


Case studies

Title of case study: Climate change awareness events							
Keywords: Raising awareness; groups							
Audience: Communication Officers, climate change projects.							
Messages in the ESPACE strategy to which the case study applies:	1.	2.	3.X	4.	5.	6.	7.
	8.	9.	10.X	11.	12.	13.	14.
Sentences linking the case study to relevant strategy messages: 3 & 10. The individual events and talks demonstrated ways of explaining clearly to audiences the need to adapt to climate change. Raised awareness of the need to adapt to climate change and identified actions that can be taken.							
Elements of 'Guidance' to which the case study applies:				'Tool' to which the case study applies:			
Photo/diagram/map: The Sussex Cricket team mascot applies sunscreen at the County match. 				Overview: One of the main ways of disseminating the climate change message has been through giving talks and presentations, and being present at public open events.			
Description: Over the course of the project, the project officer has spent 31 days at public events, given 22 talks to community groups, 39 school groups, and 15 internal groups. The first stage to engaging with people is to start a conversation. Once engaged, there is an opportunity to talk about issues and messages you want to get across. We have looked at several methods of achieving this. The two most successful are "giveaways" and "challenges". Everyone likes something for nothing, and giving away energy efficient light bulbs, sun hats, or wrist bands is a good way of opening conversations. It will also have an							



effect of advertising your presence. Caution is sometimes needed in that a crowd will always attract more people, and a small team can quickly become overrun, leading to less time to pass on messages to the audience. This can be overcome by getting contact details for future correspondence.

In terms of venues, farmer's markets, village fairs and country shows tend to attract the same audience, many of whom may already be engaged with the message. Selecting other venues (such as a cricket match) will target new audience populations. The event should be carefully chosen to ensure that you have both a relevant message and sufficient time to spread it.

Multi-message events appear to have more appeal than one issue events. Rather than talking about climate change as a concept, events and road shows have tried to make climate change a "home" issue. That is to make the message relevant to what can be done easily at home.

PowerPoint presentations can give a very powerful push to a talk. However, it is only a tool and if the audience are not engaged, in the presentation, they are unlikely to be receptive. Making an early connection with individual action is critical.

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Further information: Climate Change Communication Strategy (WSCC 2007)