CDI Communications Workshop
Summary of the Big Ideas
May 26, 2011

1) What has CDI done with communications and messaging so far –
Communications activities

- Newsletter
- News Articles
- Festival (posters, email, articles,
- No Impact Man
- Email
- Presentations to groups
- Lite House
- Low Carbon Diet

Messages
Carbon Neutral by 2050
"Green Living" Festival
Beacons of Carbon Reduction
Engaging 75% by 2015

2) City of Davis – Importance of demographic data

More than 50% of residents are under the age of 26 –

►Develop different engagement strategies for students, young family households and households without children

55% of households rent their apt or home. – (relevant to home energy/carbon reduction) (that is 24, 873 households

► Develop different strategies for renters, owners of rental properties and owner occupied households

3) Messages must be framed to reach people based on :

a) What we want them to do – (home carbon reduction, transportation, food changes)
b) What stage are they in the decision-making process about engaging in climate change
c) What their values are in relation to climate change issues

4) Decision Making stages

From Climate Communications and Behavior Change (pages 29-36)

Disinterest – "The I won't change" stage
Deliberation – "The I might change" stage
Design – "The I will change" stage
Doing – The "I am changing" stage
Defending – The "I have changed" stage

5) . Understanding Audience values – from the The Ecological Roadmap study –
See pages 37-47 in ***From Climate Communications and Behavior Change***

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.

6) Basics to Behavior Change program – from *Guide on Behavior Change*

- Target the Audience (get to know people, get rid of assumptions,)
- Engage the Audience (using messages and tasks that are Social, Emotional, Visual, Personal, Overcome Barriers, evoke a Future worth fighting for)
- Communicate (with a credible speaker (for the audience), credible information, use the language of the audience)
- The Message (should be clear, specific, empowering, create a dialogue, & tell stories)
- Remove Barriers
- Adoption (Observable, Trialable, Simple, Offers Relative Advantage, Compatible)
- Create a tool kit – (written pledge, prompts, modeling, feedback, rewards, use social norms and diffusion, setting goals and targets)

7) Tips for communicating climate change in Davis

Good advice on talking about climate change in Davis:

- **Make it local, and personal.** We don't live globally. We live on streets in neighborhoods and communities. We don't check out tomorrow's "climate report." We care about the weather. Make climate change, and adaptation, local.
- **Make it concrete, not abstract.** Focus on specifics, not generalities. Not sea level rise in general, depicted on a map from outer space, but where various predictions would put the ocean on local streets. Not increased risk of severe weather in general, but what that could mean to the local floodplain. Not less snow, but what less melting snowpack could mean to local water supplies and rates. Talk about the details and potential realities, not the big picture concepts.
- **Make it now, not later.** There are more and more sources describing regional impacts of climate change. People are more likely to support adaptation to what is already occurring, or may happen soon, than what lies years down the road.
- **Point out the trade-offs between risks and benefits.** Adaptation now is cheaper and easier to do than adapting after more severe changes and damage are underway. And many adaptive behaviors offer huge benefits beyond climate change.
- **Point out the consequences of delay:** delaying adaptation could leave your local community with far less control, if some of the plausible predicted outcomes come to pass

7) Next steps with developing messages --

1)We need to identify the most important actions we want people to take in each of the categories of transportation, household carbon reduction and food/diet.
2) Identify the structural issues that could make behavior change easier eg financial incentive/free lightbulbs etc
3) Develop messages suited to the stage in decision-making and audience values
4) Make sure our messaging is consistent and continues to connect participants back to the basic actions with in all and across all the CDI activities.
5) Each CDI core member and working group is encouraged to begin playing with these ideas and developing ideas for messaging.

NOTES FROM OUR DISCUSSION

General Barriers to Action

- Lack of information
    - How to and what to do
- Overwhelmed busy life
- No energy and/or time
- Cultural consumerism
- Wants vs needs
- Rights vs responsibilities
- Short term thinking

- Self reliant individualism – we're supposed to do it by ourselves
- Discussing behavior is difficult because it is personal
- Biased for convenience
- Built in obsolescence

Example: Transportation Message Development for a Caretaker Household with Elementary School Age Children

Barriers

Time/convenience
Fixed schedules
Dispersed locations
Different abilities
Safety
School site use policies

Messages & who should be the messenger?

Getting to know your neighbors
Safety in numbers
Connect through schools
Connect through churches
Connect through AYSO
Local Farms/local foods

Solution/ Program/Ideas

Ride Share day, Ride Share Potluck, rapid date car pool matching
Bike pools, car pools, pick-up / drop off spots

Miscellaneous Ideas

Develop specific responses to the 29 typical reasons people don't engage in sustainable/carbon reduction activities.

Message: The Community ready for <u>$10 / gallon gas</u> will win!
Fill in the blank above with other ideas

Framework for outlining our messaging ideas

Audience/Target	Desired Behavior	Information	Barriers	Strategies	Emotional Message	Messenger& Tool

Engage our partners in the strategies – do messaging across organizations, model in multiple organizations and locations. Example: Ride Sharing/Carpooling day that all partners participate in.