

How Do We Communicate Climate Change

Chris Rose @campaignstrat

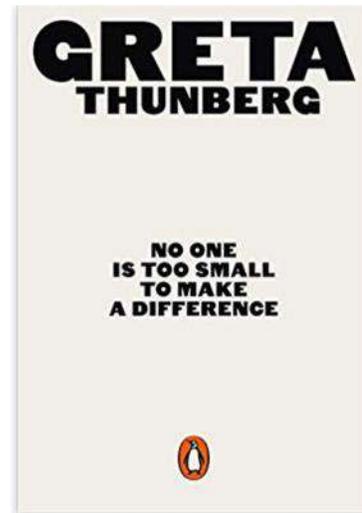
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www.campaignstrategy.org

Coastal Futures RGS London January 2020

Don't just do green things.
Turn your behaviour into an
influencing campaign

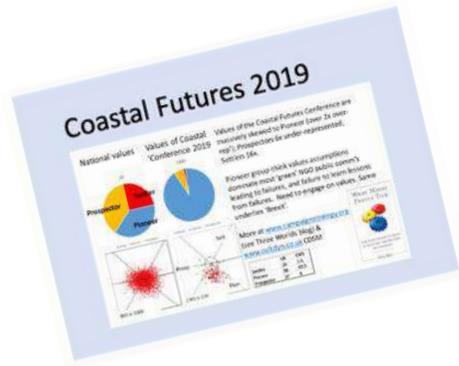
Use opportunities and communication
multipliers to magnify the impact of your
pro-climate behaviours.



How we decide

System 1

Easy way
Intuitive
Emotional
Unconscious
Reflexive



System 2

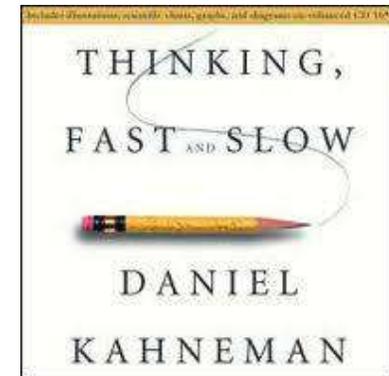
Hard way
Analytical
Conscious
Reflective

95%+ decisions

rare

Behaviours

rationalisation



System 1 tools

System 1

Easy way
Intuitive
Emotional
Unconscious
Reflexive

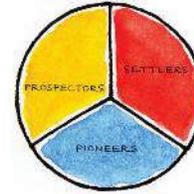
95%+ decisions



Behaviours



rationalisation



VALUES



HEURISTICS

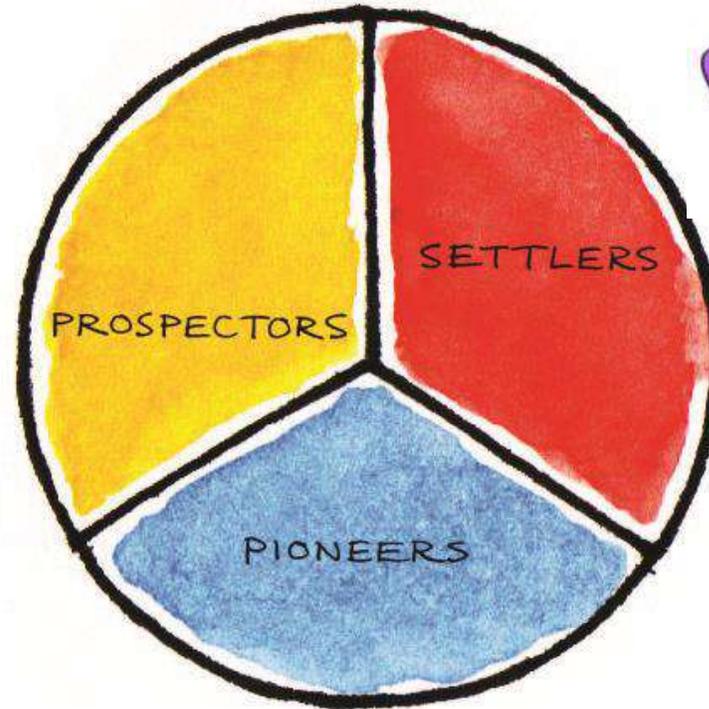


FRAMING

Values: unconscious drivers and behaviours – unmet needs



Prospectors –
outer directed:
need for success,
esteem of others
then self esteem.
Acquire and
display symbols of
success.



Settlers - need for
security driven:
safety, security,
identity belonging.
Keep things small,
local, avoid risk



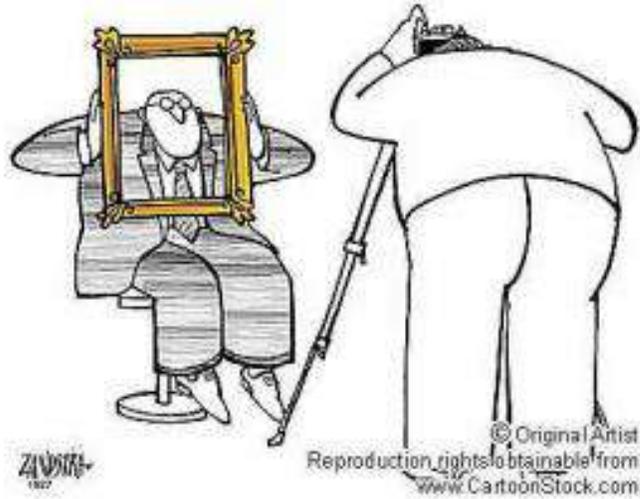
Pioneers – inner directed. Need to
connect actions with values, explore
ideas, experiment. Networking,
interests, ethics, innovation

Heuristics – work more often than not

- **Liking**
- **Effort**
- **Social proof**
- **Consistency**
- **Exchange**

Lots more

Framing- unconscious categories



***“First we see –
then we
understand”***

Walter Lippman

**Plastic as litter
or plastic as
pollution ?**

JANUARY 2, 1989

PLANET OF THE YEAR

TIME



Endangered Earth

Christ
1988

DOUBLE ISSUE

DEC. 23 / DEC. 30, 1989

PERSON *of the* YEAR

TIME



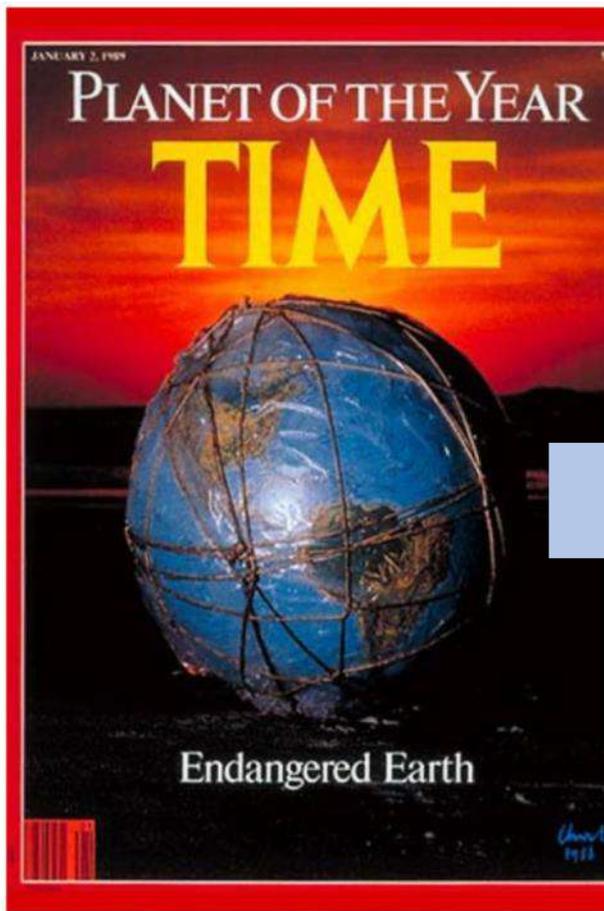
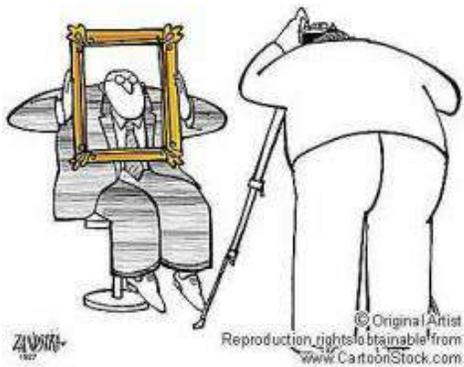
GRETA
THUNBERG

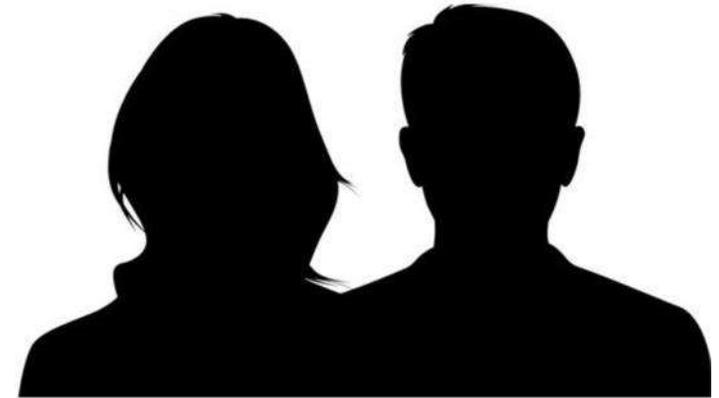
THE POWER
OF YOUTH

1989

1989

2019





The
power
of the
child

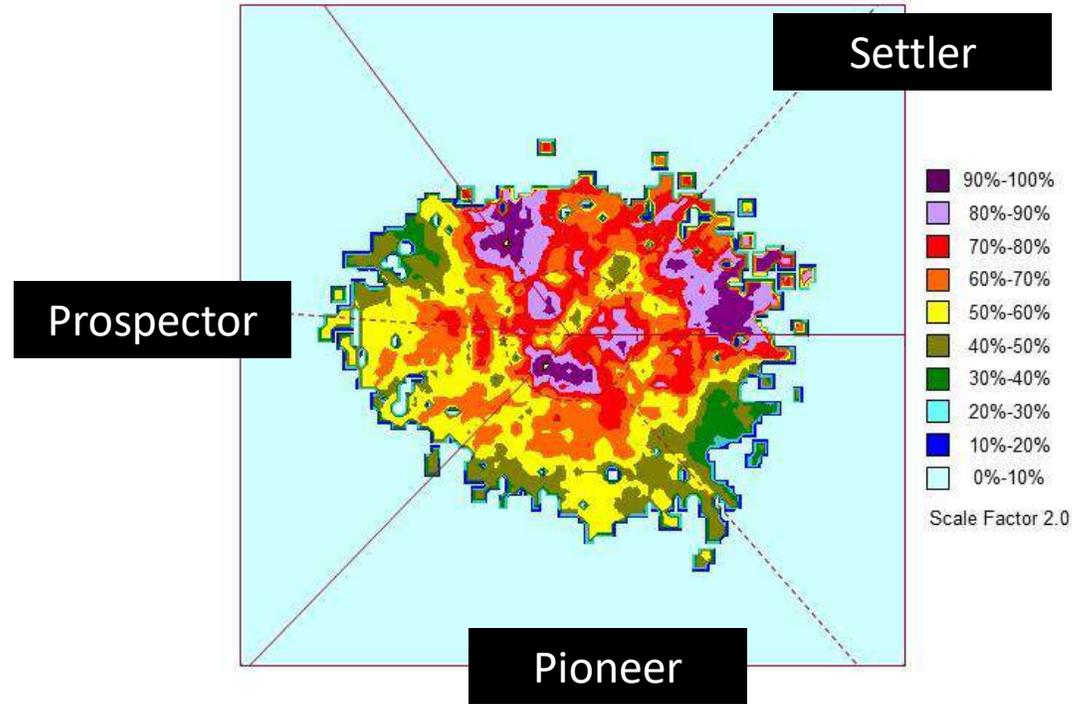
Over adults
- parents

#2 of 90 identity choices

rank	CHOICES OF THREE MOST IMPORTANT
1	My principles and values
2	Being a parent
3	My intelligence
4	Being British
5	My emotions and feelings
6	My interests
7	My nationality (English, Welsh, etc)
8	My circle of friends
9	My creative abilities
10	My family history
11	My age, stage of life
12	My practical abilities
13	My tastes

<http://threeworlds.campaignstrategy.org/?p=1903>

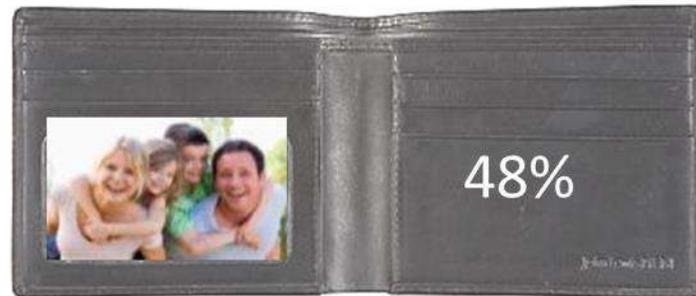
Being a Parent



Babies



Children



Researchers left 240 wallets on the streets of Edinburgh 42 per cent of the wallets were posted back in total. (No money but clear id/address)



Babies

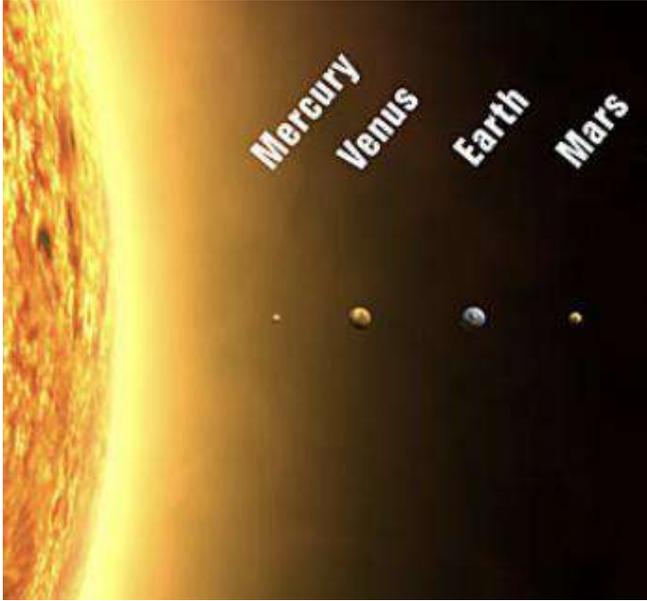
Children



Researchers left 240 wallets on the streets of Edinburgh 42 per cent of the wallets were posted back in total. (No money but clear id/address)



Mercury is nearest
the sun



Once upon a time
the communications
challenge was finding
ways to explain
climate change

But it's av. temperature is -50.C: very thin
atmosphere with CO2 all locked
underground

Too cold

Venus has a thick 96% CO2 atmosphere
and av. temperature of +420.C

Too hot

Earth's average is (was) 15.C with 0.03%
CO2

Just right

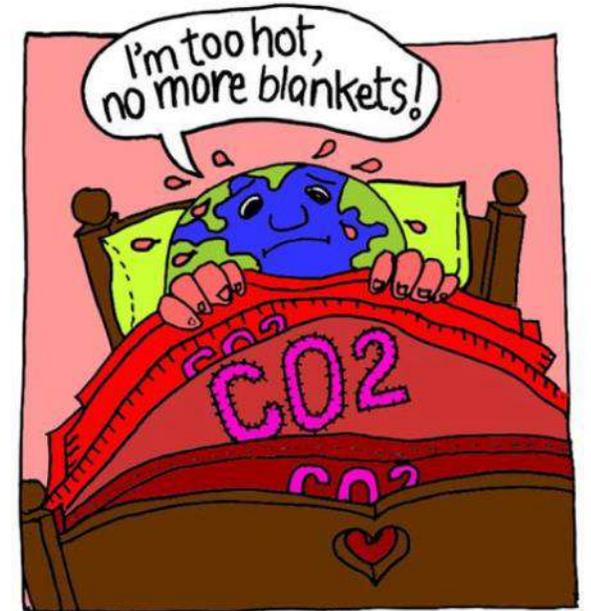
Mercury is nearest the sun



Eg framing research showed metaphors are a better at helping people grasp the science than data

Heat-trapping blanket metaphor

When we burn fossil fuels for energy, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket that traps heat around the word, which disrupts the climate.



But it's av. temperature is -50.C: very thin atmosphere with CO2 all locked underground

Too cold

Venus has a thick 96% CO2 atmosphere and av. temperature of +420.C

Too hot

Earth's average is (was) 15.C with 0.03% CO2

Just right

BBC NEWS POLITICS
Met Office: Evidence 'suggests climate change link to storms'

DAILY STAR
Climate change warning: New 'conveyor belt' of UK storms and flooding for next 20 YEARS

The Telegraph
Man-made warming to blame for storms, suggests Met Office

the guardian
Climate change is to blame, says Met Office scientist

2014

Science & Environment

Climate change: 2015 'shattered' global temperature record by wide margin

By Matt McGrath
Environment correspondent

20 January 2018

Global temperature anomalies in 2015. Many parts of the world have experienced significantly higher temperatures than the average through 2015.

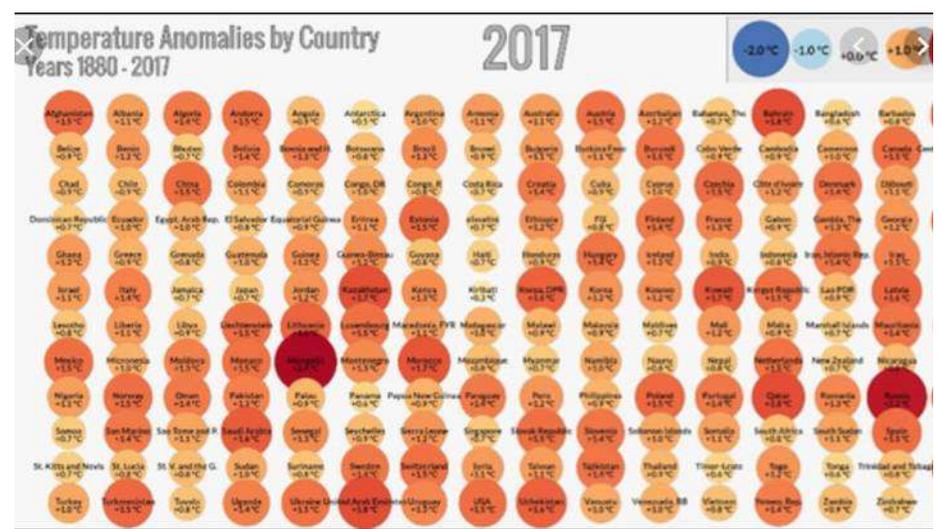
DECEMBER 14, 2017

2016 extreme weather events and ties to climate change

by NOAA Headquarters

Credit: NOAA Headquarters

According to a new research report published today in a special edition of the *Bulletin of the American Meteorological Society*, the 2016 global average temperature and extreme heat wave over Asia occurred due to continued long-term climate change.



37°C
FURNACE FRIDAY!

THE SUN
THE WORLD'S ON FIRE

LA STAMPA
LA STAMPA

THE GUARDIAN
UK'S HOTTEST DAY EVER

EXPRESSEN
EXTREM-LARMET

KVALSPOSTEN
SA SLAR EXTREM-HETTAN

Flame-azon rainforest

Wildfires rip through Brazil... as smoke blacks out city

Daily Mail
73,000 wildfires raging

The Daily Telegraph
Brazil leader says Amazon fires lit by his enemies

The Guardian
Bolsonaro hits out at Macron's 'colonialist' G7 call on Amazon

Evening Standard
Amazon wildfires 'a crime against nature'

special

Critics pick the must-see events of 2020

The Guardian

Thursday 2 January 2020
From £1.60 for subscribers

Australia burns as debate rages over PM's climate change stance

Death toll on the rise and thousands marooned in apocalyptic scenes

Thousands of people have fled as bushfires raged across the state, with the firestorm spreading to the south coast. The firestorm has been described as the most intense in decades.

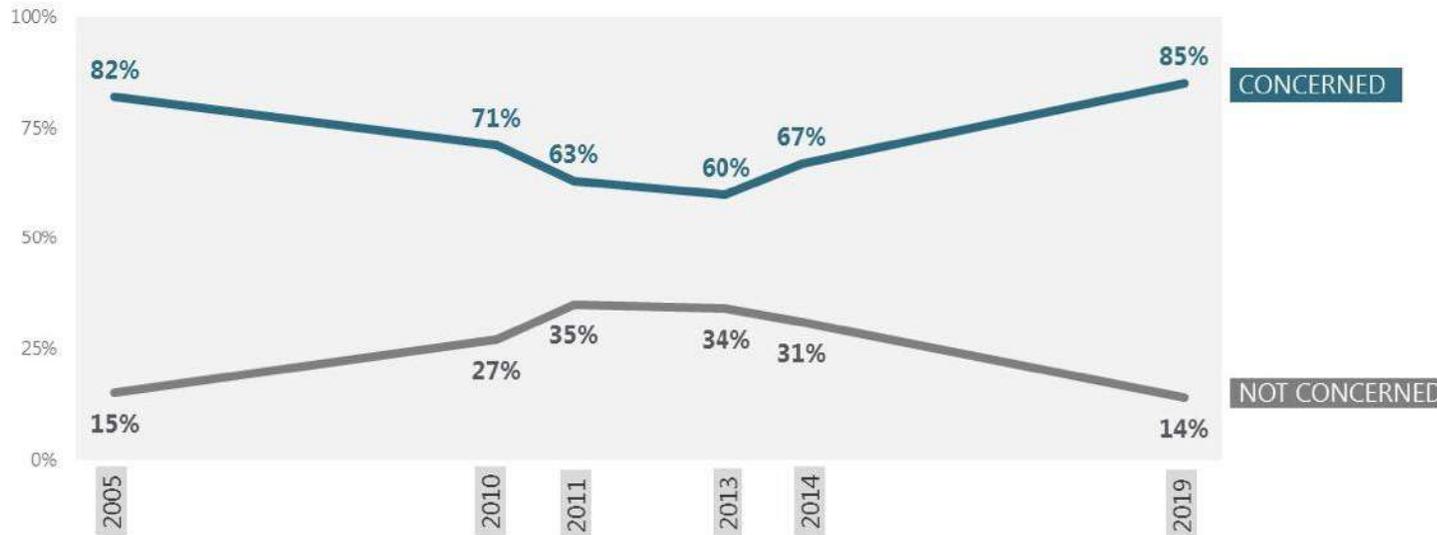
of some 100,000 people have been evacuated from their homes and businesses. The firestorm has been described as the most intense in decades.

But now climate change is communicating itself - providing its own evidences

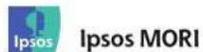
2020

Climate change concern

HOW CONCERNED, IF AT ALL, ARE YOU ABOUT CLIMATE CHANGE, SOMETIMES REFERRED TO AS 'GLOBAL WARMING'?

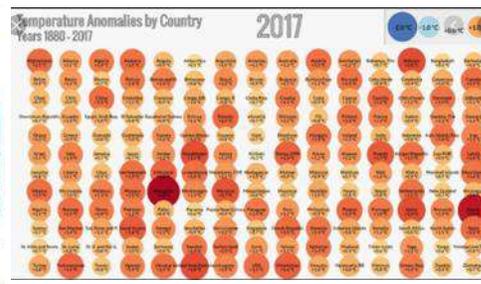


Base: c.1,000 British adults each month



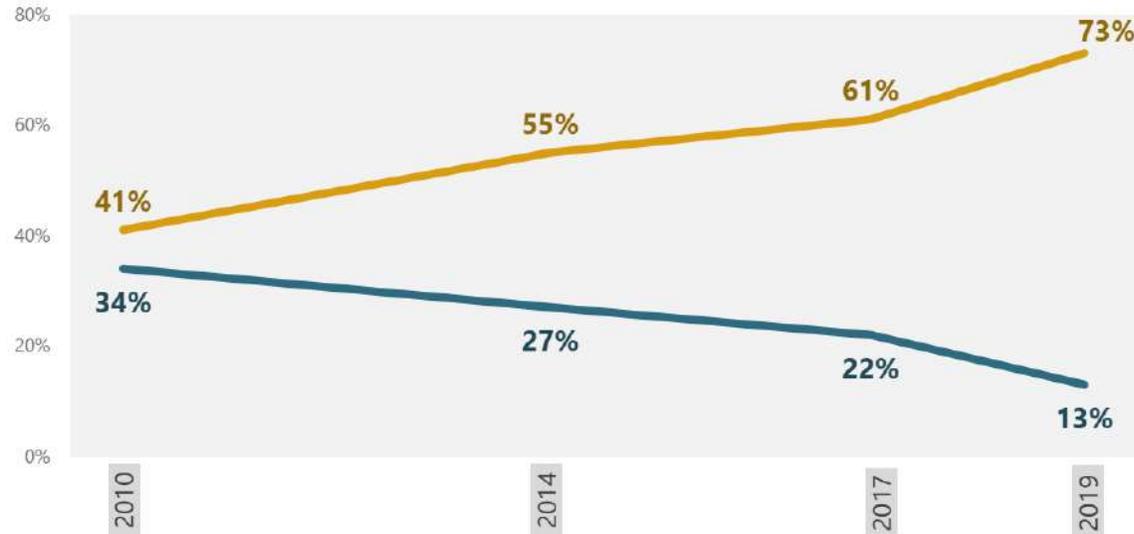
Source: Ipsos MORI Political Monitor

People believe it's real and it's bad



Feeling the effects of climate change

WHEN, IF AT ALL, DO YOU THINK BRITAIN WILL START FEELING THE EFFECTS OF CLIMATE CHANGE?



Base: c.1,000 British adults each month



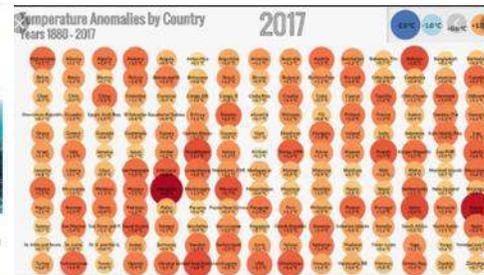
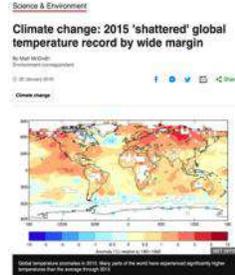
Ipsos MORI Political Monitor | Public

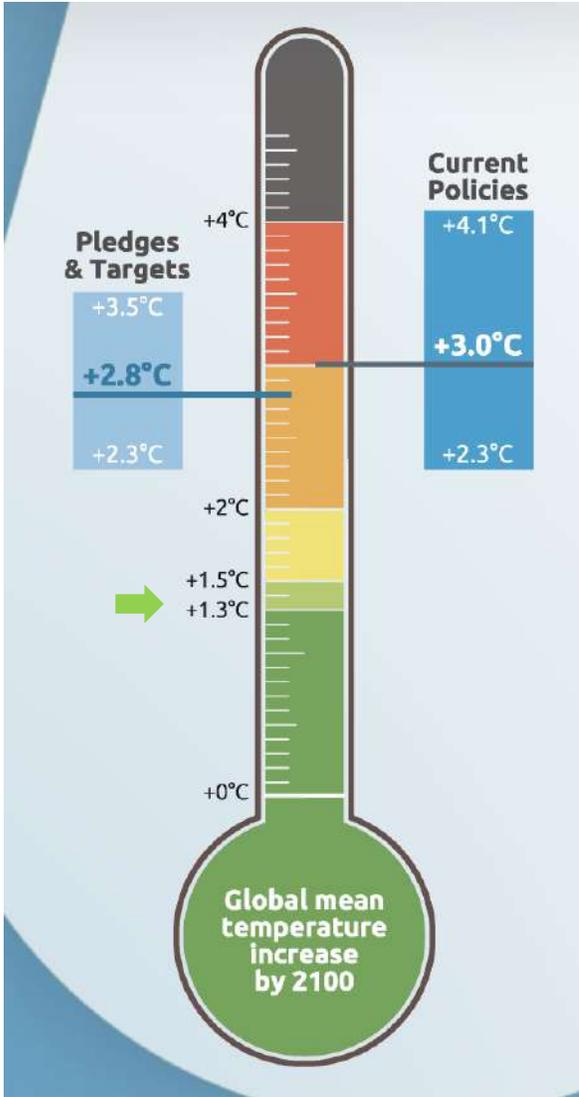
WE ARE ALREADY FEELING THE EFFECTS

IN THE NEXT 25 YEARS OR LONGER

Source: Ipsos MORI Political Monitor

And that it's already happening





We're not on track globally

UK says net zero 2050

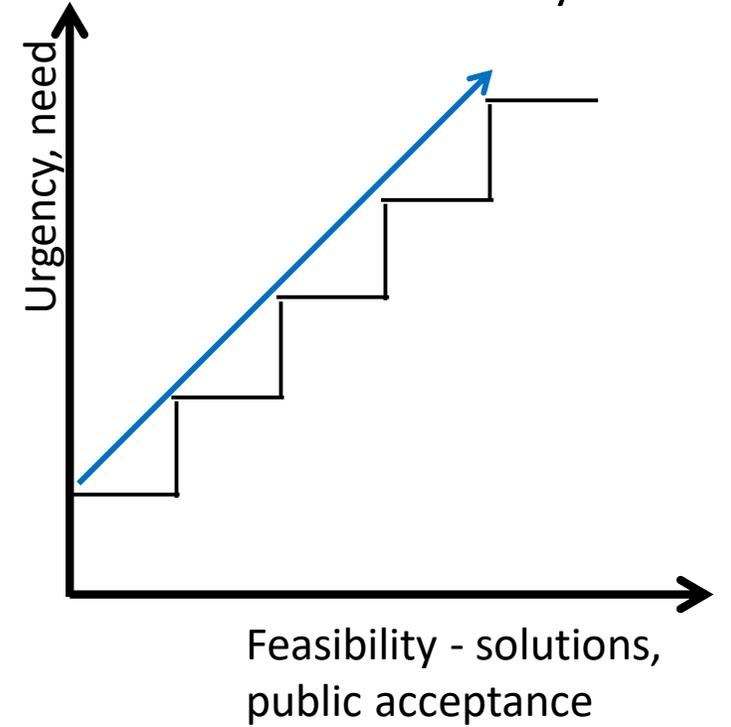
XR say by 2025

Others somewhere in between

We need top down and bottom up action

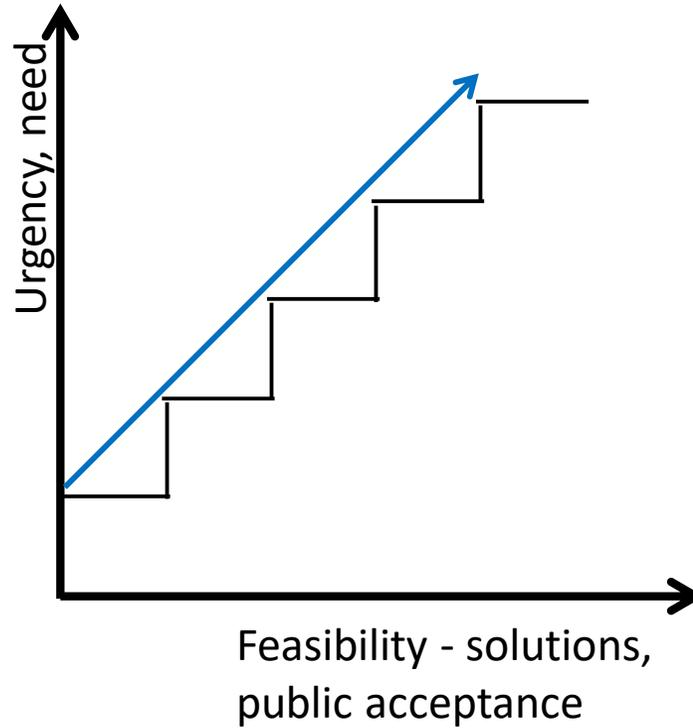
The communications challenge *now* is to drive both feasibility and urgency

Change comes in repeated steps, driven by urgency, then feasibility



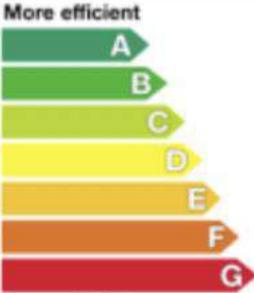


Events are driving the urgency



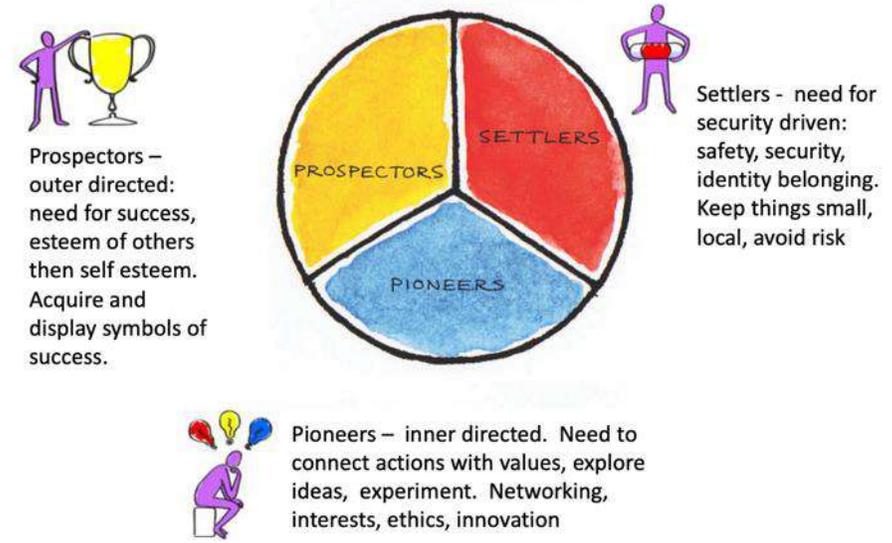
Communicating our own actions can help drive the feasibility

“It can be done” is as important as “it needs to be done”

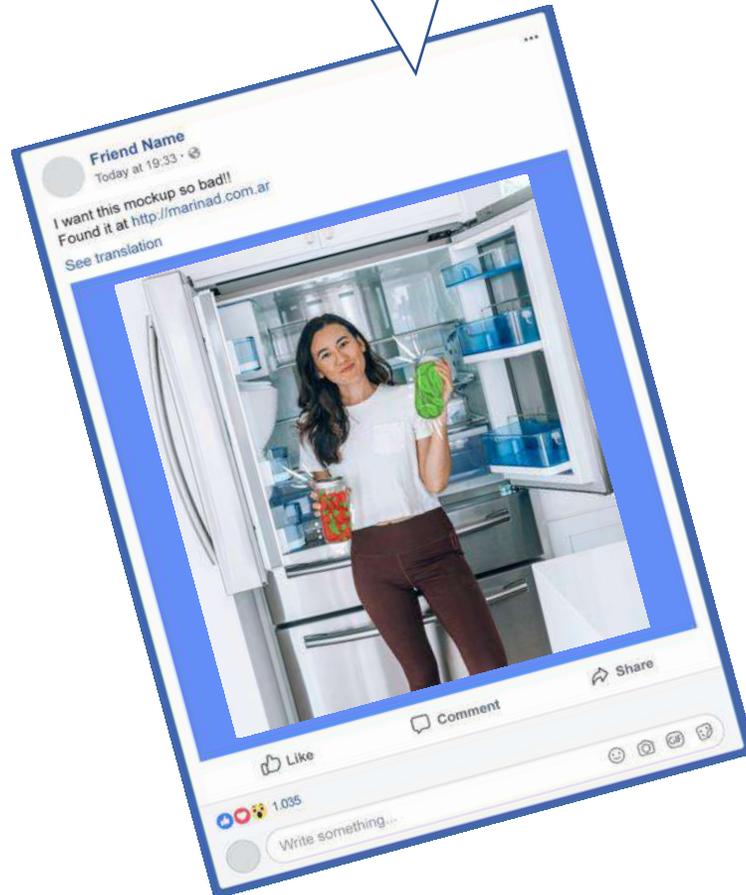
Energy	
Manufacturer Model	Fridge-Freezer
More efficient 	A
Energy consumption kWh/year <small>(Based on standard test results for 24h)</small>	325
<small>Actual consumption will depend on how the appliance is used and where it is located</small> Fresh food volume l Frozen food volume l	190 126 
Noise (dB(A) re 1 pW)	
<small>Further information is contained in product brochures</small> <small>Norm EN 151-1 May 1997</small> <small>Refrigerator Label Directive 94/CE</small>	



Values: unconscious drivers and behaviours – unmet needs

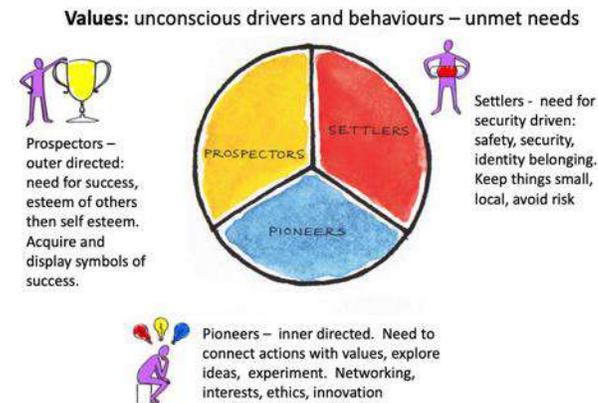


My new fridge !



“It’s the best.
Smartest.
Top-rated.
The winning
fridge. Best
performer.”
(Plus point -
designer)

Same behaviour. Different reasons.



“It’s the best.
Greenest, most
planet friendly.
Most ethical.
Least damaging.”
(Plus point most
interesting fridge.)

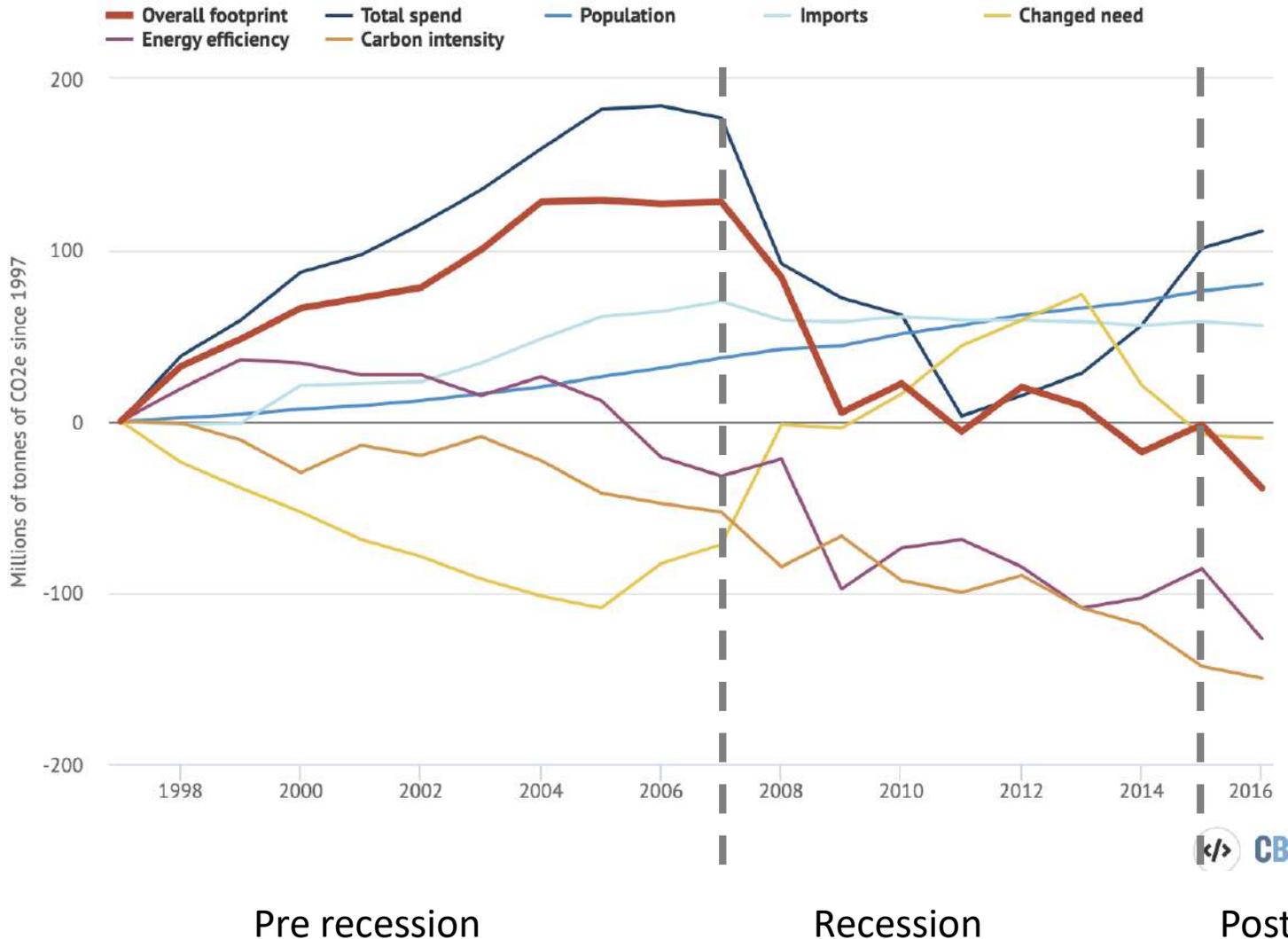
“It’s the best.
Officially
approved
[authority].
‘Guaranteed’
safe, certain,
reliable.
Most
economical.”
(Plus point:
local)

Can our personal action make a difference?

Yes it can !

The UK's carbon footprint is at its lowest level for 20 years

Spending, energy efficiency and cleaner energy are the largest drivers of change



The signal of changes in the household spend 'shopping basket' is detectable in the UK's shrinking carbon footprint. (Pre, during & post recession). 'Changed need' - what people buy.

‘Overall, there has been a small reduction in the UK’s carbon footprint in the post-recession period as increases due to total spend and population have been more than outweighed by cuts due to energy efficiency, carbon intensity and changed need.

If the effect of total-spend increases can continue to be outpaced by improvements in the carbon content of energy supplies, production efficiencies and consumers choosing “greener” baskets of goods, then the UK’s carbon footprint will continue to reduce.

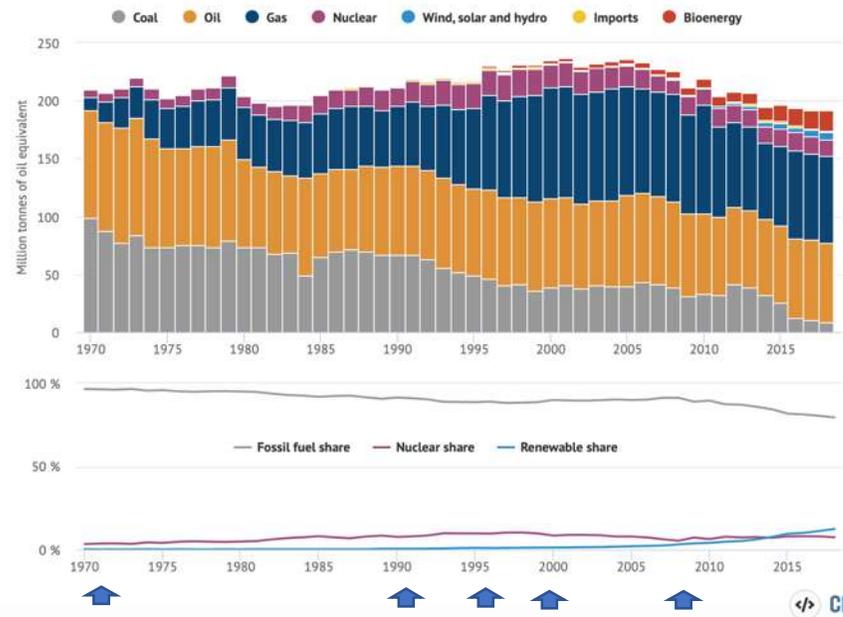
However, as our previous article explains, the current pace of reduction is [well short](#) of that needed to meet the [Paris Agreement](#).’ [Anne Owens, Carbon Brief]

Can policy and govt action make a difference?

Yes it can !

UK primary energy use in 2018 was the lowest in at least half a century

The share from fossil fuels also reached a record low, falling below 80% for the first time



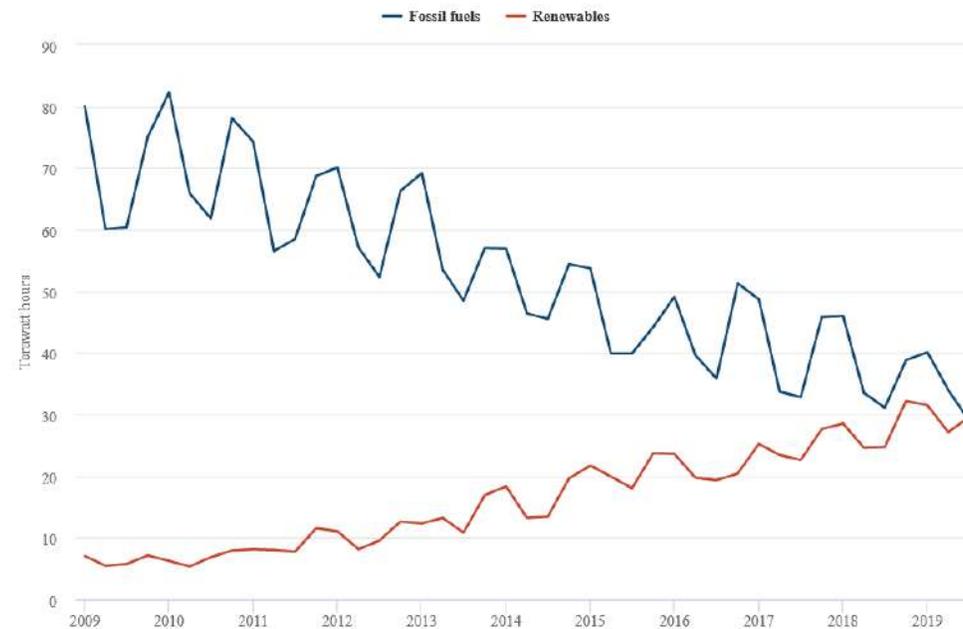
Fossil fuels are falling in UK primary energy use, as is total energy use (left)

Renewables overtook fossil fuels in electricity generating in 2019 (below)

Both the result of using government policy levers

UK renewables generated more electricity than fossil fuels for the first time

The third quarter of 2019 was the first ever to see this switch



- ↑ Natural Gas conversion 1968-1976
- ↑ 1st commercial wind farm
- ↑ 1st renewables targets
- ↑ CC Act 2008
- ↑ UK EU targets emissions & renewables
- ↑ EU 2.C target 1996

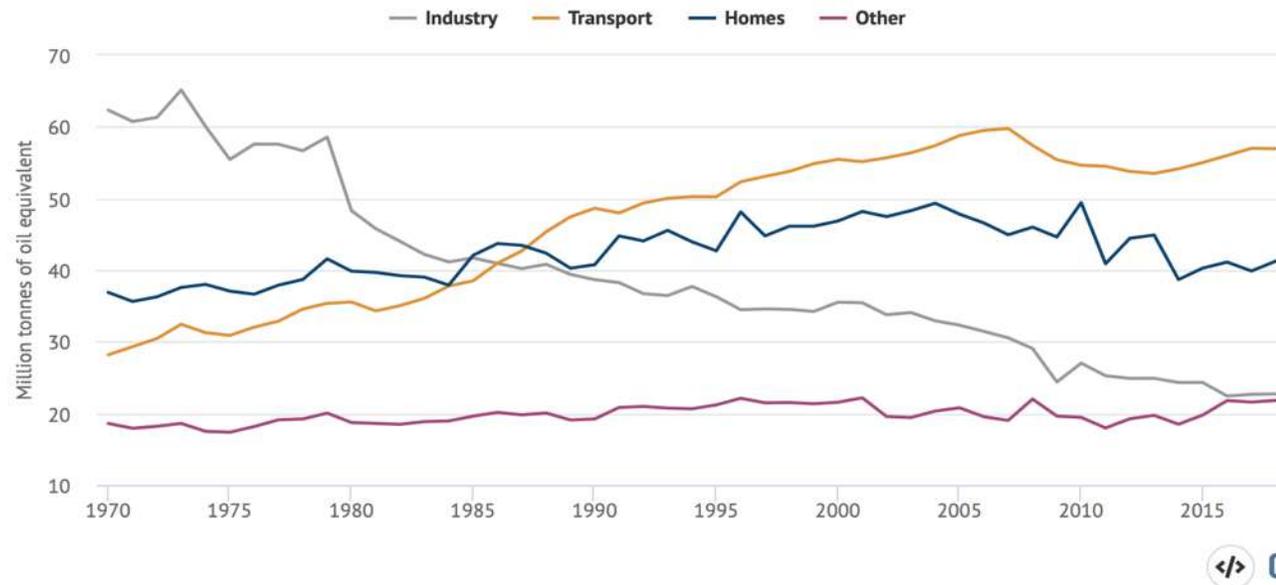
(Emissions fell about 10% on a footprint basis 1997-2016 and ca 40% on a Climate Act basis 1990 - 2017. UK peak 'carbon' emissions was 1973).

Transport is a major target for emissions reduction

Electric cars are going to be important

Transport remains the largest sector for UK energy use by far

Final energy consumption was flat or slightly up across the economy in 2018



CAR's road test team

Our reviewers: fresh perspectives for inquisitive minds

Best electric cars in 2020: our top EVs on sale

Published: 30 December 2019



UK energy use by sector (Mtoe), 1970-2018. Source: [DUKES 2019](#) Table 1.1.5. Chart by Carbon Brief using [Highcharts](#).



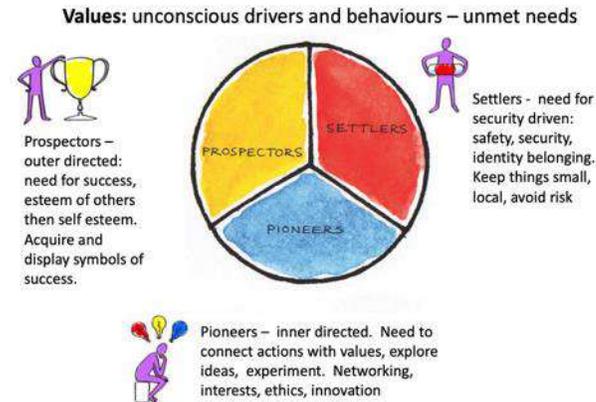
Nesrine @RunNes · Mar 2, 2016
In Love with my new electric car 🥰 #BMW #i3 #GoFast



6 11

“It’s the best.
Smartest. Top-
rated.
recommended.
Best
performer.”
(Plus point -
looks)

Same behaviour. Different reasons.



“It’s the best.
Greenest, most
planet friendly.
Most ethical.
Least damaging.”
(Plus point most
interesting
model.)

“It’s the best.
Terrific
warranty.
Saving me a
fortune on
petrol. No
fumes to
make children
sick.”
(Plus point:
local dealer)

Tell your friends, family, colleagues.

"It's the best. Smartest. Top-rated. recommended. Best performer." (Plus point - looks)

Values unconscious drivers and behaviours - correct needs

"It's the best. Greenest, most planet friendly. Most ethical. Least damaging." (Plus point most interesting model.)

"It's the best. Terrific warranty. Saving me a fortune on petrol. No fumes to make children sick." (Plus point: local dealer)

Share it online.
 Hold a new car party.
 Take them for a ride.
 Park it where the neighbours will see it.
 Offer someone a lift to the next Extinction Rebellion or School Strike. Start a club of other e-car users to do the same ...



Don't just do green things. Turn your behaviour into an influencing campaign



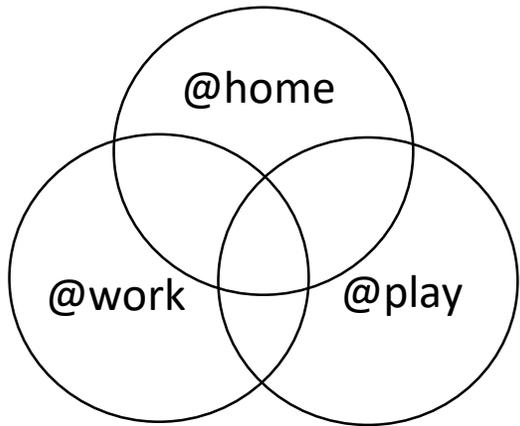
Scale up. Friends of the Earth have produced a 50 point Climate Action Plan for Local Authorities. Find three other electric car users and get involved to promote the points related to e-cars, taxis and buses.

Tick

20	Enable the rapid shift to electric vehicles by installing Electric Vehicle (EV) charging points.	
21	Prioritise transport investment into cycling, walking, trams and public transport, such as electric buses.	
22	Put in place Clean Air Zones, with charging if needed.	
23	Reduce car use through measures such as promoting car-sharing, re-regulating bus services and constraining road space.	
24	Require all taxis and buses to be electric.	
25	Deliver a rapid transition of the council's own fleet to electric.	
26	Require deliveries to the council to be by electric vehicles or bike (e.g. through setting-up a distribution centre for onward deliveries by clean vehicles).	
27	Introduce differential charges for parking permits or other car related charges.	
28	Reduce the need to own and use a car through managing developments in the local plan.	

Use opportunities and communication multipliers to magnify the impact of your pro-climate behaviours.

Opportunities

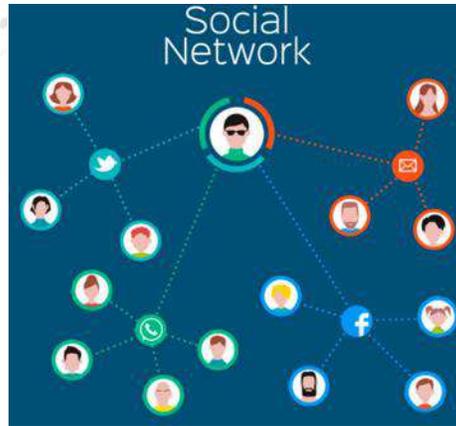


Pro Climate Actions



F2F Community

Informal channels



Organised channels

- Media
- Recreational and affinity groups
- Local councils (265 of 408 Districts + 8 unitaries have declared climate emergencies)
- Professional & trade associations, unions
- Schools, Universities and colleges
- MPs > Westminster
- Campaigns eg XR, FFF, SCN, P&P, 38 Degrees, FoE, Greenpeace, WWF, NFWI, WT, TWTs, 350



Time

Eg choices for diet, holidays, recreation, gardens, transport, energy, clothing, tech, services, investments, pets, building ...



Money

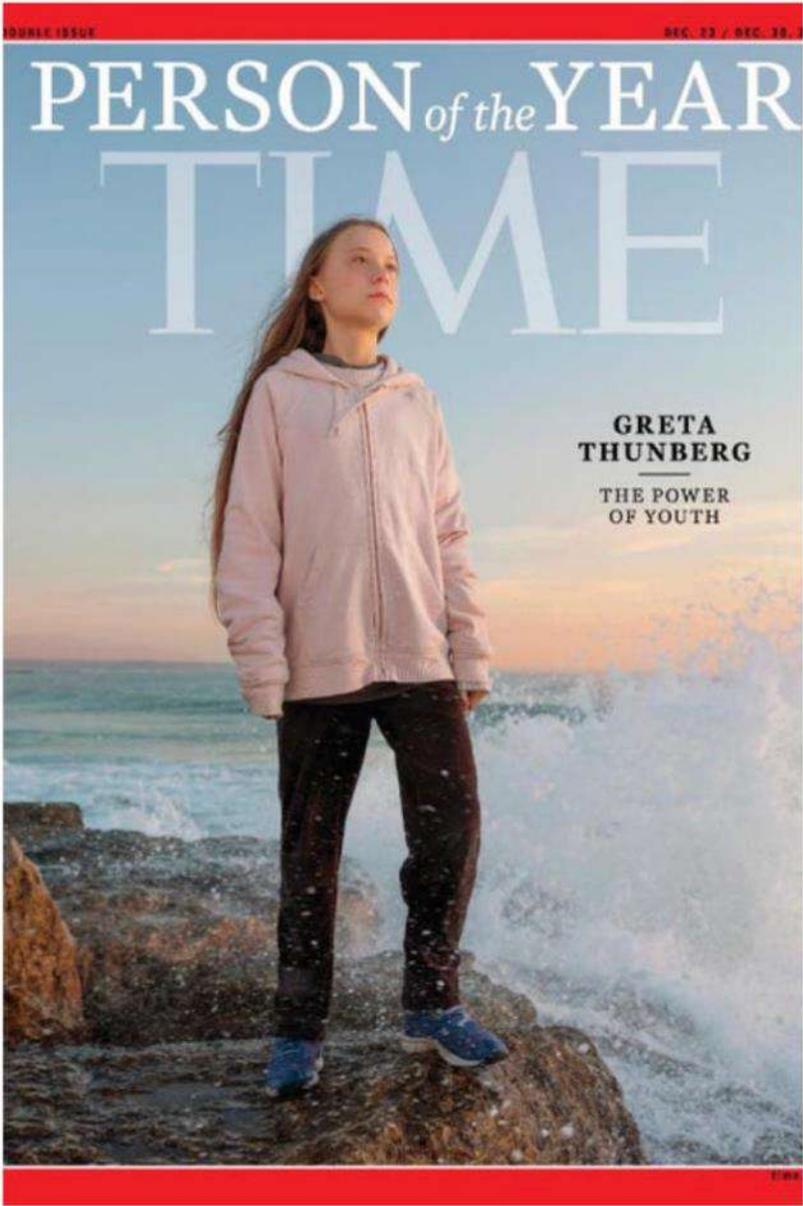
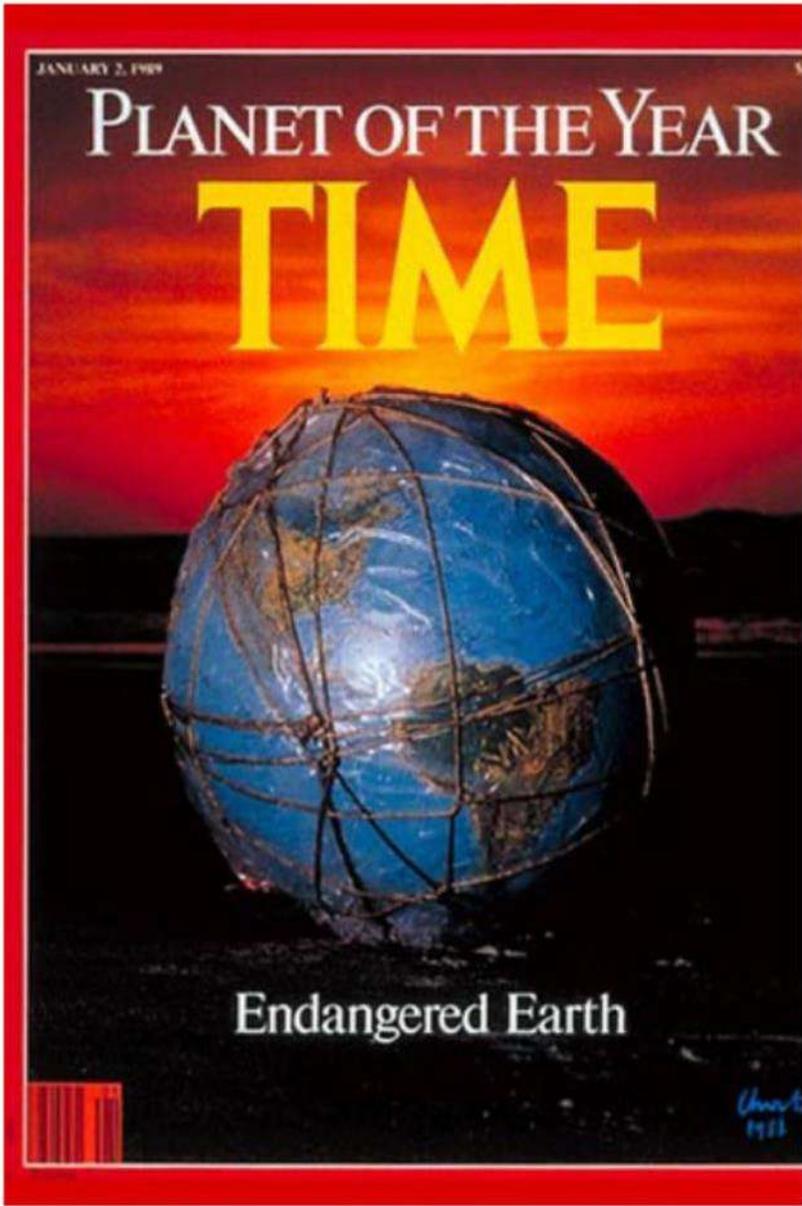


Friends & family = most trusted messengers. Heuristics of social proof, liking, authority, similarity, values matching – all encourage contagion & norming of ideas and behaviours.



Bigger & strategic targets and innovations, internationalization, leverage on govt and corporates, aggregation

potential impact →



CAN WE
DO IT
?
YES
WE CAN