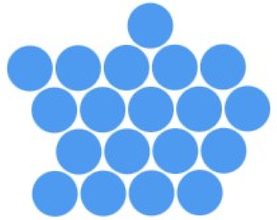
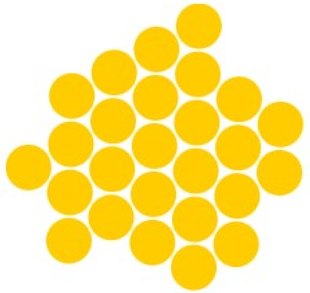
In your view, what most limits stronger UK action on climate and nature right now?



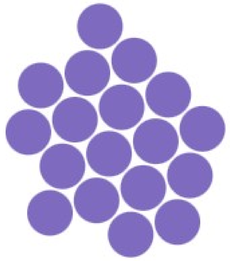
19 Lack of public understanding of the risks



26 Lack of political will

5 Perceived lack of public support

19 Economic or fiscal constraints



18 Media narratives / misinformation

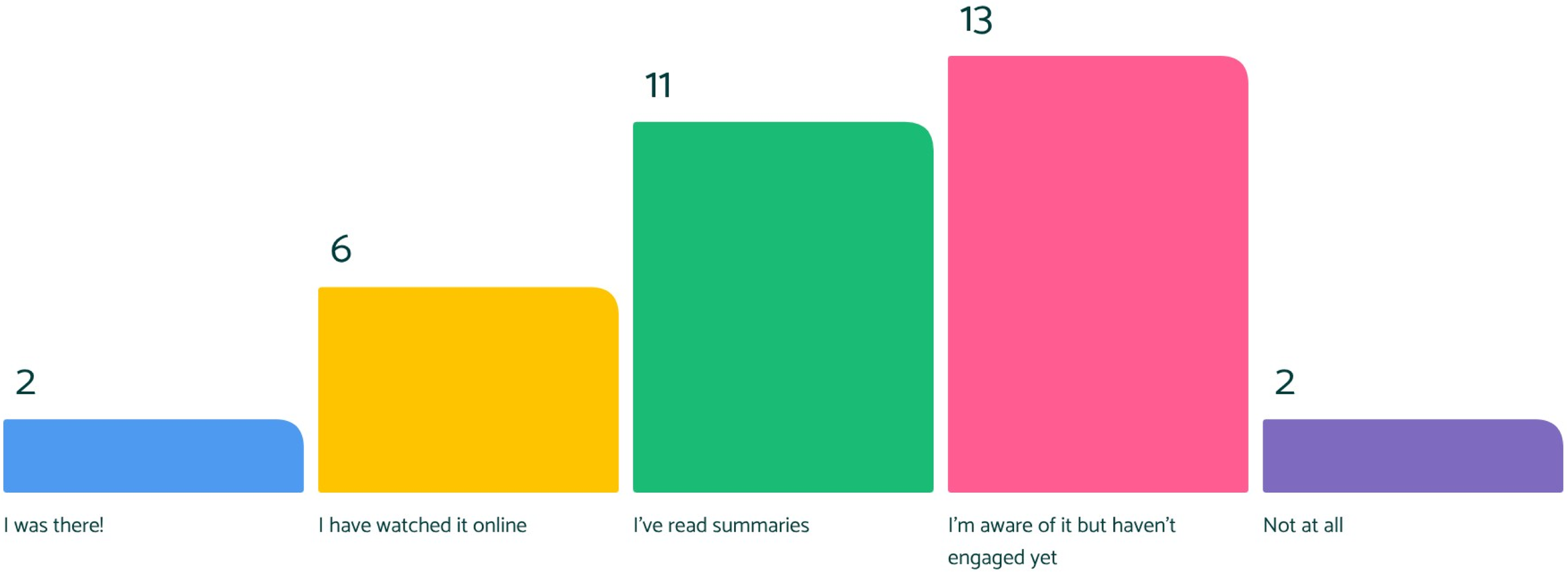
10 Institutional inertia

1 Other

1

34

How familiar are you with the National Emergency Briefing?



1

34

If you are familiar with it, what is your sense of the impact it has had?

Minimal

Massive impact in the eNGO sector

Unsure currently - still more awareness to raise.

Minimal

Being shared a lot! Not sure what outcome as yet.

Totally ignored by my MP, because he (and I assume others) don't want to give climate any attention

Useful to move dial around language and urgency

Not sure yet

26

If you are familiar with it, what is your sense of the impact it has had?

Not sure, but I think the release of the new film should have much more impact

It's been hidden

For those in the know, positive response but hasn't reached others.

Limited impact outside the eNGO sector

No idea

Felt more inclusive than other emergency briefings

A fantastic initiative, but limited impact with little awareness beyond the attendees, outside of environmental professional circles

Good to start the conversation at this level

26

If you are familiar with it, what is your sense of the impact it has had?

Big impact in NGO and environment sector, but public not aware

Lack of publicity

Probably profound with those who have watched it

I don't know enough but suspect little as I've not seen anything about it outside of one emails from one person.

Early days

Not picked-up by many national media organisations.

A spark to begin wider and public engagement in a new/different way.

like the "national risk register", it felt a bit like a paper exercise without much impact, sadly

If you are familiar with it, what is your sense of the impact it has had?

Someone told that it had really affected her as previously had felt climate and nature collapse was a problem for other countries

Ignored due to other events

Maybe only of interest to those who are already aware.

I was say huge impact, but on limited number of people. Need more to be exposed to it!

Potentially big >IF< the CTA is developed to not just be 'let's broadcast more info' - we need a CTA to >do< something in our communities...

It has created a lot of conversations locally in West of England - local authority officers tasked to deliver have been particularly interested in how this might shift political will.

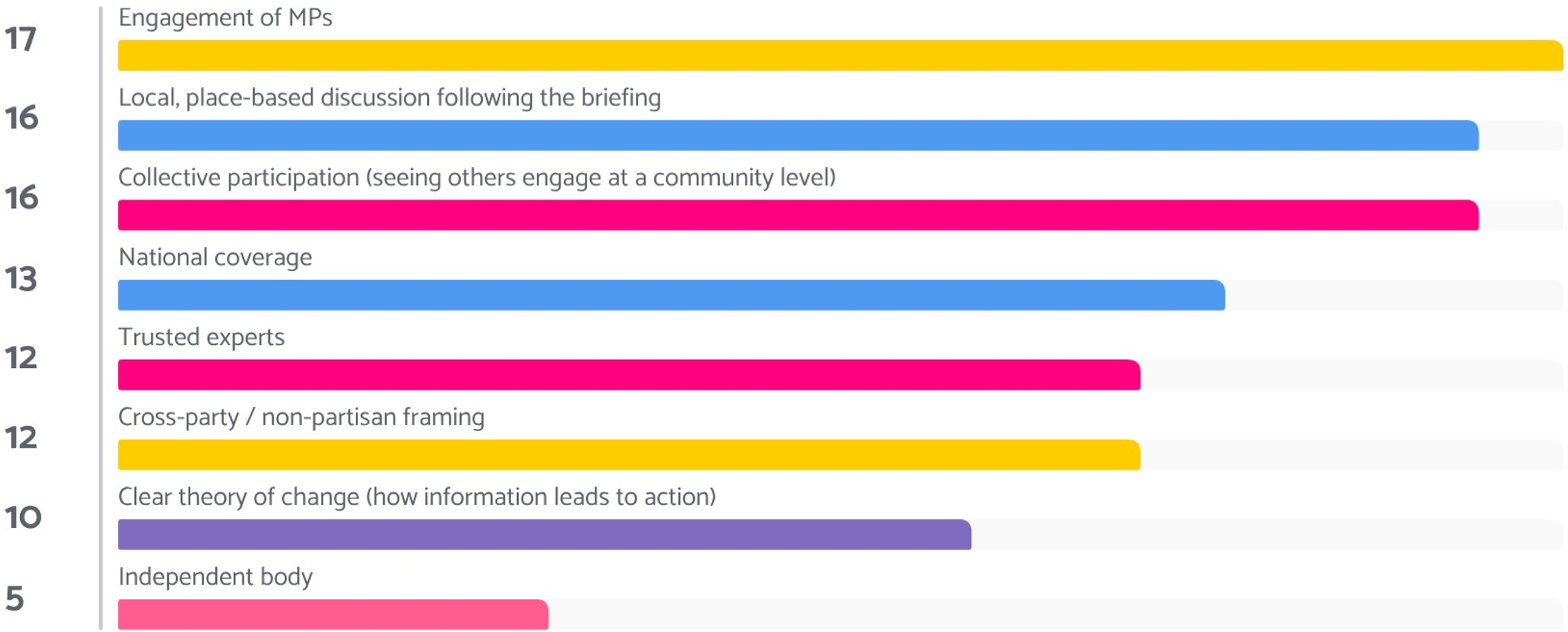
not really

Lots of ostriches in the UK.

If you are familiar with it, what is your sense of the impact it has had?

Haven't watched it because there's enough doom in my life and work. I think that's not an unusual response.

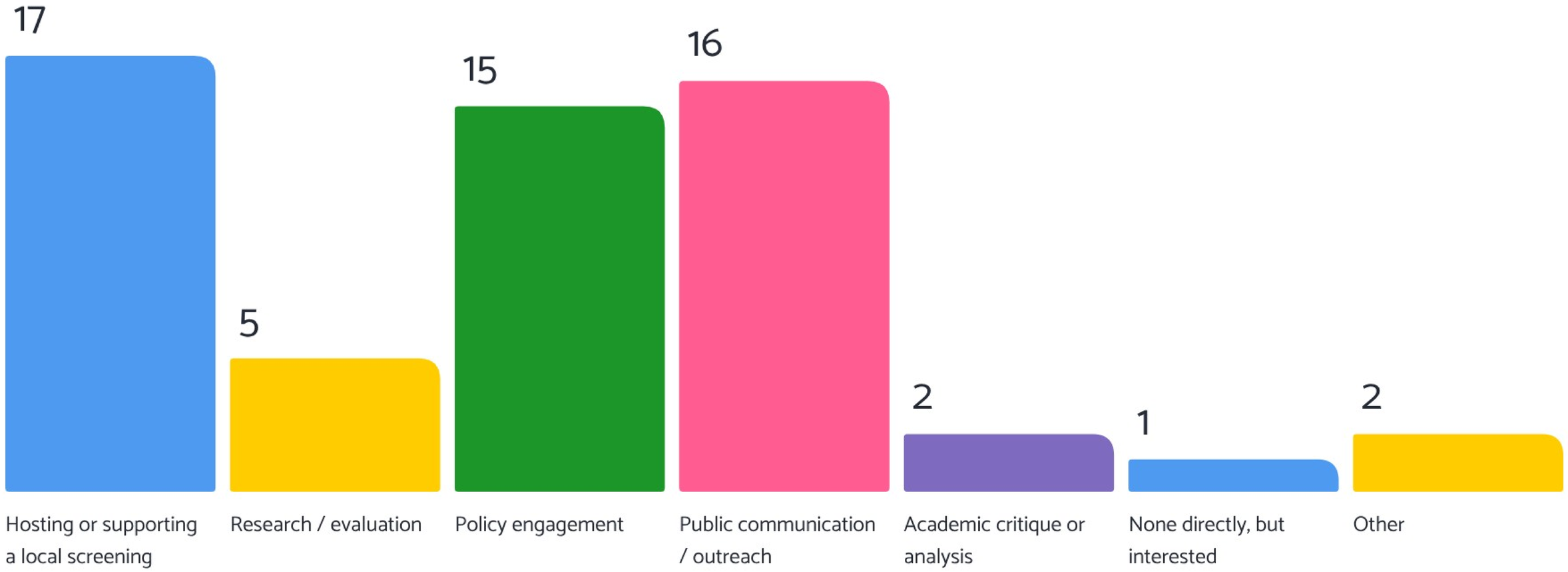
In your own work on advancing adaptation, how would you rate the importance of the following elements of the NEB approach?



1

26

Which role(s) could you realistically see yourself or your organisation playing in relation to the NEB?



1

24

After hearing about the NEB, how do you feel about the prospects for public engagement on climate in the UK?

University of Exeter
Green Futures Network

Hopeful

Optimistic, but we need mainstream media uptake too

No change

Positive - good to see that people care

optomistic

More positive, exciting to build momentum and so impressive what the NEB has got going!

Hopefully but need more help & gain more traction through the network

hopeful for engagement

19

After hearing about the NEB, how do you feel about the prospects for public engagement on climate in the UK?

Excited to see if this more bottom up approach works!

Optimistic! reminding me that critical mass is possible and so important

A bit more hopeful, though still skeptical it will lead to meaningful action

Improved - but we need the media to do more about it too - they are not reporting on it...

Great to feel somthing tangible might be happening

Hopeful

Positive spin and a springboard to opportunities is the way forward

it's important that Climate Change data and progress is shared from the government on a regular basis as briefing to keep informed and engaged. But perhaps something is needed to support wellbeing?

19

After hearing about the NEB, how do you feel about the prospects for public engagement on climate in the UK?

optimistic

The new war in the Middle East is currently on people's mind.

Nervous. What is the actual call to action? How do we get government to commit to adaptation measures and reducing emissions? Isn't this what COP should do?

Want to see this shared and discussed further eg One Show, Springwatch, BBC local news - the positive uplifting story they have before the weather

How are the Bath Uni surveys and evaluation going to support people?

Is there a trailer? Being able to send an inspiring trailer will speak a thousand words with potential advocates, compared to sharing a list of links

Winterwatch have a list of shorts playin g in a loop on Red Button. Could this film be looped on Red Button at some point

Psychology also says we are not rational beings and just because we know things doesn't mean we will logically act.

19

After hearing about the NEB, how do you feel about the prospects for public engagement on climate in the UK?

The wars at the moment are part of the puzzle and shouldn't be ignored

This is going to be incredibly hard but the PEB and original NEB videos are an important contribution. It's what happens next that we need to plan for and put in place immediately.

I feel the title 'National Emergency Briefing' would likely be a turn off for many ordinary folk. If the film is optimistic and a call to arms, it should be badged with a clickbait name that fits

A more positive title: People's Climate Action? There must be a suitable acronym Hear Our Pledge for the Environment (HOPE), or similar

19