

Parlons  
Climat

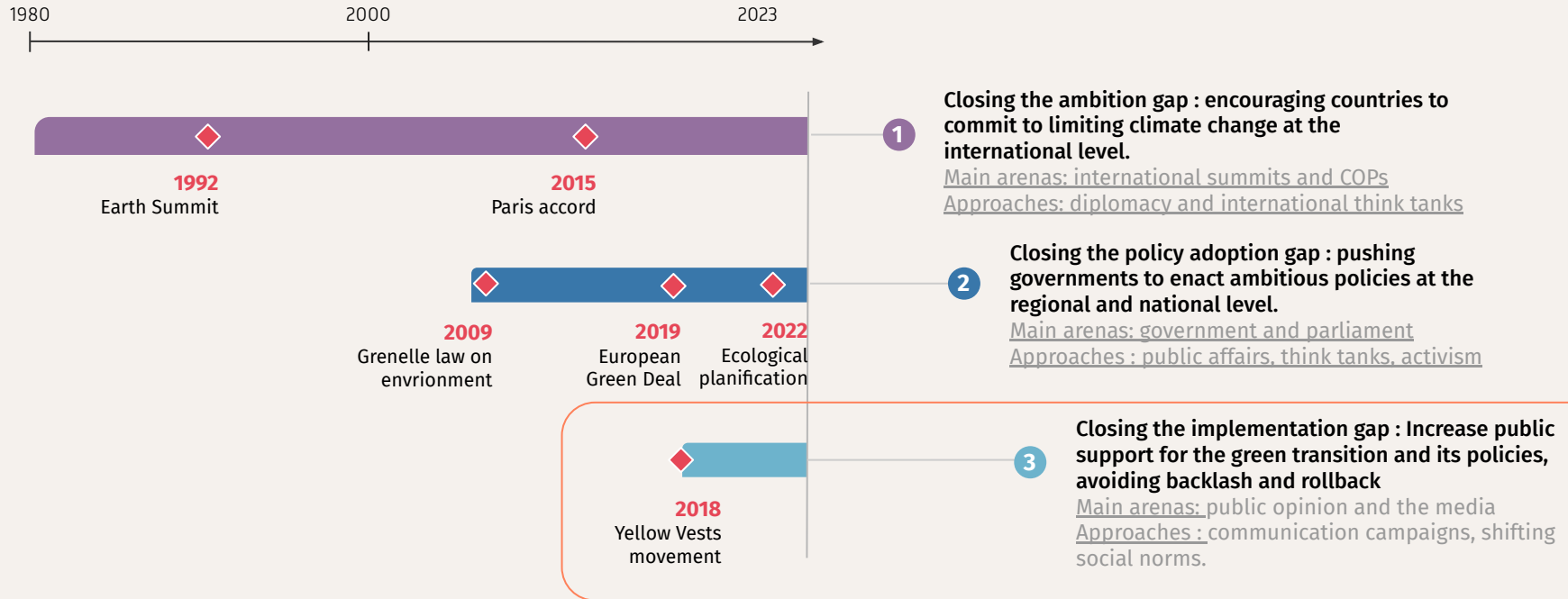
Reaching new audiences  
to support the green transition



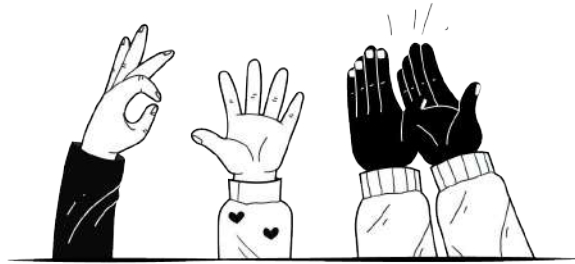
09.2023

# 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



At Parlons Climat, **we believe that a detailed understanding of public opinion, coupled with strategic communication, is the key to successfully getting a larger proportion of the French population on board with the green transition.**



**We work to design and implement new ways of engaging people, using innovative methodologies and tools.** Our work is interdisciplinary, at the crossroads of social sciences, data analysis, design and communication.

# What we do

3 core activities



## RESEARCH

**We measure and analyse the evolutions of public opinion on climate, the green transition and the policies it requires.**

By carrying out and compiling surveys; conducting qualitative interviews; collecting and analysing different types of data; keeping in touch with advances in climate communications and social science; and discussing regularly with academics.



## DISSEMINATION

**We create and disseminate knowledge based on our research on public opinion and social sciences.**

Our data and insights are shared in a variety of formats, including research reports, strategy notes and newsletters.

We also regularly present our work through training courses, webinars and presentations.



## COMMUNICATION

**We support those who want to develop new ways of talking about climate to less engaged audiences.**

Strategic and operational support for NGOs, groups, experts and media wishing to engage in dialogue with those segments of the French population that have so far shown less support for the green transition.

# 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.

# 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

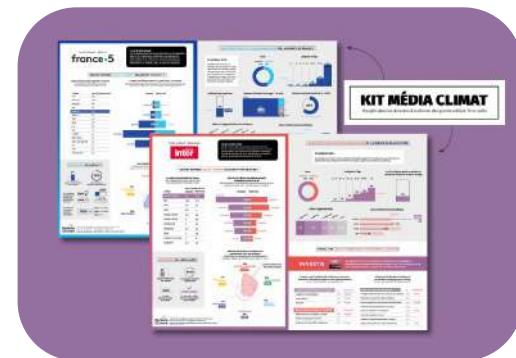
COMMUNICATION



## 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.

# 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



## Christsians 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.



## Itinéraire Bis



A coalition dedicated to getting travel journalists and influencers to change the images they promote and change the social norms when it comes to holidays, far from the standards that the media and cultural industry have promoted in recent years, from city-breaks to turquoise beaches at the other end of the world. 50 members specialising in the 'travel of tomorrow' offer their peers resources and awareness-raising conferences and trainings.

# 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



## Écologie Responsable



In partnership with Our Common Home, we provided strategic and operational support for the development of Écologie Responsable, the leading right-wing think tank on ecological issues. We created their graphic identity, website and developed their social networks strategy. We also led a co-branded study to enable them to speak out on the subject of the right and climate. The launch event gathered over 200 young right-wingers and up and coming personalities from this political family.



## INDICE



To share knowledge, studies and insights, we have launched the Indice newsletter, sent to over 1,100 communicators and strategists, mostly from the climate ecosystem.

In addition to this newsletter, we organise peer-to-peer events to provide inspiration and insight into the current dynamics, such as the recent development of BBB in the Netherlands.



# On going projects

RESEARCH

DISSEMINATION

COMMUNICATION



## Rethinking militant tactics



At the request of activists organizations, we have 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. The analysis is ongoing, and we will then begin work with the players to think up new ways of being a climate activist.



## Food and agriculture



Agriculture is one of the biggest emitters of CO<sup>2</sup> 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 are studying the public's and farmers' relationship with agri-food issues, then training interested organisations and supporting impactful campaigns aimed at the silent majority of farmers.

# On strategic focuses

RESEARCH

DISSEMINATION

COMMUNICATION



## 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 launched a quantitative and qualitative research project 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.



## Cost of living, consumption

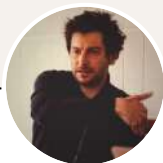


For most people in France, changing their consumption habits is the most obvious way of getting involved, and purchasing power is the number one concern of the French.

With this in mind, we felt it was a priority to launch an in-depth research into this subject, to identify how people could get involved and identify new messengers on this subject with whom we could launch campaigns combining the issues of consumption and the green transition.

# The team

4 seasoned communicators, entrepreneurs and consultants.



**Lucas Francou Damesin**



Co-founder & partner - 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**



Partner - 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 I (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.



**Rémi Barra**



Partner - strategic communications

With 15 years' experience in leading communication agencies (in public and crisis communications), Rémi is the embodiment of Parlons Climat's communications expertise. He retains a strong interest in strategic intelligence and information management, which marked the start of his career and which he teaches at Sciences Po Aix-en-Provence. An all-round consultant, he cut his teeth working for major CAC 40 groups, before moving to work with high-impact actors.



**Damien Cahen**



Senior - 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.



---

**Lucas Francou Damesin**

Co-founder and partner  
[lucas@parlonsclimat.org](mailto:lucas@parlonsclimat.org)

---