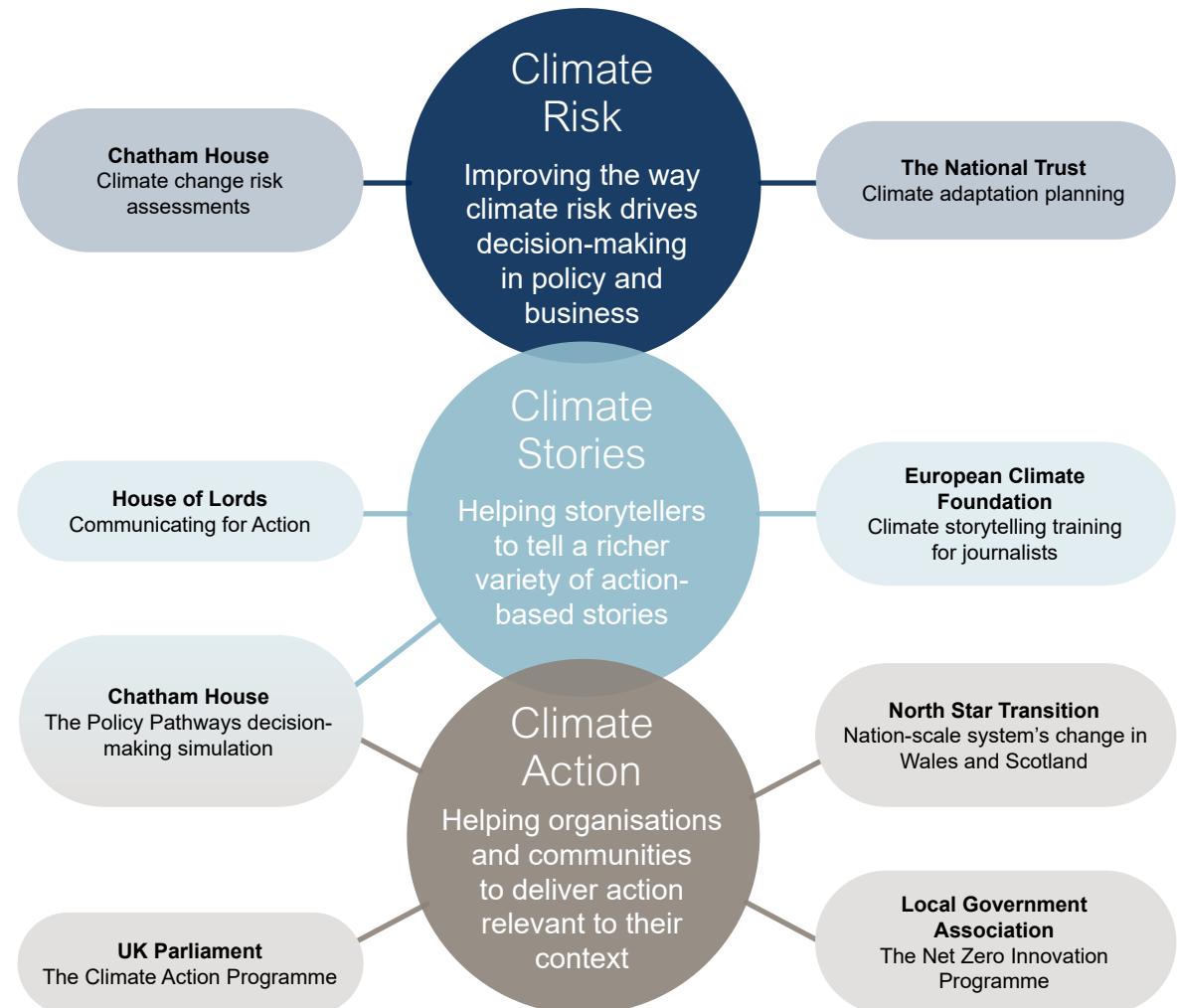


The Climate Action Unit enables climate leadership in influential people and organisations.

We work to change how scientists, policymakers business, the media, civil society organisations and citizens engage with each other about climate change.

We support experts and organisations to navigate the complexity of cross-sector collaboration. Often, these collaborations suffer from the 'people factors' of climate change: the differences in language, ways of working, and perspectives that can get in the way of delivering climate action.

Our priority areas of work & projects



“

**By planning and delivering one workshop together with the Climate Action Unit,
I learned more than in my 15 years of working on climate change.”**

– Jonathan Riggall, Climate Solutions Leader,
Stantec UK

How we help organisations & professionals:

We run carefully designed interventions to bridge disciplines and sectors. We fix communication problems, equip people with leadership skills, and remove barriers to action.

Our roles include:



Facilitating
cross-sector working



Providing tailored climate action
and communication training



Helping experts engage with
the end users of their work

“

We know that simply putting professionals from different sectors together in a room doesn't resolve the people factor of climate change. You need to have an approach that helps those people to work together in new ways.”

– Dr Kris De Meyer, Director,
Climate Action Unit

**UCL
Climate
Action
Unit**

Contact Us



Email:
climateactionunit@ucl.ac.uk



Website:
ucl.ac.uk/climate-action-unit



Twitter:
[@UCL_CAU](https://twitter.com/UCL_CAU)

The human factor of climate action

We draw on insights from neuroscience, psychology and social science to help overcome the human barriers preventing action on climate change. For example, we understand how people perceive risk, respond to threatening information, and develop a sense of agency or 'knowing how to act'. These ideas are summarised in our **seven brain insights of climate action**.

Seven brain insights of climate action



The seven insights explained:

1. How people can become divided about what actions are meaningful; and how to avoid this fragmentation of opinion
2. How to connect to people's intuitive thinking and lived experiences
3. Why scare stories often fail to drive action
4. How the act of 'doing' leads people to become more engaged in the climate issue
5. Why the language we use to talk about climate change can get in the way
6. Why we find it hard to debate climate facts without 'judging' the other person
7. How an individual's values affect what kinds of messages and actions resonate with them

The team

The UCL Climate Action Unit is a diverse team with expertise in climate science, neuroscience and psychology, climate change engagement, facilitation, business, media, and the arts.



Prof Chris Rapley CBE

Professor of Climate Science at UCL. Former Director of the Science Museum and the British Antarctic Survey.



Dr Kris De Meyer

Neuroscientist, science communicator and Director of the UCL Climate Action Unit.



Dr Lucy Hubble-Rose

Climate Change Engagement Specialist, Deputy Director and expert facilitator for the UCL Climate Action Unit.



Freya Roberts

Project Manager for the UCL Climate Action Unit, environmental science graduate and former climate journalist at Carbon Brief.



Andrew Jackson

Learning and Development Specialist, Management Consultant and UCL Climate Action Unit Associate



Peter Gingold

Expert in engaging with the arts and business on climate and UCL Climate Action Associate.