



# Engaging the Public with Climate Change: Behaviour Change and Communication

*Lorraine Whitmarsh, Irene Lorenzoni, Saffron O'Neill*

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Despite increasing public awareness of climate change, our behaviours relating to consumption and energy use remain largely unchanged. This book answers the urgent call for effective engagement methods to foster sustainable lifestyles, community action, and social change.

Written by practitioners and academics, the chapters combine theoretical perspectives with case studies and practical guidance, examining what works and what doesn't, and providing transferable lessons for future engagement approaches. Showcasing innovative thought and approaches from around the world, this book is essential reading for anyone working to foster real and lasting behavioural and social change.

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