Communicating Climate Change and Sustainability to People of Faith

IEMA 26.3.18
Climate Outreach Team 2018
Bridging the gap between research and practice

www.climateoutreach.org

@ClimateOutreach
Facts and figures rarely shift views.

People’s adopt a story.

And then they find the facts to fit.
We send the EU £350 million a week
let’s fund our NHS instead

Vote Leave

#TakeControl

Let’s take back control
Climate change is understood and believed as a socially constructed narrative conveyed by trusted communicators that reflects their identity and validates their values.
Strong climate communications say:

- This is who you are (you are great!)
- This is what you care about (and its important)
- Other people like you agree with this
- When you do this you belong more to your group
- And the world becomes more how you want it to be
Trusted Communicator

Messages **cannot** be delivered with clever words
They have to be delivered with authenticity
By someone we trust
Political worldview is by far the greatest influence on attitudes to climate change.

Hornsey M. et al., 2016, Meta-analyses of the determinants and outcomes of belief in climate change. 25 polls, 171 studies over 56 nations.
CHRISTIANS SAY CLIMATE CHANGE IS WORLD'S BIGGEST CHALLENGE OVER NEXT DECADE

Environment and climate change problems are the main issues facing the world over the next ten years, according to ComRes polling commissioned by Tearfund.
Politics are more influential than faith

Environment/Climate change is the main issue facing the world over next 10 years?

28% of all UK Christians
41% of left wing UK Christians
15% of right wing UK Christians

The divide is much less on immigration and other divided issues.
Enabling people to fulfil their potential and thrive

LET THERE BE LIGHT

The world is out of balance. We believe that the church should take the lead to help restore it. We're joining with Christians in many countries, rich and poor, through the Renew Our World campaign. Together we will be praying and taking action for a world that is fair and sustainable, where no one is pushed further into poverty by climate change.

Here in the UK we're starting to Renew Our World by asking the UK government to bring light where there is darkness, literally. One in six people have no access to electricity, and people in absolute poverty in Africa pay 30 times more for electricity than we do in the UK. This means that people often have to use kerosene lights at home, which are expensive, high carbon, white and smoke blackening their faces.

We have an opportunity to put that right and to do it sustainably. New solar panels and large scale batteries are cheap enough to bring affordable electricity even in remote places, a huge transformation is possible. There's never been a community more willing to be freed from an expensive kerosene grid with fossil fuel power stations. Renewable energy means they can jump that stage, just as most of us are undriven to places that have never had lights. This could be the first generation where everybody has electricity.

RENEWING COMMUNITIES

Today, dark and light means new hope - children can do homework in the evenings, villages can be kept healthy, children can walk safely at night, farmers can irrigate fields with electric pumps, and new jobs are created. And it will all be done through clean energy, with no pollution. That's why the Churches of England in Tanzania started providing solar lanterns in the communities they serve a few years ago, and the opportunity is growing rapidly.

The UK government puts funds into energy in poor countries, but only a small part of it goes to decentralised, clean power like this. We're asking the UK government to investing their funding away from wasteful, polluting fossil fuels so that people in poverty get clean, efficient and affordable energy.

Sylah's working as hard as she can to feed her family in the climate changes that Renew Our World help her and millions of others struggling with the effects of climate change. Please take action by signing up and sending the enclosed action card.

www.tearfund.org/action
@TearfundAct

SUPPORTED BY

Tearfund Action

Renew Our World Campaign

UK Church Aid campaign 2013-14
“Climate change is the greatest single infringement on liberty after abortion. We fight for the 600,000 American babies who are poisoned while still in their mothers' wombs every year by toxins released from burning fossil fuels.”

Rob Sisson, president of ConservAmerica
Faith & Climate Change
Talking with the Five Major Faiths

www.climateoutreach.org/resources/climate-change-faith/
God/the divine is manifested in/speaks through the earth/natural world around us. We have a sacred responsibility to care for the earth. The natural world is a precious gift.
This is a moral challenge. Climate change is harming the poor and vulnerable. We should be generous and care for them. It is our responsibility to preserve the legacy of our parents and provide for the future for our children.
Health

Health is a primary motivator: healthy food, clean air, caring for the vulnerable
Loving and caring for each other in extreme weather events
Climate change is disrupting the natural balance in the world.

The seasons are coming at the wrong times. Climate change is a message that something is wrong.
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Connectedness

“In the Gita it says that there is a reaction to every action.. Even your thoughts affect other people and affects the energy in the space..” (Hindu).

We must consider the effects of our actions not just on ourselves and those humans around us, but also on all beings

_Hindu Declaration on Climate change 2015_
“Excessive pollution from fossil fuels threatens to destroy the gifts bestowed on us by God, whom we know as Allah – gifts such as a functioning climate, healthy air to breathe, regular seasons, and living oceans.”

Islamic Declaration on Global Climate Change
“Excessive pollution from fossil fuels threatens to destroy the gifts bestowed on us by God, whom we know as Allah – gifts such as a functioning climate, healthy air to breathe, regular seasons, and living oceans.”

Islamic Declaration on Global Climate Change
Waste is wrong

“Waste and greed are simply wrong.. In the Hadith it says ‘God doesn’t love the wasters’. (Muslim)

“Jesus didn’t waste anything, not the bread and fishes” (Christian)
Difficult BIG steps
...not “easy small steps”

“I actually like having the doubts about my faith? I like the struggle of it. I’d rather have the struggle than not.” Christian

“It is like a Jihad.... a struggle with your Fitra” Muslim
Through action on climate change we can become closer to (God) and deeper in our faith. And by being closer to (God) we are better able to take action on climate change.
Thank you
George Marshall

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