

## Core Team



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**Dr Amiera Sawas**

Programmes and Research Director



**Noora Firaq**

Operations Director



**George Marshall**

Founding Director



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Executive Coordinator



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**Robin Webster**

Senior Programme Lead: Advocacy  
Communications



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Senior Programme Lead: Visuals and  
Media



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Senior Programme Lead: Communities



**Dr Susie Wang**

Researcher



**Emma James**

Researcher



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Climate Engagement Lab Lead



**Kat Wilcox**

Fundraising Lead



**Isabel Greed**

Fundraising Coordinator



**Léane de Laigue**

Communications Lead



**Nuri Syed Corser**

Communications Coordinator



**Alvin David**

Finance Manager



**Martha Wiltshire**

Organisational Development Coordinator



**Tara Bryer**

Senior Project Management Lead



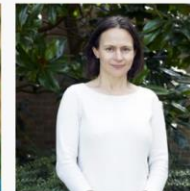
**Abishek Maroli**

Project Manager



**Kate Heath**

Project Manager



**Marné Beukes**

Project Manager



**Siri Pantzar**

Project Manager



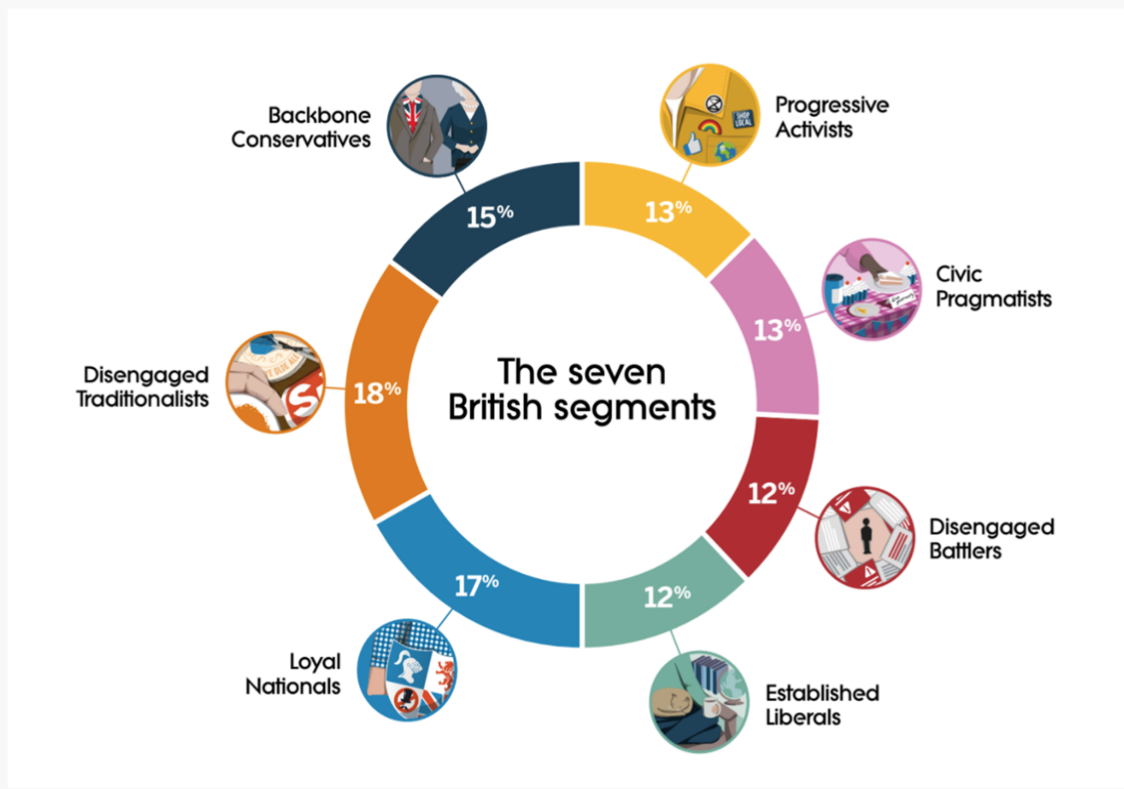
**Steve Gerrish**

Office Volunteer

Britain Talks Climate is an evidence-based toolkit designed to support any organisation that wants to engage the British public on climate change. It offers a shared, strategic understanding of the British public, and – against a backdrop of growing concern about polarisation – identifies effective ways to engage across the whole of society.

The segmentation research underpinning Britain Talks Climate reveals a public that is fractured but not deeply polarised, with climate change emerging as an issue that has the potential to unite us. But building narratives that resonate with a diverse range of values and everyday concerns is critical for the long-term goal of deepening public engagement – and keeping it there.

## The seven segments



The research included a survey of over 10,000 British adults, as well as 12 focus groups and 35 in-depth interviews.

Britons know that climate change is real and that humans are causing it

Climate change is consistently seen as a concern for 'everybody'

Certain values and ideas have almost universal resonance across Britain

All segments acknowledge some (unintended) positive aspects of the Covid-19 lockdown

No-one wants to go back to 'normal' after the worst of the pandemic is over

1

## Seven segments - the big picture

Explore



A crisis of trust, alongside differences in beliefs about race, gender and wealth, reflects and shapes our worldview, directing and justifying our attitudes and behaviours towards climate change. This section examines where the segments stand together and where they stand further apart, particularly in light of Covid-19.

### Demographics



View



### Views on justice and inequality & a crisis of trust



View



### Common ground and differences on climate change



View



### Shifts during Covid-19

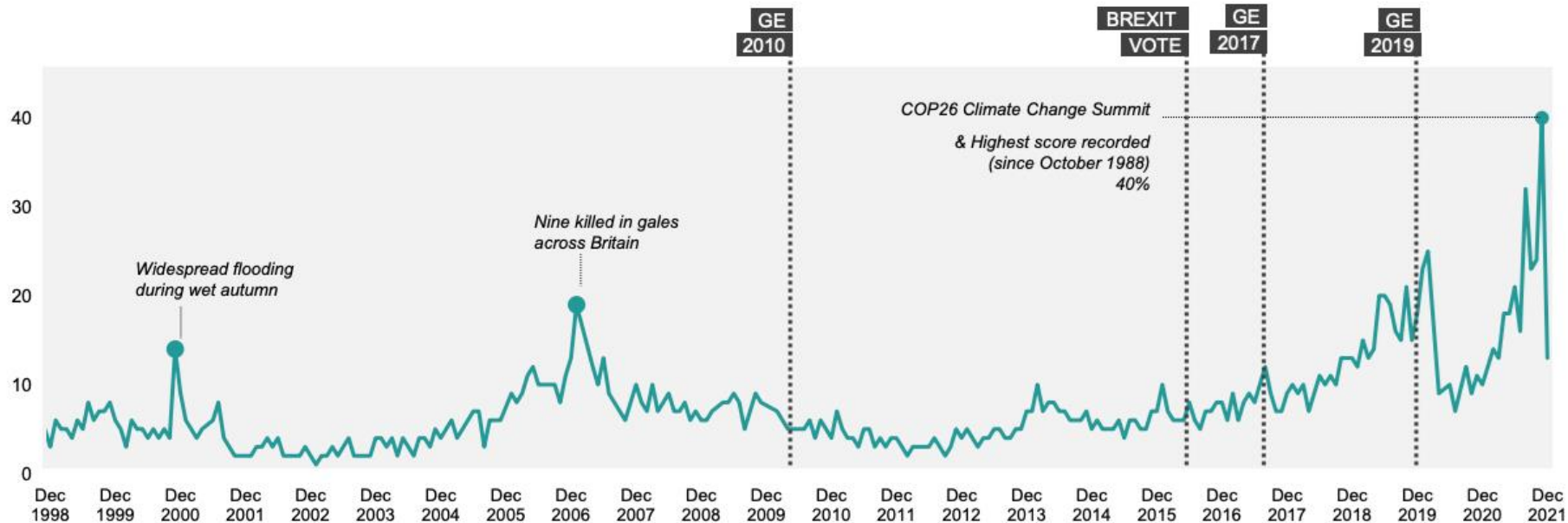


View



# Pollution / Environment / Climate change

What do you see as the most/other important issues facing Britain today?



Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos MORI Issues Index





# Public stories: Climate engagement in 2022

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## Worries

- Can we **afford** [climate policy]? Is it a priority?
- Is it **fair**? Will my boiler be 'ripped out'?
- Is [climate policy] something '**they**' are doing to me?
- There is **nothing** I can do about it



# Public stories: Climate engagement in 2022

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## Norms

- It's a real **problem**
- My uncle's got an **electric car / heat pump / solar panel** now...
- I love my **local park / river** and **nature** is lovely
- More and more people are **doing something** - maybe I should...



# Principles

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- 1. Sensitivity**  
Times are tough.  
Polarisation is a risk.
- 2. Tangibility**  
Make it real / local / now.  
Pass the mic.
- 3. Urgency**  
Make actions meaningful.

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## Climate Visuals – proving that imagery needs to embody people-centred narratives and positive solutions

By Toby Smith on February 24, 2021



Community chilling offers a brighter economic future. Sustainable refrigeration technology allows the creation of local milk collection centres, in reach of more remote villages across Maharashtra, India.

Photo credit: Prashanth Vishwanathan / Ashden



# Climate Visuals

Seven principles for visual climate change communication (based on international social research)



Chapman, DA.;  
Corner, A;  
Markowitz, E;  
Webster, R.  
(2016).

Climate visuals:  
[A mixed methods investigation of public perceptions of climate images in three countries](#)

Global  
Environmental  
Change 41, 172–  
182.



UMassAmherst



climateVISUALS

## 7 core principles for climate change communication



Show real people



Tell new stories



Show climate change causes at scale



Show emotionally powerful impacts



Understand your audience



Show local (but serious) impacts



Be careful with protest imagery

**Guardian climate pledge 2019**  
Environment

## Why we're rethinking the images we use for our climate journalism

Guardian picture editor Fiona Shields explains why we are going to be using fewer polar bears and more people to illustrate our coverage of the climate emergency

- Support Guardian journalism today, by making a **one-off or recurring contribution, or subscribing**

**Fiona Shields**

Fri 18 Oct 2019 08:00 BST



1,487

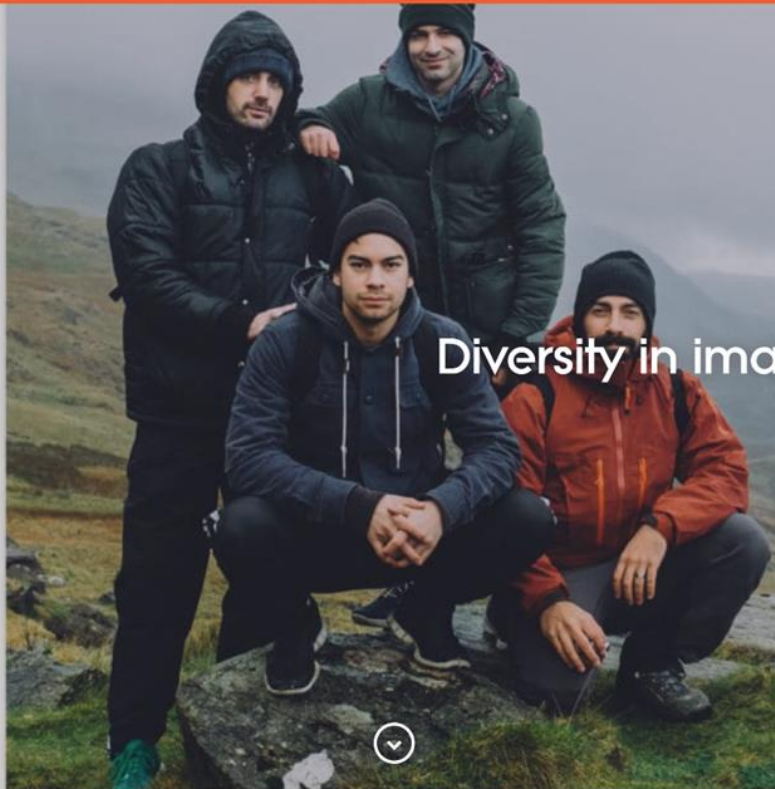


▲ A villager shouts for help as a wildfire approaches a house at Casas da Ribeira village in Mação, central Portugal on July 2019. Photograph: Patrícia de Melo Moreira/AFP/Getty Images

“The concern over how best to depict the climate emergency led us to seek advice from the research organisation [Climate Visuals](#), who have found that “images that define climate change shape the way it is understood and acted upon.

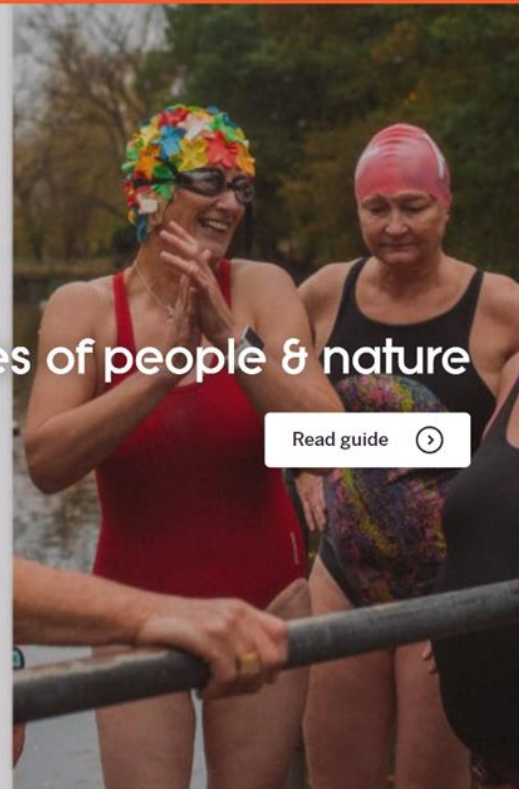
Our goal is to provide guidelines for anyone working with images at the Guardian. We are also asking the agencies and photographers we work with to provide images that are appropriate to the changing narrative.”

Fiona Shields - Head of Pictures



Diversity in images of people & nature

Read guide



Reports & guides | 2 November 2021

# Indigenous media presence: climate imagery, land use and Indigenous peoples in Central and South America

Download



## Indigenous Media Presence

Climate imagery, land use and Indigenous peoples  
in Central and South America



Photo credits:  
Claudia Andujar, Claudia Andujar, Mara B, Liliana Marizakle,  
Pablo Albarenga, Yanda Twaru, João Paulo Guimarães - Casa NINUA Amazônia, Edgar Xakriabá,  
Edgar Xakriabá, Edgar Xakriabá, Mirena Joachin Perez, Pablo Albarenga

Full research report  
September 2021



The Intergovernmental Panel on Climate Change (IPCC) was preparing to launch their 1.5C Special Report and reached out to Climate Visuals for



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## Climate Visuals central to IPCC's 1.5C report communications strategy

December 10 2018

By Robert Van Waarden





# Welcome to Climate Visuals Image Library

The world's only evidence-based climate change photography resource



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# Getty Images partners with Climate Visuals to launch guidelines helping brands and businesses use visuals which incite change

By Toby Smith on October 7, 2020



Farmer walking through solar farm

Photo credit: Mike Harrington / Getty Images



**Climate Visuals  
photography award 2019:  
winners and shortlisted**

▲ Shohida Begum poses for photographs in a slum in Lucknow, Uttar Pradesh, India. Photograph: Ann Johansson/2019 Climate Visuals Photography Award





MARKET 2019

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4	11	18 25
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ  
الحمد لله رب العالمين  
والصلاة والسلام على  
سيدنا محمد وآله الطيبين  
الطاهرين  
اللهم صل على محمد  
وعلى آل محمد  
اللهم صل على  
سيدنا محمد  
وعلى آل محمد  
اللهم صل على  
سيدنا محمد  
وعلى آل محمد

AJI STYAWAN, GETTY IMAGES CLIMATE VISUALS GRANT RECIPIENT