

# How Do We Communicate Climate Change

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[www.campaignstrategy.org](http://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.

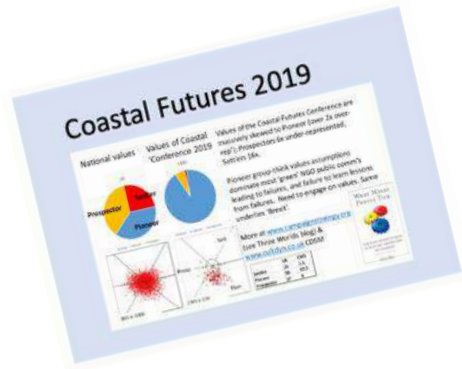


# How we decide

## System 1

Easy way  
Intuitive  
Emotional  
Unconscious  
Reflexive

95%+ decisions



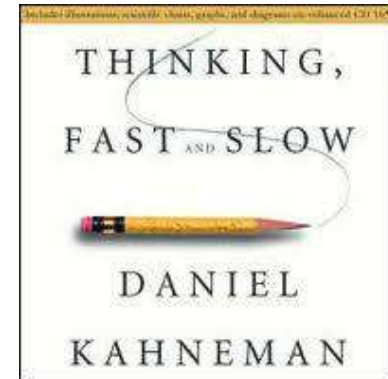
## System 2

Hard way  
Analytical  
Conscious  
Reflective

rare

Behaviours

rationalisation

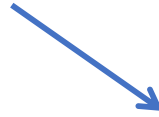


# System 1 tools

## System 1

Easy way  
Intuitive  
Emotional  
Unconscious  
Reflexive

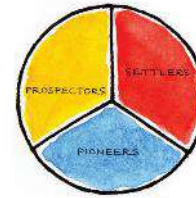
**95%+ decisions**



Behaviours



rationalisation



VALUES



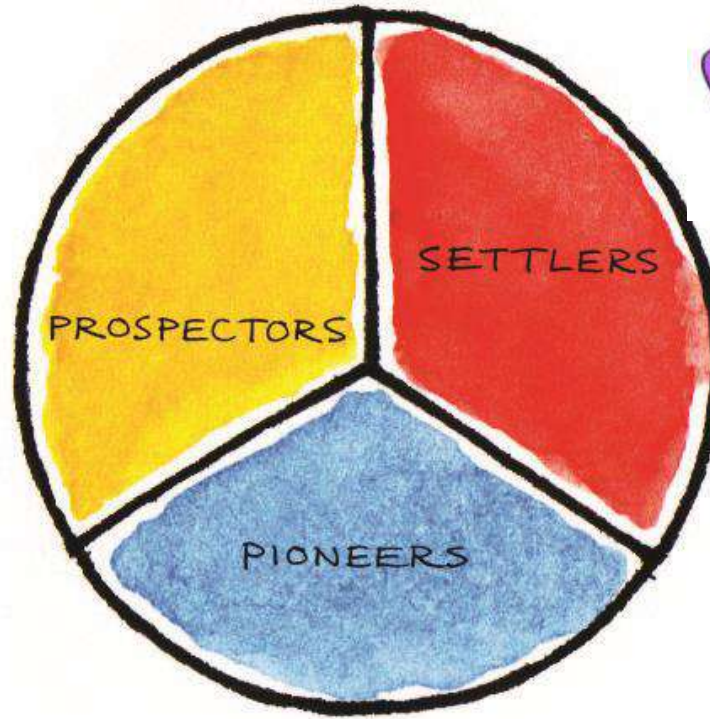
HEURISTICS



## 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



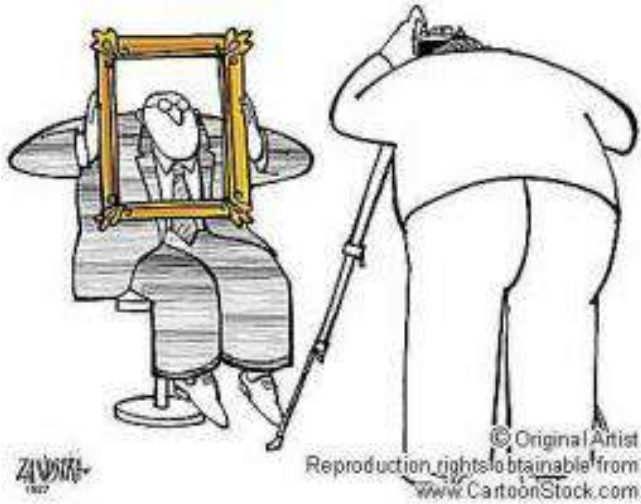
Pioneers – inner directed. Need to  
connect actions with values, explore  
ideas, experiment. Networking,  
interests, ethics, innovation

# 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



Christie  
1988

DOUBLE ISSUE

DEC. 23 / DEC. 30, 1989

PERSON *of the* YEAR

TIME



**GRETA  
THUNBERG**

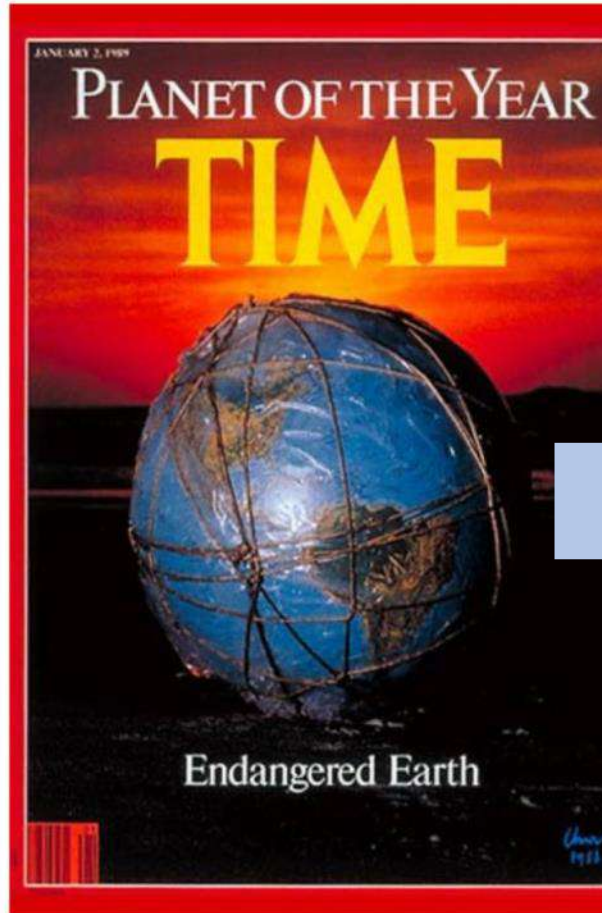
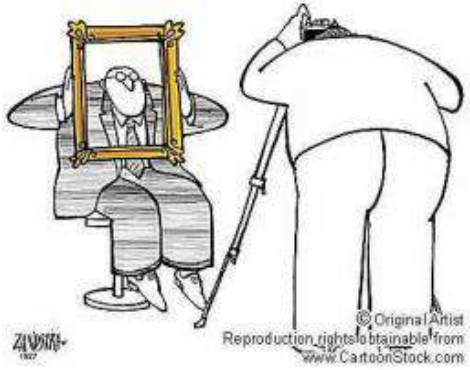
THE POWER  
OF YOUTH

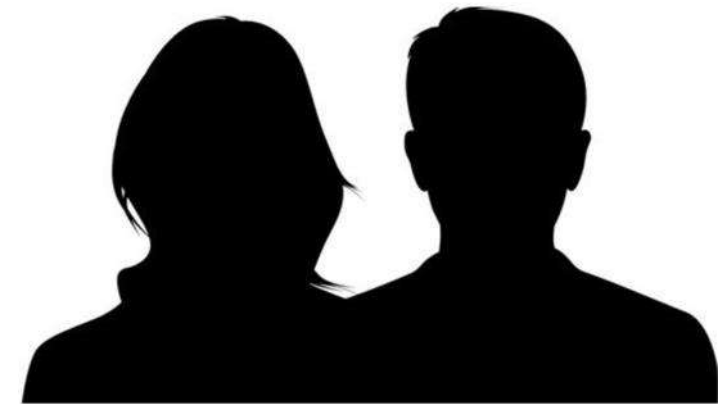
© 1989

1989

2019







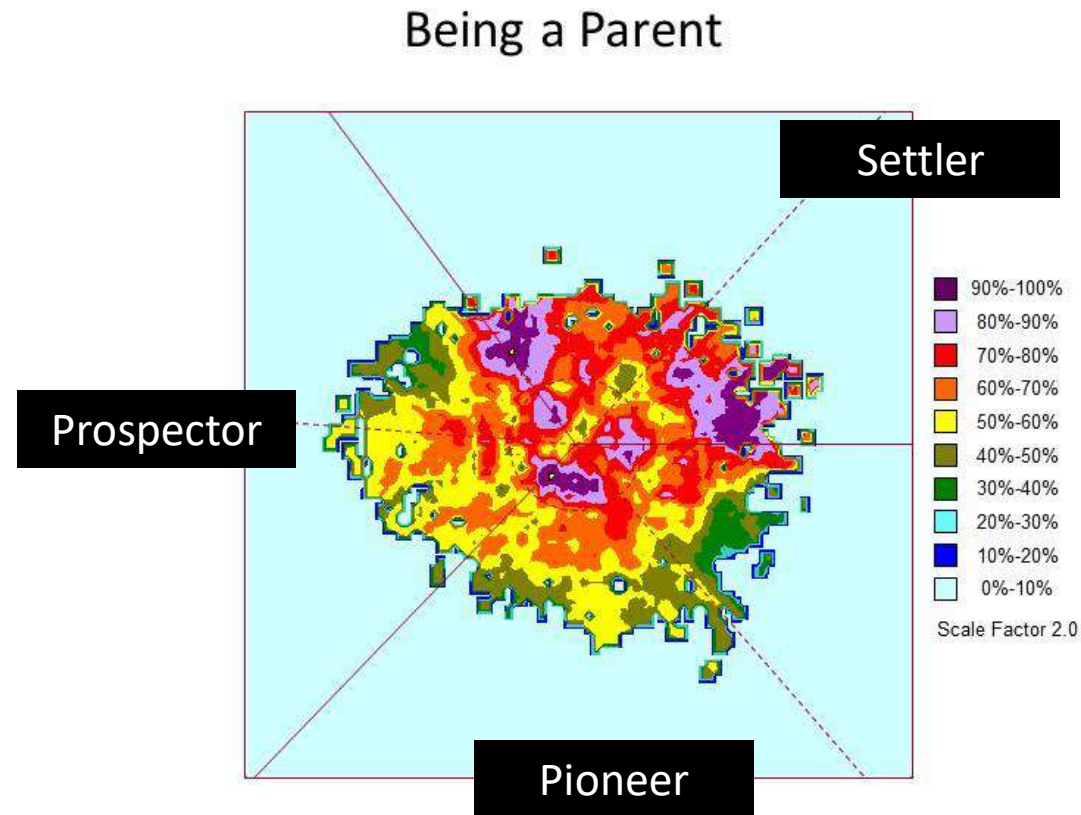
The  
power  
of the  
child

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>





**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

But it's av. temperature is -50.C: very thin  
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underground

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Venus has a thick 96% CO2 atmosphere  
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## 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.



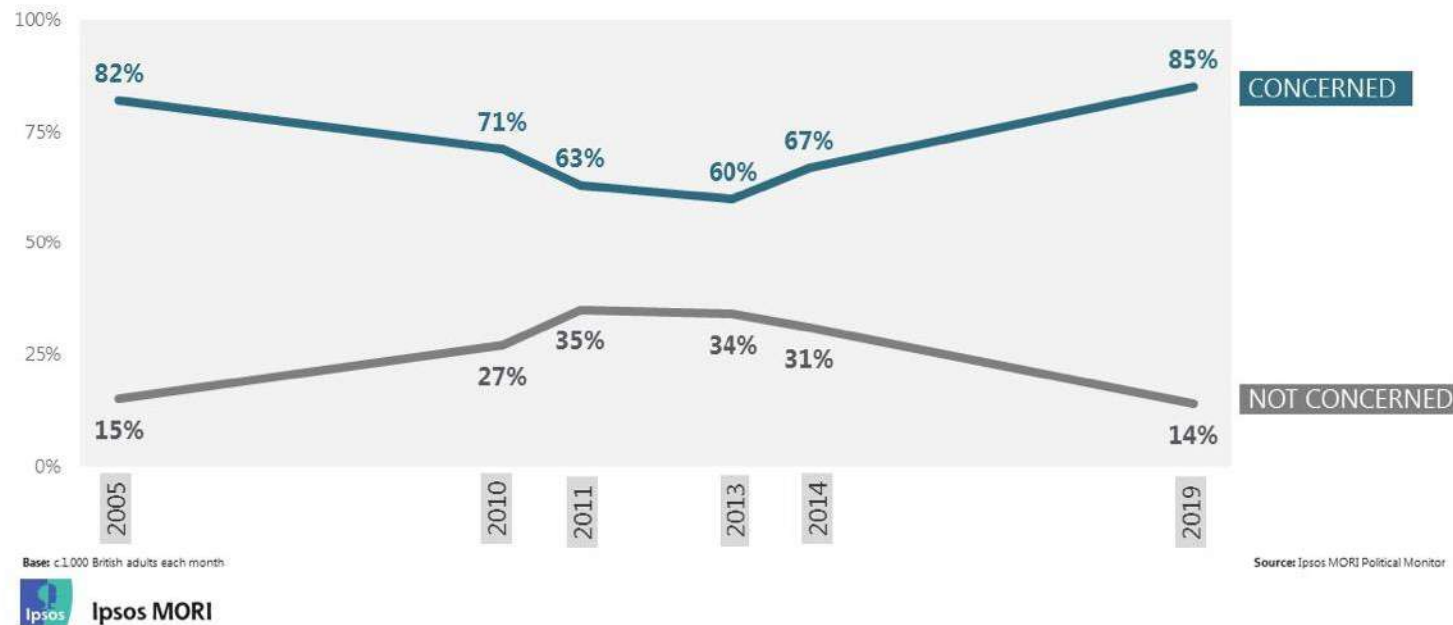




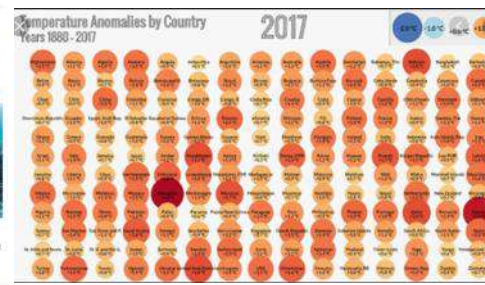
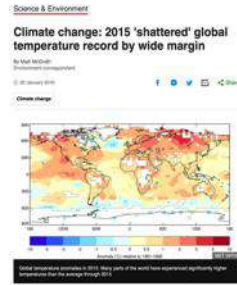
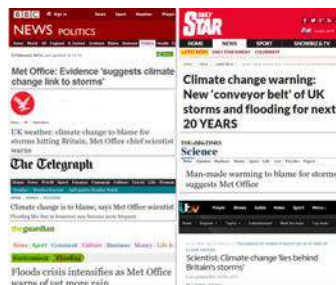


# Climate change concern

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



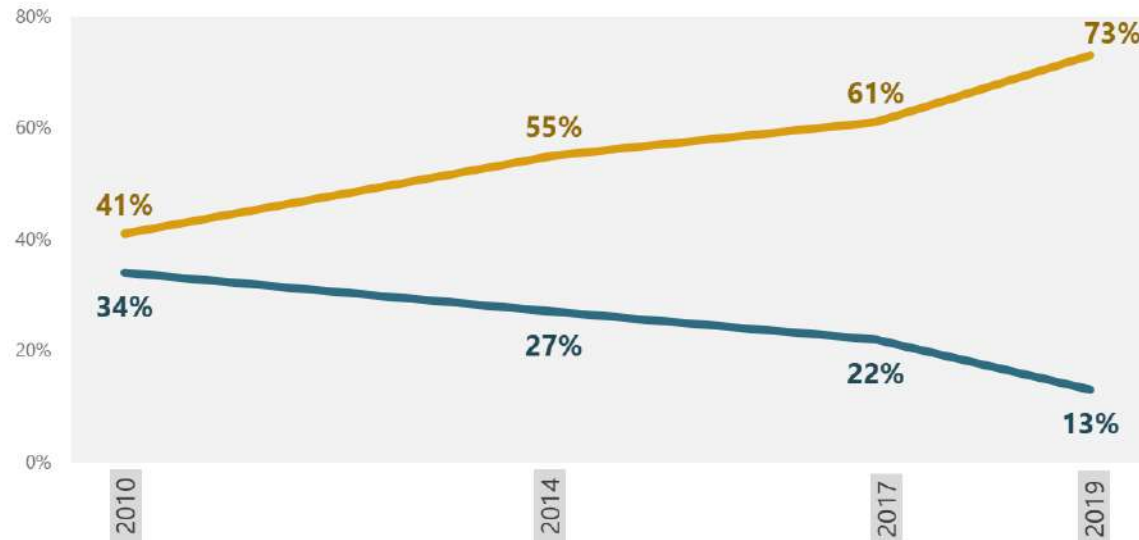
People believe it's real and it's bad





## 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

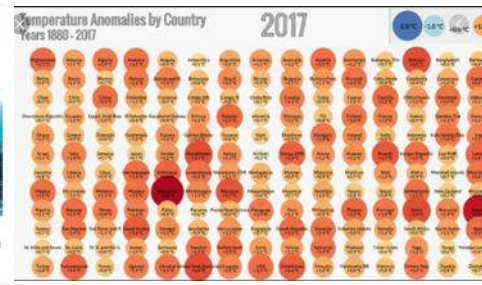
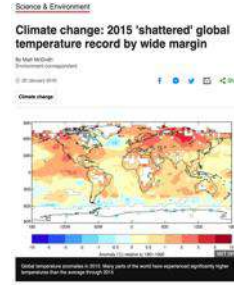
Ipsos MORI

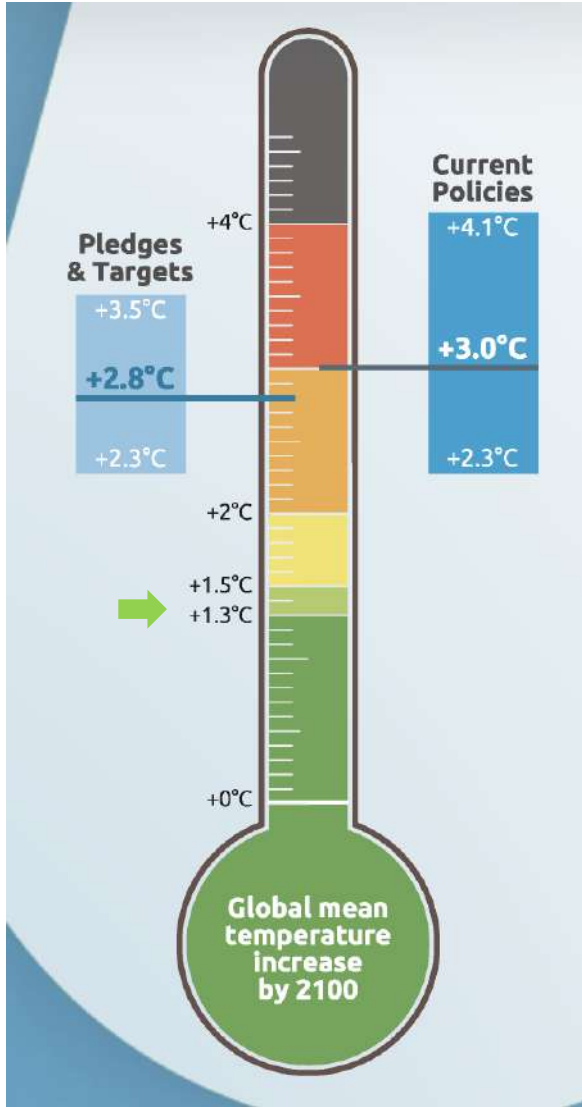
WE ARE ALREADY  
FEELING THE EFFECTS

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

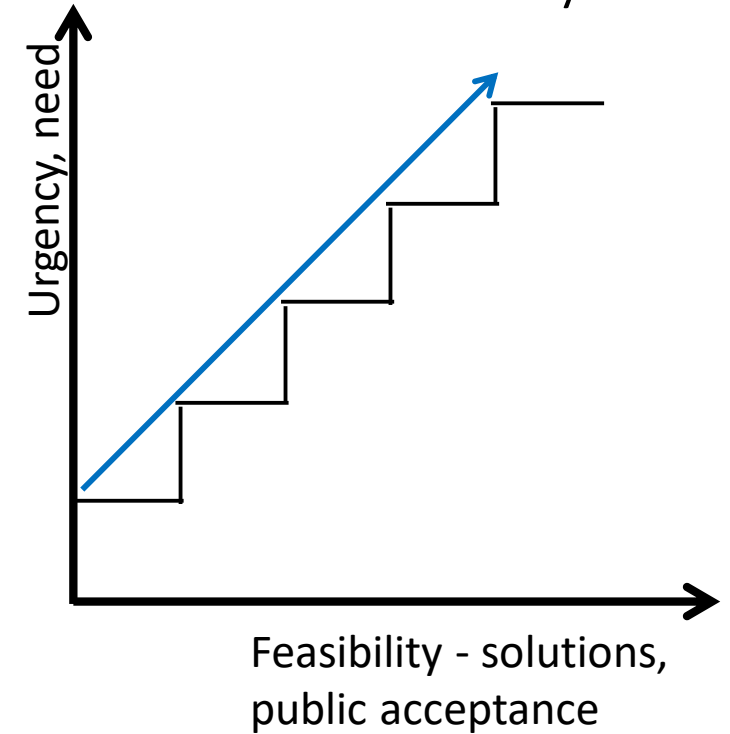
XR say by 2025

Others somewhere in between

We need top down and bottom up action

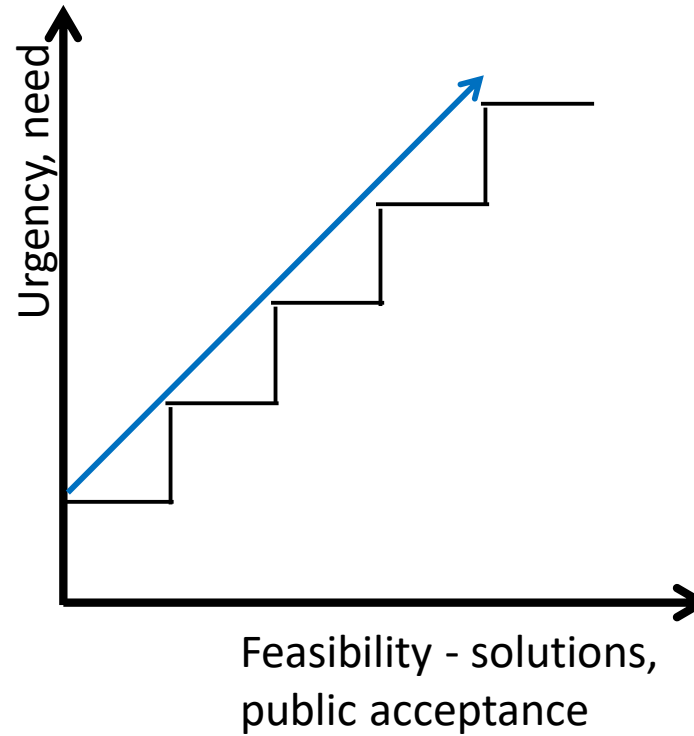
The communications challenge *now* is to drive both feasibility and urgency

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






Events are driving  
the urgency



Communicating our  
own actions can  
help drive the  
feasibility

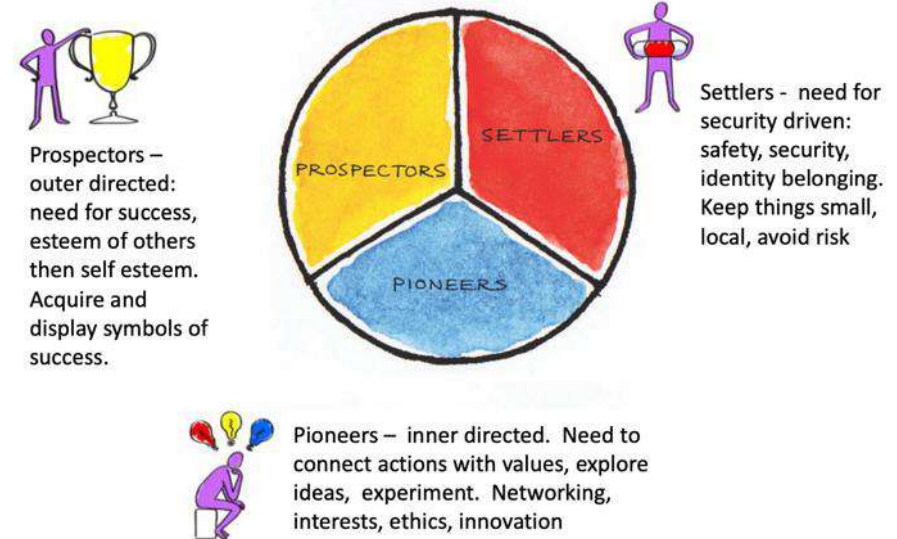
"It can be done"  
is as important  
as  
"it needs to be done"



Energy	
Manufacturer Model	Fridge-Freezer
More efficient	<b>A</b>
A	
B	
C	
D	
E	
F	
G	
Less efficient	
Energy consumption kWh/year <small>(Based on standard test results for 24h)</small>	<b>325</b>
<small>Actual consumption will depend on how the appliance is used and where it is located</small>	
Fresh food volume l	190
Frozen food volume l	126
	<b>***</b>
Noise <small>(dB(A) re 1 pW)</small>	
<small>Further information is contained in product brochures</small>	
<small>From EN 15145 May 1999 Refrigerator Label Directive 94/10/EC</small>	
	



## Values: unconscious drivers and behaviours – unmet needs

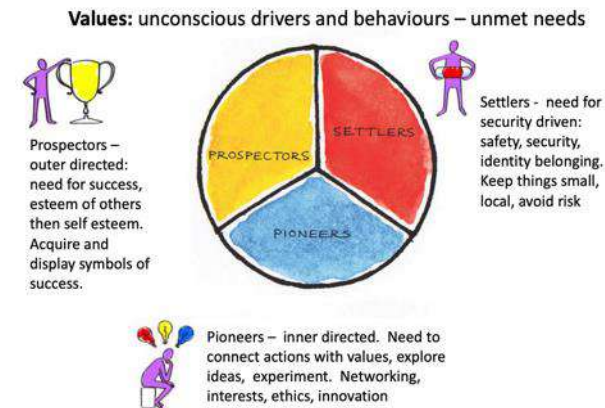


My new fridge !



Same behaviour. Different reasons.

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



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

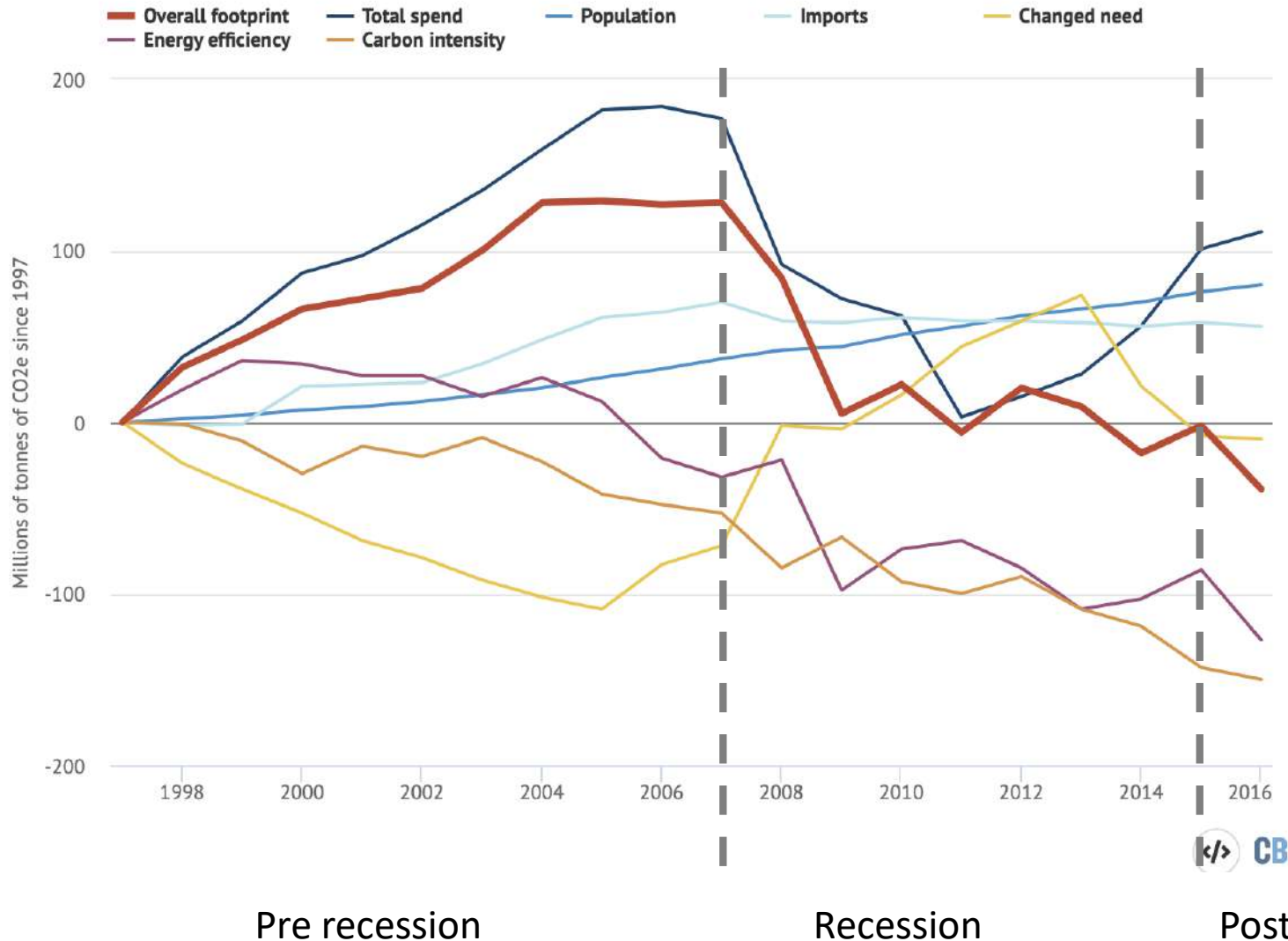
“It’s the best.  
Greenest, most  
planet friendly.  
Most ethical.  
Least damaging.”  
(Plus point most  
interesting fridge.)



# Can our personal action make a difference?

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



Yes it can !

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.

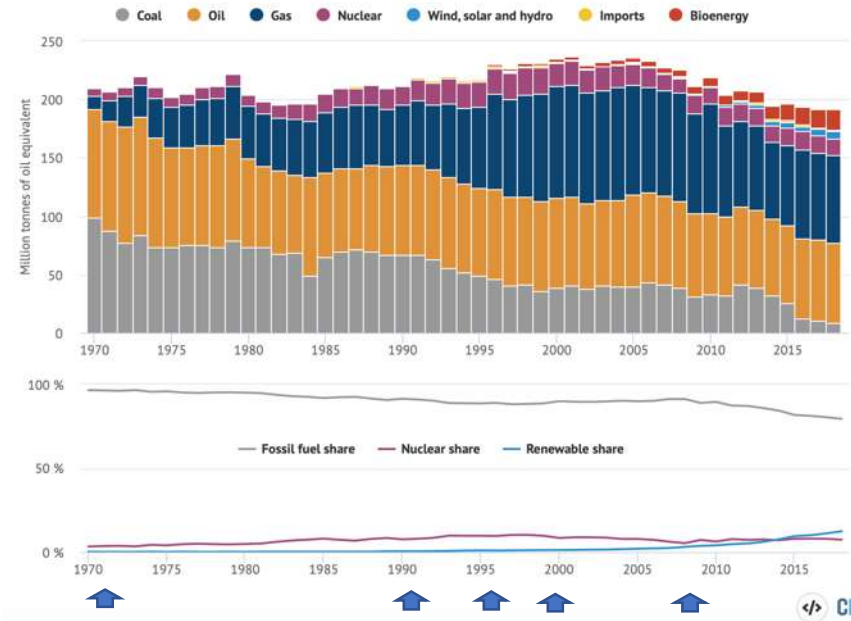
However, as our previous article explains, the current pace of reduction is [well short](#) of that needed to meet the [Paris Agreement](#).’ [Anne Owens, Carbon Brief]

# 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



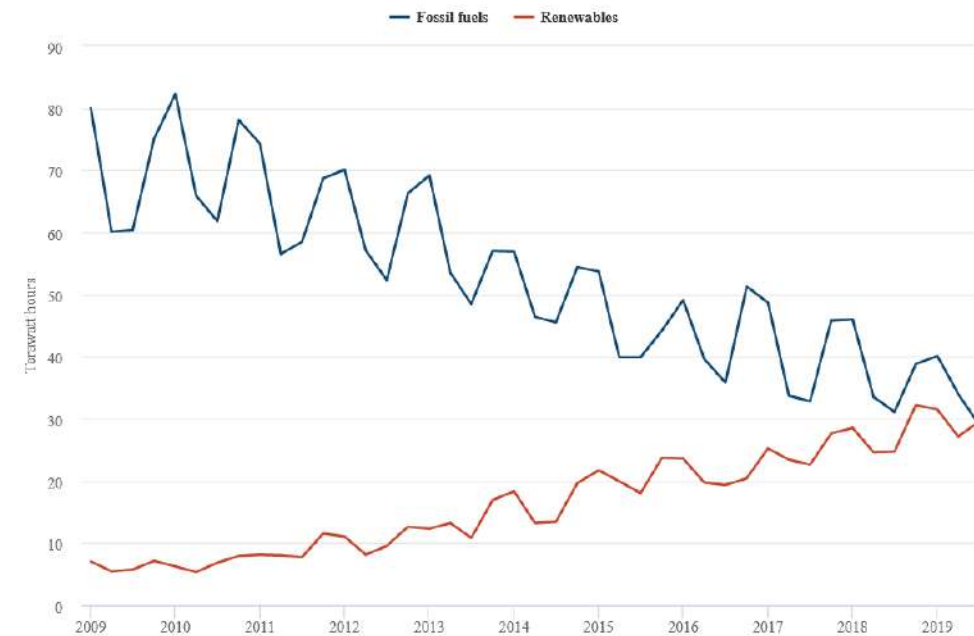
Fossil fuels are falling in UK primary energy use, as is total energy use (left)

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

1<sup>st</sup> commercial wind farm

1<sup>st</sup> renewables targets

CC Act 2008

UK EU targets emissions & renewables

EU 2.C target 1996

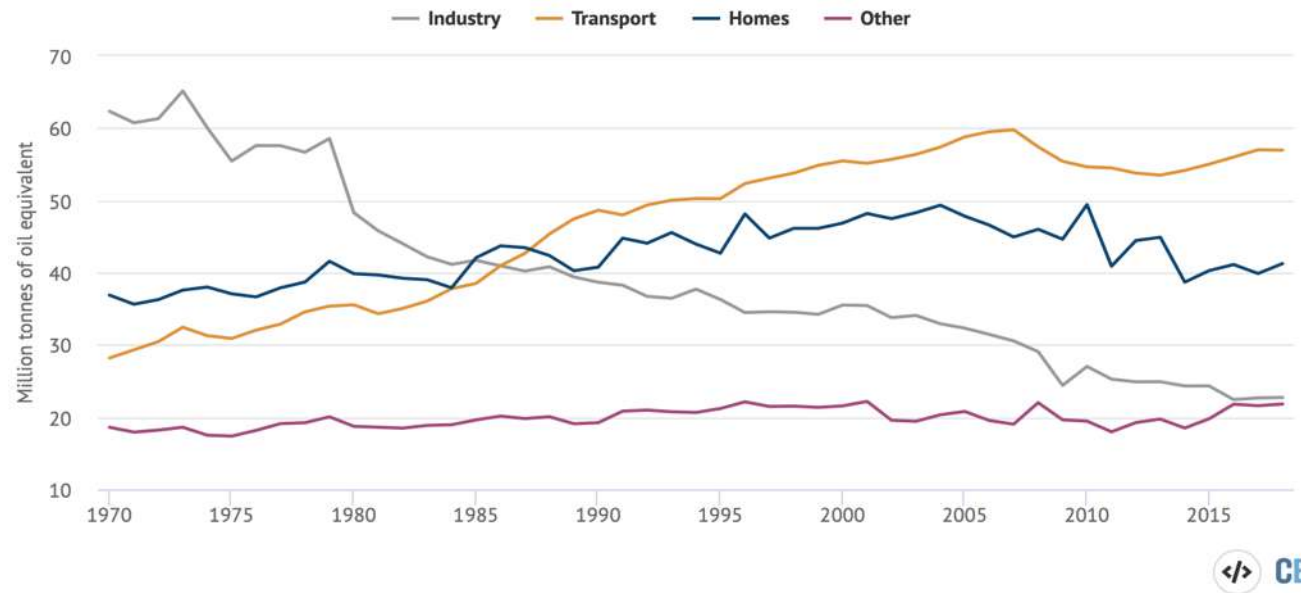
(Emissions fell about 10% on a footprint basis 1997-2016 and ca 40% on a Climate Act basis 1990 - 2017. UK peak 'carbon' emissions was 1973).

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



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



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





Nesrine @RunNes · Mar 2, 2016

In Love with my new electric car 🥰 #BMW #i3 #GoFast



6

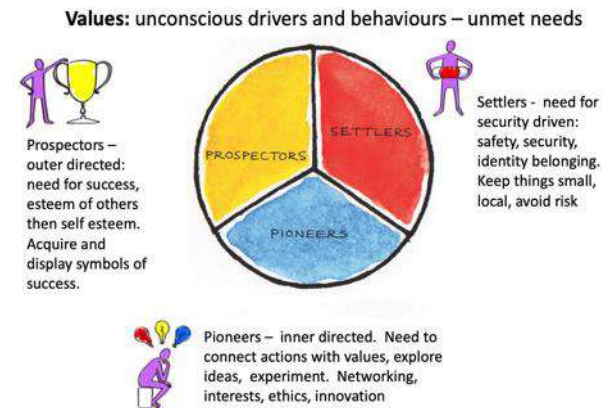


11



"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)

"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)



# 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.

- 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 ...

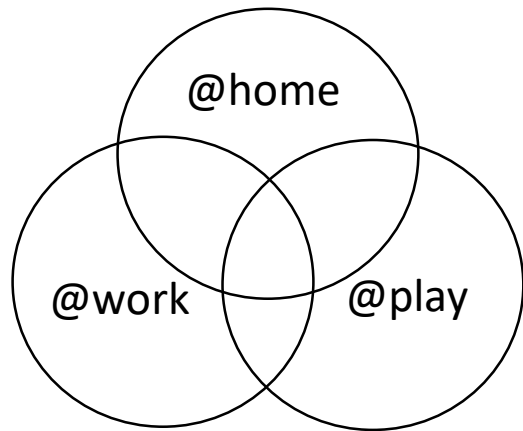


Tick

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



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

## 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



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

2020  
FEBRUARY



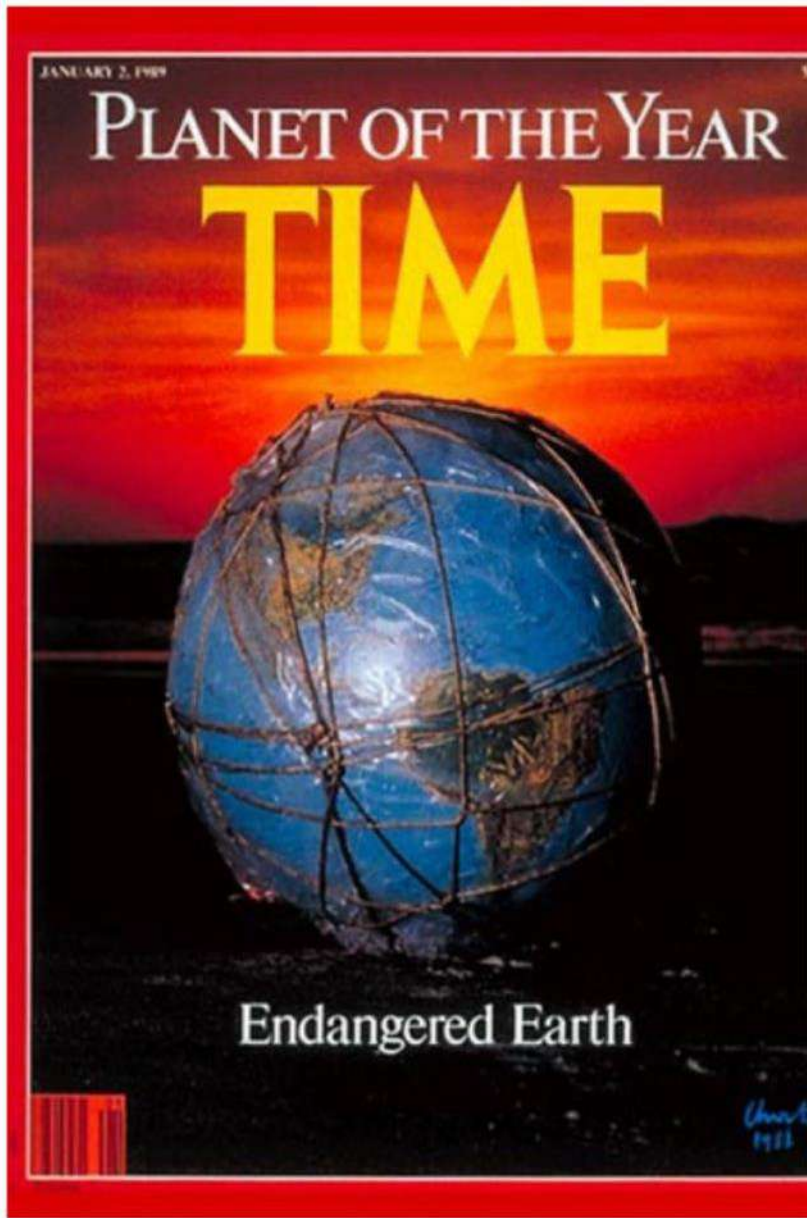
Time



Money

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

potential impact



CAN WE  
DO IT  
?  
YES  
WE CAN