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# Engaging local people around air quality and climate change

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# National/international focus

- Many studies around behaviours and attitudes to taking positive action
- Jan 08 Defra report - A framework for pro-environmental behaviours
  - pulls together evidence on public understanding, attitudes and behaviours; designed to support policy development and implementation in Defra, in other Government Departments and externally.
  - Uses a 'broad social marketing approach' based on insight and 12 headline behaviour goals mapped in conjunction with CO2 impact, mapping of current behaviours, motivations and barriers and segmentation into 7 population segments



# Regional and local focus

- Drawing on experience of social marketing within public health context
- Referencing health behaviour models such as social norming, using social cognition models that communicate self-efficacy approaches, combined with incentivisation and reinforcing notions of social norms (eg other people are also choosing public transport over car use)
- Building on the act local think global message
- Making strong links between local environment and wider issues

# 'Customer' in their social context

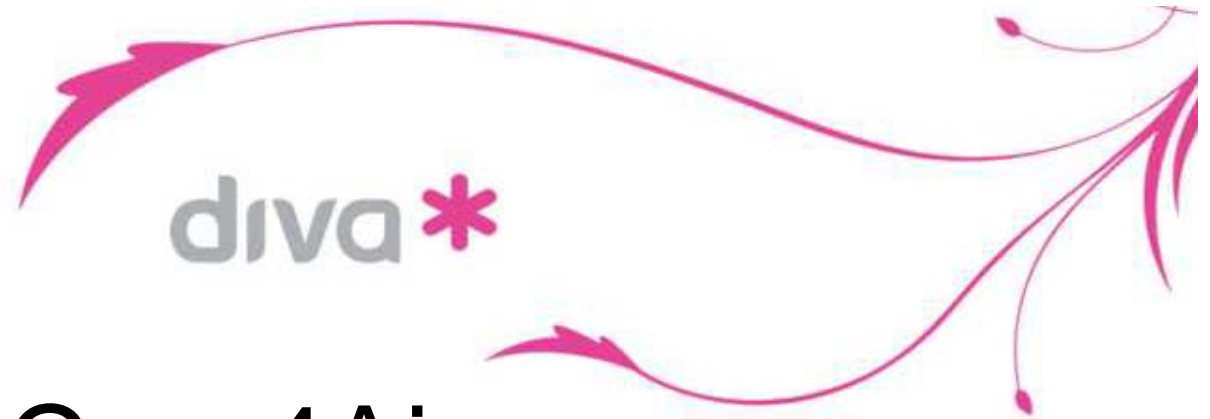
National  
Social Marketing  
Centre





# Regional and local focus

- Addresses well researched barriers around
  - My action won't make any difference
  - I will if you will culture
  - It's not my problem, it's a global issue
  - No one will notice if I do/don't do anything
- Flexible and adaptable approach, in the case of Sheffield Is My Planet directly referencing local people's views and motivators for change
- Able to tailor and promote local services and integrate controls (eg low emission zones)



## Care4Air

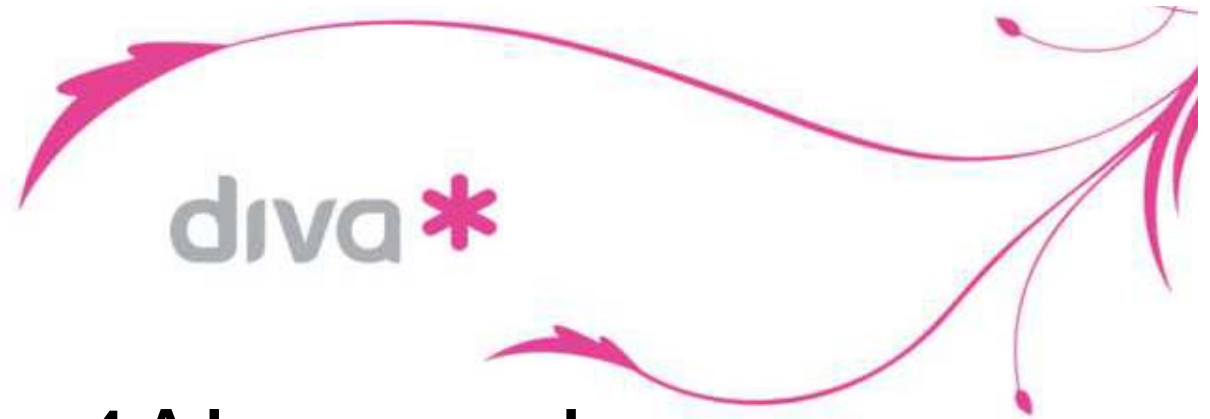
- A traditionally 'technical' issue focusing on specifics such as emissions testing, air quality monitoring etc
- Initially awareness raising, developed into a behaviour driven campaign with goals around reduced energy use and transport choice
- Measurement via annual survey (07 and 08)
- Tone of voice - achievable and realistic eg ecodriving

Care4Air



South Yorkshire Clean Air Campaign





# Care4Air awards

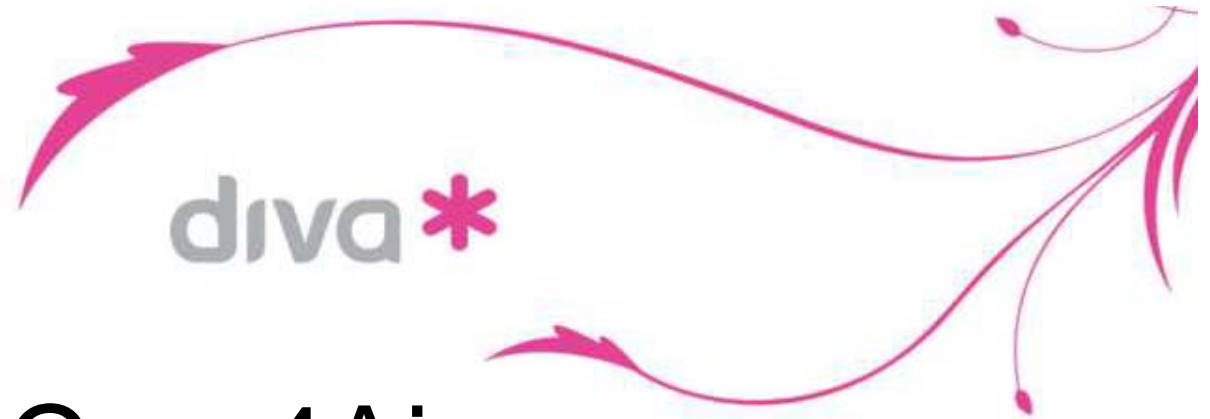


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www.care4air.org

- Award Winning
- 4500 hits per month
- Podcast, videos, quizzes
- Ongoing development





# Care4Air

- Outcomes from annual survey:
  - Increased awareness of campaign
  - Change in behaviours around transport and energy use
  - Greater understanding of air quality as a distinct issue
- From survey in September 2007, respondents confirmed that from Jan 06 to Sept 07:
  - 32 per cent of people turned off more lights
  - 23 per cent chose to use public transport instead of a car
  - 18 per cent left the car at home more often



# The broader impact

- Unique campaign that has achieved a consistently high profile and is recognised as best practice across UK
  - Award winning website
  - Annual national conference in Sheffield
  - Recognised by Defra as example of best practice in communications around air quality
  - Contributed significantly towards Sheffield's successful bid for beacon status in 2007
  - Achieved widespread sector recognition in terms of raising awareness of a 'technical' issue in a highly accessible and engaging way



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# Sheffield Is My Planet

- Highly localised - focus on the city's carbon footprint
- Building on sense of civic pride
- Responding directly to local issues
- Flexibility to segment/target
- Potential to attract corporate sponsorship



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# Sheffield Is My Planet

- Objectives
  - Develop recognised 'city-brand' that promotes and drives action
  - Reflect consensus on the causes, effects and action needed to tackle climate change
  - Inform, educate and motivate the people of Sheffield
  - Achieve behavioural change to reduce the city's carbon footprint
  - Promote the good things already happening in Sheffield
  - Measure and monitor changes in attitude and behaviour



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# Sheffield Is My Planet

- Behavioural goals
  - increase in pro-environmental behaviours that will contribute towards a reduction in the city's carbon footprint
  - Expansion of pro-environmental behaviours beyond current practices



# Sheffield Is My Planet

- Desk research and insight through local survey in terms of how local people:
  - View climate change in terms of their current knowledge
  - Perceive their ability to mitigate the impact of climate change
  - Are currently taking action to tackle climate change (and how)
  - Would be prepared to encourage others to take positive action
  - Would like to know more about what they could do (and how)

# Sheffield Is My Planet

- How much do you know about climate change?
  - A lot 33.3%
  - A little 44.4%
  - Not much 18.9%
- Do you think you can make a difference?
  - Yes 69.4%
  - No 11.1%
  - Maybe 19.1%
- 60.4% want to know more and chose following channels:
  - Local press 39.8%
  - Internet 31.2%
  - Events 25%
  - Leaflets 21.2%



# Sheffield Is My Planet

- Drawing on insight:
  - High proportion improving home energy efficiency
  - Over half reducing water, gas and electricity usage
  - Nearly three quarters reducing waste (54% recycling)
  - Half reducing no of miles driven, but only 1% aware of car sharing explicitly
  - 43% aware of purchasing decisions impacting on climate change (15% choosing Fairtrade)



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**Sheffield**  
IS MY PLANET



# Sheffield Is My Planet

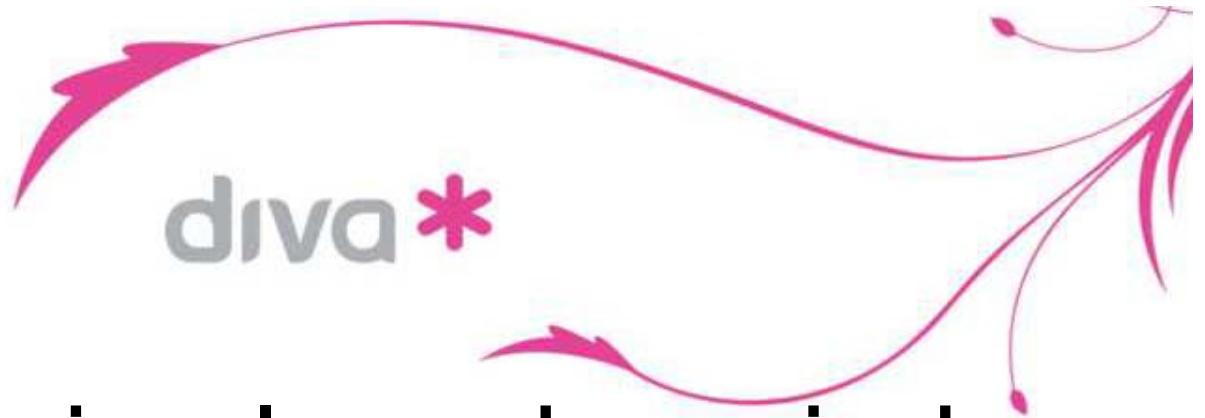
- Opportunity to communicate how people can reduce the city's carbon footprint, what impact their contribution can make and reinforce current pro-environmental behaviours
- Opportunity to recognise where people are making a contribution (eg energy efficiency), encourage further reduction of miles driven and promote specific initiatives such as car sharing



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# Sheffield Is My Planet

- Focus for first stage of campaign
  - Development of campaign brand identity
  - Website with local information, online polls, links etc
  - Sheffield Is My Planet week focused around World Environment Day 2008
  - Use of local media
  - Public engagement events in city centre



# Impact during launch period

## Response

- Over 1000 people attended exhibition

## Media Coverage

- Regional print media, business press - equates to £25,800, broadcast media, online media

## Website

- £250,000 visits over 2 months



# Reflections

- There is evidence that engaging local people and encouraging behaviour change by communicating in a highly accessible, positive and focused way with local relevance has an impact
- Behaviour change can have an impact on a local and global level
- It is easier to use segmentation approach based on attitude and propensity for change
- interventions such as awards schemes, an online TV channel and engaging online activities act as key tools for engagement
- Positive interventions can secure a significant level of political support for an issue which historically has been problematic for policymakers.