

Communicating aggregate decarbonisation strategies

Overview

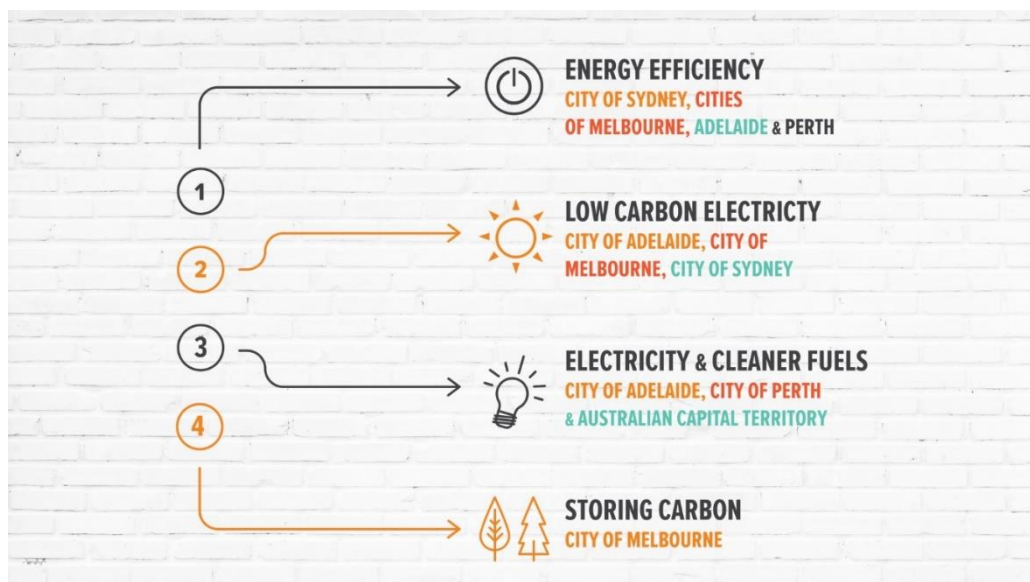
The current strategies of capital city members for the Net Zero Program Excellence – Community of Practice were positioned against the Deep Decarbonisation framework (four pillars towards net zero emissions) to identify areas of action and opportunity. This provided the foundation for an expanded framework for the cities to develop collaborative, national-level campaigns, which is provided in this guide.

City-specific strategies

The Deep Decarbonisation framework identifies the following 4 pillars towards net zero emissions in 2050¹:

1. Reduce energy use
2. Produce cleaner energy
3. Electrify and switch to cleaner fuels
4. Storing carbon

To track the cities' progress and demonstrate how the collective effort of cities can deliver national climate action outcomes, current net zero emissions / carbon neutral activity for some of the cities is captured against each pillar, as shown below:



¹ ClimateWorks Australia, *Pathways to Deep Decarbonisation in 2050*, (Melbourne, ClimateWorks Australia, 2014), 2.

City of Melbourne	
Strategies	Climate Mitigation Strategy 2020-2050
Projects	<ul style="list-style-type: none"> • Behavioural campaign to support a refreshed net zero strategy, feeding into long term communications strategy (5 year implementation plan)
City of Sydney	
Strategies	100% renewables campaign linking into deeper building engagement work
Projects	<ul style="list-style-type: none"> • Digital campaign pathways testing • CitySwitch event roadshow providing tools to building owners to create costed plans • Whole Building Challenge pilot over 12 months
City of Adelaide	
Strategies	Taking next steps for carbon neutral with partners
Projects	<ul style="list-style-type: none"> • Testing messaging inside city organisation, with a view to increasing external communications • Trialling and communicating the efforts around 40 electric vehicle charging points
City of Hobart	
Strategies	Regional approach to embed commitment and build capacity
Projects	<ul style="list-style-type: none"> • Preparing Regional Councils Climate Strategy • Council Climate Action templates • Postcode-level, energy data sharing agreements and methodology
City of Brisbane	
Strategies	Infrastructure
Australian Capital Territory	
Strategies	Infrastructure

Developing aggregate campaigns

Referencing the Deep Decarbonisation framework above, a framework has been created to guide the members of the Net Zero Program Excellence – Community of Practice in their approach to developing aggregate or national-level collaborative campaigns.

The framework, with a detailed example, is shown below:

Net Zero Pillar: Reduce Energy Use	
City Strategy	Retrofit of buildings, energy efficiency in industry, new building standards
Narrative	Revitalising economy (need numbers of transformation)
Research and partners	CitySwitch, Energy Efficiency Council, ClimateWorks and ASBEC
Policy driver	National Construction Code, an industry led pathway to zero carbon, Environmental Upgrade Agreements
Net Zero Program Excellence – Community of Practice approach	<ul style="list-style-type: none"> • Reduced greenhouse gas emissions: through higher overall recruitment, improved program quality and effectiveness and improved monitoring and reporting • Recruitment: More participants in each program due to cross-promotion • Program efficiency: Dollars saved through cross-city collaboration will be redeployed within each program. E.g. by sharing social and market research. • Program clarity: More refined messaging and less confusion in the community about carbon-related terminology
Project Impact and Measurement	Research is showing that we are beginning to shift the dial through a collective impact approach...
Funding	Existing budget allocation: TBC Funding sought: TBC
Delivery options	<ul style="list-style-type: none"> • Convenor • Consultant specialising in engagement • University partner • ClimateWorks Australia
Participating Cities	Core: TBC Observing: TBC