



# IMPACT REPORT

Climate Conversations Program

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APRIL 2020



# THANK YOU

Climate for Change is on a mission to create the social climate in Australia for effective action on climate change.

After three years experience delivering our flagship Climate Conversations Program, we've taken time out to reflect and evaluate our impact.

Thank you to the hundreds of volunteers, donors and supporters who make our work possible.

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# A MESSAGE

## FROM OUR FOUNDER, KATERINA GAITA

In September 2014, I quit my job to start Climate for Change, a not-for-profit with a mission to create the social climate we need for effective action on climate change. When I contemplated three-degrees or more temperature rise in my son's lifetime, I asked myself what I could do and what I would tell him when he was old enough to know the truth. I saw that as an individual I could work towards changing myself and other individuals in a system that, as it was, would never achieve zero emissions, or I could put my efforts towards changing the system itself. This meant working towards a situation where successive Governments at all levels do what it takes to make our planet safe again. But I realised that we didn't just need

Governments with a will to act on climate change, we needed them to have the social mandate to take that action. Out of this came the idea to build that social mandate by drawing on the party-plan model made famous by Tupperware™.

It has been thrilling to see that initial idea be embraced by hundreds of passionate volunteers, who have helped sculpt our model and theory of change through research and an iterative process of improvement in the years that followed. Our organisation has grown significantly, but it is still a small not-for-profit organisation funded almost entirely by one-off donations raised at Conversations and an annual crowdfunder. It's impressive. We've achieved a lot with little.

**After all this work, it's time to pause and reflect on all that we have achieved with the Climate Conversations Program.**

This report is part of a broader Program Review. It includes an analysis of existing data and feedback, along with surveys of attendees and facilitators conducted in the last few months. The focus has been on the period between January 2016 and June 2019.

What we have found is affirming, inspiring and very useful for us as we plan the next five years.

We've found that we have been doing what we set out to do: we've been reaching our target audience of people concerned about climate change but wavering, passive or mildly active in their response, and we've helped them to become more committed and more active in the civic actions they take towards effective climate action.

We've also found that the impact of our work extends beyond the number of facilitators we train and the number of people they reach through Climate Conversations. Our work has inspired thousands more informed conversations about climate change, new local groups and networks and more. This report shares some of the many stories of change we've helped create.

Thank you to volunteers and staff who have contributed to our work over the years. And thanks especially to those who have helped with this process of review and evaluation. This includes GCG, members of our board and review's advisory group, volunteer graphic designer Ren Jin, and Olivia Bicks, a volunteer data analyst from Oliver Wyman whose contribution has been invaluable.



**"What we have found is affirming, inspiring and very useful for us as we plan the next five years."**

**C4C Founder - Katerina Gaita**



# KEY RESULTS

86%

left more empowered to take action on climate change

99%

attendees learnt something new

77%

said the Climate Conversation influenced a change in at least one behaviour

289

facilitators trained

## REACH HAS GROWN OVER TIME

58%

attendees are not already engaged by environment organisations

7500

attendees

90%

attendees are in our target audience

54%

volunteered or donated to climate organisations more frequently

46%

contacted elected representatives more frequently

# HUNDREDS

of stories of change



“Being able to develop the skills to talk about the climate emergency, the solutions and the action needed with people from all levels of understanding and background... also gave me confidence to be able to address politicians at all levels of government on the matter.”

- Sarah

“the opportunity to observe, and be a part of, other people's commitment to climate action ... has given me great hope. I feel more hopeful, supported, and able to take more sustained action on climate change due to the support network”.

- Claudia

It helped me to clarify my resolve. The Conversation gave me the courage to go further... I have spoken at public meetings, protest actions and workshops alongside many private conversations with interested people.”

- Maggie

“I talk about climate change and what we can do about it so frequently now that it is now a normal topic of conversation among my friends”

- Rosie

“People that had never before raised money for a climate change organisation started doing so, people that had never talked about climate change or instigated running educational programs, workplace programs on it, started doing these things, people who had not been politically active on the issue, started being so... it is a growing rippling effect and the ripples keep coming and growing.”

- Anonymous

“Facilitating has had a huge impact on my communication skills and confidence. It has helped me improve these skills, particularly in my current job.”

- Alice



# PURPOSE OF THE CLIMATE CONVERSATIONS PROGRAM & HOW IT WORKS



\*For a list of research and articles that inform our work see [www.climateforchange.org.au/socialresearch](http://www.climateforchange.org.au/socialresearch)

Our mission is to create the social climate in Australia for effective action on climate change.

That means a social climate where our leaders can take the action we need to stop and then reverse climate change as quickly as possible, with sufficient support from the public.

Our theory of change is based on social research\* that tells us that social change happens through conversation. People process information, commit to ideas and action when in dialogue with people that they trust. Our work, therefore, enables people to have better, more constructive conversations about climate change and climate action.

The Climate Conversations Program (CCP) uses the party plan model, made famous by Tupperware™, to facilitate Climate Conversations amongst peers in people's homes.

A host invites friends to their home. We send a trained facilitator to run a Conversation aimed at helping people understand the urgency and scale of climate change, the solutions we need and the role they can play in making that action happen.

Our message at the end is that the most powerful thing we can all do is 'Stand Up and Reach Out' - stand up by demanding stronger action from the people with the power to deliver it and reach out to friends and family and get them acting too.

At the end of each Conversation, we invite attendees to:

- Sign up to our mailing list, which includes a fortnightly newsletter with a range of stand up and reach out actions they can take
- Connect with local climate action groups and local climate actions
- Continue the Conversation by:
  - Hosting a Conversation
  - Becoming a volunteer Conversation Facilitator
  - Donating to Climate for Change

The CCP is unique in the Australian climate movement in both the depth to which it engages people on the issue of climate change, and its use of a model that has the potential for significant and escalating reach.



## ABOUT THE CLIMATE CONVERSATIONS PROGRAM



# PROGRAM LOGIC

## PROBLEM

We are currently facing a climate catastrophe, but the current social climate in Australia does not demand or support effective action on climate change

## INPUTS

- CCP staff
- Volunteer time
- Funding
- Theory of change drawing on knowledge and practices from behaviour change, social change, community organising and network marketing
- Homes & meeting spaces provided by Hosts
- Conversation content, materials and resources
- Program partners
- C4C's Community

## ACTIVITIES

- Climate Conversations
- New Facilitator Training
- Development of resources to conduct Conversations, and support participants
- Development of resources to support Facilitator training
- Facilitator support – Ongoing Facilitator Training, Mentor Program, Team Leader Program, Facilitator Updates, Facebook group

## PARTICIPATION

- Attendees – Target audience: People in Australia “active”, “passive” or “wavering” about climate change.
- Non-target audience: “leaders” or “cautious”
- Hosts – People in Australia who are “active” or “passive” and want to discuss climate action with their networks.
- Facilitators – People in Australia who are “leaders” or “active”.
- Various communities, through networks (Attendees, Hosts, Facilitators)

## SHORT TERM OUTCOMES

### ENGAGE AND ACTIVATE INDIVIDUALS:

- Attendees gain increased climate literacy
- Attendees become more concerned about climate change
- Attendees are motivated to change behaviours and take civic and community action to address climate change
- Attendees sign up to become Hosts, facilitators and join the C4C community
- Attendees donate to C4C
- Hosts are given the space to discuss climate change with their networks
- Facilitators gain skills, confidence and community

## MEDIUM TERM OUTCOMES

### ENGAGE & ACTIVATE INDIVIDUALS AND BUILD COMMUNITIES:

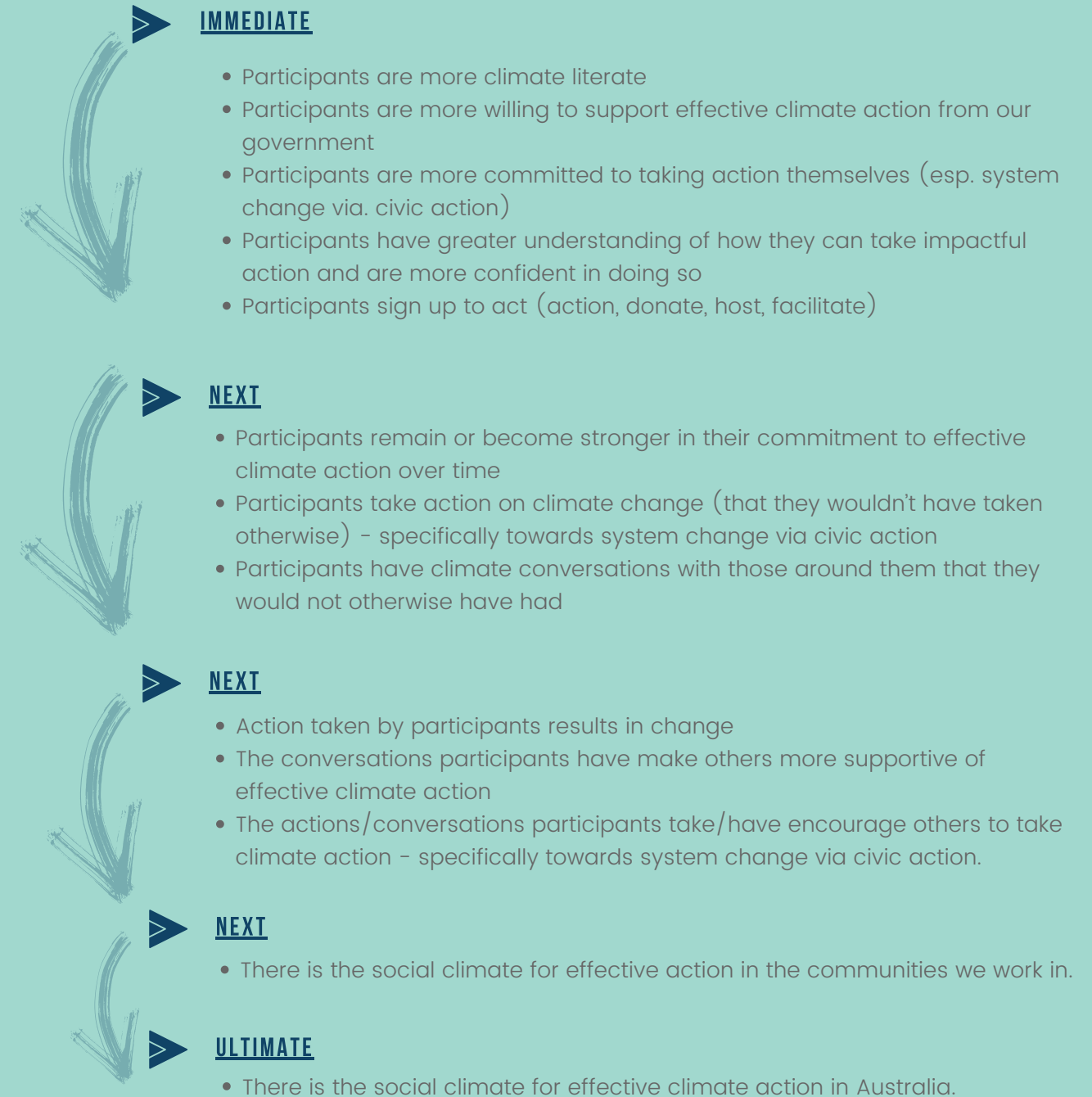
- The CCP's reach grows continuously
- Attendees become hosts and facilitators
- People take more civic action to bring about effective climate action
- People talk more with their networks about climate change and the action they are taking
- Communities and social networks are strengthened
- People make climate conscious lifestyle choices

## LONG TERM OUTCOMES

### ORGANISE AND MOBILISE COMMUNITIES:

The social climate in Australia demands and supports effective action on climate change at all levels of Government, industry and community. A significant minority of Australians are actively engaged in bringing about change.

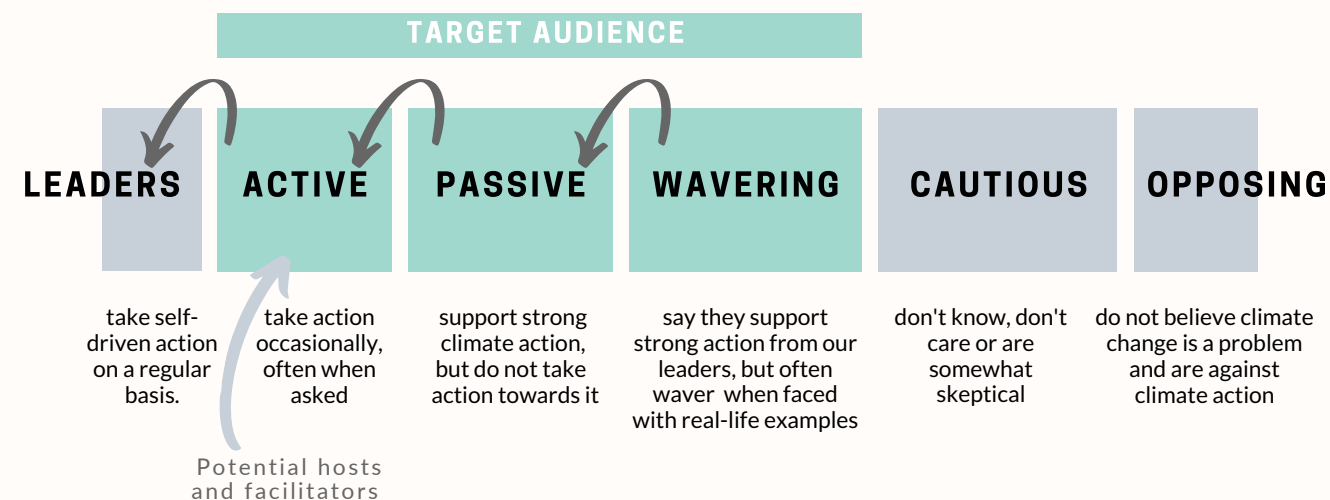
# CRITICAL PATH



# HISTORY

- ✓ January 2015 - 22 volunteers recruited to develop Conversation resources
- ✓ April 2015 - Funds raised enabled C4C to hire a Program Manager
- ✓ August 2015 - Focus groups conducted to understand target audience
- ✓ October 2015 - Test Conversations run
- ✓ February 2016 - 'Pioneer' Facilitators recruited and trained
- ✓ January 2017 - Monthly Facilitator training begins
- ✓ October 2017 - Assistant Program Manager recruited
- ✓ November 2017 - Mentor and Team Leader programs begin. Team Leader recruited.
- ✓ March 2018 - Facilitator training starts in Queensland
- ✓ June 2018 - Additional Team Leader recruited
- ✓ February 2019 - ACF Partnership in lead-up to Federal Election

# REACH



January 2016 - June 2019

## REACHING PEOPLE CONCERNED BUT NOT COMMITTED

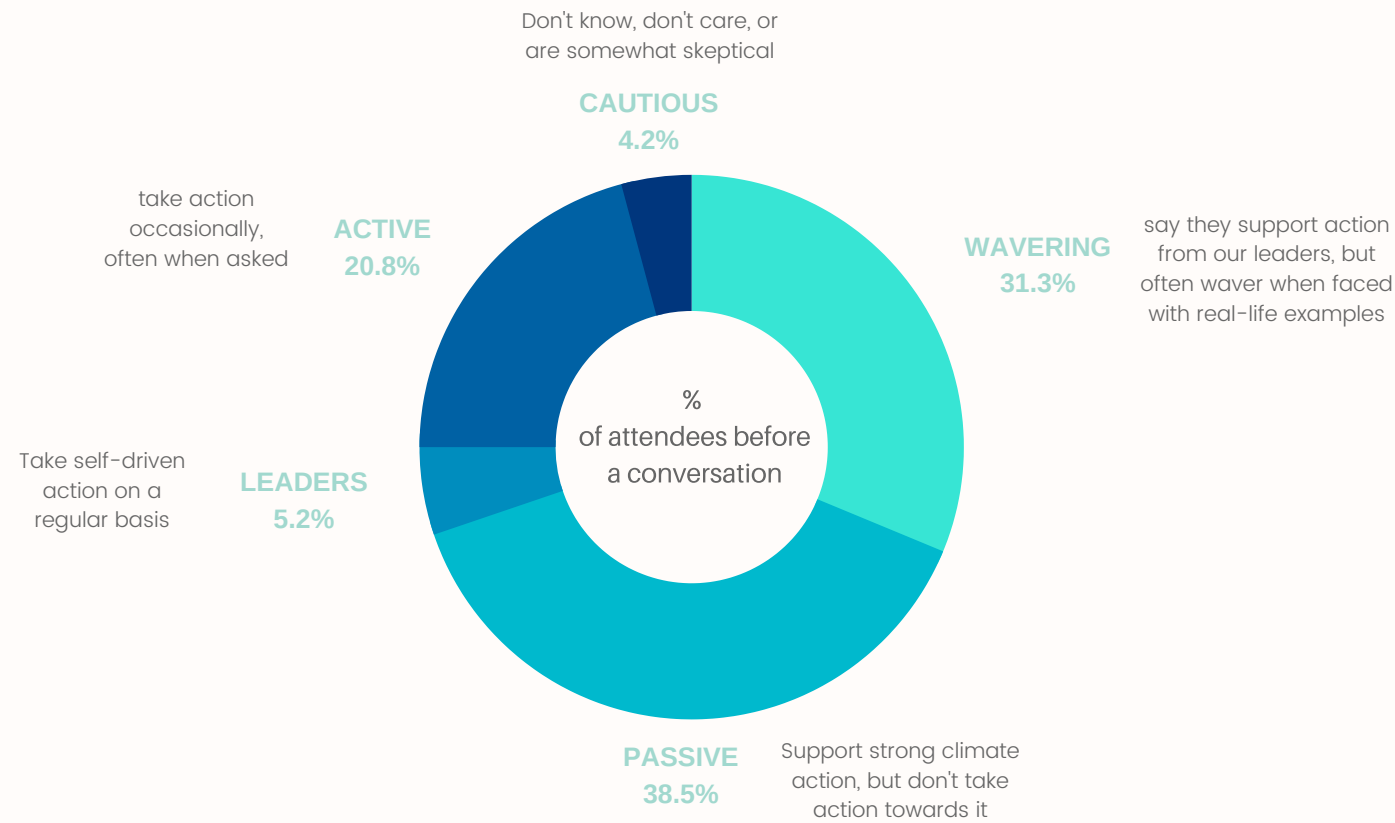
Based on publicly available polls, we have classified Australians into six potential categories ranging from climate leaders to climate deniers. The target audience for the Climate Conversations Program is people that are either active, passive, or wavering. We have succeeded in reaching those groups. The majority of Conversation attendees are either passive (37%) or wavering (33%).

“Wavering” people say they support strong action from our leaders, but waver when faced with real-life examples. Those that are “passive” or “active” are concerned about the climate, and support action regardless of the short term economic impact. Those that are “passive” don’t necessarily take political or civic action to support their statements, while those that are “active” take action occasionally, often when asked.

# CONVERSATION PROGRAM IS REACHING ITS TARGET AUDIENCE WAVERING, PASSIVE, AND ACTIVE

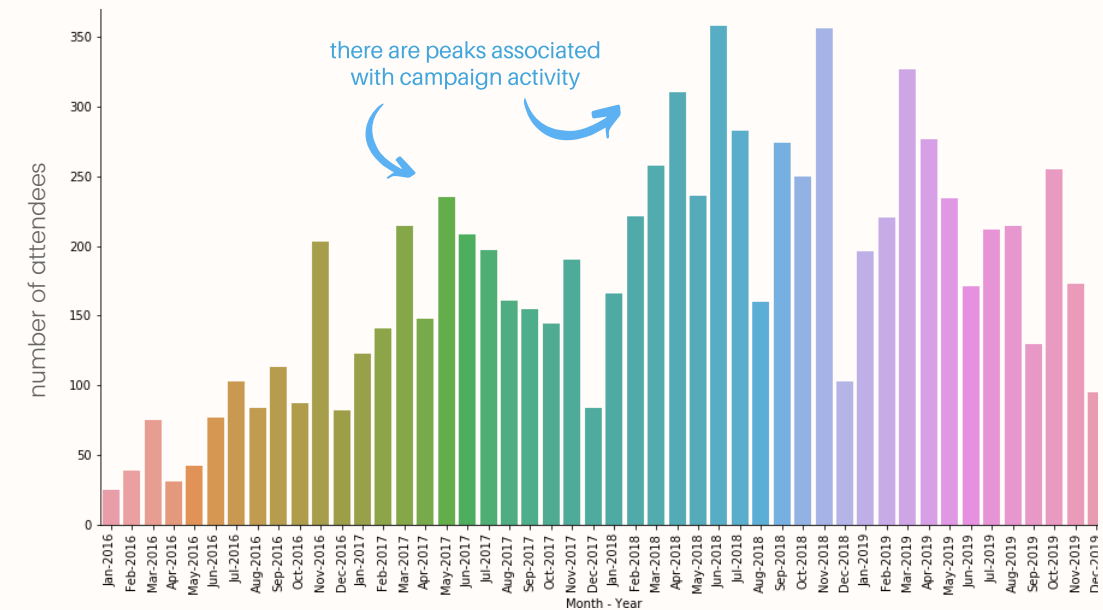
## 58% AUDIENCE WERE NOT ALREADY\* ENGAGED WITH ENVIRONMENT ORGANISATIONS

\*Post conversation survey. Not receiving emails from environemnet or climate groups



In addition to reaching its target audience, the Climate Conversations Program reach has grown over time, despite seasonal troughs in December and peaks associated with staff activity and campaigns. Between February 2018 and June 2019 when the CCP was operating with a Mentor Program for new Facilitators the CCP's reach was strongest with an average of 31 Conversations reaching 268 attendees per month. The CCP's reach is strongly related to Facilitator engagement, which itself relies on CCP staff. The majority of attendees have been women, between the ages of 18-35, and parents. The program's focus was primarily in Melbourne until March 2018 when it expanded to Queensland. Despite this, Conversations have taken place in all states and territories, and several regional centres.

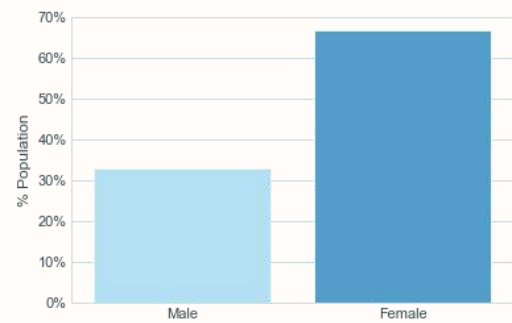
## The number of attendees has increased consistently over time



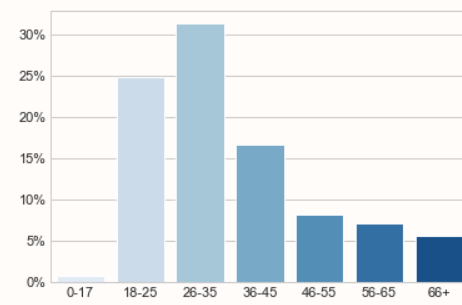
# REACHING THE TARGET AUDIENCE



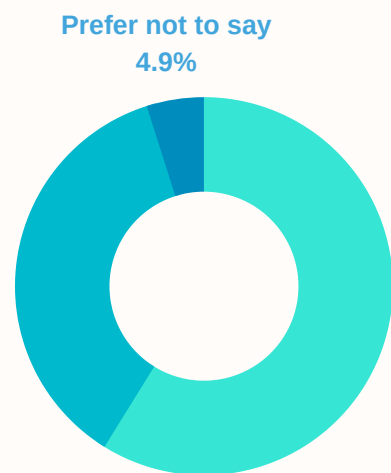




Attendees are mostly female



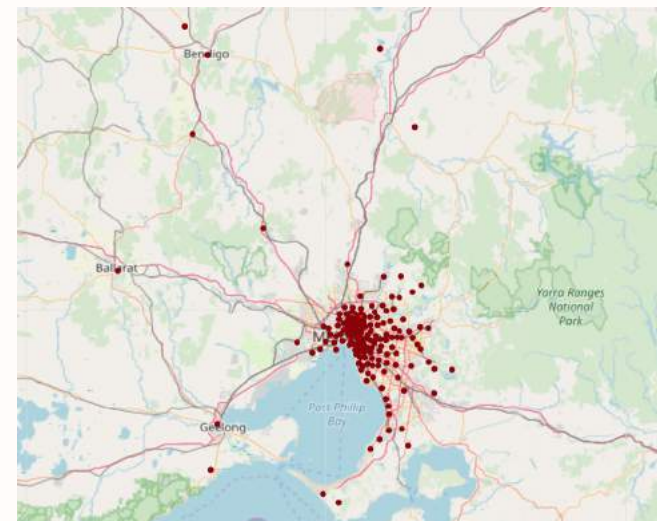
Majority of attendees are between 18-35



65% OF ATTENDEES ARE FEMALE

60% OF ATTENDEES ARE PARENTS

### ATTENDEE LOCATION



OUR FOCUS HAS BEEN IN VICTORIA AND QUEENSLAND. (95% OF ATTENDEES)



DESPITE THIS FOCUS, REACH EXTENDS ACROSS AUSTRALIA

# DEMOGRAPHICS

The Climate Conversations Program was established in Melbourne. Between January 2016 and June 2019, there were 721 Conversations and 6,398 attendees in Victoria. A closer look at the distribution of hosts, attendees and facilitators in Melbourne shows that Conversations took place throughout the city and attracted an audience similarly dispersed. There appears to be a relationship between where attendees live, where hosts live, and where facilitators live. The Northern suburbs of Melbourne were a popular location for Conversations and participants.

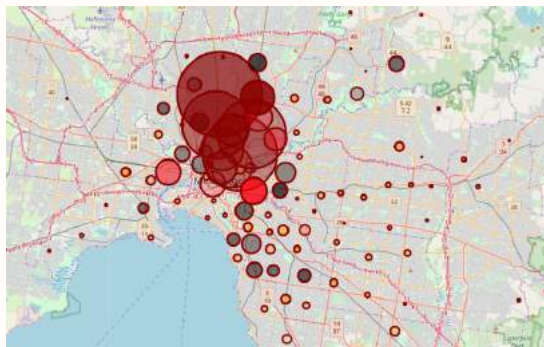


**ATTENDEE LOCATION: MELBOURNE**

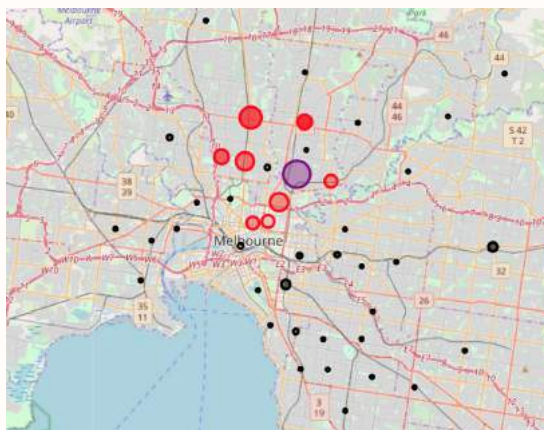
Although the northern suburbs are more common, attendees live across Melbourne



**HOST LOCATION: MELBOURNE**



**FACILITATOR LOCATION: MELBOURNE**



● +8   ● 4-8   ● 1-4

There are 4 post codes that are home to +15% of total attendees

POSTCODE	SUBURB	# ATTENDEES	% TOTAL ATTENDEES	% VIC ATTENDEES
3056	BRUNSWICK			
	BRUNSWICK LOWER	252	4.5%	5.6%
	BRUNSWICK NORTH			
3068	CLIFTON HILL	224	4.0%	5.0%
	FITZROY NORTH			
3058	BATMAN			
	COBURG			
	COBURG NORTH	206	3.7%	4.6%
	MERLYNSTON			
3070	MORELAND			
	NORTHCOTE			
	NORTHCOTE SOUTH	192	3.4%	4.3%

**THERE'S A STRONG RELATIONSHIP BETWEEN THE LOCATION OF CONVERSATIONS AND WHERE ATTENDEES LIVE**

CONVERSATIONS HOSTED IN THE NORTHERN SUBURBS HAVE ATTRACTED MORE ATTENDEES

**THERE IS ALSO A RELATIONSHIP BETWEEN FACILITATOR LOCATION, ATTENDEE LOCATION, AND CONVERSATION LOCATION**

MANY FACILITATORS ARE FROM THE NORTHERN SUBURBS





# FACILITATORS AND REACH

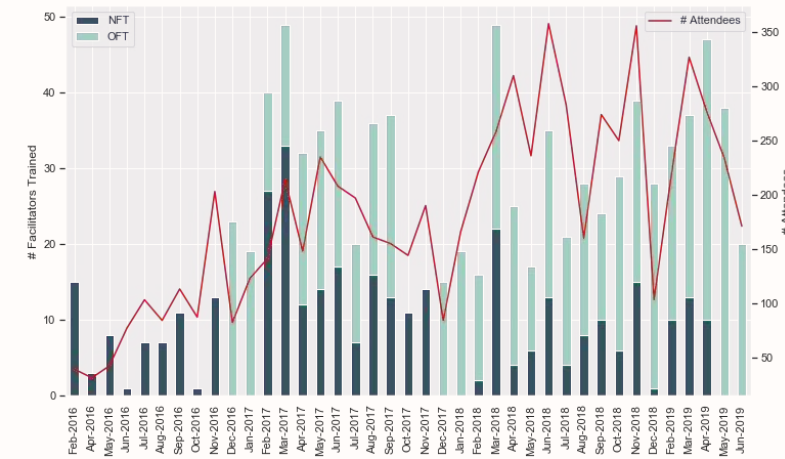
Climate for Change has trained over 280 people as volunteer facilitators since inception, and provided monthly ongoing training to support them. 133 of those who trained went on to facilitate at least one Climate Conversation.

The number of active facilitators has a strong relationship with Conversation attendance. We identify facilitator recruitment, training and support as a crucial component to expand the reach of the Climate Conversations Program.

The overall reach of the CCP has relied on a mixture of a few very active Facilitators, combined with many facilitators who held fewer Conversations. A group of 18 Facilitators (13%) delivered about half of all Conversations in the study period.

## ATTENDEES, FACILITATORS, AND STAFF

THERE IS A RELATIONSHIP BETWEEN program reach AND FACILITATOR TRAINING ATTENDANCE

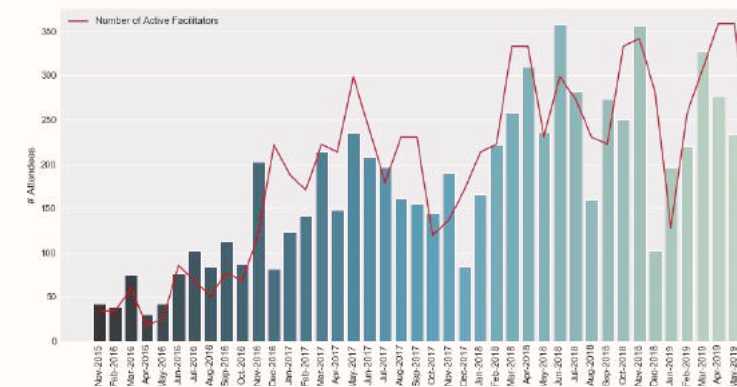


**289**

TRAINED

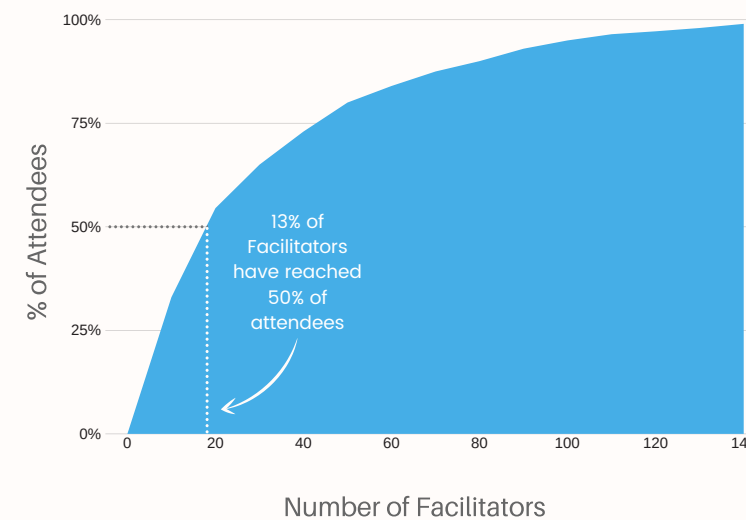
**133**

FACILITATED AT LEAST ONE CONVERSATION



**THERE IS A STRONG RELATIONSHIP BETWEEN ACTIVE FACILITATORS AND CONVERSATION ATTENDEES**

Defined as facilitating a Conversation or attending training in any given month



**THE PROGRAM RELIES ON A MIX OF A FEW VERY ACTIVE FACILITATORS, COMBINED WITH MANY SHORT-TERM FACILITATORS**





## CASE STUDY: FACILITATOR

REACHING NEW TERRITORY - JODIE MINTON

After seeing a volunteer facilitator give a public presentation about Climate for Change, Jodie expressed interest in becoming a facilitator in January 2019. She trained in February and was matched with a mentor, facilitating her first five Conversations in South East Queensland before moving to Darwin in May, determined to take the C4C Model with her.

"I returned to Darwin unsure of how C4C would be received, but with a goal to facilitate one Conversation a week."

She used a combination of her personal networks and promotion at information stalls at community events to get started. With persistence and hard work, she has found momentum by using the CCP's method of 'booking a Conversation from a Conversation'.

I really feel as if there have been few barriers or obstacles in setting up C4C in Darwin. I have been wowed by the enthusiastic response from the local community and the success I've achieved in rolling the program out in a relatively short time. The only real constraining factor in the roll-out has been my limited capacity to deliver more than one Conversation a week."

Jodie facilitated 23 Conversations in her first seven months in Darwin, reaching 235 people. She has recently recruited and is mentoring a new Facilitator to help keep up with demand.

"I have received the MOST AMAZING support from C4C and the support of fellow facilitators has also been invaluable through the monthly Ongoing Facilitator Training (OFT) sessions... as well as budding friendships and collegial support."

Jodie has been able to inspire and connect the attendees at her Conversations with the Darwin climate movement, with a few attendees taking on leadership roles within projects such as School Strike 4 Climate, Local Australian Parents for Climate Action and Climate Action Darwin. In 2020 she will work closely with Environment Centre NT supporting their Repower NT campaign.

"I have started to make some lovely connections through Conversations and feel like I've genuinely contributed to building the climate movement in Darwin."

"I love facilitating and believe that facilitating Climate for Change Conversations is the most powerful way I can contribute to the climate change movement."





## STORIES OF CHANGE

### INSPIRING INFORMAL CONVERSATIONS

Directly after a C4C Conversation in September 2018, one attendee spoke about how she engaged in a climate discussion with her Uber driver. This second, informal conversation went extremely well – the Uber driver was ‘really keen to re-evaluate the ways he views climate change and policy’. The attendee was also inspired to strongly increase her engagement in climate conversations with acquaintances, friends and family.

### INFLUENCING A SUSTAINABILITY EDUCATOR

Deanne works as a sustainability educator at Ceres and considered herself a committed environmentalist before coming to a C4C Climate Conversation in June 2019. But after attending one and hosting two more Conversations with her friends and family, she said it had encouraged her to be much more politically engaged on the issue. It has also affected the way she talks about climate change when running professional development workshops for early childhood educators. “Attending the Conversation helped me increase confidence around advocacy and activism. It gave me some key facts to focus on in my presentations.”

### EMPOWERING ACTION AND INFLUENCE

Rosie reflected after her Conversation that “having a better sense of the actions I can take as a citizen outside of voting at elections was really empowering”. The experience gave her confidence to raise the topic more often and influence those around her. “I talk about climate change and what we can do about it so frequently now that it is now a normal topic of conversation among my friends, which is good because it can be a frightening and somewhat taboo topic”.

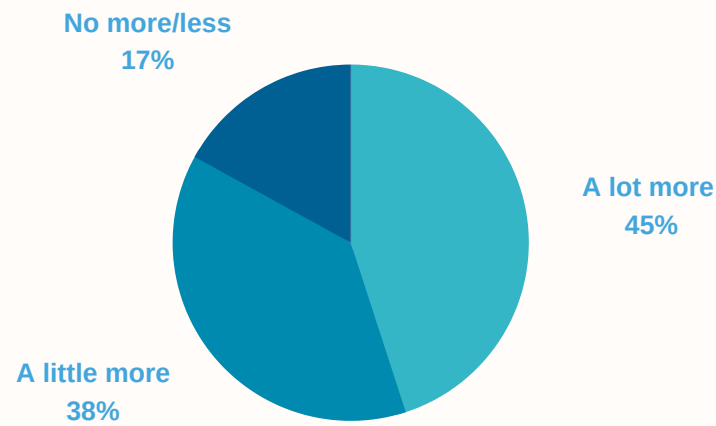
### CLARIFYING RESOLVE TO REACH OUT AND AFFECT CHANGE

Maggie, a retired trainer from Smiths Gully in Victoria said she has spoken about climate change a lot more as a result of attending a Conversation in April 2019. “It helped me to clarify my resolve. The Conversation gave me the courage to go further, join Extinction Rebellion (XR) and take action. I became a trainer for XR and have worked consistently since April to ... conduct outreach in the community.” She has spoken to well over 200 people. “I have spoken at public meetings, protest actions and workshops alongside many private conversations with interested people.”



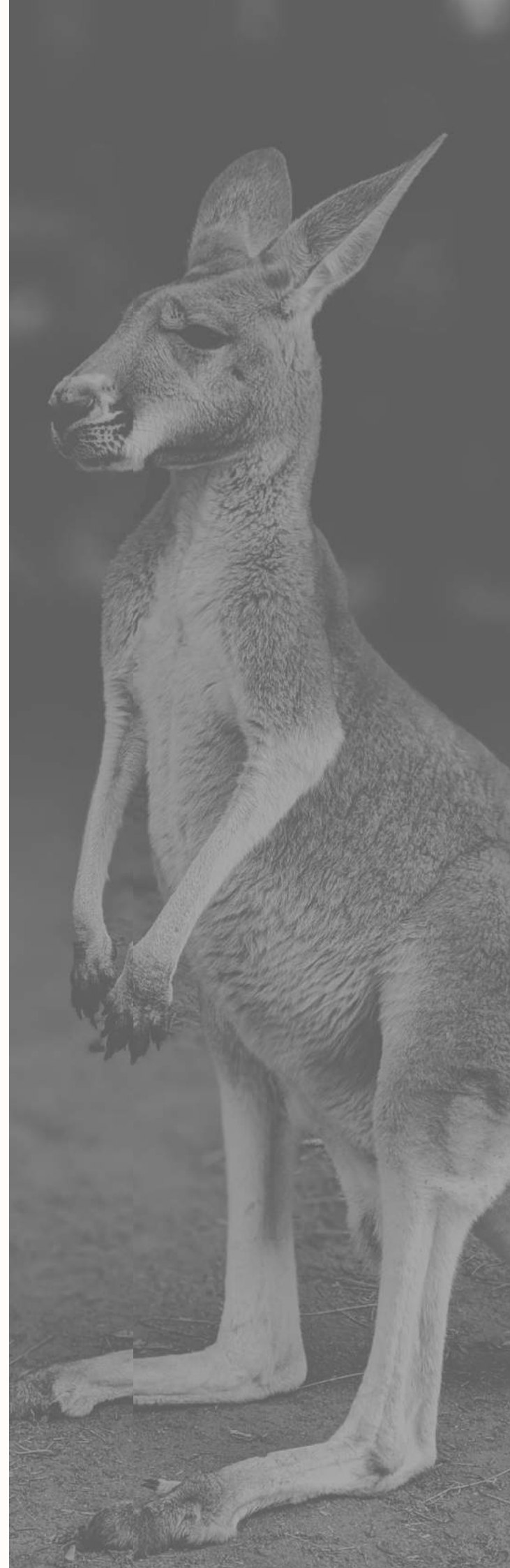
# INDIRECT REACH

OVER 80% OF ATTENDEES HAVE HAD MORE CLIMATE-RELATED CONVERSATIONS WITH OTHERS

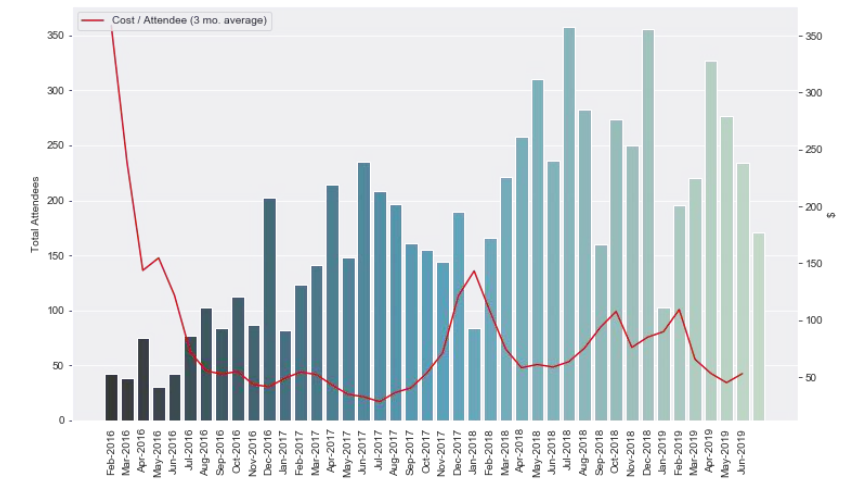


The number of people who are influenced by the Climate Conversations Program without attending a Conversation themselves is impossible to accurately quantify. However, there are strong signs that the reach and impact of the CCP extends well beyond each attendee and facilitator directly engaged. 80% of attendees reported having had more climate-related conversations with others after participating and 93% of these attributed the increase to Climate for Change.

" C4C gave me the skills to not let the conversation just end with "it's terrible", and I made sure I injected hope and power into these conversations "



" The C4C staff, through the support of volunteers, is better than any organization I've ever been involved in. And I think that's really helpful in terms of energizing and motivating and just keeping me up "



\*Note this does not include fundraising/CEO or other running costs of the organisation

**INCREASED REACH HAS FOLLOWED INCREASED INVESTMENT IN SUPPORT STAFF, AND LED TO A HIGHER COST PER ATTENDEE**

The most significant resource for the Climate Conversations Program has been volunteer hours, with staff costs making up the bulk of the financial cost.

The staff cost per facilitator trained has fluctuated between \$500 to \$1000 per facilitator. The staff cost per attendee has tended to range between \$50 and \$100 per attendee.

An increase in participation and reach of the CCP has followed increased investment in support staff.

## RESOURCES



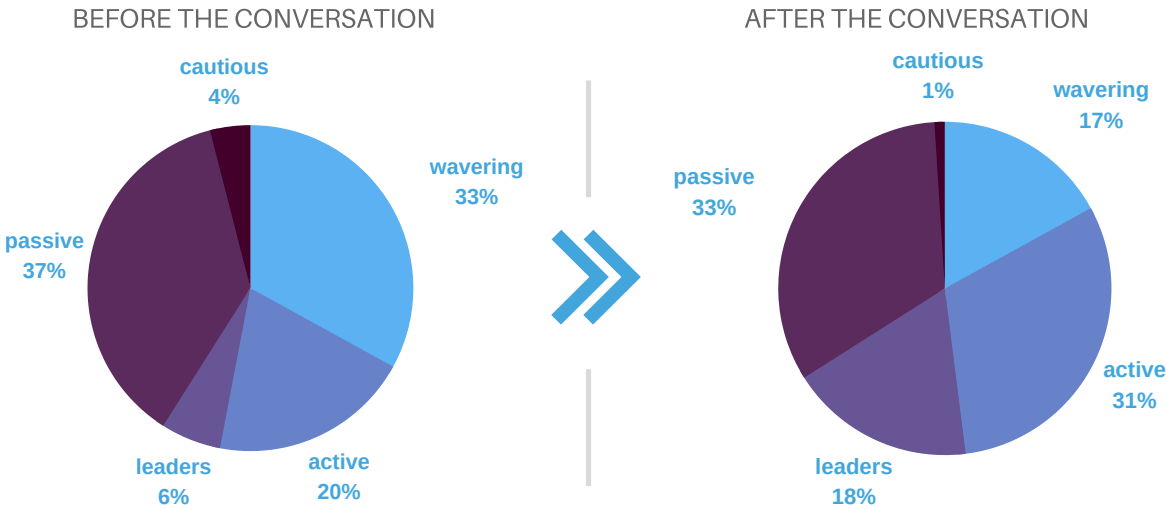
# EFFECTIVENESS AND OUTCOMES

## BEHAVIOR CHANGE OVER TIME

The Climate Conversations Program has helped create climate leaders from people previously wavering, passive or less active on the issue. A comparison of the behaviour and actions of attendees several months after their Climate Conversations with their activity before shows that almost half shifted to a higher category of civic engagement. The number of people classified as 'active' or 'leaders' almost doubled, while the number of people 'wavering' almost halved. The number of people classified as 'cautious' dropped from 4% to 1% of Conversation attendees.

Attendees and facilitators have reported changes in both themselves and others that illustrate the CCP's positive and lasting influence. After the Conversations, participants reported taking more actions such as volunteering and contacting politicians, and doing so more frequently. People have instigated community groups and have been connected to new networks. Outside of the direct reach, we have seen numerous examples of the ongoing ripple effects from the Climate Conversations.

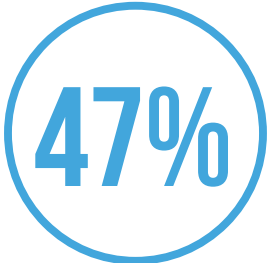
## ATTENDEE TRANSITIONS



PROPORTION OF "ACTIVE" AND "LEADER" ATTENDEES INCREASED AFTER THE CONVERSATIONS



# ATTENDEE TRANSITIONS



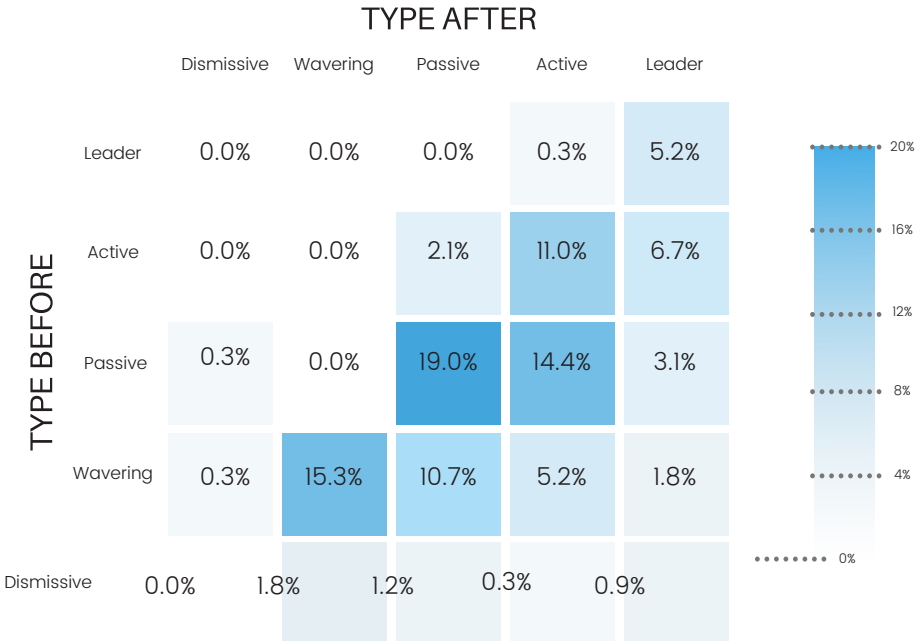
OF ATTENDEES CHANGED CATEGORY



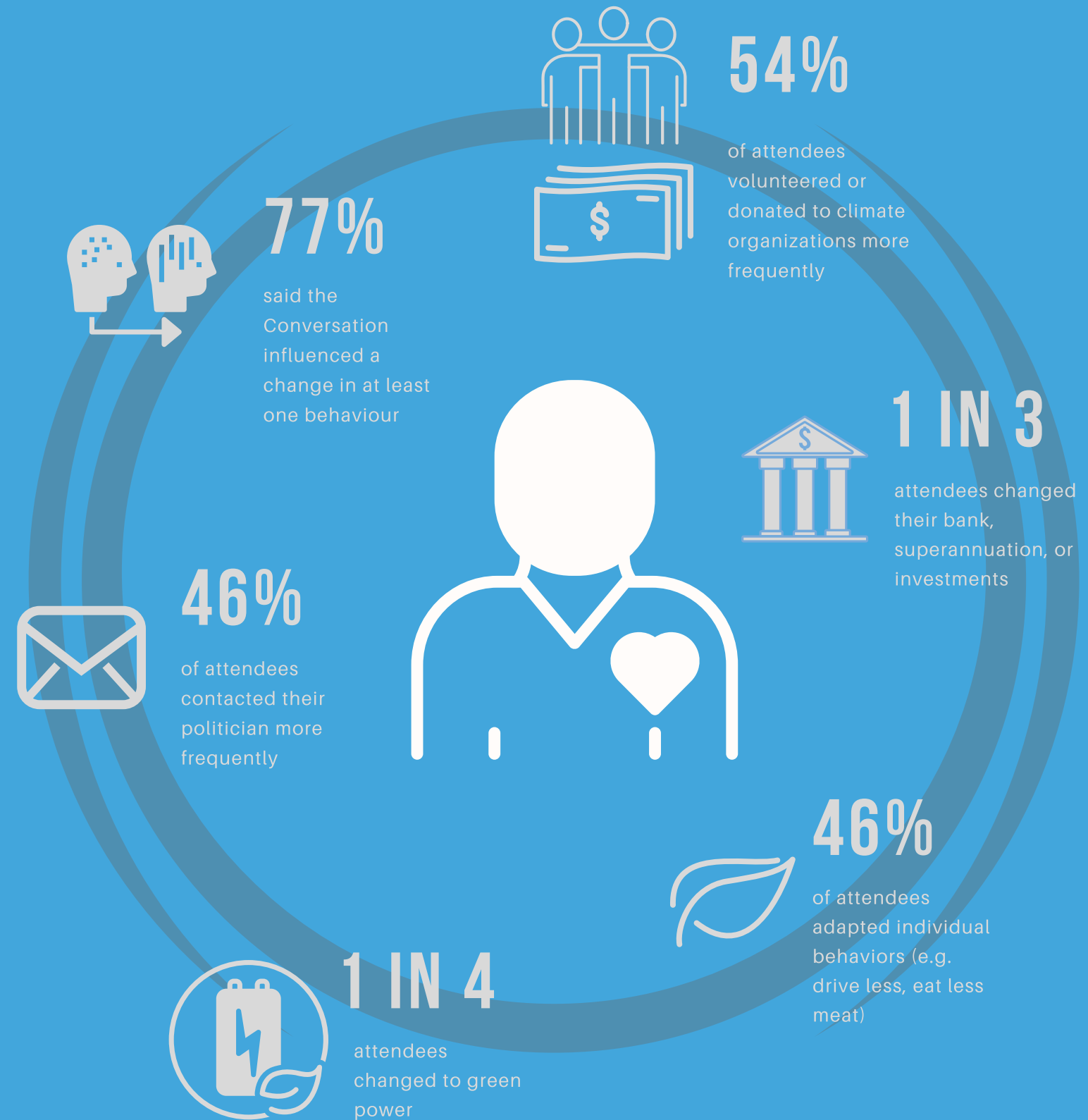
OF THOSE THAT WERE WAVERING BEFORE ARE NOT WAVERING AFTER

MOST COMMON TRANSITIONS WERE FROM PASSIVE TO ACTIVE AND WAVERING TO PASSIVE

SEE PAGE 13 FOR INFORMATION ABOUT HOW WE CATEGORISED OUR AUDIENCE >>>



# 3 OR MORE MONTHS AFTER ATTENDING A CONVERSATION







## CASE STUDY - CONVERSATION ATTENDEE

FROM WAVERING TO LEADER - CAIT COFFEY-WONG

On a whim, Cait attended a Conversation hosted by a friend of a friend in mid-2016. She said that this event and her subsequent involvement with Climate for Change “changed her life”.

Before attending the Climate Conversation, Cait would have been considered ‘wavering’ in her attitude and concern about climate change. She recognised that climate change was real, human-caused and a problem, but she was not fully aware of the urgency and would not necessarily have supported climate policies that were high in cost. She signed the occasional petition, but climate change didn’t determine her vote at election time and she didn’t engage directly with her elected representatives on the issue and hadn’t volunteered or donated to climate organisations.

She found the Conversation an immensely enlightening and empowering experience.

“I resolved that from then on I would do whatever I could, both personally and professionally, to address climate change.”

Cait is now a core volunteer with Climate for Change. She signed up to be part of Climate for Change’s Community Organising and Fundraising Fellowship in 2017, and her involvement in the organisation has only grown from there. Since then, she has volunteered in four other roles, including as an events fundraiser, Social Media Coordinator, Volunteer Coordinator, and as a mentor to the 2019 Fellows. She says that her involvement with Climate for Change has been “one of the most life-changing experiences I’ve had.”

“I found that my involvement has sparked many conversations about climate change with my friends and family. One thing I’ve noticed from having these conversations is that individuals really can have a significant impact.” She says that following these conversations, several of her friends have taken individual actions to reduce their environmental impact and have become more outspoken about the issue when it comes to politics and the necessity of government action. As a regular volunteer and donor, and someone who is now much more politically engaged on the issue of climate change, Cait has become a leader and now influences the actions of others when it comes to climate change. “Many friends asked me to advise them on how best to vote climate at the last federal election”.







## CASE STUDY - CONVERSATION HOST

FROM PASSIVE TO LEADER: SHIFTING THE FOCUS FROM PERSONAL TO COLLECTIVE ACTIONS IN LOCAL GOVERNMENT

"I found both attending a Climate for Change Conversation and hosting one has had a very powerful impact on my life. I have spent 23 years working in the sustainability space, working with residents, schools and businesses to start and progress them on their sustainability journeys. Since being involved in Climate for Change I have become much more strategic about my work".

Francis\*, a female Sustainable Business Officer in Local Government attended a Climate Conversation early in 2019 before hosting her own. Before these Conversations, she never wrote, phoned or visited politicians about climate change and never attended climate rallies or protests. She had stopped talking to people about climate change because when she did she was met with antagonism or conflict. "Attending the Climate Conversation gave me courage and new way to talk about Climate Change with many people".

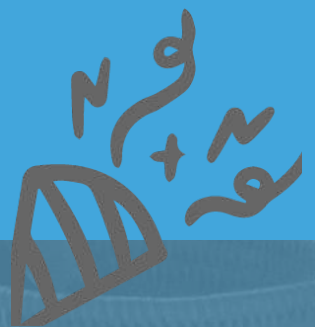
As a result of her experience with Climate for Change, Francis now engages regularly with elected representatives, attends rallies regularly and speaks with people about climate change much more often. "I also changed the way I spoke about it, it wasn't framed in terms of 'you need to do something to address the impacts of climate change', it was more about how I felt and raising it to explaining what is happening and how many are feeling."

In addition to becoming more engaged on a civic level, Francis has also stepped up the way she encourages civic action from others. "I am now working actively to further build the leadership of the people I am working with and encouraging and supporting them to take political action and an advocacy role. Some of these people have a very large sphere of influence, much larger than mine and I have shifted my efforts to focus on helping them use and grow this sphere of influence. Rather than focusing on individual actions, I am now much more focused on collective actions and how to increase these and their impacts."

"The experience has been profound and I think I am much more effective in the work I do, both paid and voluntary."

"Not only have I been amazed at the impact my involvement with Climate for Change has had on my life, I have also been amazed at the impact it has had on many of the people that attended the Conversation that I hosted. People that had never before raised money for a climate change organisation started doing so, people that had never talked about climate change or instigated running educational programs, workplace programs on it, started doing these things, people who had not been politically active on the issue, started being so... it is a growing rippling effect and the ripples keep coming and growing."

\*Names have been changed to protect privacy



"I have written to local MPs and relevant parties to protest global warming, and have attended more protests"

"[The Conversation] made me feel more empowered and confident in regards to discussing climate change and taking action"

"My understanding of what actions need to be taken to create change was improved"

"I am empowered as a citizen rather than just as a consumer"

"I feel more confident taking action and calling out climate denialists"

"I feel more empowered to lobby my local politician [as a result of attending the Conversation]"

"I gained greater clarity about the science behind it and the ability to articulate the science and logic"

"I now understand more about the science of climate change and terminology like Greenhouse effect and Tipping Point"

"[I feel] more confident about the facts"

"I was armed with more information to make and argue the point of how important climate issues and actions are"

## SHORT TERM CHANGES IN CLIMATE LITERACY, ATTITUDES, AND MOTIVATIONS

The Climate Conversations Program has been effective in influencing the attitudes, behaviour and motivation of both attendees and facilitators.

### ATTENDEES

After attending Conversations, attendees are more climate literate and motivated to take civic actions such as engaging directly with politicians. Many have reevaluated who they vote for at elections and now consider climate change an important issue. They often sign-up for continued engagement with C4C through hosting, facilitating or volunteering, and over a third of participants make a donation. During the 2019 Federal election period, almost 40% signed up to volunteer on Australian Conservation Foundation's election campaign.

### FACILITATORS

Facilitators are also more knowledgeable about climate change and motivated to take action as a result of their involvement with Climate for Change. Facilitating improves confidence, strengthens communication, and teaches new skills. While the experience can be both challenging and rewarding, the community created by Climate for Change ultimately helps Facilitators remain positive and hopeful.

“ ATTENDEE TESTIMONIALS ”

## EMPOWERED TO TAKE ACTION

Nell reflected on how a Conversation she facilitated helped empower a young woman. "She thanked me and said 'I was feeling so hopeless... I just needed someone to tell me what to do. I'm going to get in touch with my MP, and I'm going to get my whole family to do it too.' And there were tears in her eyes as she said this, but there was steel in her voice."

## NORMALISING CONVERSATIONS ABOUT CLIMATE CHANGE

Jeremy, an active facilitator, attended his first Climate Conversation in July 2016. The discussion prompted a strong increase in climate-related conversations with those around him, most notably friends and family. He found that the 'subtle effects of normalising talking about climate change' through Climate Conversations has been very effective, with family and friends subsequently bringing up the topic of climate change 'by their own volition'.

## STORIES OF CHANGE

## MOTIVATED TO DIVEST

Volunteer Facilitator, Amaryll reflected after one of her Conversations in October 2017, "The thing that made me most satisfied was that quite a few expressed an interest in changing power companies, superannuation portfolios, and banks that were not funding fossil fuel projects."

## BEHAVIOUR CHANGE

One small business owner reported that since attending, he has changed a number of personal behaviors, such as changing to a vegan diet and reducing consumption of goods from overseas. In addition to individual action, he's had "more positive conversations about what is being done with people who are fatigued from the lack of action from Government".

## EMPOWERED TO ENGAGE WITH GOVERNMENT

A female Conversation attendee studying education noted that before attending, she had never engaged with government about climate change. Now, she regularly writes to or phones her elected representative. Since going to a Conversation she feels more "empowered" and now has "the courage to call a politician and write more letters".

## CONSUMER ACTIVISTS TO POLITICAL ACTIVISTS:

Adam facilitated a Conversation for 10 guests in Northcote, Victoria in July 2018. After the event Adam said that he felt "great" and that it had been a very impactful Conversation. The group were very environmentally engaged but Adam reflected that while "the group seemed quite involved in individual/consumer actions" they were not as aware of the power they possess as citizens. Through the Conversation they came around to the understanding of the need for government action. Following the Conversation Adam was "included in their group text chain and got to see that over half of them had already written to MPs, and were requesting meetings."



In November 2018, Climate for Change and the Australian Conservation Foundation (ACF) entered a pilot partnership to coincide with the 2019 Federal Election Campaign. C4C adapted elements of the Climate Conversations Program to contribute to ACF's One Million Conversations campaign. C4C trained 32 people as facilitators and engaged more than 45 volunteers between January and May 2019. They facilitated 138 Conversations, directly reaching 1,114 people.

During the partnership with ACF, 79% of all attendees pledged to 'vote climate' and were sent the ACF scorecard in the lead-up to the election. 39% wanted to join the ACF Election campaign and were referred to ACF for follow-up.

Traditional door-knocking campaigns engage volunteers for 2-3 hours and expect that each volunteer will have around 4 'meaningful' conversations lasting 10 minutes each. In the Climate Conversations Program, each volunteer engaged an average of 9 people in a 2-hour dialogue within a trusted social network.



## CASE STUDY: PARTNERSHIP WITH ACF

A survey of Climate Conversation attendees found that the number of participants who “strongly agree” that climate change determines their vote doubled before and after the Conversation, from **40% to 80%**.



**99%**

learnt something new



**85%**

left more confident in answering questions about climate change



**88%**

had an improved understanding of actions they can take



**68%**

reported an increase in concern



**86%**

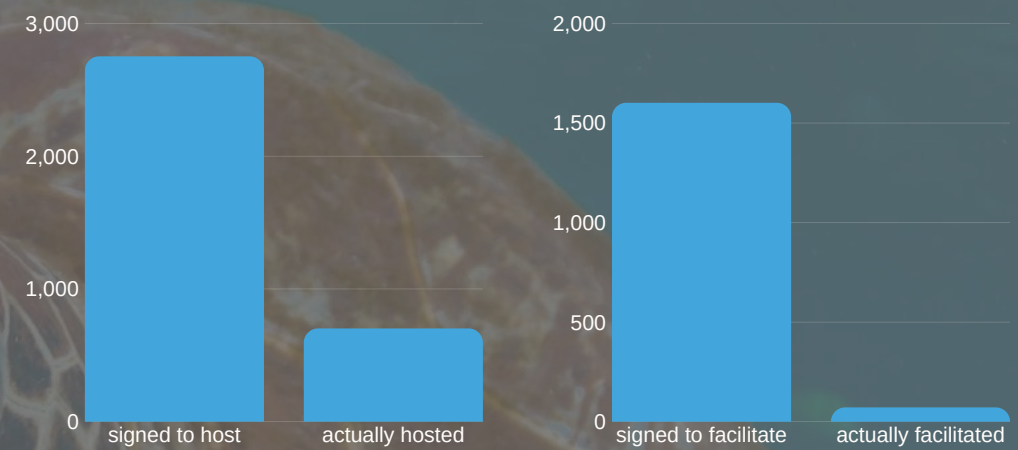
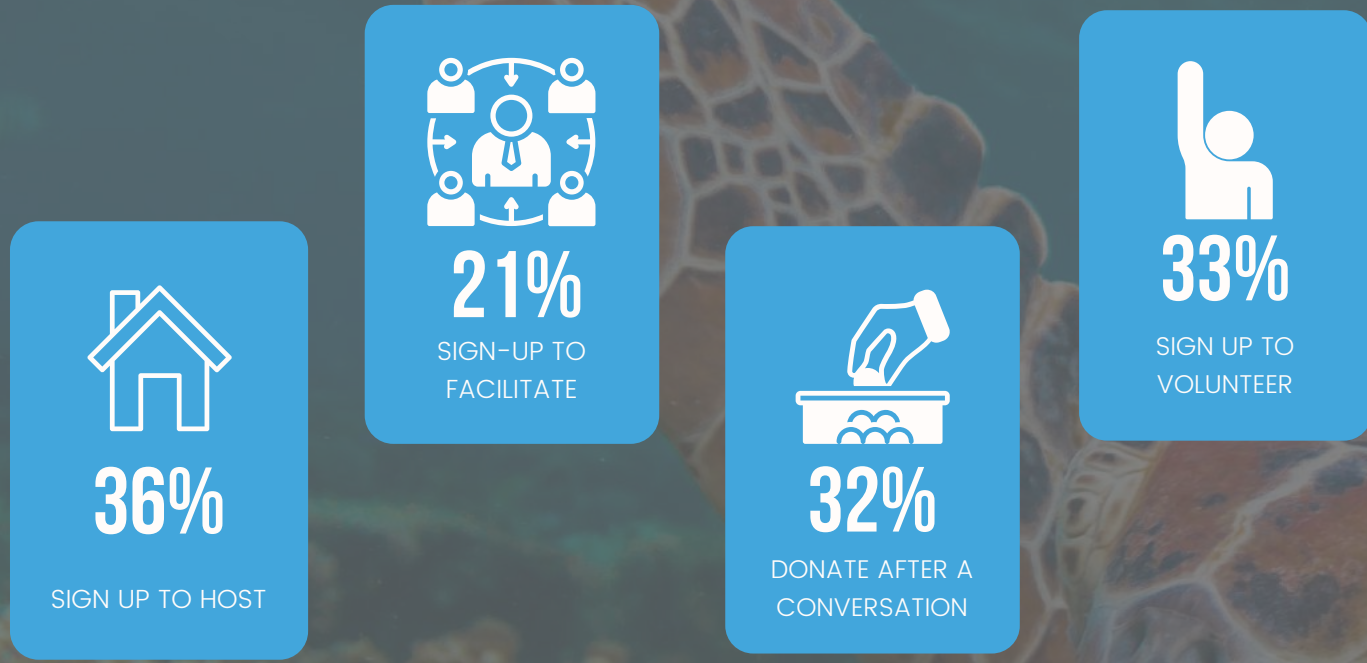
left more empowered to take action on climate change



**35%**

increase in the number of people who answered questions correctly about the climate change science





Almost a quarter of those who sign up to host actually follow through

The conversion rate for facilitating is slightly lower (~5%)

In order to be sustainable and continue expanding its reach, the Climate Conversations Program depends on attendees going on to host and facilitate their own Conversations. The CCP has been effective at motivating people to sign-up and continue their involvement with C4C through hosting, facilitating, volunteering or donating.

Despite these initial intentions, not all attendees went on to host or facilitate with Climate for Change. The conversion rate changed over time, averaging 22% for hosting and 5% facilitating from January 2016 to June 2019. The fluctuations suggest that a range of external factors play a role in whether or not an attendee follows through, including the availability of C4C facilitators, the capacity of C4C staff and volunteers to follow-up in a timely way, and the capacity of C4C to deliver facilitator training.

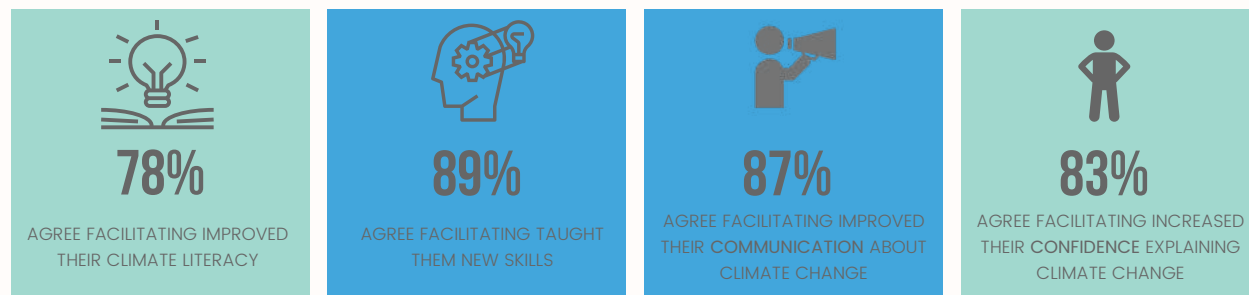
# SIGNING UP FOR ACTION



# FACILITATORS

# FACILITATOR TESTIMONIALS

Facilitators are crucial to the success of the Climate Conversations Program. It is a demanding but rewarding role that requires support from both C4C staff and the larger facilitator network. Facilitating has a wide range of effects on those trained, from imparting new skills and improving climate literacy to increasing confidence and emotional wellbeing. We are grateful for our wonderful and dedicated volunteer facilitators that make the CCP so successful!



## CHANGE IN KNOWLEDGE, ATTITUDE, BEHAVIORS, AND MOTIVATION TO TAKE NEW ACTIONS

In a survey conducted of currently active, formerly active, and trained but inactive facilitators, a vast majority reported that they've learned something new by being involved with Climate for Change. Almost 90% said that facilitating taught them new skills, and 78% agreed it improved their climate literacy. Leading these Conversations improves confidence and communication skills, both about climate issues and more broadly. For those that never went on to actually facilitate, going through the training alone can be enough to have these positive effects and help achieve Climate for Change's mission.



"Being a C4C facilitator and with my personality (wanting to answer questions correctly if asked), it has naturally prompted me to read more on the subject and read any little info I come across on the topic. The more you learn the more you want to know!"  
- Emilie



I have learned so much that I have taken with me into other jobs, and skills that I think will continue to benefit me throughout my entire career. From presenting in front of a group of strangers, to the art of asking, to practicing listening and considering before speaking, to my perspective on how to engage with people who I disagree with. I also have much deeper understanding of our political system and social change in general. I am a different person now"



- Nicole



"Even while I was doing my environment degree, learning in depth about the science of climate change, I struggled to talk about the climate crisis. I have a space to do that now."

- Kira

"Facilitating has had a huge impact on my communication skills and confidence. It has helped me improve these skills, particularly in my current job."

- Alice





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## THE FACILITATOR EXPERIENCE

Facilitators experience a wide range of emotions that are often conflicting. Increased knowledge and engagement with the current climate crisis can be overwhelming and challenging. Many facilitators reflected on these mixed emotions.

“I experience a spike in grief and anxiety after the Conversations, even though overall I find that [facilitating] is providing me with greater hope and a sense of collective power”

Facilitators take comfort in the fact that they’re taking action. One noted, “Doing something makes me feel more positive. I also find the feedback from people [...] gives me hope”. A student facilitator studying climate change shared this sentiment: “When I did the Conversations I believe that my worry concerning the issue was minimised just because I felt I was doing something that was really having an impact on climate change awareness and changing peoples’ perspectives”



77%

facilitators agree that facilitating expanded their network or connected them to a community.

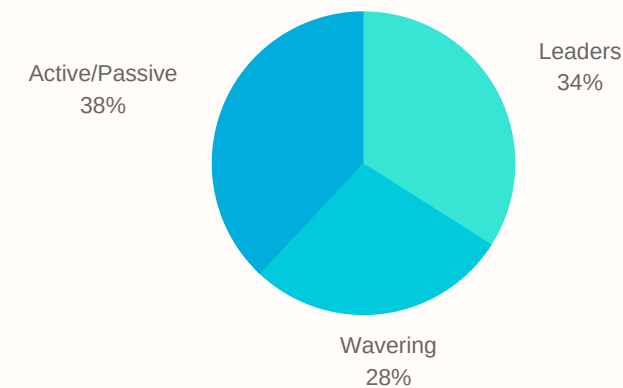
The C4C community is highly valued by facilitators, especially as they navigate the challenges. One facilitator remarked, “the opportunity to observe, and be a part of, other people’s commitment to climate action [...] has given me great hope. I feel more hopeful, supported, and able to take more sustained action on climate change due to the support network”. Another agreed: “being part of the C4C community certainly helped with my own anxieties [...] and feel part of something bigger”.

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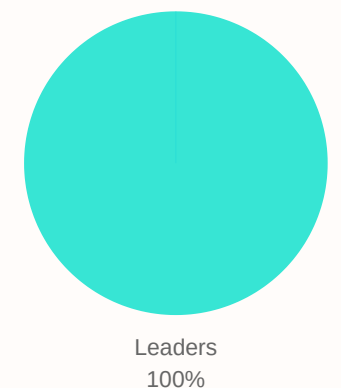
## FACILITATOR TRANSITIONS

In stepping up to facilitate Climate Conversations, Facilitators establish themselves as climate leaders. For the majority, this reflects a change in their attitude towards climate change and an increased commitment to civic action. 28% of Facilitators indicated that while they previously wanted stronger action, they “wouldn’t necessarily support certain policies and were unlikely to have taken civic action on climate change” before their involvement with Climate for Change. 38% indicated that they were concerned and would take action when asked, but were not regularly active before their involvement. The vast majority attributed their change in commitment and civic engagement to their involvement with C4C.

CLASSIFICATION BEFORE



CLASSIFICATION AFTER



66%

of Current or Retired Facilitators were not leaders before Climate for Change

87%

Attributed this change to their involvement with C4C



### **BUILDING LEADERSHIP SKILLS:**

Sarah had facilitated over 10 Climate Conversations in 2018 when she and another C4C Volunteer, Rachel Close, formed the Inner West MP Engagement Group (MPEG). They organised meetings with their Local Federal MP Tim Watts and Councillors on Maribyrnong Council. In February 2019, in response to a campaign led by MPEG Inner West within their community, the Maribyrnong Council unanimously passed a resolution acknowledging the climate emergency and committing to creating a Climate Emergency Action Plan. Sarah said her experience as a C4C Facilitator helped a lot, equipping her with skills and confidence to reach out to her community, encourage them to take action, facilitate meetings and communicate clearly about climate change. "Being able to develop the skills to talk about the climate emergency, the solutions and the action needed with people from all levels of understanding and background... also gave me confidence to be able to address politicians at all levels of government on the matter."

## **STORIES OF CHANGE**



## CASE STUDY - CORE VOLUNTEER AND FACILITATOR

SUE DWYER - C4C FACILITATOR AND MP ENGAGEMENT GROUPS  
COORDINATOR

Sue Dwyer is a teacher, writer, parent, and passionate advocate for government action on climate. She trained as a C4C Facilitator in November 2016 and facilitated 10 Climate Conversations in her first 12 months. Before this, Sue filled out the occasional petition, but she never wrote or phoned politicians about climate change. Her experience as a facilitator inspired her to contact her local MP and then go on to establish C4C's MP Engagement Group Program.

"By late 2017, I'd been a facilitator for about a year. I'd talked to many people about the power of citizen democracy, but had never visited an MP myself." She decided to visit her local MP, David Feeney.

With other members of her local community, Sue had success influencing him. "He signed a short statement opposing coal and had a group photo taken with him holding a Stop Adani sticker. He agreed to post it on social media and also to speak in Parliament about coal and climate. The Guardian saw his tweet and ran a story. David spoke in Parliament and the Guardian ran a second story."

"I was amazed. This was proof citizen democracy could work."

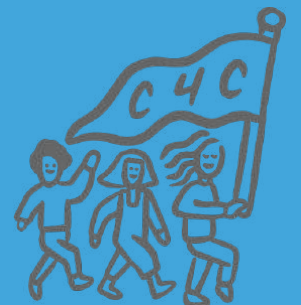
When Ged Kearney won a by-election in the seat early in 2018, Sue and members of her group met with MP Kearney too. "We asked Ged to include climate change in her maiden speech... I nearly fell off my chair when she asked if I'd help with that part of her speech".

These experiences inspired Sue to explore ways that Climate for Change could strengthen the pathway for attendees from the Climate Conversations Program to step up and engage directly with their MPs.

"My MP Engagement Group meets every 3-4 weeks... Along the way, with friends, I've visited Senators, and State MPs. It's productive and rewarding and I love to inspire more people to do this."

From August 2018 until May 2019, 59 local group meetings took place across Melbourne and Queensland, with hundreds of emails sent and many productive citizens' meetings with federal, state and local government politicians from all parties.

The experience of facilitating with C4C, the community surrounding the Conversations Program, and the organisational support helped make all this possible. "Climate for Change supported me to develop a model for making MP engagement achievable for anyone."





By following up with participants in the months and years after their first contact with Climate for Change, we have uncovered hundreds of stories of the ongoing changes to individuals and communities as a result of the Climate Conversations Program.

### GAINING PURPOSE AND DIRECTION:

Jane\* attended a C4C Conversation on the Gold Coast in March 2018. It had a marked effect on her engagement with climate change. Before attending the Conversation she thought that Australia was doing enough to address climate change and didn't consider policies to get Australia to zero emissions by 2050 important. By October, she reported that the experience led her to join the Stop Adani campaign. "I have never been involved with activism before. Now I am proud to call myself an activist." 7 months after attending the Conversation she was supporting climate campaigns by volunteering or donating more than once per week and talking about climate change a lot more. "My life has so much more purpose and direction, knowing that I am doing something reactive as well as proactive about the environment".

### INFLUENCING ELECTIONS

Adam facilitated a Conversation for 11 friends in Brunswick in October 2018 before the Victorian State election. While Adam originally thought he was "preaching to the choir", he found that at the end people wanted to take more action. He reflected; "One friend explicitly shared with the group that they would change their vote in the election ... This surprised me, as they work in sustainability." Climate Conversations are non-partisan and do not direct attendees to vote in any specific way, but by allowing participants to reflect on the realities of climate change and the social-political system, attendees often discuss their power as citizens to bring about effective climate action and broach a discussion among friends that might not otherwise happen. Without any targeted campaign from C4C, Facilitators responded to a high demand for Conversations in and around the Brunswick electorate in 2018. In the eleven months leading up to the election, Adam's Conversation was one of 55 Climate Conversations held there reaching more than 480 people. In the seat of Brunswick there was a 2.7% swing to the candidate with the strongest climate policies at the 2018 Victorian State Election. The candidate won the seat by a margin of just over 500 votes.

### SEEDING AND CONNECTING NEW LOCAL CLIMATE ACTION GROUPS:

Nerida attended a Conversation in May 2019. The combination of attending the Conversation and watching a scientific video left her "mind buzzing [and] overcome with the need to act". Although she didn't know anyone at the dinner besides the host, she wanted a way to stay connected to the other attendees. Nerida developed an idea, joined forces with both the Conversation host and facilitator, and they formed a group called Neighbours United for Climate Action (NUCA). NUCA has over 200 members, and encourages community members to start projects focused on community-based action. They also run a free Community Climate Action Series at the Newlands Neighborhood House twice a month. This underscores many fundamental elements of the Climate Conversations Program: bringing people together in a safe space to encourage action by informing individuals and creating communities. Nerida reflected on the impact this has had on her; "Taking action together with friends, neighbours, and connecting with more people in my local area feels meaningful, powerful, ... and helps my own wellbeing! There's only hope so long as we act, and we are acting for hope!". In January 2020 Climate for Change linked NUCA with participants from C4C's project in the Latrobe Valley for an event. One attendee at the event spoke about the value of "bridging the city/country divide" and remarked that "the crowd really valued hearing... insights from the Latrobe Valley. It was terrific to hear about some really exciting (and big!!) projects happening as the region transitions away from coal to renewables."

### INFLUENCING PARLIAMENTARIANS:

One facilitator reported knowing a host who has been writing, phoning, and meeting with her Liberal MP, Dr Katie Allen "frenetically" since the Climate Conversation. In October 2019 the MP was interviewed on ABC Radio about her recent membership of the Parliamentary friends for Climate Action. She spoke firmly in support of "strong action on climate change", saying that she had been "hearing that from the people of Higgins". The facilitator believed that this was partly a result of these meetings and letters to the MP.

### FOSTERING CONNECTIONS AND BUILDING MEMBERSHIP OF EXISTING CLIMATE GROUPS:

Rochelle\*, an analyst, attended a Conversation in September 2018. Since then, she's had productive discussions with others, where she used the knowledge she learned to personalise the impacts of climate change and "change the tone". She also appreciated the social element - "I made some great connections with others in the group". This ultimately led to her involvement with community organisation, Shift Australia!

## CASE STUDY - FACILITATOR

INFLUENCING STRATEGY AND POLICY IN A CARBON-INTENSIVE INDUSTRY

Rosemary\* is a professional within a large corporate in a carbon-intensive industry. After training as a C4C Facilitator, she saw the potential of using the Climate Conversations Model to start conversations about climate change within her workplace.

"In meetings and corridors no one was talking about climate change. It was a totally taboo topic, especially because our industry is so carbon intensive."

It was daunting for her to raise the topic with colleagues and members of the Executive, but the support received from the C4C community and the confidence gained through facilitating Conversations outside the workplace helped.

"I was so nervous raising it with people, but given all my experience facilitating Conversations with C4C I found the courage, took a deep breath, and started with my closest colleagues. In the first Climate Conversation we all realised that we were all really concerned, but none of us had ever discussed it! It was amazing to discover I have all these like-minded people around me."

Within 3 months, Rosemary had facilitated 7 Climate Conversations within her organisation, and reached more than 30 people. This included three members of the Executive team who directly influence strategic decisions and policy settings of the organisation, and indirectly influence Government policies and sector-wide changes.

"It was just incredible to see how people opened up when they were given permission and a safe space to talk about it. We brainstormed ways to create change given the unique opportunities we have working within a major corporate in such a carbon intensive industry".

Rosemary saw the impact of her Conversations on the culture of the organisation, and on policy and strategy. "We now have a wide group of people engaged on this issue, and openly discussing it. Senior Executives are openly asking how they can do more, and do we have ideas on how our organisation can do more to create change. It's broken the taboo."

She also noticed how the project impacted her own standing within the organisation. "I felt like I was taking a huge career risk ... But it's actually had an incredibly positive impact on my career - very senior people now know who I am, and see me as a major thought leader within our organisation".

Rosemary's story shows the potential of C4C's model to be adapted and applied to a range of settings to affect change where it can have a direct impact on Australia's emissions.

"There are incredibly smart, passionate, capable professionals working in major corporate organisations in carbon intensive industries all over Australia. It only takes a small proportion of those to start running Climate Conversations and bringing people together in their industries ... I'd like to see Climate Conversations starting in every emissions intensive industry across Australia, finding the niches and levers we can influence to make change happen."

\*Names have been changed to protect privacy





# DEFINITIONS

This impact report is part of a broader Program evaluation and review, conducted by staff and volunteers at Climate for Change with support from external consultants and an advisory group made up of both internal and external members.

This evaluation draws on data and key findings from a 2018 evaluation conducted by Global Consulting Group, alongside an analysis of existing data from the Climate Conversations Program between Jan 2016 and June 2019. This includes reflection forms provided by Facilitators after each Conversation, attendee sign-up forms, pre- and post-Conversation surveys and two impact surveys conducted with attendees three or more months after a Conversation. In addition, C4C conducted a survey of all trained C4C facilitators, focus groups moderated by people external to C4C and interviews with several individuals.

Reach: Who and how many people we have influenced, directly or indirectly, with our activities

Direct Reach: Who and how many people attend Conversations or train as Facilitators

Indirect Reach: Who and how many people are influenced through contact with Conversation attendees, hosts or Facilitators

Effectiveness: The extent to which we met our intended short term outcomes

Impact: The changes to people's attitudes, knowledge and behaviour that have been influenced by our activities

Engagement: The frequency, and intensity of people's involvement in our activities, and their level of satisfaction/ fulfilment

Audience: The attendees, or desired attendees, at Conversations, as grouped by demographics or some other factor

Participants: Everyone involved in the Conversation, including attendees, hosts, and facilitators

Ask / Call to Action: A scripted invitation or request for participants to take a specific action

Social Outcomes: Outcomes related to the way people behave and relate within communities and society

Political Outcomes: Outcomes related to the way people influence the political sphere

Climate literate: Understand and can articulate why 1.5 degrees is so important, what it would take in terms of emissions to have a strong chance of being at 1.5 degrees by end of century then return below 1 degree eventually and understand what that means at a high level on the ground (eg getting rid of fossil fuels asap, reforestation...)

Effective Action: Action that will return a safe climate, ensuring warming is no more than 1.5 degree at end of century and carbon is continued to be removed after that

Social climate: The majority support effective action and a significant minority are actively demanding it. Our elected representatives can put forward policies in line with effective action without fear of backlash - and are doing so. Scare campaigns do not gain the traction to undermine effective action.

# METHODOLOGY



climate for  
CHANGE