# CLIMATE ADVOCACY LAB

WHAT WE DO

THE CLIMATE ADVOCACY LAB HAS BECOME THE CENTER OF GRAVITY FOR DATA, RESEARCH, AND SHARING WHAT WORKS (AND DOESN'T) IN CLIMATE AND CLEAN ENERGY ADVOCACY AND CAMPAIGNING IN THE US. Our mission is to help the climate community build grassroots power and win through evidence-based advocacy. We do this by enabling organizations to run smarter and more effective public engagement campaigns. We focus on both tactics, including communications, digital, and volunteer mobilization, as well as strategy, such as how our movement can build the political will necessary to tackle the climate crisis. We envision a country where more people care more deeply about climate and clean energy, and more people take action when asked, helping build more power.
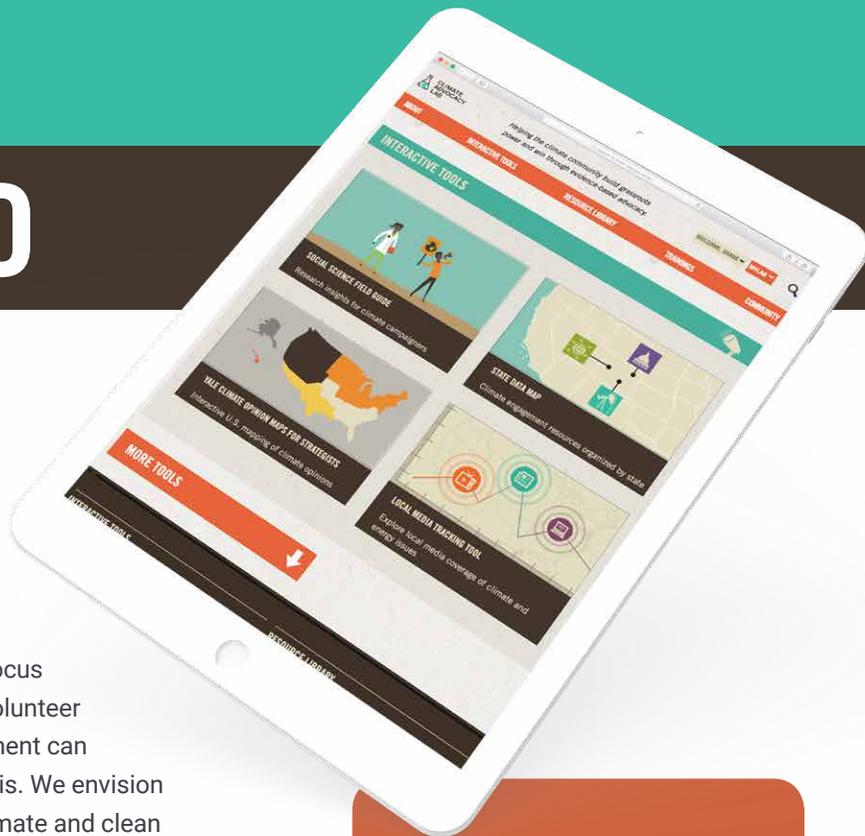
SINCE SEPTEMBER 2015...

THE LAB HAS TRAINED 1200 ADVOCATES

VIA 100+ WORKSHOPS & WEBINARS

While the climate science is settled, advocates still have a lot learn from the social sciences to decipher what is holding people back from deep prolonged action on the climate crisis. We are a 2400+ member network of leading advocates, social scientists, data scientists, funders, and consultants, with a culture dedicated to cross-sector synergy and sharing.

The Climate Advocacy Lab has become one of the most effective and prominent training, testing, and consulting organizations in the climate and clean energy space. We have created a movement-wide appetite for learning, testing, experimenting, and sharing beyond organizational silos, enabling advocates to optimize their public engagement campaigns by learning more rapidly than ever before. Movement organizations now regularly conduct tests, polls, and case studies, and share them through our network. Before the Lab, these insights may have sat in a drawer. Our work has dramatically improved the approach of organizations, saved substantial amounts of money and time, and contributed to greater effectiveness and climate victories.

OUR IMPACT In Minnesota, the Lab is helping the group MN350 test a "deep canvassing" model, in which canvassers ask people to reflect on values they hold dear, and then pivot back to how those values relate to climate change. The model has previously worked to combat prejudice against transgender people, and MN350 will share how it works on climate with the Lab community, so that groups can be learning together.

"There's so much evidence out there in the literature about how to be an effective change maker that it can be hard to sort through. **The Lab does a great job of enabling activists to access social science in a digestible way,** and also of funding new research to help groups test out our hunches about what works best."

—KEYA CHATTERJEE
Executive Director
US Climate Action Network

CLIMATE ADVOCACY LAB

Helping the climate community build grassroots power and win through evidence-based advocacy.

climateadvocacylab.org

HOW WE IMPACT THE MOVEMENT

All our resources and services are free thanks to funder support.

The Lab has regranted millions of dollars to answer key research questions about what works and what doesn't, so we all can win bigger and faster. We fund and offer technical consulting on field research and randomized controlled trials to help groups test new messages, new social and digital media tools, new organizing models, and more.

The Lab breaks down silos by facilitating collaboration between groups and individuals with similar interests and challenges so that the community learns and grows together.

Our work is widely valued, as evidenced by numerous testimonials from our members and strong returning attendance at our events.

OUR IMPACT The Lab helped a diverse coalition in Virginia pinpoint the best approach for its clean energy outreach—and the best use of limited resources. Campaign tests revealed that Trump-related messages attracted click-throughs, but messages directed at state GOP leaders increased engagement, yielding up to 10 times as many petition signatures.

We save the movement time and energy by rapidly taking new information from polling, experiments, reports, and social science studies, and distilling them into actionable insights.

Our website has become the nerve center for the transfer of knowledge within the movement by hosting over 1400 resources, including polls, social science papers, field tests, case studies, webinars, and other documents. We also house data-driven interactive tools for campaigners. No other equivalent knowledgebase exists for climate advocates.

We are one of the top training organizations in the climate and clean energy space. In just four years, we have produced over 100 trainings on how to run campaigns, employ evidence-based advocacy, incorporate DEI principles, and apply social science insights for advocacy.

We have helped incubate numerous projects like the Climate and Clean Energy Polling Consortium, the Yale Climate Opinion Maps for Strategists, and a climate data-sharing table.

Through robust internal and external programs, investments, and other activities, the Lab is working to demonstrate our commitment to diversity, equity and inclusion, environmental justice, and the work of frontline communities.

> "I could go on and on, but **the Lab has changed the way my grantees and I think about messaging climate** in Ohio."
>
> —JOHN MITTERHOLZER
> Senior Program Officer, *George Gund Foundation*

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