

# NET ZERO NOW



## Session 3: Changing our Behaviour

Wednesday 21st July 2021, 19:00-21:00



# Agenda - original

- Welcome back 19:00-19:10
- Changing behaviour (Natasha Parker, Global Action Plan) 19:10-19:35
- Q&A 19:35-19:50

## Break

19:50-20:00

- What makes a successful initiative? 20:00-20:50
- Wrap up 20:50-21:00

# Agenda - update

- Welcome back
- What makes a successful initiative?

19:00-19:10

19:10-19:50

## Break

19:50-20:00

- Britain Talks Climate
- Wrap up

20:00-20:50

20:50-21:00

# Welcome back and recap

# Timeline

Session	Date	Time	Topic (note that exact topics may change)
Session 1	Wednesday 9th June	19:00-21:00	Climate change and carbon reduction
Session 2	Wednesday 23rd June	19:00-21:00	Understanding solutions and the local context
Session 3	Wednesday 21st July	19:00-21:00	Changing behaviour
Session 4	Wednesday 28th July	19:00-21:00	Communicating climate change
<b>Summer break</b>			
Session 5	Wednesday 8th September	19:00-21:00	Shaping interventions
Session 6	Wednesday 22nd September	19:00-21:00	Managing groups
Session 7	Wednesday 6th October	19:00-21:00	Managing projects
Session 8	Wednesday 20th October	19:00-21:00	Communication

# What makes a successful initiative?

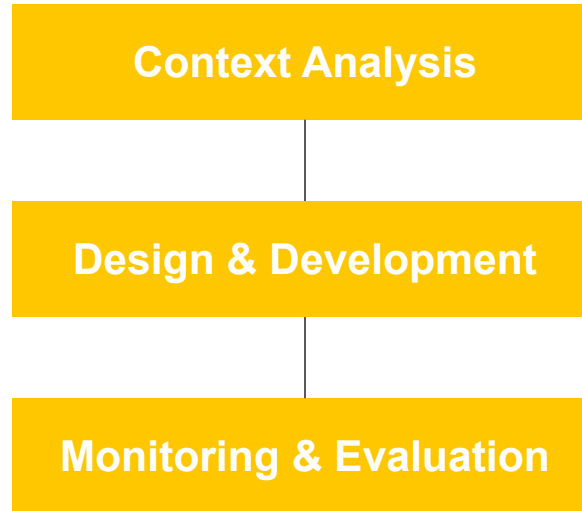
# What is success?

Effective

Sustained



# Well designed interventions include





## Context Analysis

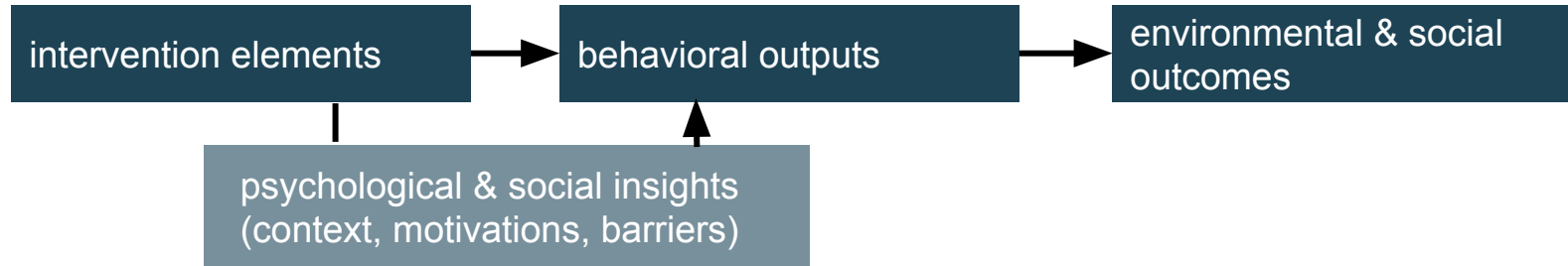
Clearly understanding:

- ✓ What behaviors need to be adopted by who? [**Behaviour-Actor pair**]
- ✓ What are the main characteristics of their surrounding? [**socio-ecological context**]
- ✓ What **barriers** and **motivations** they may have.

## Design & Development

Behavior change intervention should:

- ✓ Be built on a clear **Theory Of Change** (TOC).



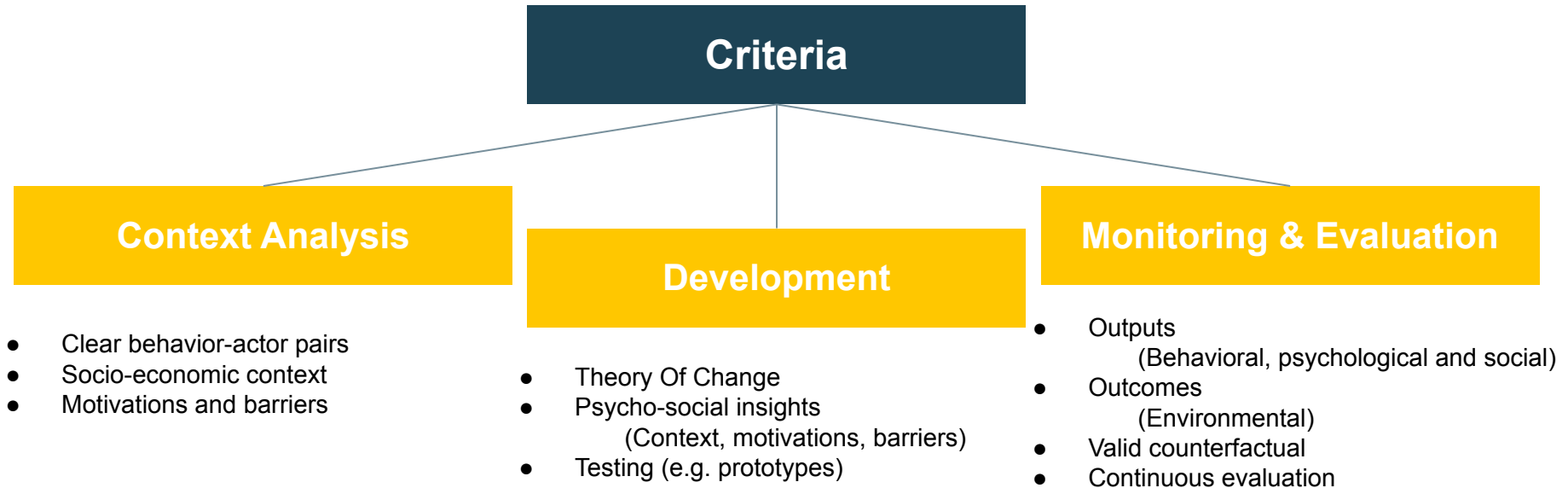
- ✓ Test prototypes with the target actors.

## Monitoring & Evaluation

Generate (actionable) information:

- ✓ Capture environmental **outcomes**, as well as behavioral, psychological, and social **outputs**
- ✓ Evaluating against a 'What if...' [**Valid counterfactual**]
- ✓ **Continue** evaluation as long as possible

# Successful interventions



# Case Studies

1. Enjoy Waltham Forest
2. Amsterdam Repair Café
3. Carmarthenshire Energy
4. Plastic Free Communities (Surfers Against Sewage)



Break

# Rural Attitudes to Climate Change

# Communicating Climate Change

Understanding your audience and creating compelling messages

1

## **Understanding your audience**

Rural & urban audiences  
Environmental concern  
Policy support

2

## **Messaging**

Do's and don'ts  
Some examples

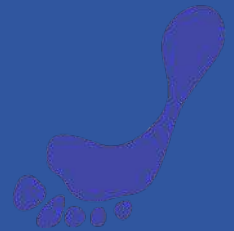
3

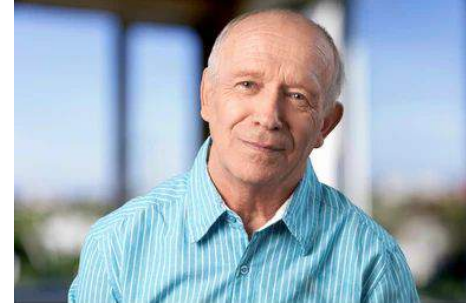
## **Top tips and take aways**

General advice  
Where to go for more information



# Audience





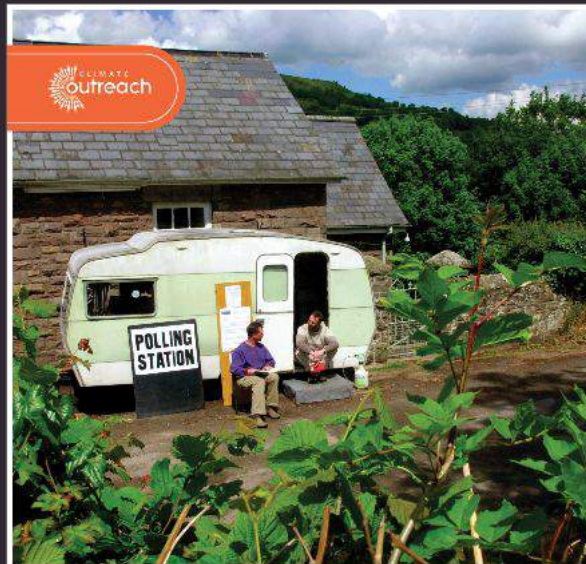
## It all starts with the audience

- Age, gender, ethnicity, location, upbringing, faith etc. all shape our worldview
- Once we understand our audience we understand what messages will and won't work

Reports & guides | 25 February 2021

# Rural attitudes to climate change – equipping UK rural councillors to engage with their communities

Download

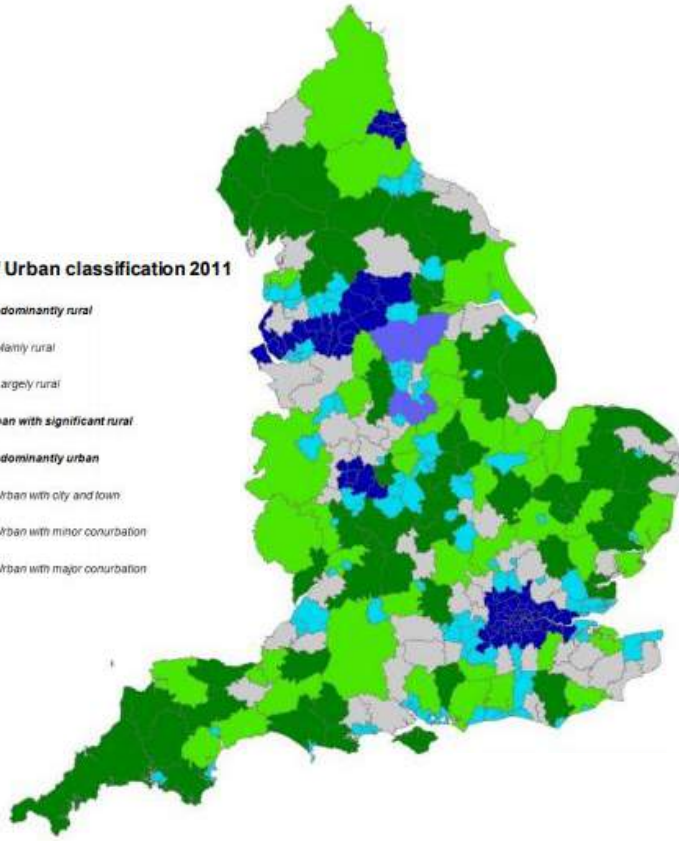
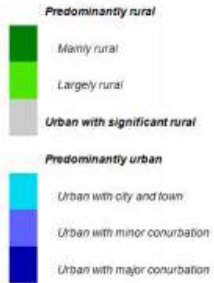


Equipping rural councillors  
to engage effectively  
on climate change



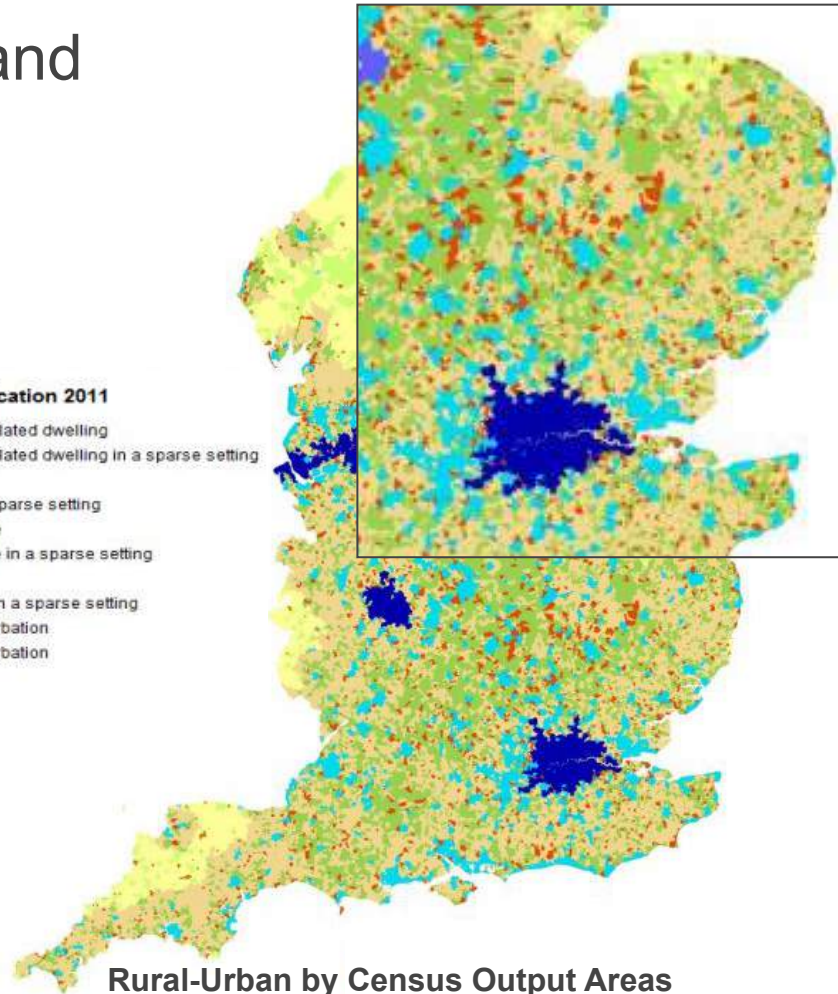
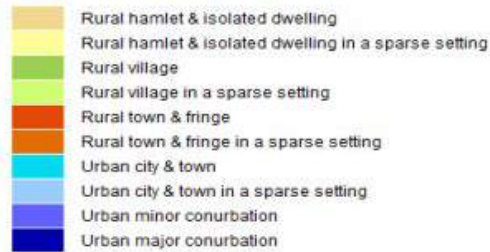
# Rural-Urban classification in England

Rural / Urban classification 2011



Rural-Urban by Local Authorities in England

Rural / Urban classification 2011



Rural-Urban by Census Output Areas

% worried about  
climate change

Rural Conservative  
supporters

**80%**

Rural Labour  
supporters

**95%**

Rural Liberal Democrat  
supporters

**96%**

# Rural citizens are worried about environmental issues

Rural citizens are worried about environmental issues

Universal high concern regarding

- The natural environment (92%)
- Plastic pollution (91%)
- Deforestation (93%)
- Air pollution (90%)

Climate change is a topic of high concern to rural citizens (**87%**)  
across the political spectrum

*(Based on survey results from Britain Talks Climate, 2020. "Rural" label based on Rural Urban Classification system of postcodes from the UK Office for National Statistics)*





# Rural citizens are more engaged than urban

- 60% of rural citizens think that we are already feeling the effects of climate change (56% urban)
- Rural citizens have high civic and political participation
  - 64% donated to charity (54% urban)
  - 54% voted in local elections (50% urban)
  - 45% have signed a petition (39% urban)
  - 22% volunteered in their local community (15% urban)

More likely to say their **ideal UK** is **hard-working** and **environmentally-friendly**, compared to urban citizens

- 85% agree that “too much in our country is decided in London”
- 50% say “the area where I live has been neglected for a long time”

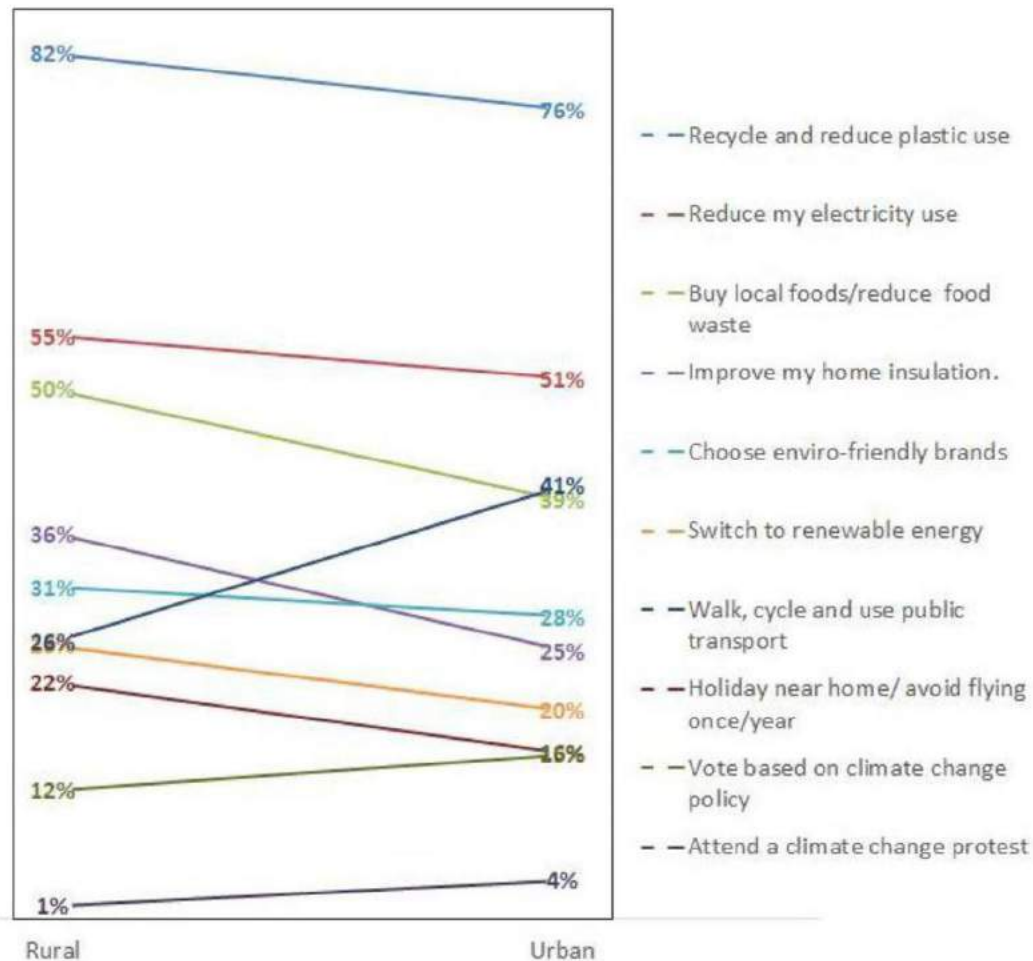
# Behaviours

Compared to those in urban areas, **rural citizens are more likely to** engage in a range of personal actions to reduce their climate impact

- Recycle, reuse plastic
- Reduce electricity use
- Buy local food
- Improv home insulation
- Switch to renewable energy
- Holiday near home

**They are less likely to**

- Walk, cycle, and use public transport
- Vote for a political party based on their climate policies
- Attend a climate change protest



*Based on survey results from Britain Talks Climate (2020)*

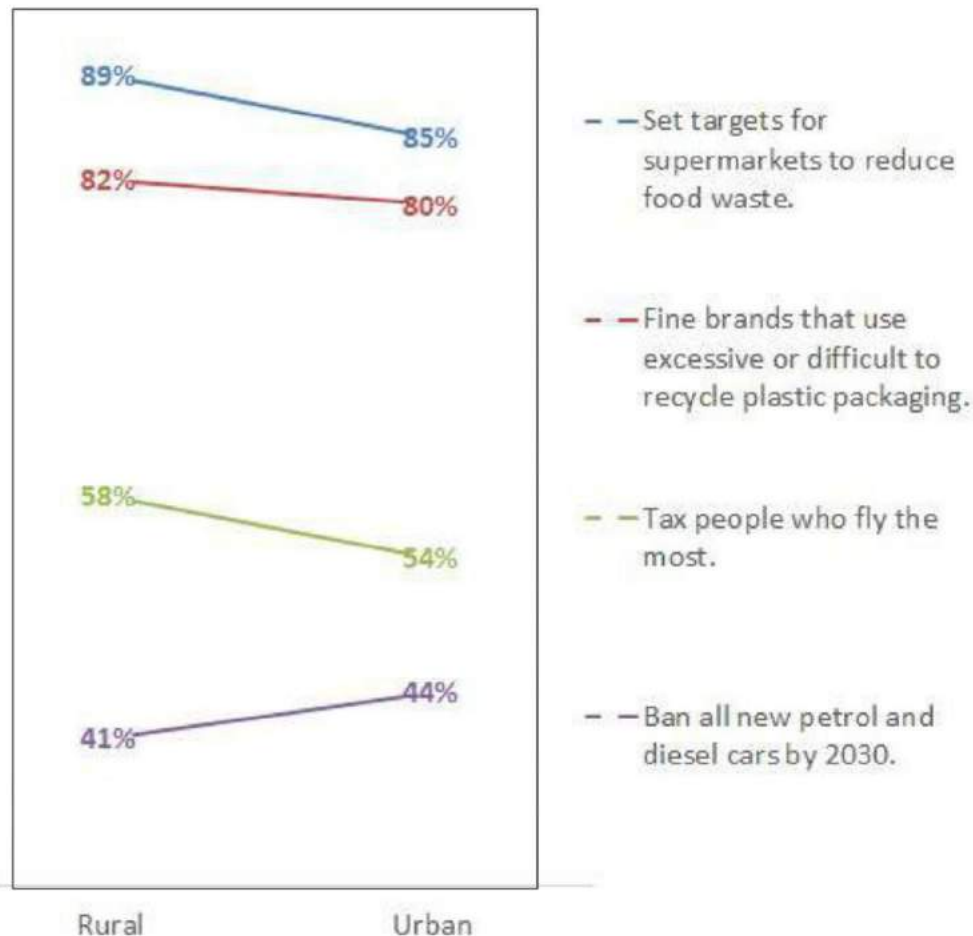
# Policy support

Compared to those in urban areas, rural citizens **are** more likely to support several climate policies

- Food waste targets for supermarkets
- Fining brands for excess packaging
- Taxing frequent flyers

They are **less** likely to support

- Banning petrol and diesel cars by 2030







# Petrol and diesel cars

---

- 45% of rural citizens are *very or somewhat worried* that tackling climate change means they **won't be able to drive their petrol or diesel car** (29% urban)
  - Some see bans as unfair because the government previously encouraged people to buy diesel (61%)
  - Some are concerned about extra costs to daily life (55%)

(Based on survey results from Britain Talks Climate, 2020)



# Support for renewables is higher in rural areas

- Support for **renewable energy (in general)**, biomass, wave/tidal and solar was found to be **higher in rural areas**
- 75% of rural citizens think that **cutting carbon emissions is an opportunity to create new jobs** in the UK
- Support for high-carbon industries such as fracking is **decreasing every year**, most of all in areas with **high employment in oil and gas**. People **do not want more high-carbon industries**

*(Roddis et al., 2019; Britain Talks Climate, 2020)*

Reports & guides | 18 November 2020

# Britain Talks Climate

Download



Source: [climateoutreach.org/reports/britain-talks-climate](https://climateoutreach.org/reports/britain-talks-climate)

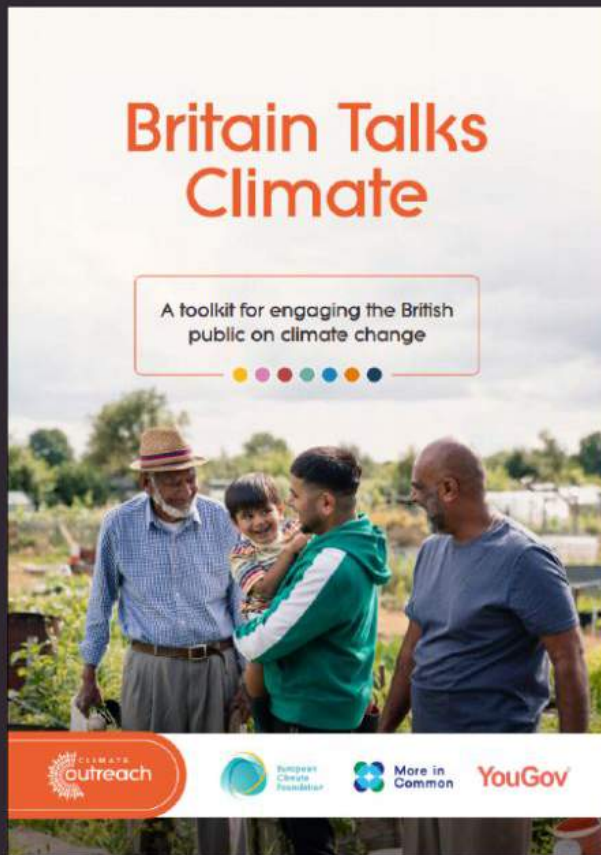






Photo credit: Ken Biggs / Alamy

# Why Britain Talks Climate?

---

A new approach for communicating climate change based on:

- Survey of 10,385 including England, Wales, and Scotland, with 2 follow-up polls in May and September
- Used hierarchical cluster analysis to find 7 groups who have similar psychographic and behavioural patterns
- 10 focus groups + 35 interviews

The research goes beyond simple accounts of public opinion (left vs right, leave vs remain) to go deeper on issues that include climate, politics, gender and race, but also community, safety and progress.

# Britain Talks Climate

**Progressive Activists:** politically active, vocal, focused on climate

**Backbone Conservatives:** patriotic, proud, food, farming & rural life

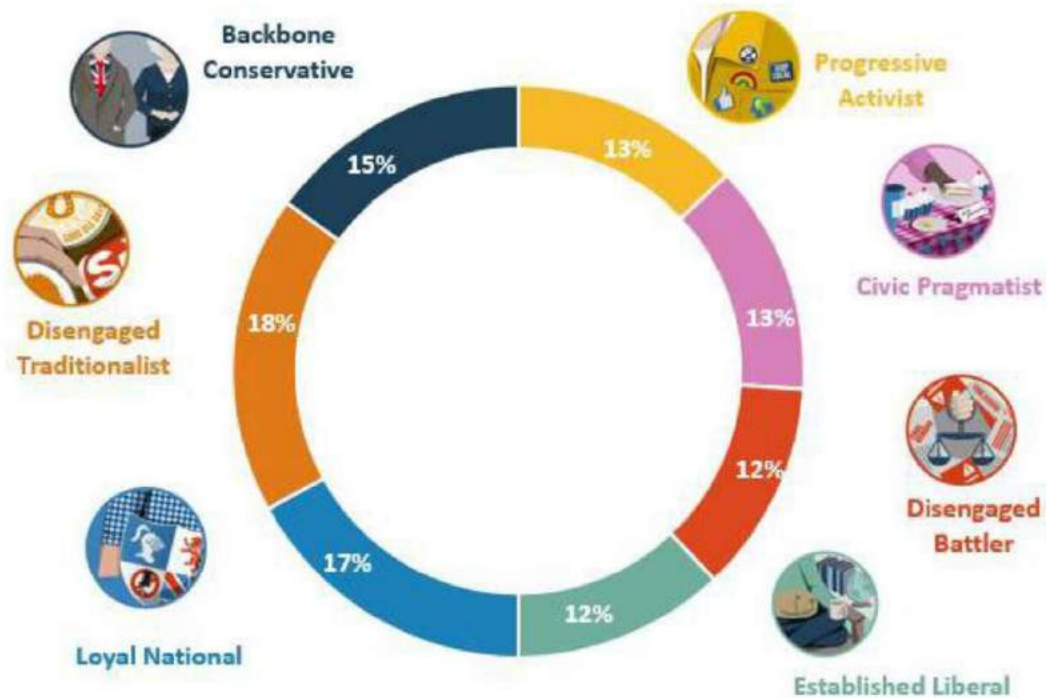
**Civic Pragmatists:** moderate, politically demotivated, but sustainable at home

**Established Liberals:** optimistic, empowered, low-carbon solutions & growth

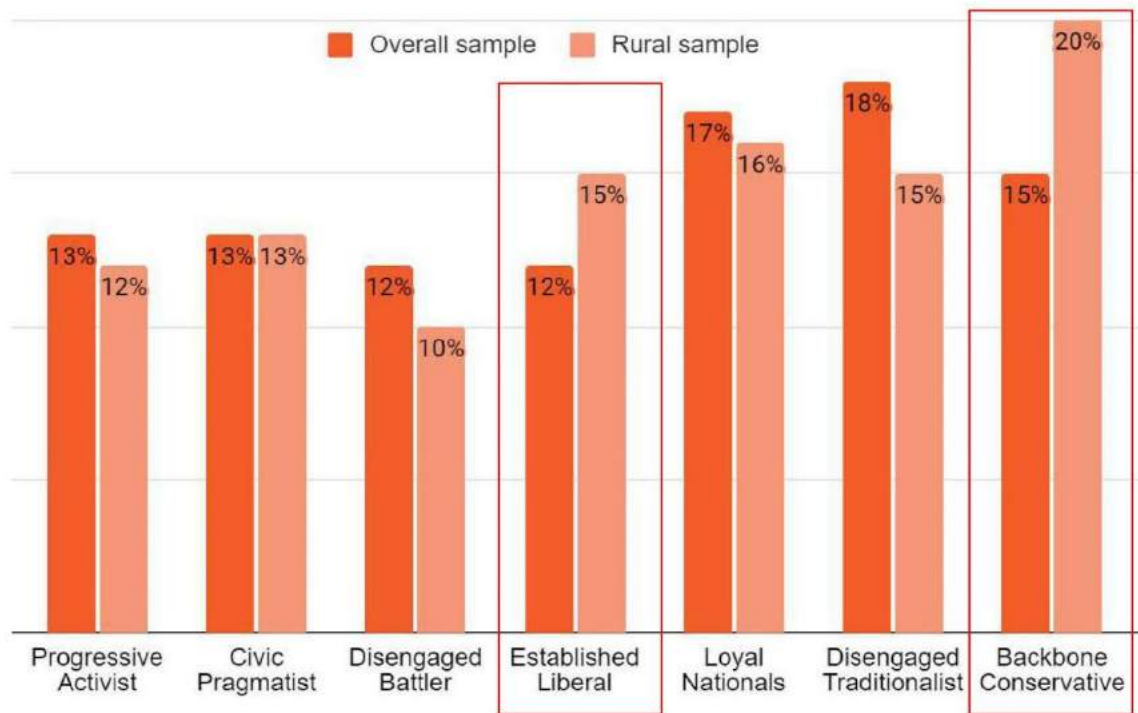
**Disengaged Battlers:** unheard, frustrated by middle class environmentalism

**Disengaged Traditionalists:** alienated, sceptical, least engaged on climate

**Loyal Nationals:** patriotic, threatened, concerned about localised inequality



# Britain Talks Climate: Rural



The seven segments of Britain Talks Climate are all represented in rural\* areas.

There are proportionally more Backbone Conservatives, more Established Liberals, and fewer Disengaged Battlers and Disengaged Traditionalists.

- More **higher-income Conservative party** voters
- Fewer **lower-income** voters, **"Red Wall"** voters, and **Labour** voters
- Fewer **"non-voter"** populations

\* "Rural" label based on Rural Urban Classification system of postcodes from the UK Office for National Statistics





# Backbone Conservatives

## Environmentalism distinct from the left

**Voting:** 63% Conservative, 6% Labour, 3% Liberal Democrats

**Focus on issues they care about:** farming, rural way of life, British leadership on env standards

**Change the messenger.** Scientists, farmers, representatives of rural life and people impacted by climate change are more trusted

**National pride** in practical achievements, not grandiose rhetoric



Practical British Pride Trusting  
Conservative Respectful Older  
Hard-Working Traditional Well-off



# Established Liberals

**Common sense, low carbon solutions**

**Voting:** 35% Conservative, 15% Labour, 11% Liberal Democrats

Tell an **authentically positive story**: how things can **continue to improve**

The **rational economics** of climate policies - the green recovery as a **sensible return on investment**

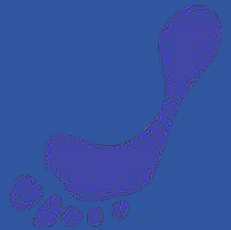
Build a coalition around **food & farming**. Established Liberals recognise the responsibility for creating a cleaner, safer natural environment



Content Global High-Earning  
Moderate Right-Leaning Trusting  
Compromising Optimistic Comfortable



# Messaging





Some do's and don'ts ...

## 1

## Local identity, local leadership



### Link to local identity and local leadership.

Rural & regional communities seek strong local leadership on climate action, representing local interests, built on an understanding of the issues particular to their village or area



### Avoid simply echoing top-down messages.

Rural citizens may resent initiatives if they appear to be delivered top down, and be sceptical of centralised climate policies, fearing that they may hurt small local businesses.



Photo credit: Jeff Margary Alamy

# 2

## Trusted communicators



**Place local people at the centre of communication.** Actively seek out communicators who are seen to be representative of the local population (with a rural heritage, diversity of income)



**Avoid being overly dependent** on communicators who are incomers, have higher education, or do not have strong roots in the area. Ensure that communicators are balanced by representation of local people



Photo credit: Keith Morris/ Alamy



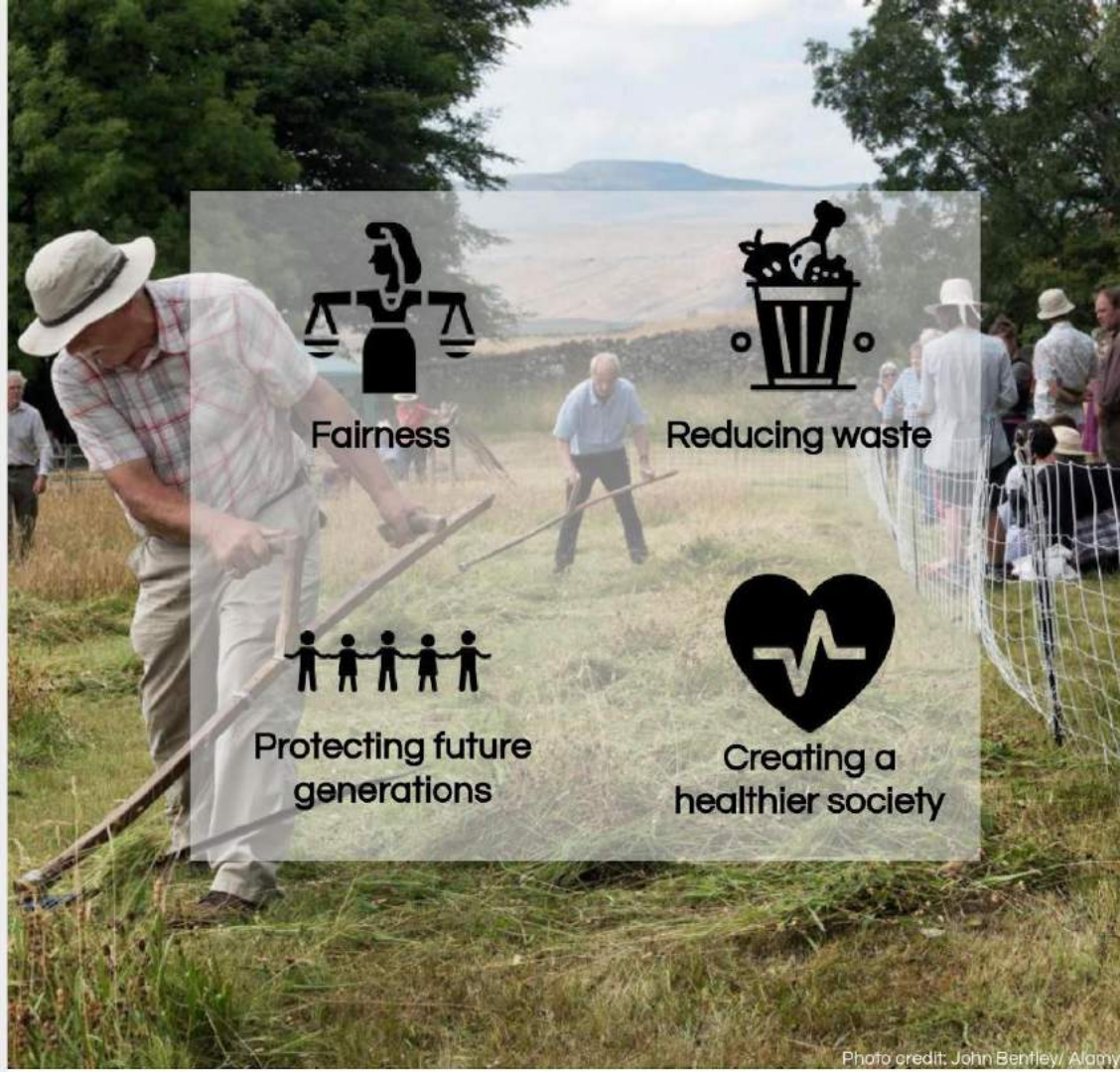
### 3 The role of values



Lead with values that have appeal across the political spectrum so that no groups feel alienated or not part of the solution.



Avoid language often used by environmental activists about “climate justice”, “saving the planet” and “radical” change.



## 4 Impacts and adaptation



**Build in positive stories of local responses to extreme weather events and changes** as proof of local resilience. Ground messages in local values of self reliance and how people pull together



**Recognise but don't overplay the negative impacts** of previous and future extreme weather. People are often unwilling to face up to past trauma this can be seen as exploitative



Photo credit: Alqn Smith/ Alamy



# 5

## The place of climate change in messaging



Lead with a recognition of the efforts people are already making in their lives to reduce their impact on the climate.



Don't assume people don't care, aren't worried, are not willing and ready to do more.



## 6 Promoting agency and optimism



**Instead of emphasising what not to do, talk about what people can do more of.** Talk about positive and optimistic messages in a context of inevitability of change, the change already being under way.



**Avoid fatalism, while recognising the scale of the challenges ahead.** There may be resistance against messaging that is entirely negative, seeing it as alarmist





# 7

## Using symbols of local and national pride



**Use positive messages, national and local pride.** Supporting local industries and British agriculture is seen as a symbol of national pride. Rural citizens have a stronger connection with the British countryside than urban citizens.



**Avoid potentially divisive, polarising issues/culture war topics, e.g.,** rewilding.



# 8

## Using effective imagery



**Use visual communication that illustrates these principles:** Show people working, prioritise diversity of income and ensure strong representation of people with rural ways of life.



**Avoid images without people, that objectify the buildings and the landscape.** Avoid elitist, incomer, or picture postcards images of the country as a Museum or an environment solely for nature.



Photo credit: Patricia Weston/Alamy



# 8

## Duty and shared responsibility



**Represent the environment as something we have a duty to protect.** Stewardship, trusteeship and a shared responsibility to conserve and protect the natural environment are all embedded deeply at the heart of traditional conservatism



**But avoid telling people how they should act.** People respond negatively to perceived top-down messages about actions that people should and shouldn't take.



### Words to use:

Duty, tradition, integrity  
Defend, secure, safe  
Restore, rebuild, repair, renew  
Beautiful, pure, pollution, dirty, mess

# 9

## Communicating goals and targets



Talk about policies in terms of their **pragmatism**, responding flexibly and addressing problems sensibly.



Don't over promise or offer **unreasonable targets**. Use interim targets, we get to net zero by 2050 by phasing out diesel and petrol cars by 2030.

### Words to use:

Stable, reliable  
straightforward, efficient,  
moderation, reasonable, realistic,  
order, proportionate, balance





# 10 Change and continuity



**Talk about continuity**, about how changes help to maintain security and preserve what people value. Stress continuity between the past and the future, and drawing on past experience



**Avoid language that suggests radical overhaul**, as some see radical change as instability. While changes in the weather *will* be something new, our responses are part of a long story of steady and intelligent responses to new and changing situations.



Photo credit: Cavcan Images/Alamy

# Examples

## Example Narrative: Local leadership on flooding

Talk about the need for initiative and local leadership

"Making a plan" emphasises stability and pragmatism/addressing to problems sensibly

### "Do's and don'ts"

- 1 Local leadership
- 6 Frame action positively
- 9 Climate action is pragmatism

It's no secret that rural areas are not the priority when it comes to flood protection.

We need to be taking the lead when it comes to dealing with flooding, not waiting for someone else to come and deal with it - because what we've seen is that they won't.

Unfortunately we know that climate change is going to make these kinds of major flooding events worse. So we must start making our own plans to protect our area and to protect our local community from these events.

While flooding may not apply to all council areas, here is an example "formula" for talking about climate impacts more generally:

1. **Pride** in how we have responded to past extreme weather events
2. **Recognition** that the weather is changing and we need to **prepare** for future events to protect communities, properties
3. Need to obtain **good quality information** about what to expect
4. Need to work with **local councils, community networks**, to identify action plans



# Examples



# Examples





# Examples

## Climate Action Case Studies



Everyone can be part of the solution to climate change in Cambridge – whether that is by becoming a climate leader and raising awareness in the local community or by making changes in our everyday lives through addressing our individual carbon footprints. Many members of the local community recognise the difference their emissions can make and have been taking climate action to help build a sustainable future for Cambridge.

Discover their stories below.



Growing vegetables from home to reduce carbon emissions

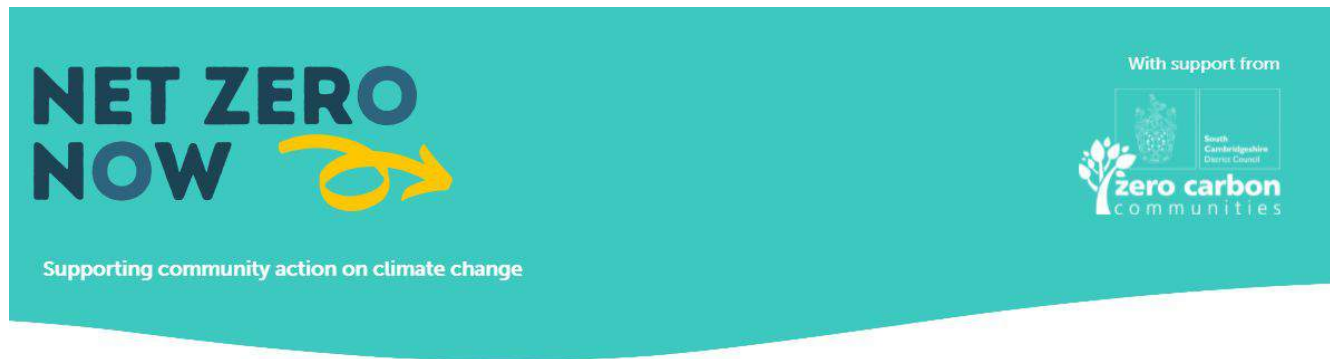


Anna's Carbon Footprint Reduction Journey



Mindful home renovation – a case study of repurposing old household objects

# Examples



## Free training for community action on climate change



The Net Zero Now training scheme helps local communities to identify how and where they can take action on climate change in South Cambridgeshire.

This free training course is designed to enable everyone, regardless of knowledge, skills or experience to participate. By the end of the programme participants will have the tools to get started on a carbon reduction initiative. This could be something as simple as setting up a new local clothes swap, or something as big as a community energy scheme.

## Find out more



### About Net Zero Now Webinar & Q&A

Watch a 30 minute webinar to find out more about the free Net Zero Now Training.

## FAQs



# Top tips and take aways



# What works?

- Lists of benefits
- Policy arguments
- Statistics

- Narratives
- Themes
- Visuals



VS.





# Tips

- Listen
- Speak personally
- Tell stories
- Make it tangible and vivid

# Tips

- Speak in positives, not negatives
- Be aware of the context and being timely
- Address everyday concerns
- Avoid technical jargon







# Key take aways

- Understand your audience
- Engage people's values
- Think about your messenger
- Use visuals with people and place

# Resources

## Climate Comms

Climate Outreach

Climate Visuals

From Ambition to Action

## Audience

Cambridgeshire Insight

## Comms tools and strategy

Small Charities

Charity Comms

NCVO

Media Trust



# Thanks!

[alana@cambridgecarbonfootprint.org](mailto:alana@cambridgecarbonfootprint.org)  
[www.cambridgecarbonfootprint.org](http://www.cambridgecarbonfootprint.org)



## Wrap up and next steps

# Take away activities

- Climate communicators activity
  - 'Straw people' activity
  - Next week's readings
- 
- In person social
    - Milton Country Park
    - Grantchester Meadows