat*
 - invitation for set time and date
 - often last longer
 - provide the space to really go deep into the topic
- Public conversations
 - e.g., with a local group
 - market stall, door-knocking, or a *phone party*

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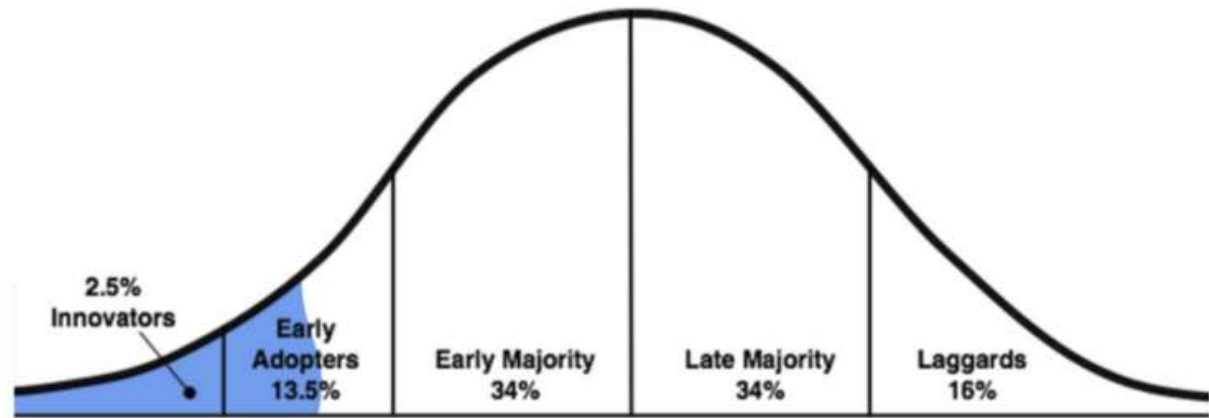
[TOC.mp4](#)

Climate for Change



<https://www.climateforchange.org.au/trainonline>

'Diffusion of innovations' or 'social diffusion' theory

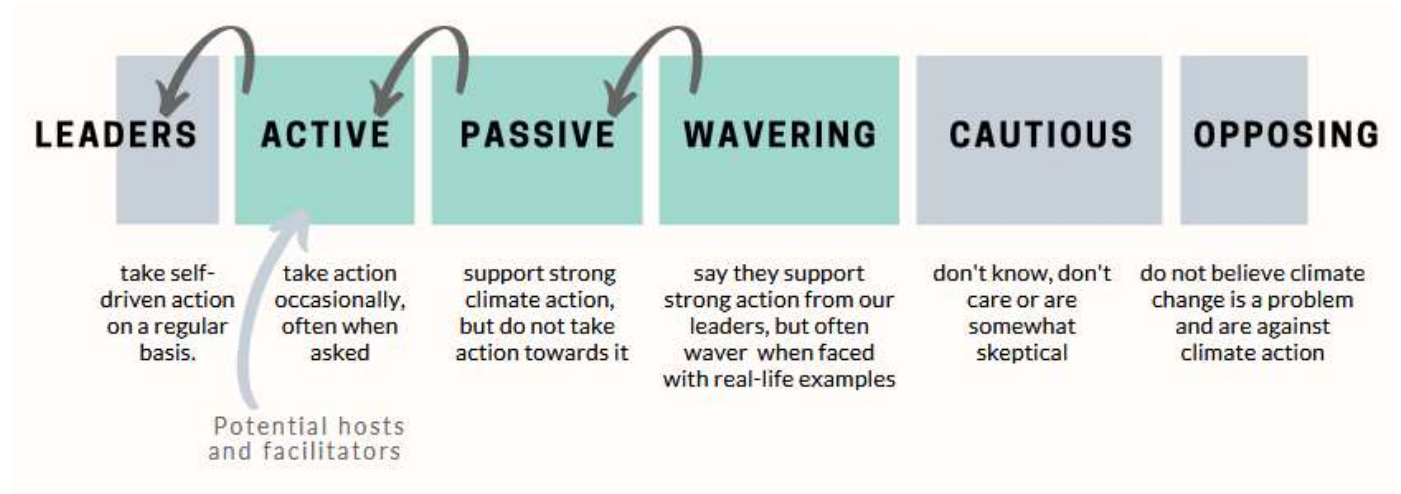


Used to describe modern social movements like the end of slavery or the embrace of marriage equality, and the adoption of new ideas and technology like the smart phone

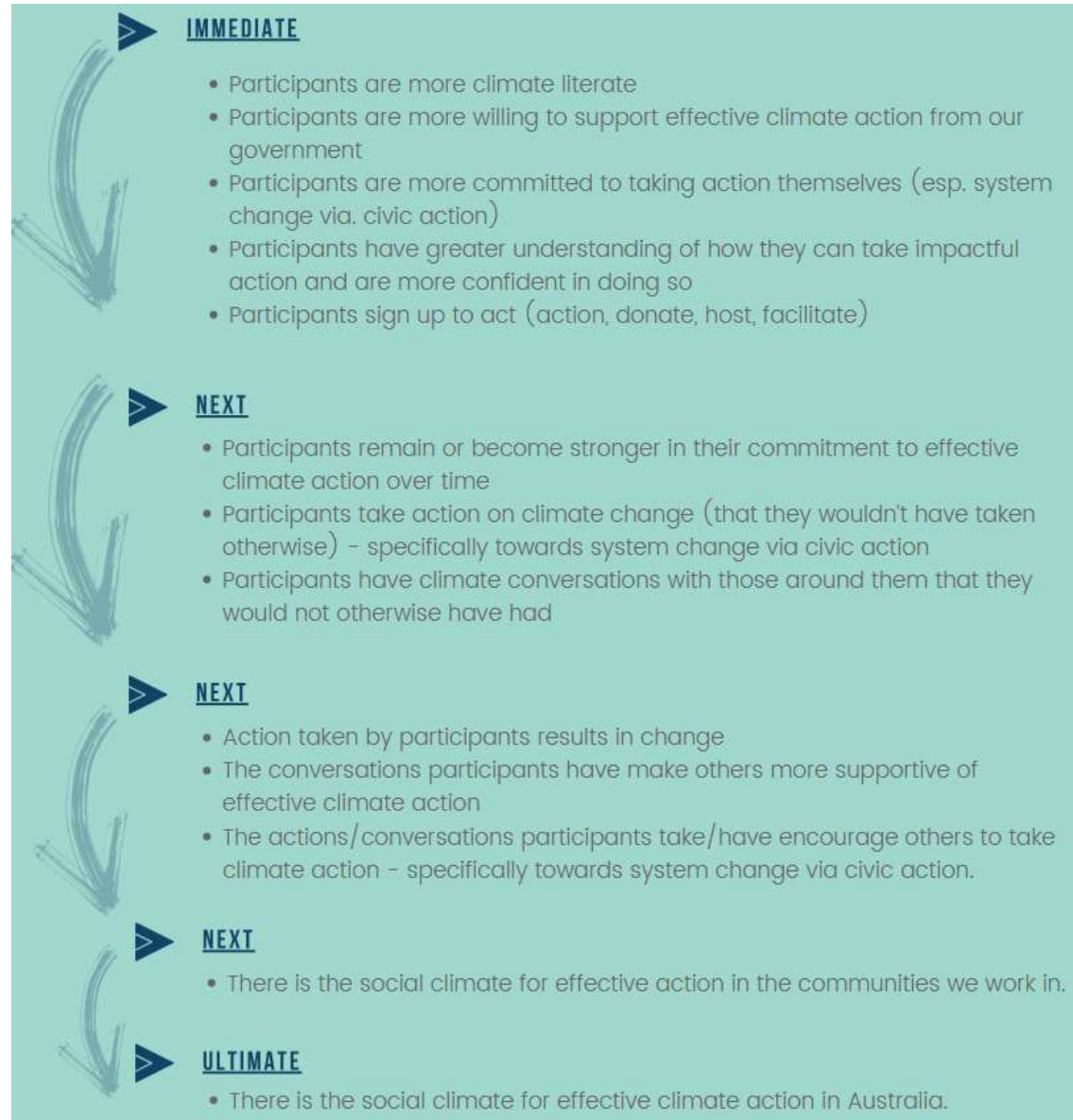
Change is progressive

- It moves from the innovators, to the early adopters, to the early majority, and so on
- When the idea is embraced by the early adopters change starts to accelerate.
- Once the early majority are on board we reach critical mass
 - the idea or behaviour is “unstoppable” and will become normalised
- To create change we do NOT need to convince the laggards (climate deniers)
- We need to reach the next people in line
 - Already concerned and want climate action, but might be confused about the details or are unsure what role they can play

Change is
progressive



If we have
climate
conversations,
then ...



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“You don’t need
to be an expert
to talk to others
about climate
change ...
just a person
who cares
deeply about our
future!”

- Listening is your most important skill
 - understand people’s perspectives
 - then link these perspectives to actions
- Universal Conversation Tips
 - 1. Ask questions – seek first to understand
 - 2. Listen without judgement
 - 3. Focus on the vision
 - 4. Help people see their place in the solution
 - 5. Connect by talking about your own feelings

1. Ask questions – seek first to understand

- Asking questions is a way of connecting with people, and making them feel supported:
 - *"How are you feeling about...?"*
- Ask open questions to prompt people to think, and find out what matters to them:
 - *"How do you think climate change is impacting your life and the lives of people around you?"*
 - *"What do you think about XXX (e.g., Great Barrier Reef bleaching)?"*
- Dig a bit deeper:
 - *"Why do you say that?"*
 - *"Tell me more about..."*

2. Listen without judgement

- Listen without interrupting.
- What values are sitting under the things they say? Their answers will give you clues as to what matters to them, how they relate to climate change, and what may be holding them back from taking more action.
 - *"What things are important to you?"*
 - *"How do you feel about climate change?"*
 - *"What do you think could make a difference?"*
- In order to process what they can do next, people need to feel heard and empowered to act with confidence.

3. Focus on the vision

- The vision is clean air, water and renewable energy - not coal, oil and gas.
- Although Australians relate to bushfires, pollution, droughts and wildlife loss - the problem with focusing too much on the devastating impacts of climate change is that it can make people feel overwhelmed and cause them to switch off. Also, some people don't yet see the links between impacts happening now, and climate change.
- Climate change matters because it has grave implications for our health, prosperity and way of life. But if we want action, we must build people's confidence that we can make a difference by taking action.
- We should help people imagine a future different to the current situation. The things people care about are a big part of the change we're pushing for: affirm a shared vision!

4. Help people see their place in the solution

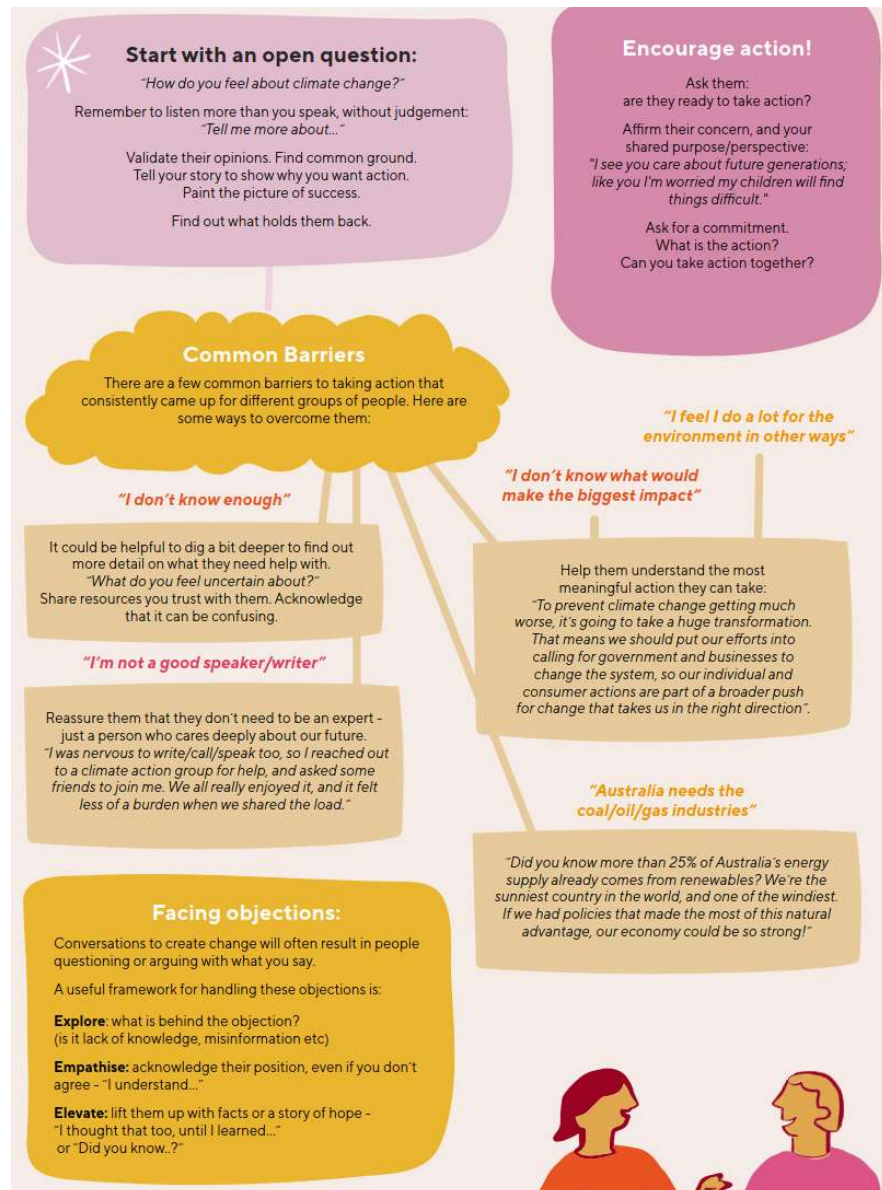
- Our individual actions and choices do matter...but we have more impact when we push the people in power to change, than by focusing on individual action.
- Household and consumer actions are a good place to start, but the goal of your climate conversation is to persuade someone to advocate for climate action from key decision-makers.
- Having said that, pressuring people to take actions they're not ready for can backfire. Instead, we should support people to start where they are and encourage them to keep taking steps toward stronger advocacy.
- For some people, a private action like changing their vote or signing a petition is the first step. Others will be ready to take bolder action – by listening and asking questions carefully and intentionally – and exercising patience and compassion in your conversations, you will find out where someone is at.
- Being clear about the actions that will make a difference in tackling climate change may be the thing that motivates someone to step from concern, into concerted action.

5. Connect by talking about your own feelings

- When it comes to understanding climate change, most people value the opinions of their friends, family and colleagues as much as they do facts and figures from scientists, firefighters and doctors.
- Don't feel like you need to be an expert on all the science to be persuasive. Of course, facts matter - they give us information. But it's through our values and emotions that we decide what this information means for us.
- Conversations - something we all know how to do, are a powerful way to help people connect to climate change emotionally. By including your 'story' i.e. why climate change matters to you - by being vulnerable, relatable and credible, you can build trust with the person you are talking with.
- Don't over-complicate things, just be yourself! Being authentic is what people will remember long after a list of statistics or facts and figures has faded from view.
- By connecting on a human level, early on, you are in a far better position to face any challenging parts of the conversation that might crop up later.
- Remember, like you, most people are worried about climate change. Your best chance to persuade them to act on their concerns rests on your ability to cut through the noise and show them a meaningful way forward.

Sample conversation guide

<https://www.climateforchange.org.au/trainonline>



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Call to action

Individual <ul style="list-style-type: none">- Drive less, walk more, use public transport- Eat less meat, vego/vegan diet- Eat and buy local, grow veggies- Reject, reduce, reuse, repurpose, recycle- Use less water, use less electricity and gas e.g. peg clothes on the line- Speak up - have more conversations!	Citizen <ul style="list-style-type: none">- Write, call and visit MPs- Campaigns and petitions- Protests and rallies (then post on social media)- Creative protest e.g. Climate Angels, Frydo Fridays- Vote climate
Consumer <ul style="list-style-type: none">- Buy green electricity, ditch gas- Divest your bank, super- Invest ethically (no support for FFs)- Buy solar panels, electric vehicle- Buy local and sustainable- Buy less!	Community <ul style="list-style-type: none">- Sharing stuff - food co-ops, give things away e.g. Good Karma Network- Ride-sharing- Community gardens- Community solar- Join community actions - e.g. local conservation groups

The Guardian surveyed all lead authors and review editors of IPCC reports since 2018

- What is the most effective action individuals can take?

Respondents may select more than one answer

Vote for representatives who pledge strong climate action



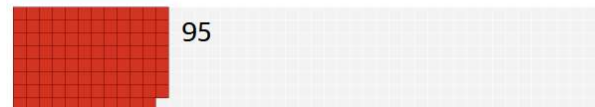
Reduce meat consumption



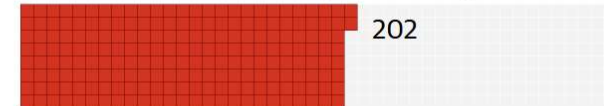
Join a campaign or protest group



Other



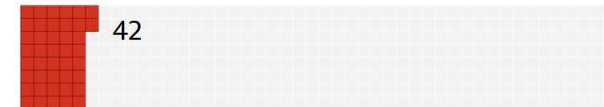
Reduce flying and fossil fuel-powered transport in favour of electric and public transport



Reduce home heating or cooling emissions



Have fewer children

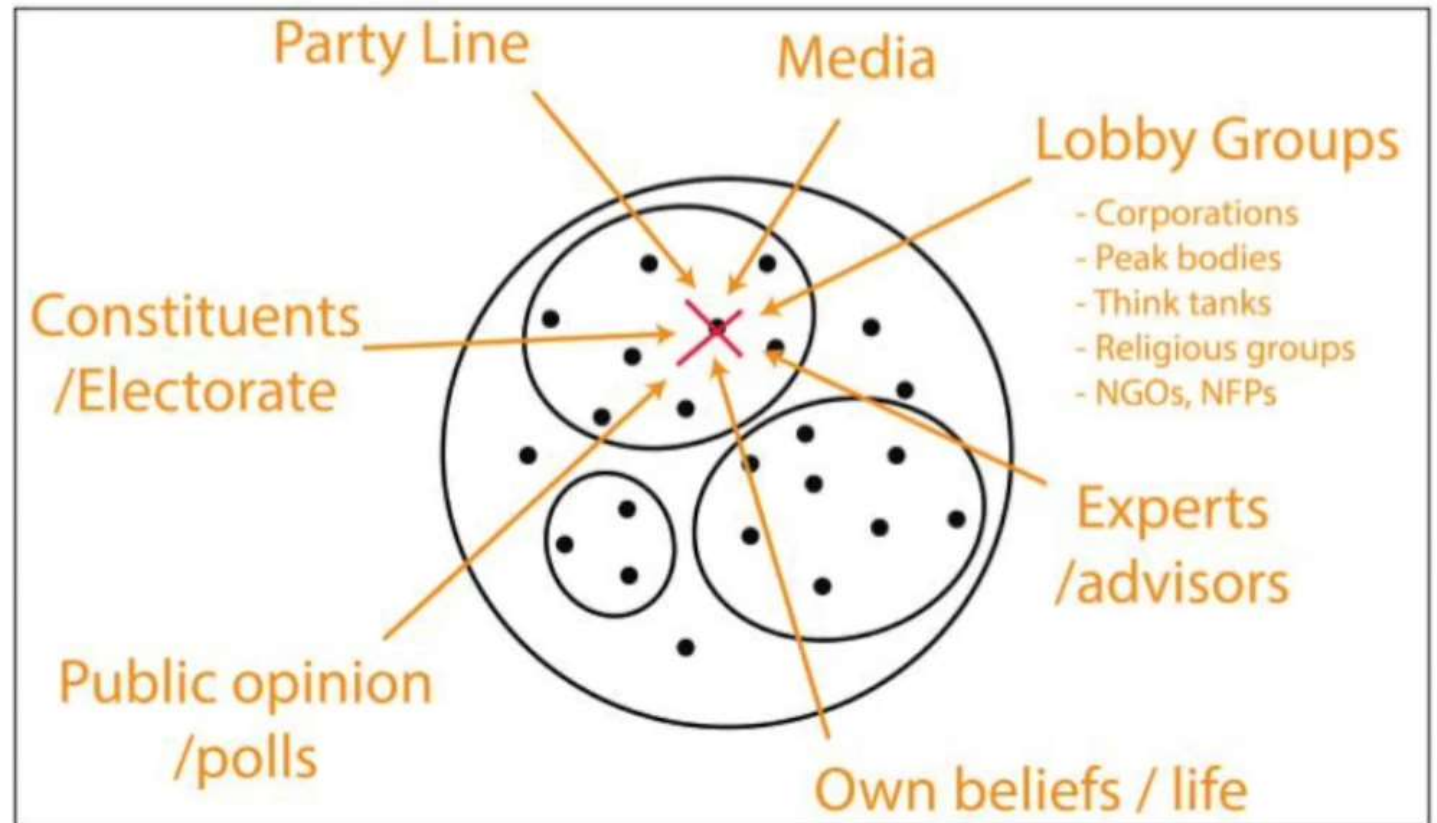


Guardian graphic. Source: Guardian survey of climate experts. 363 responses

https://www.climateforchange.org.au/individual_actions_vs_government_actions

<https://www.theguardian.com/environment/article/2024/may/09/what-are-the-most-powerful-climate-actions-you-can-take>

Who influences an MP's decisions?



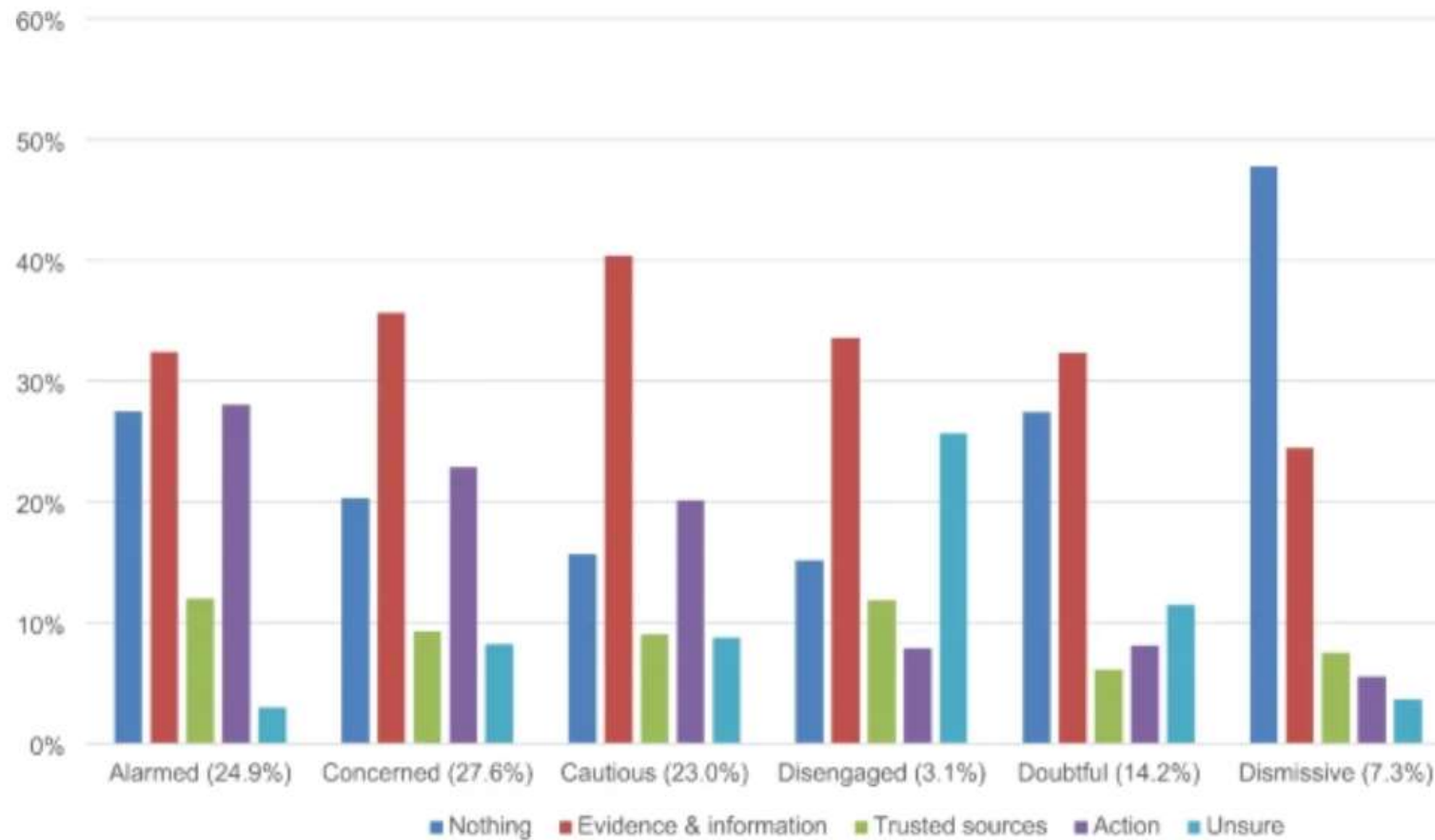
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The seven (or 6) audience segments

- Segments in the Australian community based on
 - how people relate to the issue of climate change
 - the actions they are already taking
 - the actions they may be open to taking.
- Better understand the perspective of the person you're talking to
 - talk in a way that makes sense to them
 - propose how they can take action that will make a difference.
- There's a lot of overlap between segments, but there's also some really distinct things that can help you tailor your suggestions

What would change your mind about climate change?



<https://www.nature.com/articles/s41598-025-96714-z>

<https://theconversation.com/what-would-change-your-mind-about-climate-change-we-asked-5-000-australians-heres-what-they-told-us-254329>

Alarmed



I think:	Humans are fully responsible for the climate crisis.
I feel:	Frustrated, anxious, sad and angry.
I say:	"Everyone is putting their heads in the sand and not addressing the issue."
You should encourage me to:	Do more public campaigning, join an environmental organisation/group, change my energy provider, divest my super and talk more about climate action with those around me.
I need help with:	Knowing what to focus on, building my confidence to write/speak on the issue.
Try saying:	"We need to stand up to those with the power so they take effective action on climate, and also reach out to as many people as possible to bring them along with us."

Alert

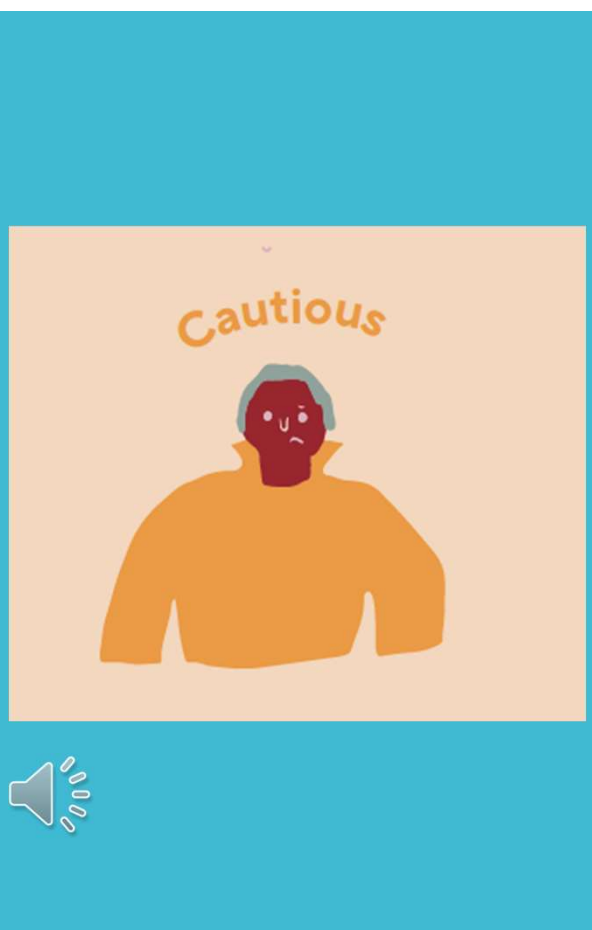


I think:	Climate change is important, but I don't think I can have an impact.
I feel:	Helpless, anxious, sad, uncertain.
I say:	"We need to intervene now on climate change or it will be too late. Their inaction is actually quite stressful."
You should encourage me to:	Become more involved with environmental groups, change my energy provider, and talk more about climate action with those around me.
I need help with:	Understanding the links between climate and the economy, and building my confidence to write/speak on the issue.
Try saying:	"Renewables have serious potential to improve our economy and reduce emissions." "I've seen what can happen when enough people stand up for something."

Concerned



I think:	Climate change is important, but most effects will be felt by future generations, not now.
I feel:	Uncertain, anxious, sad and unsure.
I say:	"The world has the knowledge to make significant changes but red tape and a lack of resources get in the way."
You should encourage me to:	Watch a doco, change my energy provider, talk more about climate action and influence my friends.
I need help with:	Building my confidence to write/speak to others about climate change, and to learn more about the issue.
Try saying:	"What we do today will change the future, for good or bad. We know what is needed - we just need to get everyone moving! We can do it together."



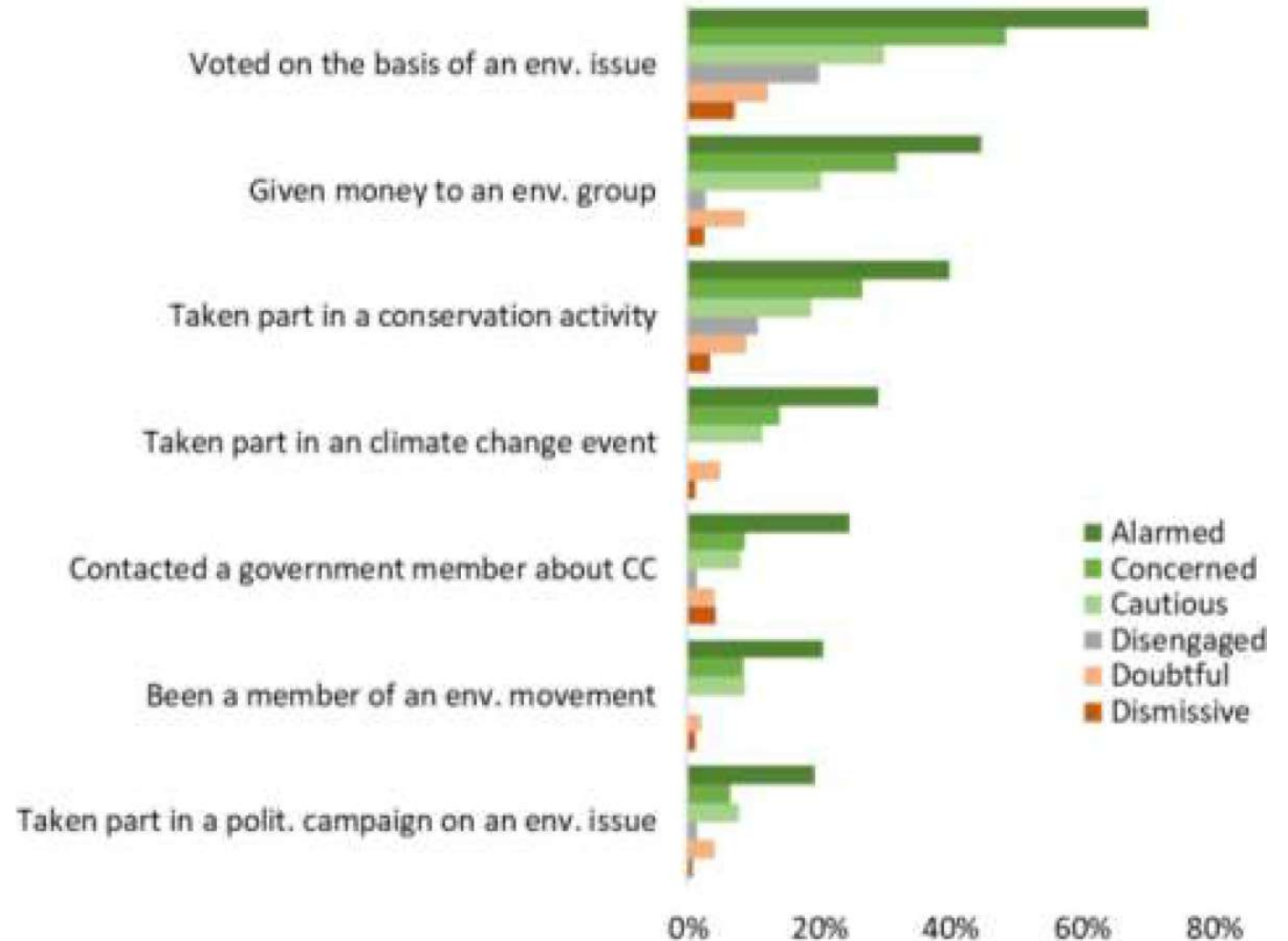
I think:	Climate change is important, but I'm not convinced we caused it.
I feel:	Unsure about my individual impact.
I say:	"I'm concerned that Australia is doing its part but much larger countries & economies are not (e.g. India, China)."
You should encourage me to:	Invest in more efficient ways to run my household and lifestyle, and talk to others about it too. Take easy, quick actions, like signing a petition.
I need help with:	Understanding the links to things I care about, like economic security, healthcare, safety and cost of living.
Try saying:	"We're the sunniest country in the world, and one of the windiest. Imagine the economic opportunity if we had policies that used that natural advantage. At the very least, we could all change to green power and make a difference."

Disengaged

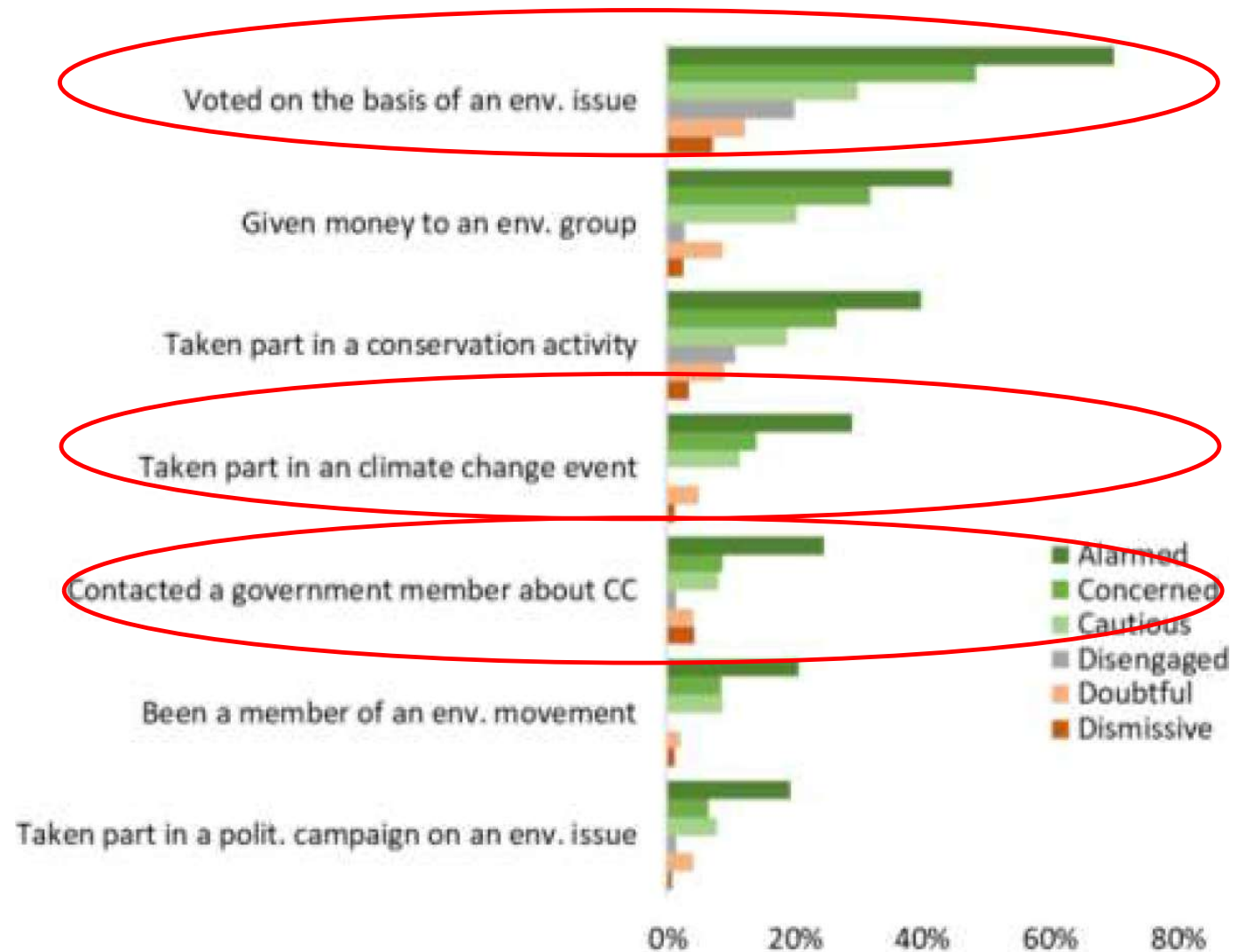


I think:	I don't get involved in politics much.
I feel:	Unsure, uncertain and neutral.
I say:	"I wonder whether there are more things that should be done but I don't know who is responsible for making those changes".
You should encourage me to:	Sign a petition, read an article, watch a program or do things to make my home more efficient.
I need help with:	Making climate change feel relevant — I relate more to localised messages and the cost of living.
Try saying:	"I've read about what will happen to the cost of living if this drought continues." "I've seen politicians change their tune when people start standing up."

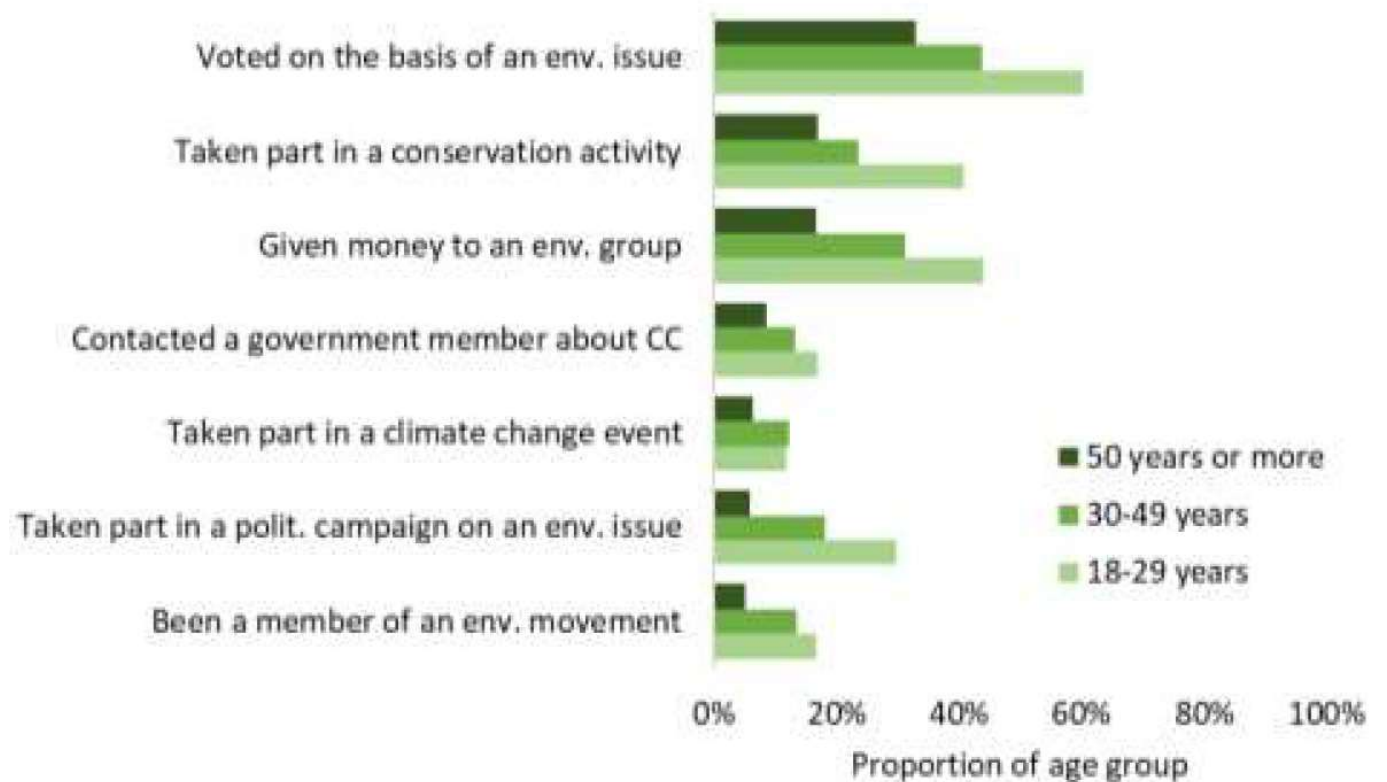
Civic behaviours in the last 3 years



Civic behaviours in the last 3 years



Civic behaviours in the last 3 years



What if they deny climate change or become angry?

- Don't spend energy getting nowhere
 - forcing information or getting angry yourself will make you feel awful and could send you backwards in your relationships and our shared mission!
- Empathise where possible
 - e.g. "I understand what you mean when you say..."
- Don't engage!
 - Politely end the conversation when you can
- Educate and relate to any area of common ground
 - e.g. solar panels that save \$\$ for homes and businesses may be a great way to connect

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Pause, assess
and check
before you
engage with or
share anything

- 1 Click bait:** A claim or headline that's outrageous, designed to get your attention or evoke a strong emotional reaction.
.....
- 2 Manipulation:** Images that have been distorted or created by AI (often hands, fingers, or detail around the face can be revealing) or taken out of context.
.....
- 3 Cherry picking:** Choosing a single fact, example or quote as "proof" of a claim when there's plenty of evidence from reliable sources that prove otherwise.
.....
- 4 Conspiracy theories:** These can be outlandish, and will often blame the government or assume the worst intentions of others.
.....
- 5 False choices:** Giving people a false dichotomy or binary options. For example, if you have flown in a plane, therefore you can't possibly care about climate change.
.....
- 6 Satire:** Using humour and memes to pass off lies as true stories.
.....
- 7 Comparing apples to oranges:** Equating two things that are fundamentally different. For example, trying to elevate or equate an impact from large-scale renewable energy projects to the catastrophic climate impacts resulting from widespread coal, oil and gas pollution.
.....
- 8 Attaching:** Drawing a connection between two, unrelated things. For example, Australians love ice-cream, and power bills are up - so therefore, ice-cream is to blame for rising power prices.
.....
- 9 Astroturfing:** 'Community groups' that are set up and funded by corporations, or those with a vested interest. For example, the "Get Clear on Nuclear" website has been created by the Minerals Council, whose membership is dominated by coal and gas corporations.
.....
- 10 Sourcing:** Where no source is provided to justify a stated fact, or where a relied upon source is provided but is not independent or reliable, such as a known lobby or industry group.

The best way
to fight
disinformation
fires is to stop
them taking
off

TOP THREE STEPS FOR FIGHTING FIRES



1

Pre-bunk



2

Spread + share
good information



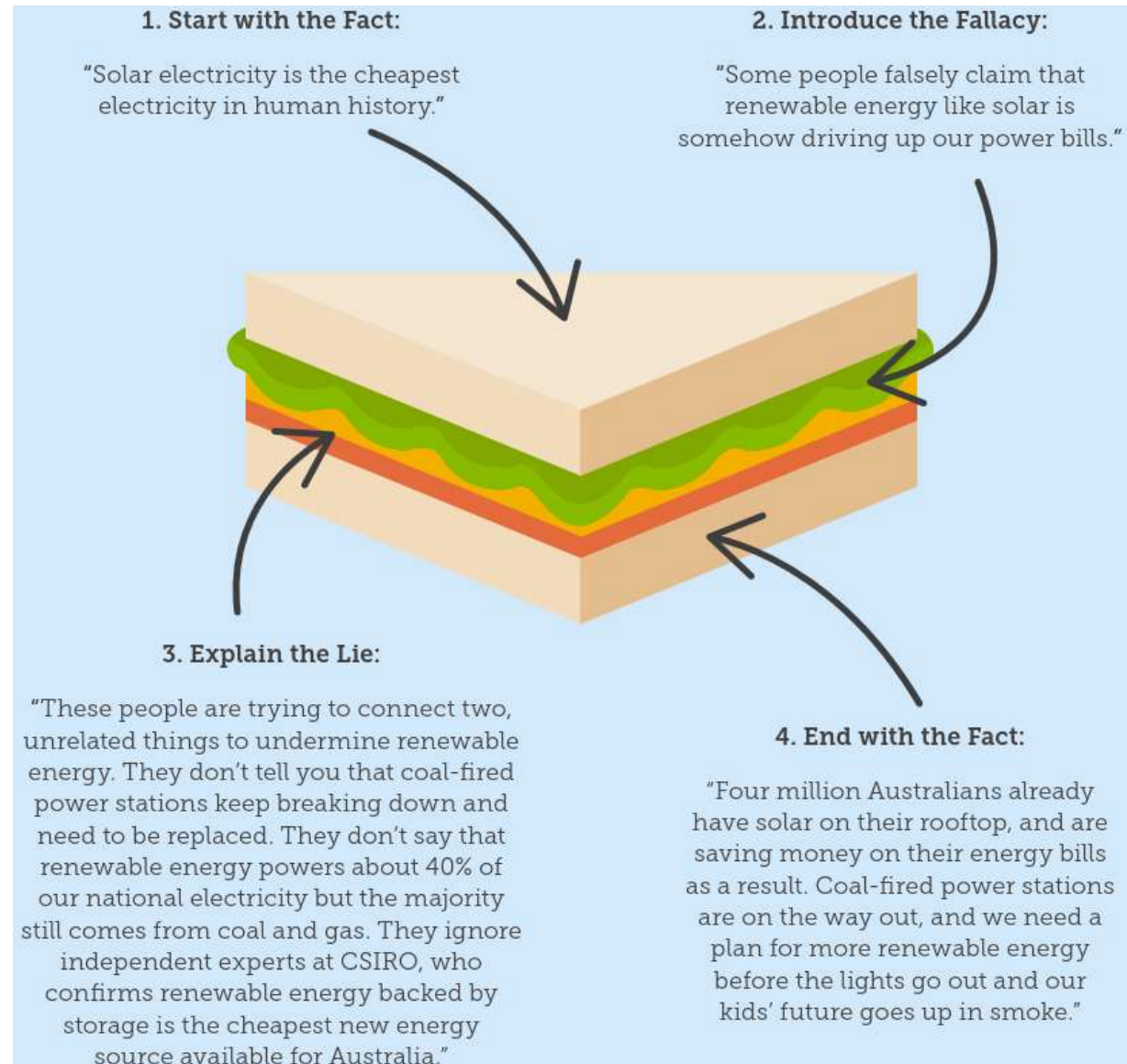
3

Lead with
shared values

- Shared values
 - E.g., “we all want to preserve Australia’s beautiful natural places so our kids get to enjoy the great outdoors like we did”.
 - Help people visualise your point: e.g., a “sticky” image v’s a long argument.
 - Inclusive and human-centred language, e.g., how local renewable projects create jobs for young people in your region

When confronted with mis-disinformation: use the truth sandwich

<https://www.climatecouncil.org.au/resources/climate-conversation-guide/>



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If he can be a
leader, so can
we !!!!!!!



<https://youtu.be/lbaemWljjeQ>
<https://www.climateforchange.org.au/trainonline>

Any final thoughts?