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EcoA Tips

Notes & news from
EcoAnalytics Research



Welcome to *EcoA Tips* #10, *birdgeoning* with ideas to help your communications soar:

Three tips based on new research:

Tip 1: Don't forget the basics

Tip 2: Use frame of economic preparedness

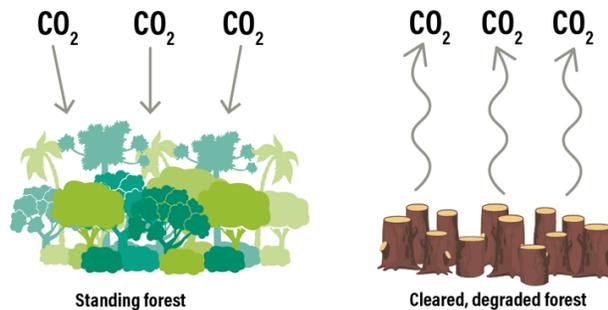
Tip 3: Connect the dots with extreme weather

Other resources

- Leveraging norms on the right
- Fairness
- Fussy eaters
- Fossil fuels conversations in wartime

EcoA News and Calendar

Forests Act As Both a Source and Sink For Carbon



Keep solutions simple: Your audiences may need to be reminded that protected forests act as carbon sinks, as this infographic shows. *Credit: globalforestwatch.org*

Three communications tips based on new research

Tip 1. Don't forget the basics

New research reveals a gap in Canadians' understanding of climate actions and impacts. This gap in Canadians' understanding towards impact of potential actions applies to both personal action and policy-level solutions. So you need to connect action to impact clearly and simply.

What the data say

At the policy level, last year's Environics Quantitative Research (Nov 2021), found that most Canadians do not feel well-informed about solutions to climate change and biodiversity loss. Less than 20% felt very informed about potential solutions, including transitioning to renewable energy, nature-based climate solutions, methods of carbon capture, climate accountability or a just transition.

And at the personal level, a recent [Ipsos poll](#) revealed that few can actually

people worldwide thought they could most effectively reduce emissions. Meanwhile, living car-free, eating less meat and taking public transportation ranked very low. These rankings aligned similarly with what people would be most willing to change about their lifestyles, as well.

How to use this: Mock social media post

Identify the solution, explain it at its most basic level and **reinforce its viability and efficacy**. **Where possible show that it is already happening.**



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Nature was designed to capture carbon: that's what trees, wetlands, and grasslands do really well. When governments, communities and organizations invest in NBS, they are protecting or restoring these ecosystems to capture carbon.



Nature-based solution: Metro Vancouver's Burns Bog, a protected wetland covering over 7,000 acres, captures thousands of tonnes of carbon each year.

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Solutions are in our nature

Learn more

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Photo credit: Katie Bianchin/Burns Bog Conservation Society

Tip 2: Engage people in *Moveable Middle* with economic preparedness frame

Use narratives that highlight Canada's need to be economically competitive and ready for a changing world, when engaging the roughly 50% of Canadians who are concerned about climate change yet not sure what to do about it (the so-called *Moveable Middle*). For example, note that if Canada doesn't adapt its economy quickly there may be few customers left wanting our energy exports.

What the data say

Our Spring 2022 omnibus survey, conducted by Environics, reveals high support, across party lines for preparing Canada's economy for a post-carbon future. Even half of those who did not feel that Canada should make climate action a priority now (or ever), still want to see our economy preparing for a global decline in fossil-fuel demand.

This data is also supported by a growing awareness of the [financial risk](#) of investment in fossil fuels and the rapid decline in value of [fossil fuel assets](#).

How to use this:

When messaging the *Moveable Middle*, those without deeply entrenched points of view, frame your conversations around issues such as financial risk, economic preparedness and keeping Canada competitive. To do this you might show how other countries are already decarbonizing their economies and soon may not need our fossil fuels.



Winds of change: Soaring fuel costs, tied to embargoes on Russian oil, have prompted the European Union to expedite measures to achieve energy [independence by 2030](#), through various measures including expansion of renewable energy infrastructure — e.g., offshore wind-power. *Photo credit: Nicholas Doherty, Unsplash*

Tip 3: Connect the dots to extreme weather and emphasize risk

Extreme weather is occurring more often and affecting more people. Awareness is growing, but Canadians don't necessarily make the connection between freak storms, floods and heat waves and climate change or experience a heightened sense of personal risk related to these weather events; so, be sure to highlight the risks and value of preparedness.

What the data say

Erick Lachapelle's December 2021 climate survey showed that Canadians are noticing altered weather patterns in their areas, though less than half feel that these changes are negative.

BC's recent experience with extreme heat and flooding slightly increased the level of concern among British Columbians around personal risk associated with extreme weather, though not much among other Canadians. In December, about 23% of people in BC felt that extreme weather may "harm them a great deal" (up from about 9% in 2014); however, in December, only 14% of people in the rest of Canada shared this level of concern.)

[Polling data](#) from Yale's Program on Climate Change Communication indicate similar patterns in the US.

How to use this: Mock social media post

Use **extreme weather events** to drive home messages about **adaptation and/or mitigation** through calls for **personal safety**, **emergency planning** and a reminder of the personal and public (government) **costs associated** with this growing threat.

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Last week's devastating storm in Ontario is evidence of our changing climate. This **will** happen again. Are you prepared? Does your school/city/family have an emergency plan that addresses our changing climate? Adaptive emergency planning now will save millions in clean-up costs later.



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Not a once-in-a-lifetime storm[Learn more](#)

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Photo credit: Justin Tang/The Canadian Press

Other resources

Rick
Salt Lake City

“**Please don't assume that because I'm a conservative that I don't care about the environment, or that I don't acknowledge climate change.**”

republic**En**.org #ecorightspeaks

Greener Republicans: Post from digital campaign by US advocates aiming to convince Republican voters that caring about climate change is normal.

Leveraging social norms

Leveraging social norms: A [recent study](#) by Yale University's Program for Climate Change Communications shows that targeted ads and messaging to supporters of the US Republican Party increases levels of belief among conservatives that Republicans are concerned about climate change. The campaign, [New Climate Voices](#), uses trusted messengers (retired Air Force

appeal to this audience.

More on fairness

With the cost of living much in mind, UK-based Climate Outreach has published [guidelines](#) for communicating fairness in conversations about climate action in the UK. Fair may mean something different to everyone, according to the guidelines, so care is needed in how you use this term; but CO says there is still a lot of common ground on which to communicate about this effectively.

Conscientious comestibles consumers

Recent [Leger polling indicates](#) that Canadians, especially those under 40, are increasingly making food choices based on social, ethical and environmental criteria. Food waste, sustainability, animal welfare, organic, local, and fair treatment of workers are top considerations in choosing foods.



War of words: As the war in Ukraine drags on, environmental groups may need to adopt frames and messages about fossil fuels that reflect recent developments and their audiences altered sensibilities. *Photo credit: Will Rose / Greenpeace*

Webinar examines wartime framing

Climate Access recently hosted a [roundtable with global climate leaders](#) to discuss approaches and frames for discussing fossil fuels and clean energy in the wake of Russia's brutal invasion of Ukraine and the global impacts of the war.

EcoA News

Annual meeting travel and agenda

Members and Research Advisors, avoid disappointment and inflated fares by booking your travel now to attend our first meeting, in person, in three years. EcoA will try to arrange the block booking of rooms in a convenient hotel. The gathering will take place at Toronto's Centre for Social Innovation, Wed. Sept. 28th and Thurs. Sept. 29th and all Member groups are asked to send at least one representative. EcoA will reimburse the travel and accommodation expenses of one rep per group. Elements of the agenda may include:

- **Sept. 27, Evening:** Informal drink for those arriving early
- **Sept. 28, Day:** New and future research (with Research Advisors);
Evening: supper at a restaurant
- **Sept. 29:** Membership engagement (Members only)

Next round of research

Expect this to be done in July-August, with results shared at our annual meeting, at latest. Thanks to all for your contributions to the planning of this. Environics is now developing a draft research proposal for qualitative research based on your input, and that of our Research Advisors.

As mentioned at our last research planning session, EcoA is embarking on a more ambitious research program with additional funding. The shape and content of this was roughed out in planning last month, and details will be determined by our Members, and be a focus of our Annual Meeting.

Social media testing

This summer EcoA will be piloting a round of social media testing in collaboration with interested Members and Subscribers. Leading this project will be Pivot Strategies consultant Ari Pottens, an experienced digital climate campaigner. The aim will be to align this work closely with campaigns planned by our Members. Please let our Project Manager, Kate, know if you are interested in participating.

Calendar

June

6, week of Members review Environics draft proposal for summer research

July

11-30, Project Director (Jim) breaks for holidays

Mid-month, Projected start of Environics qualitative (focus group) research

29 to August 14, Project Manager (Kate) is on vacation

August

9, *EcoA Tips* newsletter #11 arrives in your mailbox

29, or thereabouts, launch of social media testing with Ari Pottens,

September

14, Third *Opinionation* webinar, presented by Dr. Anthony Leiserowitz, Director, Yale Program on Climate Change Communication

28-29, Annual Meeting, Centre for Social Innovation (Spadina), Toronto

Like this newsletter?

If so, what's most useful, or likeable? If not, what's missing? Submit your feedback and suggestions for future issues and EcoA Research Nutshells through this quick [survey](#).

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