



What people think,
feel and do



PRCA

Climate Communications 2023



Key findings

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OPINIUM RESEARCH

58 Great Sutton St
London, EC1V 0DG
T +44 (0)20 7566 3190
helloUK@opinium.com



Project details

PROJECT NUMBER	UK23692
PROJECT NAME	Climate Communications 2023
CLIENT COMPANY NAME	PRCA
PROJECT MANAGER NAME	Laura Foulkes
PROJECT MANAGER EMAIL	laurafoulkes@opinium.com
SAMPLE	230 Communications Practitioners
FIELDWORK DATES	1st June - 27th June 2023

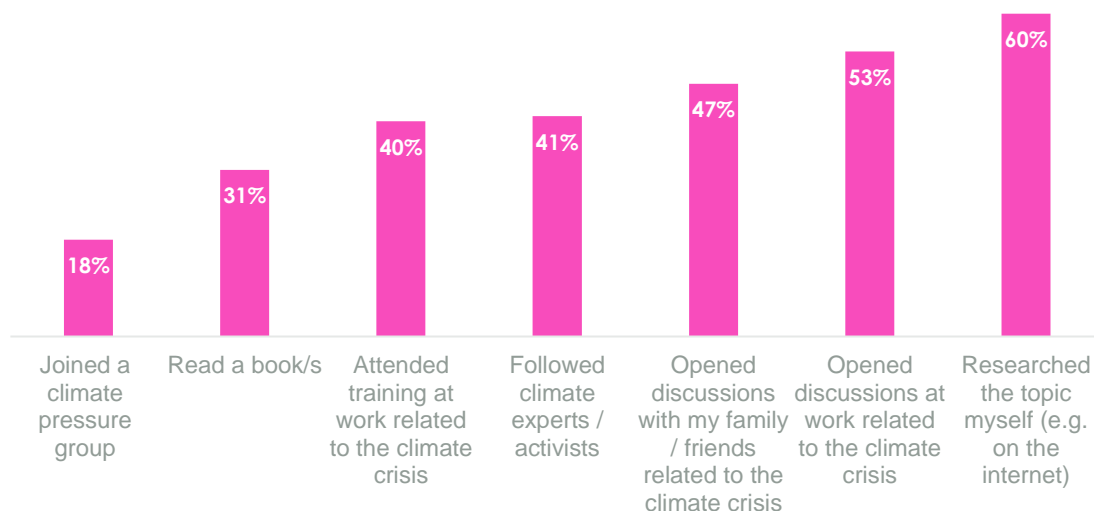
Main Findings

Three quarters advise clients/ colleagues on issues relating to the climate crisis more frequently than 12 months ago

Almost all (95%) are advising clients/ colleagues about the climate crisis and how they can effectively communicate the part they play. Almost three quarters (72%) are advising clients/ colleagues more frequently about issues related to the climate crisis than they did a year ago and just 6% are doing so less frequently. When thinking comparatively to five years ago 85% have said they are advising more frequently and just 3% are doing so less frequently.

Positively, almost all (97%) have described their client/ organisation as having at least some knowledge of the climate crisis with almost a fifth (18%) saying they have extensive knowledge of the topic. Over half (53%) have opened discussions at work related to the climate crisis and two fifths (40%) have attended training at work related to the climate crisis in the last year. Other actions taken by consultants to educate themselves over the last year included three fifths (60%) researching the topic themselves, watching documentaries (57%), following climate experts/ activists (41%) and reading books (31%).

Action taken by clients/ organisations



Almost half (47%) of clients/ organisations are taking action towards the climate crisis by having sustainability policies and practices in place. Other actions taken include carbon footprint reduction measures (44%), contributing to debates on climate change (38%), Net Zero commitments and innovation technology (both 37%), educating consumers in their comms and carbon footprint measurement (both 34%).

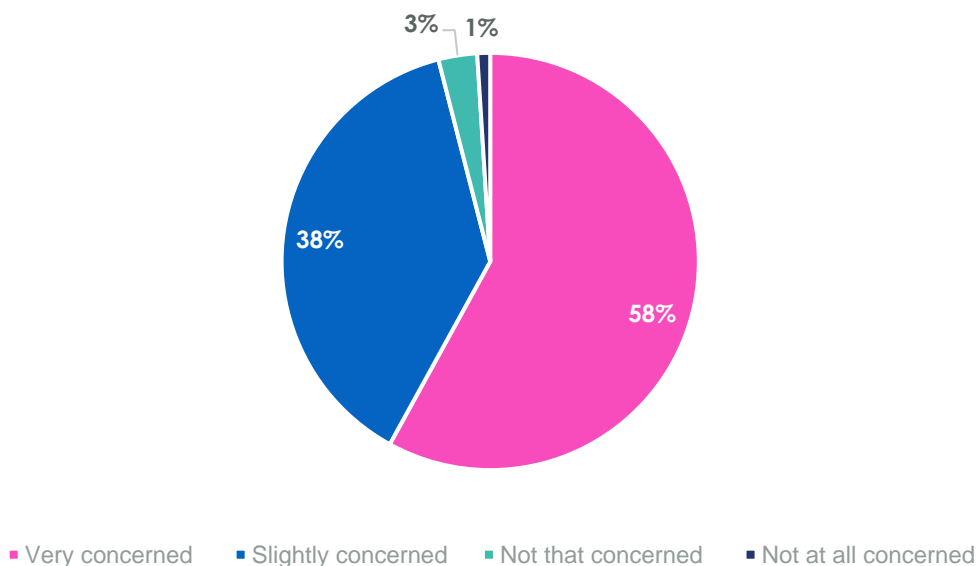
Three fifths feel as though clients/ organisations need to be experts in order to contribute to the climate crisis debate

Whilst it seems that clients and organisations are taking action towards the climate crisis two thirds (66%) agree that clients often jump on the bandwagon of talking about climate change but don't actually act as well as two fifths (44%) also agreeing that knowledge clients/ organisations have of climate change is often incorrect or misinformed. Whilst feeling that the knowledge that clients have is often incorrect, almost three fifths (58%) feel as though their client/ organisation needs to be an expert in order or contribute to the debate. There are some concerns surrounding clients/ organisations and the conversation around the climate crisis, with two fifths (44%) saying that they are concerned that the client will be perceived negatively if they focus on the client crisis in the communications and a similar amount (41%) said if their clients comment or contribute to the debate it makes them nervous.

Despite action being taken by clients and organisations, over half (57%) feel as if the organisation they work for is not doing enough to tackle the climate crisis. Similarly to what clients/ organisations are actioning to tackle the crisis, having sustainability policies and practices in place came in top for actions their organisation are taking (43%) followed by carbon footprint reduction measures (40%), educating consumers through comms (35%) and carbon footprint measurement (35%).

Three fifths (58%) are very concerned about the climate crisis and 78% have encountered challenges from clients/ bosses in relation to the crisis. A third (33%) have experienced requirements for team members to travel for meetings that could take place online as well as one in three (29%) clients/ bosses not believing their organisation needs to address the climate crisis. A quarter (25%) have experienced attempts at "greenwashing" and a fifth (20%) have had clients/ bosses not believing in the climate crisis in general.

Concern about Climate Crisis



Thinking about themselves as an individual, PR and communication professions have educated themselves on climate change issues (57%), taken public transport more often (47%), helped to educate clients on climate change (45%) contributed to the debate (40%) and 35% have changed their own carbon footprint in order to take action to help address the climate crisis.

Over three fifths have heard of Climate Justice

Over three fifths (65%) have heard of Climate Justice with almost half (47%) having heard a little but not knowing much about it and 35% had never heard of it. With three fifths being aware of the responsibility to share the responsibility of dealing with climate change 84% agree that the PR and communications industry has a responsibility to stop misinformation about the climate crisis. They also largely agree that the industry has a responsibility to educate their clients (82%) and the same amount (82%) agree that the industry needs to do more to tackle misinformation around the climate crisis.

Over the last 12 months the industry has seen increased support for both Net Zero targets and renewable energy sources (both 63%) with Net Zero targets seeing the support increase a lot for a fifth (23%) and renewable energy sources support increase a lot for 27%.

Two fifths said advocates within their organisation to stress the importance as well as their manager having a better importance of addressing the climate crisis (both 42%) would help prioritise the climate crisis in relation to work. For a similar amount (41%) said having a defined Net Zero target within the organisation would help the climate crisis to be prioritised.

Over two fifths (44%) have noticed clients/ organisations attempting to 'greenwash', and almost all (95%) pushed back against the attempt at greenwashing. Positively of those that noticed greenwashing 65% saw clients/ organisations changing their approach to avoid greenwashing.

About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

www.opinium.com | research@opinium.com | 0207 566 3190