Communication of Low-Carbon Scenarios and Strategies

by

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Low Carbon Societies Network Seminar
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Centre for Alternative Technologies (CAT), Wales, UK

http://lowcarbon-societies.eu/index.php?id=42
Report to Reality

• Talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk Talk talk talk talk talk talk

• Very complicated subject

• How can we convert that into action
Report to Reality
Language

- Stop climate chaos, don’t fly, don’t drive, turn off, climate Apocalypse, climate disaster
Positioning

Primary message:

• **zero carbon britain 2030** is the first fully integrated **positive vision** for the future.

• It proposes a rapidly decarbonised UK that is aspirational, prosperous and possible.
Positioning

• Give shape to a renewable future
• Develop the synergies between sectors
• Plan for big infrastructural changes rather than incremental cuts
Audience

- **Policy makers**: Responding to Department for Energy and Climate Change (DECC) consultations.
- **Grassroots/small NGO’s/Civil Society**: provide the mobilisation and campaigns.
Tactics

- CAT is not a campaigning organisation
- We can engage in indirect campaigning by supporting other organisations
Tactics

- **Inspire:** Grassroots campaigning organisations are joining the zero carbon in 2030 message
- **Inform:** By providing a solid research foundation
- **Enable:** Link campaigning organisations together through the report
Zero Carbon by 2030: Action for the Climate Emergency

Start: 30 Oct 2010,

Saturday 30th October

Friends House, Euston Road, London

1.00 pm to 7.00 pm  Climate Forum

7.00 pm to 9.00 pm  Climate Concert

Zero Carbon by 2030. We need to reach this goal and we can reach this goal. But to get there we will need a radical programme of climate action for the UK – a positive vision with real solutions. Join us in challenging the new government to
Tactics

Reframing the debate

• Identify with value sets to bring about deep environmental change

• Encourage a move away from marketing model
Tactics

Movement building

• Alliance of sympathetic organisations
• Map connections between campaigns
• Change language and attitudes to mitigation