

Parlons

Climat

Reaching new audiences
to support the green transition



Key facts about Parlons Climat

A team of 3

communicators, consultants and entrepreneurs.

Non profit

we are mission-driven.

2022

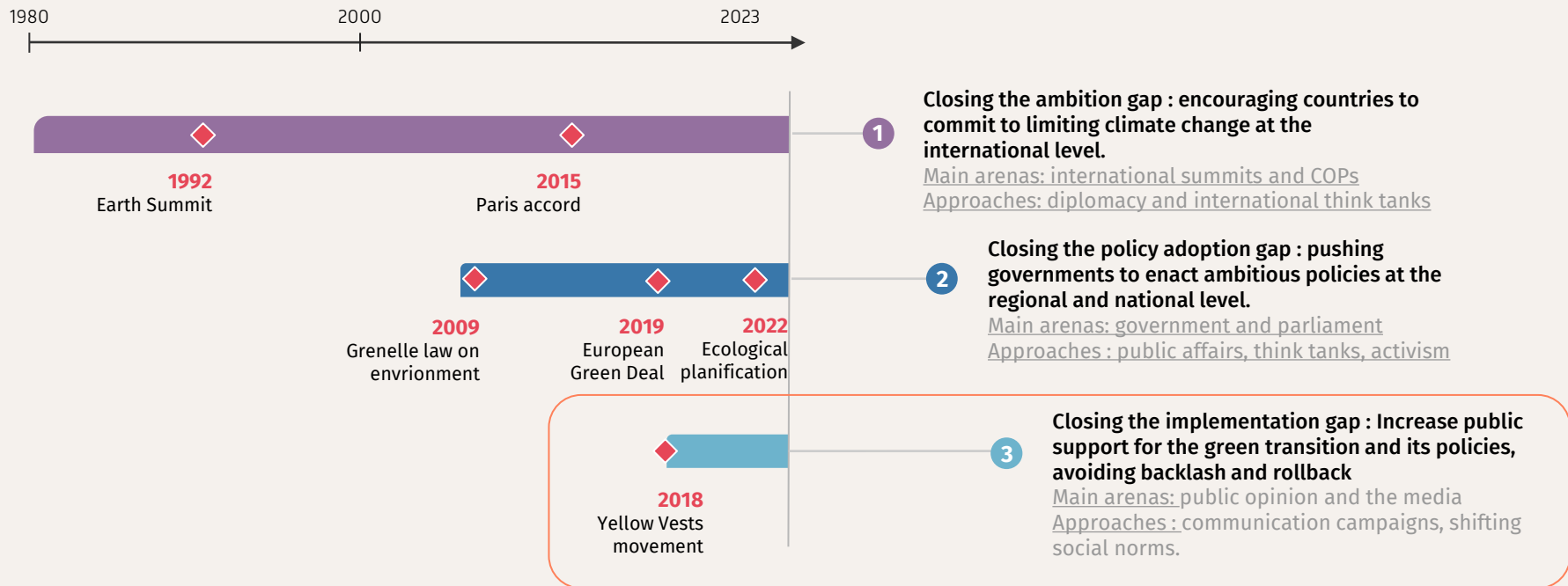
Parlons Climat was launched during Q3 of 2022

Unique

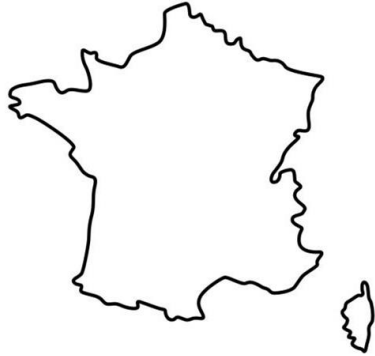
we are the only organisation working specifically on strategic climate comms in France.

Closing the emission gap : the missing piece

Broadening the public support for an ambitious green transition is the new key challenge to close the emissions gap



France is a key country in Europe for the green transition.



France is one of the most progressive countries in Europe on the climate transition and a political heavyweight.

**Symbols :
from the Paris agreement ... to the Yellow Vests**



**...and a power player in key sectors :
oil, farming, banking...**



Climate is not a key priority
for

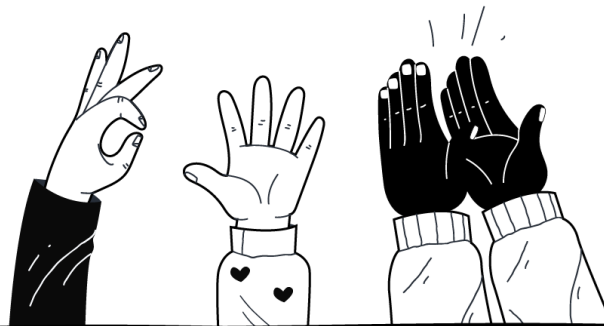
70%

of the population in France

We are working to engage the 70% of the French population who are not yet mobilised in favour of the green transition.

We create and support communication specifically designed for them and help new trustworthy messengers on climate to emerge.

Our approach is interdisciplinary, combining social sciences, data analysis, design and communication.



What we do : strategic climate comms

3 core activities



RESEARCH

We measure and analyse the evolutions of public opinion on climate, the green transition and the policies it requires. We do it for key under addressed audiences on topics critical to the green transition.



DISSEMINATION

We create and disseminate knowledge based on our research on public opinion and social sciences. From trainings to webinars, we present our research results to a wide range of actors.



COMMUNICATION

Based on our insights, we support those who want to develop new ways of talking about climate to less engaged audiences. We support specific campaigns and the build-up of new voices.

Who do we work with ?

2 types of partners

The climate movement

We work to support NGOs and groups in the climate movement to help them find new audiences and avoid polarisation.

When we identify a common need inside the climate movement around strategic communication, we launch a project to answer it. For example, we have carried out a wide-ranging study of *More in Common* segments and climate, launched an ongoing study of activist tactics (see below). We also advise actors of the climate movement on their communication strategies.

New messengers

We help credible messengers for key audiences to grow and develop their communities.

We work to support messengers who target audiences that are not receptive to the climate movement messengers. For instance we support Christian organisations, a right-wing think tank or travel content creators to better address their specific audiences on climate.

Some of the organisations we have been working with



ALTERNATIBA



GREENPEACE



IDDRI



Some of our key projects

Here we briefly present some of the key projects carried out since the creation of Parlons Climat in 2022.

Because they are based on new approaches and methodologies, coalitions of players to be brought together and new messengers to be sought out, these projects are medium to long term, ranging from 6 months to 2 years and covering one or more of our expertise :

RESEARCH

DISSEMINATION

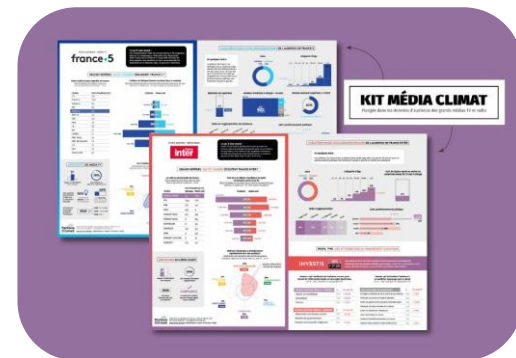
COMMUNICATION



France Talks Climate



An unprecedented programme in partnership with More In Common to unite the French people in all their diversity around the green transition, in 3 parts: a wide-ranging study based on More in Common's segmentation into 6 families of values; strategic recommendations to determine the best communications for each family; a half-day training course for climate communicators.



Media Climate Kit



35 factsheets to help understand the ratings and audience composition of the main TV and radio channels, thanks to the compilation and analysis of exclusive data from Médiamétrie and our own surveys.
A tool for key messengers in the climate movement who regularly speak in the media, to help them make the best decisions and prepare their talking points.

Some of our key projects

RESEARCH

DISSEMINATION

COMMUNICATION



Rethinking militant tactics



At the request of activists organizations, we launched the first ever academic study on the impact of the climate movement's tactics on public opinion.

The initial findings were presented at an activist festival in the summer of 2023. Since then, they have been presented to 300+ European climate activists and influencers. Those results sparked a conversation on tactics in the movement, at the French and European level.



Food and agriculture



Agriculture is one of the biggest emitters of CO² in France and has a major impact on biodiversity. It is therefore a key sector for the transition, especially as farmers are a powerful political group. Together with a coalition of stakeholders, we have studied the public's and farmers' relationship with agri-food issues, then trained interested organisations and supported impactful campaigns aimed at raising the voice of the silent majority of farmers.

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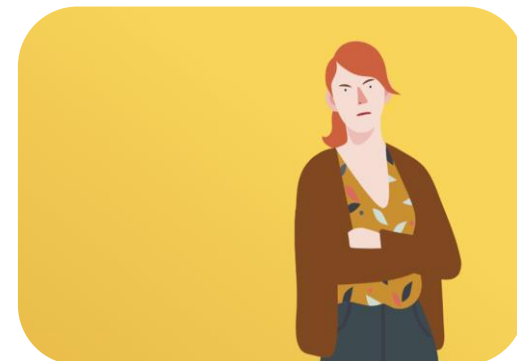
COMMUNICATION



Christians and climate



A coalition of Christian institutions and movements to carry out the first study in France on the relationship of Christians to the climate issue, and to build recommendations in terms of communication. A guide to communicate about climate in a Christian context is in progress, as well as ad hoc support for a number of Catholic and Evangelical organizations.



The Left Behind

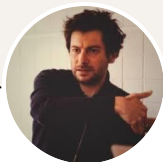


The Left Behind (MiC segmentatino) are the most backlash-prone segment of French society. Their high level of mistrust and relative social disintegration make them an audience particularly difficult to engage.

We have conducted quantitative and qualitative research to find out more about this audience, share this knowledge with interested organisations and, above all, identify the messengers and media we can work with to reach them.

The team

3 seasoned communicators, entrepreneurs and consultants.



Lucas Francou Damesin



Co-founder - research

A graduate of Sciences Po, Lucas has spent the last 10 years working at the crossroads of NGOs and politics, as well as in the startups sector. In particular, he has managed the strategic and financial aspects of NUMA (a major player on the Paris start-up scene); coordinated La base, the climate movement's HQ in the heart of Paris; and worked as a parliamentary assistant. At Parlons Climat, he is in charge of public opinion research, partner relations and structuring the organisation.



Amélie Deloffre



Co-founder - data and design

Amélie has been cultivating several expertises at once for 10 years. Online opinion research (in an agency within Publicis); data analysis, including innovative big data projects (in a start-up) and design l (freelance). An entrepreneur at heart, she helped launch the microadventure tourism concept in France by creating a media outlet, a book and a school. Today, she remains one of the voices of tomorrow's travel. At Parlons Climat, she works in all areas of expertise, from research to communications.



Damien Cahen



Partner - agriculture and food

A graduate of CELSA (Sorbonne), Damien is an expert in digital communications, having worked in agencies, start-ups and, most recently, the Government Information Service (SIG), where he managed ambitious public campaigns. A coordinator by nature, he has also managed Le Tank, a Paris venue dedicated to the emergence of new media. He has now joined Parlons Climat to specifically manage a major project dedicated to agriculture and food.



Want to talk about our work ?
Reach out to :
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