Influencing for Change

What gets attention and why?

What do you consider most effective when trying to influence policy?

(a) Listening to their points of view and visions

(b) Educating the stakeholders on climate change

What would be effective messages to politicians who have the power to make decisions?

(a) Relaying the scientific proof, letting the facts speak for themselves

(b) Message that should touch on what is a priority for them

Common errors made

Letting the facts and evidence **speak for themselves**

Forgetting that influencing policy means **influencing people**

Using messages that **don't stick**

Forgetting to **develop a strategy**

Sticking to **old-fashioned** prejudices regarding spin, style and PR

Forgetting that influencing policy means influencing people

- People do not change because they are told to change but because they want to

- Process of influencing people is to get them interested, instil a sense of urgency and a desire to change policy

- Important to understand the dynamics of resistance to change

- Target group research is needed – what are their current behaviours, desired behaviours – what are their current attitudes, desired attitudes

Information does not immediately lead to action!
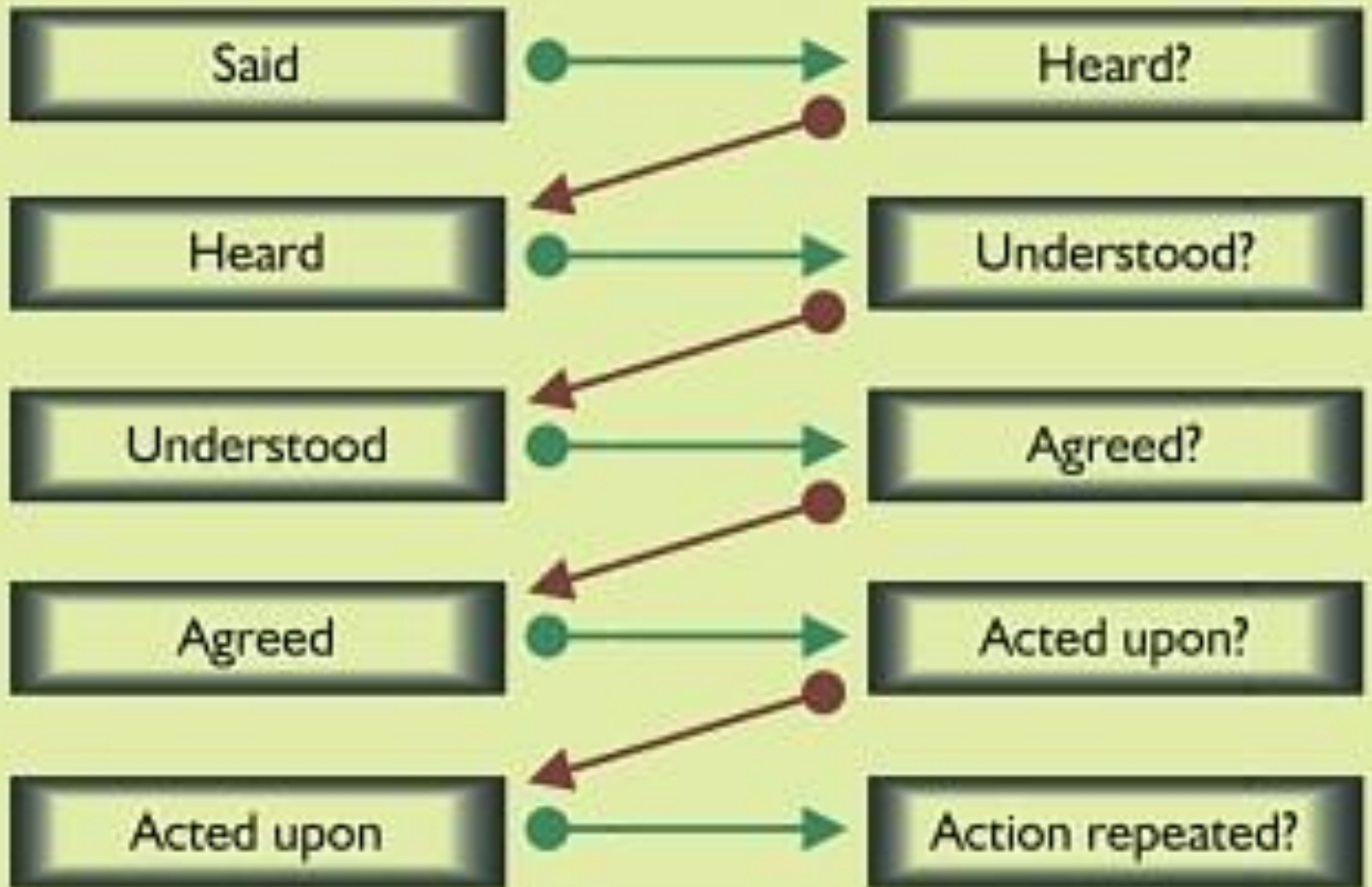
'Bring to Life' scientific research and evidence-based knowledge of climate change before it can influence policy

Who is our Target Audience?

- Only after the audience's curiosity and interest are aroused will they open to the content that you wish to communicate, and ultimately rethinking their attitude towards it

- Setting the stage, creating the mood, crafting the right language and images, and identifying the best time to deliver the messages

Target Audience: **The policy-maker**

- The policy-maker is not necessarily passionate about cc or sustainability issues but has the power to take decisions on them
- Their needs and priorities need to be assessed
- Create Win-Win Situations

The Policy-maker

(Target Audience)

Current Attitude

"I know climate change has implications, but my country's short term goals are more important right now than the costs involved with climate resilient development"

Desired Attitude

"Climate change has serious implications and if I don't encourage climate resilient development now, my country will suffer serious long-term effects"

Current Behaviour

"I don't support policies that integrate climate resilient development, I support and advocate policies which deal with fast-tracking development and growth in my country"

Desired Behaviour

"I actively advocate for policies which integrate climate resilient development, I support development plans which look holistically at development which is line with the long-term progress of my country"

90% of change initiatives fail!

That means that…….

10% of change initiatives are successful!

What DOES bring about change?