

# Planning a local climate change campaign

Technical guidelines

**Jeanette Green, Ivana Kildsgaard**  
IVL Swedish Environmental Research Institute

**Johanna Ekne**  
Environmental Strategy Unit, City of Malmö

**Pernille Kern Kernel**  
Teknik Planlægning, City of Hillerød

SECURE

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## 1. Introduction

A number of cities in Europe have implemented holistic projects in order to transform city districts to ecological sustainability, with low energy consumption and a high degree of energy from renewable energy sources. Unfortunately, most projects have ended as isolated cases not putting any stamps on the prevalent ways of working. The SECURE project has aimed to mainstream the ways of working in the demonstration projects from being unique actions to normal ways of working. Experiences from different ecological transformation projects has been used in order to create long term sustainable action plans for the cities of Malmö, Tallinn, Dublin and Hillerød, one for each city. The partners represented in the project are municipalities from different parts of Europe as well as distinguished actors as research institutes, energy offices and consultants.

The purpose of this guideline is to gather information and experiences gained within the SECURE project around climate campaigning. Climate campaigning has mainly been performed within the work package “Sustainable energy citizenship” with the overall aim to engage the inhabitants of the participating cities and inform and educate them about questions regarding energy use and the impact on climate change.

One of the tasks of the work package was to create communication tools in order to:

- Increase the knowledge on the connection between energy use and environmental impact
- Show how the inhabitants can reduce their environmental impact from energy use

This technical guideline consists of a general description which gives detailed information about how to plan a climate change campaign based on achieved experiences from the SECURE project and other adjacent activities. It could be used in the initial phase of the campaign as well as during the carrying out of different climate change activities. Secondly a checklist for planning is provided. Finally the technical guideline also includes an activity toolbox where different climate change activities are described. Activities presented in the toolbox are only some of the examples of the activities the SECURE partners did, that showed good results. There are many more good examples out there, but we hope that this guideline gives you an idea where to start and how to perform a climate campaign.

Good luck with your work.

## 2. Aiming for climate impact

### 2.1 Setting the aim and defining what could be the results

The overall aim of climate campaigning is to engage the inhabitants of the city and make them competent in questions regarding energy use and the impact on climate change. The aim of a local climate change campaign could be:

1. Make climate change a local issue that concerns the inhabitants of the city. This can be done by showing how the inhabitants affect the climate by their own actions and also how their life will be affected by climate change.
2. Show that this is a serious and important matter that concerns the whole community. We do that by gathering several actors in the city in the campaign and also by repeating the message over and over
3. Show that it is meaningful to engage and that good things really are happening. This can be done by visualising ongoing activities undertaken by many different actors in the city and also showing the positive effects of these activities.
4. Give the inhabitants tools that they can use in the fight against global warming. This we do by showing them what they can do in their homes and at work to decrease emissions of green house gases, caused by their lifestyles.

Try to distinguish between the results and the desired effects of the climate campaign activity. The desired effect that we want from a campaign is of course decreasing amounts of carbon dioxide in the air and slowing global warming. This is a large goal that is very hard to achieve. When you look at it on a local level the results of the campaign can instead be expressed like this: we want citizens that are fully aware of the connection between their own actions and global warming. When they are aware of this connection we want them to act in order to decrease emissions of green house gases. **The aim is therefore *both* increasing the knowledge about climate change, and changing people's way of behaving.**

As it could be hard to evaluate the results it could be good to in advance specify the expected project results (for example number of people involved in the activity), something that you can measure and evaluate. If the activity goes on for a long time try to set part time goals in order to be able to improve them during the process.

Important questions to ask before running a campaign are therefore:

#### **Why?**

What is the purpose of the campaign? Why are we doing it? What kind of results do we want? What do we want the results of the campaign to be? What do you want people to do with the information? Do you want them to be more aware, **learn** something? Do you want them to be more active, **do** something?

## 2.1 Who are you talking to?

The question of **target groups** is also a matter of importance. The target group “the citizens” is a very large group to handle. This group is often too big and contains too many different kinds of people. If you try to send a message that will fit them all, the result will most likely be that nobody listens. If you divide the citizens in smaller groups and adjust the message and the channels accordingly, the chance of getting through is much higher. The target groups could for example be: schoolchildren, parents, old people, drivers (car-owners), consumers, employees, companies, residents and so on.

These groups could then of course also be divided into smaller groups, depending on what you want to say to them, how you want to communicate, which channels you want to use, how much time and money you have, and so on.

When you have decided on your target groups you have to start thinking about who they really are. How do they live their lives? What is their knowledge about climate change and greenhouse gases? What do they need? What do they want? What are they afraid of? What can they consider changing in their way of life? If you don't know the answer to these questions, there is a chance that you communicate in the wrong way and nobody listens. You can even irritate some people and find yourself in a worse position than when you started. A good idea is to gather a focus group from each target group and ask them the questions above. The information you get is very valuable when you are planning your campaign.

**To whom:** Who is the campaign aimed at? What do their everyday activities look like? What is their knowledge about climate change and greenhouse gases? What do they need? What do they want? What are they afraid of? What can they consider to change in their way of life? What are the persons included in your dissemination level like? What characterises them? How do they think? What can make them listen? What is their level of knowledge and their ability to act on the issue?

## 2.3 Communication approach: A long process or a “bomb mat”?

Before you start working with adjusting your message, you have to think about your approach. This depends very much on your resources, how much time and money you have, and also of course on what kind of results you want. You can choose to work in a long term process when you repeat the message over and over again in different ways, using different channels. If you use this way of working you have the chance to communicate with smaller groups and to really listen to them, which in the long run is better for everybody. But it will take a lot of your time and you have to wait long, perhaps for years, before you can see some results. The results, on the other hand, can be long-lasting. The other way of working is the bomb-mat strategy. In this case you “bomb” the people in the city with a massive amount of information in a short time. This will not take so much time but it is very expensive. The results can be very good but it is often an effect that fades away in a short time and things will go back to “normal” again.

## 2.4 How to get through - choosing the arguments

When communicating we often tend to create new channels instead of using the existing ones. Most people are drowning in information and few of them wants to be informed in yet another way. Why not use the channels that are already open and functioning? Why not visit people where they meet, instead of trying to get them to come to you? Instead of making another booklet you can spread the same information in the existing newsletters or other documents that you know people are reading. Documents that people get anyway and tend to study quite thorough are a good choice. Maybe the pay-slip or messages from the property owner? You can also use papers that organisations send out to their members or maybe be a part of a folder from the local grocery store. Or what about the local radio channel? It is a good idea to make a list of all the existing channels in your city and think about which you can use and how you can use them.

When it comes to communicating environmental issues we tend to be either rather boring or very romantic. We think that everybody is interested in environmental issues (they are not), that we just have to tell them what to do and the problem will be solved. The problem is not that people don't know what to do. Most people know for example that it is not good for the environment to drive. They drive anyway. The problem about environmental issues is that the problem is global (it doesn't seem to matter here and now what I do) and the effects on the environment are mostly invisible and, both geographically speaking and in time, very far away. So what can we do?

First consider whom you are trying to reach. To make people feel that the matter of climate change concerns them you might have to find another angle than the environmental approach. Two arguments that can be used are **economy** and **health**. Economy is working very well when you are communicating for example energy saving. There is almost always some money to save when you save energy and we all want to save money. When we are talking about transportation we can use the health-argument. It is better for your health to ride a bike or walk instead of driving, why not get your daily exercise on your way to work. "Leave the car at home and take the bike instead. You will loose weight and feel much stronger. And PS: It is also good for the environment." Finally there is also the "good neighbour" argument: people tend to be very much aware of what other people think – and are usually trying to blend in. e.g. driving a big car which is using a lot of fuel is becoming increasingly untrendy in London. Behaving environmentally correct can be very trendy!

### **How?**

Where can you reach the target group? Is the group searching for the activity or do you have to attract their attention? Is there anywhere this group is easier to reach and address? Is your target group interested in the environment – or should you choose another approach e.g. money or health or "good neighbour"?

## 2.5 Evaluating your effort

Evaluation needs to be considered already before starting the project. If a project is successful or not depends on how you evaluate it. Information and communication activities can be hard to evaluate. There are three different kinds of evaluation that you can do:

1. Evaluation of knowledge and attitudes – did we reach our target groups the way we wanted to? The best way of knowing the answer to this question is to ask them, before and after the campaign. This can be done on the phone, by letter or by walking the streets, asking people that you meet. Make sure that the number of people that you ask is sufficient and representative.
2. Environmental evaluation – did we succeed to decrease the emissions of carbon dioxide? This can be hard to measure. Even if you are able to measure it, it is hard to know if the emissions are affected by the campaign or by other circumstances.
3. Evaluation of methods – was this the best way to go? Did we do it right? This can be evaluated by comparing the results with the results you got when using other methods. It is also necessary to have a discussion amongst the people working with the campaign to find out whether they are satisfied with their way of working, the process in a whole and so on.

## 3. Check list for planning

Why	To whom	What	When	How	Who	Time resources	Cost	Evaluation

### Important aspects of the planning process:

**Why:** Purpose of the campaign? What do you want to achieve?

**To Whom:** To who is the campaign aimed at? What is the target group?

**What:** What is the planned activity? Has it been done before? Has the target group been addressed before?

**How:** Where can you reach the target group? Is the group searching for the activity or do you have to attract their attention? Is there anywhere this group is easier to reach and address?

**When:** When is the best time to reach the target group? Is there any special time of year/week/day?

**Who:** Who will perform the activity? Do you have the resources that you need in your own organisation or do you have to look somewhere else. Is there someone else that shares your mission of information i.e. can you create partners. Is there any special resource that you need to pay for? Are you a trustworthy sender for the message or will the impact of the message being better achieved if you find partners or allies?

**Time resources:** How much time is the project demanding and how much time do you have? Is there a need for revising the project according to time resources? How much time do you need for different activities? Do not forget to include time for planning as well as evaluation. Try to set a final date for the activity so that you know when you can take a step back and evaluate the process.

**Costs:** What are the known costs from the activity and what is your budget? If it is not well balanced, can you attract more resources or do you need to revise your planned activity.

**Evaluation:** Evaluation needs to be considered already before starting the project. If a project is successful or not could be according to how you evaluate it.

## 4. Climate change activity toolbox

Below you can find some examples of activities done by the SECURE partners during the project duration. These can give you initial ideas when planning activities in your communities.

### 3.1 Exhibitions

#### Exhibition Malmö

The exhibition is made of plexiglass and the information is easy to remove and update. With the exhibition comes also a quiz, constructed as eight smaller units that can be put out in a row, which makes it possible to make a “tour” out of it. The target group of the exhibition is employees at companies and organisations in the city. Any company or organisation can borrow the exhibition for free and exhibit it in their lounge or lunchroom or any other place they see fit.



The content of the exhibition is divided in three areas:

**General information** – what is climate change, how does it affect people etc.

**Head Lines** – shows what could happen on a local level in the year 2048 if nothing is done about climate change. Shows faked local news about flooding, diseases, wildlife, storms, new tourism etc



**Cartoon** – shows how you affect the climate in your everyday life. The cartoon follows two persons from the city, one man and one woman, in their daily life and compares the choices they make. The cartoon is created as a competition between the two of them, to see who is the most climate smart person. The general idea is that none of them is the heroic kind of person that one always dislikes, but that both of them are like you and me, sometimes they make good decisions and sometimes they make bad decisions.



## Exhibition Hilleröd

The exhibition was located in the shopping mall. It was composed of 15 pillars with pictures and text about the consequences of climate change in Denmark as well as the rest of the world – and ideas on how to save energy. Two local schools also contributed to the exhibition with their interpretations of climate change and their effect on our future. At the opening ceremony the mayor of Hilleröd served a huge “climate cake” with melting icebergs and polar bears on top.



About 500 people got a piece of the climate cake, 100 of them filled out questionnaires about the climate change – and received energy saving light bulbs in return. The climate exhibition was on show in the shopping mall for two weeks. Before the exhibition all schools in the municipality received Al Gores movie “An inconvenient truth”, in order to put climate change on the schedule.



This globe illustrates the volume of one tonne of CO<sub>2</sub>. It was exhibited on the central square of Hillerød with an announcement of the climate exhibition.

### 3.2 Billboards and ads

The city of Malmö also used ads and billboards. The purpose of these was to highlight actions against climate change that is carried out within the city. We want the citizens to know that good things are really happening and that the city is working hard to combat climate change. We also want them to see that many actors in the city are involved, such as different companies and organisations, and that work is being done in many different areas. We made eight different billboards, each of them highlighting one good example. Six different actors, including the municipality, participated. The first day the billboards were posted, we put ads in three local papers to tell people what was going on, explaining the campaign and highlighting the actors that participated. The billboards showed the following activities:

- A solar power project, carried out by the municipality
- A wind power plant with 48 windmills, built by an energy company
- An ecodriving project, carried out by a transportation company
- A GPS-system, installed by a delivery firm, in all their cars.
- A project promoting locally produced food, carried out by the municipality
- A mobility management project, performed by an NGO
- A local climate change forum, coordinated by the municipality
- Locally produced renewable energy in a city part, a cooperation between an energy company and the municipality

## – Kan man göra något åt klimatförändringarna?



– Ja, man kan bygga ut vindkraften.  
Som vi gör i Malmö.

**N**u börjar Vattenfall att bygga Sveriges största vindkraftpark i Öresund. Lillgrund vindkraftpark kommer att ge hushållsel till drygt 60 000 hem.

**Det är smart. Klimatsmart.**

### 3.3 Movie commercials

In Malmö, two short movie commercials were made; one is ten seconds and the other 15 seconds long. The aim was to show examples on how to be climate smart in your daily life, using people's sense of humour. The content of the films is as follows:

#### Locally produced food

A guy visiting a neighbourhood that is not very nice (the atmosphere is gloomy and gives an unsafe feeling). He knocks on a door at some kind of shabby club and when the door opens; he gives the man at the door some money. Of course you would expect the man at the door to give him some drugs or an illegal weapon, but instead he gives him a cute basket with a ribbon that it is filled with vegetables like carrots and things like that.

The punch line is "Dare to buy locally produced food!".

## Commute

An old lady is waiting for something at the pavement. She looks very fragile and needs a zimmer frame to be able to walk. After a while you can hear loud music and a couple of shabby young men arrive in an old car with loud music on the car stereo. The next thing you see is that the car leaves and the lady is sitting in the back seat with one young man on each side.

Punchline: "Dare to share a car!"

## 3.4 Interactive game developed to highlight energy consumption in daily life

The SECURE project has developed a game that illustrates how everyday decisions determine our climate impact. The climate change challenge game has been developed to be quick and easy to use but also that a result is reached quickly not to bore the users. A group of young grown ups and high school kids have decided the kind of questions that are asked in the game but also the appearance of the game. A pre study was made by Jennifer Lenhart at the International Institute for Industrial Environmental Economics at Lund University, testing the game in a very early stage on school kids in the region. The interactive game is programmed in PHP as a stand alone application which can easily be include at other websites as a popup.

The game follows a person during an ordinary day. After waking up you have to take every day decisions as how long to shower or which kind of breakfast you prefer. How do you get to school or to work, how do you spend the evening. All your decisions affect your greenhouse gas emissions, which is displayed by different pillars in the game. By changing your behaviour you can lower your emissions.

The game explains how our everyday habits affect the climate, but also that different actions give different results. While changing travel habits, or lowering the temperature indoors one can lower the emissions substantively, whereas turning off the computer instead of standby will not give such a big immediate effect.

The game can be tested at: [www.secureproject.org](http://www.secureproject.org) or <http://f56.se/klimattest/>



## 3.5 Energy days in Hilleröd

The purpose of the energy days is to tell citizens and other interested partners about an energy action plan - and show them how we "walk the talk" by providing carbon neutral energy and building low energy houses. Hopefully this will also help change

the attitude, that it is too difficult and expensive to build low energy houses. The municipality will organise two energy days - the first on a working day - Thursday afternoon, the second on a free day - Sunday. The idea is that the press, construction companies, energy enterprises, schools and other municipalities will participate on Thursday. Then, hopefully, the press will write about it - and make the citizens curious, so they turn up on Sunday to check it out themselves. During the energy days the energy action plan will be presented, showing the visitors the new 3000 m<sup>2</sup> solar power plant as well as the biomass power plant, and showing them two different types of low energy housing with solar panels and PVs. Technicians involved in the projects will be available for answering questions about technical details during the working day - Thursday.