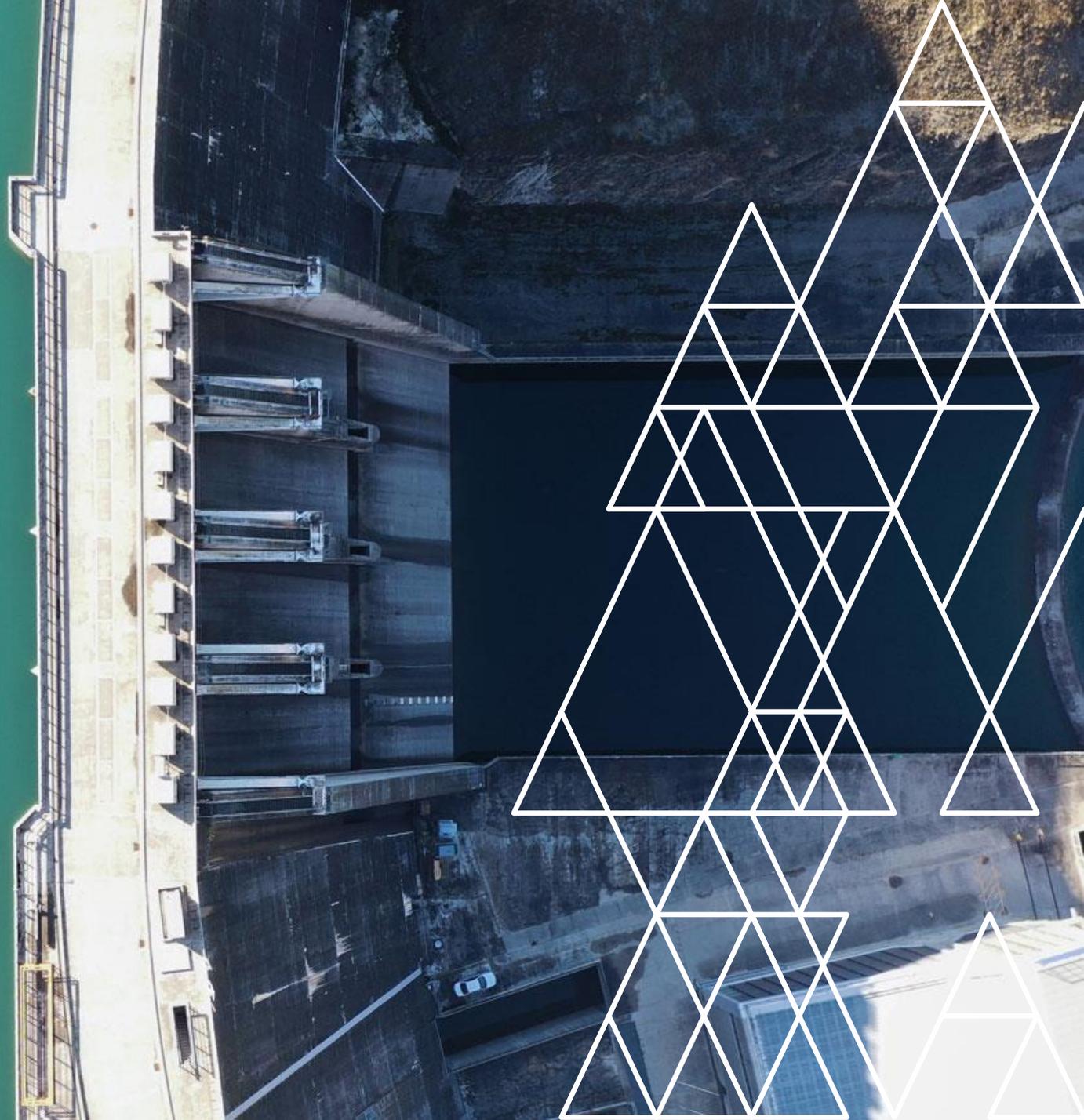


Climate Change and Behaviour Change

ECCA's learnings and priorities in motivating a generation to take climate positive action.



We are advocates for clean and clever energy use. Enablers. We approach our task with passion and enthusiasm.

We're talking to everyone in New Zealand, across the generations. It will take all of us to make this work.

To be clean and clever, first we must change. This is a journey of growth, to adopt new technologies, to use our power as consumers, and to create the system change necessary to sustain our future.



Mobilise New Zealanders to be world leaders in clean and clever energy use.

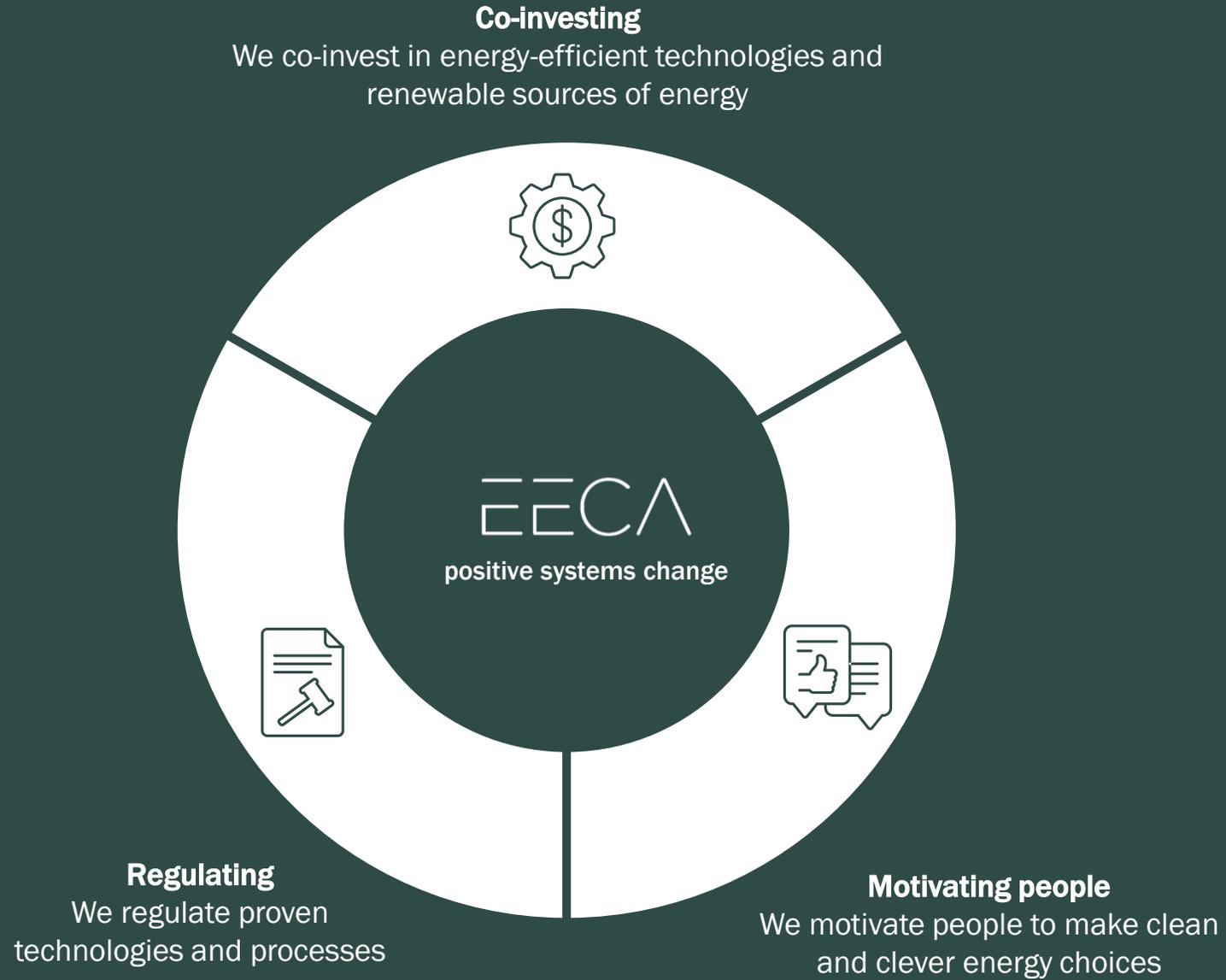
We are a small, but nimble country. We have a role on the global stage to show what can be done – taking a leadership position, so others will follow suit.

Clean energy is renewable, low emissions energy. It balances human wellbeing with the needs of our ecosystem.

Anything that gives you more, while using less energy, is clever. We advocate for smart, adaptable, conscious, reliable ways to make and use energy.

Energy is in everything. If making, moving, using or throwing it away produces energy-related greenhouse gas emissions, then it's in our lane.

EECA's three levers





GEN
LESS[®]

LIVE MORE
WITH LESS
ENERGY

GEN LESS EXISTS TO MAKE THE BIG SHIFTS.

And we do that by motivating all New Zealanders, businesses, leaders, and institutions to make substantial moves to reduce their harmful energy use.

We connect with a diverse, multicultural, modern Aotearoa. And we channel our messages through change agents from all walks of life to help motivate those within their influence.

We reach out to the climate-believing majority who don't always see their place in helping to solve the climate problem. They have untapped potential to act on climate change as a group and could create huge positive impact.

They're the ones whose behaviour, attitudes, actions, and beliefs we're changing, by inspiring them to adopt a Gen Less way of living and operating that is achievable today.





OUR BEHAVIOUR INSIGHTS

EECA's behaviour change research has been in place for three years - with intention to build out and deepen

TODATE

- Initial Big Foundation research to set Gen Less up in 2018
- From 2019, quarterly consumer monitor and bi-annual business monitor conducted - 750 and 500 respondents respectively, reflective of NZ population
- Climate attitude population segmentation
- EV consideration and confidence tracking
- SME nudge research
- Media tracking for climate change coverage

GOING FORWARD

- Social sentiment tracking for climate change conversation
- Stronger media planning / segmentation work to complete
- Break down the monitor insights by demographics / attitudes to deepen understanding
- Additional ad-hoc research budgets to build out behaviour change gaps
- Coordinate with key govt agencies, data agencies, and climate change researchers to deepen behaviour change understanding

KEY CLIMATE ATTITUDE INSIGHTS TO DATE

We know that over 80% of New Zealanders believe in climate change so our task is not to convince them of the issue, but rather to help them connect both on an emotional and behavioural level.

New Zealanders want more action from the government and Gen Less reassures people of government-backed information presented in a more conversational, human-to-human way.

Most people accept that climate change is happening, but taking action is difficult

Climate change, while an important issue, is constantly trumped by other issues like housing and economic performance (and COVID) – and has been steadily declining for the past two quarters.

Prior to our latest lockdown, Kiwis were rebounding into ‘new normal’ with positivity up and sense of pride in what we’ve achieved as a nation; collectivism was high and momentum was building.

KEY MOTIVATION CONSIDERATIONS FOR UPCOMING YEAR

There are **eight years left** to meet 2030 climate change targets; *no* luxury of time that other social behaviour change programmes have had to deliver impact (nb. or the budget).

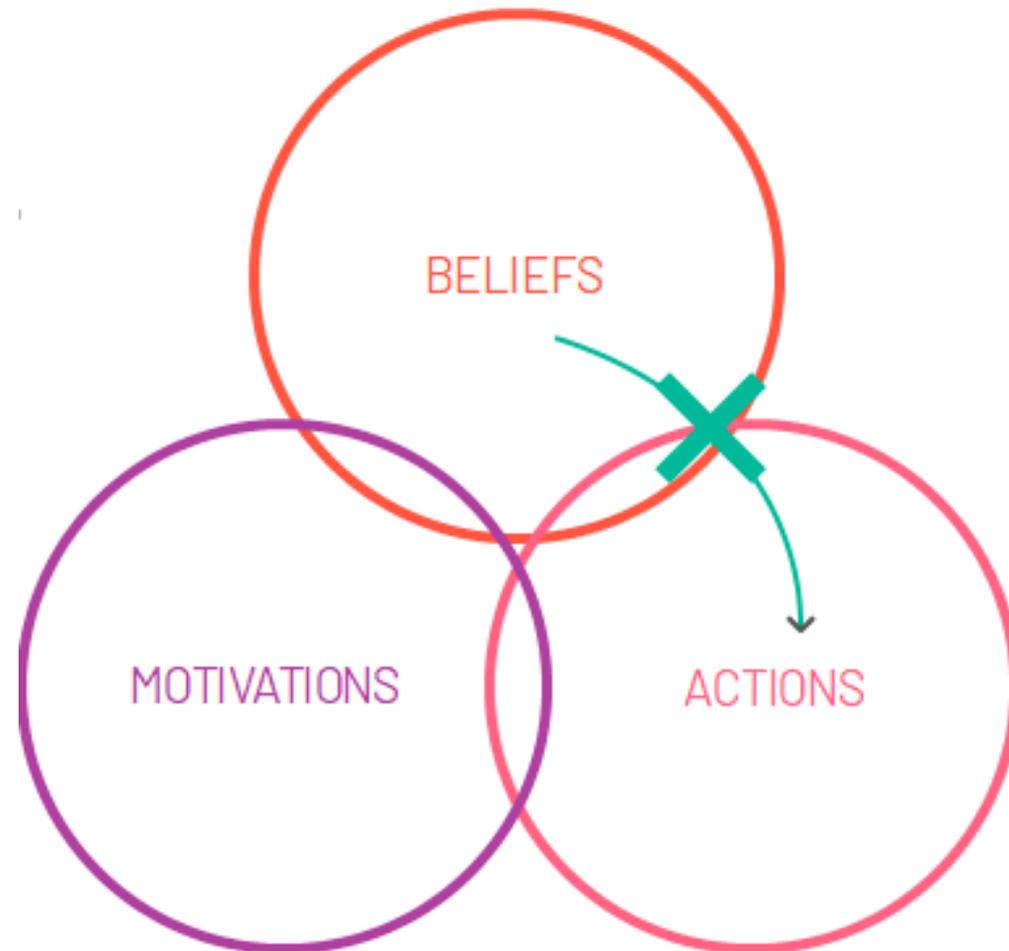
We need to find the **balance between hope and fear** –galvanise people to act and highlight reality of situation without turning them off WHILE not showcasing so much progress or rose-tinting the situation to increase complacency and comfort that ‘others are doing enough’ .

While our research shows **people think they are doing the right things** (recycling, reducing their plastics), they don’t understand which actions have most impact and so don’t contribute. They also think that government and business should be doing more (most of what business is doing remains hidden from the average New Zealander).

Humans struggle to act on climate change because **they can’t see the crisis** – it’s slow-moving, invisible, and distributed across the globe. We’re wired to deal with immediacy (fight or flight syndrome) and so we must provoke. We will remain hopeful but add bite.

Most people don’t like to be the first to push for change or act differently – **they need to see it demonstrated**. They need to trust those that are showing new thinking and behaving or see similarities in their mutual situations. They need to feel like it’s time to get on board – we have to socially normalise ‘climate behaviours’

This is a real disconnect between the belief that we should be doing more for climate change and how people are actually behaving.



CAMPAIGN INSIGHT

Leaving a legacy is a human need. We need to feel like we've mattered and that we are connected to those who are still to come. But how do we leave a positive legacy? What will we pass on?

Our job to do is to:

GET: climate carers

WHO: brush away inaction by determining they're inconsequential

TO: take stock of the impact their life will have on the future

BY: showing what the sum of their choices will say about them

WE NEED TO SHOW PEOPLE THE POWER THEY HAVE IN SHAPING THE FUTURE

Will we be
on the right side
of history?

#RIGHTSIDENZ

October 2021
CLIMATE RESPONSE



Meridian.

MI

Share your response
 Be captured on the right side of history.
#RIGHTSIDENZ

KIWI MOTORSPORT STAR HAYDEN PADDON NOW RACES IN THE WORLD'S FIRST ALL-ELECTRIC RALLY CAR. IMAGE / STUFF LIMITED.

October 2021
CLIMATE RESPONSE



Meridian.

MI

Kiwi motorsport star Hayden Paddon now races in the world's first all-electric rally car.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Jonathan Coppard and friends move his entire flat in Wellington, using only cargo bikes.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



NZ's Emma Lewisham has created the world's first carbon positive beauty brand.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Silver Fern Farms produce lower carbon red meat at their factory in Waikato.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



East by West launches the Southern Hemisphere's first electric ferry.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Daymond Yee regularly cycles to work in Christchurch.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Eco-blogger 'Ethically Kate' has been living car-free in Auckland since February.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Bluff local, Noel Peterson drives an EV to reduce his carbon footprint.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



Finn Ross checks the merino at Lake Hawea Station, NZ's first carbon certified farm.
 Image / Stuff Limited

October 2021
CLIMATE RESPONSE



The Kōkōhinau Papakainga Trust display their housing development's new solar installation.
 Image / Stuff Limited

History will
remember
what we did.

#RIGHTSIDENZ