

## Research summary insights

### Overview

In convening the Net Zero Program Excellence – Community of Practice there was a commitment to establish a research base by drawing together leading social, behavioural research and fine grain data from across participating cities.

Findings collated from secondary and primary research inform a net zero strategic communication plan, and are shared with our peers interstate.

### Secondary research

City/reach	Overview	Summary	Findings
National	Name of research: Zero by 2050 Commissioning organisation: ClimateWorks Date: September Sample size: 110 (focus groups) – supported by quantitative research that reached 1540	Qualitative research mapping ‘middle Australia’s’ values, opinions and messages on climate change.	<ul style="list-style-type: none"> <li>● Overall Australians support further action on climate change.</li> <li>● The science debate persists, and those that identify as the ‘base’ strongly believe humans are causing climate change.</li> <li>● For most Australians zero net emissions by 3050 is a new idea, so it allows for re-framing of their thinking.</li> <li>● Mentioning the costs of inaction helps to counter the cost of doing something.</li> <li>● The introduction of a credible plan is the most persuasive element for support.</li> <li>● Stretching out the goals to 2050 can help Australians think it’s realistically achievable.</li> <li>● Talking about national and global security in relation to climate change is outside most people’s understanding.</li> <li>● The jobs issue can become highly politicised, when prompted Australians realise that some industries will be replaced over time.</li> <li>● Australians know that politics is one of the largest barriers to change on the issue.</li> <li>● Nuclear and Carbon Capture and Storage can be distracting concepts and ideologically confounding.</li> </ul>
National	Collation of research from 2012-2016		van der Linden, Sander, Edward Maibach, and Anthony Leiserowitz. "Improving Public Engagement With Climate Change Five “Best

		<p>Practice" Insights From Psychological Science." <i>Perspectives on Psychological Science</i> 10.6 (2015):</p> <ul style="list-style-type: none"> <li>• The human brain privileges experience over analysis. Climate change messaging should highlight relevant personal experiences through affective recall, stories and metaphors.</li> </ul> <p>7/14/16 Sam Keast <a href="http://waga.com.au/download/848/">http://waga.com.au/download/848/</a></p> <ul style="list-style-type: none"> <li>• People are more likely to act if they think climate change will impact on them, people they care about and who are similar to them, in the immediate future. - How do we talk about climate change - The psychology of environmental messaging,</li> <li>• Fear or shock communications have cut through but will not drive action unless coupled with constructive advice and a direct link with the individual, and in fact may drive people to distance themselves from the problem and proactive action.</li> <li>• The more that sustainable practices are in the air, more the salient they become and the more likely individuals and groups (organisations, councils, nations) are to replicate them.</li> <li>• Communicating the co-benefits of addressing climate change could provide a way to foster public action, even amongst those unconvinced or unconcerned about climate change.</li> </ul> <p>ICLEI "Having the climate conversation: Strategies for local governments", 2012  <a href="http://www.icleicanada.org/resources/item/4-having-the-climate-conversation">http://www.icleicanada.org/resources/item/4-having-the-climate-conversation</a></p> <ul style="list-style-type: none"> <li>• Considerable evidence has shown that storytelling is one of the most successful ways to cultivate an audience that is both engaged and passionate.</li> <li>• Psychologists tell us that upwards of two-thirds of all communication falls within the visual realm. Using visual elements as tools can therefore be a very efficient way of getting across an idea or point.</li> </ul> <ul style="list-style-type: none"> <li>•</li> </ul> <p>"EAST: Four simple ways to apply behavioural insights"  The Behavioural Insights Team  <a href="http://www.behaviouralinsights.co.uk/publications/east-four-simple-">http://www.behaviouralinsights.co.uk/publications/east-four-simple-</a></p>
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			ways-to-apply-behavioural-insights/ <ul style="list-style-type: none"> <li>• Make it social Show that most people perform the desired behaviour Use the power of networks Encourage people to make a commitment to others.</li> </ul>
City of Sydney	Name of research: Pollinate Pulse Commissioning organisation: Pollinate Date: September 2017 (conducted twice yearly since 2010) Sample size: 1,028	Pollinate (local research agency) has surveyed over 33,000 Australians via an online omnibus dedicate to understanding people's attitudes towards the environment and its influence on consumer behaviour.	<ul style="list-style-type: none"> <li>• Concerns about societal issues are consistently higher than those of the economy and environment.</li> <li>• The most top of mind environmental issue concerning Australians is by far global warming and climate change.</li> <li>• Of highest economic concern is the rising cost of living and associated factors of unemployment and housing, and poor government decisions</li> <li>• Concern with specific issues tends to fluctuate with media coverage. Over the last 10 years our concerns have shifted from one or two main issues to a wide range.</li> <li>• Most Australians (4 out of 5) believe climate change is an issue</li> <li>• However there is a knowledge gap (60% concerned but 40% confident in understanding these issues).</li> <li>• Most Australians engage in simple, day-to-day environmentally friendly behaviour.</li> <li>• Half of the Australian population think Australia is not doing enough to protect the environment.</li> <li>• Australians place little trust in the government and the mainstream media in reporting environmental issues.</li> <li>• Australians attribute responsibility of different environmental issues to different stakeholders: the bigger the issue, the bigger the body responsible.</li> </ul>

## Primary research

City/reach	Overview	Summary	Findings
City of Sydney	<p>Name of research: Triennial Research</p> <p>Commissioning organisation: City of Sydney</p> <p>Date: 2011, 2014</p> <p>Sample size: XXX</p>	<p>Explores levels of knowledge, attitudes, motivations, actions and barriers to climate action. This research was first undertaken in 2011 and again in 2014. When repeated in 2018, the Triennial Research will seek to clarify our audience segmentation model, and define metrics to help us measure the performance of our content marketing campaigns. We plan to continue conducting benchmarking research every three years.</p>	<ul style="list-style-type: none"> <li>• In the absence of clear policy/program directions from state and federal government, residents look to the City of Sydney (the City) to provide leadership on sustainability.</li> <li>• There are high levels of trust for the City to provide the right information and prioritise the right programs and initiatives for sustainability.</li> <li>• There is a clear, strong mandate for the City to progress with initiatives and programs so long as there is an economic benefit and this is effectively communicated.</li> <li>• Concern for the environment has increased amongst residents by almost 10%.</li> <li>• There are generally good levels of understanding about sustainability but both residents and businesses are confused about the cause and potential impact of climate change.</li> <li>• People want targeted information on their individual/organisational footprint to make informed, bounded choices on behaviour change.</li> <li>• There are now six clear residential segments with different profiles for attitudes, demographics, behaviour and trust/understanding.</li> <li>• Large office---based businesses are sustainable because of reputational risk and are mainly located in premium 'green' buildings. Their response to sustainability is more determined by overseas or head office policy.</li> <li>• Other businesses would like to be more sustainable but the need for customer service, short term cost and lack of information/assistance is a barrier. There is great potential for this segment.</li> <li>• Investing in the future have a higher ecological footprint than conspicuous consumers and cost savers. However, calculating carbon footprint in isolation is more</li> </ul>

			problematic.
City of Sydney	Name of research: Residential Strata Sector Baseline Research Commissioning organisation: City of Sydney Date: 2017 Sample size: 500	An online survey and focus groups investigated environmental values; roles and responsibilities (including for CoS); knowledge and behaviours and drivers to improve environmental performance.	<ul style="list-style-type: none"> <li>• The net zero concept was somewhat familiar, but most have never heard of it.</li> <li>• After hearing about net zero, the majority were interested, but to varying degrees.</li> <li>• Those very/extremely interested are driven by concern for the environment.</li> <li>• Most City of Sydney residents believe companies have a responsibility to go beyond environmental compliance when considering the environmental impact of their activities.</li> <li>• When it comes to government action, however, residents are divided. As many agree as disagree with the statement, 'Environmental issues can only be tackled by government, not the average person'. More likely to agree with this view are: <ul style="list-style-type: none"> <li>○ Females; residents aged 25-34; high-rise dwellers; \$60,001 to \$80,000 income earners; relatively-new dwellers (vs. long-term); and strata committee members.</li> <li>○ Lone-person households and certificate I/II holders (and below) tend to be less likely.</li> </ul> </li> <li>• The three levels of government bare the most responsibility for encouraging the uptake of renewables: local govt (10%) state govt (16%) federal govt (41%)</li> <li>• The three levels of government bare the most responsibility for reducing carbon emissions: local govt (7%) state govt (13%) federal govt (35%)</li> <li>• Respondents hold the federal government most responsible for the majority of env issues put forward</li> <li>• State government is held the next most responsible, followed by local government.</li> </ul>
City of Melbourne	The New Cool Campaign	A pilot campaign to build	Campaign Overview:

	<p>February 2018</p> <p>Campaign creative executed across:</p> <ul style="list-style-type: none"> <li>•Outdoor (billboard, ihubs, super banners)</li> <li>•Sustainable Living Festival activation</li> <li>•CoM website (tiles and carousel)</li> <li>•CoM social media</li> <li>•Internal comms (CoM news/blog)</li> </ul> <p>City of Melbourne social:</p> <p>Organic posts only 5700 likes 137 comments 175 shares 2 videos, 15,475 views</p>	<p>awareness around our ‘brand pillar’ that the City of Melbourne is a City of Sustainability. As it was focussed on awareness, it was very broad and did not seek to identify or target specific market segments / demographics.</p>	<ul style="list-style-type: none"> <li>• Test case campaign to trial how we could streamline multiple sustainability messages and programs to under one campaign theme to strengthen awareness and presence in the city</li> <li>• Promoted via predominantly owned media throughout the city 1-28 February 2018</li> <li>• Timed to coincide with the Sustainable Living Festival – an event which raises awareness of key ecological challenges through activations in the city</li> <li>• Key Objective: Drive awareness that the city is heating up, demonstrate leadership in our actions on behalf of Council, and create impetus for the community to join in on climate action via the City of Melbourne website</li> </ul> <p>The campaign was successful in driving people to our newly launched sustainability landing page on the CoM website (125% traffic increase), however opportunities for improvement identified after the campaign were to focus our messaging more clearly and include a strong action to point people to. We are building on these learnings when scoping up our communications and marketing campaign for our draft climate change mitigation strategy, which will be highly targeted and focussed on identified target audiences who we need to make the biggest changes (particularly around renewable energy) if we are to meet our targets.</p>
<p>City of Melbourne</p>	<p>Net Zero Emissions Focus Group</p> <p>Community consultation</p> <p>Sample size – 60</p> <p>Timing – April – May 2018</p>		<p>Engaged members of our community (mainly residents) who were interested and fairly committed to action on climate change. Even though the majority of this group (60 people) were quite engaged and educated on the subject of climate change, many did not fully understand the complexities around energy and the opportunities that exist to switch to greenpower. This presents an opportunity to focus our messaging to residents in our communications campaign that will be developed to support the climate change mitigation</p>

			strategy (currently in draft).
City of Melbourne	Name of research: Climate Change community engagement research ORC International, Commissioning organisation: City of Melbourne Date: 2012	500	<ul style="list-style-type: none"> <li>• Three out of four businesses believe climate change will have some sort of an impact on them. Just over a half (52%) believe climate change will impact them either a great deal</li> <li>• (18%) or a moderate amount (35%). Just over half of all businesses have already experienced the effects of climate change (54%).</li> <li>• The capacity to communicate to people in their physical environment is a unique opportunity for CoM. Embedding messages in the urban landscape may increase uptake and participation in programs and create behaviour change.</li> <li>• 'Carbon' messages dial up partisan characterisations. Some people are inclined to reject 'carbon' reduction because it doesn't fit with their broader political outlook.</li> </ul>
City of Adelaide	Name of research: Development and Delivery of a community engagement programme for the Carbon Neutral Adelaide Action Plan Consultants: Strategic Matters and Moira Deslandes Consulting Commissioning organisation: Department of Environment Water and Natural Resources & Adelaide City Council Date: 2016 Sample size: 4,000 people being engaged, more than 600 people provided comments; 160 at stakeholder forum	The aspiration to be the world's first carbon neutral city was tested in June and July 2016 through a series of community engagement processes.  Static PopUp Sites, Listening Posts (Cafe Jams, Staffed PopUp Displays), Invitation only workshop, Your Say (online feedback)	<ul style="list-style-type: none"> <li>• There is a strong social license for Carbon Neutral Adelaide with wide demographical support and civic pride for being 'first'.</li> <li>• Leadership from Government, the City and business seen as crucial, with demonstration through State and Local Government choices important. Partnerships and collaborations will need fostering and incentivisation necessary, particularly for businesses to go carbon neutral.</li> <li>• There was recognition in the community that responsibility for carbon neutrality involves householders, business, city and state. The community acknowledges that there is a Government commitment to investment and planning at an integrated level and is trusting the regulators to deliver regulation for carbon neutrality. There is a desire for bi-partisan political support to accelerate results.</li> <li>• Promotion of skills, support for and positive attitudes to entrepreneurialism. Support to overcome risk aversion in the market. Address regulation and compliance that may</li> </ul>

			<p>be stifling creativity and spontaneous investment/ideas.</p> <ul style="list-style-type: none"> <li>• Some in the community have a good knowledge of what it will take to get to carbon neutrality.</li> <li>• There is a need to provide effective, future oriented, aspirational examples of how carbon neutrality can be achieved. Increase platforms of information or knowledge about what to do, with steps for deepening action and increased clarity about how much difference (if any) specific householder or business actions are making to Carbon Neutral Adelaide objective.</li> <li>• There is a need to specifically help householders and businesses take first steps, then encourage to take more steps and build their pathways to carbon neutrality with this growing in scale, e.g. having one or two buildings, a street, then a precinct becoming carbon neutral.</li> <li>• Making successes visible was a theme e.g. through procurement practices (e.g. car fleet), public displays (e.g. signage on buildings and emissions and offsets in buildings).</li> <li>• The use of technology seen as an enabler.</li> <li>• The community asked for consistent opportunities for residents and other partners to contribute and get involved and suggested we work with schools to give them the materials and know how to embed carbon neutrality into the curriculum. It was suggested to incorporate the wisdom that the traditional owners – the Kauma people have for living in harmony with the environment.</li> <li>• Messaging to demonstrate simplicity and consistency of what carbon neutral means and how society is moving towards it and that everyone can identify how they might contribute to the result.</li> </ul>
City of Adelaide	Name of research: Communicating Carbon Neutral Adelaide	3 Focus groups (general public, stakeholders, business owners/managers) - in which	<ul style="list-style-type: none"> <li>• Managing environment is perceived as a high priority for City of Adelaide. While other areas such as infrastructure, planning, or transport were also important, distinguishing</li> </ul>



	<p>Consultants: Square Holes          Commissioning organisation:          City of Adelaide          Date: 2017          Sample size: 16</p>	<p>perceptions surrounding the environment, Adelaide City, and communication material for the Carbon Neutral Challenge were discussed and explored</p>	<p>Adelaide as a 'green city' was invaluable for diversifying the economy/industry of the State, particularly because Adelaide is already well-positioned to further enhance its advantages.</p> <ul style="list-style-type: none"> <li>• Becoming a carbon neutral city is a familiar concept, but not widespread amongst the general public. Business owners were most aware of the idea, but were more in support of it due to reducing overheads rather than environmental priorities. However, pursuing 'carbon neutrality' is considered moving in the 'right direction' and an issue where everyone is responsible for contributing.</li> <li>• With their use of iconic Adelaide buildings, the posters were seen to be identifiably Adelaide, but were not representative of a soft, green, vibrant city – something participants indicated might be meaningful to depict. Images of 'everyday culture' in the city were seen to be more relevant, portraying what it would look like to live, work, or study in a carbon neutral city. 'Help make Adelaide the world's first carbon neutral city' is the most preferred tagline/statement, seen as inviting, concise, and aspirational. 'Let's work together towards net zero emissions' is least preferred, seen as too 'technical'. It is also ambiguous about what actions individuals are responsible for. [NOTE (Sandy): 'Play your part' also tested, and subsequently used as the sub-call to action on our postcards]</li> <li>• To motivate people to sign-up with Carbon Neutral Adelaide, individuals needed to know what was required of them, and what 'success' would look like; e.g. what were the visual markers of living in a 'carbon neutral city'? Businesses indicated they needed support/assistance from the Government to help them comply, as they were too busy remaining operational to consider anything else.</li> <li>• Lacking a sense of personal impact and perceptions of associated costs are some of the main obstacles in</li> </ul>
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			<p>garnering support for Carbon Neutral Adelaide. Individuals may not feel their efforts are making a difference, they may not see how their efforts contribute to the whole, while owners/managers of businesses may not see value in investing into refurbishing old buildings.</p> <ul style="list-style-type: none"> <li>• Previous research for DPC and DEWNR has emphasised the significance of appropriate management of environmental issues, especially climate change. South Australians are willing to make small changes to help, but look to the State Government to lead by example. Overcoming scepticism, and clearly outlining immediate, short, medium, and long-term goals and strategies are necessary for garnering support. The opportunity for Adelaide to establish itself as a world leader creates potential leveraging in areas of economic vibrancy and job creation in emerging areas.</li> </ul>
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