



**PROSPECTIVE PARTICIPANT PACK**

MAY – OCTOBER 2025

# Hi there!

## Thinking of applying to the Communicating Climate programme?

This pack contains all the information you need to help you apply, including an overview of the programme and key dates.

At a time when many environmental organisations are fearful that the second Trump presidency will give oxygen to climate deniers and represent a major setback for coordinated climate action, this programme has never felt more needed.

Telling the right story on climate change is an essential part of driving the action that this moment desperately needs. We know that crafting the right message and reaching the right audiences can be challenging, and that it's not always easy to transform awareness of the climate crisis into a desire for change. Communicating Climate is here to help!

Now in its fifth year, **Communicating Climate**, powered by leading advertising agency **MG OMD**, equips participants with the tools to tell powerful climate stories, frame impactful messages and mobilise audiences for change. It's been developed with the support of an Advisory Group comprising media organisations, environmental charities and climate communication experts\*.

The programme is designed for small to medium-sized organisations working on climate justice, grassroots climate advocacy and community-focused climate action.

**And the best part is that it's completely free!**

\*Our Advisory Group members: Black Environment Network, Climate Outreach, Groundwork UK, Institution of Environmental Sciences, MG OMD, Purpose Disruptors, Sky, Stop Climate Chaos Scotland, Zero Waste Scotland

# What's the Communicating Climate programme?

Communicating Climate is a six-month **strategic communications and campaign<sup>1</sup> training programme** designed specifically for organisations working on climate justice<sup>2</sup>, grassroots climate advocacy and community-focused climate action.

The programme aims to empower **impactful climate campaigns and inspire meaningful action.**

# What's the aim of the programme?

The programme will give you **the tools and expertise to create and implement powerful campaigns** that recognise the climate crisis as a social and political problem as well as an environmental one.

Over six months, you'll gain the confidence and skills to create communications that inspire change and galvanise action.

Through collaborative learning and a focus on climate equity, the programme fosters stronger connections between participating organisations, helping to build a united voice for climate justice and a peer network for ongoing support.

# Who is it for?

This programme is for **people who work for a climate or environmental organisation on campaigns and communications**. It's ideal for those who already have a basic understanding of communications and want to develop their skills and expertise.

We invite organisations to apply with an idea for a campaign<sup>1</sup> they are eager to develop or improve. Throughout the programme, participants will gain expert guidance to develop their campaigns by mastering skills such as framing key messages, crafting impactful narratives and using storytelling as a tool for advocacy. Our principal industry partner **MG OMD** will provide guidance and support to help participants effectively launch and execute their campaigns.



**‘[The programme has] deepened my understanding of communicating the climate crisis and challenged me to think about audiences beyond our current audience. For us to truly drive change, we need to engage with a broader segment of society so this will be something I'd like to focus on next year.’**

**(2024 Programme Participant)**



# The programme includes:

- **Interactive workshops** led by renowned climate communication experts. Covering key themes such as climate justice, campaign strategies and mobilisation techniques, these sessions will provide you with practical knowledge and actionable insights.
- **Framing sessions** that offer your organisation feedback and support to **refine your campaign narratives and key messages**. You will work with climate communications experts [Heard](#) to develop and enhance your messaging and receive coaching on impactful storytelling and inspiring action.
- **Personalised support** from advertising industry experts at [MG OMD](#) to develop and execute your campaigns effectively and ensure your **strategies are actionable, impactful and aligned with your goals**.
- **Peer-to-Peer networking** to help you build connections with like-minded organisations and foster collaboration.
- **Masterclasses** that are open to the wider sector. These sessions will explore diverse themes from public engagement and coalition building to innovative approaches to climate advocacy.

# Programme component

The programme will require a **time commitment of up to 10 hours per month** (it will sometimes be less, but never more!).

Participating in the programme means you commit to:

- Attending 5 x **workshops**, which are usually between 10am – 12pm
- Monthly **peer-to-peer networking sessions** (usually scheduled in the afternoons)
- 1 x '**Challenge Day**' activity, which runs throughout the programme (online) and offers you personalised support from industry experts at MG OMD and their partners.
- 3 x optional sector-wide **masterclasses** throughout the programme

**All sessions and activities will be online.**

# Programme schedule

Programme element	May	June	July	August	September	October	November
Impactful Climate Campaigning							Graduation
Framing workshop/ clinic							
Climate Comms							
Climate stories in the media							
Storytelling workshop							
Training session							
Support from MG OMD							

\* Exact dates tbc.



# Can I apply?

We require **one lead contact per organisation** who will attend the entire programme. The programme is designed to be flexible and it's possible for different individuals from your organisation to attend sessions alongside the lead participant.

**To apply to the programme as the lead applicant**, you must be responsible for the day-to-day communications at your organisation (it's fine for you to have other non-communications-related responsibilities too!)

**To be eligible for this programme, your organisation must meet the following essential criteria:**

- Operates with a **charitable purpose**<sup>3</sup> (such as a CIC, CIO, or social enterprise)
- **Works within the UK** and has an annual turnover of £5 million or less
- **Primarily works on climate justice** or related areas like human rights, health or education
- Has a **campaign idea**<sup>4</sup> you'd like to develop or enhance

# Can I apply?

Besides the essential criteria, we also use the following desirable criteria to help us prioritise which organisations to invite to join the programme:

- Use **campaigning\***, **advocacy**, or **community mobilisation** to drive change
- Work with **marginalised voices** in climate and environmental conversations. These voices include Black, Asian and minority ethnic communities, Disabled people, and working-class and low-income communities.
- Have at least basic experience of using social media as a communications tool

# How do I apply?

To apply, please complete our [application form](#). You'll need to tell us some info about your organisation, including its legal status and financial resilience, as well as your current communications capability and future communications goals.

The deadline to submit your application is **9am on 31 March 2025**.

# What are you looking for in the application?

We want to know the impact participating in this programme will have on your organisation and the cause and community you support. We will use the information provided in the application forms to select the 20 participants for this programme.

Your application should clearly demonstrate:

- How you meet our essential and any desirable criteria
- Your commitment to the programme and availability to attend all key sessions
- What you hope to gain from enhancing the communications of your organisation

If you have any questions on your eligibility to apply, contact Valerie: [valeriel@mediatrust.org](mailto:valeriel@mediatrust.org)

# Important dates

**Applications open:** 25 February 2025

**Applications close:** 9am on 31 March 2025

Programme places offered to selected organisations: By 7 May 2025

Programme begins: 20 May 2025

## Find out more at our Q&A webinar

Join us for a Q&A session if you have any questions about the programme, eligibility and/or the application process. Sign up below:

- Tuesday 18 March 2025, 13:00-14:00. Sign up [here](#).

To find out more about the programme and submitting your application, contact Valerie, at [valeriel@mediatrust.org](mailto:valeriel@mediatrust.org)

# Any questions?

Join us for one of the Q&A session if you have any questions about the programme, eligibility, or the application process.

- [Tuesday 18 March 2025, 13:00 – 14:00](#)

Sign up [here!](#)

Best of luck with your application!

# Appendix

1. **Campaign/ Campaigning** is defined broadly to include advocacy, awareness-raising, fundraising, and mobilisation efforts, as well as political or policy campaigns.
2. **Climate Justice** recognises that the climate crisis disproportionately impacts marginalised communities, including Black and Brown communities, other ethnic minorities, Disabled people, working-class and low-income communities.

Climate Justice also acknowledges the systemic barriers that marginalised communities face in participating in climate conversations and influencing policy decisions. It emphasises the importance of inclusive decision-making processes and ensuring that those most affected by climate change—who have contributed the least to its causes and are the least equipped to adapt—are supported and empowered.



# Appendix

- 3. Organisations with a charitable purpose** include charities (although you do not have to be a registered charity to apply), Community Interest Companies (CICs), or Charitable Incorporated Organisations (CIOs), community groups or social enterprises. We do require a minimum standard of governance to demonstrate the viability and longevity of the organisation. This may include providing two years of management accounts or, if more relevant, a constitution.
- 4. A campaign idea** is a specific initiative your organisation would like to work on throughout the programme. Our goal is for each organisation in the cohort to apply the skills and strategies they learn directly to their campaign. By the end of the programme, you'll have a fully developed campaign ready to launch. This could be a new idea you're developing or an existing campaign that hasn't achieved the desired impact. We'll ask for details about your campaign in the application form.

Thank you.

**Follow us**  
@Media\_Trust

