



Re.Climate is Canada's centre for training,
research and strategy on climate change communication
and engagement at Carleton University.

Re.Climate

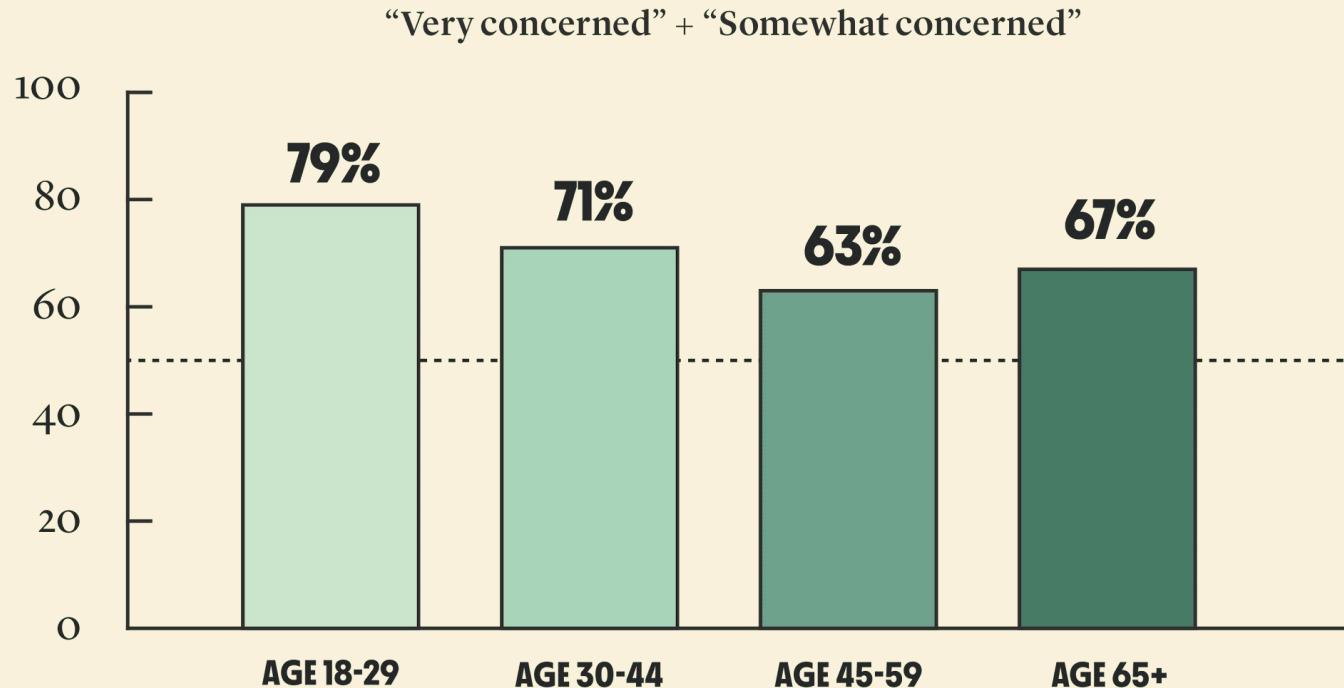
TODAY'S SESSION

- Talk about Climate Change
- Five Trends Influencing Canada's Climate & Energy Conservation
- Five Traps
- Five Strategies
- The Current Context
- Questions



Calgary, AB — A Salvation Army EMS vehicle is setup as a cooling station as people lineup to get into a splash park while trying to beat the heat in Calgary, Alberta, on June 30, 2021. Environment Canada warned the torrid heat wave that had settled over much of Western Canada wouldn't lift for days. JEFF MCINTOSH/THE CANADIAN PRESS VIA AP

Concern by age group

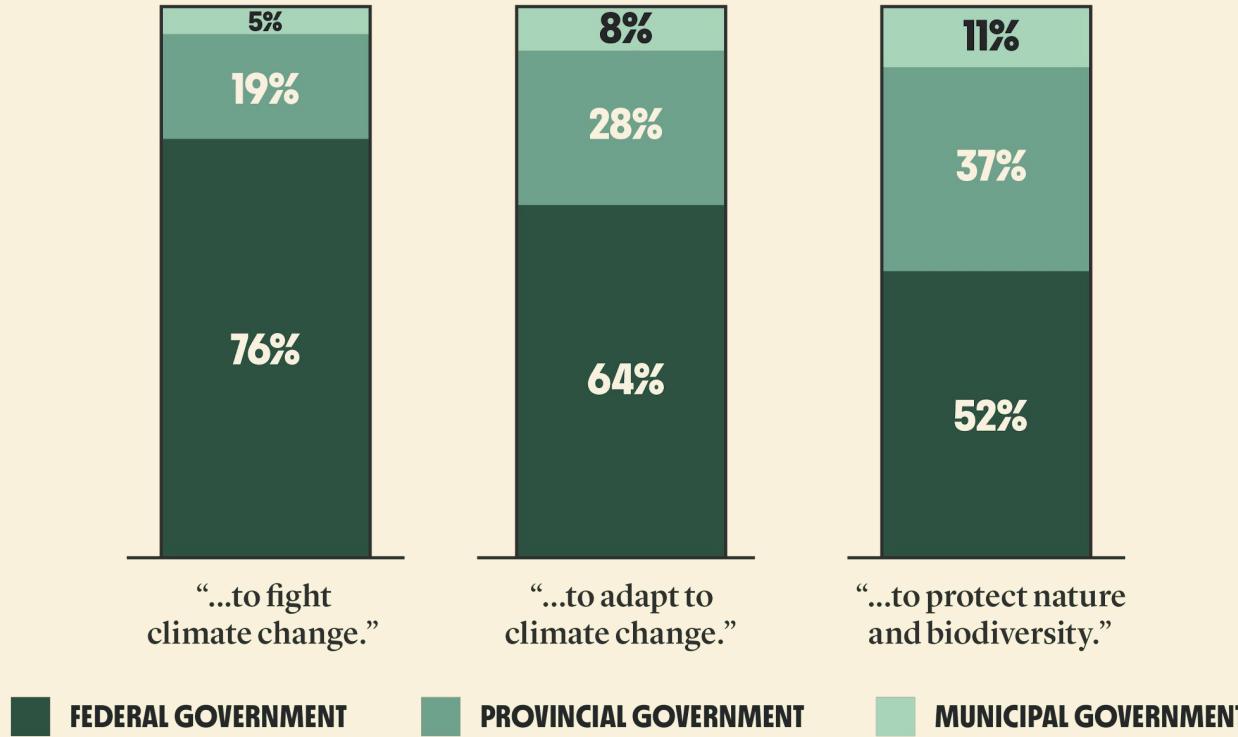


Respondents were asked “How concerned are you about the impact of climate change in the next five years?”

Source: Abacus, 2025e

Level of government

“Which level of government (federal, provincial or municipal) is best placed to make decisions...”



Source: Leger & Équiterre, 2025

FIVE TRENDS & FIVE TRAPS

Shaping Climate
Conversations Now

FIVE TRENDS

1. 2. 3. 4. 5.

WEAK MENTAL MODELS

Weak understanding and narratives of climate change.

RISING SENSE OF UNFAIRNESS

Many feel they have no choice and only the wealthy can afford, and costs and benefits don't match.

PEOPLE SHAPE INFORMATION

People are no longer passive recipients of information - they share, shape and debate it.

DECLINING TRUST

People are moving to peers; declining trust in media, gov't and advocacy groups.

RISING FATALISM

People feel unsafe and insecure.

FIVE TRAPS

1. 2. 3. 4. 5.

FOCUSING ONLY ON TARGETS & PLANS

Too abstract and distant, few trust that they can and will be achieved.

OVER RELYING ON POLITICIANS

People need a variety of messengers, leaders need visible community support.

BURYING CLIMATE

Fails to build understanding, hides what's happening, and silences support.

TALKING TO “THE PUBLIC”

General messages cause frustration, feel “disembodied” and waste precious resources.

FIGHTING WITH FACTS

Feelings don't care about facts – stories shape understanding and motivation.

FIVE STRATEGIES

To Build Better Policy Stories

FIVE SUPER STRATEGIES

1.

**FOCUS ON
PEOPLE &
CHOICES**

Tell local stories
about effective
and available
choices.

2.

**TALK TO PEOPLE,
NOT “THE
PUBLIC”**

Segment and use
messages and
media to match.

3.

**ACTIVATE
TRUSTED
VOICES**

Equip messengers
to correct
misinformation
and offer a chorus
of wider support.

4.

MAKE IT VISUAL

Show real people,
tell new stories,
show
causes/problems at
scale, avoid tired
and overused
images.

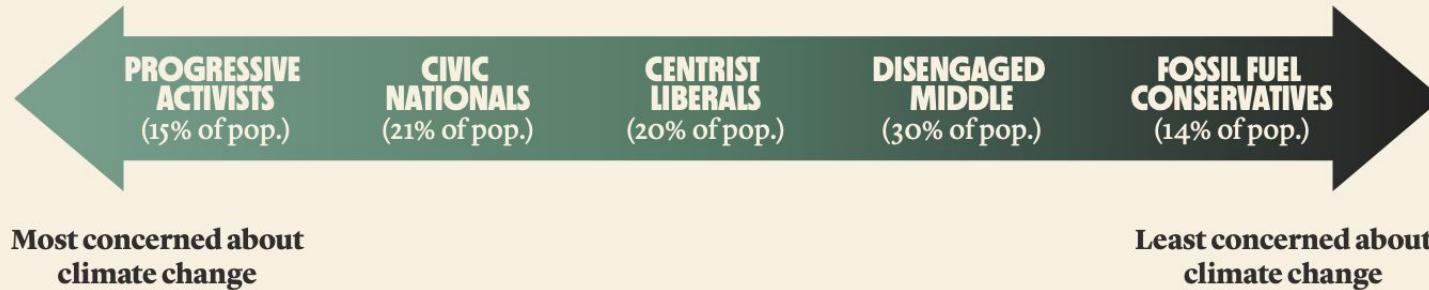
5.

**INVEST IN
NARRATIVES,
FRAMES & FACTS**

Help people make
sense of complexity
and what it means
for their lives.

The Five Canadas

Segments ranked on climate change concern



Segments ranked on social and political values



Source :Lachapelle, E., Martel-Morin, M., & EcoAnalytics Research Initiative. (2024). CA-MAP National Segmentation Survey. EcoAnalytics. <https://ecoanalyticscanada.org/wp-content/uploads/2024/02/CA-MAP-National-deck-Jan-2024-final.pptx.pdf>

NON-PARTISAN
KNOWLEDGEABLE
AUTHENTIC
RELATABLE
FAMILIAR

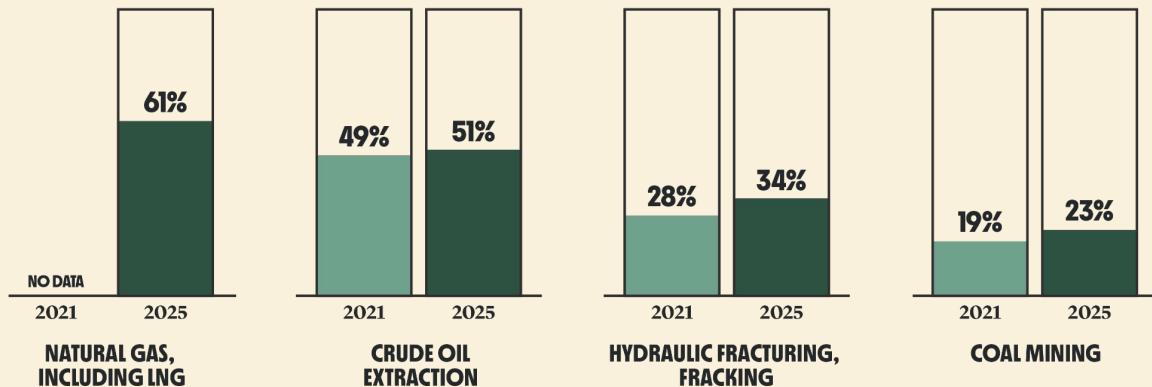
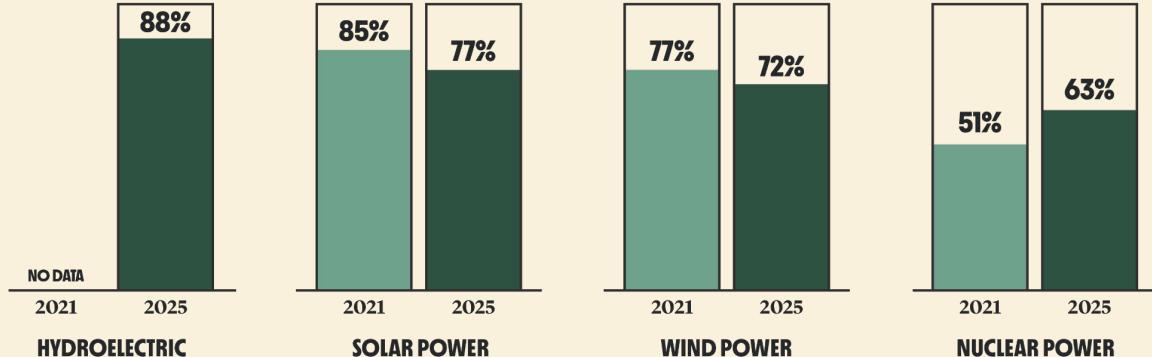


JESSE WINTER

What kind of energy?

Support expanding efforts to draw energy from the following sources

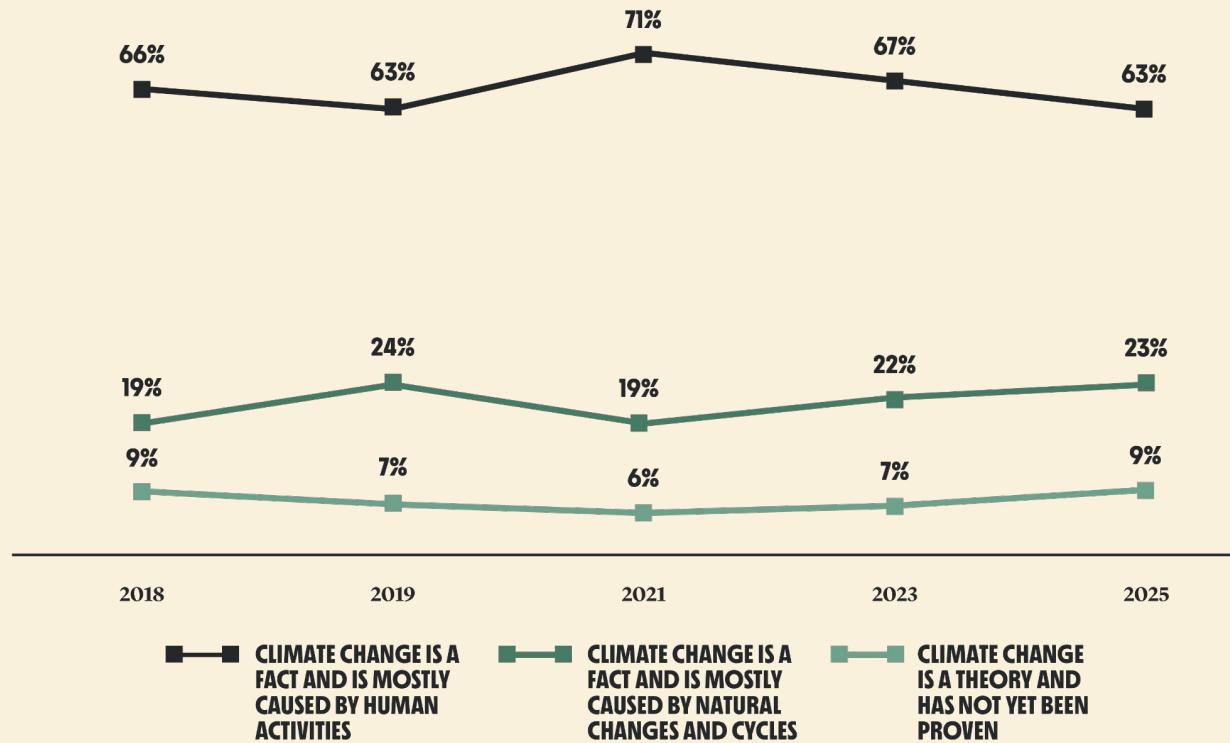
People want renewables



Source: Angus Reid Institute 2025

DECLINE IN “ CAUSED BY HUMAN ACTIVITIES”

“Which of the following statements comes closest to your view of climate change?”



Q&A

RESOURCES

Climate Outreach. [Talking Climate Handbook](#). (2019).

ICLEI. [Communications Playbook](#). (2025).

Potential Energy [Talk Like a Human](#). (n.d.)

Melbourne Centre for Cities. [Disinformation in the City Response Handbook](#) (2024)

Re.Climate. [Affordability Playbook](#). (2025)

Re.Climate. [Community Leaders Program](#). (2024).

Re.Climate. [What Do Canadians Really Think about Climate Change](#). (2024)

Re.Climate. [The Five Canadas Summary](#) (2024).

Re.Climate. [Building a Social Mandate for Climate Action](#). (2024).

Re.Climate. [Wildfires and Un-Natural Disasters](#). (2024).

Re.Climate. [Heat Waves and Un-Natural Disasters](#). (2024).



Thank you.

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