



# Green conversations

Communicating with friends,  
family and colleagues to  
inspire action



We will look at two types:

## 1. Constructive Conversations

- People at the start of 'becoming greener'
- Encouraging pro-environmental action

## 2. Conversations with people in a scarcity mindset

- People who are stuck in a 'not enough' mindset (time, money, resources, good people...)
- Neutralising scarcity to inspire people to action

# CONSTRUCTIVE CONVERSATIONS

<b>Connect first with values (not info):</b>	Q What motivates you towards green action?
<b>Be curious and respectful to uncover pro-environmental behaviours:</b>	Q I am interested to know what kind of things you are already doing around nature and climate? Q What made that possible? Q Did you have to overcome any challenges and if so how?
<b>Encourage more:</b>	Q What are you thinking of doing next? Q What will help you do that? Q What are you going to solve and any ideas on how you will do that?

**Affirm and appreciate throughout: e.g that's great, impressive, hard work, a lot to have achieved, inspirational, lots for me/us to think about/ learn from there etc.**

# Take a Constructive Thinking Approach



Effect of issues-based thinking	Effect of Constructive Thinking approach
Asking: what is the problem and how do we fix it?	Asking: what is the long term vision? What are we doing to get to that? What more do we do?
<ul style="list-style-type: none"> <li>▪ Frustration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Motivated</li> </ul>
<ul style="list-style-type: none"> <li>▪ Efforts not valued</li> </ul>	<ul style="list-style-type: none"> <li>▪ Efforts valued</li> </ul>
<ul style="list-style-type: none"> <li>▪ Environment is complex &amp; difficult = a problem</li> </ul>	<ul style="list-style-type: none"> <li>▪ Looking after the environment has many benefits and is do-able</li> </ul>
<ul style="list-style-type: none"> <li>▪ Feeling overwhelmed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Belief in own capacity and agency to make a difference</li> </ul>
<ul style="list-style-type: none"> <li>▪ Risk averse</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fosters innovation</li> </ul>
<ul style="list-style-type: none"> <li>▪ Disowning – it's not our problem</li> </ul>	<ul style="list-style-type: none"> <li>▪ Willing to get involved and make a difference</li> </ul>
<ul style="list-style-type: none"> <li>▪ No momentum or resistance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Momentum for delivery</li> </ul>

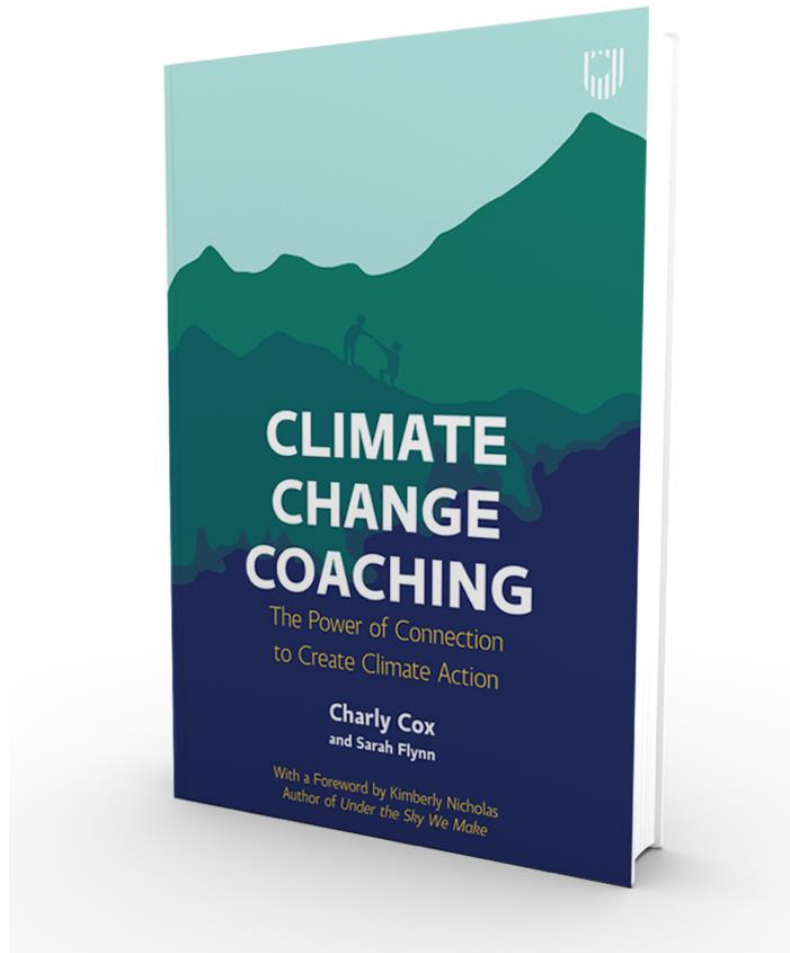
(Adapted from Yuliani. 2008)

# Let's have a go

- Any volunteers?
- Imagine being near the beginning of 'becoming greener'...

<b>Connect first with values (not info):</b>	Q What motivates you towards green action?
<b>Be curious and respectful to uncover pro-environmental behaviours:</b>	Q I am interested to know what kind of things you are already doing around nature and climate? Q What made that possible? Q Did you have to overcome any challenges and if so how?
<b>Encourage more:</b>	Q What are you thinking of doing next? Q What will help you do that? Q What are you going to solve and any ideas on how you will do that?

# CONVERSATIONS WITH PEOPLE IN A SCARCITY MINDSET



## Climate Change Coaching

- Written by Charly Cox and Sarah Flynn



# Scarcity: a barrier to action

- Feelings of 'not enough' - time, money, resources, good people, political will
- Scarcity mindset stalls us from taking action:
  - Reduces our imaginative capacity because we look for ways to protect not innovate
  - We dismiss ideas too quickly because there's 'not enough' resources to bring them to life
- Really unhelpful mindset in relation to climate and nature crisis





- It's all very well banning petrol cars from 2030, but by then we will have reached tipping points from which we can't return. It'll be too late. **Scarcity: Not enough time**
- When I go round my local supermarket I don't see anyone else agonising over plastic like I do.  
**Not enough people care**
- If X party don't win the next election it's all over for the climate crisis.  
**Not enough politicians engaged on this/ not enough time**
- My kids want me to become a vegetarian, but it just feels so limiting  
**Not enough choice**



- I'd need to do a PhD to be able to do anything useful about climate change! I'm not clever enough/ I don't know enough
- Until the government makes us convert our fleet to electric, we'd be mad to do it. We'll completely lose our competitive advantage. Will not make enough profit/ not enough customers care
- I read a report about how bad our soils are, and how precarious our food supply is. I'm seriously thinking about stockpiling food in the garage  
Will not be enough resources/ food

- It is not the facts of scarcity that matter, but the way that we relate to those facts
- We can help people move away from scarcity, back into their rational selves, so that they can make effective plans for action

Key to success:

**Disconnect the feelings from the fact**

**Example:**

**The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?**

**Name scarcity – disconnect the feelings from the facts**

**Example:**  
The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?

**It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste**

It seems like you feel "not good enough"/there is not enough X when it comes to this?

I notice you've said "not enough" several times now as you've described this – that sounds like a feeling of scarcity, is that right?

	<b>Name scarcity – disconnect the feelings from the facts</b>	<b>Make it ok to feel this way</b>
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<b><u>Example:</u></b> The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?	<b>It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste</b>	<b>You are not alone. I've also felt like this.</b>
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	It seems like you feel "not good enough"/there is not enough X when it comes to this?	This is a really understandable response
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	I notice you've said "not enough" several times now as you've described this – that sounds like a feeling of scarcity, is that right?	This is a healthy human response when you see others not acting
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	Name scarcity – disconnect the feelings from the facts	Make it ok to feel this way	Acknowledge the person <i>and</i> the planet
<p><b><u>Example:</u></b> The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?</p>	<p><b>It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste</b></p>	<p><b>You are not alone. I've also felt like this.</b></p>	<p><b>I know you to be someone who ... [point to their resourcefulness] makes lots of effort to reduce your plastic purchases</b></p>
	<p>It seems like you feel "not good enough"/there is not enough X when it comes to this?</p>	<p>This is a really understandable response</p>	<p>I wonder what other challenges the planet/this community/our company has overcome that once seemed insurmountable?</p>
	<p>I notice you've said "not enough" several times now as you've described this – that sounds like a feeling of scarcity, is that right?</p>	<p>This is a healthy human response when you see others not acting</p>	<p>Humans have changed systems for the better before ... [insert example, e.g. the end of slavery, the civil rights movement]</p>



	Name scarcity – disconnect the feelings from the facts	Make it ok to feel this way	Acknowledge the person <i>and</i> the planet	Ask for proof
<p><b><u>Example:</u></b> The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?</p>	<p>It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste</p>	<p>You are not alone. I've also felt like this.</p>	<p>I know you to be someone who ... [point to their resourcefulness] makes lots of effort to reduce your plastic purchases</p>	<p>Have you talked to anyone who could help you find out if that's always the case?</p>
	<p>It seems like you feel "not good enough"/there is not enough X when it comes to this?</p>	<p>This is a really understandable response</p>	<p>I wonder what other challenges the planet/this community/our company has overcome that once seemed insurmountable?</p>	<p>I wonder if that's always the case? What research have you done?</p>
	<p>I notice you've said "not enough" several times now as you've described this – that sounds like a feeling of scarcity, is that right?</p>	<p>This is a healthy human response when you see others not acting</p>	<p>Humans have changed systems for the better before ... [insert example, e.g. the end of slavery, the civil rights movement]</p>	<p>You know, sometimes we can buy an idea that our mind sells us without really inspecting it. I wonder how much you've inspected this thought? Is it really true?</p>

	Name scarcity – disconnect the feelings from the facts	Make it ok to feel this way	Acknowledge the person <i>and</i> the planet	Ask for proof	The bigger picture
<p><b><u>Example:</u></b> The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?</p>	<p>It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste</p>	<p>You are not alone. I've also felt like this.</p>	<p>I know you to be someone who ... [point to their resourcefulness] makes lots of effort to reduce your plastic purchases</p>	<p>Have you talked to anyone who could help you find out if that's always the case?</p>	<p>What about if we looked up some of the organisations that are working on it? Are there any you are inspired by?</p>
	<p>It seems like you feel "not good enough"/there is not enough X when it comes to this?</p>	<p>This is a really understandable response</p>	<p>I wonder what other challenges the planet/this community/our company has overcome that once seemed insurmountable?</p>	<p>I wonder if that's always the case? What research have you done?</p>	<p>What were you doing X years ago, and what did you get done between then and now? What has the world accomplished in this time?</p>
	<p>I notice you've said "not enough" several times now as you've described this – that sounds like a feeling of scarcity, is that right?</p>	<p>This is a healthy human response when you see others not acting</p>	<p>Humans have changed systems for the better before ... [insert example, e.g. the end of slavery, the civil rights movement]</p>	<p>You know, sometimes we can buy an idea that our mind sells us without really inspecting it. I wonder how much you've inspected this thought? Is it really true?</p>	<p>Map the system: A more practical approach for someone who believes that there is 'not enough' is to map the system out to see who else is out there and what they are doing</p>

	Name scarcity – disconnect the feelings from the facts	Make it ok to feel this way	Acknowledge the person <i>and</i> the planet	Ask for proof	The bigger picture
<p><b><u>Example:</u></b> The amount of plastic-wrapped veg in shops is so depressing – why don't big supermarkets do something about it?</p>	<p>It sounds like you're feeling a sense of scarcity, like there's not enough people who care about plastic waste</p>	<p>You are not alone. I've also felt like this.</p>	<p>I know you to be someone who ... [point to their resourcefulness] makes lots of effort to reduce your plastic purchases</p>	<p>Have you talked to anyone who could help you find out if that's always the case?</p>	<p>What about if we looked up some of the organisations that are working on it? Are there any you are inspired by?</p>
<p><b>What's the point in making changes to fight climate change? We've only got 'X' years left...</b></p> <p>Let's have a go at filling in suggested sentences!</p>	<p>It sounds like you're feeling a sense of scarcity, like there's not enough time to fight climate change</p>	<p>It does feel very daunting, I feel the same</p> <p>Lots of people feel this way too</p>	<p>You feel like just one person, but you are making a difference by yourself by inspiring others to also change</p> <p>Every small change adds up and you can influence many people with your positive impact</p>	<p>We've only got X years left, to do what?</p> <p>What research have you looked at that talks about this?</p>	
<p><b>I'd need to do a PhD to be able to do anything useful about climate change!</b></p>					

# What are the big takeaways for you?



**PLEDGE:** TO USE SOME OF THESE  
TECHNIQUES WITH 1 OTHER  
PERSON IN THE NEXT WEEK