



Overview:

# Communicating with Purpose – Communicating for Change

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# Are We Getting Through?



Photo: [www.motherrr.com](http://www.motherrr.com)

# Are We Making a Difference?

**Said is not heard;**  
**Heard is not understood;**  
**Understood is not agreed;**  
**Agreed is not implemented.**

(unknown Dutch source)



# Beyond “Getting the Right Message Out”

From one-way information delivery to dialogue.

From knowing to active engagement and behavior change.



Image from: *Environment* (2004), Making Climate Hot

# Communicating – Really

**To communicate –**

(from the same Latin root as the word **communion**)

>> to impart, to share, to make common

**“Communities are groups of people communicating...”**

**Bill McDonough**



Photo: [www.dydelray.com](http://www.dydelray.com)

# Key Challenges & Needs

- **Key Issues:** Climate change, energy, sustainability
- **Making it real:** Tangible translation, connecting the abstract notion to everyday activities
- **Right messaging:** Developing and prioritizing effective, simple messages
- **Reaching the influentials:** Identifying and building champions
- **Being impactful:** Communicating to make a difference with a limited budget
- **Dealing with political backlash:** Trying to work in the shadow of Agenda 21, climate polarization

# Connecting Talk to Walk

BEHAVIOR



Source: Adapted from Webb (2008)

COMMUNICATION

# Engaging How? – Need to Set Clear Goals

Type of Engagement	Description with examples
Cognitive	Focus of engagement is internal, in one's mind <ul style="list-style-type: none"> <li>• Thinking about climate change</li> <li>• Seeking information and learning/teaching about the issue</li> <li>• Grappling with the complexities of climate change (solutions)</li> </ul>
Emotional	Focus of engagement is mostly internal, in one's psyche, but may be shared with others <ul style="list-style-type: none"> <li>• Allowing emotional responses (e.g. fear, anxiety, concern, grief, anger, guilt, passion, disappointment, despair, empathy) to surface</li> <li>• Consciously or unconsciously coping with the emotional impacts of climate change</li> </ul>
Behavioral	Focus of engagement is mostly on actions <ul style="list-style-type: none"> <li>• Making periodic or permanent changes in energy consumption in one's home</li> <li>• Shifting travel and transportation-related behavior</li> <li>• Shifting food and eating habits</li> <li>• Reducing material consumption</li> </ul>
Professional	Focus of engagement are climate-related decisions in one's business, work <ul style="list-style-type: none"> <li>• Making periodic or permanent changes in energy consumption in one's work place</li> <li>• Developing and implementing strategic plans to guard against negative impacts of climate change (or policy)</li> <li>• Developing and implementing strategic plans to take advantage of business opportunities arising from climate change (or policy) (in mitigation and adaptation)</li> </ul>
Social	Focus of engagement is with known others, peers, or a social reference group <ul style="list-style-type: none"> <li>• Communicating with others. about climate change</li> <li>• Enacting solutions together with others, supporting each other</li> <li>• Making one's publicly visible behavior help shape new social norms</li> </ul>

# Engaging How? – Need to Set Clear Goals (cont.)

<b>Type of Engagement</b>	<b>Description with examples</b>
Moral/spiritual	Focus of engagement is driven by the transcendent <ul style="list-style-type: none"><li>• Being motivated to take action by one's belief system</li><li>• Developing a sense of responsibility toward nature, others, the future</li><li>• Finding solace in a moral/spiritual conception of the world</li><li>• Prayer</li></ul>
Civic	Focus of engagement is primarily on the commons <ul style="list-style-type: none"><li>• Speaking out about climate change in public</li><li>• Attending hearings or public meetings</li><li>• Writing letters to the editor of a newspaper</li><li>• Participating in protests</li></ul>
Political	Focus of engagement is on the political process <ul style="list-style-type: none"><li>• Voting for candidates representing one's climate-related position</li><li>• Voting for local/state climate-related initiatives</li><li>• Running for office to influence policies and decisions</li></ul>

# It Starts and Ends with the Audience

- Where can you make the biggest difference?
- Therefore, who is/are your primary audience(s)?



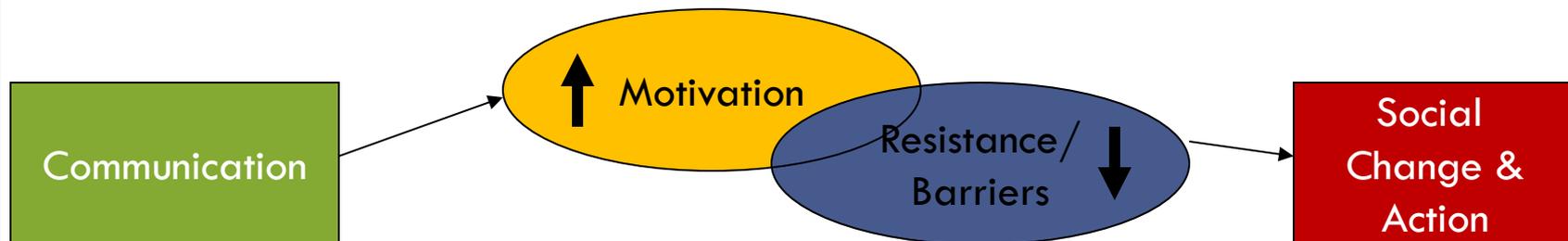
# Effective Engagement

For **communication** to be effective, i.e., to facilitate an **intended societal response** or **desired social change**, it must accomplish two things:

(1) sufficiently *elevate and maintain the motivation* to change a practice or policy

&

(2) *contribute to lowering barriers and resistance* to doing so



# Spell Out & Test Your “Theory of Change”

- **What do we want to ultimately achieve?**
  - How will that look? How do we know?
- **What will have to happen before we get there?**
  - How will that look? How do we know?
- **What will have to happen before we get there?**
  - How will that look? How do we know?
- **What will we do to make that happen?**
  - What activities will we undertake, with whom? What could get in the way?
  - How much time will it take? Do we have that much time?
- **What resources and skills do we need?**
  - How can we get them?



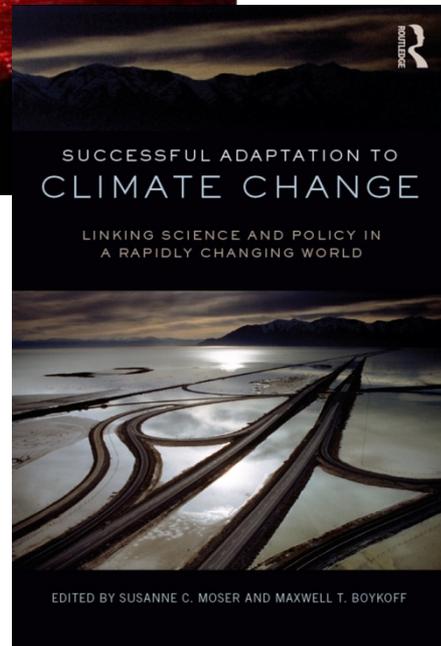
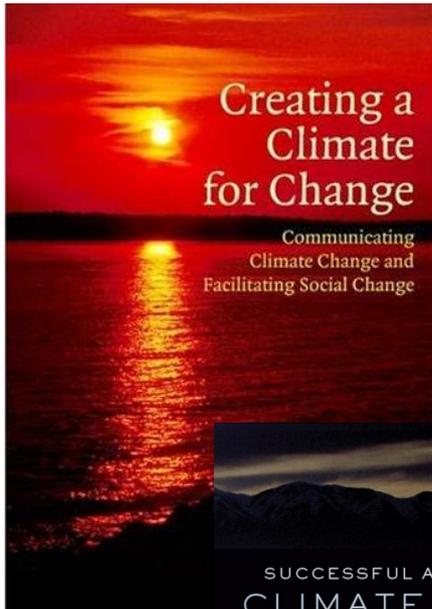
Drum roll, please....



Photo: [www.iparchive.org](http://www.iparchive.org)

**There is no trick!**  
(only diligent work and persistence)

# Thank you!



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