



Shropshire
Wildlife Trust

Not everyone thinks like you

**How to engage everyone in your
organisation about sustainability**

19.7.17

George Marshall

Climate Outreach

Information Network

www.climateoutreach.org

In Pairs

What make you proud of your business or employer?

Why is sustainability important to you?

Mastercard- “Priceless” campaign 2007-present



little pine: \$25
garden shovel: \$12
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Principle one

Money is never the main motivator. It is a proxy for other values- caring, security, recognition, freedom, opportunity

So speak to those other values.

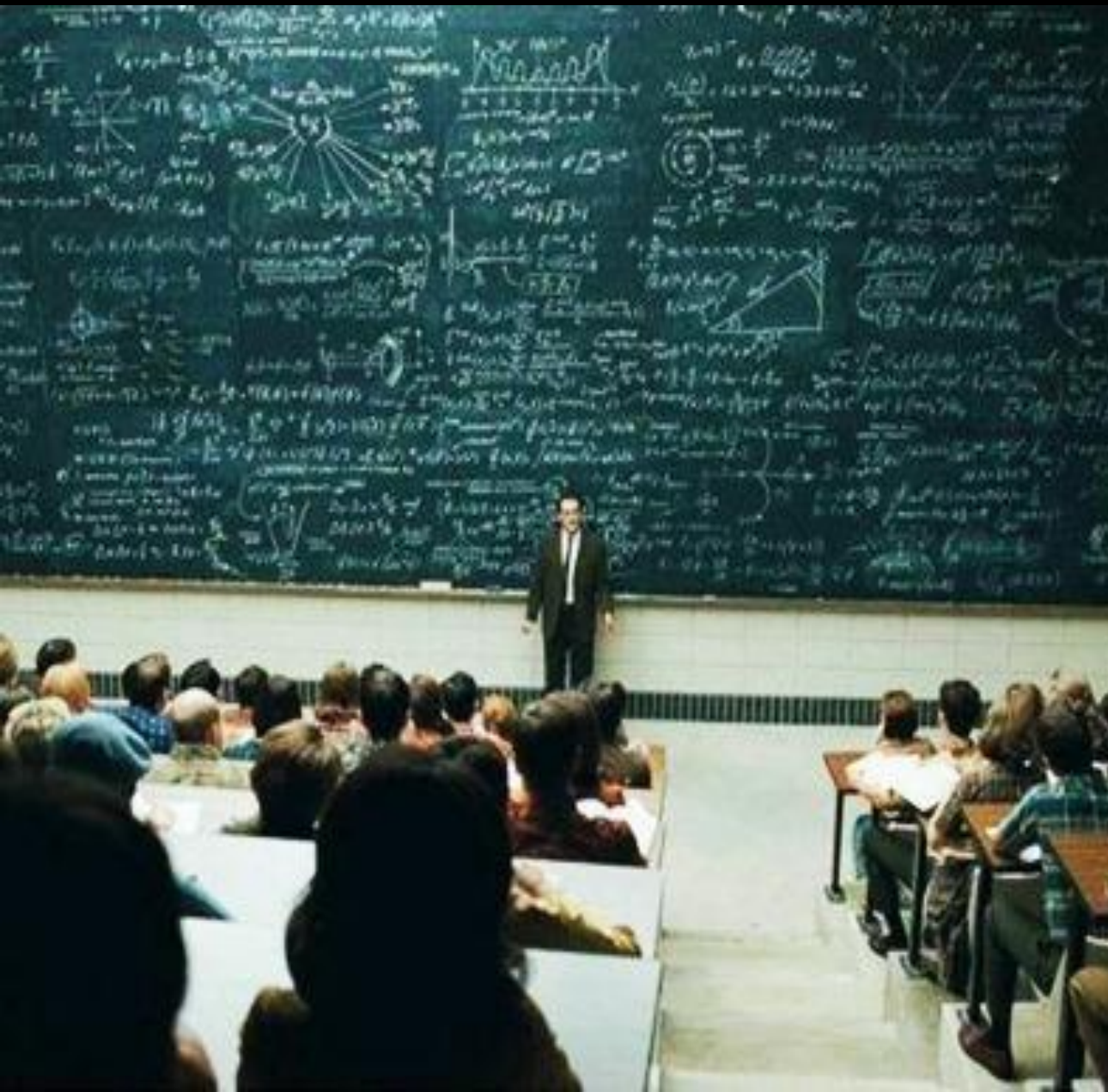
Principle two

The most influential and persuasive person is someone who can speak from his or her own conviction using the language of shared values.



What makes me proud





Facts, figures
and data do not
persuade
people...unless
they already
agree with
them!

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



Scare narratives
push people away-

And they in turn
push climate
change away.



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

STRONG COMMUNICATIONS SAY:

This is who you are.

This is what you care about

Other people like you agree with this.

When you do this you belong more to your group.

And the world becomes more how you want it to be

Principle three

Sustainability is not about the environment or “saving the planet”.

It is simply wrong to waste.

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Principle four

Not everyone is like you!

Your values and motivations are probably not the same as other people in your workplace.

Principle five

The most powerful narratives are usually those of shared responsibility and action.

July 2017 Clean Air Narratives

This is a problem that affects everyone so we will all have to help sort it out. Governments will have to set limits and enforce them. Car manufacturers will have to invest in new technology and really clean cars. Drivers may have to change their routes and be helped to replace polluting cars. This will be expensive but we will all have to contribute because ultimately we all share the air we breathe.

Principle six

Sustainability does not need a name

It is simply what you do because this is who you are.



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Thank you

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