

Climate Conversations

Climate Conversations adapts the party-plan model used in network marketing, combining it with behaviour change and community organising practices to educate and activate new audiences around climate change.

A host invites friends to their home. We send a trained volunteer to present and facilitate discussion about climate change, its solutions and what individuals can do. At the end, we invite attendees to:

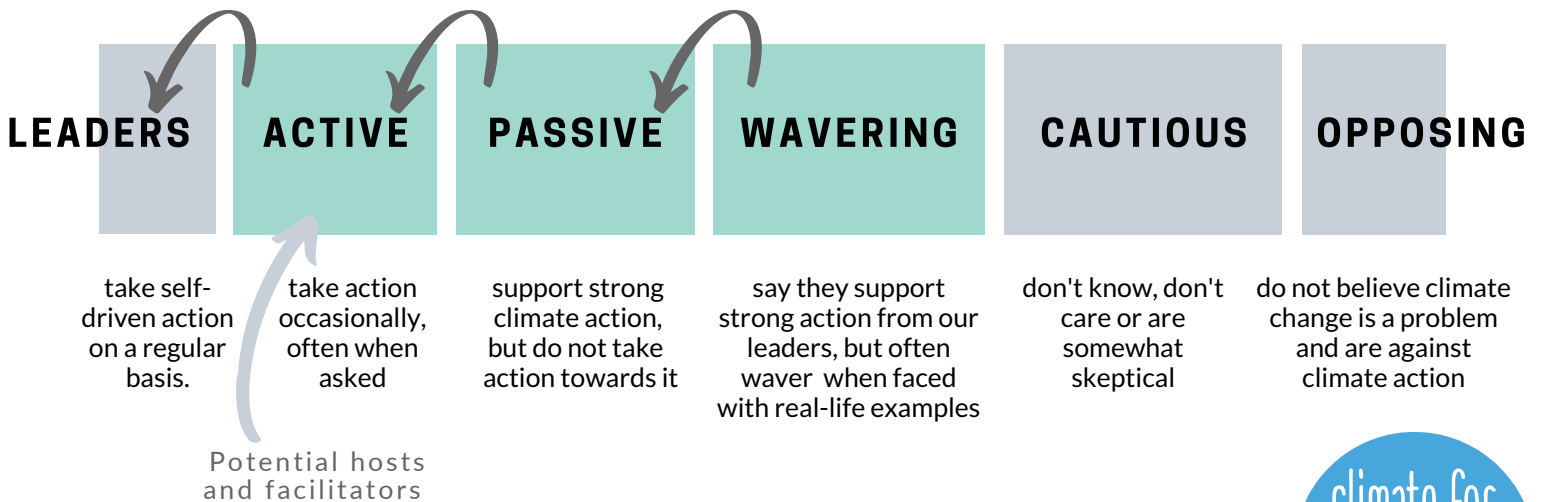
- sign-up to regular climate action;
- host the next Conversation;
- become a Facilitator;
- Donate.



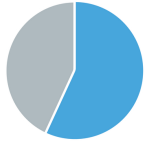
OUR AUDIENCE

Based on publicly available polls, we have classified Australians into six potential audiences:

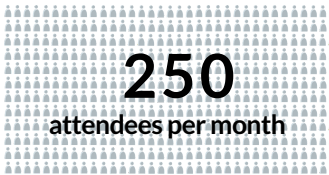
TARGET AUDIENCE



OUR IMPACT



58%
of attendees are **not** already engaged with environmental organisations



250
attendees per month



left more empowered to take action on climate change

86%



80%

had climate related conversations more frequently as a result of attending

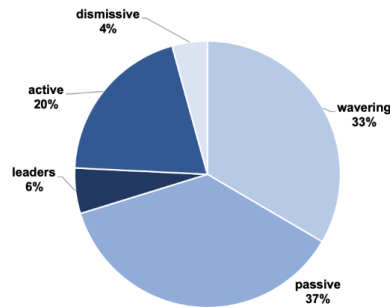


46%

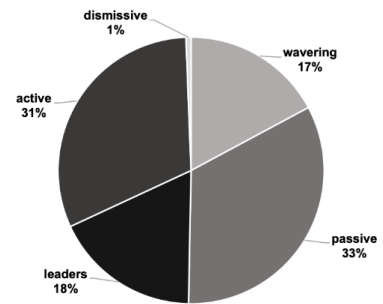
contacted their elected representatives more frequently - many for the first time

ATTENDEE TRANSITIONS

BEFORE THE CONVERSATION



AFTER THE CONVERSATION



TESTIMONIALS

"I've been truly surprised by the lasting impact of my Conversation amongst friends who were previously silent on the issue - we are still talking about it nine months on!"

"I was really nervous about inviting my friends to the conversation, but in the end I was pleasantly surprised .. It's wonderful to have these friends on the same page as me now, and with their help we'll get more people on board yet!"

"Facilitating exceeded all my expectations in terms of engaging participants with climate change. I have been a climate activist for 10 years and given lots of talks about both the science and the emotional aspects of engagement ... this event did both in an integrated way and was the most satisfying I have experienced."

"I feel more inspired and empowered to increase my efforts towards meaningful change amongst my community. Seeing friends and family tune in to the issues was really exciting and also feels less isolating."

