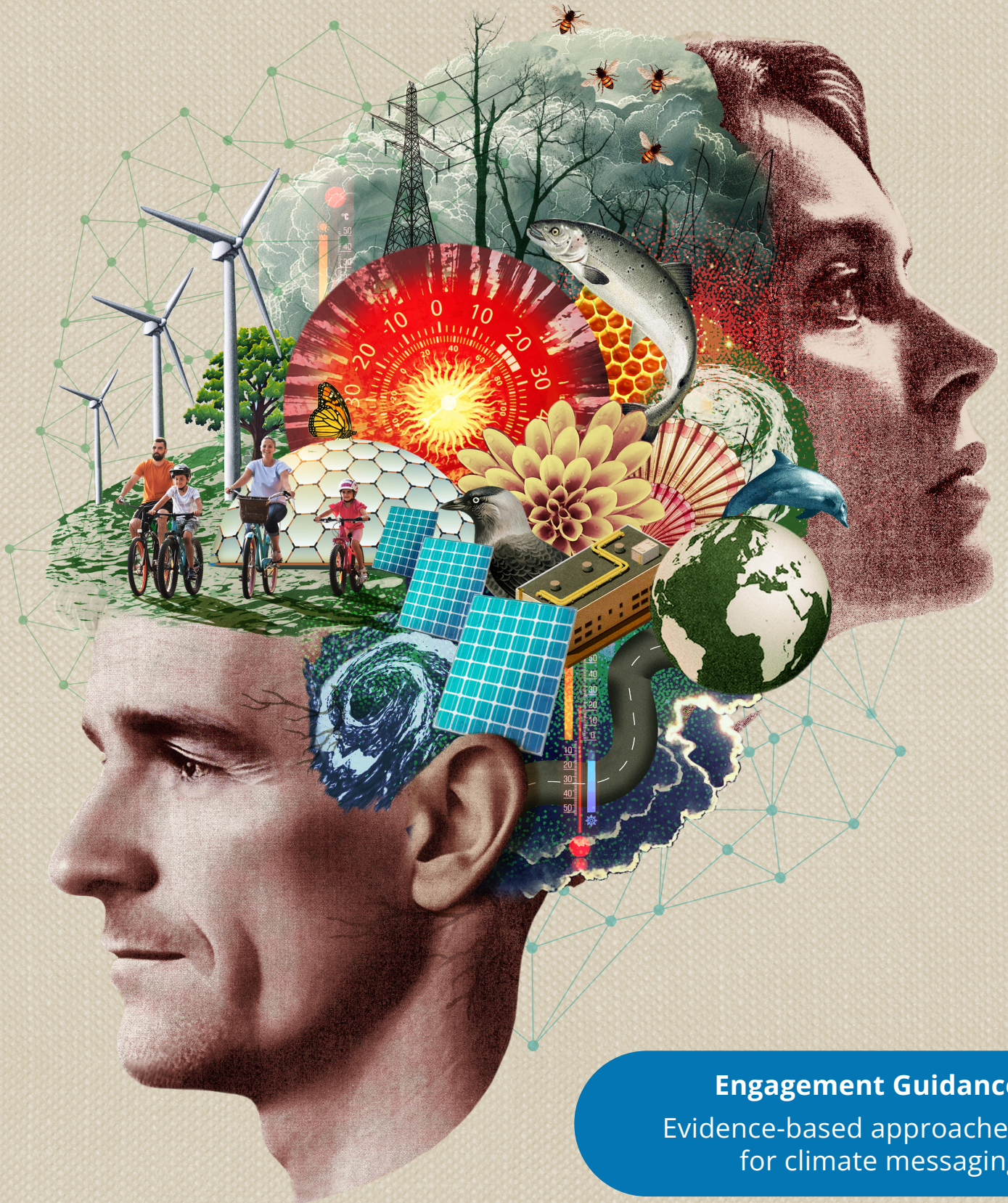


Climate Change in the Irish Mind

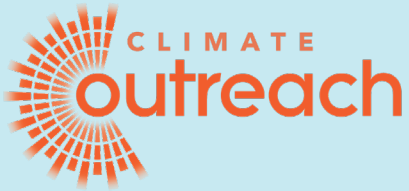


Engagement Guidance

Evidence-based approaches
for climate messaging

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Authors and acknowledgements

Authors

Chris Pollard, PhD
Senior Researcher
Climate Outreach (lead author)
chris.pollard@climateoutreach.org

Alastair Johnstone-Hack
Climate Visuals Manager
Climate Outreach

Emma Peet
Content and Communications Manager
Climate Outreach

Caroline Cronin
Environmental Protection Agency

Desmond O'Mahony, PhD
Environmental Protection Agency

Conor Quinlan, PhD
Environmental Protection Agency

Cover illustration

Martin O'Neill / Cut it Out Studio

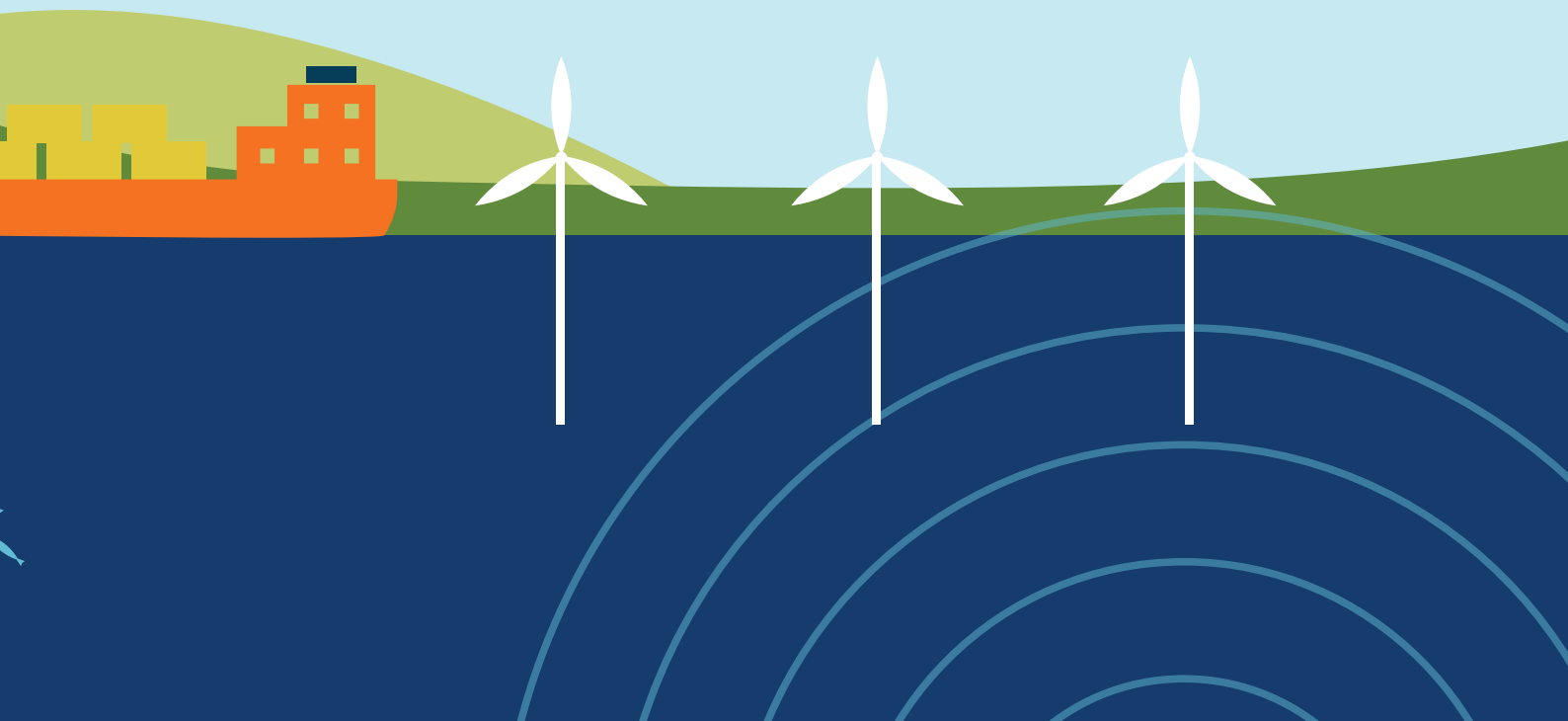
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Kirsty Grafton, Graft Creative,
graftcreative.uk

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Introduction

What is this guide and who is it for?

When it comes to climate change and climate policies, what are people in Ireland thinking? Are there aspects on which most of us agree? Are there areas where there is less agreement? When climate concerns or actions do vary between groups of people, can we learn something about those people to help build more meaningful and effective climate engagement? The Climate Change in the Irish Mind project (CCIM) was launched in 2021 to help answer these questions. CCIM is a nationally representative survey that was repeated after two years to track the climate views, attitudes and behaviours of the people of Ireland.

CCIM has identified four broad audience segments within the Irish population, the Four Irelands, based on their deep feelings about climate change. These are The Alarmed, The Concerned, The Cautious and The Doubtful. When planning engagement it can be extremely useful to think about which of these segments you might be talking to, as different communication strategies will work better or worse with different segments.

This guidance is based on the CCIM research, including the Four Irelands, and is designed for individuals and groups who want to engage the public on issues of climate change in a way that connects with the lives of people in Ireland, who they are and what they care about. As such, throughout the guidance where we say 'people' or 'public' we are referring to adults living in Ireland. Campaigners, civil society groups, policymakers and businesses can all use this guidance to become better climate communicators.

Research reports	Year of publication and link
<i>Climate Change in the Irish Mind</i>	2021 , 2024
<i>Climate Change's Four Irelands</i>	2022 , 2024
<i>Climate Opinion Maps</i>	2023

How could this guidance work better for you?

Comment on what you think of this guide, or how you have used it [here](#) or by scanning the below QR code.



How to use the guide

The focus of the guide is on practical application of the CCIM research findings. The first three sections of the guide present the findings and show how to put them into action for engagement or communications activities. The final section is a step-by-step guide to planning engagement activities, with the CCIM insights in mind:

Section

1

p6-7

Key findings and how to use them

Useful for every climate communicator. This section shows views commonly shared across Ireland, and where there is important variation between certain groups or between regions.

Section

2

p8-10

Introducing the Four Irelands:

The Alarmed, The Concerned, The Cautious, The Doubtful
Highlighting who the segments are, and the do's and don'ts of engaging with them.

Section

3

p12-18

What Ireland thinks

And how to use this in your communications and engagement
Awareness, concerns, behaviours and more.

Section

4

p20-21

Step-by-step guide

How to develop a public engagement project on climate change in Ireland.

Section

5

p22-25

Examples of engaging audiences on climate change

These examples show findings can be used for a range of communicators

Section
1

Key findings and how to use them

Six key insights from *Climate Change in the Irish Mind* - and how we can use them for great communication and engagement.



It's real, it's happening, we care

In Ireland...

Over 90% of people in Ireland think that climate change is happening and is caused by humans, and over 80% are worried about the impacts it will have on Ireland and the people who live here.

How to use it

Most people underestimate the extent of public and scientific agreement on climate change. Reiterate how much agreement there is on climate change and on the worries people have about it. Knowing they don't hold a niche viewpoint makes people feel included, more relaxed in sharing their views and more likely to support climate action.



Meeting people where they are

In Ireland...

More than 3 in 4 people in Ireland think that climate change will harm people here, including family, friends and their community, as well as harming the Irish way of life.

How to use it

Your audience is already thinking how climate change impacts the lives of people in Ireland – you can be confident that authentically asking people what impacts they see will open conversational doors. Link your questions and prompts to local landscapes, wildlife or green spaces where possible. Listening to answers and acknowledging worries or questions not only shows you are not there to preach, but could then lead to discussing actions or policies that meet their concerns and values.



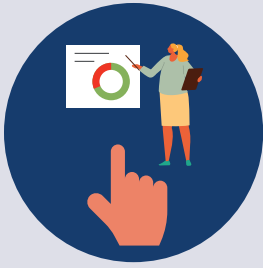
Popular policies

In Ireland...

Over 80% of people in Ireland support a range of climate policies, from encouraging cleaner, more efficient buildings and investing in public transport to planting more trees and helping communities adapt to climate impacts.

How to use it

Although policies like these are very often popular, for good engagement you need to show where actions are happening right now. Having examples that illustrate that climate action is and has been happening across Ireland makes progress feel real, normal and possible. Where action has been designed for other benefits (e.g. for health or cost saving) highlight those too - people can be cynical about talk of cost saving, so show them where it's happening already.



Choose your messenger wisely

In Ireland...

Scientists, educators and television weather reporters are all trusted by over 80% of people in Ireland to talk about climate. Community leaders are trusted by 2 in 3, but celebrities or online influencers by only 1 in 4.

How to use it

Choose the right messenger for your message. Scientists might be the most trusted on topics like climate science or future weather predictions, but they aren't automatically a great choice to talk about local investment in renewables infrastructure, for example. Working with an influencer or celebrity to help communicate your message may increase reach, but they are not as likely to be trusted. People trust others showing passion, credibility and empathy - picking (or working to become) a great climate communicator who emphasises these three characteristics is often more important than a specific job or specialism. Don't underestimate the influence of ordinary people as trusted messengers.



Caution and doubtfulness aren't common, but are consistent

In Ireland...

The small proportion of the population in Ireland who are less worried about climate change, tend to also think less favourably of climate policies, engage with fewer climate friendly behaviours, and trust all types of climate messengers less.

How to use it

It's not straightforward to engage with a more sceptical audience. Trust is very important, as much of the scepticism may come from distrust in those who speak about climate currently or in the past. If trust on climate is low, find out who your audience does trust to talk about other, related environmental impacts. Instead use issues that we know most people agree on such as reducing local air or water pollution, preserving local nature or improving the quality of public transport. Always be open and honest about your aims, and acknowledge the scepticism.



Location, Location, Location

In Ireland...

Many climate beliefs and attitudes are fairly consistent throughout the country. However, someone's worries about specific impacts of climate change such as extreme weather, will depend on where they live. Talking about local landscapes and geographical features can be a way to bond over a shared care for these aspects of a locality.

How to use it

Bringing climate change impacts closer to home, makes the message more relatable and real. Unlike with attitudes on general harm which are broadly shared across Ireland, if you want to talk about specific climate impacts it's best to consider where your audience lives.

Section
2

The four audiences

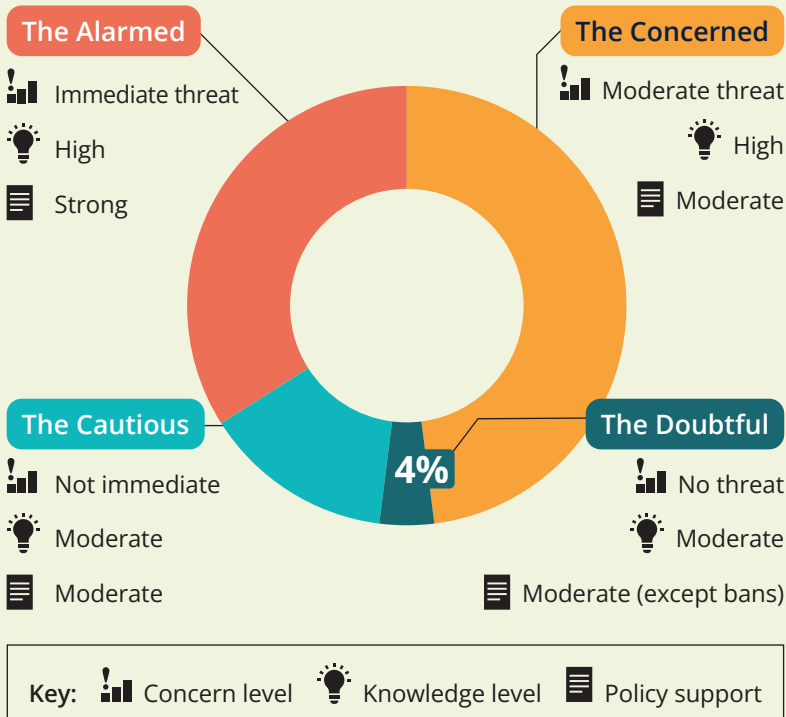
The four climate audiences or segments strongly differ on their knowledge, levels of worry, and willingness to take personal action on climate change. These segments reflect a spectrum of views about climate change and are labelled as: the Alarmed, Concerned, Cautious and Doubtful.

Who might you be speaking to? You may want to...

- 🔍 Specifically target an audience of one segment (e.g. leveraging the awareness and concern of the Alarmed to get them involved in climate advocacy)
- 🔍 Target more than one of the segments together (e.g. listening to the Cautious and the Doubtful to identify potential opposition to a policy idea)
- 🔍 Speak to an audience which has a mixture of segments, without necessarily knowing how many of each segment are in that audience (e.g. encouraging sports fans to share experiences of how extreme weather has affected their sport)

Important similarities and differences

(Climate Changes Four Irelands, 2024)



Segments and demographics

Although there are some demographic patterns across the segments, there are many demographic groups present in all segments. Assuming someone is part of a certain segment based purely on their demographics might seem like a good shortcut, but could result in stereotyping which gives false results and even alienates your audience.



The Alarmed

The Alarmed (34% of the Irish population) strongly believe that climate change due to human activity is a real and immediate threat. They strongly support climate mitigation and adaptation policies, and are willing to take direct action, for example through economic activity.

Engaging with The Alarmed

Do

- Acknowledge their strong feelings about climate - these could include anger, fear or hopelessness.
- Appeal to their concern and desire for action giving concrete examples of things they could do.
- Share new information about climate change, as they will readily accept it and use it to act.

Don't

- Don't be overly optimistic or positive (they won't believe you) but also avoid dwelling on the most extreme predictions of climate impacts (they already do this, and it can lead to burnout).

Find out

- What barriers they are facing to taking more action - they already have the motivation needed, they now want to know what more they can actually do.



The Concerned

The Concerned (48% of the Irish population) are the largest audience. They are convinced that climate change is a serious issue, but when compared to the Alarmed are less worried about it and view it as a less immediate threat. They support policies addressing climate change and adaptation, but are less willing than the Alarmed to take direct action themselves. Frames of ethics, fairness, and justice can work with this audience to move them from concern to action.

Engaging with The Concerned

Do

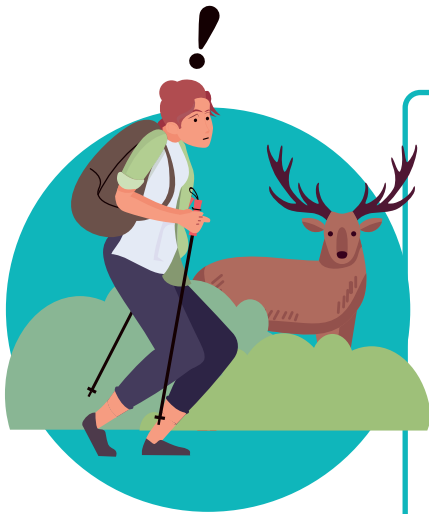
- Reiterate that how they feel is the norm.
- Say that their voice is needed as part of climate action.
- Build confidence in their own views and ability to take action.

Don't

- Try to shame them into showing they should 'care more' about climate.

Find out

- About those issues they are already passionate about and show how they interact with climate change.



The Cautious

The Cautious (14% of the Irish population) believe climate change is happening but are less sure of the causes and are less likely to think it will personally affect them. They support climate-related policies, but few are willing to take direct actions themselves.

Engaging with The Cautious

Do

- Link climate to their lived experiences of climate change, such as extreme weather.
- Show clear success stories of climate action - and how it has other benefits (health, economy) as well.

Don't

- Labour that radical change is the only action to take.
- Tell them what to do.

Find out

- Why they think climate change won't impact them - this segment believe it's happening but aren't yet linking to their own lives.



The Doubtful

About half of the Doubtful (4% of the Irish population) believe climate change is happening, but with less certainty than other audiences, while smaller proportions say climate change is not happening or say that they don't know. The Doubtful are overwhelmingly not worried about climate change, and do not perceive it as a threat. They partially support climate-related policies but strongly oppose bans or increased taxation on home or transport fuels.

Engaging with The Doubtful

Do

- Accept their scepticism and that it may be coming from a place of distrust.
- Try to build trust first and foremost – highlight where you have been and currently are being consistent between your words and actions, and transparently show why you are saying what you are saying.
- Involve other people in a discussion to avoid one-on-one disagreements.

Don't

- Lead with messaging about 'taking action on climate change' or with climate science facts and figures
- Enter a discussion intending to persuade them – prioritise listening.

Find out

- Who they trust to talk about the environment - but when doing so try leading with nature or pollution, rather than environment or climate.



Section
3

What we think and feel about climate change in Ireland

And how to use this in your communications and engagement

Beliefs & knowledge

- 🔍 **Knowledge and understanding about climate change are high** - always mention how much agreement there is on climate change and the worries people have about it.
- 🔍 **Those who are sceptical feel that humans aren't the major cause** - don't dwell on small disagreements of scientists, talk of their strong consensus.
- 🔍 **Only a third of people correctly identified agriculture as Ireland's primary source of emissions** - find out how your audience connects with different sectors before engaging on the topic; a strong cultural connection may mean certain types of climate messaging feel like an attack on their identity or way of life.

If you know the audience is interested in the science then give it to them, otherwise, communicating the consensus among scientists from different fields is more likely to resonate than the technical detail.

People in Ireland are aware of climate change and most tend to know enough to give an opinion. Messaging which assumes good basic knowledge is acceptable, but it's still useful to mention climate change, if not always leading with it.

Although almost half of the Doubtful segment feel there is disagreement amongst scientists, avoid dwelling on reasons where scientists actually disagree. These disagreements are almost always about the way various climate models work, not about the strong consensus on human induced climate change. Instead of saying "uncertainty amongst scientists," say "many scientists use different methods but reach the same conclusion - that humans are the major cause of climate change."

Attribution of global climate change to human activity, as well as attribution of Ireland's emissions to agriculture both diminished with levels of concern across CCIM audience segments. Additionally, only 30% of people overall in CCIM correctly identified agriculture as the main source of Ireland's emissions.

When referring to a sector in broad terms, remember that people may have complex views and feelings about many of the constituent parts of that sector (for example individuals, livelihoods, communities, history, land).

For example, agriculture is a sector that is an integral part of life in Ireland and strongly linked to identity and the economy. Climate messaging on agriculture may be perceived as a challenge to personal, community, regional or national economy; people's way of life; or their identity.

Speaking broadly about a sector can be really useful to appeal to many audiences holding a variety of views. More often, however, being specific about who or what in the sector is important to you, can avoid alienation of a wider group.



More climate knowledge doesn't always mean more concern

Climate literacy

- 🔍 **People in Ireland are familiar with the topic of climate change and used to hearing about it from multiple different places** - people have an appetite for the right kind of climate conversations; conversations about action already being taken and how we can all be a part of the solution.
- 🔍 **More climate knowledge doesn't always mean more concern** - don't assume providing more facts is going to increase that level of concern without first thinking about how your audience feels about different types of evidence.

A majority of people hear about climate change often through the media, and will discuss it with family and friends. However very few could distinguish the technical differences between the greenhouse effect and e.g. acid rain.

Climate is a people story (as well as a science story) – understanding all the technical terms would be great, but we know that increasing literacy does not always elicit action. The Doubtful show greater knowledge (self-reported and tested) than the Cautious in several areas. Assuming that the Doubtful just need more facts is unlikely going to result in more engagement. If you know the audience is interested in the science then give it to them, otherwise, concentrate on what others are doing and how they can help.



Emotions

- 🔍 **A large majority feel climate change will harm Ireland and its people** – ask people how they feel climate change might impact them and others, rather than telling them.
- 🔍 **People know that future generations, the natural world, and developing countries will come to harm** - framing messaging around harm to future generations, nature and those less well off are likely to be successful.
- 🔍 **Those who are less concerned might not respond to frames around the harm caused by climate change** - first find out if they see the impacts happening at all, or if they attribute those impacts to climate change.

Authentically asking people about how climate change could impact their life in Ireland can open opportunities to share experiences.

More than 3 in 4 people think climate change will harm people in Ireland, their family, friends, community, and the Irish way of life. Communicators should be confident that by authentically asking people about how climate change could impact their life in Ireland they can open conversational doors. This will help the audience feel heard rather than preached to, and could lead to discussing actions or policies that meet your audience's needs.

Almost all people agree that climate change will harm future generations, people in developing countries and plants and animals. Framing engagement around making the world better for future generations, for people less well off around the world, and for nature is likely going to appeal to a wide range of people. Other framings might appeal more to specific people or groups, but if you don't know a lot about your audience, or your target audience is very broad, these are strong frames to use.

Engaging with people's worries about harm and their personal experiences of climate change can play a part in turning concern into action. However, in Ireland this will resonate with those already in the more concerned segments. It may be that the less concerned segments don't see impacts at all, or that they do see impacts but don't attribute them to climate change. You could explore this with your audience using conversation openers such as 'I've definitely noticed the weather becoming less predictable' - and listening to their response. Or because people often think of climate change impacts as happening mostly far away and in the future, another conversation starter could be on the topic of extreme weather in other countries, for example 'I can't help feeling that extreme flooding and drought in Europe is going to impact what fruit and veg I can buy in the supermarket'. Their response will help you know whether you need to work on stories of noticing impacts or on stories of attributing impacts to climate change.



Trusted messengers

- 🔍 **Scientists, the EPA, and educators are most trusted** – having a skilled messenger with technical expertise can mean people are more likely to listen to you.
- 🔍 **Friends and family are highly trusted to talk about the climate** – encouraging people to share their climate concerns with each other is a powerful way to spread a trusted message.
- 🔍 **People listen to those they trust** – selecting (or working to become) a great climate communicator who shows characteristics of passion, credibility and empathy is often more important than a specific job or specialism.

Scientists might be the most trusted on topics like climate science or future weather predictions, but you don't need to be a scientist to do good climate communications. A world renowned climate scientist isn't automatically a great choice to talk about local investment in renewables infrastructure, for example.

People trust others showing passion, credibility and empathy - picking / becoming climate communicators who show these three characteristics is often more important than a specific job or specialism.

Finding an influencer or celebrity to help communicate your message may increase reach, but they are not as likely to be trusted unless they show passion, credibility and empathy on the topic.

Trusted messengers on climate change generally track the level of concern, regardless of source. All four groups generally agree on which messengers they trust the most, but disagree on how much they trust them. Regardless of messenger, the Alarmed are almost always more trusting of climate information than are the Concerned, then the Cautious and the Doubtful. Even though community leaders were not seen to be as trusted as, for example climate scientists, it is worth looking to find and test using a messenger from the same community (be that location, identity group etc.) to engage with your audience.



Impacts of climate change

- 🔍 **Concern about severe storms and extreme heat are increasing** - find stories of preparedness and responses to tell.
- 🔍 **Concerns for specific impacts vary geographically** - engage your audience on what concerns them locally.
- 🔍 **For some, extreme weather isn't always linked with the climate** - make it explicit, stating the impact followed by the cause.

Stories of community responses – either to a threat which hasn't happened yet, or in the face of extreme weather itself - can be more engaging than discussing climate concerns.

Over 85% of people see climate change affecting weather in Ireland, with 3 in 4 thinking extreme weather will negatively impact their community over the next decade. Water and air pollution are common concerns. Concern about both severe storms and extreme heat has risen in the past five years. Geographically, these concerns vary, with different areas of Ireland being more or less concerned with different climate impacts.

For engagement, understand which impacts most chime with your audience. Extreme weather is emotive as a topic, but we know that although showing those impacts (or potential impacts) may raise concern this does not always translate into action. Much better are the stories of community responses – either to a threat which hasn't happened yet, or in the face of extreme weather itself. As concern varies by county or region, find those examples local to your audience to illustrate people are taking action and model potential actions others can take.

Stories of water and air pollution can be less immediate, but they are tried and tested: communicators can be confident that most people would engage with these topics.

Awareness and experience of extreme weather in Ireland, and the associated risk perceptions all align with the wider levels of climate concern. As with the emotions action above, separating the awareness levels of extreme weather events (“we’ve always had extreme weather”) and the linking of extreme weather to the climate (“this new weather isn’t due to climate change”) can be difficult. In messaging about extreme weather it is better therefore to make links explicit, stating the effect, followed by the cause - “Ireland has been facing more extreme weather lately, and this is going to happen more often with climate change”. If needed, reference trusted sources such as [Met Éireann](#) or [Environmental Protection Agency](#).



Climate policies

- 🔍 Many climate policies are very popular, especially those helping people on low incomes or helping nature - messaging around helping people, communities and nature are strong frames to try.
- 🔍 There is variation in support of some policies between segments and geographically - engagement will differ if this is due to lack of support of the principle of the policy (e.g. outlawing an action) or the way it might impact people (e.g. lack of alternative options).

Participants in the CCIM study were asked about their support for a range of examples of climate policies that could be implemented to help Ireland achieve its emission targets. Many climate policies are very well supported - with over 90% of people supporting those making buildings cleaner and more energy efficient, investing in public transport, and increasing forest areas as well as using tax for more clean energy, helping low-income households improve home efficiency and giving communities the opportunity to adapt to climate impacts. Normalise how common and popular these types of policies are. Knowing they don't hold a niche viewpoint makes people feel included, more relaxed and more likely to support climate actions including policies.

Even if not communicating about these types of policies, ask your audience to consider if your idea is on a par with these popular views to raise awareness. E.g. "we know that 93% of people support the idea of public funding for helping Irish communities to deal with the impacts of climate change - here's another way we can help do that as well..."

Policies appealing to helping others (e.g public investment) especially those on low incomes, those mentioning community, and those associated with helping nature (e.g tree planting) are popular. It is worth testing similar frames when developing messaging for public engagement.

Support of a variety of climate policies generally tracked each segment's levels of concern - with the Alarmed almost always the most in favour and the Doubtful the least in favour. Geographically, there are differences on policies such as banning peat, coal and oil for home heating, or higher taxes on petrol. Public engagement based around bans or restrictions on individual behaviours should take location into account, especially where those individual actions may have strong cultural context (e.g. peat use), or be favoured due to lack of other options (e.g. rural availability of services).

Policies are not disliked because they are climate policies (the people of Ireland are concerned about climate change and want to see action), but for other reasons. This may be because they feel the policies are unfair to them or others or might restrict the way they live in some way. Understanding the reasons someone might be for or against a specific policy will help tailor effective messaging.

With some policies, audience segments share similar views, so engagement on these topics can lead a mixed audience to agree or disagree in a binary way. For example, the Alarmed, the Concerned and the Cautious are all broadly supportive of using carbon taxes to assist workers in the fossil fuel industry, with the Doubtful thinking otherwise; whereas the Concerned, the Cautious and the Doubtful are all broadly unsupportive of returning carbon taxes to Irish households, with the Alarmed the relative outlier.

In terms of who should take responsibility for climate action, the Alarmed always feel that a given group should be taking more action on climate than do the Concerned, Cautious then Doubtful (in that order). Over 80% of people felt businesses, local government, national government, politicians and citizens should each be doing more on climate.

Climate behaviours



There is a gap between the level of climate concern and the actions people take - for better engagement, tell stories of real action being taken by real people like them.

Fewer people are taking action than are concerned about climate change. Turning concern into action is a common challenge in climate communication, often entangled with presence of opportunity as well as competing priorities. From an engagement point of view, showing action is both normal and possible will build motivation for behaviour change. Tell real world stories of action being taken by people that your audience can relate to, and encourage people to share their own stories.

The differences in diet and consumer behaviours reflect the segments' levels of concern. With more concerned segments more likely to have taken part in, or plan to take part in climate actions such as reducing meat in their diet or buying from more climate friendly companies. The Alarmed and the Concerned are the segments which intend to increase their buying from climate friendly companies - they are thus a better target for communicators wishing to change purchasing behaviours.



Showing that climate action is both normal and possible builds motivation for behaviour change



Section
4

Step by step guide

Asking yourself the five following questions will help you focus your engagement efforts. If you have the opportunity to test your messaging in some way with a sample of your audience that's great. If not, record what works and doesn't work with your engagement when you actually use it, and learn by doing.



Who are your target **Audience** ?

Who are your audience and what do you know about them? You might define them by some combination of demographic descriptors, such as age, gender, formal education, or employment status or by where they live in Ireland. They could be the Alarmed, the Concerned, the Cautious, or the Doubtful, or a mix of segments. They might be displaying one or more behaviours you find interesting or want to change. The more you know about the people you want to engage, the more tailored you can be about your messaging and engagement and the more likely you will achieve your goal.

Make a list of characteristics describing your audience, perhaps even imagining them as a persona with a name, life goals, hobbies, even favourite movie or meal.

What do your audience care about and **Value** ?

To make engagement relevant to your audience, you need to know what they care about. This might be their finances, their health, future generations in Ireland, or worry about a certain type of climate impact for example, all most likely seen in relation to their local community or place.

Write a list of things your audience cares about. Going through your list from Step 1 can help think through your audience's cares and concerns.

What is the **Aim** of your engagement?

Think about how your audience will think or act differently as a result, and what the point of your engagement is. This could be an attitude you wish to influence, or a behaviour you want to encourage or discourage. It could more simply be that you wish to raise awareness and concern about a general/specific problem or solution.

Try to be brief and to-the-point with your aim (a sentence or two) - this means communication and engagement is more likely to be clear and simple. Finish this sentence: As a result of this engagement my target audience will....

Audience



Values



Aim



4



5



How can you Frame your aim?

Can you frame your aim (Step 3) in a way that speaks to what your audience cares about (Step 2)? Why is your aim of interest or important to your audience? Your aim might result in reduced carbon emissions, lower prices, benefits to nature, and improved health, but if your audience particularly cares about nature then frame your messaging with that in mind.

Go through your list from Step 2 and write how your aim could appeal to each of the things your audience cares about.

What does your audience need to Trust you as a climate communicator?

Being a trusted communicator means better engagement with your audience. Authentically showing your or your organisation's passion (why you care about what you're saying), credibility (that you know what you're talking about) and empathy (that you understand your audience's circumstances) will help build trust in your communications and engagement.

Write down how you or your organisation will show passion, credibility and empathy during your engagement activities. This may or may not be included directly in messaging.

Frames



Trusted messenger

Section
5

Engagement examples



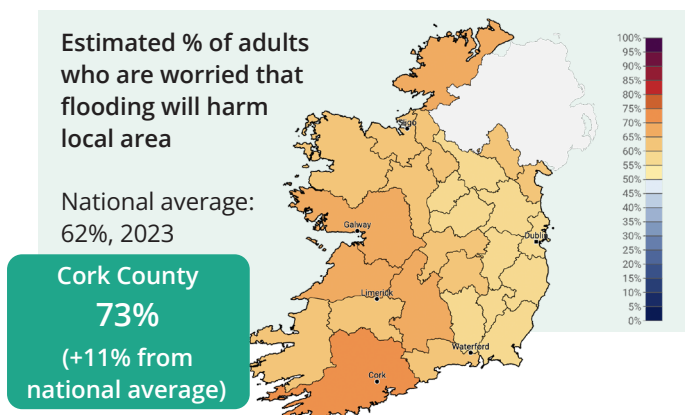
Example 1

Engaging those less concerned

David works in government and wants to go beyond the ‘green bubble’ and engage **people who currently feel climate change won't really impact them** in order to **build greater consensus for action across Irish society**. David will highlight impacts that are close to home for his audience and their neighbours through a geographically targeted social media campaign. He decides to focus on how **communities in Ireland can work together with their neighbours in the face of extreme weather events**. The project will use real life experiences from **people in impacted communities across Ireland**.

David focused on two groups from CCIM: the Cautious and the Doubtful. He knew that direct climate messaging was unlikely to resonate, but personal stories about extreme weather might. By collecting local stories, he aimed to connect with his audience and address their concerns. He started in County Cork, where CCIM maps show concern for flooding is highest, by engaging with a local flood group. He gathers experiences from those flooded, their neighbours, and emergency services, asking their views on climate change before and after the floods, and about pride in the community coming together. David then crafts three articles highlighting community pride, each with varying degrees of climate change prominence: prominent, contextual, or unmentioned. Testing these with local Cautious and Doubtful individuals was as he expected: these

segments did not find upfront climate messaging very appealing. When climate was mentioned in a contextual way, the audiences were more accepting and the community pride narrative resonated well throughout. David used these findings to shape his campaign in County Cork, planning to replicate this process nationwide.





Example 2

Shouting about sustainability

Roisin owns a family activity centre based on a working farm in County Wicklow and wants to talk about some of their varied sustainability work to customers who mostly visit from Dublin, via a regional media campaign. She already knows from market research that their customers value the centre's level of customer care. She decides that the campaign should include someone who can talk engagingly about the climate actions the centre takes, showing how taking responsibility for the environment is in line with their care for their customers.

CCIM shows them that frames which are most likely to appeal to a wide audience are those about helping people impacted by climate change, benefitting nature and making the world better for future generations. Roisin chooses two of these frames to test in their campaign: their work restoring areas of natural woodland habitat in close to Dublin (benefitting nature), and how this work will benefit people now and contribute to helping nature in Ireland for the future (future generations). Across all CCIM segments, trust in messengers is fairly stable - so whichever messenger is chosen, it is unlikely to alienate one segment over another.

CCIM also shows that scientists are trusted messengers. Roisin decides to include an ecologist who works on the restoration project and some of the families who visit the restored areas. She then produces videos where the messengers tell their story of the project and its impacts. Roisin makes sure that the final version highlights not only the project, but the passion, credibility, and empathy of the ecologist and the families speaking.

Engagement examples (continued)



Example 3

Training community climate champions

John works for a national social welfare charity that aims to train and coach

members of urban communities with high levels of deprivation to tell their climate story.

These champions will link together

local groups of volunteers who are working across **a range of community issues**, so

the community can be better prepared for how climate impacts will

directly affect the people they work with.

CCIM gives John confidence that climate isn't a niche viewpoint and that people from a wide range of backgrounds in Ireland do know and care about it. He also knows that while climate change is a topic of conversation amongst their audience, like most people they may not be engaged by facts and figures about climate change. The range of people the newly trained champions encounter will probably cover the full range of CCIM segments, and engagement between champions and their audience is likely to be in person and small groups or one-to-one meaning conversations are possible.

John therefore designs the training to include conversational strategies which include open thoughts about changes in the weather or seasons, before asking questions about how those things might affect the particular issue with which the volunteer is interested. For example unpredictable weather means less successful growing seasons - how could that impact community gardens or access to affordable fresh fruit and veg?



Example 4

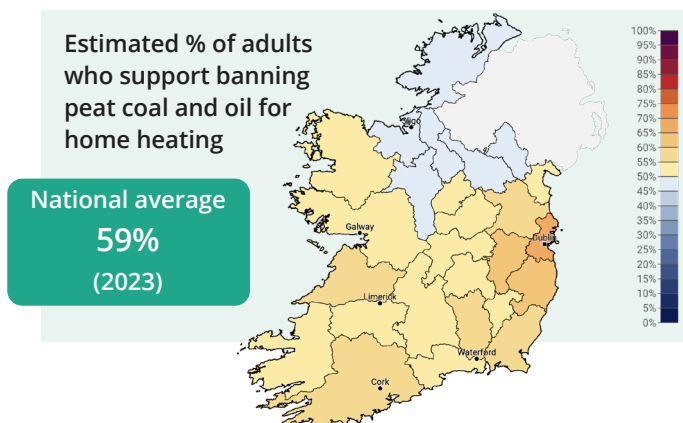
Advocating for cleaner air

Mo works as a researcher for a climate charity which wants to decrease the number of people using peat, coal, and oil for home heating. She needs to provide evidence for her advocacy team who have identified specific TDs who represent areas where there are many homes using these fuels, as well as census data on those areas. The advocacy team knows the TDs have previously spoken locally on issues of health and economic hardship in their regions, so wish to frame their conversations around inequality and air pollution.

From CCIM, Mo can see that although the idea of a strict ban on home heating with peat, coal and oil is broadly supported by over half the population, this support has dropped from 68% in 2021 to 59% in 2023. It is also lower for the Cautious and the Doubtful, as well as those who have experienced difficulty making ends meet in the last year. She compares the maps of CCIM responses about peat, coal, and oil from 2021 and 2023 with publicly available census information on fuel use and on pricing trends since 2023.

Mo uses CCIM, census and economic data to explore how the intersection of economic hardship, geography, trends in costs, and usage of polluting home fuels relates to policy support. Used together, the data paint a more useful picture of who may support or oppose restrictive climate policies, where the link with overall climate change concerns may not be as strong.

She also illustrates how support for a ban on peat, coal and oil may be low in some groups where concern for air pollution is high. Her advocacy team is now equipped with both targeted data relevant to each TD, and the wider-scale evidence that the vast majority of people in all regions are concerned about both air pollution and climate change.



Using the CCIM Climate Opinion Maps

Maps produced by EPA and the Yale Programme on Climate Communication display how responses to the CCIM surveys differ across the counties and regions of Ireland.

Each question from surveys in 2021 and 2023 can be accessed from a dropdown menu to display the responses at county, region or national level.

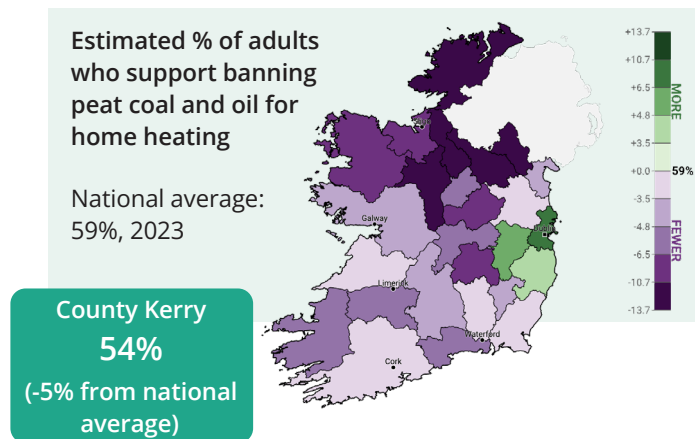
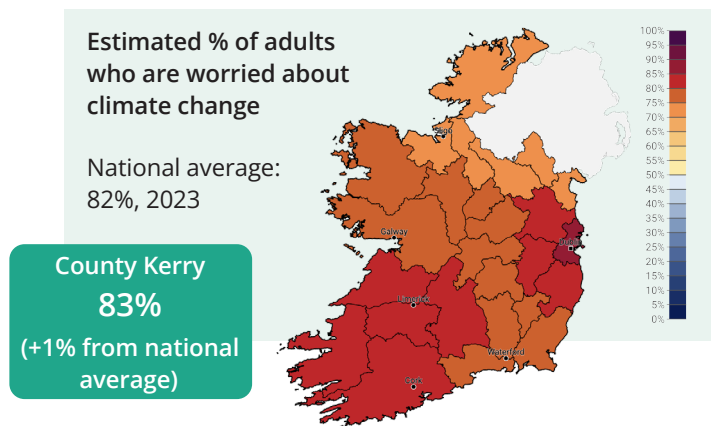
How to use it

It is powerful to understand how people feel locally. When tailoring messaging, consider the local sentiment first to identify what is more or less important in the area where you seek to engage with people.

Maps can also be used themselves as an engagement resource. Downloading a map and showing it to your audience can help communicate how widespread (or not) a view is, challenging assumptions and encouraging reflection.

Maps can also aid decision making on where to target engagement. Choosing an area where specific feelings about climate impacts or policies are more prevalent might be advantageous to your aim.

Using CCIM maps alongside other mapped datasets enhances all of the above and helps you to extrapolate potential changes in policy support over time. (Example 4, p25 covers such an example of exploring trends in policy support between 2021 and 2023).



References and links

Climate Change in the Irish Mind reports and resources

Interactive Climate Opinion maps

- ***An interactive mapping tool:*** Explores people's climate change attitudes, beliefs and behaviours on a national, regional, and county level, using CCIM study data from Wave 1 (2021) and Wave 2 (2023).

CCIM open data set

- ***Climate Change in the Irish Mind open data:*** Wave 1 and 2 of the CCIM data available for download.

Climate Change in the Irish Mind Insight Reports

Climate Change in the Irish Mind Insight Reports are brief supplementary reports that provide additional insights into the CCIM headline findings.

Insight Reports Wave 2

- ***Life Stage:*** Links between stage in life and attitudes to climate change
- ***Personal Economy:*** Links between personal financial situation, attitudes to climate change policy, and trust in sources of information on climate change
- ***Climate Literacy:*** Links between knowledge that humans are the main cause of climate change and climate literacy, perspectives on climate change, and support for climate policies.
- ***Engagement with Climate Change:*** Links between engagement with the topic of climate change and climate knowledge, support for climate policies, trust in climate change information sources and risk perceptions of climate change.

Insight Reports Wave 1

- ***Support for Climate Policies:*** Explores regional support and opposition to climate action policies
- ***Climate Risk Perceptions:*** Explores climate risk perceptions along demographic lines
- ***Worry about Climate Change impacts:*** Explores patterns in worry about the impact of local environmental hazards
- ***Intention Action Dynamic:*** This insight report explores the relationships between political and consumer intentions and behaviours in relation to climate change

Climate Change in the Irish Mind Wave 2 (2023-2024)

- ***'Climate Change in the Irish Mind Wave 2, Report 1':*** Provides an overview on the climate change attitudes, beliefs and behaviours of people in Ireland.
- ***'Climate Change's Four Irelands Wave 2, Report 2':*** Divides the population into distinct climate change audiences with their own ways of understanding and reacting to the topic of climate change.

Climate Change in the Irish Mind Wave 1 (2021-2022)

- ***'Climate Change in the Irish Mind: Wave 1, Report 1':*** Provides an overview on the climate change attitudes, beliefs and behaviours of people in Ireland.
- ***'Climate Change's Four Irelands: Wave 1, Report 2':*** Divides the population into distinct climate change audiences with their own ways of understanding and reacting to the topic of climate change.

**Thank you for taking the time
to read this guide.**

For more information please contact our
corresponding author Desmond O'Mahony
via email at behaviouralinsights@epa.ie

How could this guidance
work better for you?

Comment on what you think of this
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