

# NET ZERO NOW

## Session 4: Communicating Climate Change

Wednesday 28th July 2021, 19:00-21:00



# Agenda - original

- Welcome back and recap 19:00-19:10
  - Guest speaker: Communicating Climate Change 19:10-19:30
  - Discussion: What makes a successful communicator? 19:30-19:45
- 19:45-20:00

## Break

- Discussion: 'Straw people' analysis 20:00-20:10
  - Feedback on Part 1 & Outlook of Part 2 20:10-20:40
  - Wrap up and next steps 20:40-20:50
- 20:50-21:00

# Agenda

- Welcome back 19:00-19:05
- Climate communicators - discussion 19:05-19:25
- Changing behaviour (Natasha Parker, Global Action Plan) 19:25-19:45
- Q&A 19:45-20:00

## Break

20:00-20:10

- Individual case studies - discussion 20:10-20:40
- From Part 1 to Part 2 20:40-20:50
- Wrap up and next steps 20:50-21:00

Welcome back

# 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
Summer break			
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

# Climate change communicators

# Climate change communicators

- What are their strengths and weaknesses?
- Who would be best suited to communicate in your community?  
(local village, school, church, employer, clubs, ...)



# Changing behaviour

Guest speaker: Natasha Parker, Global Action Plan



# Top tips for Behaviour change



Natsha Parker, Head of post-consumerism

# Vision



A green and thriving planet  
where people enjoy their  
lives within the earth's  
resources

# Mission



Inspiring change by making  
connections between what is  
good for us and what is good for  
the planet

# Behaviour change

Start something

Stop something

Do something  
differently



**We don't always make rational choices!**



# 1) What behaviour do you want to change?

- Identify a range of behaviours you might want to change
- What will have the biggest impact?
- What are people likely to do?
- Make it specific
- Can you measure it? How?

## 2) Understand barriers and enablers

- Who is doing/ not doing the behaviour you want?
- Ask them why? Why not?
  - What gets in the way? What would help?
- What would motivate them?
  - What would make it important enough?



# Example: Hospital energy behaviours

Turn off equipment

Lights off

Control heating

## Motivators

1) People, 2) planet, 3) pocket

## Barriers

Permission

Others not doing it

Technology

## Enablers

Clear signs

Seeing others do it

Thank you's + recognition

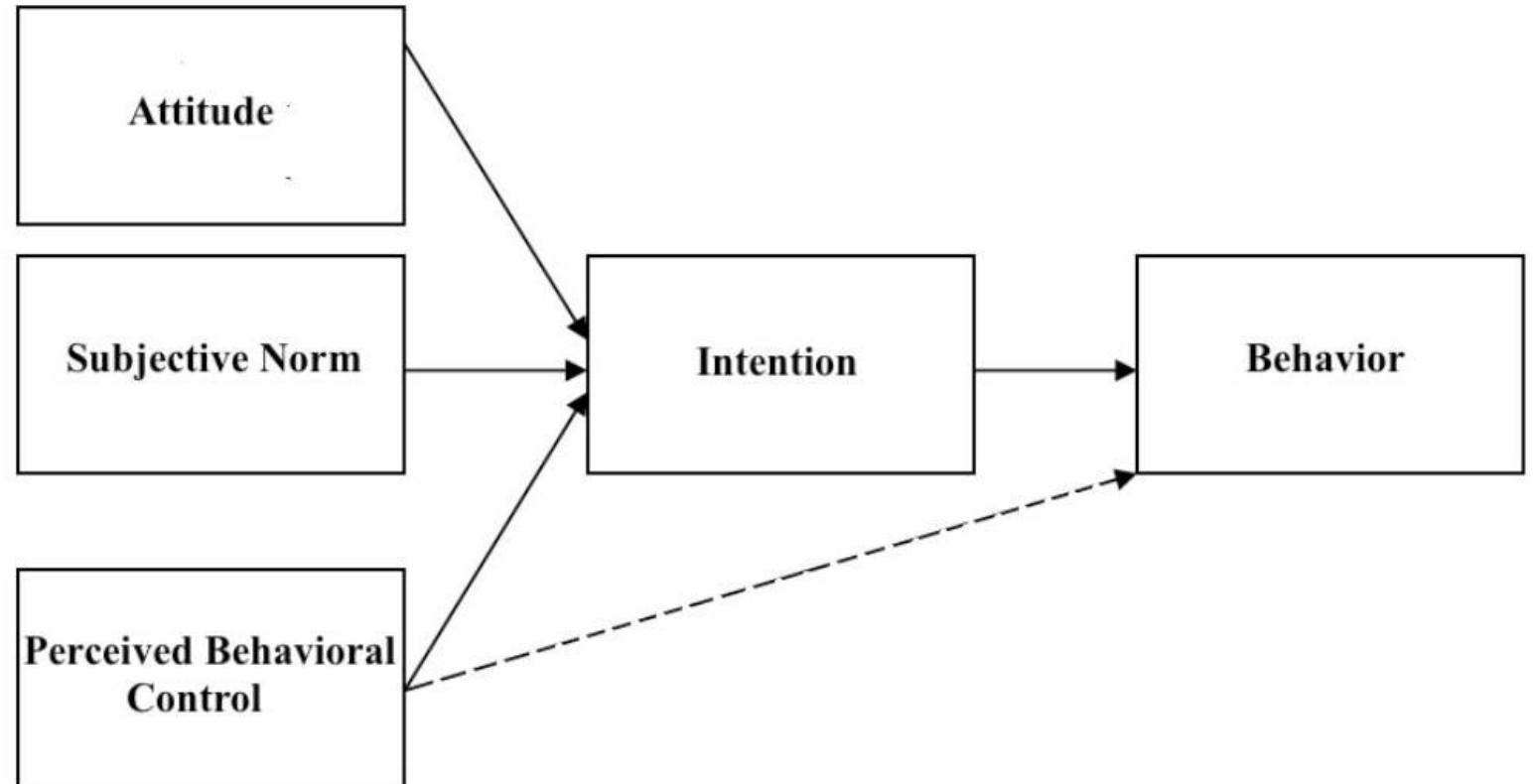


# Theory of Planned behaviour

Is it important enough?  
Is it something I want to do?

Is it normal to do it?  
Will others approve?  
Will I look weird?

Do I have the power to  
do it even if I wanted to?





## Attitudes: car seatbelts

- Advertising campaigns to show dangers of driving without a seatbelt.

*“Like most victims, Julie knew her killer... it was her son.”*

# Example Social norms: Hotel towels

Message 1: environmental protection  
(35% re-used their towels)

Message 2: Most other guests re-use their towels  
(45% re-used their towels)

Message 3: Most guests who stayed in this room re-used their towels  
(49% re-used their towels)



# Example: Perceived control. Cycle Buddy Map

Action to improve:

- Low numbers of staff cycling to work

Diagnosis

- 'Road fear' was putting staff off the idea of cycling to work.

To overcome the problem

- a buddy map was put together showing where people were cycling from so that people would be able to meet up and cycle in together.

# Activity

- Think of a sustainable behaviour you do.
  - What helps you do it?
- Think of a sustainable behaviour you don't do. What stops you?

Attitudes / norms / perceived control

# Nudge Theory

- **MAKE IT EASY** Remove barriers, give knowledge, and make the action the simplest choice when people face multiple options.
- **MAKE IT ATTRACTIVE** Think how you can make it something that people will want to do – whether it's because it's important, or think of ways to make it more fun to do.
- **MAKE IT EXPECTED** share stories of others in your area doing the behaviour

Often used in sales....





# Make it easy: Blood donation

Countries where blood donation is "opt in" have significantly lower (around 30%) rates of donations than countries who make it "opt out" (around 85-90%)



# Make it Fun

Hubbub cigarette litter  
campaign

Think how you can engage  
your audiences attention in a  
fun way





## Make it expected: Tax payments

- UK tax letters sent out saying "9 out of 10 people in your area are up to date with their taxes"
- Tax payments increased by 15%

# Designing your campaign

- Be very specific what you want to change
- How will you know when this happens?
- Talk to your target audience – barriers and enablers
- Design your tools
- How will you feedback? Recognise and reward



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# Q&A

Break

# Discussion: Individual case studies

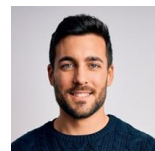
## ‘Straw People’

# Individual case studies



Maya, 45, doctor, school-age children

Andy, 36, post grad, engineer, young kids



Ian, 59, Scout leader, local businessman

Shirley, 54, church clerk, librarian



David, 68, parish councillor, retired lawyer

# Individual case studies

Discussion: Choose two straw people who represents a member of your community and consider:

1. What is the biggest element of their carbon footprint?  
Why do you think that is?
1. What solutions would they be most interested in/ find most useful/ be in a position to support?
2. What would be their biggest barriers to change?  
How could a local environmental project help them overcome these barriers?
1. How would you communicate with them?  
What are the sort of messages you would use?



# Individual case studies

What are their commonalities?

What are their points of difference?



# From Part 1 to Part 2

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Session 2	Wednesday 23rd June	19:00-21:00	Understanding solutions and the local context
Session 3	Wednesday 7th July	19:00-21:00	Changing behaviour and identifying ideas
Session 4	Wednesday 21st 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 teams
Session 7	Wednesday 6th October	19:00-21:00	Managing projects
Session 8	Wednesday 20th October	19:00-21:00	Communication

# Part 1 Feedback

1. How useful have you found the first part of the course?
2. So far, was the course what you had expected?
3. What could have been done better?

Please fill in the [Net Zero Now - Mid-programme survey](#)

In the second half of the programme we will focus more on the practical side of organising action on climate change. The four sessions will focus on one topic each:

- However, there is of course far too much content in each of these areas to cover everything in a couple of hours. Which is why we would like to ask you to tell us what you think we should focus on. In this survey we will ask you to highlight which topics are most important and relevant to you personally. The feedback will inform the focus we will put on every session.

This session will help you identify what your priorities could be for local climate action. It will help you to either review existing ambitions or create new ideas.

Using the personal & parish footprinting tools to identify the areas where the most action might be needed to reduce carbon emissions.

Learn more about local institutions, networks & support opportunities. By knowing more about your local network you can see what's already been done, where support is and where the gaps are.

Hearing more about national support mechanisms and initiatives that might be able to support your work, either by providing funding, campaign material or expertise.

Review your local team and capacities, identify blockers in your community and start thinking about ways to overcome them.

Looking at any local legislation like local or neighbourhood plans or former initiatives and petitions that might be relevant.

Learn about the power of opinion polling and what tools you could use you could use to find out the needs and wants of your community.

Please tell us below how relevant each of this topic is to you. Please do not grade everything five, but help us identify which ones are really most important to your learning needs.

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## Wrap up and next steps

# Take away activities

- Tell us [what you want to do in the autumn term](#)
- Read [essential and additional resources](#)  
→Additional resources will be added over the summer
- [Listening campaign](#)





**Have a nice summer!**

Have a nice summer!

Net Zero Now Summer Social - Sunday, 1st August, noon, Milton Country Park

Next session - Wednesday, 8th September