

# Connecting with Kiwis on climate change

Eco Design Adviser conference

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24 October 2019

TE TARI TIAKI PŪNGAO  
ENERGY EFFICIENCY & CONSERVATION AUTHORITY



# This talk

- Lessons from EECA's communications over the last 10 years
- Attitudes to climate change
- How to talk climate change
- Our climate change journey – to Gen Less
- Collaboration on climate change



# EECA's role

- Energy efficiency, energy conservation and renewable energy
- Across the economy: Consumers, business, and transport sectors
- Range of tools including: funding, information, behaviour change, regulation, partnerships





# Lighting policy a decade ago – lessons learned

17 JUNE 2008

## Lights out for the incandescent bulb

David Parker

Energy

The traditional incandescent light bulb is on its way out, as part of a strategy for more energy efficient lighting announced today by Energy Minister David Parker and Government Spokesperson on Energy Efficiency and Conservation Jeanette Fitzsimons.

“The traditional light bulb is very old technology - it generates light – the rest is wasted as heat,” David

“It is intended that from late next year, these inefficient bulbs will waste so much energy. There’s a whole new generation of energy efficient, saves energy and is better for the environment.”

The Efficient Lighting Strategy launched today has been welcomed by the industry, the Energy Efficiency and Conservation Authority.

The Strategy sets a pathway to reduce lighting energy consumption through a number of actions, including helping Kiwi businesses phase out the least efficient lighting products by 2010.

At the launch of the strategy today, David Parker said that energy efficient light bulbs are now available, for a range of different needs.

“Technology is moving quickly in this area,” Jeanette Fitzsimons said. “The Commission is subsidising a number of energy efficient light bulbs on the market.”

## Light bulb ban a voter turn-off?

14:43, Jan 31 2009

IT WOULD be stretching a point to say it will become a substantial issue at the election, but the Government surely would not have been so heated – pun deliberate – reaction to the decision this year to phase out traditional incandescent light bulbs.

Imports of the old-style incandescents are to be banned from 1 July 2009. The Government is pushing for more energy-efficient bulbs, variously known as eco-bulbs or compact fluorescent lamps (CFLs). Incandescents are said to emit around 90 per cent of the energy they use as heat.

Kiwiblog

DECEMBER 17, 2008 8:51AM BY DAVID FARRAR

## A small victory against nanny state

Gerry Brownlee has confirmed he is lifting the ban on traditional incandescent light bulbs.

I actually use eco-bulbs myself, but it is not the role of the state to tell people what sort of lightbulb to use, so long as they are safe. 2.5 million households all have different needs, and householders are quite competent at deciding for themselves what sort of lightbulbs to buy.

Personally I would advocate most people get eco-bulbs – they save money and power. But I would also advocate most people vote National, and neither of my preferences should be made compulsory!



ABOUT

NEW ZEALAND

## Standard light bulbs to be switched off

21 Feb, 2007 9:08am

By: Greg Ansley and NZPA

3 minutes



### KEY POINTS:

New Zealand and Australia are about to turn off the incandescent lights that have illuminated them since the bulb was invented more than 120 years ago.

Australian Environment Minister Malcolm Turnbull yesterday announced that traditional light bulbs would be phased out within three years - a move he said would be a world first.

Under law, the super-cheap lighting will vanish from supermarket shelves by 2010, replaced by energy-efficient alternatives such as compact fluorescent bulbs.

Mr Turnbull estimated the move would slash Australia's greenhouse gas emissions by 1.5 million tonnes a year.

# The Energy Spot and WUNZ –getting energy efficiency on the radar



EECA

# Energywise message understood

By end of 2018:

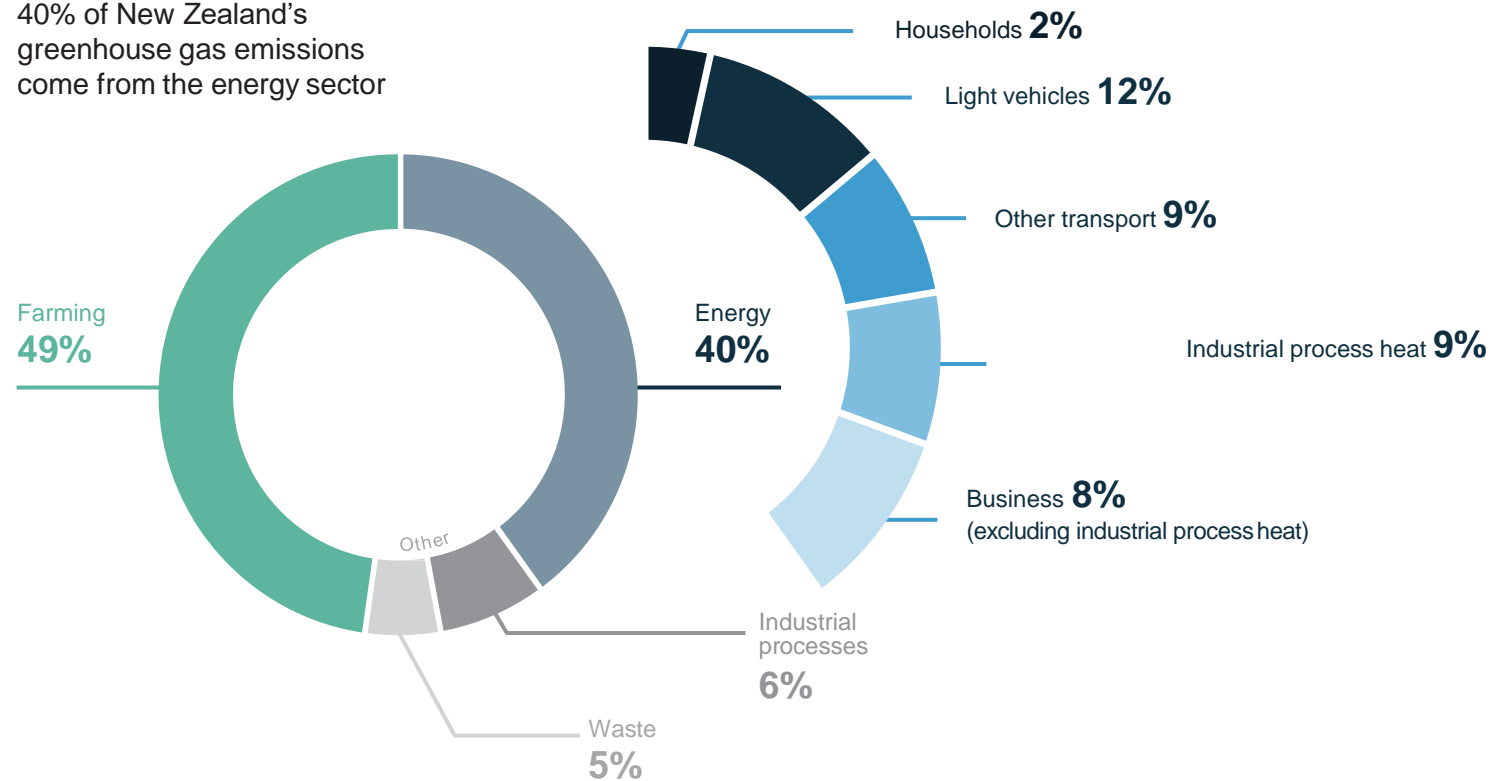
- 65% of people had seen Energywise energy efficiency messages
  - 80% taking actions, like turning off lights or drying clothes outdoors
- ... we had achieved much of what Energywise set out to do.



# Climate change concern growing

## New Zealand's greenhouse gas emissions

40% of New Zealand's greenhouse gas emissions come from the energy sector



Source: Greenhouse Gas Inventory 1990-2016, MfE (2018) and the Energy End Use Database 2016, EECA (2018)



# EECA's strategy

## Our purpose

Mobilise New Zealanders to be world leaders in clean and clever energy use

## Our strategic principles



### Focus on impact

Pursue high-impact change with agility and at pace.



### Understand the customer

Focus on those it is important to influence and influence them based on what they care about.



### Define the problem

Identify what's blocking progress and tackle it head on.



### Join the dots

Work with and connect people and organisations who can be part of achieving our purpose.



### Display leadership

Be proactive, have a fact-based point of view, own it.

## Our strategic focus areas



### Productive and low-emissions business

Mobilise decision makers and technical experts to accelerate action.



### Efficient and low-emissions transport

Switch the fleet to low-emissions technology while ensuring that any remaining fossil-fuelled vehicles are as efficient as possible.



### Energy efficient homes

Optimise New Zealanders' use of renewable energy through energy efficient homes, technologies and behaviours.



### Government leadership

Equip the public sector to innovate and lead the transition to clean and clever energy use.



### Engage hearts and minds

Foster a society in which sustainable energy is expected and demanded.

## Our desired outcome

A sustainable energy system that supports the prosperity and wellbeing of current and future generations



# Attitudes to climate change and energy

**83%** believe in climate change

**88%** want companies to do more

**76%** want other people to do more

**30%** think it will mean an impact on quality of life

**46%** think they are already doing all they can to reduce their environmental impact





It's easy to disconnect  
from climate change





# New Zealanders and climate change

## The Willing

“

I really care about climate change.  
I'm already doing a lot but want to do more

---

21%

---

## The Busy

“

I believe in climate change and I could do more but I'm just too busy and it would impact on my lifestyle.

---

17%

---

## The Self-interested

“

Climate change isn't a priority for me. I'm willing to do more as long as it doesn't affect my personal goals and lifestyle.

---

20%

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## The Complacent

“

I believe in climate change and I'm willing to act.  
I just don't see it affecting me.

---

23%

---

## The Unconvinced

“

Climate change isn't a priority for me. I'm willing to do more as long as it doesn't affect my personal goals and lifestyle.

---

20%

---

# The Willing

“

I really care about climate change.  
I'm already doing a lot but want to  
do more

---

21%

---

- More likely to be women
  - More progressive
- Already reducing emissions
- Think they are doing all they can but would do more



# The Busy

“

I strongly believe in climate change. I could do more but I'm just too busy and it would impact on my lifestyle.

---

17%

---

- Conflicted – they know their lifestyle is impacting the climate but are too busy to make changes
- Need the problem to be brought down to achievable actions that are relevant, easy and don't reduce their quality of life.

# The Self-interested

“

Climate change isn't a priority for me. I'm willing to do more as long as it doesn't affect my personal goals and lifestyle.

---

20%

---

- Prioritising getting ahead and looking after their family
- Consider framing messages around improving their family's happiness, and building on their pride and status

# The Complacent

“

I believe in climate change and I'm willing to act. I just don't see it affecting me.

---

23%

---

- Believe in climate change but not strongly
  - Believe they are doing all they can.
  - Show them what else they can do.
- Leverage their kiwi pride and belief NZ can make a difference on the world stage

# The Unconvinced

“

Climate change isn't a priority for me. I'm willing to do more as long as it doesn't affect my personal goals and lifestyle.

---

20%

---

- Multiple barriers make this group a challenge to connect with and may be unmoveable
- Traditional values mean they can connect with not being wasteful – wanting to set a good example for their children



# Language and tone are vital

Confusion around terminology is a high level barrier to change, as are negative type messages.

The more EECA can encourage a positive common language around the issue, the more effective messages can be.

Source: EECA Towards a unified language for climate change – TRA Jan 2019.

## OPTIMISM

### Talk optimistically

Positive and hopeful messages are motivating. Avoid doom and gloom messages, which tend to promote avoidance and apathy.

## MOMENTUM

### Assure us we are making a difference, individually and collectively

It's motivating to know there are already runs on the board and feel a sense of group momentum.

## RELEVANCE

### Talk about benefits close to home

Emphasising relevance and benefits to everyday life allows access to a wider set of motivations and helps to justify actions.

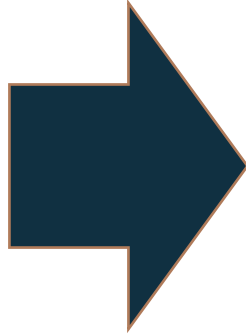
## TALK TO KIWI VALUES

Appealing to embedded Kiwi cultural values creates strong personal connection and relevance on an emotional level.

# 1. OPTIMISM

## Talk with optimism

- ✗ Guilt trips
- ✗ Accusation
- ✗ Not doing enough
- ✗ Avoiding disaster
- ✗ The huge job ahead



- ✓ Pride
- ✓ Action and solutions
- ✓ Progress and momentum
- ✓ Creating a better place
- ✓ Small steps we can take now

## 2. RELEVANCE

### Talk about the personal benefits

- Nature and the outdoors
- Family health
- Comfort; a warm healthy home
- Keeping up with the kids and community
- Convenience and ease
- Cost savings
- Reference to local initiatives and successes
- Tips, tricks and where to go for advice



# 3. MOMENTUM:

## Talk about how we are all in this together

- Use 'we' and 'us', rather than I or you
- Celebrate big actions alongside little ones; both are essential
- Reassure people they are making a difference





# 4. VALUES:

## Talk to our kiwi values

- Connection to nature
- Humour
- Outward world view
- Earned success
- Future generations
- Social equivalence



- Refer to TRA's Kiwi Cultural Codes for more background

# EECA strategy: make climate change action desirable, not an obligation

Inspire New Zealanders to live a climate-positive lifestyle **now**, by helping them understand that living with **less** (energy, emissions, harm) will actually give them **more**.



Gen Less encourages us to consider if living with less, really is more.

A new generation of people who are opting in to a climate positive lifestyle.

Defined by the way we choose to live, not our age.



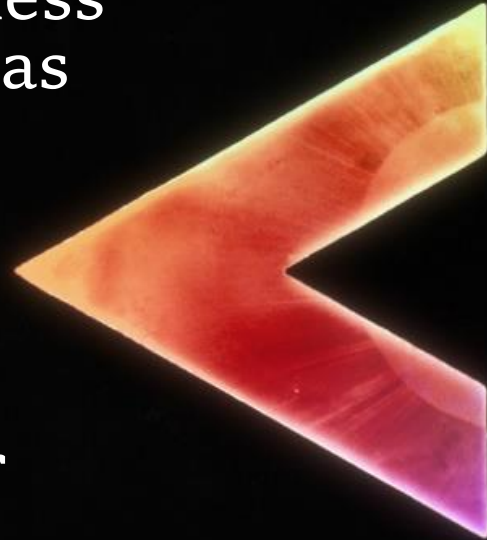
# JOIN GEN LESS



# Gen Less objectives



Establish a life with less  
energy-related harm as  
a life that gives you  
more



Create a sense of  
collective support for  
action

GEN LESS

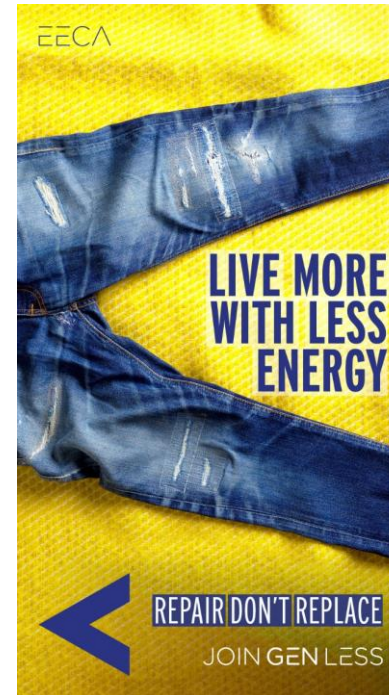
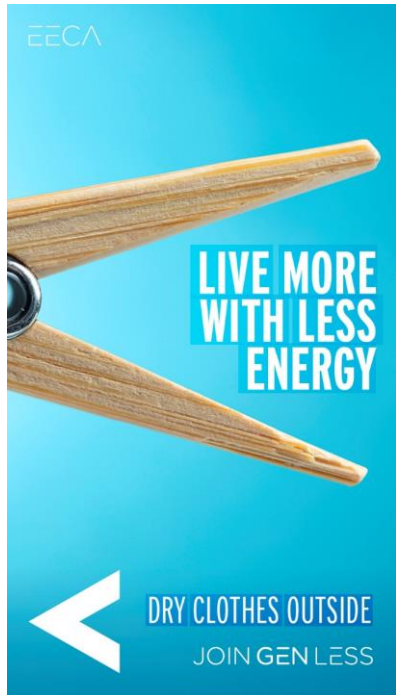


# Less is more







# Other advertising - actions



# Businesses supporting Gen Less – show momentum


EECA



New Zealand Post 

WE'RE IN GEN LESS


EECA



stuff

WE'RE IN GEN LESS


EECA




Westpac

WE'RE IN GEN LESS

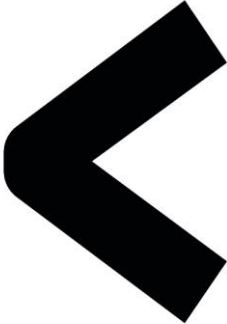
EECA



countdown 

WE'RE IN GEN LESS

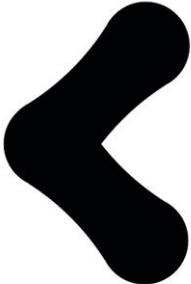
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ecostore

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Wishbone  
design studio

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EECA



LEWIS ROAD CREAMERY  
New Zealand

WE'RE IN GEN LESS


EECA



MIRAKA  
Nurturing our world

WE'RE IN GEN LESS

EECA



ethique

WE'RE IN GEN LESS

# Gen Less video



# Successful so far... what next?

- Great response to Gen Less from consumers and business
- Only the beginning – this is now EECA's platform
- Further sub-campaigns and initiatives will build the Gen Less message

# The importance of hearts and minds

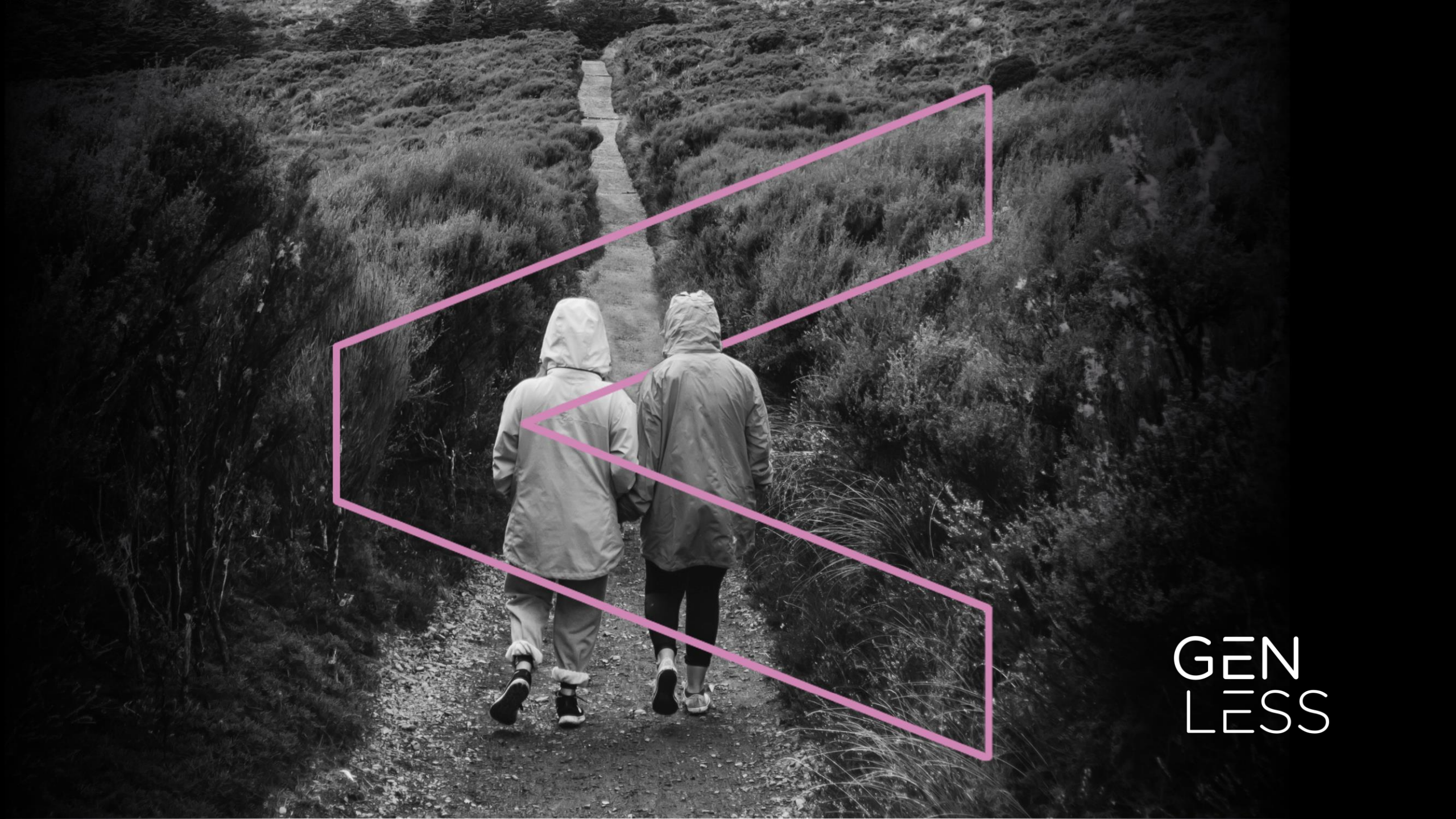
- Individual action will only take us so far
- The system needs to change

*We are the first generation to feel  
the impact of climate change and  
the last generation that can do  
something about it.*



#JoinGenLess

| GENLESS



GEN  
LESS