

# Talking about the climate emergency

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# Climate emergency vs climate change

- Council resolution
- Climate emergency? – how is this different?
- How do we communicate this?
- We didn't have the answers but we knew we needed a new approach



# We needed.....

- An overarching and compelling narrative/story (or stories) of climate emergency
- Words, phrases, tag lines and slogans which would form the basis of our climate emergency messaging
- A practical toolkit to assist staff to apply the narrative/story (or stories) in practice
- Visual identity



# The project

- Stage 1: Story development – the purpose of this stage is to develop stories, key messages, set of frames – via a series of workshops with staff and community
- Stage 2: Testing the story – quantitative research – the purpose of this stage is to test stories, frames, messages developed above via dial testing
- Stage 3: Embedding the story – the purpose of this stage is to socialise the learning, build skills and embed understanding of how and why the approach is applied in practice and carried at scale



# Where are we at? (and what comes next?)

- Key themes
- Meta stories
- Applying an equity and inclusion lens
- Dial testing







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