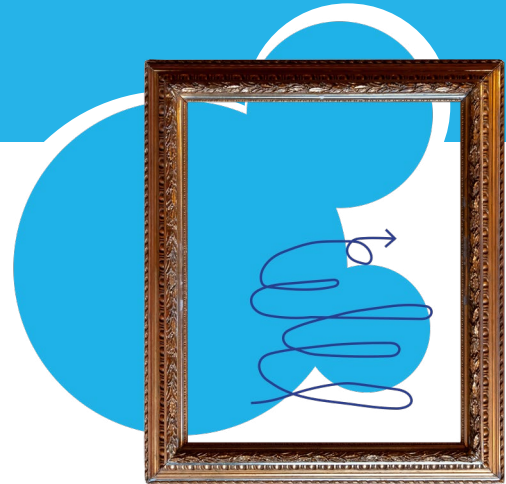


ACTIVITY 2B.

“Framing”



PURPOSE & INTRODUCTION

Learn how to reframe messages about climate, environment, or social justice in ways that connect across different audiences by leading with shared values and showing concrete solutions.

INTRODUCTION

Framing matter and we have to look for what resonates with the audience to find your common ground.

Key framing principles are:

- Lead with shared values (health, dignity, safety):
- Name the problem simply. For instance “polluters breaking the rules is unfair”
- Show a concrete solution and clear benefit
- Avoid repeating the opponent’s frame. Instead of saying “we are not anti-car” say “we are for cleaner, safer transport.”
- Use familiar examples and connect emotionally: data from the sector of the people you are communicating with.

THE ACTIVITY

1. Use the framing tool:

problem-solutions-benefit

- **Problem:** air pollution
- **Solution:** less transport and clean energy
- **Benefit:** Better health and safer streets
- **“So that...” (emotional connector):** our children can grow up strong

2. Reframe the argument to be attractive to

- Other activists
- Green-friendly local voters
- Centre-right local voters