

Why the Faith Community Holds the Climate Key

February 27th, 2019

CatholicClimateCovenant.org



Catholic Climate Covenantsm

Care for Creation. Care for the Poor.

Why the Faith Community Holds the Climate Key



Moderator: Dan Misleh
Founding Executive Director
Catholic Climate Covenant

- Welcome
- Prayer

Control Panel >>>>

Your Participation

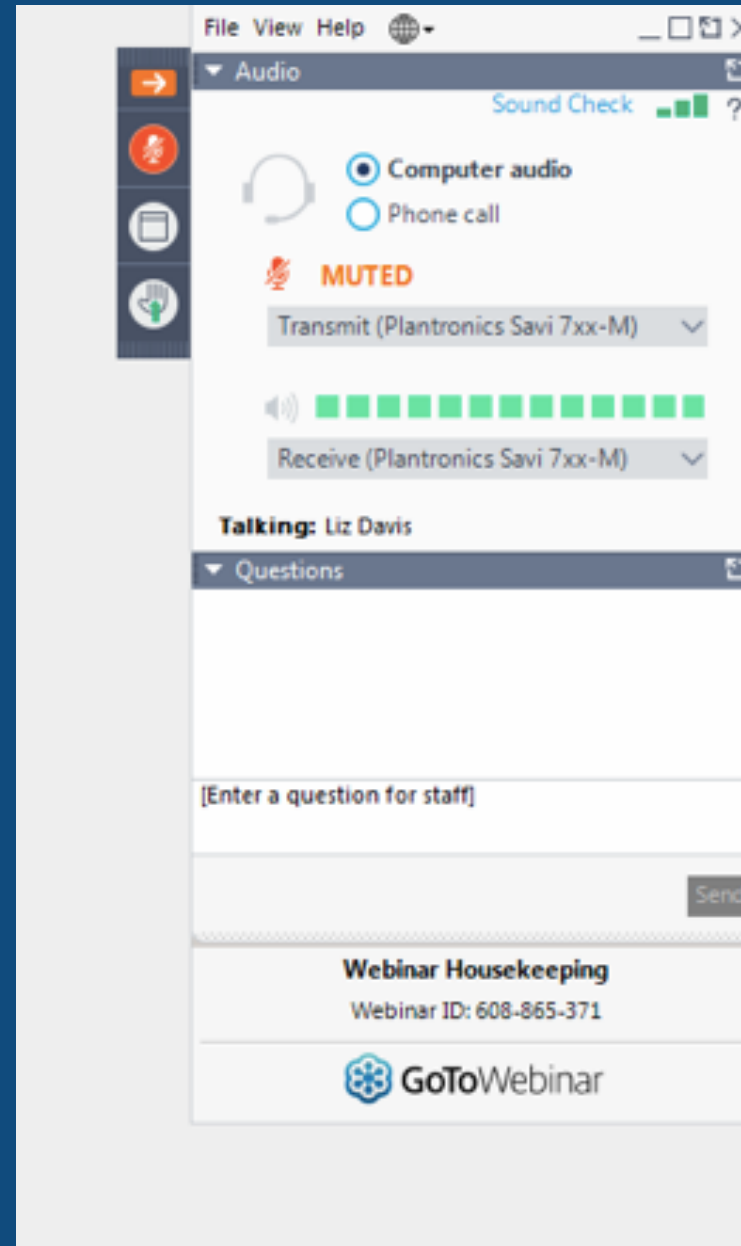
Open and close your control panel

Join audio:

- Choose **Mic & Speakers** to use VoIP
- Choose **Telephone** and dial using the information provided

Submit questions and comments via the Questions panel

Note: Today's presentation is being recorded and will be provided within 48 hours.



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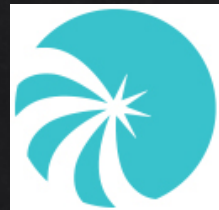


Dr. Edward Maibach
Director, George Mason University's
Center for Climate Change
Communication

Framing climate change as a moral obligation and a moral opportunity

Catholic Climate Covenant
Why the Faith Community Holds the Climate Key Webinar
February 27, 2019

Edward Maibach
@MaibachEd



GEORGE MASON UNIVERSITY
CENTER *for* CLIMATE CHANGE
COMMUNICATION

The three most important things we need to do in our community, our state, our nation—and worldwide:

- ◆ Produce 100% clean energy
- ◆ Drawdown (i.e., reduce CO₂ in the atmosphere to less than 350 ppm)
- ◆ Increase community resilience

ENERGY

IN THE AMERICAN MIND

December 2018

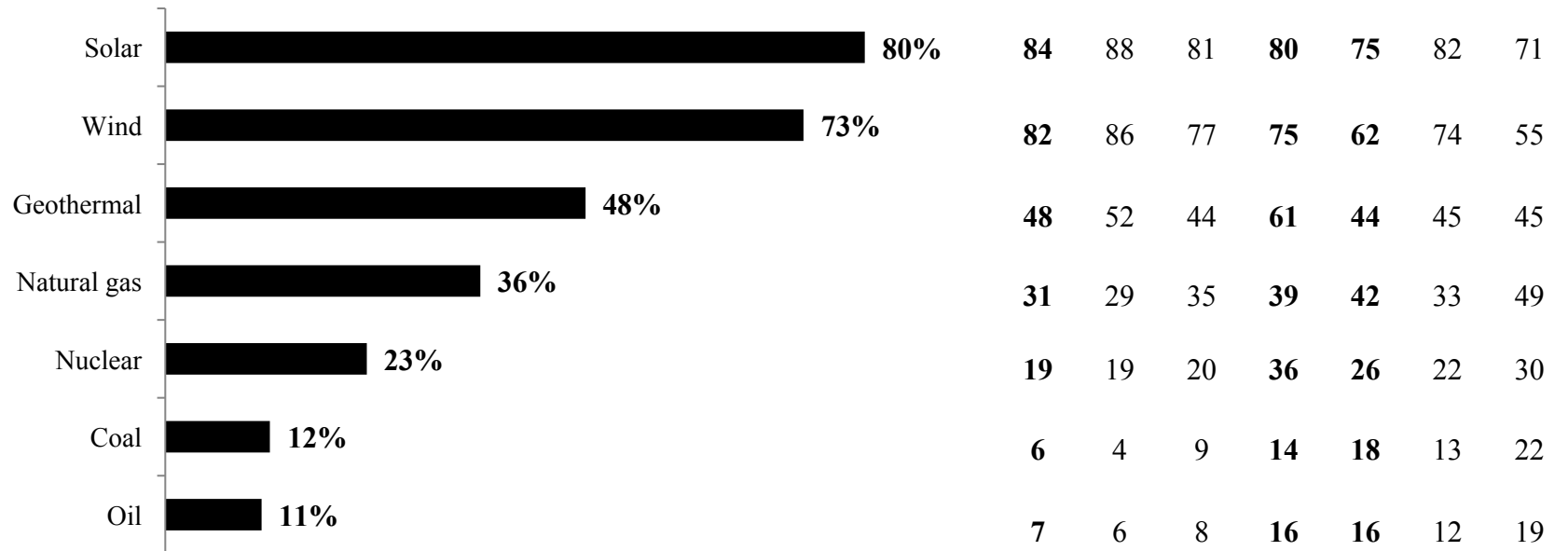


Large Majorities of Voters Think the U.S. Should Use More Solar and/or Wind Power

- Few support more oil, coal, and/or nuclear -



- % who say “much more” or “somewhat more” -



In the future, do you think the United States should use the following sources of energy less, more, or about the same as we do today?

March 2018. Base: Registered American Voters (n=1,067).

Successful campaigns almost always are based on:

**Simple clear messages, repeated often,
by a variety of trusted voices.**

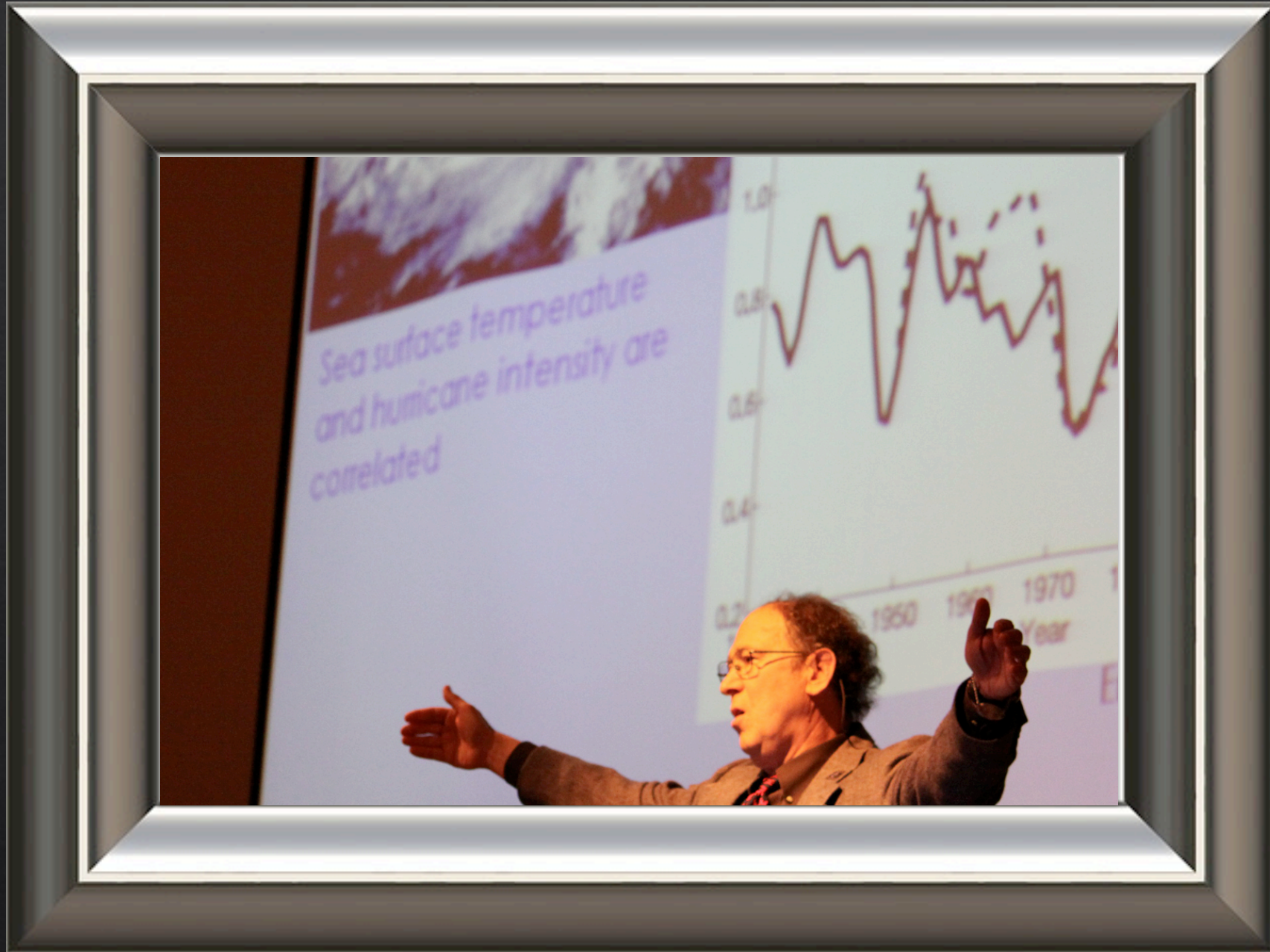
Successful campaigns also “frame” issues in a manner that suggests and motivates solutions.

What kind of issue is global warming?

Climate Change



Climate Change



Climate Change



Climate Change



Climate Change



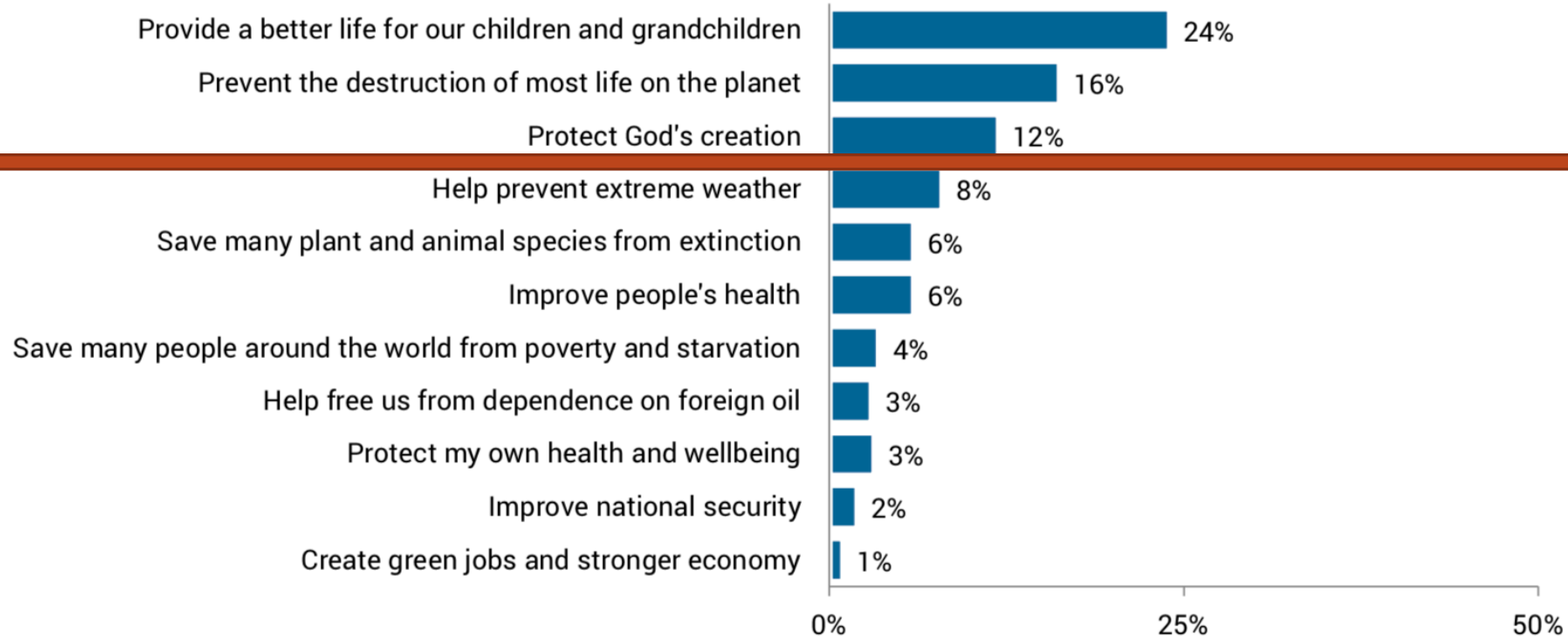
<i>In your opinion, do you think global warming is:</i>							
	<i>Nation</i>	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
An environmental issue	76	99	97	83	51	54	28
A scientific issue	72	97	92	75	39	54	34
An agricultural issue	65	93	87	69	39	40	18
An economic issue	61	96	81	63	25	33	25
A health issue	59	97	87	62	28	17	9
A lifestyle issue	57	89	84	58	23	27	11
A political issue	55	83	71	48	15	38	49
A moral issue	36	82	58	24	11	8	6
A national security issue	26	62	42	16	7	6	6
A social justice (fairness) issue	24	61	36	14	10	7	6
A poverty issue	24	56	37	17	8	7	5
A spiritual issue	13	31	16	11	8	5	6
A religious issue	10	20	12	6	10	6	9

Five most important facts/beliefs about climate change

- ◆ **It's real**
- ◆ **It's us** (human-caused)
- ◆ **Experts agree** (that human-caused climate change is happening)
- ◆ **It's bad** (for people)
- ◆ **There's hope**, there are solutions

One in Four Americans Say The Most Important Reason to Reduce Global Warming is To Provide a Better Life For Our Children and Grandchildren

The most important reason to reduce global warming is to...



(a) Which if the following reasons to reduce global warming, if any, are most important to you? Please select up to three reasons. (b) [If applicable] Of the reasons you selected, which one is most important to you?

March 2018. Base: Americans 18+ (n=1,278).

Co-benefits of addressing climate change can motivate action around the world

Paul G. Bain^{1,2,3*}, Taciano L. Milfont⁴, Yoshihisa Kashima⁵, Michał Bilewicz⁶, Guy Doron⁷, Ragna B. Garðarsdóttir⁸, Valdiney V. Gouveia⁹, Yanjun Guan¹⁰, Lars-Olof Johansson¹¹, Carlota Pasquali¹², Victor Corral-Verdugo¹³, Juan Ignacio Aragones¹⁴, Akira Utsugi¹⁵, Christophe Demarque¹⁶, Siegmund Otto¹⁷, Joonha Park¹⁸, Martin Soland¹⁹, Linda Steg²⁰, Roberto González²¹, Nadezhda Lebedeva²², Ole Jacob Madsen²³, Claire Wagner²⁴, Charity S. Akotia²⁵, Tim Kurz²⁶, José L. Saiz²⁷, P. Wesley Schultz²⁸, Gró Einarsdóttir¹¹ and Nina M. Saviolidis⁸

This research was conducted with university students in 24 countries (including all inhabited continents) and community members in 10 countries; N=6,196.

After disclosing their belief about the reality and importance of climate change, participants were asked to imagine what their nation will be like in the future if they take action aimed at limiting climate change.

Three factors most strongly influenced people's intentions to engage in important climate actions (i.e., citizen actions, personal behavior change, and donations):

- ◇ Perceived importance of climate change
- ◇ Perceived future "development" benefits from national climate action
 - ◇ Economic development
 - ◇ Education levels
 - ◇ Volunteering
 - ◇ Scientific progress
 - ◇ Extent of community groups
- ◇ Perceived future "benevolence" benefits from national climate action
 - ◇ Moral, Ethical
 - ◇ Caring, Considerate
 - ◇ Trustworthy, Honest
 - ◇ Sincere, Warm

Conclusion from the 24 nation study:

Framing climate action as transforming society for the better is effective at motivating people—even people who aren't convinced that our climate is changing.

“Communicating (these benefits) could motivate action on climate change where traditional approaches have stalled.”

**What “issue frame,”
and simple clear messages,
should faith leaders be repeating often,
through their trusted voices?**

The frame: Moral obligation/Moral opportunity

**Responding to the climate crisis is an opportunity
to not just avoid catastrophe,
but also to create a better world.**

**This is not just our moral obligation,
it's our moral opportunity.**

The message, writ large:

The sooner we fully embrace our nation's clean energy destiny and better agricultural/land use practices, the sooner we all will have cleaner air/water, better health, and greater economic prosperity—which is especially important for the least of us.

We can do this. We have the tools.

By using them we will create better health & more sustainable wealth for all. Perhaps more importantly, in doing this, all of us will become better, more moral people.

The bottom line:

- ◇ Use your trusted voice as a person of faith
- ◇ Tell people:
 - ◇ It's real, it's us, experts agree (97%+).
 - ◇ It's bad for us in many ways—weather, health, food, economy—especially for our children and grandchildren, and for the least of us.
 - ◇ There's hope: Rising to the challenge of the climate crisis is not only our moral obligation, but also perhaps our greatest moral opportunity to create better people and a better world.
 - ◇ The three most important things we need to do are:
 - ◇ 100% clean energy
 - ◇ Drawdown (i.e., reduce CO2 in the atmosphere to less than 350 ppm)
 - ◇ Increase community resilience
 - ◇ To prevent climate catastrophe, we must make this happen now—but the sooner we get started, the sooner we will create a healthier, more prosperous and more just world.

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Questions ?



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For more information:

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