

Communicating to Create Change: tackling the environmental crisis – Brief Event Summary



On the 19 May SCSN attended the above event on how third sector organisations can use our communications to help create change & tackle the climate crisis.

We learned a lot from the event to augment our fomenting focus on the climate crisis as fundamental to community safety, including some practical steps we can take to reduce our carbon footprint.

One of the changes you'll notice already is that we've changed our 'Climate Crisis Corner' header to an image which represents the fact that, whilst humanity has a bleak future if we fail to take immediate action - there is another possible future that is more hopeful if we can come together as communities to tackle this problem.

We did this following a presentation at the event which noted that 'doom' like imagery can demotivate people to take positive action that could yet affect the trajectory we're on – so when using images to communicate on climate change, it's best to post images that offer hope whilst not denying the seriousness of the situation we face.

If you'd like to find out more about how to communicate with the public effectively around the climate crisis – see this toolkit from Climate Outreach -

<https://climateoutreach.org/britain-talks-climate/>

See also this useful 'Climate Visuals' resource, where you can find and use powerful visuals to tell the human story of climate change.

<https://climateoutreach.org/media/introducing-climate-visuals/>

Playing our part as an organisation

We've already held a climate change & community safety event, introduced this monthly section to our newsletter & committed to making the climate crisis a standing agenda item at our board meetings - as well as trying to eliminate waste and encourage staff to lead climate friendly working & personal lives.

One new thing we learned at this event is that the internet accounts for 2% of total global carbon emissions and that so called 'heavy' websites can be a big contributor to this.

So during our ongoing website review process, we're going to be reviewing file sizes on our website (especially images and PDFs), replacing PNGs with Jpegs (PNGs are larger and little better in quality for what is required online), compressing PDF files, and we will only upload video files if/when absolutely necessary.

You can find out more about the Speakers at this Creative Comms event, including a helpful list of people to follow on social media, on the event link at:

<https://www.charitycomms.org.uk/events/charitycomms-tackling-the-environmental-crisis-2022->

[2?utm_source=Enews+%5B30+March+2022%5D&utm_medium=Email&utm_campaign=May+Conference](https://www.charitycomms.org.uk/events/charitycomms-tackling-the-environmental-crisis-2022-2?utm_source=Enews+%5B30+March+2022%5D&utm_medium=Email&utm_campaign=May+Conference)

