

Opportunities to create an environmental step-change

Tried and tested ideas to inspire action on environmental problems;
let's create ambitious and durable change!



1 Trust and empower people

Engage people as though they are interested in and committed to making things better - this is a potent strategy, because it's true! Encourage *conversations between* people, more than *conveying information to* people; this helps deepen the experience that 'it's normal to care'.

2

Root campaigns and communications in 'compassionate' values

Environmental appeals are most effective when rooted in the broad range of 'compassionate' values. Building on this powerful, motivational foundation, bring creative flair to tailor your communications to resonate with different audiences.



3 Avoid appealing to 'self-interest' values

Avoid appealing to 'self-interest' values like financial success, social status or public image. These are likely to undermine and restrict expressions of environmental concern.

4

Collaborate beyond the environmental sector

Celebrating 'compassionate' values that may at first seem unrelated to environmental concerns opens up new opportunities for collaboration with organisations whose formal remit may differ from or be beyond environmental.



5 Call-out public policies and institutions that embed 'self-interest' values

Public spaces and media are permeated with messages that promote 'self-interest' values. Pervasive, factors like: *advertising* (especially to children); dominance of *economic performance/growth* (e.g. GDP) as a *measure of progress*; and *celebrity culture or conspicuous consumption* tend to erode support for environmental, and social, concern and action. These are 'common causes' upon which many different groups can work.