

"Target at the Audience — A Case in Sweden"



**The Asia and the Pacific Regional Workshop
on the Implementation
of UNFCCC Article 6**

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Topics



- The Swedish Climate Strategy
 1. Background
 2. Communication (Information) Strategy
 3. Specific Activities (Examples)
- A Survey in Germany on a movie,
The Day After Tomorrow

Background (1) : Climate Objectives



- ❑ **The goal of reducing national emissions of GHG by at least 4 % from 1990 levels by 2008 - 2010**
- ❑ **The environmental quality objective reduced climate impact requires Swedish emissions of GHG to decline by up to 50 % by 2050**
 - **Swedish emissions of GHG declined by 3.5 % between 1990 and 2002**
 - **Emissions from traffic are increasing**

Background (2) :Strategy



- ❑ **The Government proposed the “Swedish Climate Strategy” (hereafter, CS), and Riksdag adopted it.**
- ❑ **This Strategy (CS) includes the following:**
 - **Information to raise the level of knowledge on the climate issue**
 - **Climate measures in local investment programs**
 - **Promotion of alternative fuels, for example, ethanol.**
 - **Promotion of electricity from renewable power production sources**
 - **The Environmental Objectives Council will be tasked with co-ordinating the work of national authorities.**

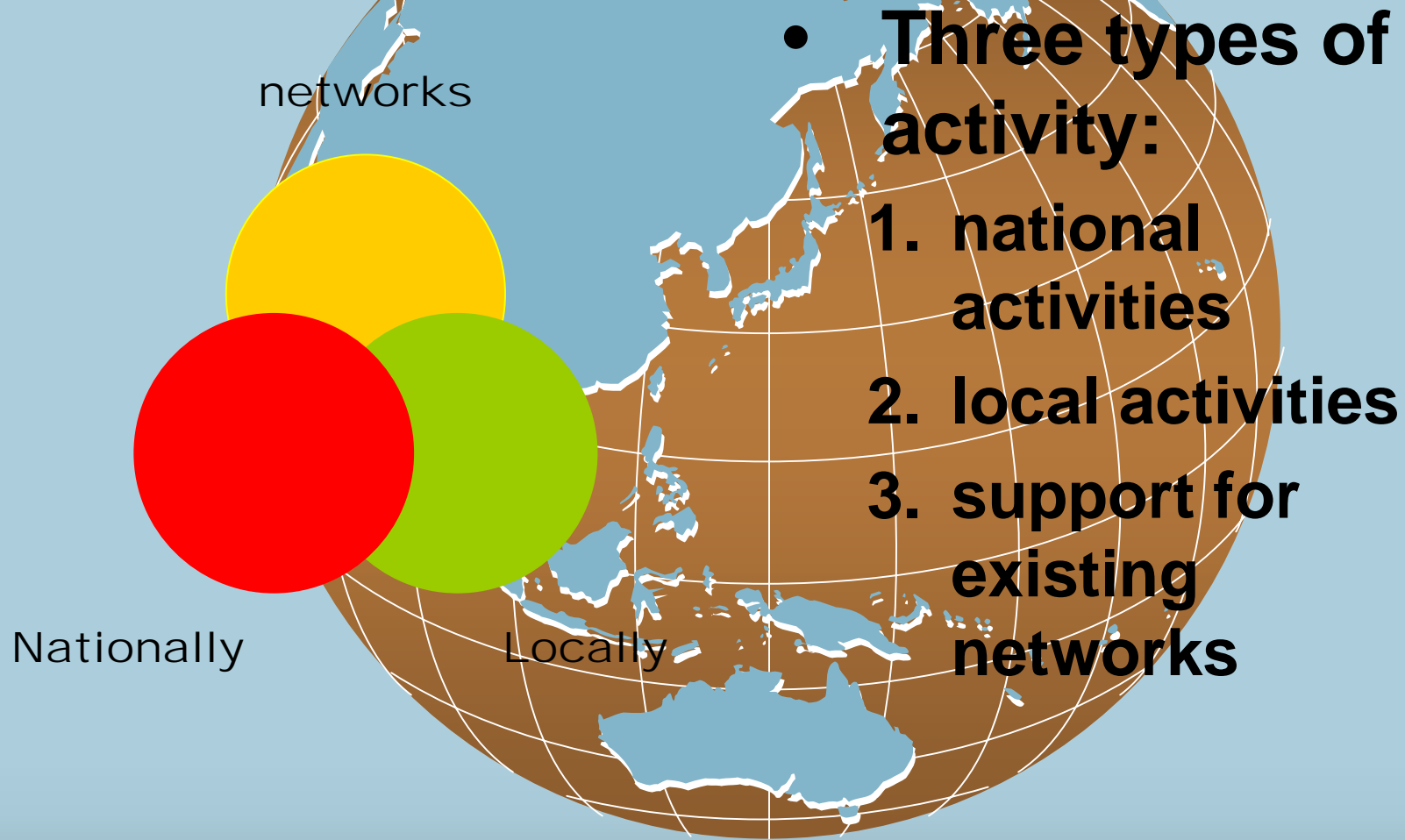
Background (3): The Climate Campaign (1)

- **The most important part of the Swedish CS**
- **An initiative be undertaken to provide in collaboration with:**
 - public authorities, local councils,
 - schools/ educational establishments,
 - trade and industry
 - voluntary organizations
- **The Target Group = the population of Sweden (about 9 million)**
- **Initially, the initiative should last for three years 2002-2004, with 3.3 mil. Euro per year**
- **The Swedish EPA was given responsibility**

Background (3): The Climate Campaign (2)

- **Three Aims:**
 1. **Increased knowledge of the causes of the accelerating greenhouse effect (focusing on emissions of carbon dioxide).**
 2. **Increased knowledge of the effects the accelerating greenhouse effect can have, based on the conclusions of IPCC.**
 3. **Increased knowledge of and changed attitude towards the amount of influence the individual can have on reducing the emission of greenhouse gases (GHG).**

Background (3): The Climate Campaign (3)



Background (3):

KLIMP (Local Climate Investment Program)

- **Another important part of the Swedish CS, introduced in 2002**
- **A special grant, which local councils and other organizations can apply for to support local plans of action for reducing GHG emissions**

Background (4): Surveys



- **In 2002 and 2003, a survey was conducted to gauge the Swedish people's level of knowledge on climate change and their attitudes to the various measures to combat it.**
- **Some results later**

The Communication Strategy (1)



- **It describes how to achieve the goals.**
- **The campaign has 3 levels of activity:**
 1. **National activities aiming to make the GHE an issue for everyone**
 2. **Local activities aiming to bring the issues closer to people's lives;**
 3. **Collaboration with already established networks for the climate issues in Sweden.**
- **The message should be adapted so that it can be communicated to various target groups**
- **It should have an integrated approach to communication.**

The Communication Strategy (2): Target Group

- **The message should be directed at people, where the efforts would give the best return**



Communication

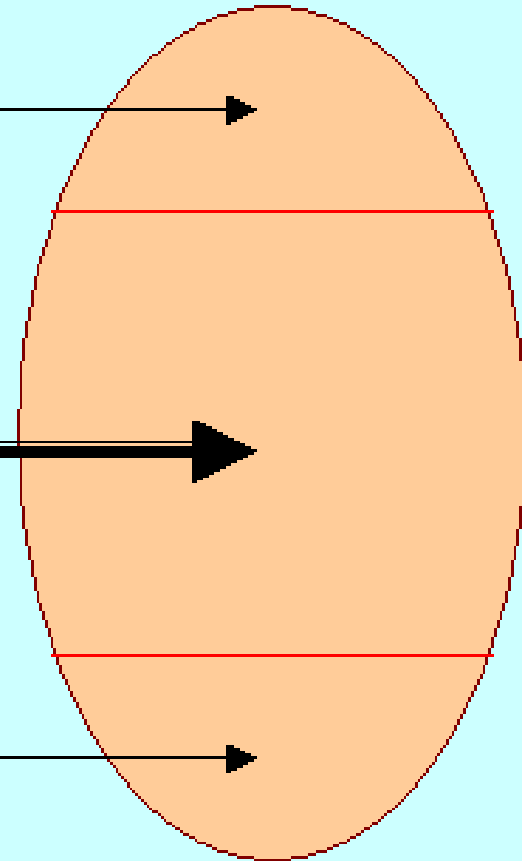
Target Group

- **There are 3 kinds of people**

People who are very interested in the environments / are already well-informed

“Dozing community activists”
5 million people

People who are extremely uninterested in the environments



The Communication Strategy (3): "Dozing Community Activists"



- **Open to new ideas and experiences.**
- **Care about other people and believe that all people are equal**
- **Believe that social and environmental issues are important, but often feel that these issues are complex and elusive**
- **Do not mind doing their duty, as long as they know they are helping themselves and their surroundings**
 - **and if it doesn't seem too difficult !!**

Cases (1) : National Activities



- The primary aim is to arouse the interest of the target group and turn the GHE into a public issue.
- **Examples**
 1. **Communications campaigns with the theme: “something strange keeps happening to the weather”**
 - PR-activities and advertisements on TV
 - On billboards and in the daily press
 - A special websites
 - Direct mailing to creators of public opinions
 2. **An IMAX-cinema next to the National Natural History Museum**
 - The campaign has produced a short film about the GHE, shown before the start of the main

Cases (2) : Local Activities (1)

- The aim is to raise the issue of the GHE in the local media; encourage people to build some networks
 - people realize GHE is an issue that affects people
- Cases:
 1. On World Environment Day (June 5th) and in connection with Mobility Week (Sept. 22nd), many local activities organized all over the country
 - To encourage people to meet up and hear about the GHE by rewarding

Cases (2) : Local Activities (2)

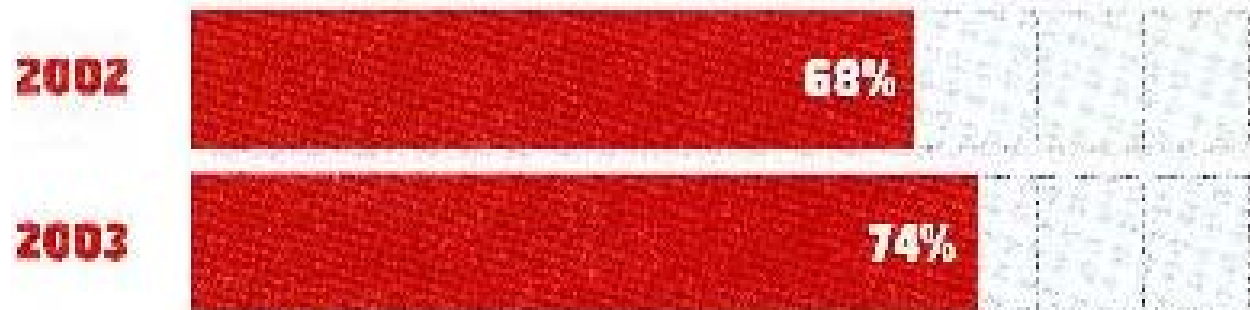
- **Cases: Campaign on tire pressure**
 2. In 2003, a campaign was run with the National Road Administration, national-level organizations for automobiles and education and many NGO's:
 - In order to connect economical driving and correct tire pressures with the GHE
 - To check people's tire pressures for free around the country, handing out information about economical driving, tire pressures and the GHE
 - The campaign supported the local activities by advertising them in the local media

Cases (2) : Local Activities (3)



- Two of Sweden's most famous weathermen traveled around the country and spoke about the GHE and the fact that something strange keeps happening to the weather.
- The general public and journalists were invited in about 30 strategically important locations.

Results of Survey (1) : Changing people's attitudes as regards their own actions



- Have become more knowledgeable about what to do to reduce emissions of GHG.
- Their attitudes towards the issue has changed as well.
- 74% answered “Yes, absolutely” or “Yes, maybe” to the question about whether they could have some influence themselves on the GHE. In 2002, the figure was 68%.

Results of Survey (2) : The credibility of the Swedish EPA on the climate issue increased



- **81% felt that the Swedish EPA was a credible organization on providing information about the GHE and climate changes, — as compared with 75% in 2002.**

A Survey on *The Day After Tomorrow* (1) : Method

- Performed by members of PIK and supported by the *European Climate Forum (ECF)* and the *German Environmental Ministry (BMU)*.
- Designed a panel study and interviewed people right before and right after they had seen the film.
- 9 June ~ 6 July 2004 in a movie theater in 6 cities (Berlin, Bremen, Magdeburg, Marburg, Munich, Potsdam) in Germany.
- On climate, climate change, climate policy, mitigation and adaptation options.
- 1330 people filled out before the movie. 1283 people answered after the movie (1118 matches).
- 4 weeks later, 149 telephone interviews were conducted.

A Survey on *The Day After Tomorrow* (2) : Findings

- The public was confronted by a very different reality: massive changes in their basic assumptions
- Awareness of the role of the oceans for the global climate and the vulnerability of social systems
- People became more optimistic about our ability to mitigate against climate change, and the film did not lead to any changes in their fear
- A much more positive image of (climate) science
- Triggered public policy responses much stronger than individual responses
- German climate policy is now seen more positively
- a more “blood, sweat and tears”-mode thinking was stimulated



**Thank you very
much
for Listening!**