

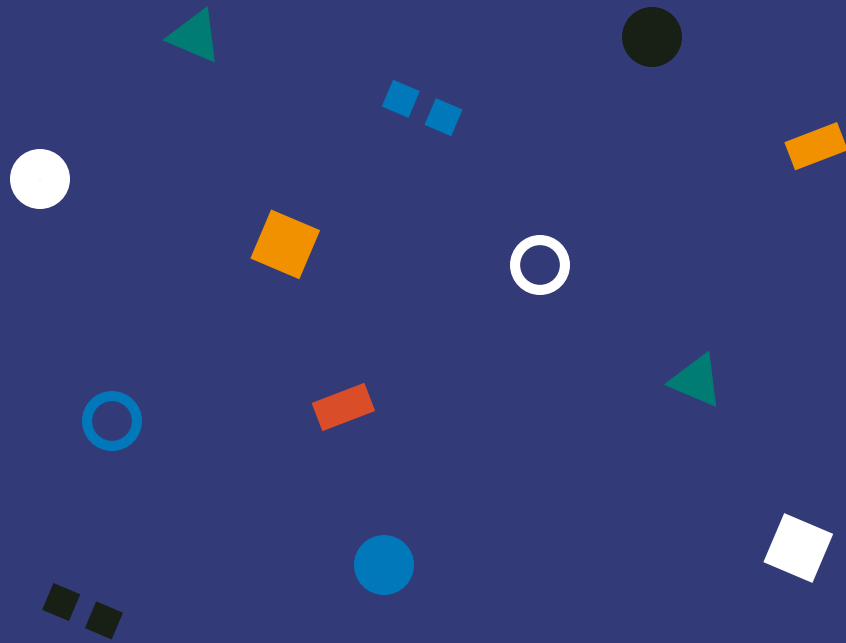


ADJACENT ISSUES: CAN WE LEVERAGE SUPPORT FROM CLIMATE ACTIVISTS?

/ 14 November 2024
// French Partner Meeting
/// www.developmentengagementlab.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

Soomin Oh
David Hudson
Jennifer Hudson

CONNECT THE DOTS

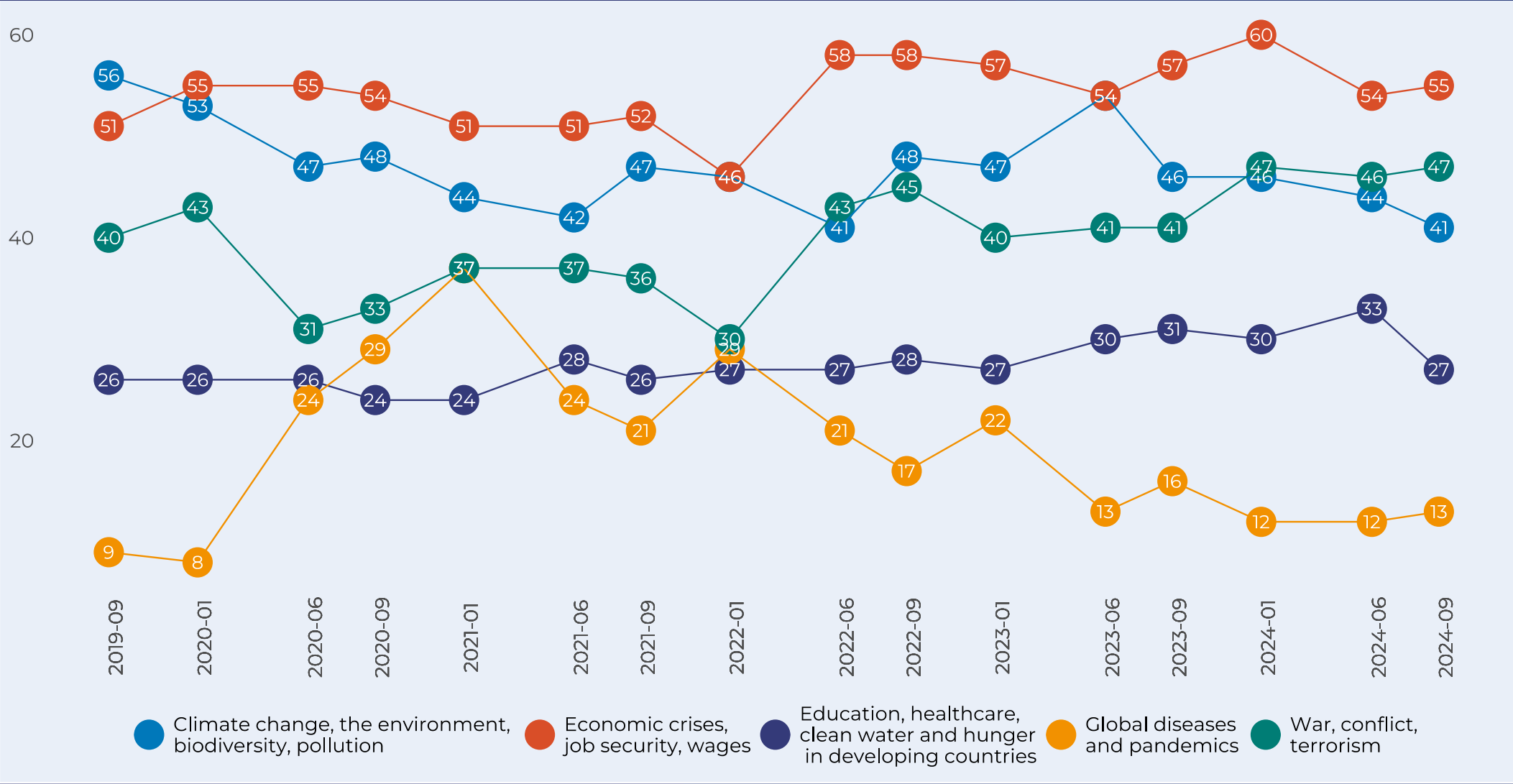


Can we get climate supporters to
support international
development by connecting the
issues?

BUILDING SUPPORT FOR DEVELOPMENT FROM THE CLIMATE CROWD

- Two premises and a hypothesis:
 1. The climate sector has been successful in building a coalition of support (in a short period of time)

KEY ISSUES OF CONCERN (2019-2024)



BUILDING SUPPORT FOR DEVELOPMENT FROM THE CLIMATE CROWD

- Two premises and a hypothesis:
 1. The climate sector has been successful in building a coalition of support (in a short period of time)
 2. Climate and development are related/adjacent issues (global, interdependencies, size, complexity, etc.)
 3. **We can bring climate supporters to development by making the connecting the two issues for citizens**

BUILDING SUPPORT FOR DEVELOPMENT FROM THE CLIMATE CROWD

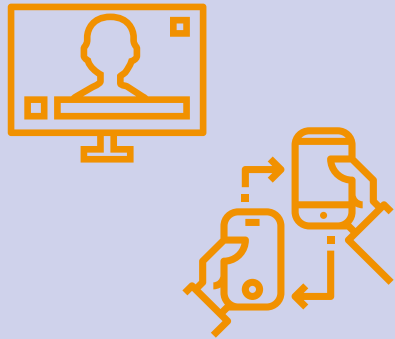
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- Can we move people from climate to development by
 - Showing how the two issues are connected
 - Showing the impact on people personally
 - Showing how people can take action

BUILDING SUPPORT FOR DEVELOPMENT FROM THE CLIMATE CROWD

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- Can we move people from climate to development by
 - Showing how the two issues are connected
 - Showing the impact on people personally
 - Showing how people can take action
- **Can we leverage climate activists – i.e., citizens who are already engaged with climate action – over to development?**

ENGAGEMENT WITH CLIMATE CHANGE

INFORMATION



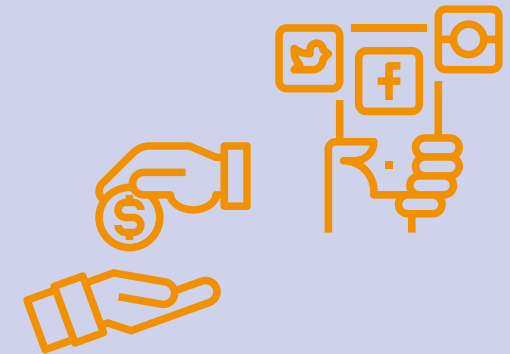
Read, watch, or listen, or share information (e.g., news article or social media posts) about climate change

VOICE



Use your voice to influence efforts towards climate change (e.g., sign petitions, write blogs, contact officials, participate in events such as rallies or protests)

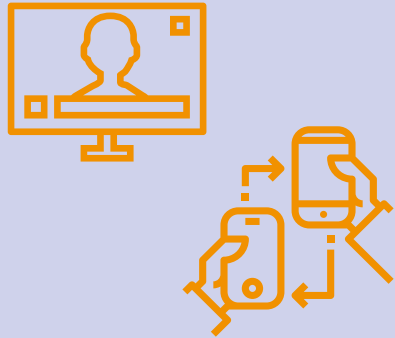
BEHAVIOUR



Volunteer, donate, or engage with organisations working on climate change (e.g., join, follow, like)

ENGAGEMENT WITH CLIMATE CHANGE

INFORMATION



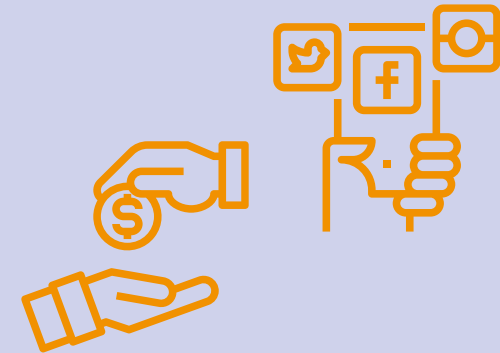
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Volunteer, donate, or engage with organisations working on climate change (e.g., join, follow, like)

ENGAGEMENT BY ISSUE



Not engaged with climate change

- 38% of the population

Engaged (information) with climate change

- 23% of the population

Engaged (behaviour & voice) with climate change but not development

- 10% of the population

Engaged (behaviour & voice) with development but not climate change

- 8% of the population

Engaged (behaviour & voice) with both development and climate change.

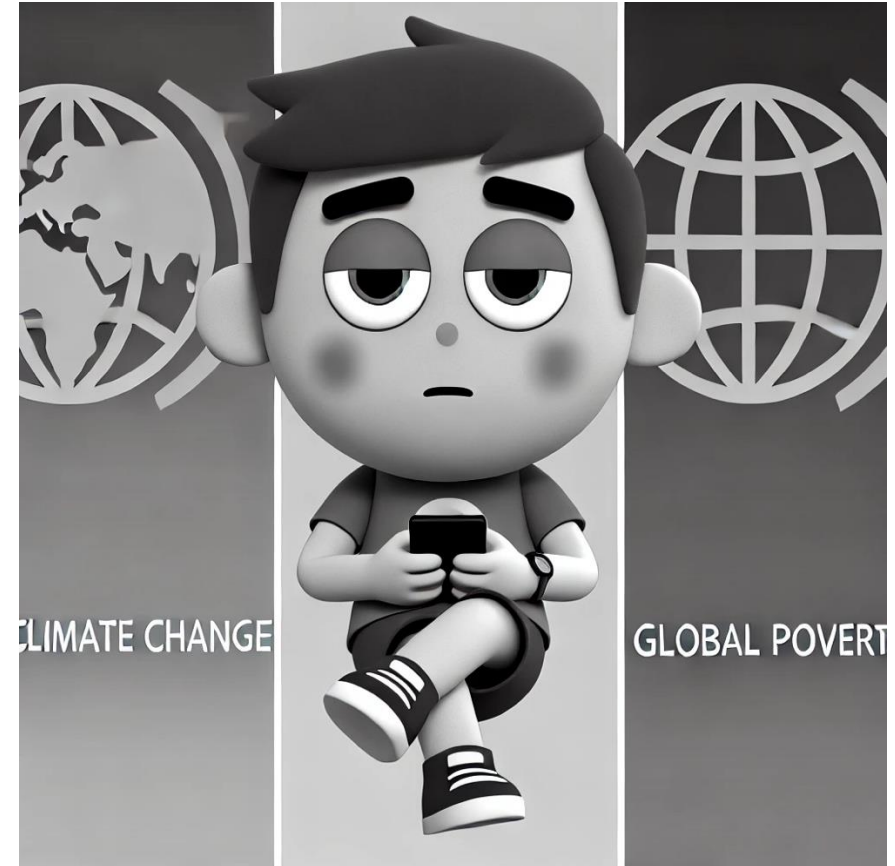
- 21% of the population



ENGAGEMENT BY ISSUE



Not engaged with climate change
• 38% of the population



Apathetic Alex



ENGAGEMENT BY ISSUE



Engaged (information) with climate change

- 23% of the population



Informed Isaac



ENGAGEMENT BY ISSUE



Engaged (behaviour & voice) with climate change but not development

- 10% of the population



Eco Eddy



ENGAGEMENT BY ISSUE



Engaged (behaviour & voice) with climate change but not development

- 10% of the population

Worthwhile? Yes.

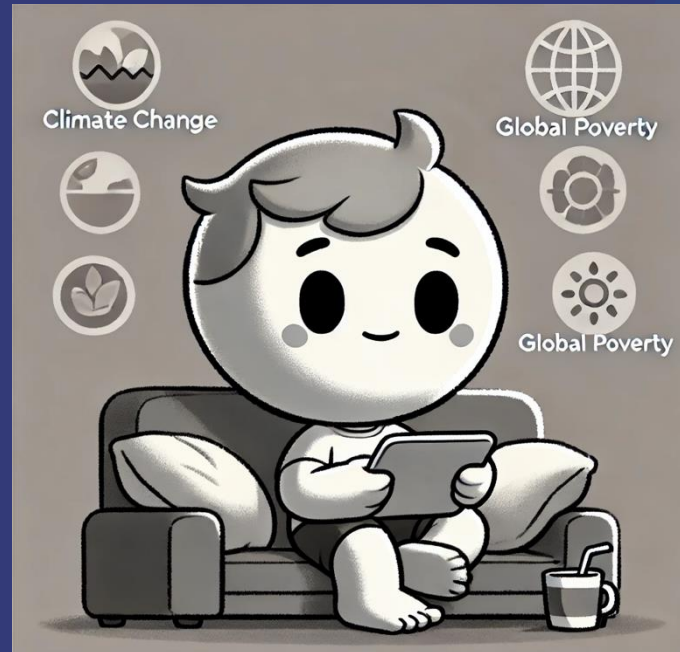
- Already active in the climate change sphere
- Highly engaged – vocal or act
- Motivated to take action (and do) on a global issue
- Multiplier effects if brought on board with international development.



HOW DO WE BRING THEM ON BOARD WITH INTERNATIONAL DEVELOPMENT?



Apathetic Alex



Informed Isaac



Eco Eddy

“Connect the dots for us, si vous plait!”

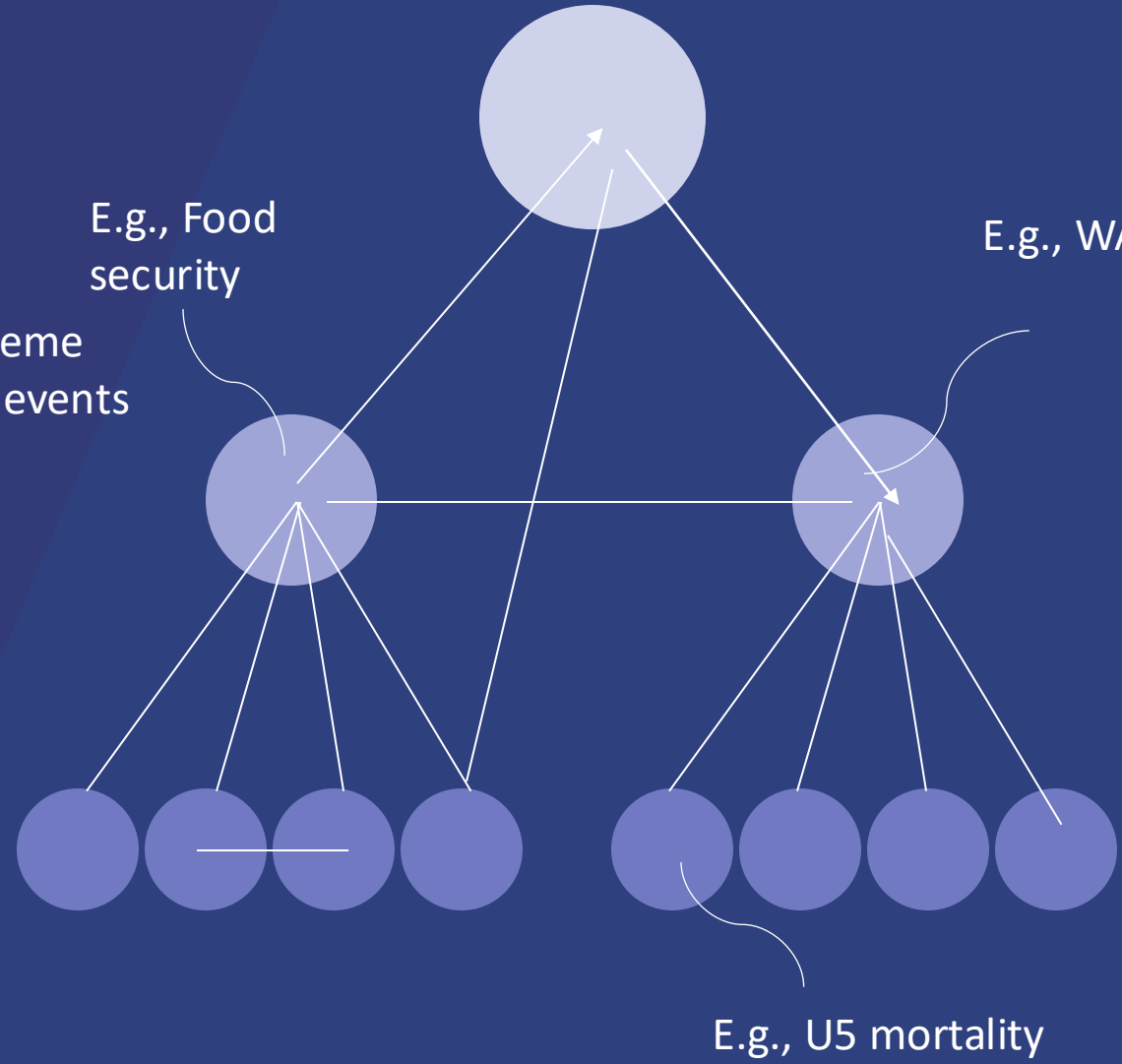
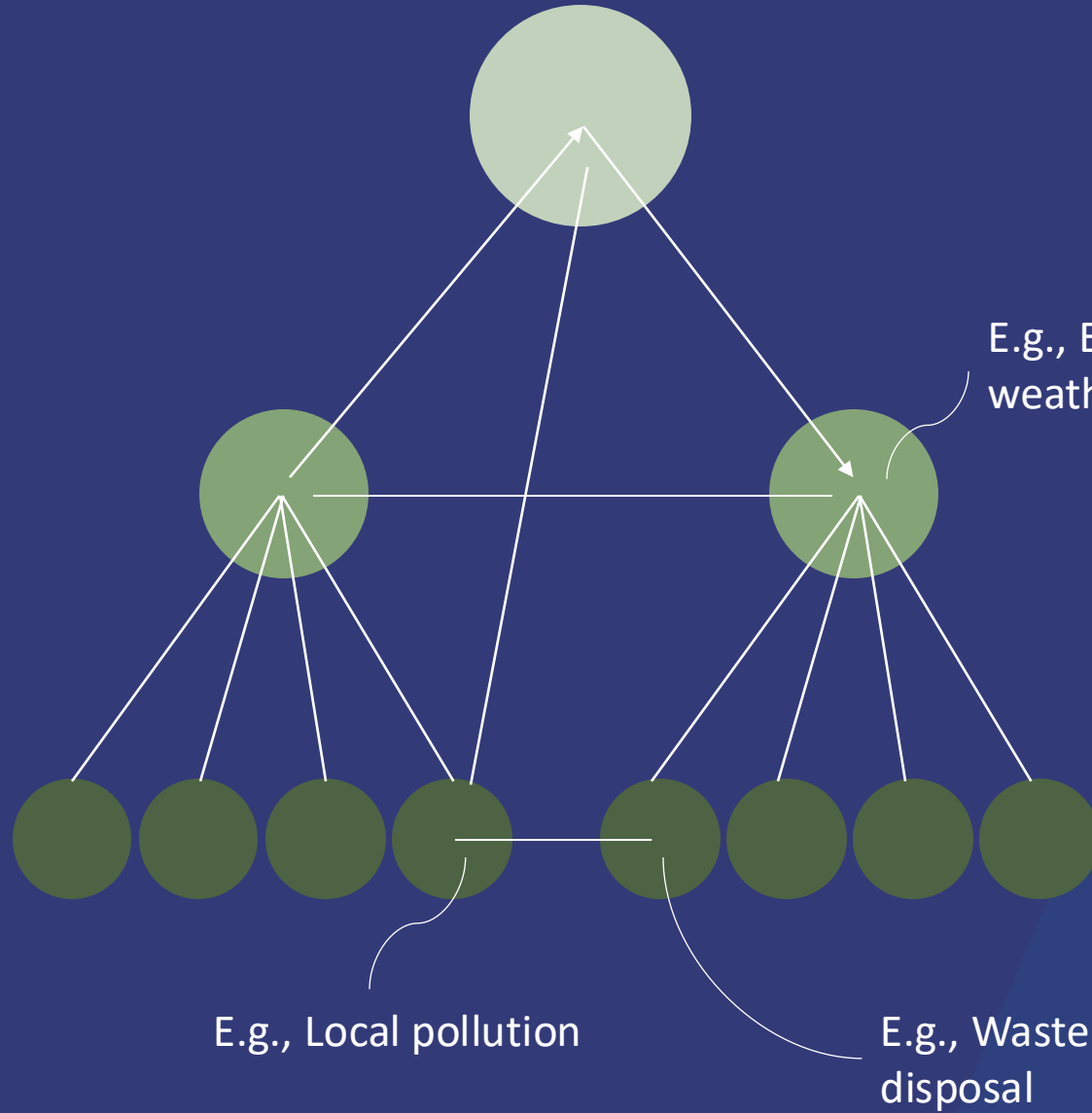
**Base Problem
Climate Change**

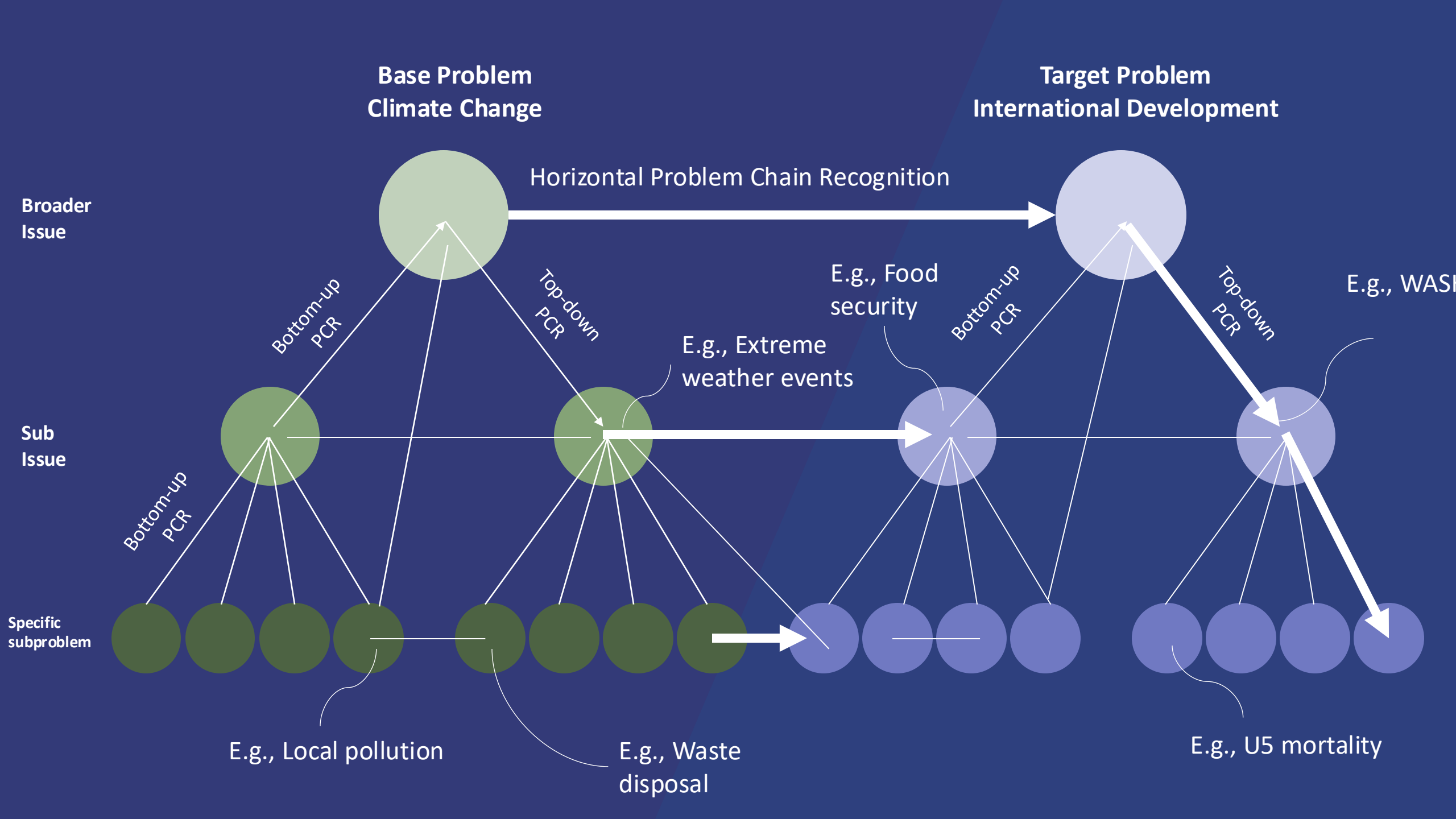
**Target Problem
International Development**

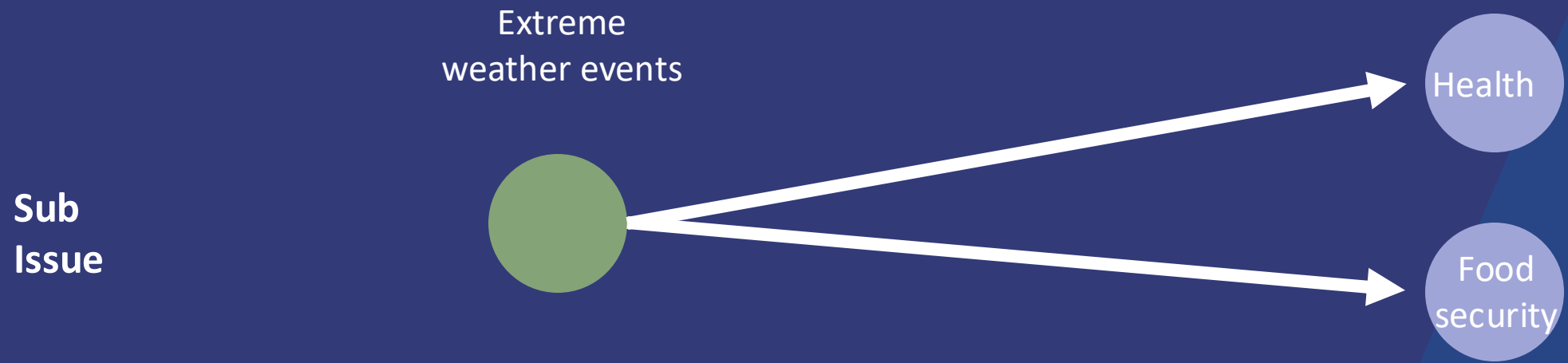
Broader Issue

Sub Issue

Specific subproblem

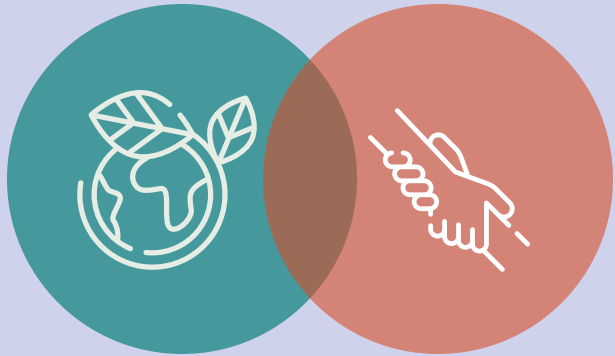






TREATMENTS: LEVELS OF CONNECTIONS

Broad connection between
climate & development

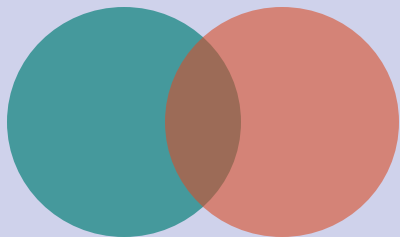


How this impacts you



What you can do

Sub-issue connection
Extreme weather:
Health & Food security



EXAMPLE: CONNECTING EXTREME WEATHER EVENTS WITH FOOD SECURITY ISSUES (ISSUES + IMPACT + ACTION)

Climate change and global poverty and development are interconnected issues. Warmer climates and extreme weather events such as floods and droughts reduce agricultural yields and food availability in developing countries. Climate change increases the risk of malnutrition and food shortages.

CONNECTION

This affects you. As agricultural production declines, global food supplies shrink, driving up prices. In countries like France, costs for staple foods like grains and vegetables increase, impacting you and your family's cost of living.

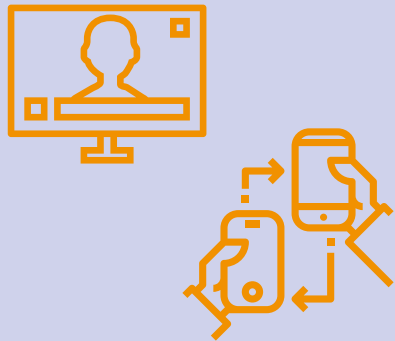
HOW THIS IMPACTS YOU

All is not lost; there are ways to make a difference. We can spread the word, take action and advocate, or donate to organisations working on these issues to make a difference.

WHAT YOU CAN DO

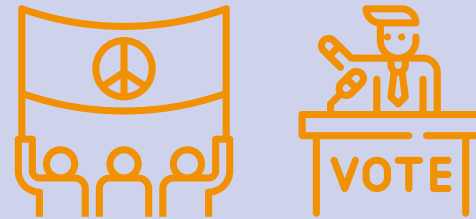
DOES LINKING CLIMATE & DEVELOPMENT MOTIVATE ACTION MOTIVATE ENGAGEMENT WITH GLOBAL POVERTY?

INFORMATION



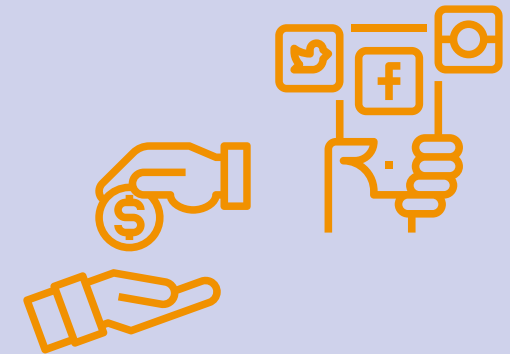
Read, watch, or listen, or share information (e.g., news article or social media posts) about global poverty and development

VOICE



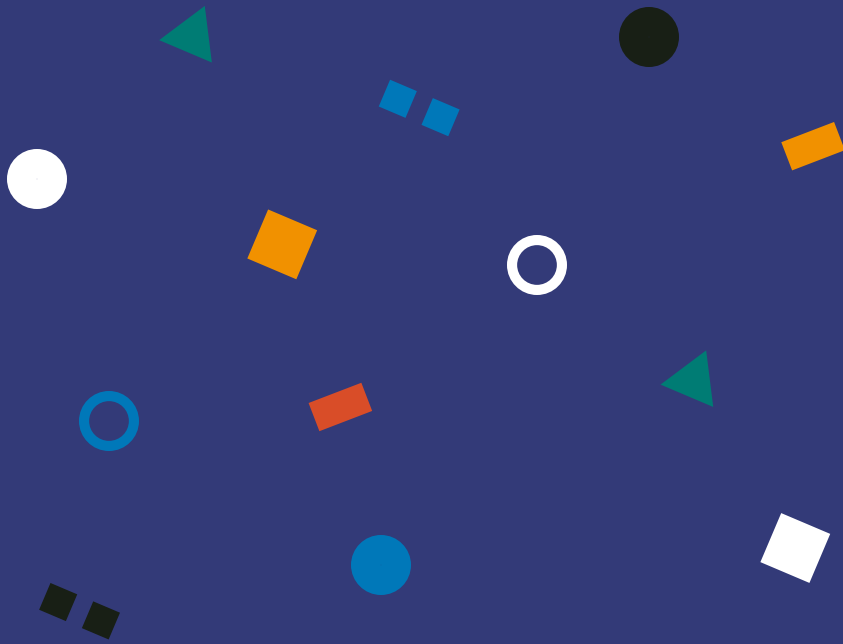
Use your voice to influence efforts towards global poverty and development (e.g., sign petitions, write blogs, contact officials, participate in events such as rallies or protests)

BEHAVIOUR



Volunteer, donate, or engage with organisations working on global poverty and development (e.g., join, follow, like)

FINDINGS & KEY INSIGHTS



Engagement with climate change

Willingness to engage with international development



VOCALLY & BEHAVIOURALLY

Connect between issues – both at broad level and at sub-issue (food security) level

BEHAVIOUR



INFORMATIONALLY

Connect the two issues at sub-issue (food security) level and the impact

VOICE



NOT ENGAGED

Connect all the way from the issues, impact, and actions at sub-issue (food security) level

INFORMATION

1. CONNECTING THE ISSUES WORKS FOR THE ENGAGED

- For the 'Eco Eddies', **connect the two issues** on a broad level and at sub-issue level (food security).
- This pushes them to engage **informationally** and through **behaviour**.
- Motivated to act when conceptual connections are made



Eco Eddy → Eddy the Advocate

2. MORE DOTS FOR THE LESS ENGAGED

- For the 'Informed Isaacs', **connecting the issues** on broad and sub-issue (food security) level and **impact on them** pushes them to engage **informationally** with development.
- Connecting **all the dots** around food security pushes them to engage with **voice** with development.
- Issue has to be brought home with a call to action



Informed Isaac → Informed & Vocal Isaac

3. EVEN MORE DOTS FOR THE DISENGAGED

- For the 'Apathetic Alexes' who are disengaged from climate change, **all the dots on sub-issue level (food security) need to be connected for them**
- This pushes them to engage **with information about international development**
- Issue has to be brought home & a call to action needed



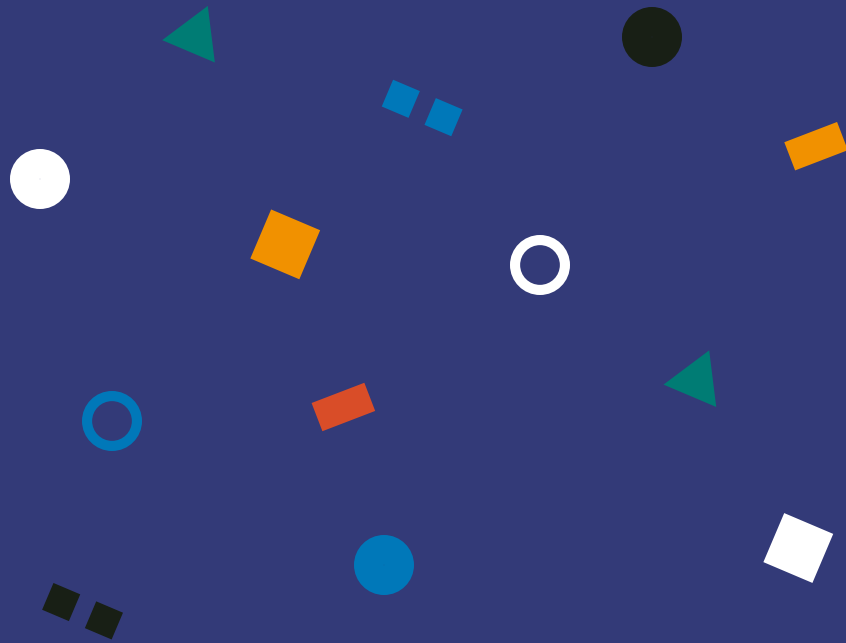
Apathetic Alex → Informed Alex

3. HOWEVER! CONNECTING THE DOTS FOR THOSE WHO ARE ALREADY ENGAGED WITH BOTH ISSUES MAY BACKFIRE



- When dots are connected from climate change, international development, to personal impact, regardless of the level at which it's connected, **the public who are engaged in both issues become less willing to engage informationally**
- Most significantly, a fall in willingness to engage from 94% to 78% if broad connections between issues and personal impact are made

TERMINOLOGY TEST



Understanding the role of
terminology on public
prioritisation of issues

PERCEPTION AND ENGAGEMENT

- How the public perceives, thinks, and feels about an issue is key to their behaviour (key building blocks: personal involvement & importance).
Which perception drives meaningful engagement with global development?
- Our goal is to understand:
 - 1. How different frames of perception alter public's prioritisation of issues
 - 2. Whether and how these perceptions translate into meaningful engagement with global development

Thinking about the issues below, which of the following
do you personally ?

Please rank the top three issues.

CARE ABOUT

**CONCERNED
ABOUT**

**CONSIDER
IMPORTANT**

**THINK ARE
PROMINENT IN
THE MEDIA**

CARE ABOUT

Personal
emotional
engagement /
investment

**CONCERNED
ABOUT**

Worry / risk
perception

**CONSIDER
IMPORTANT**

Placement of
value or
significance
relative to others

**THINK ARE
PROMINENT IN
THE MEDIA**

Most visible in
the media

CARE ABOUT

CONCERNED ABOUT

CONSIDER IMPORTANT

THINK ARE PROMINENT IN THE MEDIA

Personal emotional engagement / investment

Worry / risk perception

Placement of value or significance relative to others

Most visible in the media



Perceived **personal involvement**

Perceived **personal importance**

Externally imposed visibility

CARE ABOUT

CONCERNED
ABOUT

CONSIDER
IMPORTANT

THINK ARE
PROMINENT IN
THE MEDIA

<1> Climate change, the environment, biodiversity, pollution

<2> Inequality between the rich and the poor

<3> Populism, nationalism, political extremism

<4> Technology, automation, artificial intelligence

<5> Immigration, migration, refugees

<6> War, conflict, terrorism

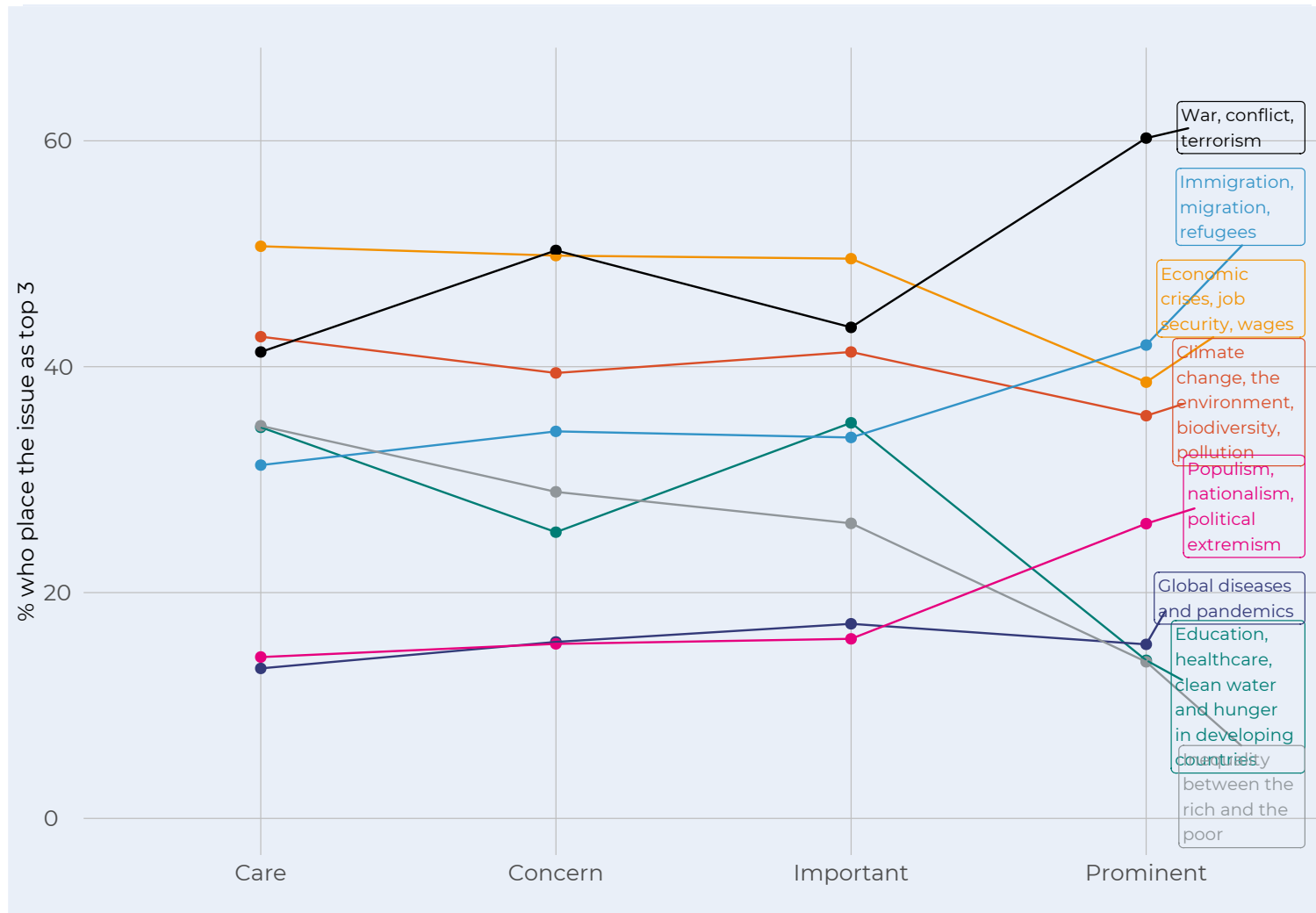
<7> Education, healthcare, clean water and hunger in developing countries

<8> Economic crises, job security, wages

<9> Fake news, corruption of information

<10> Global diseases and pandemics

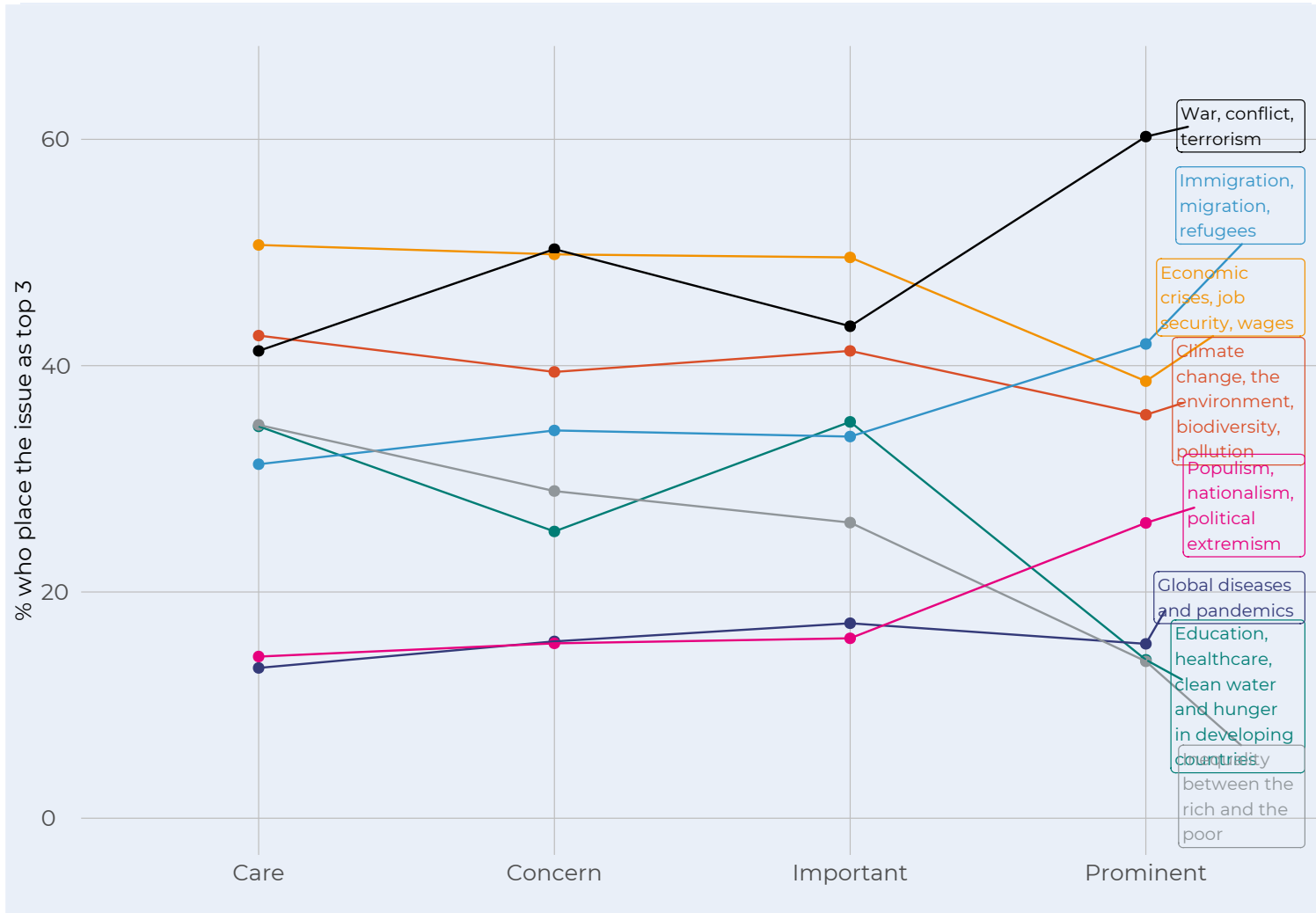
KEY TAKEAWAY 1. PROMINENT IS NOT CARE/CONCERN/IMPORTANCE



- The French public see the difference between the issues that are externally imposed as being important (via their visibility) compared to what they are *personally* involved with.
- Issues of war and conflict, immigration and migration, and populism are 'prominent', but they don't feel personally involved with these issues, whereas issues of inequality between the rich and the poor and basic needs in developing countries are not prominent, but a significant higher proportion of the French population are personally 'involved' in these issues.



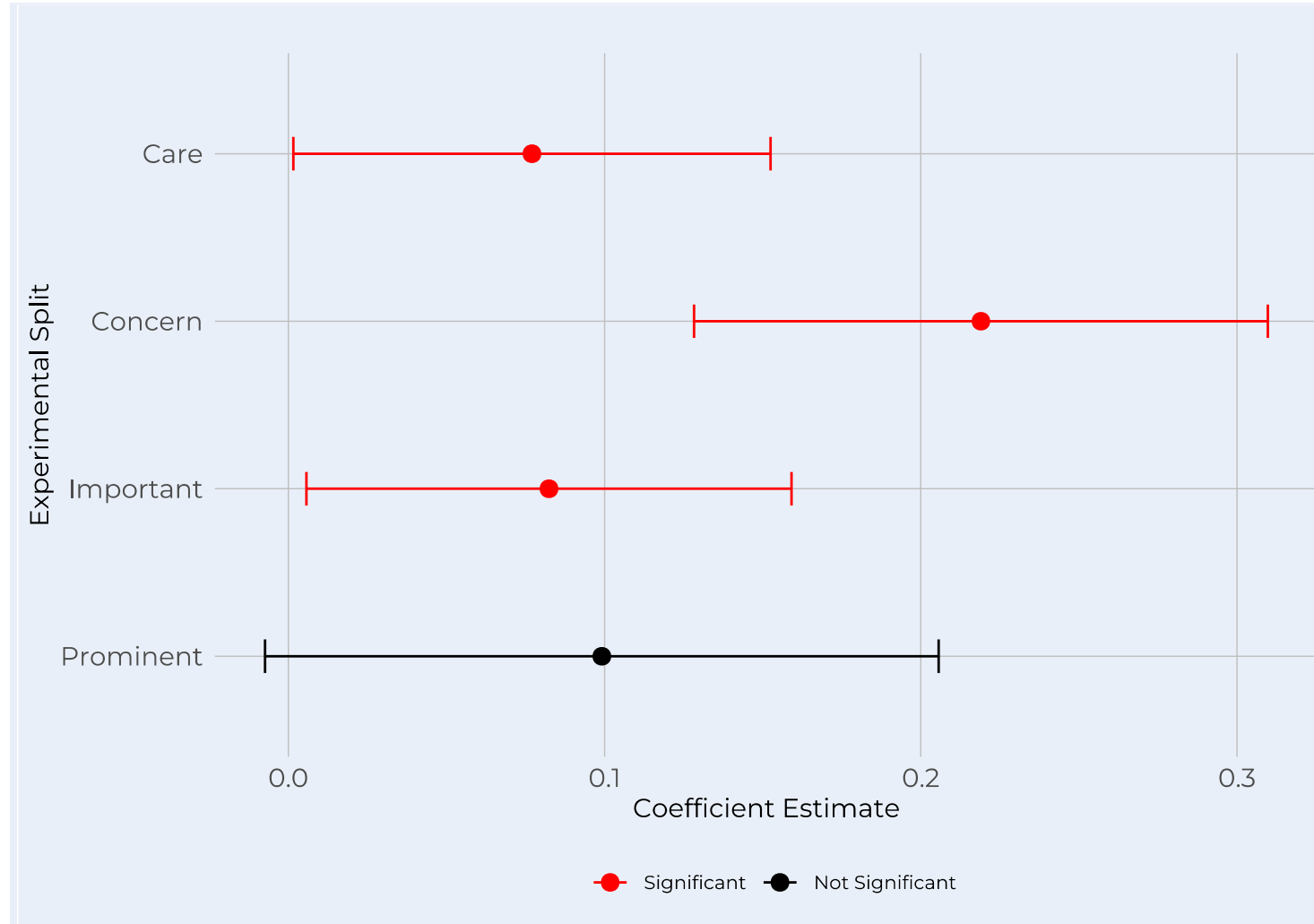
KEY TAKEAWAY 2. PERSONAL CONCERN FOR GLOBAL POVERTY NEEDED



- Issues of **economic crises** and **climate change** show the same level of care, concern, and importance (i.e., no significant differences in ranking across the frameworks perception). Both emotionally and cognitively, the public perceives the issues as a) a risk to them (concern) and b) place personal value / emotional investment in them
- **What global poverty lacks is ‘concern’.** The threat or the risk of not addressing basic needs is not imminent at doorsteps as is climate change. Geographically and conceptually distant from them.
- It is likely ‘easier’ to be concerned about issues of war and conflict or economic crises than basic needs in developing countries, but **when the public become ‘concerned’, it becomes likely that they engage.**



KEY TAKEAWAY 3. CARE, CONCERN, AND IMPORTANCE MATTER FOR ENGAGEMENT

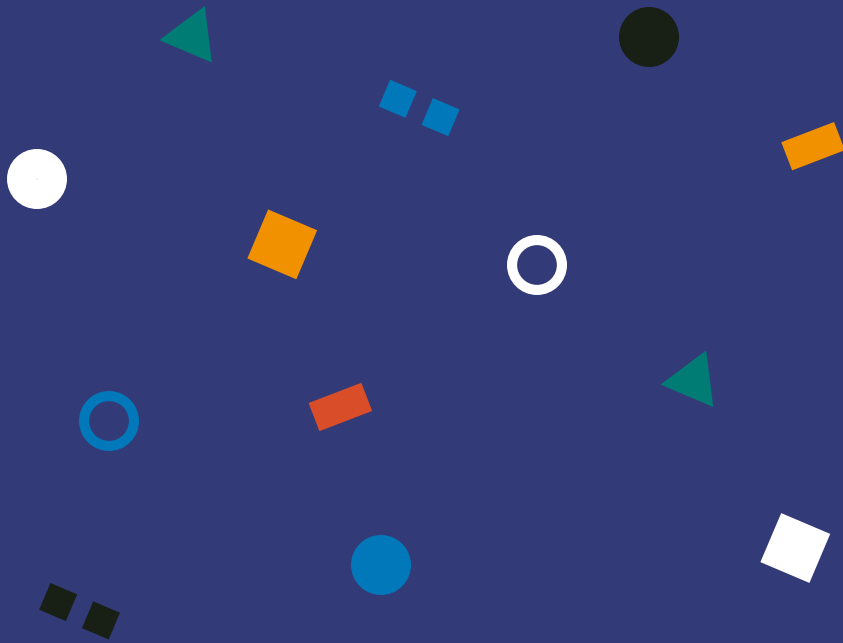


What type of perception is needed for meaningful engagement? Do those who place basic needs as their top 3 also engage meaningfully with global poverty and development?

We see that more so than prominence, 'care', 'concern', and 'importance' are what are significantly associated with meaningful engagement with global poverty and development (behavioural & transactional & voice). **Concern** is associated with a 22% higher likelihood of meaningful engagement with global poverty and development, followed by **care** and **importance**, both at 8% higher likelihood of engagement. The perception of threat or risk of the problem around basic needs in developing countries – an emotional and to some degree a cognitive involvement with the issue - translates to meaningful action.



APPENDIX I. ADJACENT ISSUES



SUBGROUP BREAKDOWN

CC \ ID	Not engaged	Information	Voice & Behaviour
Not engaged	26.3	11.8	3.12
Information	5.5	17.5	4.7
Voice & Behaviour	2.9	7.4	20.7

```
> crosstab(data, cc_id_colour, Presidential_vote22_round1_recode, Weight)
```

```
# A tibble: 5 × 10
```

	cc_id_colour	Macron	`Le Pen`	Melenchon	Zemmour	Jadot	Pecresse	Autre	`Non votant (vote blanc, ne sais pas, n'ai pas vote)`	n
	<fct>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>
1	Blue	23.0	12.8	17.3	4.36	2.69	1.26	8.49	30.1	467.
2	Dark grey	16.2	22.5	11.4	6.14	1.54	4.03	7.34	30.9	2286.
3	Green	19.5	16.7	18.8	5.76	6.74	4.59	7.62	20.3	621.
4	Light grey	23.9	17.5	12.2	6.22	4.00	4.53	9.68	22.0	1385.
5	Orange	24.6	8.29	27.8	2.40	4.84	1.81	6.41	23.8	1242.

```
> |
```

```
> crosstab(data, cc_id_colour, education_recode, Weight)
```

```
# A tibble: 5 × 11
```

	cc_id_colour	`Aucun diplôme`	`Certificat d'étude`	`Brevet des collèges`	`Diplôme de l'ens...`	`Baccalauréat,...`	`Diplôme du pr...`	`Diplôme du se...`	Autre	
	<fct>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>
1	Blue	1.86	1.46	2.65	23.5	35.8	19.9	13.8	1.11	
2	Dark grey	4.03	1.82	7.81	26.1	35.0	16.0	8.96	0.119	
3	Green	0.937	2.78	5.00	19.2	30.4	21.0	20.3	0.204	
4	Light grey	1.60	1.92	6.01	21.2	32.9	20.3	15.2	0.222	
5	Orange	1.59	1.93	5.39	19.3	30.2	22.3	18.4	0.642	

```
# ... with 2 more variables: `Je ne sais pas / Je préfère ne pas répondre` <dbl>, n <dbl>
```

```
> crosstab(data, cc_id_colour, gender, Weight)
```

```
# A tibble: 5 × 4
```

	cc_id_colour	`Un homme`	`Une femme`	n
	<fct>	<dbl>	<dbl>	<dbl>
1	Blue	46.8	53.2	471.
2	Dark grey	45.7	54.3	2290.
3	Green	49.5	50.5	621.
4	Light grey	45.5	54.5	1385.
5	Orange	52.8	47.2	1242.

```
> print(weighted_summary_stats)
```

```
# A tibble: 5 × 7
```

	cc_id_colour	count	weighted_mean_age	weighted_median_age	weighted_sd_age	min_age	max_age
	<chr>	<int>	<dbl>	<dbl>	<dbl>	<dbl>	<dbl>
1	Blue	468	47.7	40	17.9	18	85
2	Dark grey	2284	50.7	46	15.8	18	90
3	Green	639	50.6	43	16.0	18	84
4	Light grey	1499	53.2	48	16.9	18	89
5	Orange	1120	43.8	34	18.3	18	88

```
> crosstab(data, cc_id_colour, gender, Weight)
```

TEXT: BROAD

- Climate change and global poverty and development are interconnected issues. Climate change threatens all people. However, its consequences are felt most by the world's poorest people in developing countries. Climate change exacerbates inequality and worsens global poverty, making global development and prosperity harder to achieve.
- This affects you. Increasing inequality in developing countries has direct and indirect consequences on countries like the UK, such as increasing migration and health risks, impacts trade and threatens global stability and security.
- All is not lost; there are ways to make a difference. We can spread the word, take action and advocate, or donate to organisations working on these issues to make a difference.

TEXT: HEALTH

- Climate change and global poverty and development are interconnected issues. Warmer climates and extreme weather events such as floods and droughts create an environment for infectious diseases to more easily spread, e.g., through breeding of disease-carrying insects or contaminated water. Climate change leads to greater outbreaks of diseases such as malaria, Zika, cholera, and typhoid.
- This affects you. Infectious diseases can cross borders, reaching countries like the UK through global travel, trade, and migration, exposing you and your family to new health risks.
- All is not lost; there are ways to make a difference. We can spread the word, take action and advocate, or donate to organisations working on these issues to make a difference.

TEXT: FOOD SECURITY

- Climate change and global poverty and development are interconnected issues. Warmer climates and extreme weather events such as floods and droughts reduce agricultural yields and food availability in developing countries. Climate change increases the risk of malnutrition and food shortages.
- This affects you. As agricultural production declines, global food supplies shrink, driving up prices. In countries like the UK, costs for staple foods like grains and vegetables increase, impacting you and your family's cost of living.
- All is not lost; there are ways to make a difference. We can spread the word, take action and advocate, or donate to organisations working on these issues to make a difference.



UNIVERSITY OF
BIRMINGHAM

The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is a grantee of the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The **Development Engagement Lab**

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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