



Re.Climate™

COMMUNICATING FOR CHANGE

2026 ANNUAL REPORT

2025-2026 Fiscal Year
May 1, 2025 – April 30, 2026

Re.Climate™

Re.Climate is Canada's centre for training, research and strategy on climate change communication and engagement at Carleton University.



Re.Climate at the Livable Cities Forum in October 2025.



From Amber Bennett, Executive Director

Making Sense of Change

This past year has brought significant shifts to Canadian politics, climate policy and the public mood. Amid the change, one signal has remained consistent through the noise: Canadians are increasingly worried about climate impacts and expect leaders to help communities prepare for and respond to change.

For communicators, we are also seeing a rapid reshaping of how people find information, form opinions and decide who to trust. Increasingly, algorithms—not experts, journalists or institutions—act as the gatekeepers of information. The consequences are profound. Experts and institutions are struggling to break through, while misinformation and misperceptions of public attitudes continue to shape public discourse.

Campaigners focus on campaigns. Governments focus on policy. Researchers focus on research. Re.Climate's role is to focus on the climate communications field itself—understanding what is changing, identifying gaps and opportunities, synthesizing insights,

connecting ideas and people across sectors, and helping move evidence into practice. That role feels increasingly important.

Moving Insights to Impact

Much of our work this year focused on questions that do not have easy answers.

In the midst of policy backtracking, we surfaced what sits underneath Canada's spiral of climate silence and established partnerships with elected officials, doctors and journalists to help break that silence. We identified and worked to activate Civic Nationals, a key audience segment, and are increasingly seeing organizations use these insights to improve outreach and engagement.

Our Getting to Yes work identified why we struggle to build public acceptance for clean energy projects and what needs to change. The response has exceeded our expectations. The work is already shaping campaigns in Atlantic Canada and moving into real-world testing.

(cont.)

(cont. from previous slide)

We are also nearing completion of the Climate Ready Prairies initiative, a two-year collaboration with ClimateWest advancing adaptation communications and engagement across the Prairies. The resulting framework and training program fills a significant gap in adaptation communications and engagement while helping communities prepare for climate impacts and build resilience.

We also continued to test communications approaches in real-world settings and identify practical lessons that can be scaled nationally.

Building on a successful pilot, we partnered with the Canadian Association of Journalists to launch the next phase of climate journalism training. We also developed training and tools to help local governments and elected officials respond to climate misinformation and disinformation.

We also continued to publish our annual roll-up of public opinion and analysis of climate and energy in Canadian media. We reached thousands of communicators through webinars, 70+ presentations, workshops, trainings and a new blog and resource library.

Taken together, this work positions Re.Climate to fill a growing need in the field. We help communicators make sense of change, identify what matters, and apply emerging evidence in practice.

Looking Ahead

We continue to see growing demand for strategic advice, shared learning and opportunities to test new approaches.

In the coming year, Re.Climate will continue to focus on areas where we believe we can make the greatest contribution: climate adaptation communications, local government engagement, building support for clean energy and electrification, journalism and media engagement, misinformation, and helping communicators and institutions understand and navigate a rapidly evolving information ecosystem.

We will also expand training, peer learning and convening.

Thank you to our funders, partners, advisors and collaborators for making this work possible.

—Amber Bennett
Executive Director, Re.Climate

A large, diverse crowd of people is shown from the chest up, filling the frame. The background is slightly blurred, showing what appears to be an outdoor event with trees and possibly a stage or structure in the distance. The lighting is natural, suggesting daytime. Overlaid on the top half of the image is a quote in a serif font, and below it is a title in a bold, sans-serif font.

We can make all the technological advances in the world, create and implement new laws and policies, but none of it will have an effect without the active engagement and support of citizens. Their informed support for action is what's known as a “social mandate”

HOW REAL CHANGE HAPPENS.

“We’ve moved from a world where institutions told people what’s true to one where communities decide together—and experts are often not in the room.”

KLEIN & DIRESTA

MILESTONES AND ACTIVITIES

Major milestones

Publishing Getting to Yes research, launch of Climate Journalism Training, completing of Energy Ambassadors program, nearing completion of Climate Ready Prairies

Major activity areas

Research & Pilots, Training, Insights & Resources

HIGHLIGHTS

70+ tailored trainings and briefings.

Average webinar rating of 8.9/10.

Website active users up 50%, page views up 46%.

Third full fiscal year supported through 2 general support grants, 5 project-based grants, and 7 strategic services contracts.

\$934,749 revenue in 2025-2026.



Our Strategic Approach: A Hybrid 'Think/Do' Tank



Key Supports

Research, Resources and Training

Re.Climate supports a network of 5,729 climate communicators and researchers to increase their capacity and influence through research, resources and training.



- 8 webinars in 2025-2026
- 8.9/10 average webinar rating
- 7 new resources published
- 70+ tailored trainings/briefings

Strategic Services

Re.Climate supports leaders & organizations to activate the alarmed and reach new audiences through hands-on strategic advice, planning and tools.



- 7 contracts with municipalities and with organizations that support municipalities and provincial governments

Engagement and Collaboration

Re.Climate connects researchers, practitioners, strategists and students to meet real-world challenges. It tests new storytelling and outreach approaches to better understand how to reach and activate audiences.



- CAJ • CAPE • Clean Economy Fund • EcoAnalytics • Environmental Defense • My Climate Plan • Protect Our Winters • Windfall Ecology Centre

Voices on Re.Climate's Value

“The milestones achieved in organizational development, strategic service delivery and membership and engagement growth are truly exemplary. We are especially proud of the quality and continuing influence of your publications and reports at the nexus of research and praxis.

How exciting the growth, from emerging to established leader in climate communications!”

FUNDER

“This is really great work—and useful. I listened to the webinar this morning on my commute to the office. Seeing the electrotech frame tested was very interesting, as it’s one we’re starting to use more, including in a major report later this year, so love having a proof point.”

SENIOR COMMUNICATIONS
STRATEGIST

“Essential research.
Indispensable work.”

SENIOR COMMUNICATIONS
STRATEGIST

“If one of Re.Climate’s goals is to connect people, it’s been accomplished today.”

WEBINAR ATTENDEE

“Quick note to express my gratitude and share kudos for some great research and a great webinar yesterday. Very timely and very important. Look forward to building on top of it.”

SCIENCE
COMMUNICATOR

5,729

Subscribers to Re.Climate's Newsletter

Re.Climate's network grew from 5,155 to 5,729 members.

Our Work in the World

In 2025–2026, Re.Climate strengthened its role as a source of insight, strategy and practical guidance for climate communicators across Canada. We expanded the use of Five Canadas, helping organizations strengthen outreach, engagement and campaign effectiveness by better understanding key audience segments. We published new research, guides, blogs and resources focused on public acceptance of clean energy, climate adaptation, misinformation and the changing information environment, while continuing to produce Canada's leading annual synthesis of climate and energy public opinion and media analysis. Through initiatives including Getting to Yes, Climate Ready Prairies, Energy Ambassadors and our journalism program, we translated research into practical tools, training and real-world testing. We also expanded our reach and influence through webinars, workshops, presentations and our new resource library, helping thousands of communicators, elected officials, journalists and practitioners navigate a rapidly changing communications landscape.

OUR PARTNERS AND CLIENTS *Sample representation*



The Re.Climate Team

RE.CLIMATE STAFF [*View Bios*](#)

Amber Bennett, Executive Director

Barbara Leckie, Academic Director

Chris Russill, Academic Director

Jessica von Handorf, Deputy Director

Jennifer Mayville, Strategic Services Director

Ghadah Alrasheed, Resource and Training Director

Emma Bider, Resource and Training Coordinator

Louise Comeau, Senior Advisor

Cara Pike, Senior Advisor

James Meadowcroft, Senior Advisor

RESEARCH ASSISTANTS

Carleton University students hired in 2025-2026:

Fatemeh Ahmadi Harchegani, Research Assistant

Seamus Hodgins, Research Assistant

Jenny Kliever, Research Assistant



Governing Council

MEMBERS

Lorne Johnson, Ivey Foundation

Jessie Sitnick, Generate Canada

Dan Robertson, Pathos Strategy

Prosenjit Bose, Carleton University

James Meadowcroft, Carleton University

Barbara Leckie, Re.Climate, Carleton University

Chris Russill, Re.Climate, Carleton University
(Acting Chair)



WEBINARS AND PUBLICATIONS

Overview: Webinars and Publications

8,086

Total webinar reach

**How to Break
the Climate
Silence**

Most popular webinar
—total reach of 1,276

8.9 / 10

Average webinar
rating

7

Publications (reports
and practical guides)



DATE	WEBINAR	REACH	RATING	FEEDBACK
June 2025	What Do Canadians Really Think About Climate Change? (2025)	1,091 <i>853 webinar registrants, 238 YouTube views</i>	9.0/10	“It’s heartening that not all the news is bad, and helpful to have clear recommendations for what strategies might still work.”
September 2025	How to Talk to Canada’s Next Clean Technology Adopters	815 <i>566 webinar registrants, 249 YouTube views</i>	8.9/10	“Open and informative discussion with positive ideas in spite [of] a challenging market. The speakers offered specialized yet overlapping perspectives.”
October 2025	Is “Abundance” What’s Missing from the Climate Movement?	1,258 <i>884 webinar registrants, 374 YouTube views</i>	7.8/10	“Quite solid summation of an idea, its provenance, its current impacts in policy. It was a great short briefing.” “I think the thesis of the book [<i>Abundance</i>] is at best confusing and really wrong-headed and I’m not happy that governments are so influenced by this book.”

Reach: Webinar registrants + post-event views of the webinar recording as of April 30, 2026

DATE	WEBINAR	REACH	RATING	FEEDBACK
November 2025	Climate Change and Policy Rollbacks in Canada's National Media (2025)	766 <i>615 webinar registrants, 151 YouTube views</i>	9.1/10	"[I liked] the clear number crunching on the gaps we need to be filling in our storytelling, and the fact that the panellists offered quite different but complementary perspectives."
January 2026	The View from Here: Reflections from Leaders Navigating Change, Uncertainty, and Possibility	979 <i>646 webinar registrants, 333 YouTube views</i>	9.0/10	"Range of experiences and skills gave the topic lots of nuance—the [speakers] were highly adaptive with all the questions!"
February 2026	Canadians (Still) Care About Climate Change, So Why Are We Acting Like They Don't?	1,027 <i>522 webinar registrants, 505 YouTube views</i>	8.9/10	"So helpful to have these discussions guided by really strong research and insights from conversations with Canadians. Really appreciate the different framings and strategies to connect with the ways that many Canadians DO care about climate."

Reach: Webinar registrants + post-event views of the webinar recording as of April 30, 2026

DATE	WEBINAR	REACH	RATING	FEEDBACK
March 2026	Getting to Yes on Wind and Transmission	874 <i>679 webinar registrants, 195 YouTube views</i>	9.3/10	“Amazing breadth and depth of research to back up the environmental and social benefits, deficits and possibilities for wind farms and transmission lines.”
April 2026	How to Break the Climate Silence	1,276 <i>951 webinar registrants, 325 YouTube views</i>	9.1/10	“The presenters had lots of experience in many different fields but they spoke to us in plain, approachable English and offered ideas that were usable by many.”

Reach: Webinar registrants + post-event views of the webinar recording as of April 30, 2026

Annual Reports: Public Opinion Rollup; Media Analysis



What Do Canadians Really Think
About Climate Change?
(2025)

[Read More](#)



Climate Change and Policy Rollbacks
in Canada's National Media
(2025)

[Read More](#)

Practical Guides: Break the Climate Silence; Social Acceptance of Wind and Transmission Projects



Four Steps to Break the Spiral of Silence:
A User's Guide for Communicating
Climate Change and Solutions

[Read More](#)



Fair or Fail: A User's Guide to
Building Social Acceptance for Wind
and Transmission Projects

[Read More](#)

Technical Reports: Public Opinion on Climate; Social Acceptance of Wind and Transmission Projects



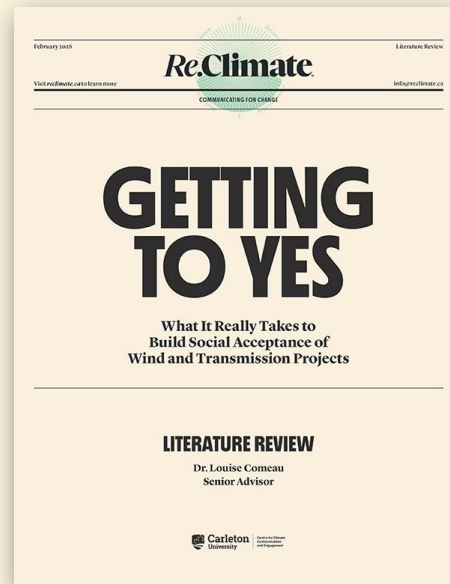
Canadians (Still) Care About Climate Change: Closing the Perception Gap on Climate Concern and Action

[Read More](#)



Getting to Yes: What It Really Takes to Build Social Acceptance of Wind and Transmission Projects

[Read More](#)



Getting to Yes:
Literature Review

[Read More](#)

WEBSITE

ReClimate.ca

50%

Increase in active users

Total website active users increased 50%, year over year, from 13,612 to 20,473

46%

Increase in page views

Total website page views increased 46%, year over year, from 35,968 to 52,487

Website: User Acquisition; Content

USER ACQUISITION

64%

Came to website
directly

23%

Found website
through organic search

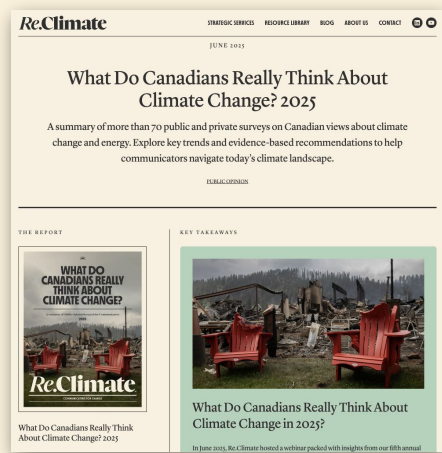
CONTENT: MOST VIEWED

What Do Canadians Really Think About Climate Change in 2025?

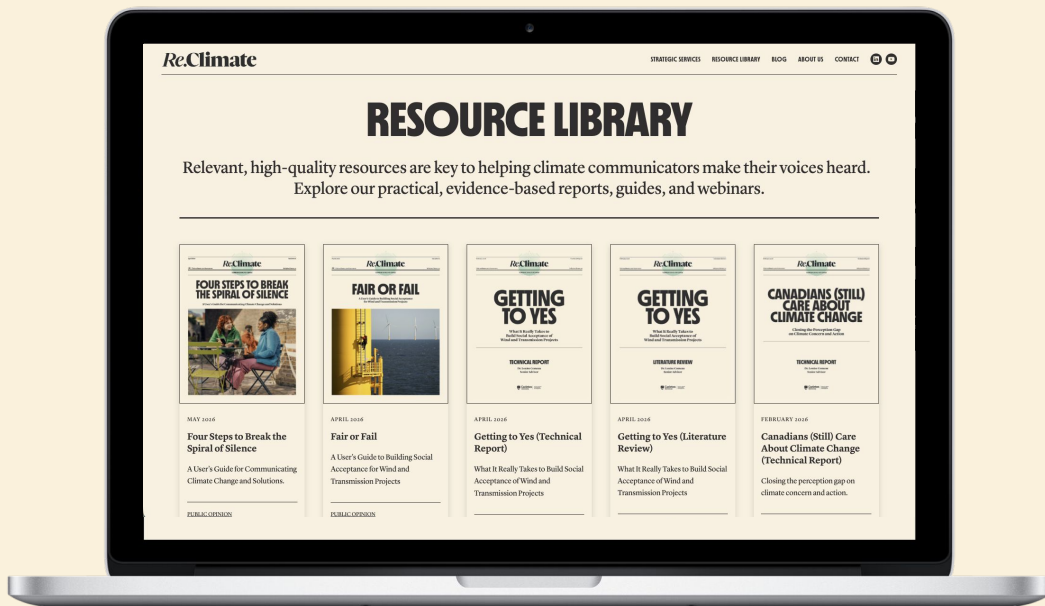
Most viewed content page (3.7% of all views)

reclimate.ca/what-do-canadians-really-think-about-climate-change-2025

Top 3 info pages: Home, About Us, and Resource Library



Resource Library: A Go-To Source



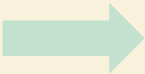
We launched Re.Climate's [Resource Library](#) in April 2025, and it quickly became one of our most-visited pages, behind only our Home Page and About Us. 1,481 users visited it in the past 12 months, where they found relevant, high-quality resources to help boost the impact of their climate communications.

FINANCIAL OVERVIEW

May 1, 2025 to April 30, 2026

Revenue and Expenses: May 1, 2025 to April 30, 2026

ACCOUNT	REVENUE	EXPENSE
Revenue from all Sources	\$934,749	
Staffing		\$640,826
Course Buyouts		\$30,052
Vendors		\$213,250
Travel		\$33,732
Admin / IT		\$19,113
Marketing		\$900
Indirect Costs to Carleton		\$93,075
TOTAL REVENUE AND EXPENSES	\$934,749 revenue	\$1,030,948 expenses



2025/26 SOURCES OF REVENUE

General Support

- \$451,000

Project-Based

- \$350,618

Strategic Services

- \$133,131

**\$(96,199)
deficit
2025/2026**

+

**\$354,661
surplus from
previous years**

=

**\$258,462
accumulated
surplus**



Thank You

Re.Climate