

The Challenge of taking the people along

Tobias Kollmann, Founder, CEO, Creative - cool

“If there has been one mistake,
it’s that we haven’t explained
climate change in human terms.”

Hannah Helmke

The
human
factor
is key.



Empathy.
Clarity.
Energy.

Truly understanding the addressee and picking up exactly on the relevant need or pain point.

Getting to the heart of the message with crystal clarity.

Telling the story grippingly, with emotional power and thus developing a strong momentum.

1

A clear positioning.

right°

What does it mean for your future?



SCROLL
DOWN



2

Always be constructive.

“Constructiveness is the key
to improvement in our society.”

Linda Hinz, Deputy Editor-in-chief, Focus Online

brand eins

brandeins.de
25. Jahrgang
Heft 01
Januar 2023
10 Euro
C 50777



Keine Panik!

Wir schaffen das schon.



3

Don't greenwash.

3

Don't ~~greenwash~~ numb.



**GREEN
WASHING**

GREENCROWDING

GREENLIGHTING

GREENSHIFTING

GREENLABELLING

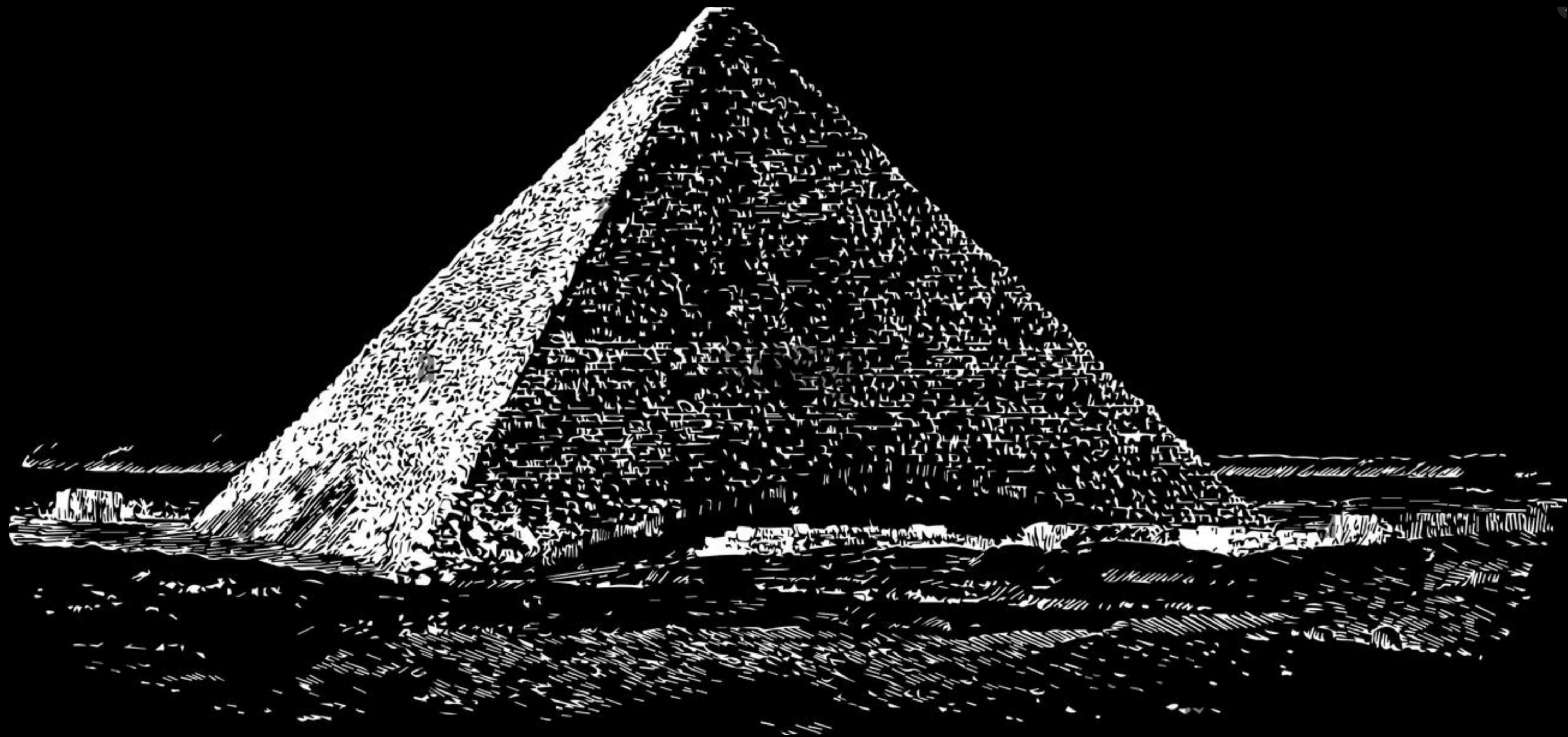
GREENRINSING

GREENHUSHING

Let's get practical.

4

Define your key message.



nur

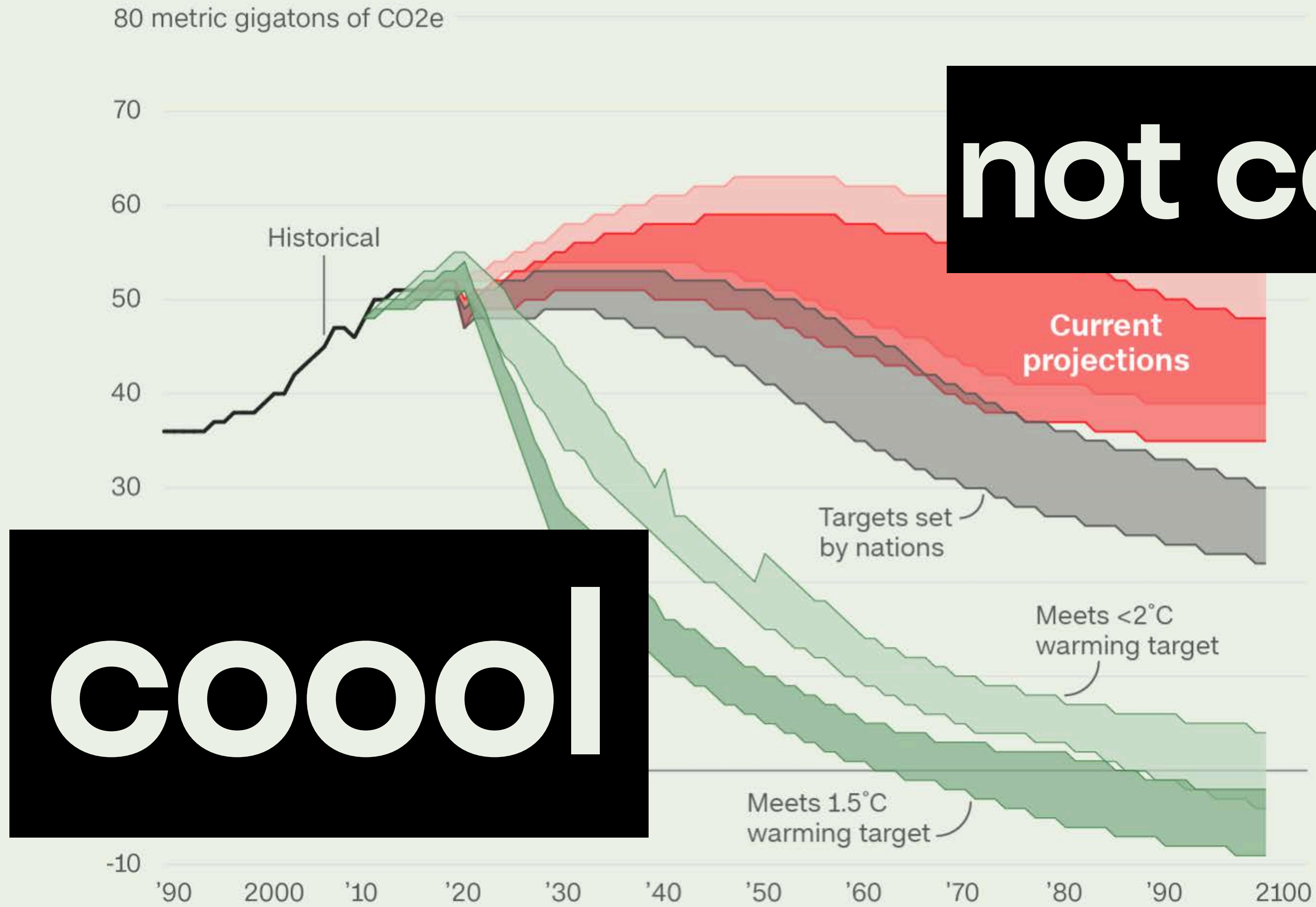
kühl

ist

cool.

Global greenhouse gas emissions

Projected CO2 emissions are still much higher than they need to be to limit warming to below 2°C above pre-industrial levels.



Note: Historical emissions and current projections exclude land use, land use change and forestry. More information on methodology can be found at climateactiontracker.org

Source: Climate Action Tracker

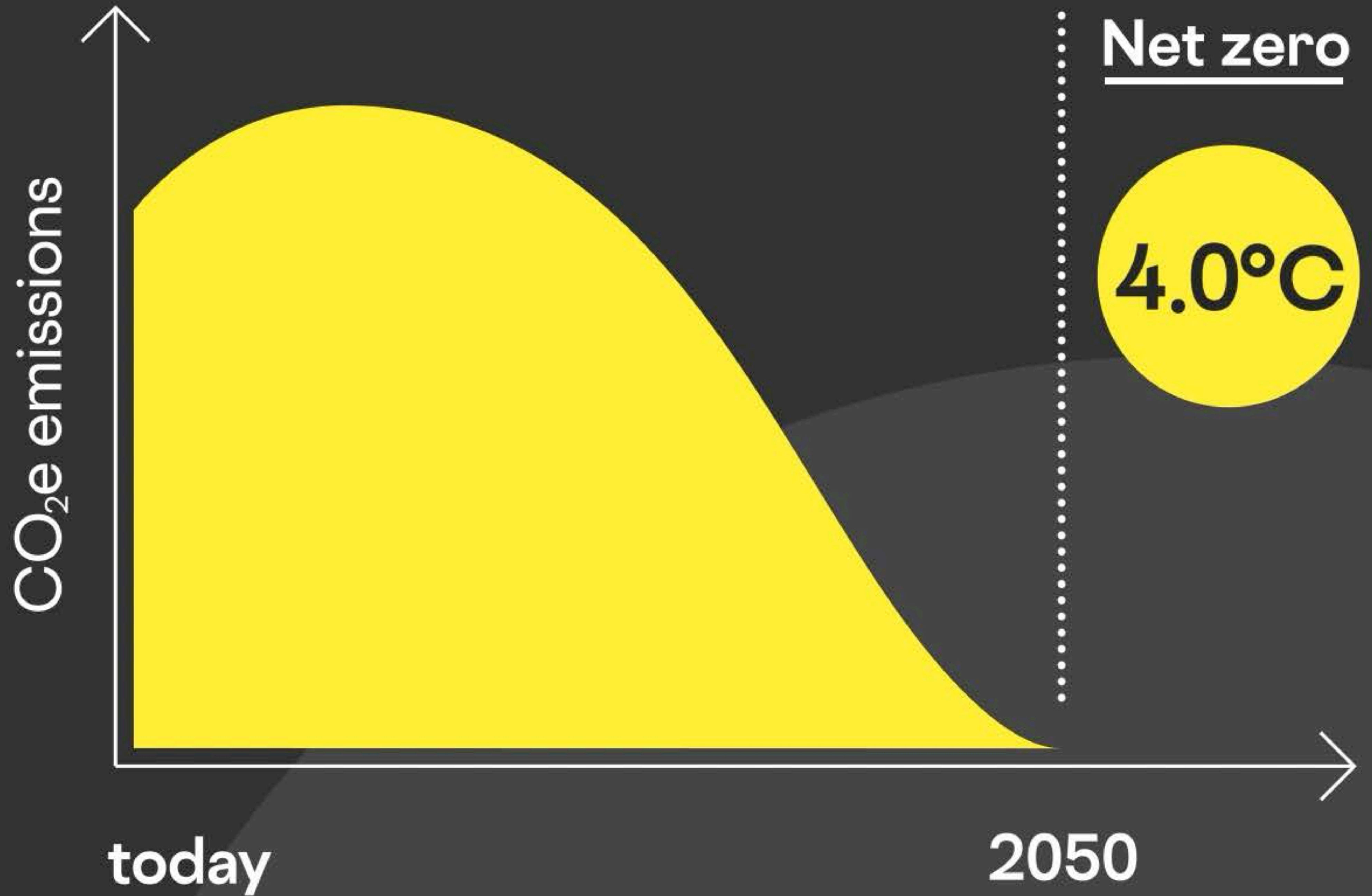
5

Make it tangible.

1.5°C

SCROLL
DOWN

Why it's the crucial KPI for your future.



6

Give people impact.

“Climate communication* can be effective when it gives people agency, rather than making them victims or at least sufferers, as is almost universally done in the news.”

Andrea Borchardt, Journalist and Researcher

*original: journalism

7

Tell success stories.

7

~~Tell success stories.~~

Tell stories of succeeding*.

*overcoming difficulties

“Sustainability influences all innovations.
There is a great demand for content in
this area.”

Anne Kawalerski, Global Chief Marketing Officer, Bloomberg Media

“Be brief. Be bold. Be gone.”

Charmaine Hammond, Author



The climate communication cheat sheet

Thank you!

Tobias Kollmann

Co-Founder, CEO, Executive Creative Director

tobias.kollmann@cool.agency



<https://www.linkedin.com/in/tobias-kollmann-xyz/>