

**“Communicating Sustainability”
Counting Carbon Workshop**

Horizon Scotland, March 24, 2011
Eric May, Media Consultant



What are your problems with
expressing the carbon management issue to...



What are your problems with
expressing the carbon management issue to...

Stakeholders
Employees
the news media
...the general public?



Communicating carbon management – challenges



Communicating carbon management – challenges

- Widespread skepticism



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- Unclear standards/measures



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- Untested technologies
- No urgency for compliance
- “We will all be dead anyway”



Communicating carbon management – opportunities



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- Demand for new technologies



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- Job growth



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- Drives innovation and technological development



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- Resource potential in Scotland



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- Markets for surplus energy and water



Communicating carbon management – opportunities

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- Drives innovation and technological development
- Resource potential in Scotland
- Markets for surplus energy and water
- “Do something good” – real substance and change



Effective communication



Information



Information

communication



Information is communication



Information is not communication



Information is not communication

Communication is



Information is not communication.

Communication is perception.



It's not what you know,



It's not what you know,
...but how you express it,



It's not what you know,
...but how you express it,
...that is decisive in your audience
understanding it.



Expressing ideas in terms of “shared values”
has impact on
audiences.



What's the #1 shared value?



**FEAR OF
DEATH**



**FEAR OF
DEATH**

HOPES



**FEAR OF
DEATH**

HOPES

DREAMS



**FEAR OF
DEATH**

HOPES

**STEREOTYPES &
PRECONCEPTIONS**

DREAMS



**FEAR OF
DEATH**

HOPES

DISAPPOINTMENTS

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**FEAR OF
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DREAMS

CULTURE



FEAR OF DEATH

HOPES

RELIGION

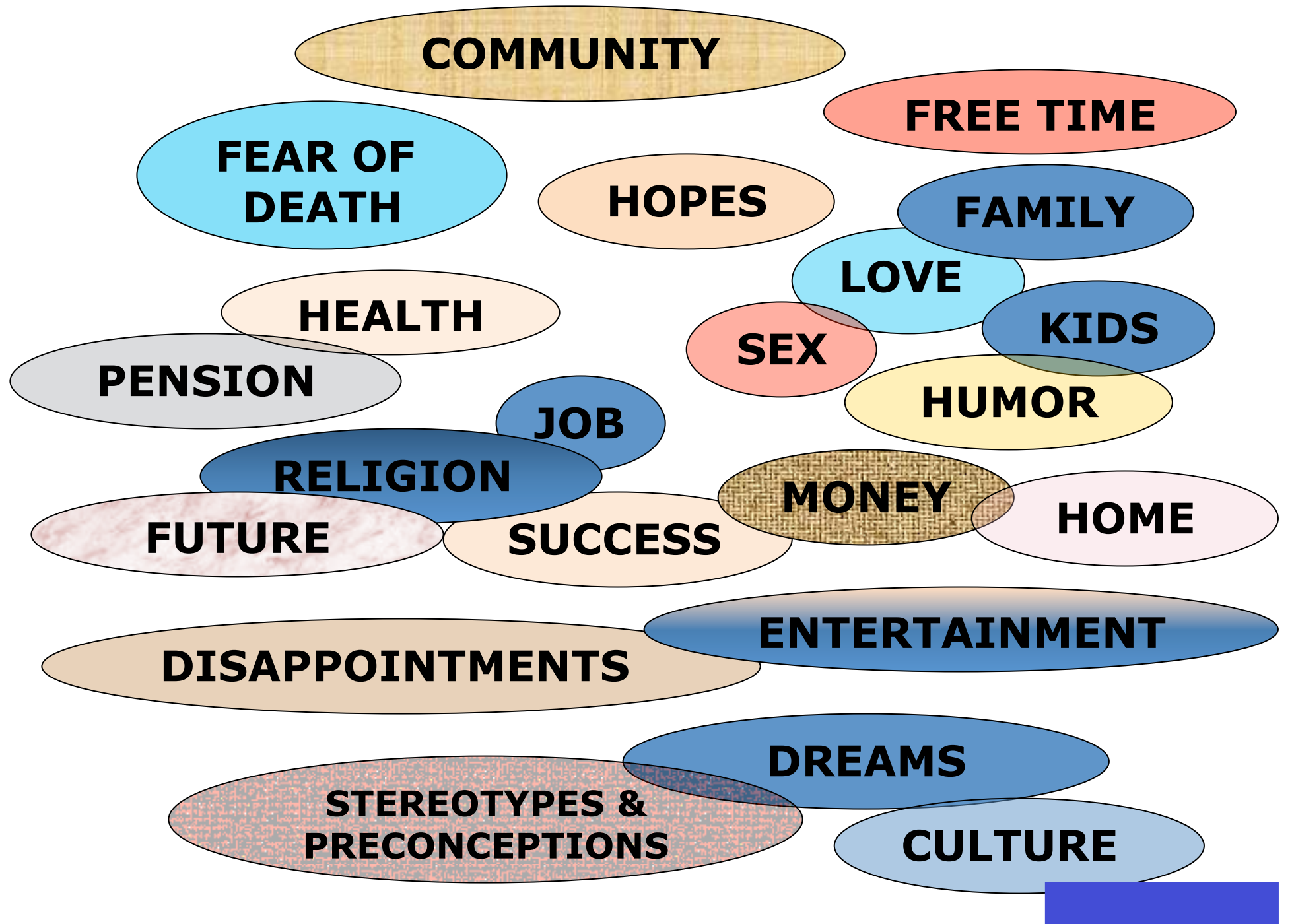
DISAPPOINTMENTS

STEREOTYPES & PRECONCEPTIONS

DREAMS

CULTURE





COMMUNITY

FEAR OF DEATH

FREE TIME

HOPES

FAMILY

HEALTH

LOVE

PENSION

SEX

KIDS

JOB

HUMOR

RELIGION

MONEY

FUTURE

SUCCESS

HOME

DISAPPOINTMENTS

ENTERTAINMENT

**STEREOTYPES &
PRECONCEPTIONS**

DREAMS

CULTURE

What are the shared values of...

Stakeholders

Employees

the news media

...the general public?



What are the shared values of... the news media?



What are the shared values of... the news media?

Competitive

Skeptical of government, business, and institutions

“Never trust a PR person” is a common attitude

News is both public service and big business

Very aware of their audience



What are the shared values of... the general public?



What are the shared values of... the general public?

Something that touches their lives directly

Something new, unusual, or breaks stereotypes

An unforgettable image, sound, or moment

Humanity and human emotion



What are the shared values of... employees?



What are the shared values of... employees?

“Identity”

Teamwork

Pride/Creativity/Innovation

Problem solving

Income generation and job security



What are the shared values of... stakeholders?



Who are... "stakeholders?"

- Customers
- Investors
- Insurance companies
- Government
- Your board



What are the shared values of... stakeholders?



What are the shared values of... stakeholders?

What is your baseline carbon footprint?

What is your GHG strategy?

What is the scope and boundaries of your accounting?

What are your goals and targets?



Different audiences...

Stakeholders

Employees

the news media

...the general public

...demand different messages.



Different audiences...

Stakeholders

Employees

the news media

...the general public

...demand different messages.

Connecting issues with shared values resonates.



Expressing ideas effectively



Expressing ideas effectively

Prioritize and choose:

- Think in advance about what you want to say
- Think about what interests you personally
- What interests you will interest your target audience



Expressing ideas effectively: how to say it

Put it in context

- Challenge what you think is obvious

Consider: your target audience may have no idea about what you consider “common knowledge”



Expressing ideas effectively: how to say it

"Describe parenthetically"

1) Cite your technical term "...carbon dioxide(CO₂)"

2) Parenthetically: "...that's the most important greenhouse gas. It comes from fuel combustion, changes in land use, and industrial processes."



Expressing ideas effectively: how to say it

Analogies and metaphors

Use everyday examples from real life:

"...a fireplace without a chimney."

"...a house without window glass."

"...the ecological great recession."



Expressing ideas effectively: how to say it

Comparisons

"If you put the annual UK budget for space research into the NHS, how long would it last?"



Expressing ideas effectively: how to say it

Comparisons

"If you put the annual UK budget for space research into the NHS, how long would it last?" (Answer: 16 hours)



Expressing ideas effectively: how to say it

Comparisons

"If you put the annual UK budget for space research into the NHS, how long would it last?" (Answer: 16 hours)

"What we spent on entire carbon management program was less than the cost of upgrading our accounting software ..."



Expressing ideas effectively: how to say it

Prove relevance

"...more efficiency."

"...increase profitability."

"...innovation."

"...create new jobs."

"...lower costs."



Expressing ideas effectively: how to say it

Break stereotypes and preconceptions

“...cutting the carbon footprint saved us money.”

“...carbon management is a new revenue stream.”

“...here’s what we thought we knew. Here’s what amazed us.”



Expressing ideas effectively: how to say it

Shared values

1. Understand what is important to your audience (all audiences are different)
2. Connect your issues with the shared values of your audience



Body language



Body language

Effective speakers

believe in what they are saying



Body language

- Body language is a “mirror”



Body language

- Body language is a “mirror”
- Eye contact = commitment



Body language

- Body language is a “mirror”
- Eye contact = commitment
- Convey your humanity



Clothing and appearance

- Match your clothing to the occasion
- Conservative and simple
- Check hair before start
- Details count





Your appearance should not
draw attention away from your message



Expressing ideas effectively: how to say it

Create a simple presentation

- Designed for audiences who don't know "anything"
- Minimize slides (NOT from an existing presentation)
- 20 minutes maximum
- Q & A: express your passion and your humanity

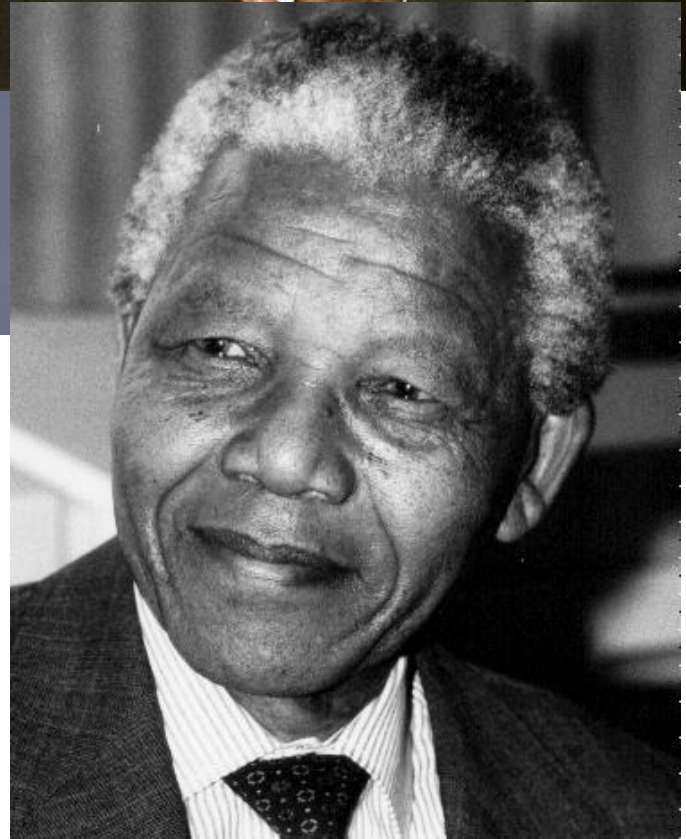
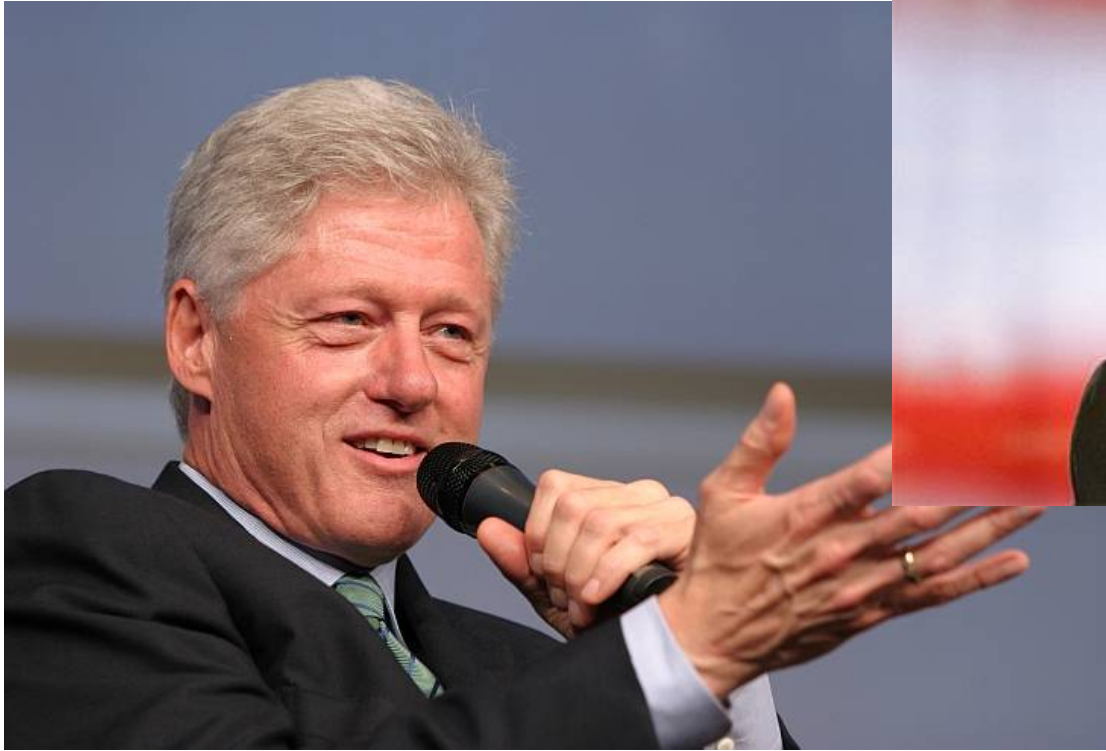


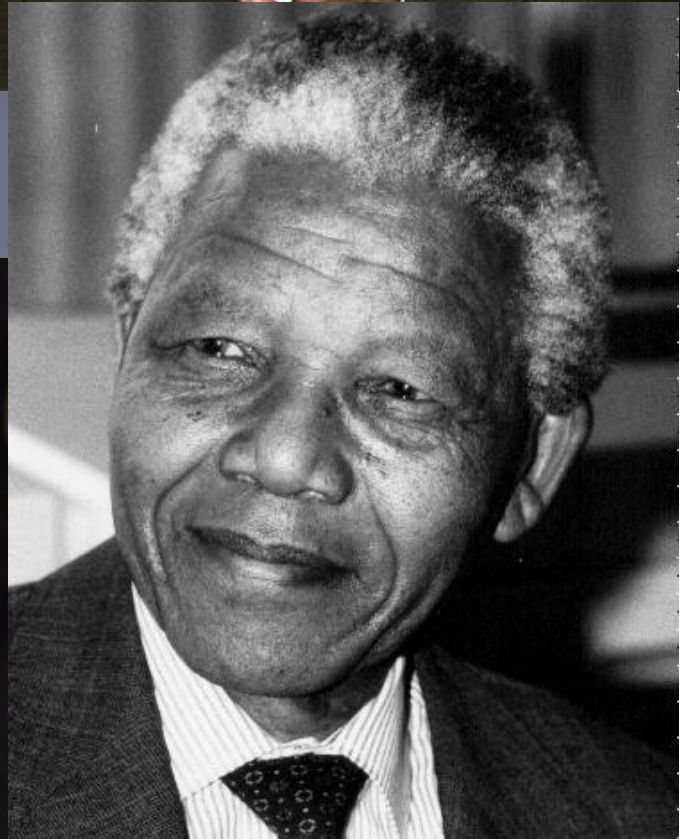
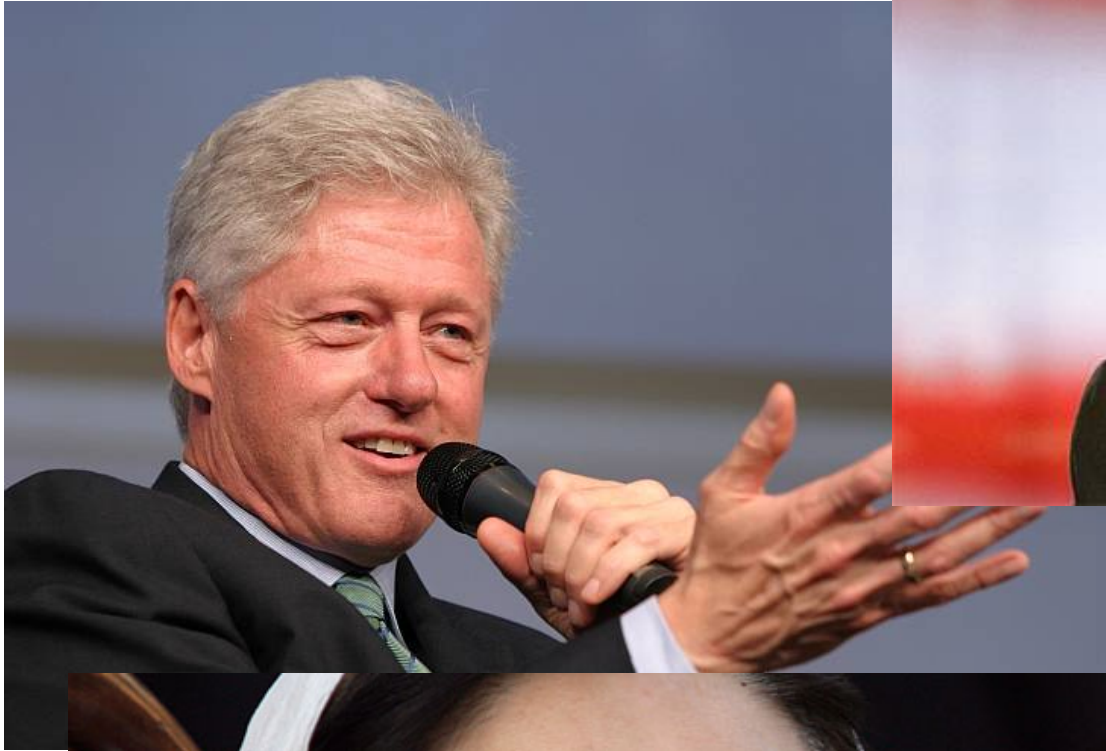
Persuasion











Persuasion



Persuasion

- *Charisma* (gr. *Kharis*) = “grace”



Persuasion

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- Self confidence (not just job confidence)



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- *Charisma (gr. Kharis) = “grace”*
- Self confidence (not just job confidence)
- Comfort (making others comfortable)



Persuasion

- *Charisma (gr. Kharis) = “grace”*
- Self confidence (not just job confidence)
- Comfort (making others comfortable)
- Goal/purpose/mission



Persuasion

The willingness to take risks



Persuasion

The willingness to take risks

- Open
- Human
- Vulnerable
- Approachable



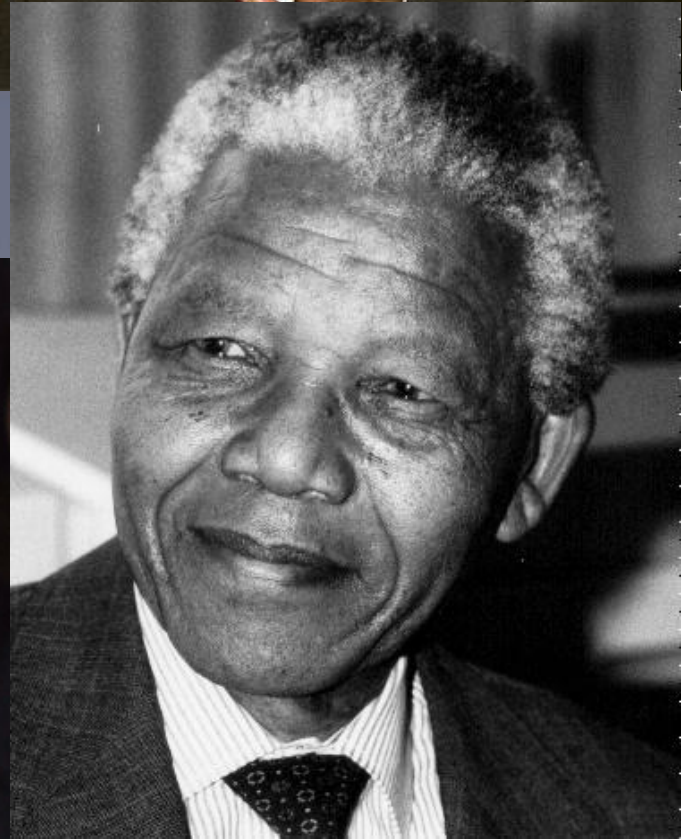
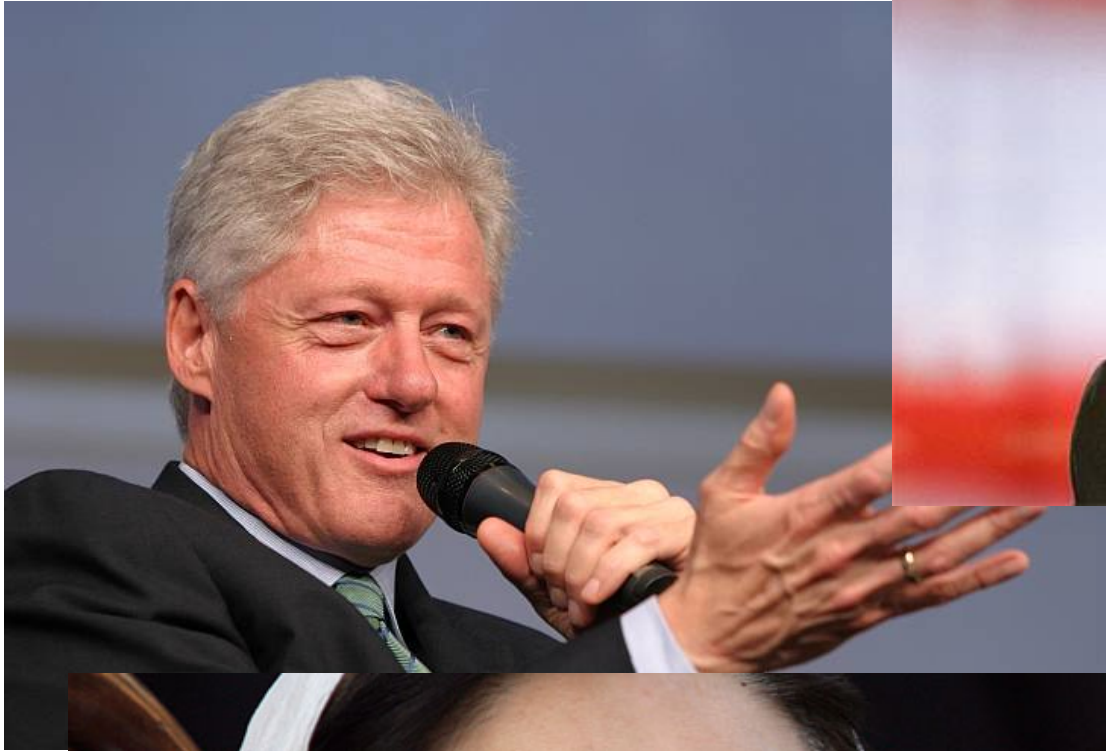
Persuasion

The willingness to take risks

- Open
- Human
- Vulnerable
- Approachable

...despite depth of experience
and level of expertise





Responding to the skeptics



Responding to the skeptics

- When the skeptic says – “...you don’t know what you are talking about.”



Responding to the skeptics

- When the skeptic says – “...you don’t know what you are talking about...”
- Remind them – “...actually, I do know what I am talking about.”



Responding to the skeptics

Provide specifics

- “Without carbon management we won’t have...”
- “A company just like ours took these steps and...”
- “We are now required under Section 2.3 of the government regulation...”



Responding to the skeptics

Provide your CV

- Why you are qualified to speak
- What you have done specifically
- What you have seen others do



Responding to the skeptics

The combination of humour and self-assurance can be very persuasive.



Stories and storytelling



Stories and storytelling

Beginning



Stories and storytelling

Beginning

Middle



Stories and storytelling

Beginning

Middle

End



Stories and storytelling

Beginning

Character

Middle

Conflict

End

Resolution



Stories and storytelling

Stories are never about big issues.



Stories and storytelling

Stories are never about big issues.

Stories are always about how ordinary people are affected by big issues.



Stories and storytelling

Stories are never about big issues.

Stories are always about how ordinary people are affected by big issues.

Not “what” the story is about...
but “**who**” the story is about



Stories and storytelling

“What if it was me?”



Effective communications strategy



Effective communications strategy

Target audiences:

- Stakeholders
- Employees
- The news media
- The general public



Effective communications strategy

Target audiences:

- Stakeholders
- Employees
- The news media
- The general public

...choose just one or two.



Effective communications strategy

For each audience identify:

- Specific concerns and fears
- How you will address those fears
- Keep it short and to the point



Effective communications strategy

Articulate:

- The target audience's interests
- Your organization's motivations
- Your broad objectives
- Your specific goals



Effective communications strategy

- Think about your audience
- Understand what is important to them
- Express ideas in ways they understand



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