



CLIMATE CLUB

CLIMATE CONVERSATIONS

How to have meaningful conversations about climate change

Climate change can feel overwhelming, and not everyone thinks about it in the same way. Talking openly with people you care about is one of the most powerful ways to spread awareness, reduce misinformation, and inspire action.

Why Conversations Matter

- People trust friends and family more than media or politicians. Many people want to talk about climate change but never get the chance to do so or feel that it is a 'difficult' conversation and so avoid doing so.
- Opening a conversation in a kind, supportive way can often give people the chance to explore how they feel. Sharing your knowledge helps normalise climate conversations and inspires action.
- Conversations can turn concern into collective solutions, motivating small and large changes.
- Even small discussions can shift attitudes and build social acceptance for climate-friendly choices.

Tips for Constructive Conversations

- ✓ Start with shared values: Focus on things you and your audience care about: health, future generations, nature, local communities. Link climate to what matters most to you to make discussions more engaging.
- ✓ Listen as much as you talk: Ask questions and hear their concerns. Remember to validate their feelings - fear, confusion, or scepticism are common. Be kind and don't judge or criticise.
- ✓ Keep it simple and factual: Use clear examples like energy-saving, plant-based meals, or renewable energy. Avoid technical jargon or overwhelming data.
- ✓ Use stories, not just statistics: Personal stories or things you have experienced can be more relatable than numbers alone. For example, share your own journey - small actions can inspire others.
- ✓ Stay positive: Emphasise solutions, hope, and empowerment. Focus on what can be done rather than only what's going wrong. Emphasis that we are in this together and the solutions are all around us.
- ✓ Lead by example: Share your actions: *"We started reducing flights and energy use, and it feels empowering."* Small lifestyle choices can influence others more than arguments.
- ✓ Be patient: Change takes time. Some people may resist or need repeated gentle conversations before they act. Your attitude and approach will make a huge difference, but it won't happen overnight!

Conversation Ideas & Tools

- Food choices: *"I've been trying more plant-based meals - I love how healthy I feel."*
- Travel: *"We took the train instead of flying and discovered some amazing places nearby."*
- Home energy: *"Installing solar PV and loft insulation has reduced our bills and emissions."*
- Finance: *"We moved our savings to an ethical bank supporting renewables. It was so easy"*
- Community action: *"There's a local climate group meeting - would you like to come with me?"*

Important:

- Avoid blame or judgment - focus on shared goals and stay positively inspiring.
- Use credible sources - like Climate Club, government guides, or scientific organisations.

The Bigger Picture

Climate change is a collective challenge, and conversations are one of the most accessible forms of climate action. By talking openly and compassionately, you can inspire change, reduce fear, and help build a culture of action in your family and community.