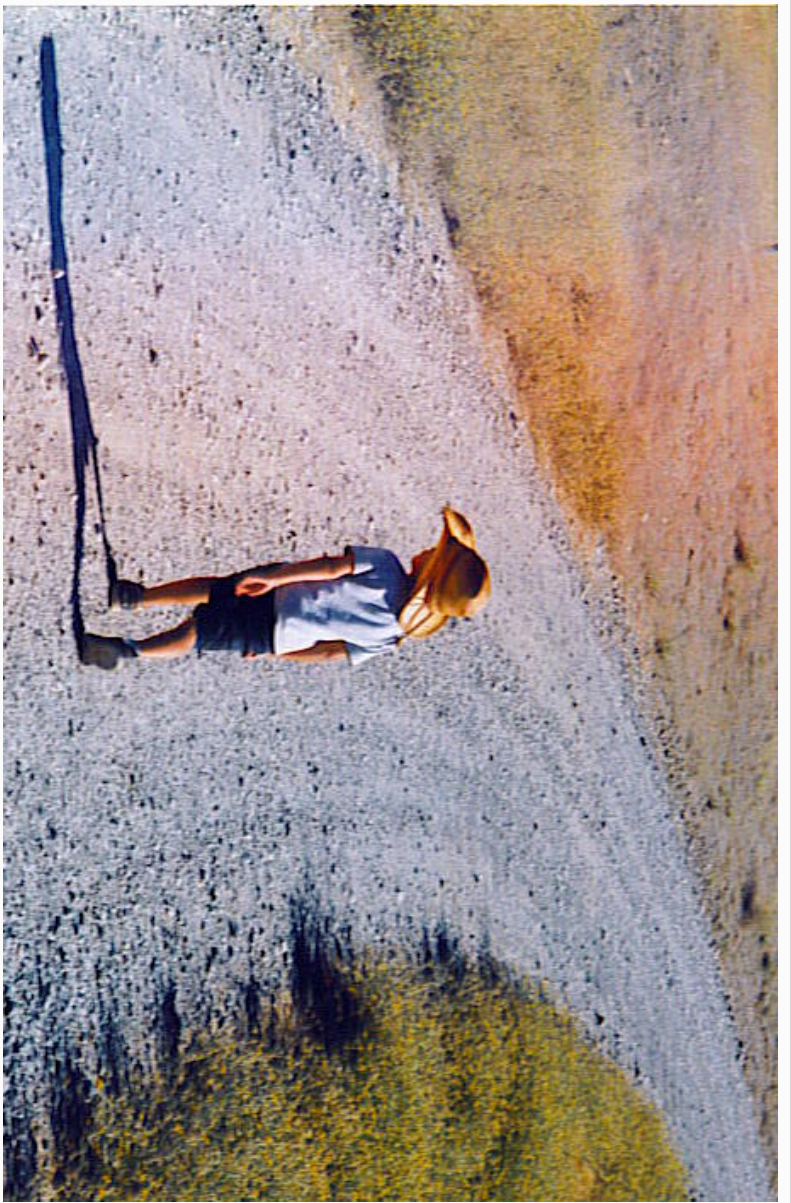


What Climate Activists Can Learn From The Gay Rights Movement

LISA BENNETT
Writer and Communications Strategist







“To counter fierce political opposition,
insider politics
cannot carry the day on its own,
apart from ...

“a broader movement
pressing politicians for change.”

(Theda Skopold)



Differences

GAY RIGHTS

- * Deeply personal
- * In the now
- * One clear demand

CLIMATE CHANGE

- * Global
- * In the future
- * Lack of one clear demand

Similarities

GAY RIGHTS

CLIMATE CHANGE

* Denial

* Denial

* Fear

* Fear

* Debate about nature

* Debate about nature

* Shaming &
stereotyping

* Shaming &
stereotyping

* Silencing

* Silencing

SUCCESSFUL GAY RIGHTS STRATEGIES

1. Encouraged people to come out
2. Cultivated community
3. Had a simple message: equality
4. Told personal – and inclusive – stories
5. Shattered stereotypes
6. Focused on deeply human values
7. Stayed positive

Challenge

GAY RIGHTS

- * Deeply personal
- * In the now
- * One clear demand

CLIMATE CHANGE

- * Deeply personal
- * In the now
- * One clear demand