Landscape analysis guide

Overview

This guide provides an example for using a Landscape Analysis tool for data-driven understanding of the engagement with narratives relevant to climate actions. Landscape Analysis can be drawn upon as part of a broader toolkit to track work that cities are undertaking locally and collaboratively. Insights for using this tool will enable cities to communicate the value of accessing data-driven, unbiased understanding of narrative performance when seeking support and funding.

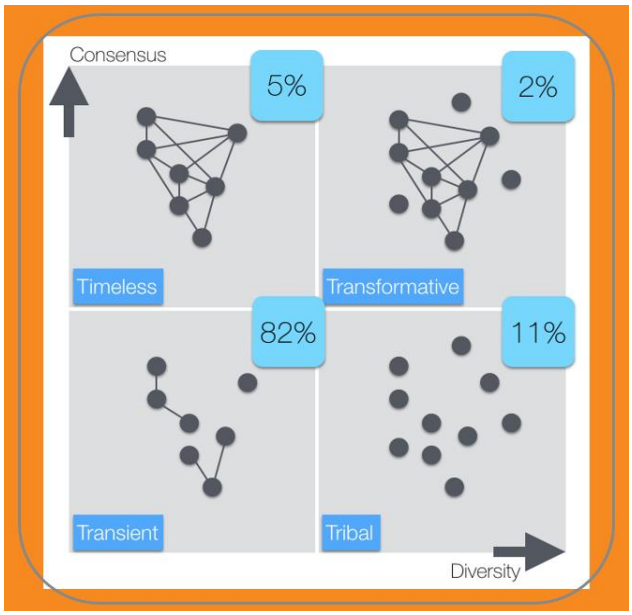
What is landscape analysis?

The tool measures long-term engagement for narratives across the whole web, including traditional and social media. The tool analyses the key content, key locations (media), and key influencers that are driving the narrative structures and changes.

Useful to know:

Distinctive types of narratives behave in discrete ways, and vary in their value and utility. Landscape analysis can identify the nature of a given narrative, and the appropriate manner of engagement with it.

Narrative Type	Description
Transient	fall away, do not have long term value, and are not cutting through
Tribal	intense debate, have no influence or impact
Timeless	long term, deep engagement, expected to grow and persist, authentic narratives
Transformative	intense engagement, strong themes, fast changing but potentially result in lasting transformations



Example of narrative mapping.

An example: Generation Yes landscape analysis

In January 2018, Generation Yes undertook a Landscape Analysis reading, which took into consideration the work being done with Australian Capital Cities through the CNCA funded Net Zero Program Excellence - Community of Practice.

Step One: Establish guiding questions and challenges to frame the process

Looking through the lens of our **BUSINESS CONTEXT** to understand:

1. The most relevant narratives for our business context (these are the **TIMELESS** and **TRANSFORMATIONAL** narratives)
2. What is driving the most significant narratives around catalysing reductions?
3. What do we see that is interesting around the media locations?
4. How does the market "feel" about these narratives?
5. The relative power of our partnership program over the period 2016-2018 to fuel engagement?

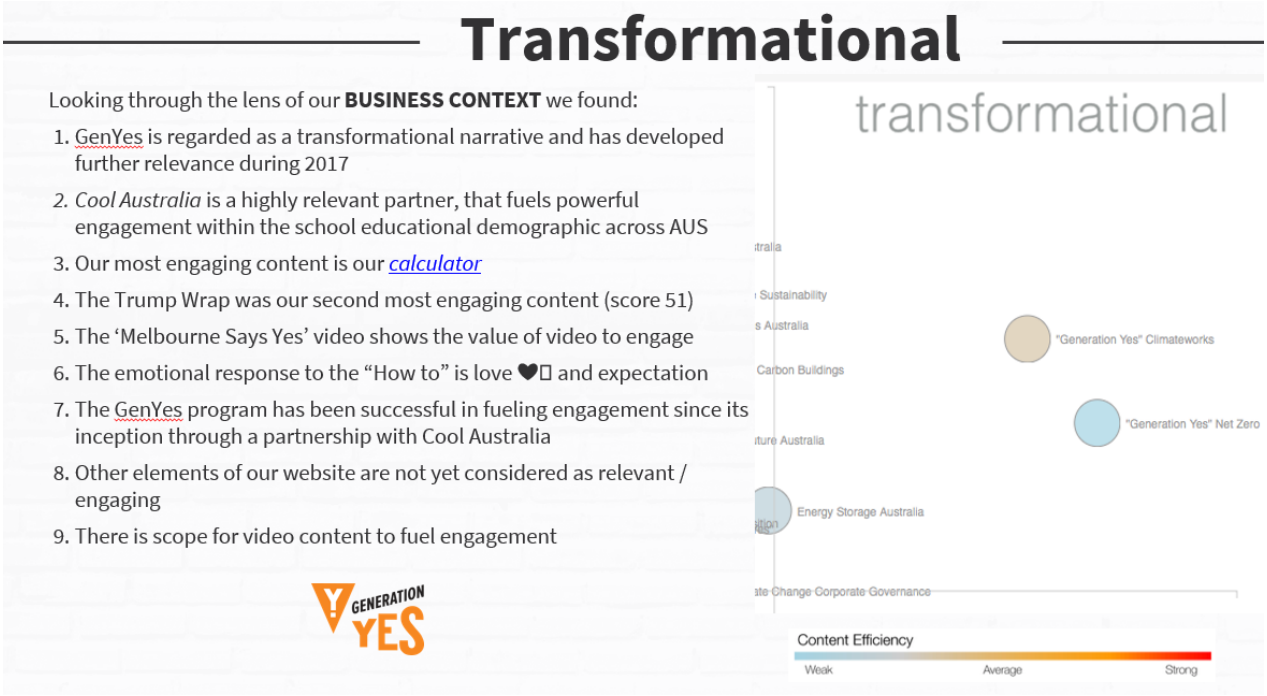
Step Two: Define relevant input terms (search categories)

A snapshot of the input terms used:

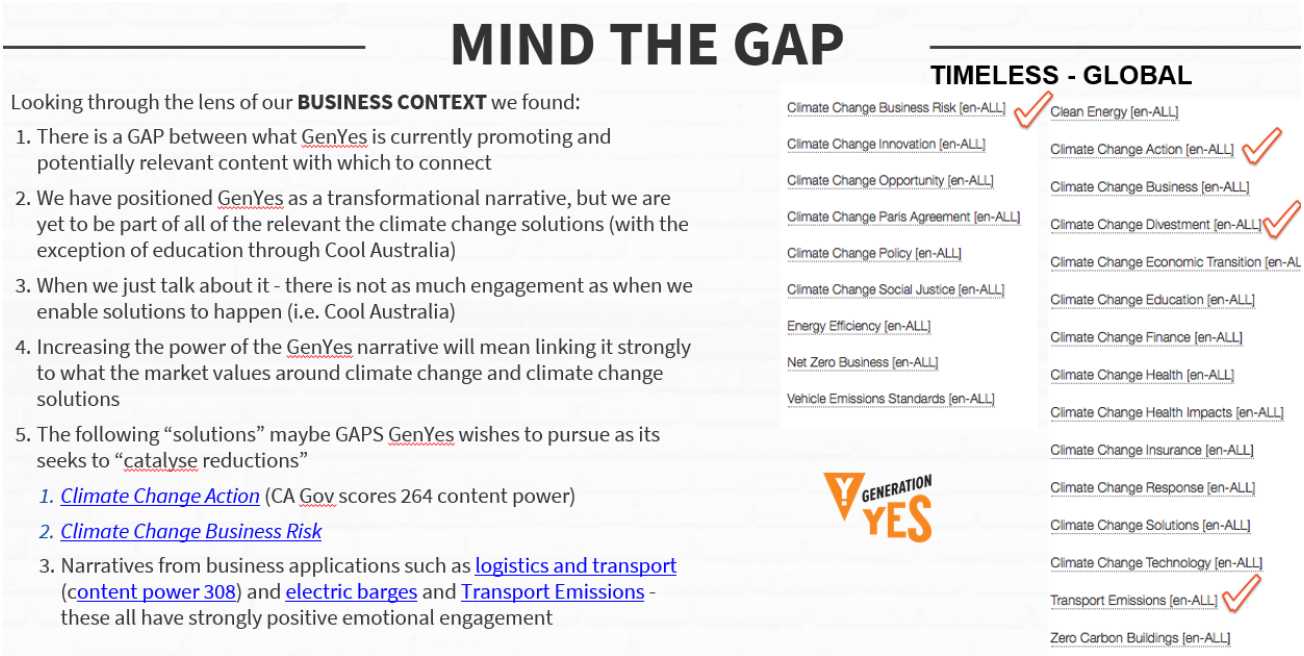
"Generation Yes"	Low Carbon Buildings Australia
"Generation Yes" Climate Change	Net Zero Buildings Australia
"Generation Yes" Net Zero	Climate Change Sustainability
Climate Change Solutions	Sustainability Action
Climate Change Action	Net Zero Emissions
Climate Change Individual Action	Carbon Neutral Cities
Climate Change Community Action	Carbon Neutral Lifestyles
Climate Change Innovation	Climate Change Business
Climate Change Technology	Net Zero Business
Climate Change Australia	Zero Carbon Buildings
Climate Change Opportunity	Low Carbon Buildings
Climate Change Social Justice	Climate Change Business Action Emissions
Climate Change Economic Transition	Climate Change Risk Scenarios
Climate Change Health Impacts	Sustainable Development Goals
Electric Vehicles Australia	Carbon Neutral Cities
Climate Change Transport Emissions	Climate Change Corporate Governance

Step Three: Findings and Analysis

Below is a sample of what the Landscape Analysis read found:



The high performing content that supports Generation Yes Transformational narrative.



Existing gaps, opportunities and solutions for Generation Yes Timeless narratives.

AUSTRALIAN LANDSCAPE

When we look at what fuels engagement around these topics in Australia it includes:

- Case studies on what is working in business e.g. electric barges as a logistics and transport solution. Case studies such as this have strong positive emotional engagement
- Statements from significant leaders, such as Warren Buffett at the World Economic Forum
- Giving people the chance to do something relevant such as our emissions calculator
- Specific technologies such as electric vehicles, solar power and battery storage, all have strong positive emotional responses. It's important to show specifically what the future looks like, not talking generally about technology.

Insights on what fuels engagement at a national level.

Step Four: A Recommendations Framework

An example of actions arising from Landscape Analysis for Generation Yes narrative performance:

What's Next?			
Start	**Stop**	**Continue**	**Double Down**
1. Focus on relevant timeless narratives that are solutions (i.e. transport emissions, electric vehicles etc).	1.Creating / using content that is not video posted to Youtube	1.Meeting and talking with partners about the narrative	1.Build partnerships with specific segments such as transport and aim directly at the business leaders

Acknowledgement: Generation Yes worked with Significance Systems to capture and analyse this data.