

Excellence in Climate Change Communication

Climate Change is one of the most pressing social issues of our time. While scientific uncertainties remain, the overwhelming scientific consensus is clear: We need to act now. Traditional marketing and communication approaches have not been sufficient to motivate the large-scale behavior changes needed to address this issue. Federal agencies and non-profits need new approaches to employ limited resources in order to best incite change.

The Baldwin Group, Inc. (TBG) and George Mason University's Center for Climate Change Communication (4C) offer a unique partnership to deliver excellence in climate change communication. TBG is an award-winning consulting firm with a reputation for delivering inspired results. TBG's commitment to excellence includes a focus on targeted communication – creating messages designed to motivate change and enhance understanding. 4C uses social science research methods to find ways to change people's behavior. Together, TBG and 4C work with Federal agencies and non-profit organizations to develop and distribute effective and motivating messages on climate change. We offer a proven, research-driven, audience-focused, social marketing approach to climate change communication. Our experienced team of social marketers, researchers, and strategists leverages knowledge to create messages that change behaviors.

Our team provides:

- Strategic thinking and planning to most effectively utilize available methods and tools, including developing and implementing plans to change the behaviors of target populations
- Testing and refinement of existing communication materials, including Web usability testing and review of print and audio materials
- Development of new communication materials, using a social marketing approach
- Original social science research services to test and refine materials, including focus groups, interviews, surveys, and experiments
- Climate change audience analysis and segmentation
- Detailed audience profiles and insights, including customized analyses of 4C's ongoing public opinion polling of American's attitudes about climate change (including policy preferences and willingness to engage in climate mitigation behaviors)
- Expert review of communication materials by our team of associated experts in risk communication, social marketing, and climate change, and assistance and advice in placing and distributing materials

*We look forward to working with you to apply the powers of social marketing to improve your organization's climate change communication and activities.
Please contact us for more information.*