



Communicating about Climate with Faith Groups

The webinar will start soon



Communicating about Climate with Faith Groups

Webinar
29th July 2015

George Marshall

Climate Outreach

Information Network

www.climateoutreach.org.uk

Rev. Fletcher Harper

Our Voices

ourvoices.net

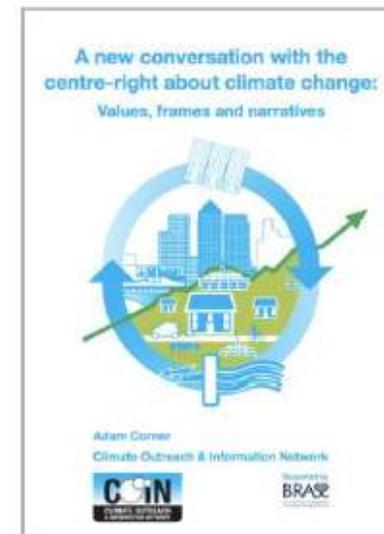
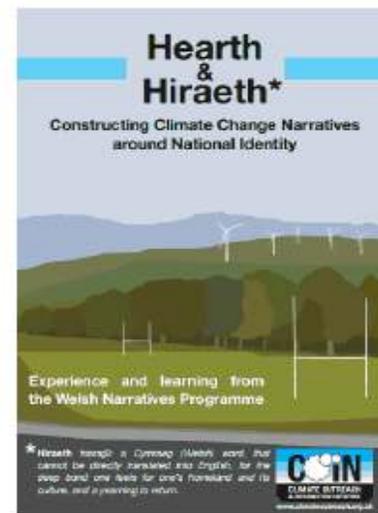
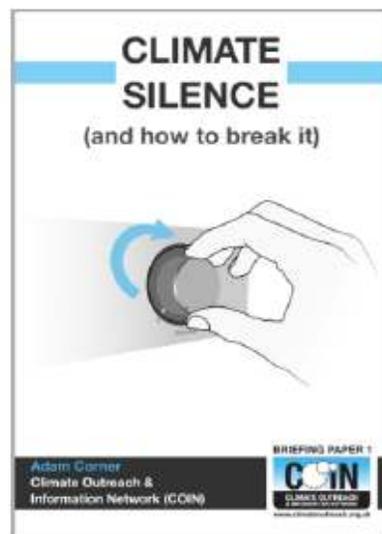
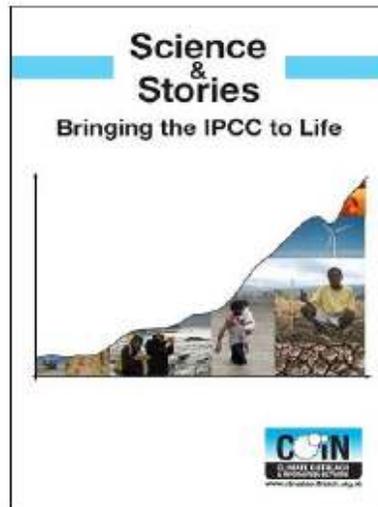
Welcome and Overview

- Research project of COIN, GreenFaith & the OurVoices campaign
- Everyone on mute
- Everyone will receive the recording link and 4-page overview



COIN Team





www.climateoutreach.org.uk/resources/

THE TASK

To develop and test language around climate change that could mobilise activity across **all** the world's five main faiths (Christian, Muslim, Jewish, Hindu, and Buddhist).

Successful language *aspires to*:

Work in all faiths

Work in all countries and cultures

Work with men and women, progressive and conservative, young and old.



METHODOLOGY

INTERVIEWS

12 faith leaders and experts

FOCUS GROUPS

Participants from 12 countries

Muslim (one men and one women)

Christian

Jewish

Buddhist

Hindu



SURVEY

650 respondents in 51 countries

APRIL 3, 2004

www.time.com AOL Keyword: TIME

SPECIAL REPORT GLOBAL WARMING

TIME

**BE
WORRIED.
BE **VERY**
WORRIED.**

Climate change isn't some vague future problem—it's already damaging the planet at an alarming pace. Here's how it affects you, your kids and their kids as well

EARTH AT THE TIPPING POINT

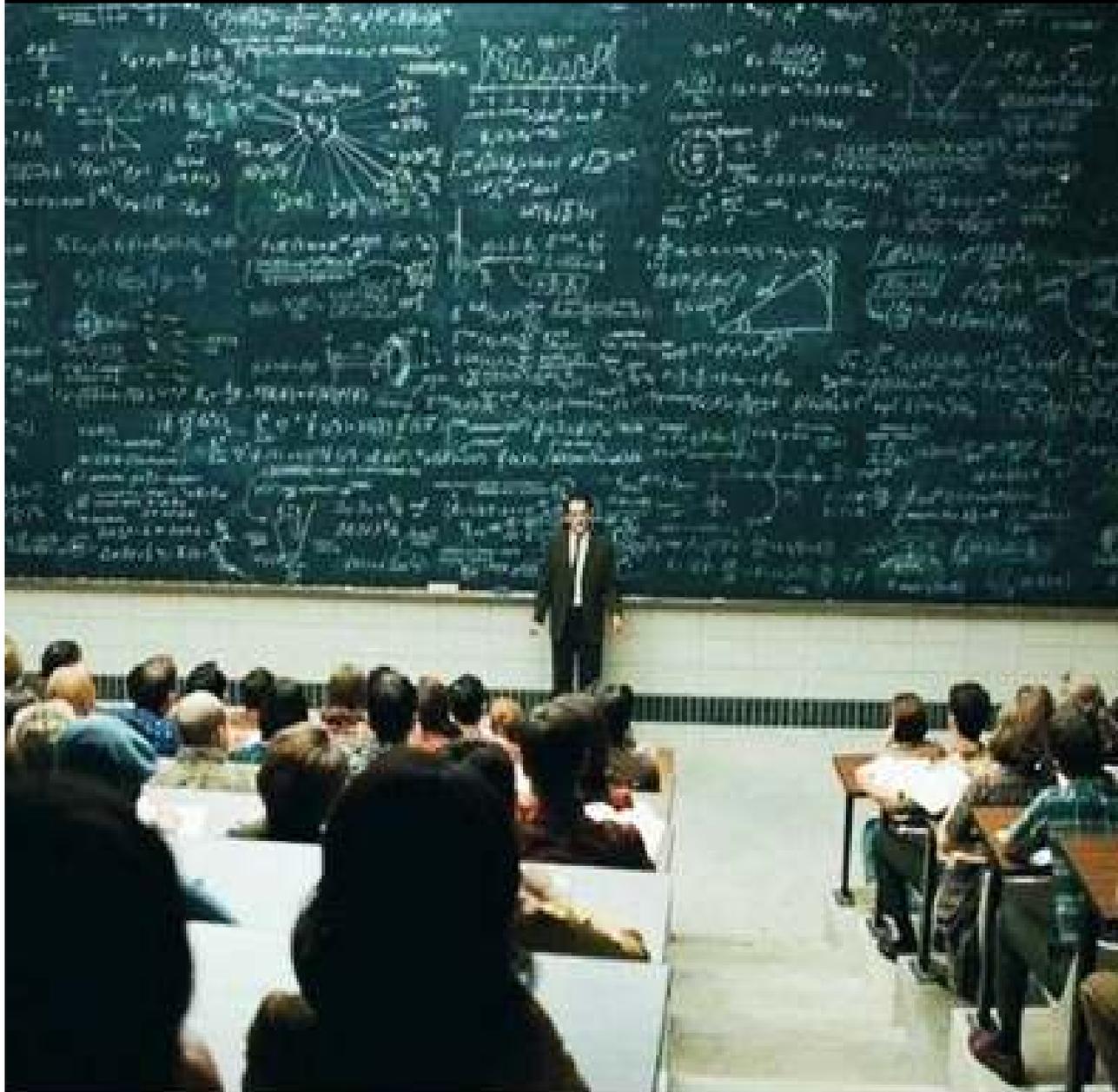
HOW IT THREATENS YOUR HEALTH

**HOW CHINA & INDIA CAN HELP
SAVE THE WORLD—OR DESTROY IT**

THE CLIMATE CRUSADERS



Communications based on disasters, negativity and distant impacts have little effect on attitudes.



The only people motivated by facts and figures are the people who understand them



People *are* motivated by shared values and identity, and the joy of belonging



STRONG COMMUNICATIONS SAY

This is who you are.

Christian, Buddhist, Hindu, Jew, Muslim

This is what you care about

Your faith values- threats from climate change

Other people like you agree with this.

Family, friends, others in faith, teachers, faith leaders

When you do this you belong more to your group.

Become stronger in your faith, closer to God

And the world becomes more how you want it to be

Just, fair, divine, loving, aware, conscious, reborn

Our findings support this:

Action on climate change is best expressed as a reinforcement of people's faith

Through action on climate change I become deeper /more committed to my faith

By being deeper /more committed to my faith I am better able to take action on climate change

Our findings support this:

Calls for action on climate change should draw on sacred values and core faith principles

We have a responsibility and duty to..

Our moral teachings/sacred texts tell us to....



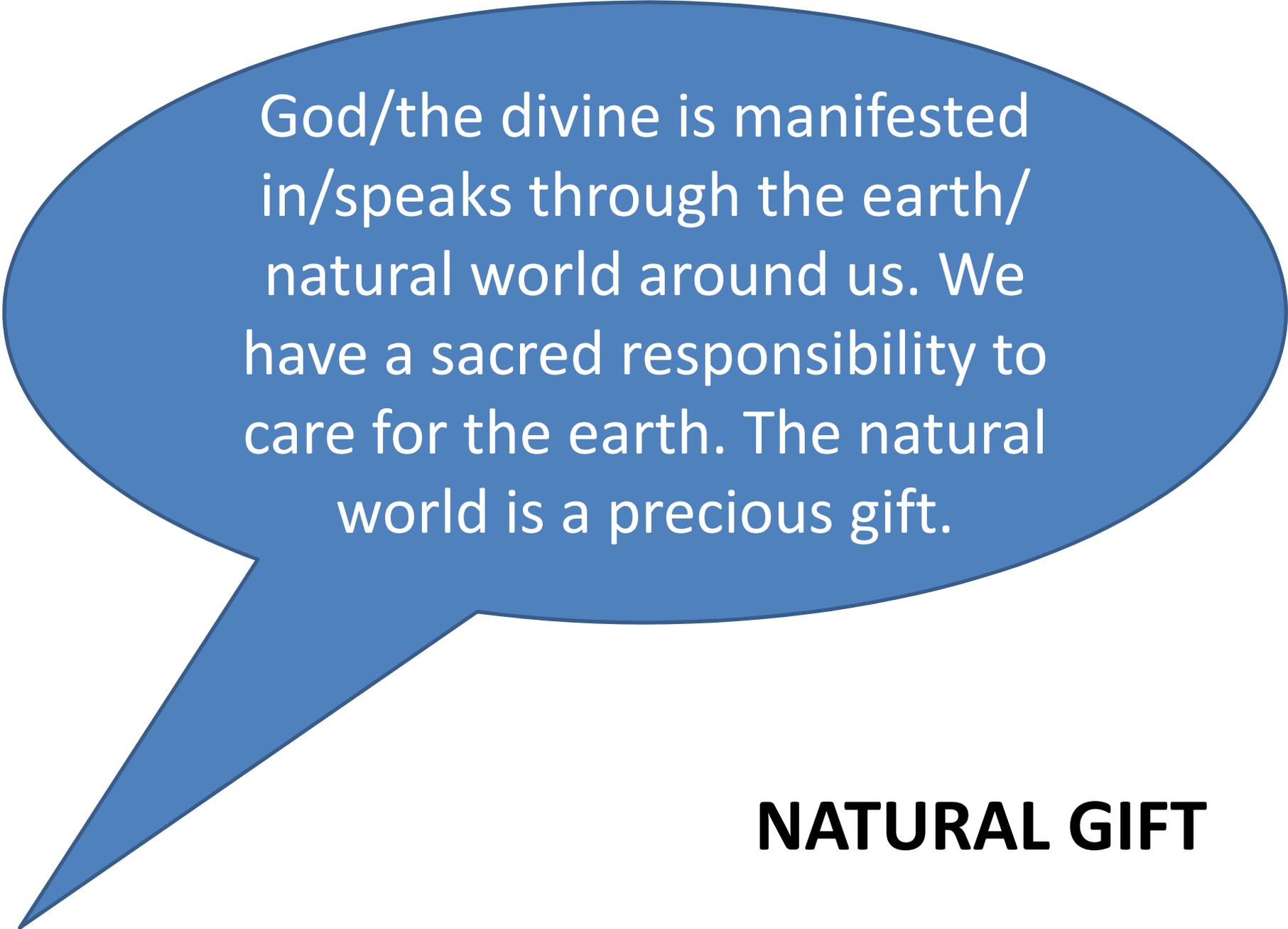
Go



Proceed
with
caution



Best
avoided



God/the divine is manifested
in/speaks through the earth/
natural world around us. We
have a sacred responsibility to
care for the earth. The natural
world is a precious gift.

NATURAL GIFT

Gift:

"We should look after the world as something borrowed, given to us as a gift... so we should handle it in a very similar way" (Hindu)

"The world isn't ours to abuse, but ultimately belongs to God. '(Protestant Christian).



Tailor language to faith



Creation-

does not work for Hindus
and Buddhists



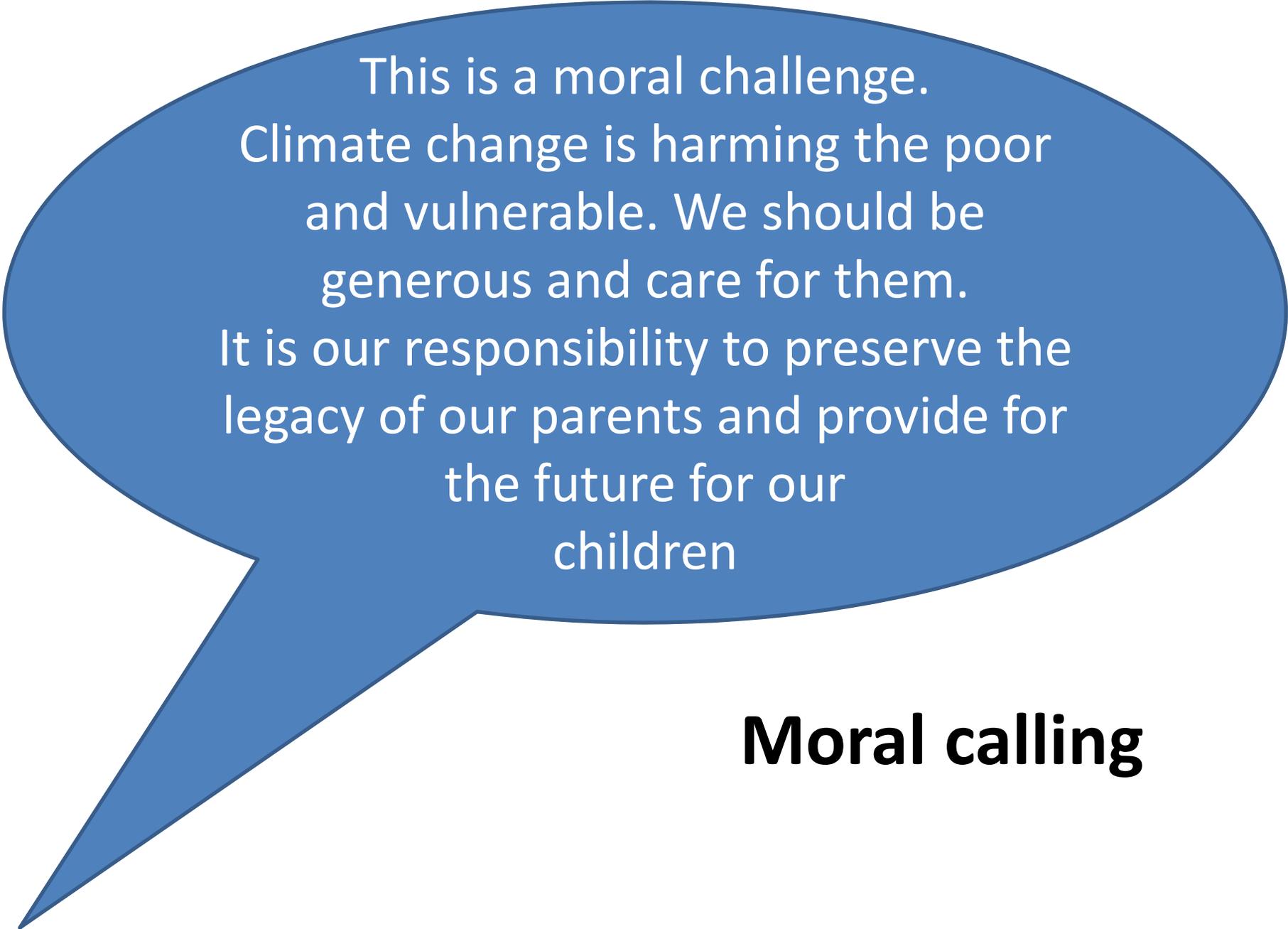
Natural World-

does not work for
Abrahamic faiths



Planet/Earth-

does not really work for
anybody!



This is a moral challenge.
Climate change is harming the poor
and vulnerable. We should be
generous and care for them.
It is our responsibility to preserve the
legacy of our parents and provide for
the future for our
children

Moral calling



'The poor'

Can create distancing
need to stress that climate
change will affect
everyone



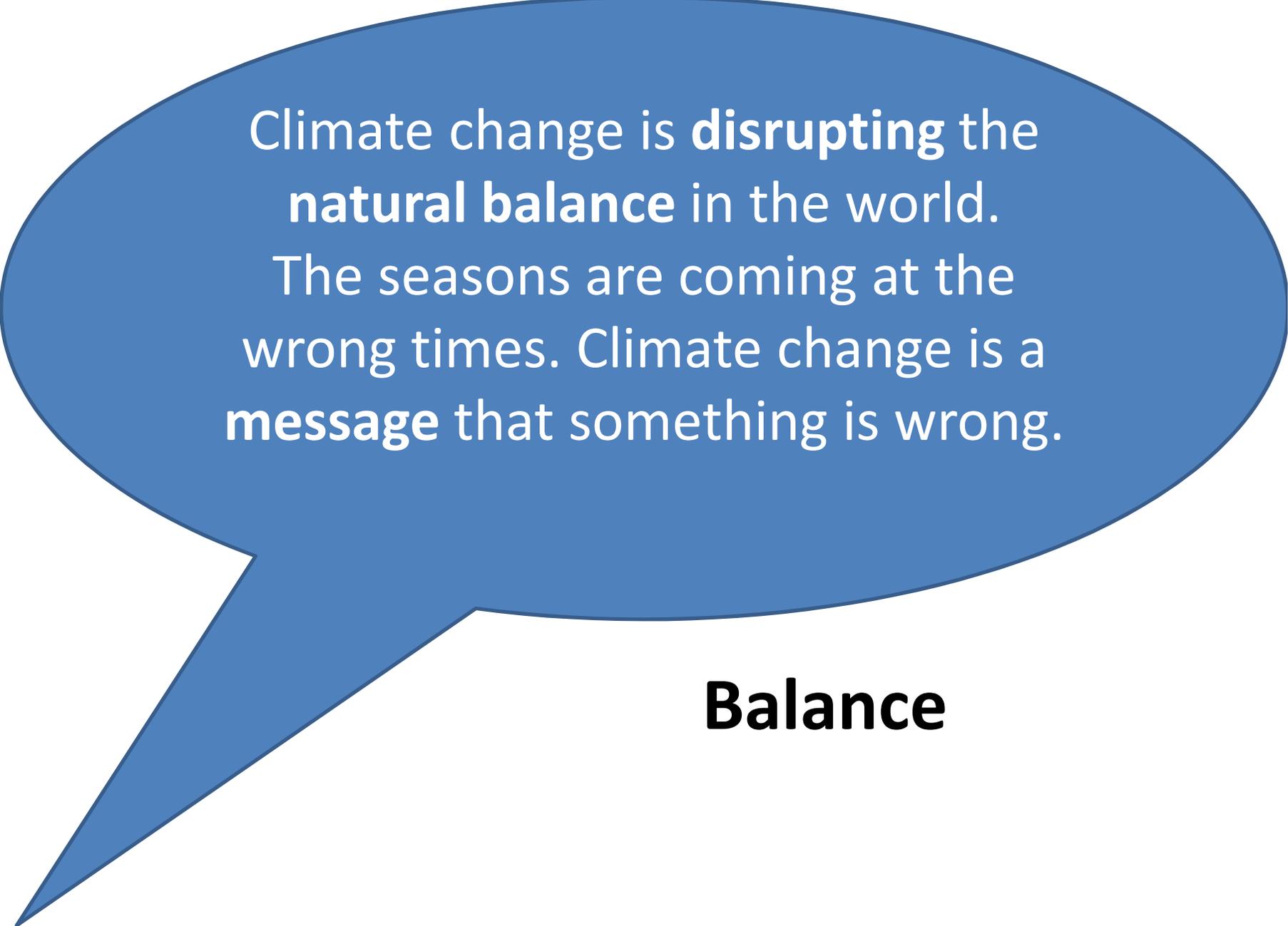
Justice

does not work well for
Hindus and Buddhists



Social justice

does not work well for
conservatives



Climate change is **disrupting** the **natural balance** in the world. The seasons are coming at the wrong times. Climate change is a **message** that something is wrong.

Balance



We made the
imbalance

Mixed views

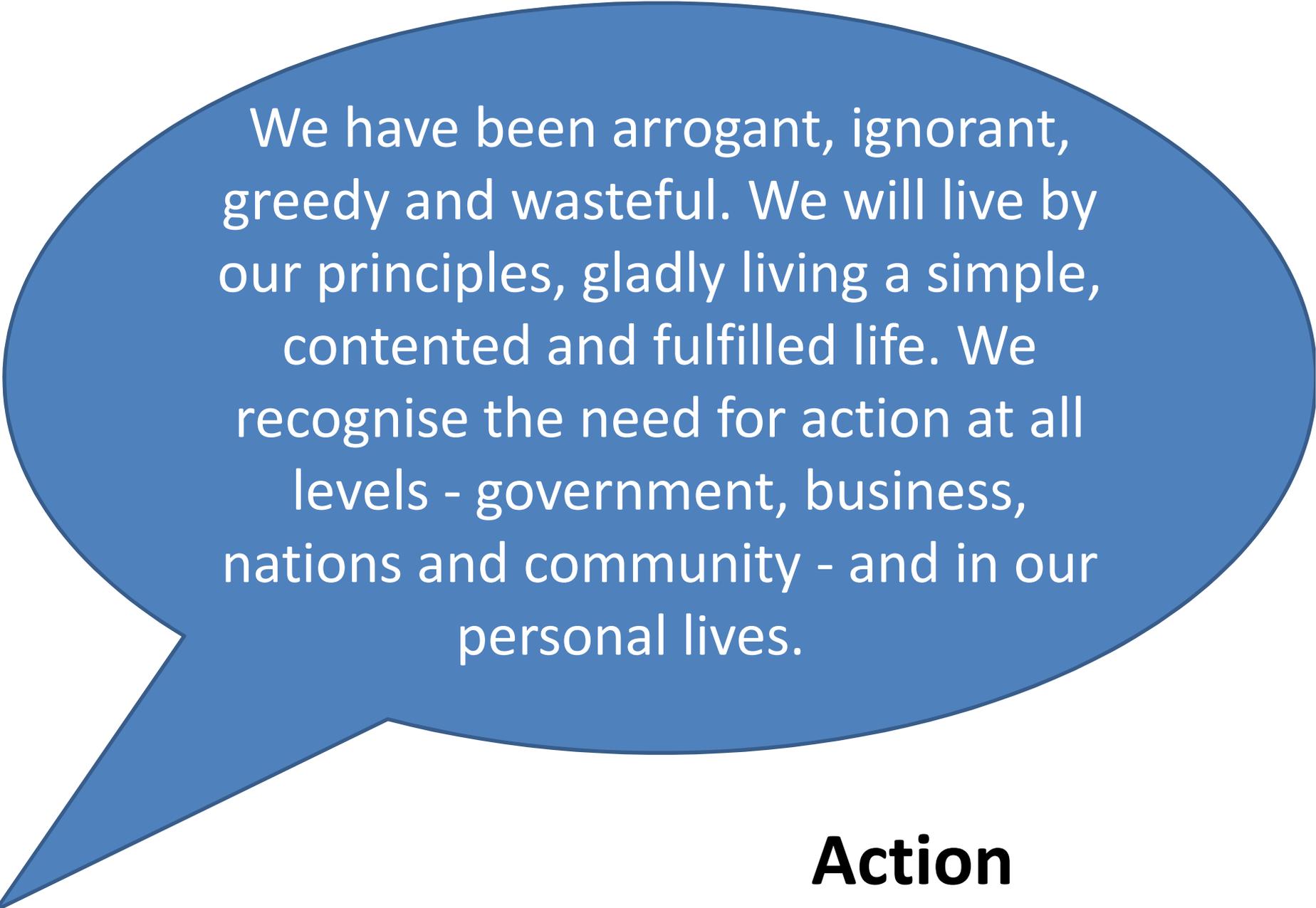
We can restore
the balance

Mixed views



God made
the world
in balance

Does not work well for
Hindus and
Buddhists

A large blue speech bubble with a white outline, pointing downwards and to the left. Inside the bubble, there is white text.

We have been arrogant, ignorant, greedy and wasteful. We will live by our principles, gladly living a simple, contented and fulfilled life. We recognise the need for action at all levels - government, business, nations and community - and in our personal lives.

Action



Blame others-
governments
corporations

Very mixed responses to
blame messages. "We are
all responsible"



Blame ourselves

Many people unwilling to
accept intention to harm
and responsibility



Climate change is important to me like my faith. I accept this truth and will share it. I will make a commitment to change myself and defend/protect the world.

Personal pledge



Language to avoid

Natural limits

It's a sign

Disobedience

Religion

Forgiveness

Proselytising language



Language to explore

Wake up!

Global warning!

Journey- path, steps

Inaction is an action

Connectedness

Marks of identity



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Thank you!

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