

include

Climate Statistics in Newsletter



A top-down view of a person's hands in a business setting. The left hand is typing on a silver laptop keyboard. The right hand is pointing at an open notebook. A pair of glasses and a tablet are also visible on the desk.

overview

01 what

02 why

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05 conclusion

A large, stylized red quotation mark icon, consisting of two thick, curved strokes that form the opening of a quote.

**the number one thing we can do is the
exact thing that we're not doing:
talk about it.**

- Katharine Hayhoe, climate scientist



01 what



what are climate statistics?

climate statistics provide information on not only how climate change negatively affects people and the environment, but also offers positive insights in how progress is being made as a result of positive climate action

what is a newsletter?

some businesses and organizations already use newsletters, but some do not

newsletters are usually emails sent to stakeholders and customers that include updates, events, and new promotions or products that are coming soon



why should you have one?

newsletters can be used as a marketing tactic to keep employees, members, customers, and other stakeholders informed



when making a newsletter...



- informative
- creative
- personable

...to **BE** effective

02 why



a median of

29%

**of people consider
global warming
a minor threat or
not even a threat at all**

(Pew Research Center)

why should you include climate statistics in your newsletter?

- climate change affects everyone
- sharing climate statistics will increase people exposed to the problem
- the best way to start working towards positive climate action is to talk about it


social norms and climate change

our behaviors are contagious!



behaviors and ideas can spread through communities like wildfire

choosing to do the green thing and sharing that with others is only a small part of the broader impact green initiatives can have

The background image is a blurred photograph. On the left, a man in a dark shirt is holding a camera up to his eye. On the right, the rear of a light-colored car is visible, featuring a 'HYBRID' badge and a portion of a red taillight.

multiple studies point to social signals as a driver of eco-conscious actions, decisions, and purchases (Delgado, et al. 2015)

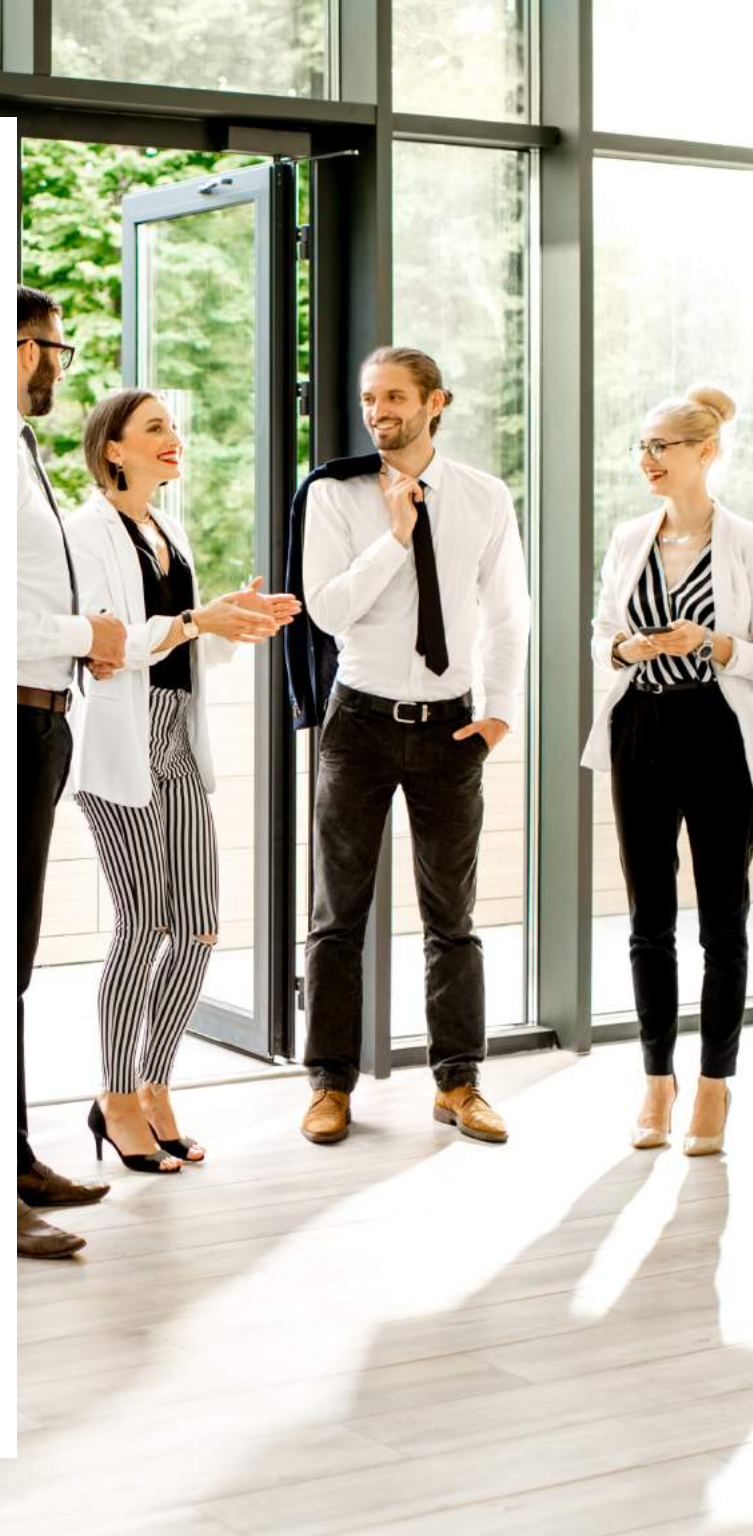
people want to show their constituents that they are taking positive climate action

their actions further contribute to the spread of environmental activism

“ the bottom line is this:
climate change is
affecting you and me
right here, right now in
the places where we live.

but by working together,
we can fix it.

- Katharine Hayhoe



03 how

**how do you
include
statistics
in your
newsletter?**

**you have to do more than
add them to your
newsletter, you want your
stakeholders to engage with
them and relate to them**

**but, make sure to ALWAYS
cite your sources!**



how can you engage with the statistics?

engaging with statistics and stories means your readers are inspired to take action and want to learn more about climate change and how to take the steps towards solving it

engaging with statistics means you are doing more than just reading about climate change, you and your stakeholders are taking action!

think about what your customers and stakeholders might want to know...

- share positive climate-related stories
- share inspiring statistics along with the hard-hitting ones
- show how climate statistics relate to your company or organization
- consider sharing statistics on what your business or organization is doing to work towards a greener future



sharing positive climate-related stories



find stories of people taking climate action in your community, like the start of a new tree-planting initiative

showing how climate statistics relate to your company or organization

how does climate change affect different aspects of your business? how will you take action?



BE POSITIVE!

focus on positive climate
statistics and climate
stories while sharing
different ways for people
to get involved



businesses and the environment

adding climate statistics,
climate stories, and your
positive climate actions
to your newsletter can
further benefit your
business or organization

A circular inset image showing a person in a white shirt holding a sign. The sign contains the text:

**88% of consumers will be
more loyal to a socially
and environmentally
responsible business**

04 where

where do you find climate statistics?

Climate statistics are everywhere, but make sure you are getting your stats from reputable and well-known sources

some examples include...

- NASA
- World Wildlife Fund
- Intergovernmental Panel on Climate Change
- peer-reviewed science reports
- reputable news outlets that cite their sources




example statistic you could use:

**the world's total
installed solar energy
capacity increased by
4,300%
between
2007 and 2017**

(National Geographic, 2020)

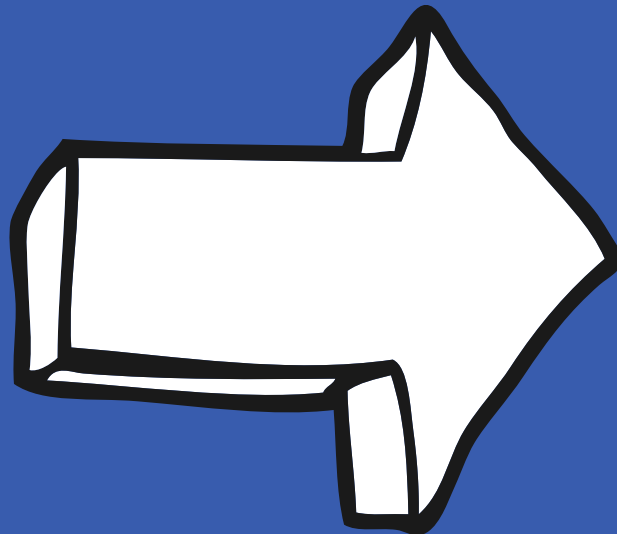
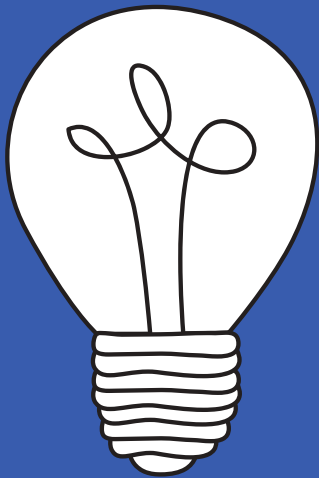
this statistic
shows that
people are
taking climate
action and it is
feasible to
make a
difference

look within your own company and share what you all are doing!

- 
- what actions
have you taken?
 - can you share
any hard data?

example:

your business or organization switched all
of your lightbulbs (which was over 100)
from incandescent to LED



04 conclusion

conclusion

newsletters are a way of sharing information and promotions with stakeholders. but, it's also an opportunity to share information on climate change and what your business is doing about it.



Thank You

FOR BEING A PIONEER OF
CHANGE AND CREATING A
WORLD THAT IS KIND TO ITS
PEOPLE AND ITS HOME

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