

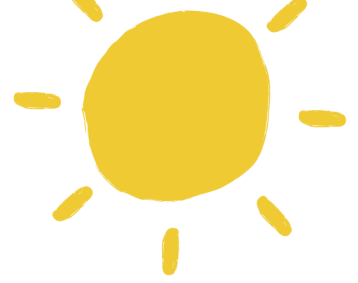


**SHOW
THE LOVE**

CONVERSATION GUIDE

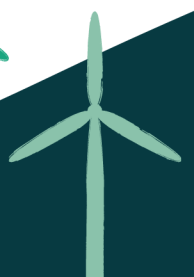
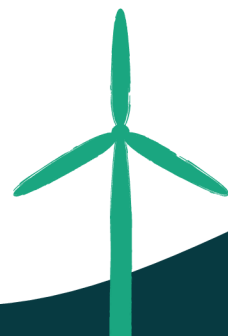
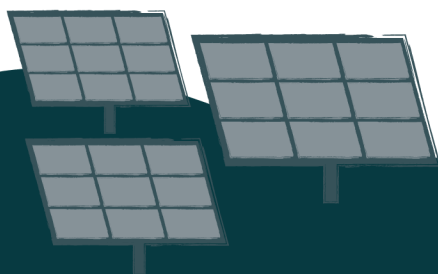
2025

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What's the purpose of this guide?

This guide is designed to **help you use the infamous green hearts** as a powerful tool **to spark meaningful conversations** about climate and nature, with friends, family, colleagues and politicians.

By combining empathy, storytelling, and actionable steps, these conversations can help inspire deeper connections and motivate action for people, climate and nature.

But first... why use a green heart to spark conversation?

The green heart can serve as a symbolic gesture, representing everything we love and want to protect from the impact of climate change, for generations to come. When you give someone a green heart, it opens a door for conversation.

The act of gifting conveys how you have thought about both the person, and the issue, and provides an opportunity to explain its significance.

How do I get a Green Heart?

It's up to you how you would like to present the green heart! **Be as creative as you like!** It can be something as simple as colouring in a green heart on some paper, or baking a heart shaped cake! You can also use The Climate Coalition's green heart stickers, which you can find [here](#).

Top Tip:

Think about the person you are gifting to! Do they appreciate arts and crafts? Do they love a bit of sparkle, or is something plain and simple that will capture their hearts? **Craft your gift around the person or people you are gifting it to, if you can!**

Starting the Conversation

You know yourself, and this person best! Here are some ideas to help you think about opening the conversation.

Begin by explaining why you chose to give this particular person a green heart. For example:

"I wanted to share this green heart with you because it's a symbol of how much I care about the world around us and the importance of protecting it for future generations. It's a way to show love not only for nature but also for the people who live in it, like you."

Make it personal

Tailor your explanation to their interests or experiences. Think about what matters most to them.

- Is there a loved one overseas who is affected by extreme weather?
- Do they have concerns about how climate change is impacting people's health or livelihoods?

Connect the green heart to these experiences to make it even more impactful.

For example

"I know you've mentioned how worried you are about your family dealing with flooding/rising temperatures/rising oil and gas bills. This green heart represents how much we care about the safety of our loved ones and people's loved ones around the world. That's why I wanted to give you the green heart, to highlight the importance of working together to create a healthier future for all."

Ask Open Ended Questions

Why ask questions?

Open-ended questions are a **powerful way to engage someone in meaningful conversation**. They encourage reflection and invite the other person to share their experiences, feelings, and values. **Using the green heart as a starting point, you can guide the conversation toward topics that resonate with both of you.**

Examples of questions to ask:

- *“What’s one place in nature that has always been special to you?”*
- *“Have you noticed any changes in the seasons or wildlife around you?”*
- *“Are there people you care about who are already feeling the effects of climate change?”*
- *“What’s one thing you’d love to preserve for future generations, whether it’s a tradition, a place, or a way of life?”*

By framing these questions around their personal experiences, including relationships and cultural connections, **you create an open, non-judgmental space for dialogue**. It’s not about having all the answers—it’s about understanding their perspective.



Practice Empathetic Learning

Empathetic listening is the **practice of focusing entirely on the other person’s words, emotions, and perspective**. It’s about understanding before responding, which creates trust and deepens your connection to the person, and the moment.

This approach is particularly important in conversations about people, climate and nature, where feelings of overwhelm or frustration may surface.

Key phrases to show empathy

- *"What I'm hearing is..."*
- *"Why does that place or person matter so much to you?"*
- *"What makes you love [a specific aspect of your community or relationships]?"*
- *"How does that make you feel?"*

Why this step matters

When you show that you genuinely care about their thoughts and feelings, the conversation becomes a two-way exchange rather than a lecture. This builds rapport and helps them feel heard and understood.



Share Personal Stories

Why are stories so powerful?

Stories have the unique ability to connect with people on an emotional level. From the earliest days of our existence as a species, storytelling has been instrumental in shaping culture, transmitting knowledge, and connecting people across time, language, and geography.

Your story is no different! Sharing your own experiences can inspire others to reflect on their relationship with nature, their loved ones, and the broader community. **When we share personal stories, we bridge gaps and make big issues like climate change and loss of nature feel more relatable.**

What to share

Talk about a specific moment in your life that made you appreciate nature or made you think about the impact climate change was having for people. For example:



"I remember hearing about how rising sea levels were affecting families in coastal towns. It made me think of my loved ones who also live on those coastal towns, and what their children are going to have to face when they're my age, if we don't act"



Invite their stories

After sharing your own, encourage them to open up.



"Was there a moment when you realised how much climate and nature mean to you or your family? Something that made you feel connected to the bigger picture?"



Top Tip:

Use our '[crafting your story](#)' guide to help you tell the story of your own motivations!



Explore Solutions Together

Why focus on solutions?

Talking about challenges can sometimes feel abstract and overwhelming. **Shifting the focus to solutions helps switch from despair and inaction to hope and action.** By exploring practical steps together, you can turn the conversation into a springboard for driving meaningful change.

Simple actions to highlight:

- *“Have you thought about planting flowers for pollinators, reducing energy use at home, or supporting a local green space group?”*
- *“Do you know about any local initiatives or international efforts that you could support, like providing clean energy to communities affected by climate change?”*
- *“Have you ever heard of Great Big Green Week? It’s a great way to celebrate action locally!”*
- *“I will be lobbying our MP this year. Have you ever thought about contacting your MP to talk through your concerns?”*
- *(if you’re talking with an MP) “you can make a difference by {what action do you want them to take locally?}. How can you support us?”*

The power of collective action

Point out that **when people come together**, their voices and actions can have a **much greater impact**.



“It’s amazing what we can achieve when we work together. Even small steps, like writing to our local MP, making small swaps in our lives or supporting global campaigns, can make a real difference.”



End with an Invitation

Why invite action?

Ending the conversation with an invitation to stay involved keeps the momentum going. It’s not about pressuring them to commit to something immediately but about showing them that their voice and actions matter.

Examples of invitations

- *"Would you like to join me in supporting [a specific local project, global initiative, or campaign]?"*
- *"Let's keep this conversation going. Maybe we can plan a community event or project together!"*
- *"Would you like to join the next Great Big Green Week event happening in your community?"*
- *"I will be lobbying our MP this year. Why don't you join me?"*
- *(if you're talking with an MP) "you can make a difference by {what action do you want them to take locally?}. Will you support us?"*

Top Tip:

Make your invite as specific as possible - for example a specific event, signing a petition, your local **Great Big Green Week** event, etc. Ending with a specific invite helps show how tangible and impactful their contribution can be.



Signposts and Resources

There are lots of meeting spaces, toolkits and guidance to help you have the most meaningful conversations!

- **People, Planet, Pint**
 - Informal sustainability meetups in your area at local pubs. These meet-ups bring together local business and community! Find out if you have a local meet up via the link below:
 - <https://small99.co.uk/people-planet-pint-meetup/>

- **The Week**

- A three part documentary series, with guided conversations designed to encourage local action on climate and nature. It's free to use in your community!
- <https://www.theweek.ooo/>

- **Climate Fresk**

- Interactive workshops to build understanding of climate science!
- <https://climatefresk.org/world/>

- **Larger Us**

- Resources for having meaningful climate conversations.
- <https://larger.us/ideas/climate-conversations/>



Glossary

Use the links below to explore our resources and find the information you need.

- **How do I get a green heart?**

- <https://theclimatescoalition.teemill.com/product/show-the-love-sticker-67adf7f6efe1b/>

- **Crafting your story**

- <https://static1.squarespace.com/static/58b40fe1be65940cc4889d33/t/6718c980408957686e04b00d/1729677698724/storytelling+resource+1+-+Tell+your+own+story.pdf>

