

# Tapping Your Climate Superpower

Activating Our Consumers  
At This Critical Moment



# Survey

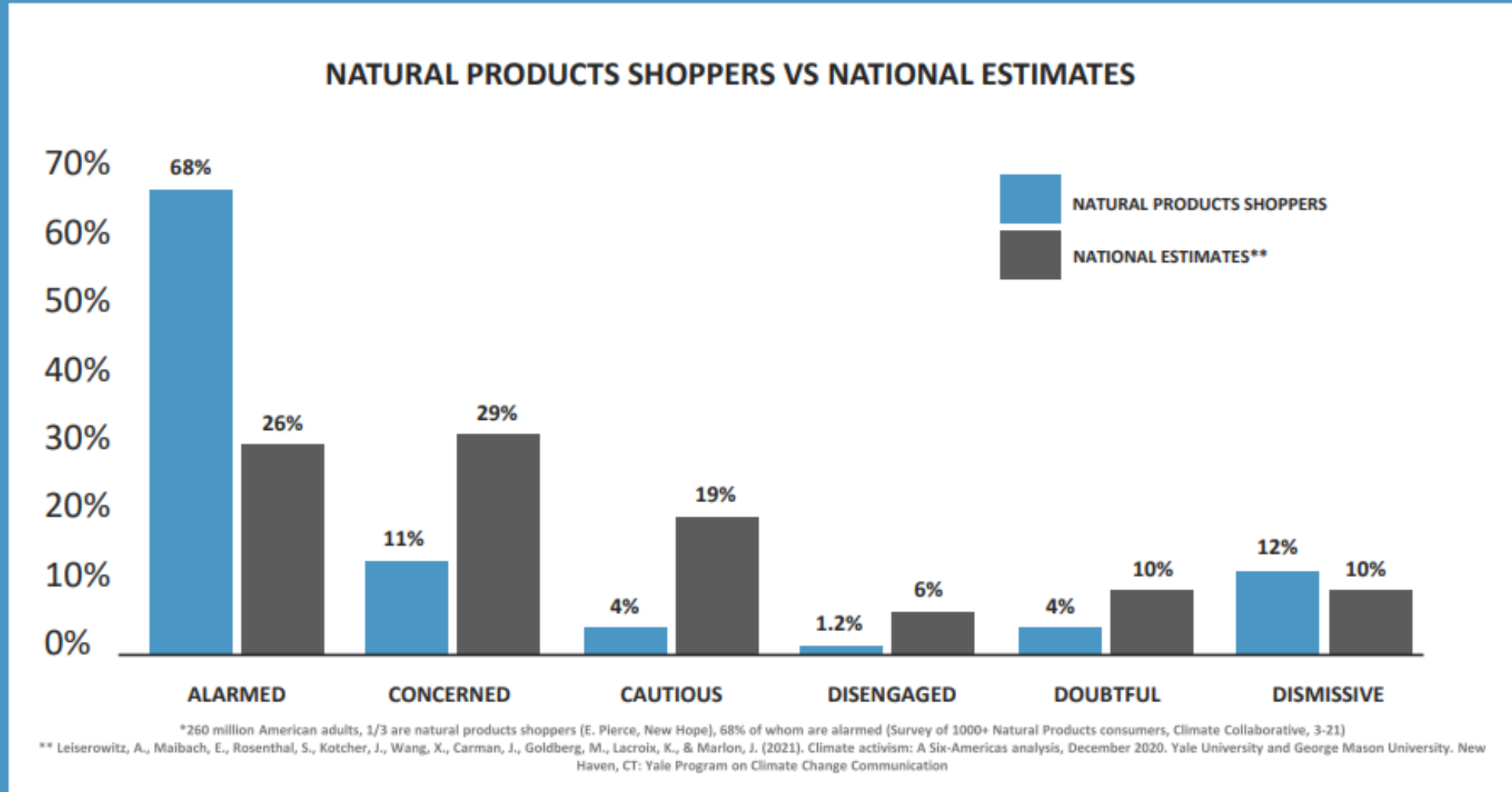
March 2021

1000+ responses

Representing 48 States

# More than twice as many natural products shoppers are alarmed about climate change than the general population.

That means **58 million** natural products industry shoppers are alarmed about climate change.\*



**The alarmed are the most likely to participate in a campaign to influence decision-makers\*.**

**But just because they are alarmed does NOT mean they are active.**

**4%**

of alarmed are participating  
in a climate advocacy campaign.\*

**1 in 4**

alarmed have contacted an elected  
official in the past 12 months.\*\*

**58 million natural products shoppers are alarmed about climate yet most are largely inactive. They are primed for activation.**

\* Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Wang, X., Carman, J., Goldberg, M., Lacroix, K., & Marlon, J. (2021). Climate activism: A Six-Americas analysis, December 2020. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication

\*\* Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., Ballew, M., Goldberg, M., Gustafson, A., & Wang, X. (2020). Climate Change in the American Mind: April 2020. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication

**MOVE THE ALARMED  
TO ACTION!**

# Survey Results

- Respondents are NOT deeply engaged in climate or energy advocacy:
  - 13% Signed a petition
  - 30% Written to or called my elected lawmakers about the issues of climate or energy
- What do you see as the main barriers to acting on climate change?
  - # 1 reason: I'm not sure what I can do to help.
  - #2 reason: I don't believe my actions will have any impact.
- 87% said that they would be interested In learning what they could do to address climate change.
- If you knew that a company was committed to proactively addressing climate change, how would this impact your opinion of them?
  - Improve 81%
  - No impact 13%
  - Worsen 6%

## Political Views

- Conservative 13%
- Moderate 28%
- Liberal 42%
- Prefer not to answer 17%

# #Call4ClimateNOW Campaign

Companies register on the Climate Collaborative (CC) site to be part of the campaign.



The CC will produce assets including talking points, messaging, social posts, video, graphics. Each week during the 4-week campaign we will also send more assets and news of the campaign.



You take those assets and use them as your own OR create your own.



Citizens call their Senators and we send a clear message that the American people want climate action NOW.



You reach out to your audiences to drive them to [Call4ClimateNOW.com](https://Call4ClimateNOW.com) to get information on how to call their Senators.

# Why #Call4ClimateNOW and not #call4climate?

- So we can track numbers of calls driven from the business community to evaluate the effort
- Integrate some of our business narrative into the communications
- List the companies on the website



# What are we asking for?

## Bold climate action, specifically:

1. A Clean Electricity Standard that cuts pollution and modernizes our grid.
2. Direct 40% of funding to frontline communities.
3. No more subsidies for fossil fuel corporations.
4. A Civilian Climate Corps that puts people to work.

## ***This Campaign Obliterates the Two Biggest Barriers to Action***

1. I don't know what to do
2. My actions won't matter

### ***Key Messages to Move the Alarmed to Action***

- 1. *Efficacy*:** CALLING MATTERS! They count calls. Be counted. Tell your friends! Our climate allies in the Senate are COUNTING on your calls!
- 2. *Make it Easy*:** It's super easy. We will show you how. It takes 60 seconds.
- 3. *Lower Anxiety*:** Call during off-hours (weekends or night) if you are nervous! (But don't make them sound afraid.)
- 4. *Make It Fun*:** It will make you feel good.

## ***The Business Narrative***

We are concerned about the growing threat of climate change. The threat is real, it is harmful, it is solvable and there is scientific agreement. (What we believe.)

The great news is that the solutions are all around us and by tackling climate change we will be creating a better, healthier, more equitable nation and economy for all. (There is hope and we can do it!)

Here is what we are doing to address the challenge. (Spotlight on your business practices).

There is no longer any doubt, without drastic moves by our leaders, things are going to get a lot worse, and very soon. Simply addressing our own climate impact is no longer enough. We are compelled to speak out and call on our leaders to lead on climate. (What we believe.)

This is the decisive decade.

Join us in taking action by letting our nation's lawmakers know that you support efforts to transition to a fair and equitable clean energy economy and to address the threat of a changing climate. (Inspiring your stakeholders to join you.)

# Calendar

**August 11th**

**Announce the campaign to businesses with a webinar.  
Companies can register for the campaign at the  
Climate Collaborative website.**

**August 18th**

**Sample script will be sent to companies to create your  
own videos like Dr. Stokes'.**

**Campaign website up.**

**August 25th**

**Toolkit will be sent to companies. Online briefing to walk  
you through the toolkit.**

**September 8th**

**Campaign launch with online kickoff for participating  
companies.**

**Wk of Sept 27th**

**Big push!**

**September 30th**

**End of campaign.**

**Sarah Silverman**

**Senior Marketing Communications Manager**

**Numi Organic Tea**

# Your “to do” list

- ✓ Sign up for the campaign at: [www.climatecollaborative.com/climate\\_campaign](http://www.climatecollaborative.com/climate_campaign)
- ✓ Send your logo and/or company name to [info@climatecollaborative.com](mailto:info@climatecollaborative.com)
- ✓ Set aside time *NOW* on your content calendar for each week in September.
- ✓ Create your own company’s video like Dr. Stokes’ (sample script and ideas coming August 18th)
- ✓ Join the Aug 25<sup>th</sup> briefing to run through the toolkit.
- ✓ September 8<sup>th</sup> join the kickoff event and go nuts getting #Call4ClimateNOW out to your friends, family, co-workers and consumers!!!!
- ✓ Have fun, pat yourself on the back for taking the most powerful step you can at this critical moment.

*If no one is pushing back,  
you are not creating change.*

*- Chris Miller, Ben & Jerry's*

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*...act as if your house is on fire. Because it is.*

– Greta Thunberg

**This is the moment.**

