SUMMARY OF LEARNING
February – August 2018

GenerationYes.com.au

We know Australians care about climate change. We have the commitment and we know the solutions exist. How can we accelerate action?
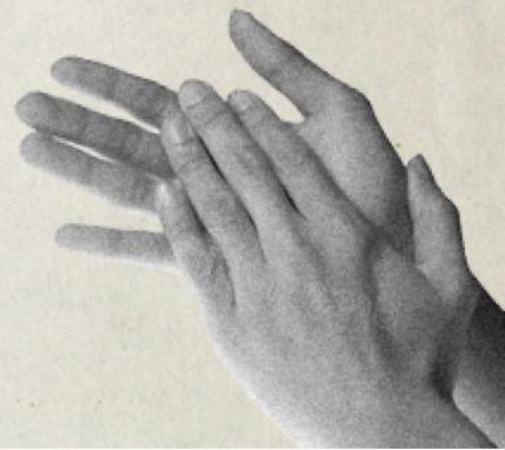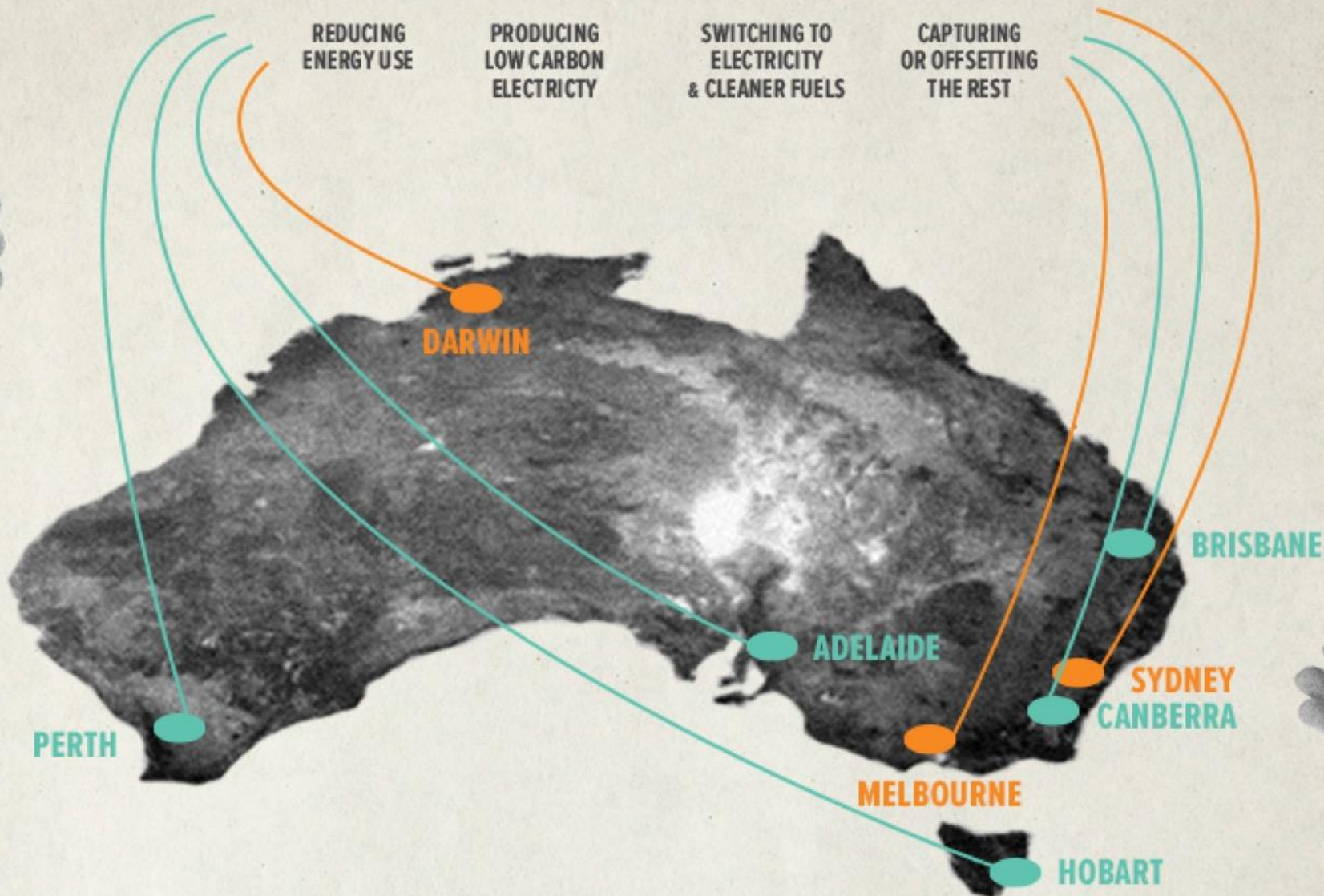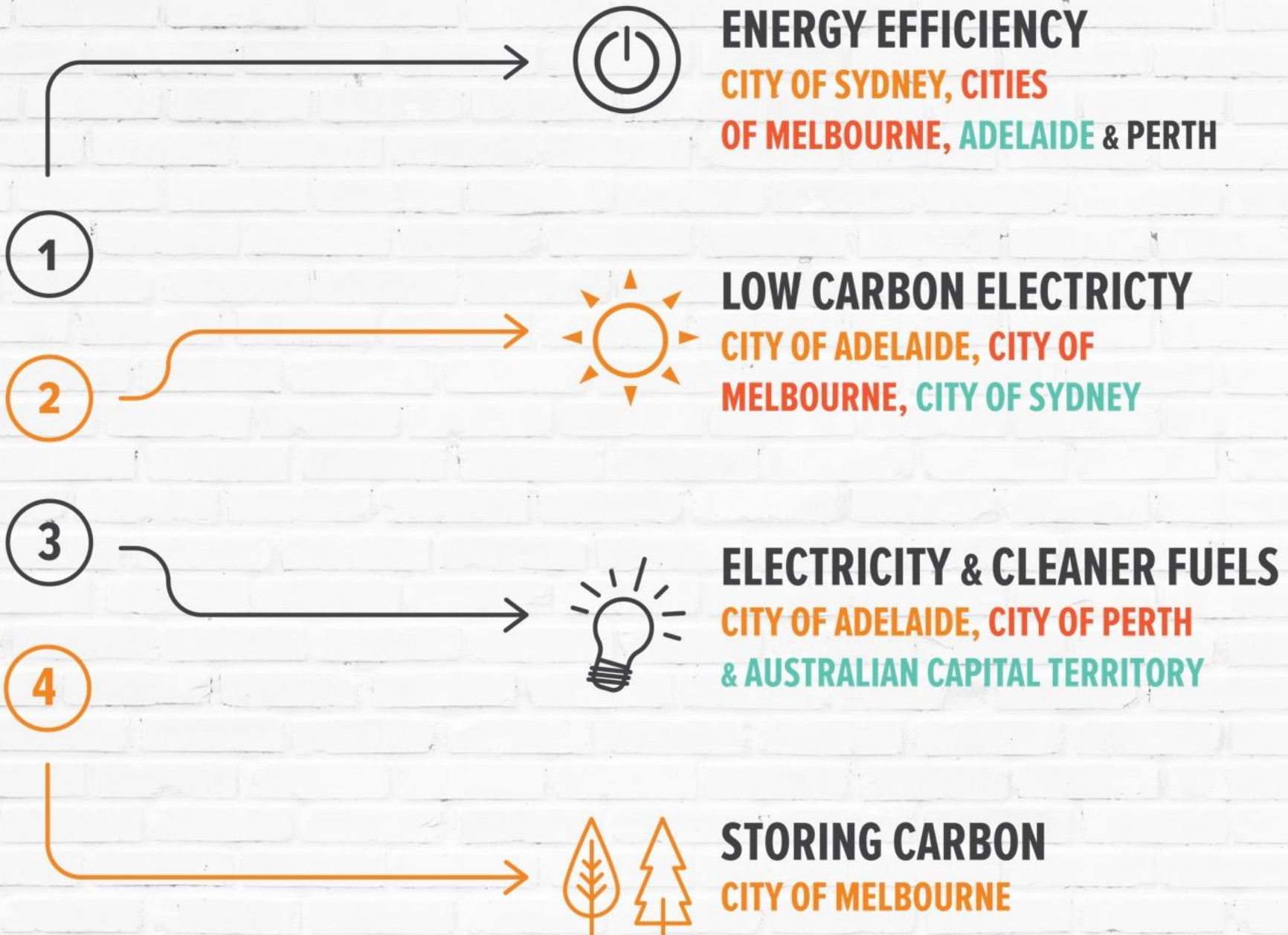
REDUCING ENERGY USE

PRODUCING LOW CARBON ELECTRICTY

SWITCHING TO ELECTRICITY & CLEANER FUELS

CAPTURING OR OFFSETTING THE REST

DARWIN

BRISBANE

ADELAIDE

PERTH

SYDNEY
CANBERRA

MELBOURNE

HOBART

1 → **ENERGY EFFICIENCY**
CITY OF SYDNEY, CITIES OF MELBOURNE, ADELAIDE & PERTH

2 → **LOW CARBON ELECTRICTY**
CITY OF ADELAIDE, CITY OF MELBOURNE, CITY OF SYDNEY

3 → **ELECTRICITY & CLEANER FUELS**
CITY OF ADELAIDE, CITY OF PERTH & AUSTRALIAN CAPITAL TERRITORY
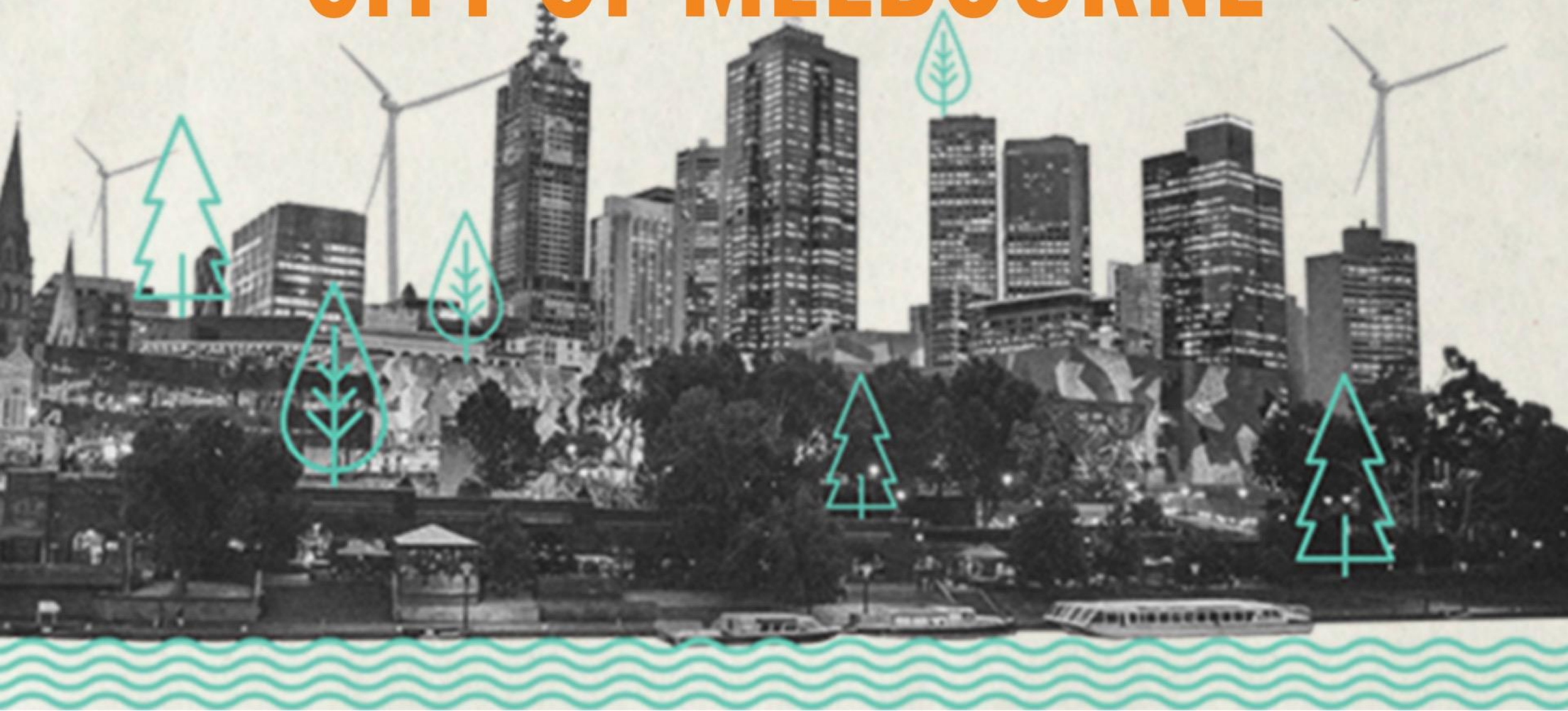
4 → **STORING CARBON**
CITY OF MELBOURNE

PURPOSE OF COMMUNITY OF PRACTICE

Amplify the impact of city led carbon reduction strategies and projects across Australia

Design and implement structured collaboration process between capital cities across stages of program development

CITY OF MELBOURNE

Workshop with Michael Shank,
CNCA/USDN Communications Director

MESSAGE DO'S

1 Keep the message positive, beneficial and anchored to the evidence. Reassure with realistic, practical messaging about the presence of a "credible plan", "pathways to net zero", "modelling and research that shows we can achieve…"
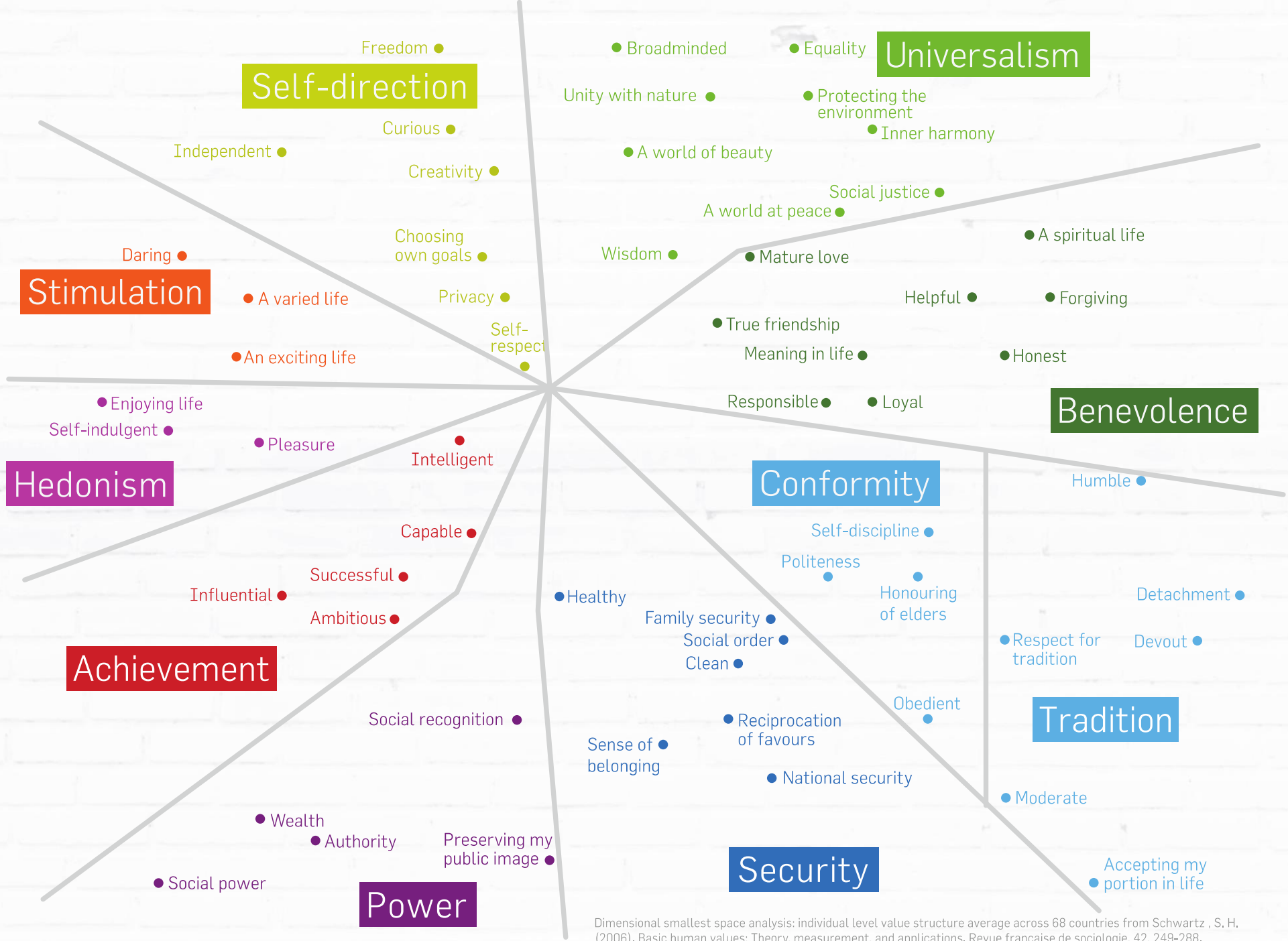
MESSAGE DO'S

2 Take time to explain 'a net zero emissions future' and carbon neutral. It is key to this narrative but it's also a new concept to many that will join the vernacular once it becomes familiar.

WHY 'NET ZERO EMISSIONS BY 2050'? AN EXPLAINER

What does 'net zero' mean and how does it relate to the Paris Agreement, climate change and Australia? Here's an explanation along with a few key phrases to help it make sense.

3 Anchor messages about the future around immediacy - why we need to start today. It's not somewhere we are going but something we need to build, starting now.

Self-direction
Freedom
Curious
Independent
Creativity
Choosing own goals
Privacy
Self-respect

Universalism
Broadminded
Equality
Unity with nature
Protecting the environment
Inner harmony
A world of beauty
Social justice
A world at peace
Wisdom
Mature love
A spiritual life

Stimulation
Daring
A varied life
An exciting life

Benevolence
Helpful
Forgiving
True friendship
Meaning in life
Honest
Responsible
Loyal

Hedonism
Enjoying life
Self-indulgent
Pleasure

Achievement
Intelligent
Capable
Successful
Influential
Ambitious

Conformity
Self-discipline
Politeness
Honouring of elders
Obedient

Tradition
Humble
Detachment
Respect for tradition
Devout
Moderate
Accepting my portion in life

Security
Healthy
Family security
Social order
Clean
Reciprocation of favours
Sense of belonging
National security

Power
Social recognition
Wealth
Authority
Preserving my public image
Social power

Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz , S. H. (2006). Basic human values: Theory, measurement, and applications. Revue française de sociologie, 42, 249-288.

© CLIMATEWORKS 2016

CITY INSIGHTS

Alignment: Engage with your audience by aligning your message with their value system and what is important to them. Wealth and security have proven effective globally and tap into extrinsic values. Whereas health is also powerful as an intrinsic value.

Framing: Focus on positive framing: positive change, wealth and prosperity. Flipping conversation to prosperity and abundance could speak to people.

Movement: Create a movement, people want to be part of a movement and don't want to miss out

CITY INSIGHTS

Impact of action: Incorporate call to action and make their impact visible. People often only want to take action when they believe it has an impact and will make a change. Show case studies and benefits.

Sense of urgency: Create a sense of urgency in your messaging. People live in the now, so in order to activate them, bring the urgency to the present instead of being future oriented.

Art: If possible, use landscape art, visuals, music to engage and activate people to undertake action.

YES WE'RE **YOUNG & OLD** & EVERYONE IN BETWEEN.

YES WE'RE **DREAMERS & DOERS**

YES *WE RESPECT* THE VIEWS OF OTHERS, EVEN IF THEY'RE DIFFERENT FROM ONE ANOTHER

BECAUSE WHEN WE LISTEN, WE MAY FIND OUT **SOMETHING NEW**

ZERO
NET EMISSIONS
BY 50

WHILE GROWING OUR ECONOMY BY 150%

SEE HOW

and 3 0 6 5 6 PEOPLE MAKING IT HAPPEN

SOLAR ON A STUDENT BUDGET
Flying in the face of the common belief that renters (and low in...

ELECTRIC VEHICLES A NO BRAINER
Electric vehicles can be powered by renewable energy and c...

Fremont
green challenge

Join the Fremont Green Challenge to reduce your impact, save money and help create a cleaner, healthier future!

JOIN THE CHALLENGE

Learn More ›

PROGRESS
185 homes

250

HOUSEHOLDS BY DECEMBER 2017
PARTICIPATION GOAL

PROGRESS
5%

500

TONS OF CO_2 BY DECEMBER 2017
REDUCTION GOAL

TOP COMMUNITY GROUP
Brier Elementary

TOP TEAM
GreenGirls#1

See Challenge Leaderboard ›

BOULDER.EARTH

CONNECTING FOR COLLECTIVE IMPACT
AROUND CLIMATE ACTION IN BOULDER, CO

What Do I Do?

Explore our rotating list of top ways to take action right here, in Boulder

Where Can I Go?

Use our robust and searchable community calendar to find events suited to your interests

Who's Taking Action?

Connect with the local organizations and opportunities for impact via our comprehensive database

ROADMAP TO RENEWABLE LIVING: FOUR ACTIONS WITH IMPACT

Maximize Energy Efficiency

Get Solar

Use Clean Transportation

Electrify Heating & Cooling

ZERO WASTE BOULDER

90%
OF WHAT GOES INTO BOULDER'S LANDFILL IS RECYCLABLE OR COMPOSTABLE.

LET'S CHANGE THAT.

ZERO WASTE BOULDER

Residents

Businesses

Property Managers

WHAT GOES WHERE

STRATEGIC PLAN

REGULATIONS

SUSTAINABILITY IN BOULDER

SPECIAL EVENTS

RESOURCES

REPORT LACK OF SERVICE, BINS OR SIGNS

How are other cities doing?

Percentage of waste that is composted or recycled:

85%   100%

80%

SAN FRANCISCO 2012

70%

PORTLAND 2012

40%

BOULDER 2016

16%

DENVER 2014
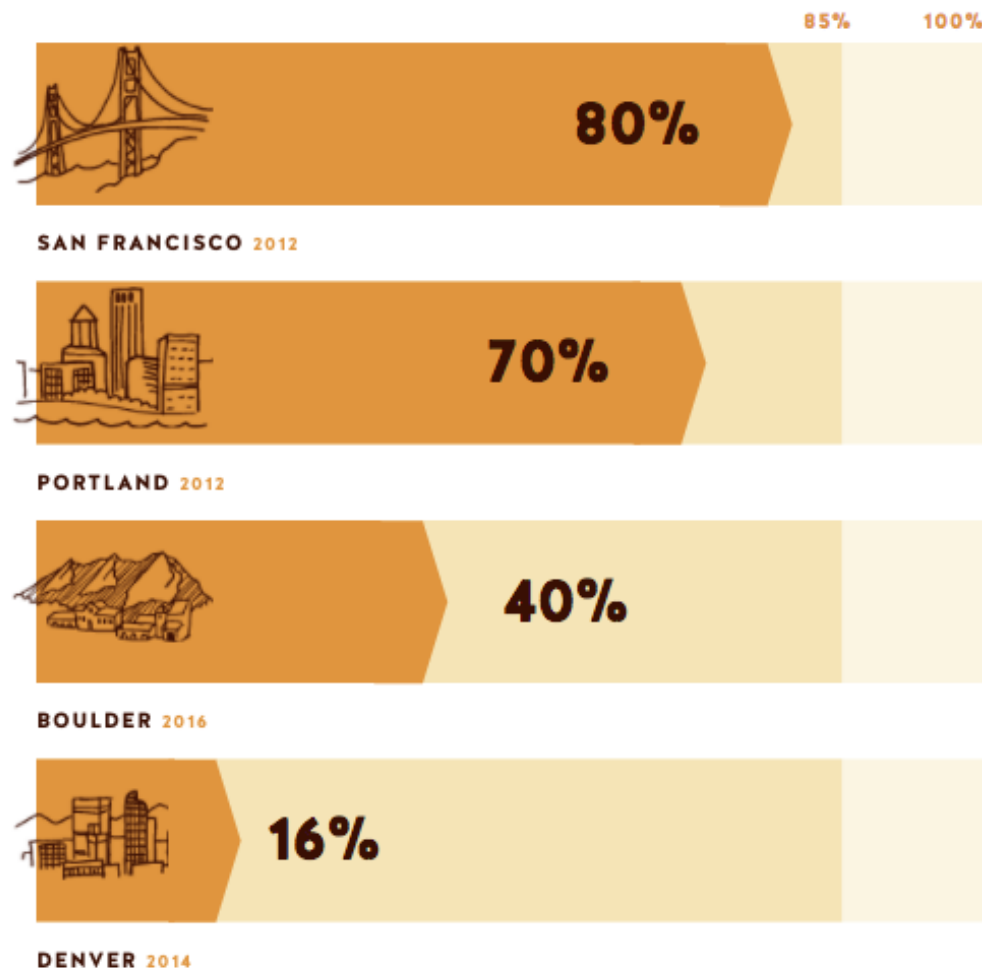
KEY COMMITMENTS

1. Targeted Engagement - Business to business (B2B)

2. Measurement, learning and sharing

3. Seizing the media moment

4. Drive a collective campaign
- aggregated action, "reflecting out the we"

CITY OF ADELAIDE

"As the world's first carbon neutral city, Adelaide will be a showcase for the uptake of renewable and clean technologies and for embracing the economic opportunities of responding to climate change.

Together with the community, we will build on Adelaide's reputation as a clean, green and liveable city."

Lord Mayor of Adelaide, Martin Haese

SHARED NARRATIVE

Collective interests identified overarching messages created based upon the shared goal of creating sustainable, resilient and liveable cities.

Collective interests identified:
- Economic transition
- Sustainability
- Innovation
- Technological solutions

MORE THAN CARBON ACCOUNTING

Health, wellbeing and participation

A low carbon, circular economy

Carbon positive buildings and precincts

100% renewable energy

Zero emissions transport

Reducing risk and preparing for climate change impacts

Innovation, knowledge sharing and transparency

*City of Melbourne's WIP pillars for Net Zero

CROSS SECTOR LEVERAGE

*Generation Yes sector projects

12 MONTH PLANNING

|	Q1 (July-September 17)	Q2 (October-December 17)	Q3 (January-March 18)	Q4 (April-June 18)
Master narrative	Melbourne is a great place to live. You've told us you want to make the difference in sustainability and climate change. Let's work together in the way we contribute to Melbourne's future. Sign up to GreenMoney and make the difference for Melbourne			
Content Strategy	Waste / Heat / Energy / Waste / Urban Ren.	Heat / Waste / Energy / Water / Urban Ren.	Energy / Heat / Waste / Water / Urban Ren.	Water / Heat / Energy / Waste / Urban Ren.
Flagship event(s)	GreenMoney Launch to City Workers EcoCity World Summit (Melbourne Conversations) Winter Campaign Testing War on Waste	Urban Forest Fund Melbourne Music Week (energy) Beat the heat	Carbon Neutral Energy Project Melbourne Renewable Energy Project Queen Victoria Market market pavilion	Elizabeth Street Catchment World Environment Day (5 June) Climate Change Adaptation
Programs, announcements and events (offers)	Melbourne Renewable Energy Project (energy) Smart Blocks announcement (energy) Environment Portfolio post launch (heat) Melbourne Fashion Week (waste) Green Your Laneway (heat) High Rise Recycling Program Love your Laneway Big Belly Solar Bins	Christmas Activation (energy and waste) New Year's Eve (energy and waste) Refuge Spring Cleaning Program (waste) E-Waste Recycling Citizens Forester Program Tree Planting Program Green Your Laneway	Sustainability Living Festival (all) Positive Charge CitySwitch Take 2 campaign events	High Life Expo (energy and waste) Moomba (waste) Melbourne Knowledge Week / Innovation precinct(all) Earth Day (4 Apr) Integrated Water Management World Oceans Day (8 Jun)
Key Messages (sample)	50,000 coffee cups are binned every 30 seconds. Bring your own and take a small step every day to make the difference for Melbourne.	Our trees are good for our health and wellbeing. Beat the heat and help cool our city by joining the Citizen Forester program for the love of Melbourne.	We have partnered with X (TBC) to ensure that our residents get the most competitive price on renewable energy. Make the switch today and take a small step to make the difference for Melbourne.	We know you love Melbourne, and hate waste. We can help our residents save water every day. Visit our website to find out how.
Channels	Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'	Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'	Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'	Twitter, Facebook, EDMs, Website, Mail outs, Ambassadors, Events, Melbourne Magazine, Locations (Parks, Libraries, Recreation Centres), Rate notification 'sustainability calendar'
External opportunities	NAIDOC Week (2-9 July) Plastic Free July Keep Australia Beautiful Week (22-28 August) Biodiversity Month (September) Sustainable House Day (17 Sept) World Car Free Day (22 Sept)	World Habitat Day (2 Oct) All energy Conference 2017 (11-12 Oct) National Ride to Work Day (12 Oct) World Food Day (16 Oct) National Recycling Week (13-19 Nov) National Walk to Work Day (TBC)	World Wetlands Day (2 Feb) World Wildlife Day (3 March) Solar Appreciation Day (9 March)	International Recycling Day (17 May) Endangered Species Day (19 May) World Population Day (11 July)
Partner links and channels	Primary: Sustainability Victoria (Take 2), Gen Yes Secondary: The University of Melbourne, RMIT University, Melbourne Museum, Destination Melbourne, One Million Women, the Climate Council, the Sustainable Living Festival	Primary: Sustainability Victoria (Take 2), Gen Yes Secondary: The University of Melbourne, RMIT University, Melbourne Museum, Destination Melbourne, One Million Women, the Climate Council, the Sustainable Living Festival	Primary: Sustainability Victoria (Take 2), Gen Yes Secondary: The University of Melbourne, RMIT University, Melbourne Museum, Destination Melbourne, One Million Women, the Climate Council, the Sustainable Living Festival	Primary: Sustainability Victoria (Take 2), Gen Yes Secondary: The University of Melbourne, RMIT University, Melbourne Museum, Destination Melbourne, One Million Women, the Climate Council, the Sustainable Living Festival
Internal ADKAR	Inductions, Sustainability Basics, Beyond Sustainability Basics, COM News, Yammer, Brand Strategy			

Significance Systems

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

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

CHANGE PATHWAY (EXAMPLE)

8/10 are already taking some action

58% are interested in taking some action

57,000

91% know that climate change is happening

71,400

123,000

A

D

K

A

R

R

R

R

GreenPower® Accredited Renewable Energy

TAKE-2
Victoria's climate change pledge

PLEDGE NOW

Earn rewards by going green.

14,400

51,600

13,500

136,500*

City of Melbourne population (2016)

SUCCESSFUL CHANGE

THE PEOPLE SIDE OF CHANGE

Awareness · Desire · Knowledge · Ability · Reinforcement

Business need · Concept & design · Implementation · Post-implementation

PHASES OF A CHANGE PROJECT

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*Absolute numbers to inform tangible measures, based on 2016 Census (more detailed segmentation included in plan)

KEY COMMITMENTS

1.Start a shared communication plan to test the benefits of working collectively and build the case for joint contribution of funding and to leverage further funding

2. Set up quarterly outcome-focused meetings with communication and marketing officers of Cities to strengthen collaboration.

3. Build on joint project plan to enable agile actions; key messages, communication channels and delivery mechanisms; timeframes; resources; aligning communication approaches with deeper behavioural change interventions.

4. Test key messages for all Cities to use and share to reinforce consistent messaging.

KEY COMMITMENTS

5. Continue stakeholder testing of the proposed narrative and key messages. Start with program stakeholders e.g. CitySwitch and expand when dedicated resourcing available.

6. Continue to build online infrastructure that facilitates collaboration between cities and stakeholders using existing resourcing. Create tailored platforms when resourcing is available.

7. Use existing platforms to share city progress e.g. Generation Yes. Use current channels, build dedicated campaign if resourcing available.

8. A third workshop is planned in August 2018 to take forward the efforts of May 2018.

9. Create a briefing document (two-pages) on the nationally coordinated effort for city executive and councillors

Workshop 3 for Net Zero Program Excellence – Community of Practice

Develop robust data on aggregate actions.
"If half of city buildings did X, it would achieve Y"

Nationally consistent, aggregable progress indicators.

Strongly features "pathways" – energy efficiency, buying renewables, fuel switching (EVs)

Concept / Ideas

Data partner MOU's eg SAPN

Set up CoA as the source of truth on tracking emissions?

Planned collaboratively with Melb and Syd – replicable process

Business & city user engagement campaign – 'norms'

What *really gets us to carbon neutral? What are the 'asks' per sector? 30%? 50% cuts?

Consider data science, public art, digital feedback, to enable campaign

OBJECTIVE: To move 'carbon neutral into the mainstream'. Locals quietly proud of it.
METHOD: Create city-bounded emissions & progress reporting. Outreach/ campaign anchored to reporting.
TARGET: City building enablers, owners and occupants. City users.

Activate partners

Public carbon reporting ?
Other reporting ?

Best practice comms, positive, reaffirming, "we can", "play your part". Segmented. Marketing $.

City of Adelaide – Seeking input on: Meaningful Data for Effective Collaboration

CITY OF ADELAIDE

THE SOLUTION

WHAT?

A race to make your workplace the healthiest, happiest, most sustainable office in the country

WELCOME TO THE CITY OF SYDNEY'S BETTER BUILDINGS CUP.

City of Sydney – B2B Project Update: Whole Building Challenge

Next Steps in National Collaboration

Actions to include:

Ongoing quarterly meetings with rotating chair and agenda responsibility; linking with marketing and communications staff to further collaborative efforts.

Meetings and work specifically focussing on identification, collection and effective use of meaningful data to support effective communication.

Explore pooled funding to build cities' capacity to jointly measure their climate action efforts. Work to align measures to track shifting attitudes, outcomes and emissions.

Brief City Mayors and Chief Executives on the Net Zero Program Excellence – Community of Practice project via a dedicated meeting of the Council of Capital City Lord Mayors.

Identify a national level campaign that cities can reinforce using consistent messaging.

GENERATIONYES.COM.AU

Facebook.com/GenerationYesAustralia

@GenerationYesAu

GENERATION
YES
JOIN THE GENERATION
CHANGING
CLIMATE CHANGE.