

Cambridge Carbon Footprint in association with COIN presents

Communicating Climate Change

A workshop on what works and what doesn't

Climate change is a challenge for the here and now. Yet it is often portrayed as a problem for the future and elsewhere. So how can we reach the majority of people who aren't yet actively engaged? How can an enterprise or organisation inspire employees and the public to participate in efforts to cut emissions?

The workshop will be led by George Marshall, founder of the Climate Outreach & Information Network; previously a policy consultant to government, and senior campaigner for high profile groups like Greenpeace. His recent book, Carbon Detox, offers a unique and fresh way to think about action on climate change.



www.COINet.org.uk



Participants explore the latest research on communication and behaviour change; strategies for overcoming people's objections and avoidance of action; examples of successful projects and approaches; and methods of appealing to different audiences and their aspirations.

Leave with a personal toolkit of successful strategies and pitfalls to avoid, for real climate communications.

**Thursday 26th March
2009 1pm - 4pm
Judge Business
School, Trumpington
Street, Cambridge**

**Places are limited so please book soon:
£12 for individuals (conc.s available),
£24 charities & local authorities,
£49 businesses.**

**For enquiries and bookings please contact Karin at
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www.cambridgecarbonfootprint.org**

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