

CLIMATE FOR CHANGE

It is not knowledge of climate change, nor solutions to it, that we lack - it is the social and political will to implement those solutions with the speed and scale needed to avert catastrophe.

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

WHO WE ARE:

We're a **volunteer-driven** not-for-profit that **empowers** every day Australians to have **better conversations** about climate change - conversations that will build a **groundswell of support** for effective **climate action** compelling those with the power to take that action, to do so.

We know the majority of Australians are worried about climate change and want stronger action from our leaders.

But these sentiments don't translate to practical support for strong climate policies.

Our work focuses on turning in-principle support to concrete commitment towards effective climate action.

16% of Australians strongly agree climate change is a top issue determining their vote. Imagine if that 16% could each persuade just three people to make climate change their top issue - we'd have the climate for change we need for effective climate action in Australia!



WHAT WE DO:

We draw on behaviour change, social change, community organising and network marketing practices to develop our programs and resources. These include:

Climate Conversations adapts the party-plan model used by network-marketing such as Tupperware to engage and activate new audiences around climate change.

Communities Leading Change trains local leaders in Latrobe Valley to have conversations about climate and economic transition in their communities.

Climate Communication and Fundraising Fellowship provides foundational climate communication and not-for-profit skills to emerging change-makers through training and project work.

Climate Update fortnightly climate news and actions delivered within a five-part climate narrative.

Climate Action and Conversation Workshops & Written Resources developed for different audiences and purposes.

WHY CONVERSATIONS?

Social research tells us mass media such as news, social media and campaigns are key to raising awareness of and shaping the zeitgeist around issues. They build momentum.

But to turn momentum into deep and lasting individual and social change - commitment to concrete action - it takes conversations (two-way dialogue) between people who trust one another.

Conversation also builds relationships and understanding that enable communities to work together better and be resilient in the face of change. This will be critical in determining our ability to:

- deliver solutions to climate change;
- ensure solutions are implemented justly; and
- adapt to the impacts of climate change that are already locked in.

HOW WE ARE DIFFERENT:

C4C is the only organisation in Australia dedicated to enabling better conversations about climate change.

Our flagship program, Climate Conversations, has pioneered a model that can obtain an unprecedented combination of both depth and scale and reach people not usually engaged by other climate organisations.

Climate Conversations reach **2-3 times** the number of people per session than doorknocking or phone-banking.

58% of people who attend our Climate Conversations report not being engaged with other organisations working on climate.

80% report having more climate related conversations with others as a result of attending. **86%** left more empowered to take action. **46%** contacted their elected representatives more frequently - many for the first time

Our role is to engage and activate new audiences, including unusual suspects who would not normally engage with other climate organisation, to build the capacity of the whole climate sector.

