CDI Communications Strategy Workshop

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Goals of workshop:

1. Understand our audiences/target groups

2. Gain insights into where communication leads and does not lead to behavioural change

3. Examine best methods and messaging to reach different audiences

4. Start development of strategic communications plan

Timetable

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4:30pm	Introductions
4:45pm	Audiences (Nick/Chris B)
5:05pm	What is CDI's overall goal? What have we said so far? (Dominique)
5:15pm	Discussion: What is the purpose of our communications? (Chris G)
5:35pm	Brainstorm: What are obstacles to behavior change? (Nick)
5:45pm	Communications and Climate Change behavior (Chris G)

Timetable continued

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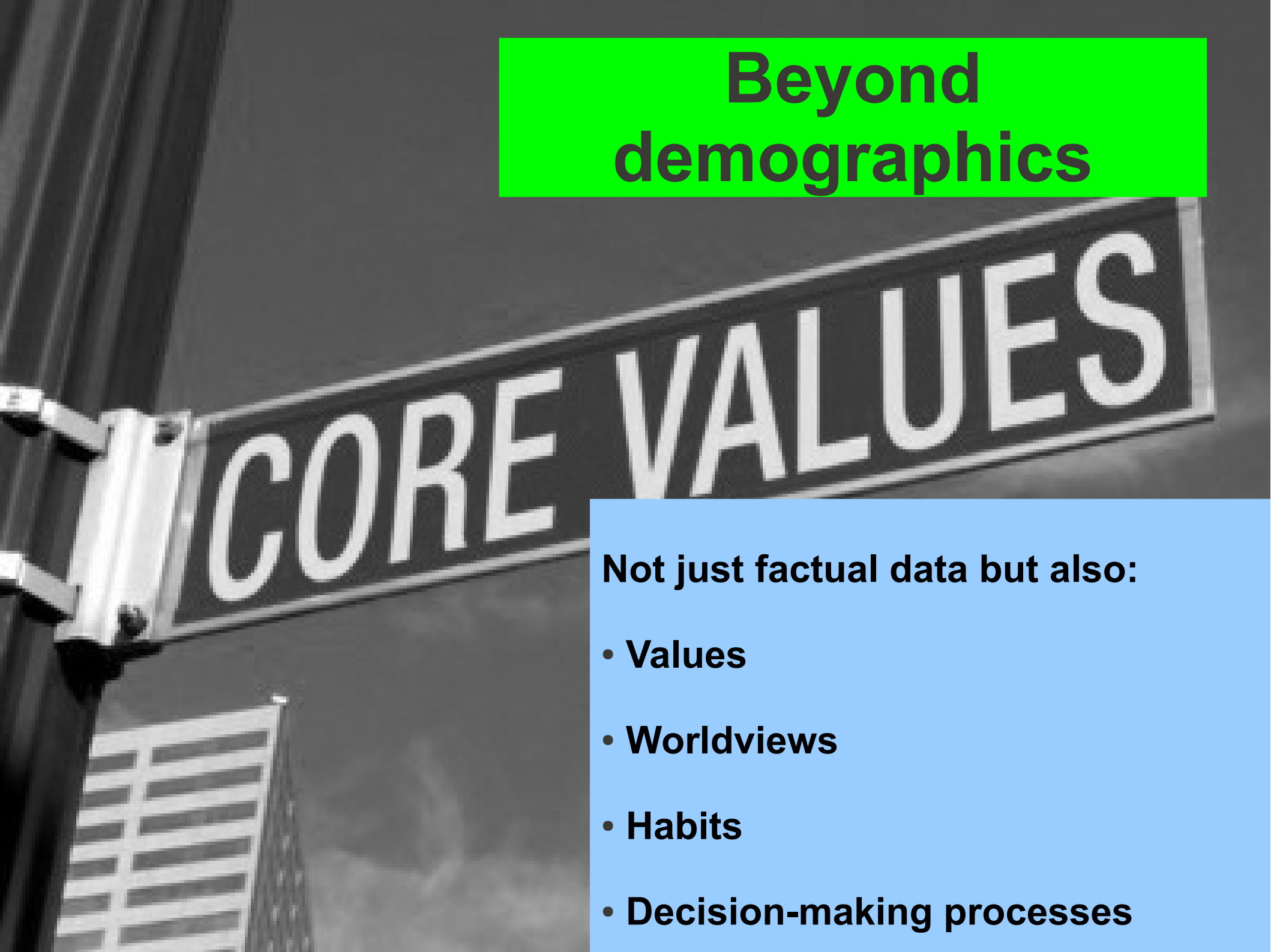
6:15pm	Discussion: what are the implications for CDI's work? (Nick)
6:30pm	Potluck Dinner
7:15pm	Group work Part 1: Targeting key demographics
7:35pm	Group work Part 2: Targeting value sets/position
7:55pm	Report backs (Chris)
8:15pm	Discussion on next steps (Nick)
8:30pm	End

Knowing our audience

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The Demographics

Chris Blackman's presentation



Beyond demographics

Not just factual data but also:

- **Values**
- **Worldviews**
- **Habits**
- **Decision-making processes**


Why are values or habits more significant than just demographics?

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“We are not rational beings, but rationalizing beings.”

•Limited risk perception: dealing with uncertain ambiguous future

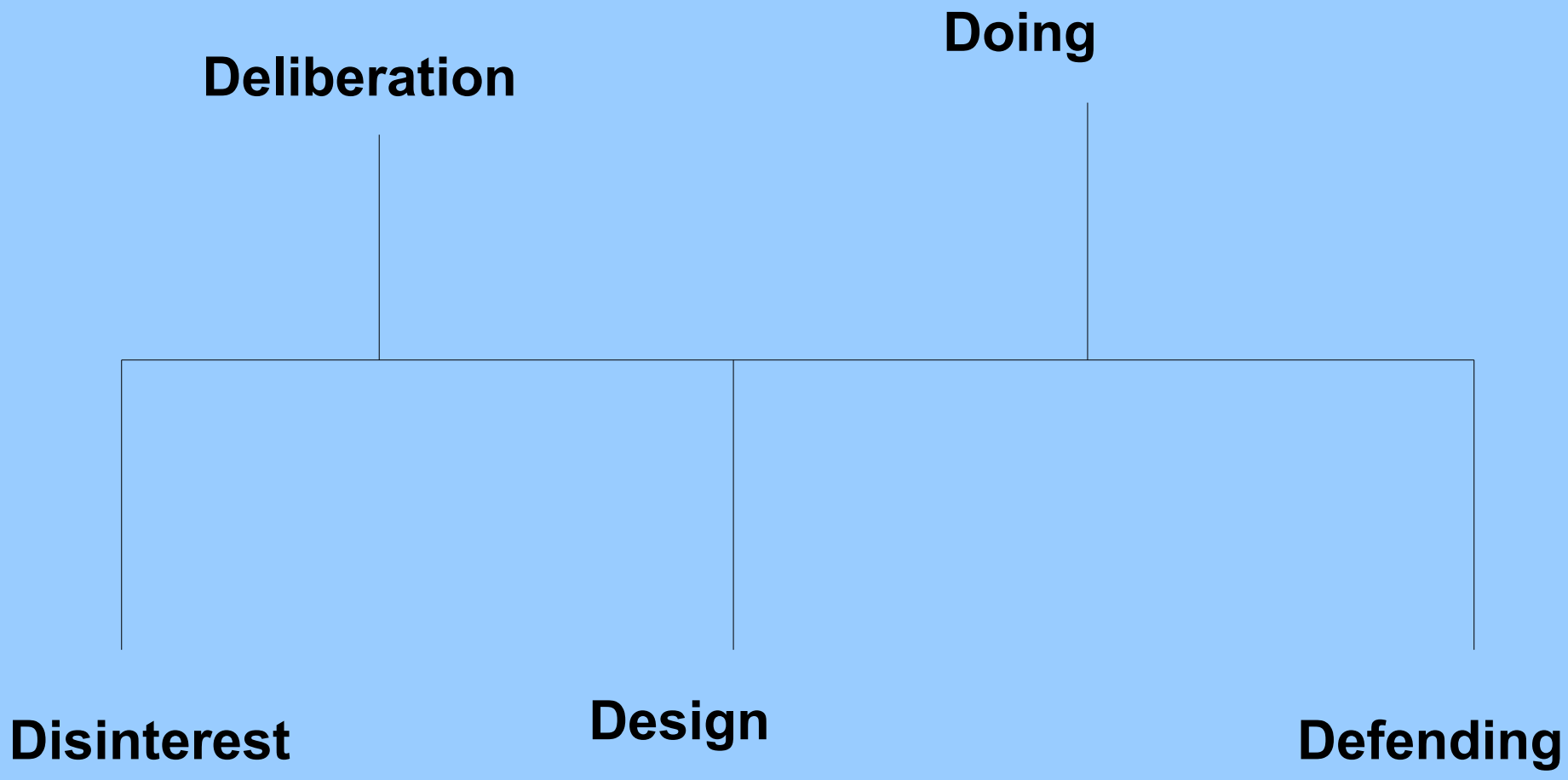
• "motivated reasoning"; instinctively bend available data to support our preexisting beliefs.

• Behavior change threatens comfortable status quo

•Knowledge does not lead automatically to change.


Need to reach people at different levels of engagement

5D Stages of Change



Disinterest



The “I won’t change” stage.

Refuse to accept global warming as real or that it will have serious consequences and reject or even oppose calls to action.

Due to fear, inertia, or comfort with the current state of affairs.

How to move to next stage

Must be opened to the possibility that their current thinking or behaviors are not benefiting them.

Disturbance, information, peer group, simple action

Deliberation



"I might change" stage.

Beginning to pay attention to global warming but not yet determined how it impacts their lives or if they should respond.

How to move to next stage

Decision needs to be made that the benefits of taking action are substantially greater than the downsides.

Emotional inspiration (religious), self evaluation, commitments, big wins. Support from peers key.

Design



The “I will change” stage.

Accept that global warming needs to be dealt with and begin to create a plan to act individually or at the organizational and political levels.

Actions are assessed in terms of how they would look and feel.

How to move to next stage

Takes place when the options seem viable and beneficial.

And once actions plans have been created, making a public commitment to implement them helps ensure there is follow through.

Doing



The “I am changing” stage.

Actionplans executed through tangible steps that reduce carbon emissions, such as weatherizing homes or supporting climate policies.

Difficult stage as old patterns and behaviors are being broken.

How to move to next stage

Steps are successfully taken and people are benefiting and being rewarded

Structural change, substitution, rewards

Defending

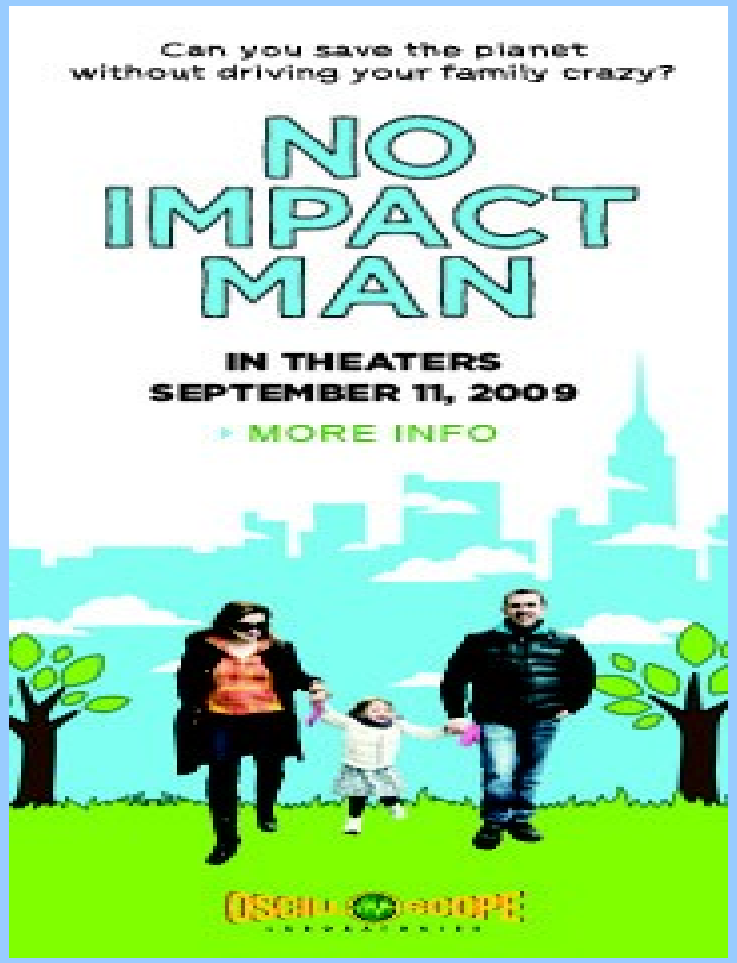
The “I have changed” stage.

People and organizations begin to integrate their new thinking and behaviors into daily life, typically six months to a year after initial steps have been taken.

Action plans have been implemented and those at the defending stage are looking for new ways to apply their approach



Who are we reaching at the moment?






How do we tap into peoples' worldviews?

Introducing the Ecological roadmap

SEGMENT	U.S.%	WORLDVIEW ON THE ENVIRONMENT
Greenest Americans	9%	Everything is connected, and our daily actions have an impact on the environment.
Idealists	3%	Green lifestyles are part of a new way of being.
Caretakers	24%	Healthy families need a healthy environment.
Traditionalists	20%	Religion and morality dictate actions in a world where humans are superior to nature.
Driven Independents	7%	Protecting the earth is fine as long as it doesn't get in the way of success.
Murky Middles	17%	Indifferent to most everything, including the environment.
Fatalists	5%	Getting material and status needs met on a daily basis trumps worries about the planet.
Materialists	7%	Little can be done to protect the environment, so why not get a piece of the pie.
Cruel Worlders	6%	Resentment and isolation leave no room for environmental concerns.
UnGreens	3%	Environmental degradation and pollution are inevitable parts of America's prosperity.

Greenest Americans

9% but 49% are post-grads so likely higher percentage in Davis



We need an extra level of commitment and leadership. Become civil leaders, Lite Houses: help us engage neighbors, families and friends.

Most concerned about global warming, most politically engaged and most supportive of environmental organizations.

Affluent, highly educated Americans can often afford to make green consumer choices, such as environmentally friendly home renovations.



Consumer guides and carbon calculators. Reward schemes. Neighborhood schemes

Caretakers

24% - largest segment



Important to take care of the environment for our kids and grandkids. Simple things everyone one can do that save money and make a difference

Not ideological in their approach and generally like to avoid conflict. Nurturing and family-focused, these community-minded Americans place great importance on local issues such as children's health and access to clean parks.



Caretakers do think about global warming, but they are more concerned about other issues such as gas prices and rising energy costs.

Through schools, churches giving support. Simple actions that build up. Pledges.

Traditionalists

20% in US, but mainly rural conservative so likely to be much smaller in Davis

Traditionalists are often religious and are not certain whether global warming is caused by humans, natural causes, or both; members of this older, conservative and rural segment are much more concerned about gas and energy costs.



Global warming threatens our way of life. Investing in clean energy and tackling climate change can support our communities.



Establishment advocates eg Defense Department, Business Leaders, Religious Leaders

Murky Middles

17% of population

Average in many ways – income, education, age, diversity – these Americans show moderate concern about global warming

Tend to follow trends, not start them and they won't engage in behavior change until they see others doing it too.





Tackling climate change makes sense personally – health, financially, environmentally - and as a nation. It lowers our energy and gas costs, improves health and creates the jobs US will need in the future

Neighborhood/city targets to join in on. Simple goals. Information-raising.

Materialists

7% of population

Young, urban and multicultural.They often feel socially isolated and directionless.

They are largely focused on themselves and living in the moment. Yet even the majority of the Materialists agree that the issue matters to some extent



Get involved and get noticed in this campaign – look even [respected celebrity] is involved.



Viral Videos, celebrities, concerts. Anti-authoritarian tone

Idealists

3% of population but influential

Younger and less political than the Greenest Americans, but strong level of concern about global warming.

Interested and probably engaged in investments in carbon-free energy but not politically engaged.

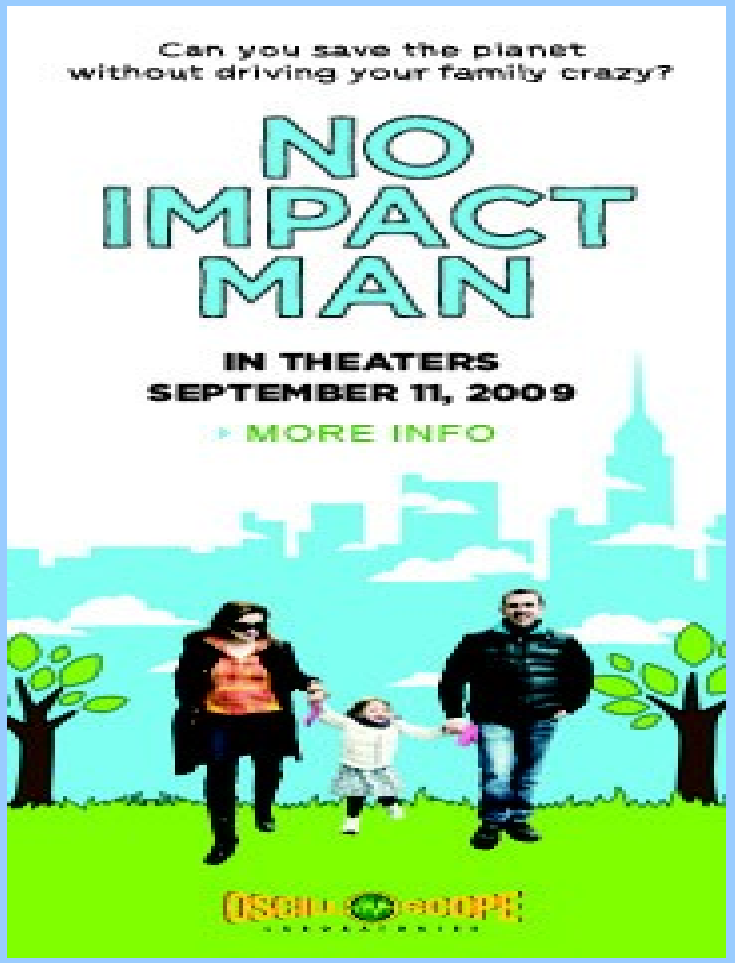


Be part of creating the new energy reality. Stop supporting corporate oil. Ride your bike. Raise your voice with decision makers and inspire your friends to do the same.



Creative expressions – artists, music, film

Who are we reaching at the moment? With what messages?





Slaying the dragons of climate change behavior

Denial: Climate change isn't happening. It's a hoax. Even if it is, it is not man-made.

Environmental numbness: I can't deal with that right now. Has no relevance to my life

Uncertainty: Is climate change really such a big deal?

Habit: Auto-pilot I know I should cycle more, but it is easier in the car,

Helplessness: I'm just one person, what difference can I make?

Tokenism: I recycle, what more do you want?

Fairness: Others are far worse than me, why should I change?

Conflicting goals and aspirations. I agree we must do something, but I have other priorities right now

Slaying the dragons of climate change

Social norms, equity and felt justice. It's not anything my friends are into. No point me doing it if everyone else doesn't

Reactance: lack of trust, reaction against perceived behavior control

(Lack of) Identification with one's community This isn't my home. Someone else can do this.

Perceived Risks; Psychosocial, Financial, Functional, Physical, Time

Divine Determinism
It's not in our hands: it's in God's/Mother Nature

Optimism Bias I am sure in the end it will be okay. Green Technology will save us.

Rebound effect: rewarding for environmental behavior with something more destructive.

Sunk costs. I just bought that car. I might as well use it.

Demographic Working Groups

Key questions:

1. What behavior change do you want to prioritize?
2. What change to structural conditions could assist this?
3. What are the core messages you want to communicate?
4. What tools will you use to reach this audience?

Groups

1. Owner-occupied
2. Rental household
3. Students
4. Young families

Value sets working Groups

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Groups

1. Disinterested Materialist
2. Design Caretaker
3. Deliberating Murky Middle
4. Design Greenest American