



What do people think about aid,
development and climate?

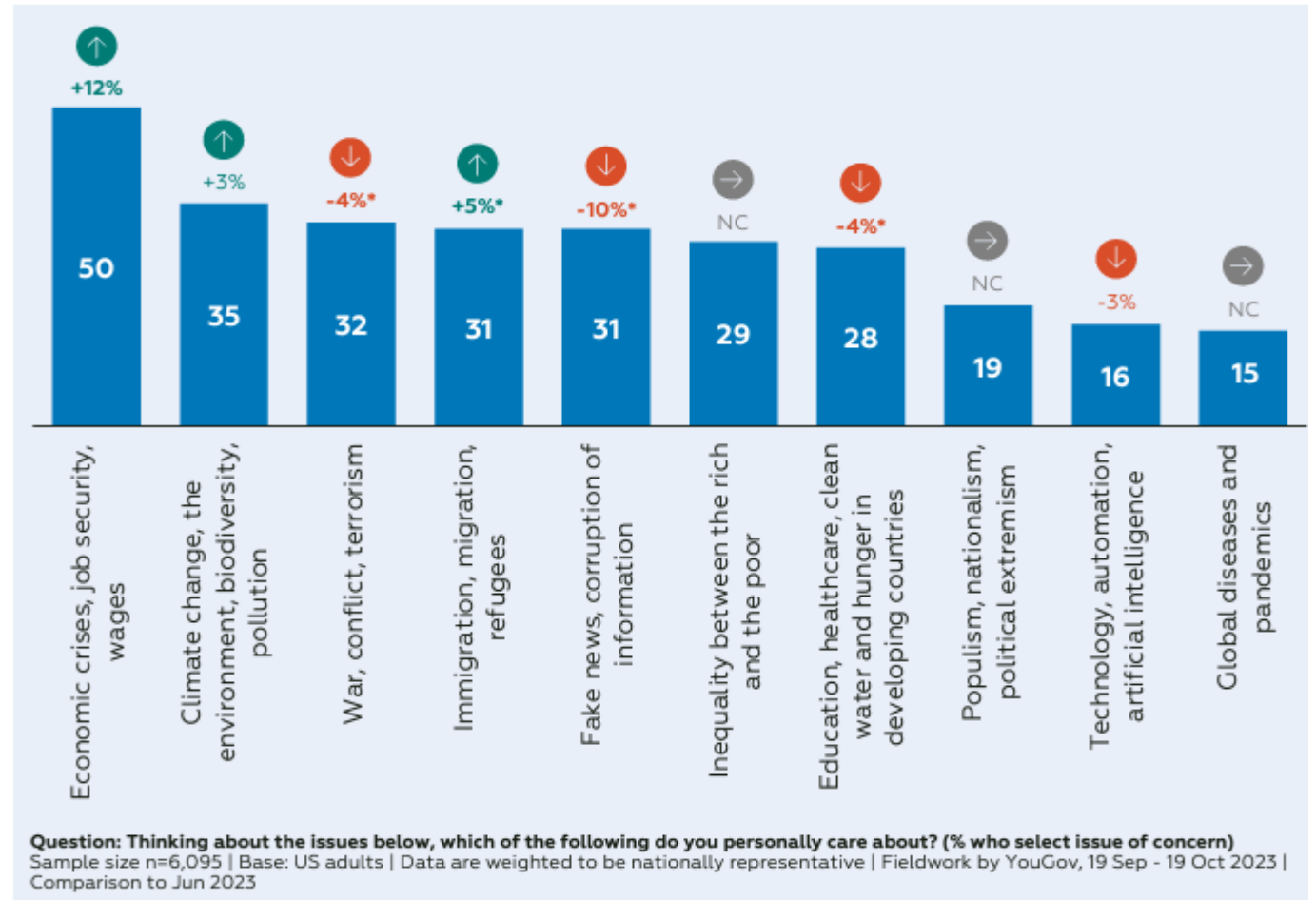
And how can we bring them with us

The world needs to triple annual investments in climate and development



Much support... but it's shallow

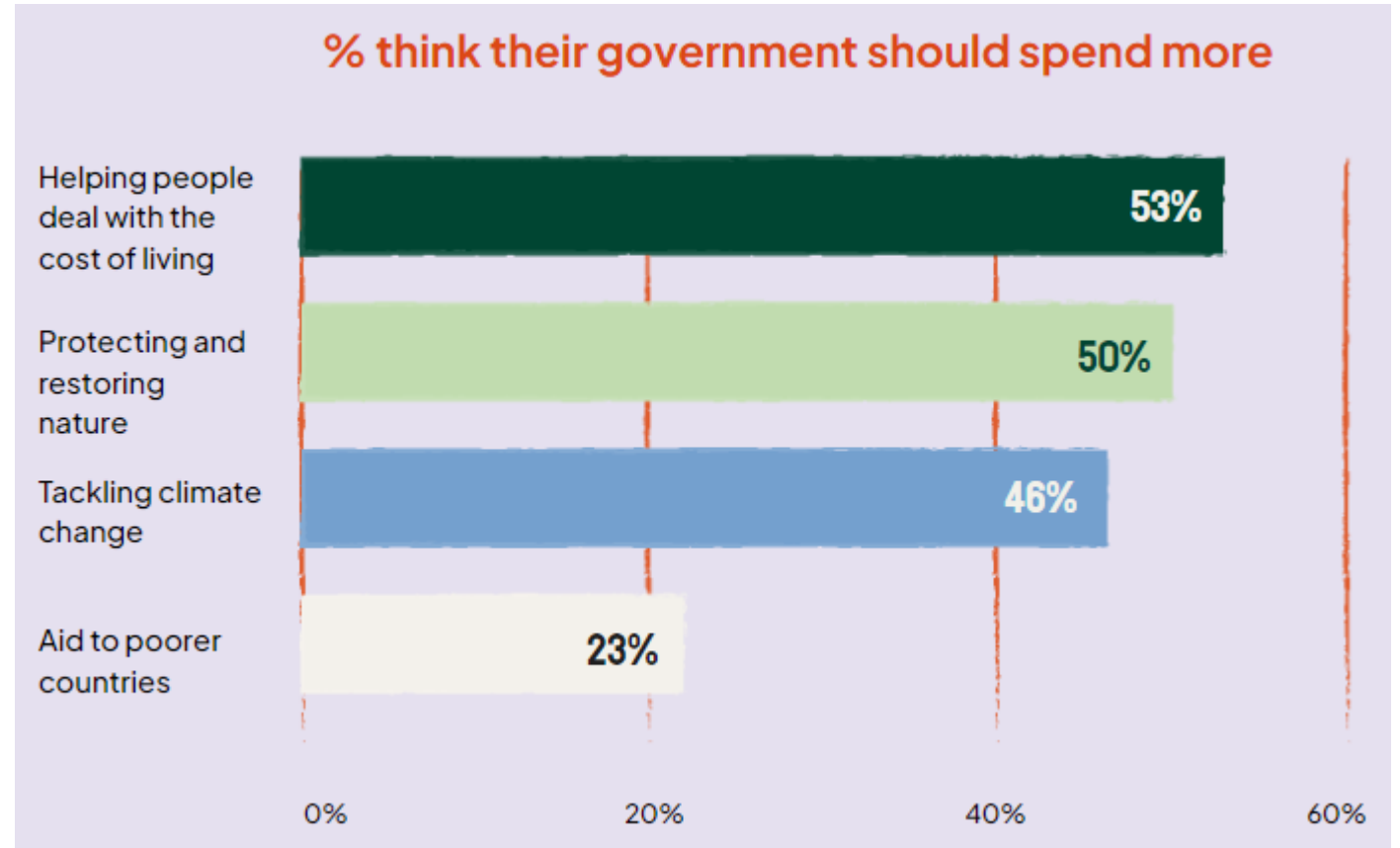
- People have a lot to worry about
- Knowledge and understanding are low
- The most convincing messages aren't always the best development
- Efficiency and efficacy



Development Engagement Lab, US public priorities, October 2023

Starting where people care

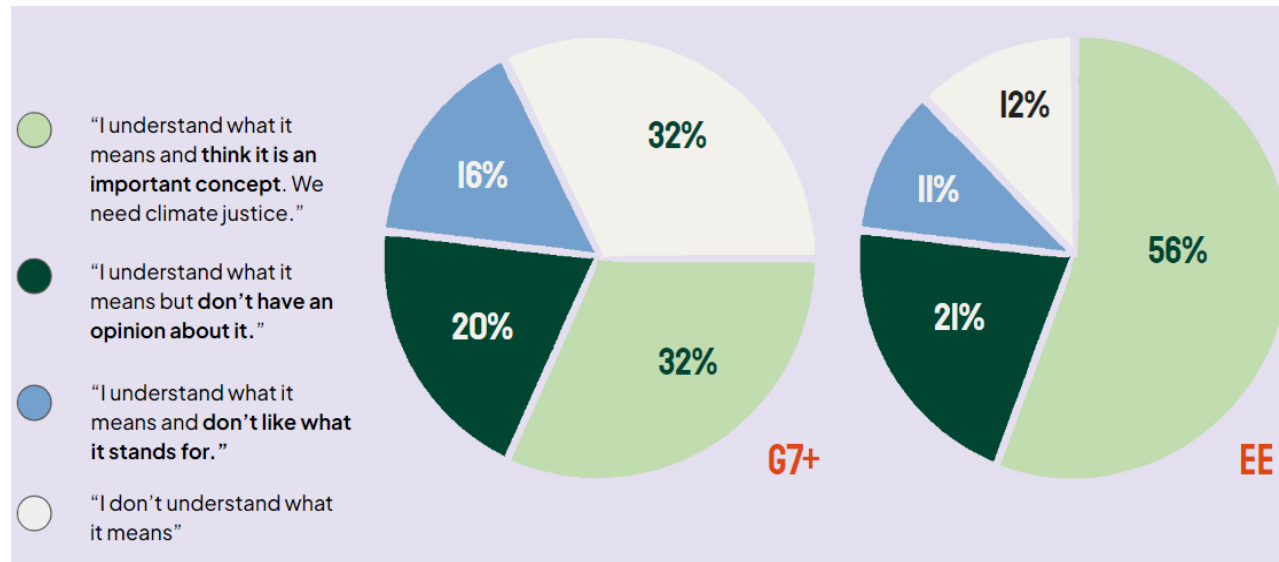
- Beyond the bubble
- 'It's the economy, stupid'
- Win-wins work



Money Talks, 2023

How we talk matters

- Big amorphous concepts can be alienating or polarising – i.e. ‘climate justice’
- Big huge numbers don’t work but percentage of GDP increase support.



Money Talks, response to the term 'climate justice', 2023

- Reflections from our campaigns
 - Being tangible helps
 - People respond to frame/narrative
 - A layered approach
 - It takes time

So what do we do/some reflections from the field

- The quality of transparency matters as much as the quantity.
- Don't assume knowledge – or stupidity.
- For transparency to matter, it has to matter to people.
- Honesty about the good and the bad.

