



Climate action starts at home

CLIMATE ACTION RESEARCH REPORT - 2018



To help us understand how to best inspire and enable millions of IKEA customers to take action on climate change, we turned to over 14,000 customers in 14 countries to ask for their help.

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Why did we do this research?

The IKEA vision is to create a better everyday life for the many people. A better life includes a more sustainable life. If we can inspire and enable as many people as possible to take action on climate change, we can make a huge positive impact.

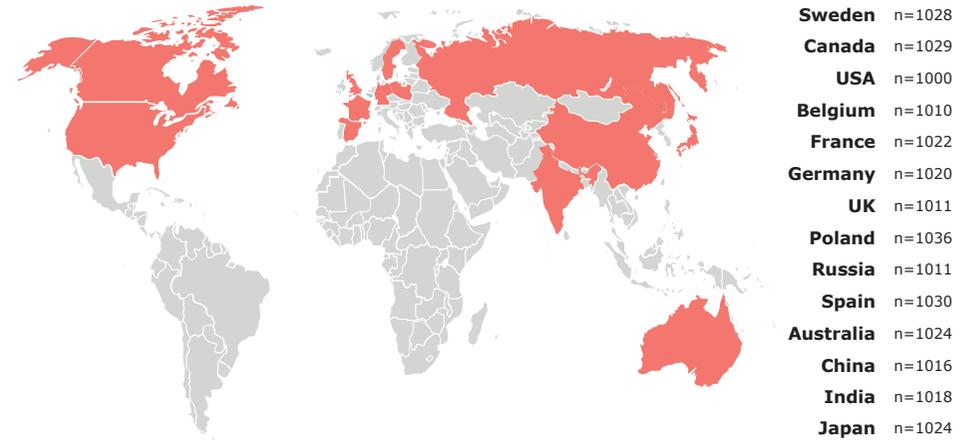
To understand how people currently think and feel about climate change, what people are doing to take climate action in their daily lives, and how to motivate and enable them to do more, we went out across the globe to talk with thousands of people.

The insights we've learned from conducting this research will inform what we do to inspire and enable IKEA co-workers and millions of customers to take positive action for the climate.

We hope that the research can also help other businesses, policymakers, campaigners and media to join us in the effort to mobilise greater climate action among the many people.



How did we do it?



In mid-2017 we, together with the independent research firm GlobeScan, conducted 24 qualitative focus group discussions with people in six countries across the world: China, Germany, India, Russia, UK and USA.

The insights gained from these focus groups directly informed a large-scale online, quantitative survey with a total sample of 14,279 adults (aged 18+) across 14 countries. The study was conducted in November 2017 in the following countries: Australia, Belgium, Canada, China, France, Germany, India, Japan, Poland, Russia, Spain, Sweden, UK and USA. We aimed to achieve a representative sample in each of these countries, with quotas in place for gender, age, region and education levels.

However, in emerging economies, particularly China and India, where online access is not as widespread across all regions, the views of lower income, less educated and rural communities are underrepresented.

This report summarises the findings and implications from these two research phases. Percentages in this study refer to the quantitative survey findings. Data from each of the 14 countries is weighted equally.

What did we learn?

Climate change is often too big, serious, complex and distant an issue for people to engage with.

➔ But, we have learned that there are big opportunities to empower people to make a positive change!



Nearly 90% of people say they are willing to change their behaviour to help fight climate change.

But they need help to overcome key barriers:



Perceptions that governments, businesses and other people are not doing enough

Lack of knowledge on actions and their impact

Practical barriers such as expense and inconvenience

People can't imagine what a positive future looks like.

Spontaneous associations with climate change focused on destructive outcomes for people and the planet.



Only 3% of people mention solutions.

[Read more on page 8](#)

More than **8/10** people acknowledge humans contribute to climate change.



[Read more on page 6](#)



2/3 are worried about it.

The countries where the most people connect human activity with climate change are **China** (96%) and **Spain** (92%).



People respond to different messages, but four common ingredients will help to motivate everyone to do more.



OPTIMISTS



SUPPORTERS



DISEMPOWERED



SCEPTICS



PAINT A POSITIVE VISION



PROVE THE PERSONAL BENEFITS



SHARE SOLUTIONS



CREATE A COMMUNITY

[Read more on page 18](#)



The vast majority of people are already doing things that reduce their climate impact.

But they don't always realise it.

[Read more on page 10](#)

Across the world, the **more people feel they know about climate change, the more likely they are to take action now**, and the more willing they are to do even more in the future.

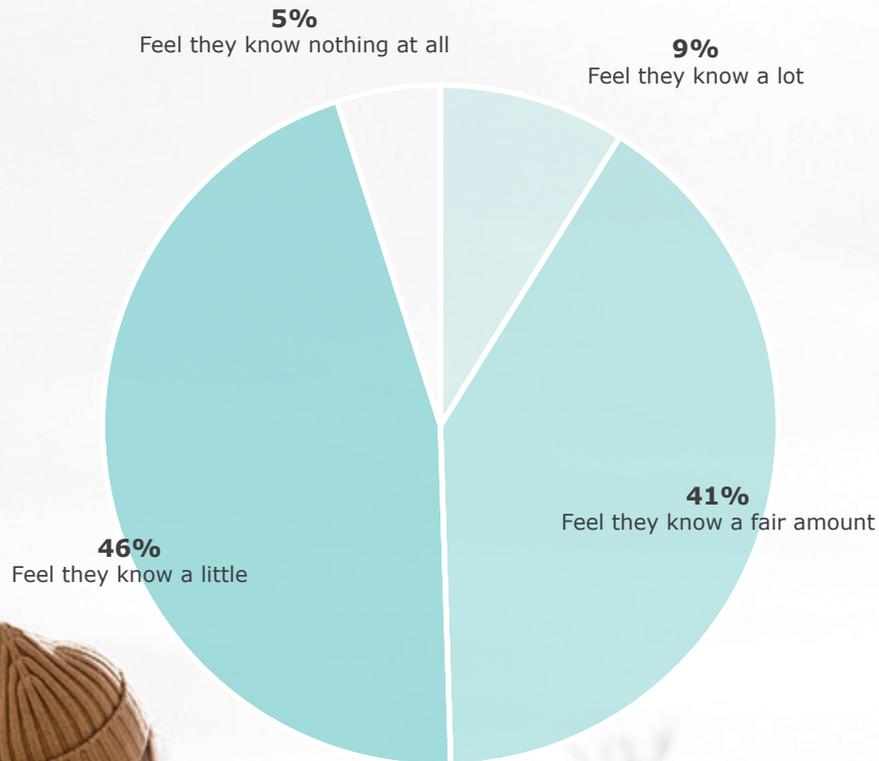


[Read more on page 13](#)



Use our Climate Activation Framework to plan your communication for mobilising more action on climate change ([on page 24](#))

Figure 1. **Perceived knowledge about climate change**



1. ATTITUDES

How do people feel about climate change?

While climate change is widely acknowledged, it remains a distant, complex issue. Most people recognise the problem and many are worried about it, but they can't connect with how the issue will affect them personally and what they, as individuals, can do about it. They also feel they have limited knowledge and understanding of the science of climate change, highlighting the need for clear, accessible education to inform and empower.

People are worried and concerned for the planet and for future generations.

Question: How much do you know about climate change: A lot, a fair amount, a little, or not at all?

Spontaneous reactions to the topic of climate change are mainly rational and negative – this is the finding from both qualitative focus groups and from our online survey. The most frequently mentioned themes are destructive outcomes of climate change such as melting ice-caps and rising sea levels, changing weather patterns and extreme events such as hurricanes. Just 3% of people across the 14 countries spontaneously mention solutions such as renewable energy or electric vehicles.

Majorities in every country in the study believe that human activity is one of the causes of climate change. The highest level is in China where 96% of people connect human activity with climate change. The lowest levels of recognition, and the most scepticism about this topic, are found in the USA and Australia – but even here a strong majority of people (74% and 75%, respectively) agree that there are human connections to climate change.

Despite this appreciation of the issue, levels of reported knowledge of climate change are relatively low. Fewer than one in ten people across the 14 countries studied (9%) say they have a lot of knowledge.

In most countries, people have heard more about climate change in the last year than they feel they know about the subject, which suggests that communications have been ineffective in making people feel more informed and empowered.

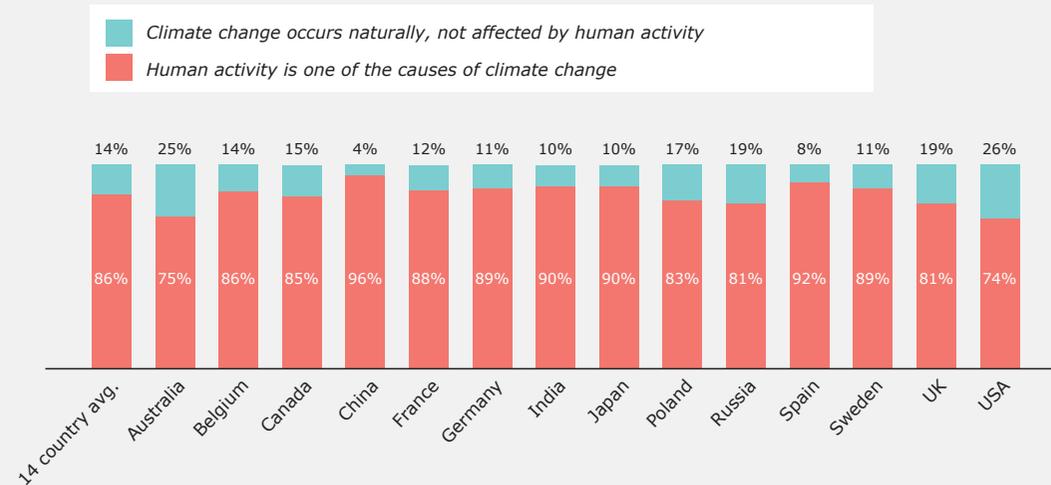
"It's the end of the world due to the stupidity of humans."

MALE, AGED 18-24, UK

"What comes to mind is: oh my god, what world are we going to leave our children ... it is a disaster and it will get worse and worse. Humans are so selfish ..."

FEMALE, AGED 25-34, FRANCE

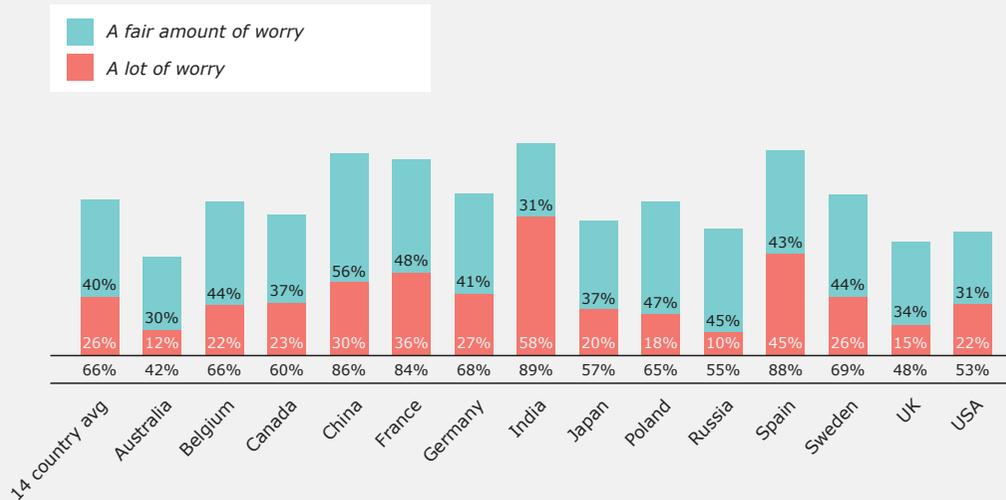
Figure 2. **Belief about the cause of climate change, by country**



Question: Which of the following statements about climate change do you agree with most?



Figure 3. **Level of worry about climate change, by country**



Question: How much do you worry about climate change: A lot, a fair amount, a little, or not at all?

People generally see climate change as part of a host of other environmental problems - even if they aren't directly connected. For example, in focus group discussions in China and India, pollution is something that people in cities experience day-to-day. For them, climate change seems more personally relevant because they can see the effects of pollution.

The proportion of people concerned about the issue varies between countries and is highest in China, India, France, and Spain where more than eight in ten people worry about climate change a lot or a fair amount. There is less concern in Australia, Russia, UK and USA - around half worry a lot or a fair amount.

In the USA, the increasing frequency and intensity of hurricanes is mentioned by some people as connected with climate change, but this has not yet led to a nationwide sense of personal urgency.

Parents with children aged under 18 are slightly more likely to be concerned about climate change than non-parents or those with older children (71% of parents with young children worry a lot/fair amount, compared to 64% and 67% respectively).

When asked to imagine what the future will look like if we don't take action on climate change, focus group participants saw an apocalyptic future for the planet, with drought, deforestation and dying animals. People were quick to highlight both the damage to the earth and harm to humans, such as fewer resources and flooding affecting people's homes. On the other hand, when asked to think of a future where action is taken on climate change, many responses focused simply on things remaining the same, with no adverse effects.

While images of a negative future are powerful and shocking, people cannot imagine what a positive future would look like.

In focus groups in the USA, there was some discomfort in talking about the topic, due to its political associations. This tension was not observed in group discussions in other countries.

Overall, most people are aware of climate change and have some degree of concern about the issue.

Despite this, people currently find it difficult to imagine what a more climate-friendly future looks like.

This vacuum provides an opportunity to inspire people and shift their thinking towards solutions by creating a vision of a positive future.

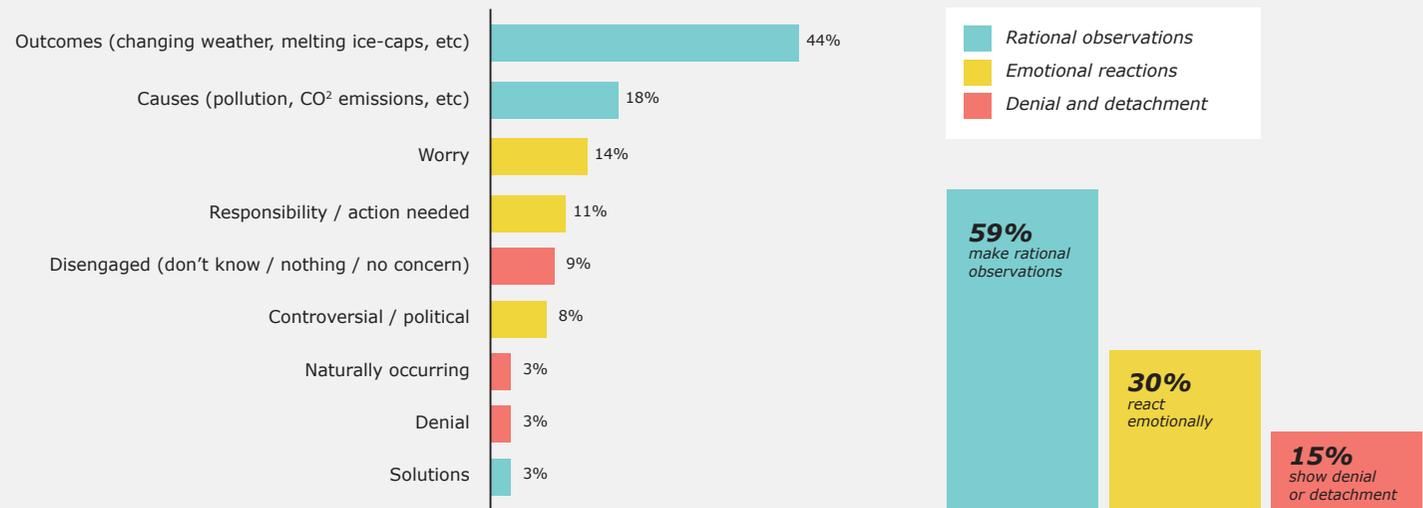
"As we all know, pollution is increasing day by day and thus creating global warming which in turn is raising the temperature of our earth."

MALE, AGED 18-24, INDIA

"There will be rising sea levels and reduced land because of the snow and ice melting. And multiple, increasing diseases."

MALE, AGED 25-34, CHINA

Figure 4. **Spontaneous associations with "climate change and global warming"**



Question: What comes to your mind when you think about climate change and global warming?
Open, unprompted question.



2. ACTIONS

What are people doing about climate change?

The actions that people take in their daily lives to help address climate change vary between individuals, families, communities, regions and countries. Recycling and energy saving in the home are the top actions reported by people taking part in our survey. Areas that see less action include advocacy, self-sufficiency, diet and buying pre-loved products.

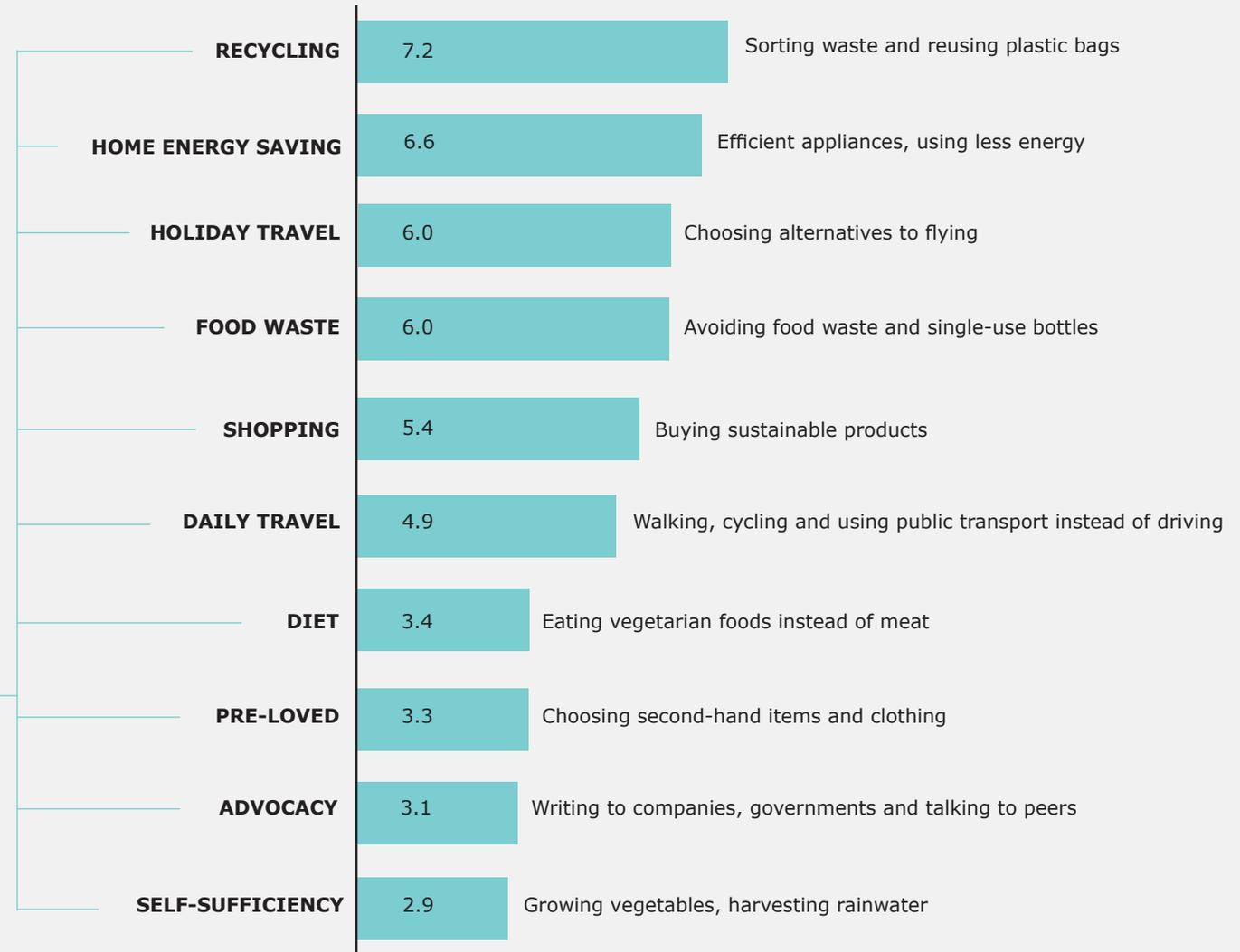
There are many inspiring examples of personal actions tackling climate change around the world and most people are willing to make an effort to change their personal behaviour.



To determine current levels of personal action on climate change and identify successes and challenges, we devised the Climate Change Behaviour Index. The Index summarises overall action levels across 30 different behaviours (which were generated from people’s responses in qualitative research), using factor analysis, to group these into ten pillars of action. →

We scored each of these areas out of 10, based on how many people are taking positive action and how often. The higher the score, the more climate-friendly people’s behaviour is. In order to reduce potential for bias and to gain a true reflection of day-to-day behaviour, we did not mention climate change at the start of our quantitative survey.

Figure 5. Action on climate change, across ten pillars



Each of the ten Action Pillars is an average score out of ten based on how often people take different actions; the higher the score, the more climate-friendly actions people are taking.

The results reveal significant variations between the ten areas of behaviour. People are currently taking the most action on recycling (Behaviour Index score of 7.2/10) and energy saving in the home (score of 6.6/10).

Recycling is particularly strong in European countries such as Belgium, France and Germany where infrastructure for people to recycle their waste has been in place for decades. Reported recycling rates are lower in Russia and the USA. Among those who don't sort their waste for recycling, the main barriers to doing so are living in a building without recycling facilities and a lack of recycling collections by local authorities. 45% of those who don't recycle also say they avoid doing so because they think it's inconvenient.

Action to save energy in the home includes turning off lights when leaving rooms and seeking out energy-efficient light bulbs (e.g. LEDs) and appliances such as fridges and ovens. Nearly nine in ten people say they mostly or always turn off lights when they leave a room.

People are generally taking less action in four areas: diet; pre-loved products; self-sufficiency; and advocacy.

Despite these lower levels of action, there are some positive stories of inspiring behaviour around the world.

The Behaviour Index also reveals interesting challenges in specific countries. For example, Germans typically have

above average Index scores compared to people in other countries but despite this, German families strongly prefer bottled water to tap water. There could be learnings from other countries, such as Australia, where people make a more concerted effort to avoid bottled water.

People aren't necessarily connecting their day-to-day behaviour and habits with the environment or climate change.

Figure 6. **Behaviour Index Scores**

	Recycling	Home energy saving	Holiday Travel	Food waste	Shopping	Daily travel	Diet	Pre-loved	Advocacy	Self-sufficiency	INDEX
India	6.5	6.9	6.2	5.8	6.1	6.0	6.4	2.2	5.3	3.8	55.2
China	6.2	6.8	6.2	5.8	6.4	6.3	4.6	2.1	4.1	3.4	51.8
France	8.4	6.8	6.7	6.1	5.6	4.5	3.3	3.4	3.3	2.7	50.8
Poland	7.7	6.8	6.8	4.6	5.5	5.1	3.0	4.1	3.5	3.5	50.7
Spain	7.7	7.4	5.4	5.6	5.7	5.2	3.4	2.8	4.0	2.1	49.5
Germany	8.7	6.8	6.1	5.4	5.4	4.8	3.3	2.8	3.0	2.9	49.4
Canada	7.5	6.7	5.7	6.7	5.2	4.0	3.0	4.4	2.9	2.6	48.8
Belgium	8.6	6.7	6.1	5.5	5.0	4.6	3.0	3.2	2.6	3.4	48.6
Sweden	7.2	6.0	4.9	7.1	5.4	5.2	3.7	3.4	2.6	2.4	47.8
UK	8.3	6.4	4.7	6.1	4.9	5.0	3.2	3.8	2.6	2.5	47.4
Australia	6.9	6.6	4.9	6.8	5.0	3.9	3.0	3.9	2.4	3.2	46.7
Japan	7.3	5.7	7.4	6.2	4.6	5.3	3.1	2.9	2.1	2.0	46.7
Russia	5.0	6.5	6.5	6.1	5.0	5.8	2.5	2.1	2.6	4.0	46.0
USA	5.3	6.5	6.3	5.9	4.9	3.1	2.8	4.4	2.7	2.4	44.4

↑ Most climate friendly behaviour overall

↓ Least climate friendly behaviour overall

The higher the score, the more climate-friendly actions people are taking.

How people are acting on climate change around the world



AUSTRALIA

Australian consumers have a relatively low climate change Behaviour Index (compared to other countries). This is due to low scores on diet, daily travel, holiday travel, and advocacy. Australians are more active than other countries on avoiding bottled water by using their own refillable bottles.



FRANCE

The French have the highest Index score in Europe and the West. This is primarily driven by high levels of recycling, avoiding holiday flights and taking household actions such as insulation in the home, turning lights off, washing at low temperatures, and buying energy-efficient appliances.



POLAND

Polish consumers have one of the most positive climate change behaviour index scores overall. They score better than average on recycling, repairing appliances, buying second-hand items, self-sufficiency, and avoiding flying. The weak spot in Poland is food waste, with many people admitting to throwing away leftovers, as well as a preference for bottled water.



UK

The UK has the lowest behaviour score in Europe. British consumers typically fall short on a climate-friendly diet, self-sufficiency and advocacy, and are more likely to take flights when going on holiday. Recycling is a strength, with one of the highest scores globally.



BELGIUM

Belgium has one of the highest levels of recycling of the countries surveyed and also scores well on household energy saving and avoiding holiday flights. Compared to elsewhere in Europe, Belgians fall short on shopping, with one of the lowest scores for actively seeking out sustainable brands.



GERMANY

Germany's high scores for recycling bring it above the global average for climate behaviour. They also score well on household energy saving by avoiding heating their homes when not necessary and choosing energy-efficient appliances. However, Germans score lower than average on avoiding bottled water – a big challenge – and choosing second-hand products.



RUSSIA

Russia has a below-average Index score, falling behind on diet, recycling, and second-hand purchases. However, Russian consumers lead the way on self-sufficiency, with many families growing their own vegetables at home, and score fairly well on daily travel by walking, cycling, and using public transport. They also prefer to repair appliances before buying something new.



USA

The USA has a relatively low Index score (less climate-friendly behaviour than average) due to lower than average scores across almost all the pillars, particularly diet and recycling. Areas of more positive action in the USA (compared to other countries) include purchasing second-hand items and avoiding flying when taking vacations.



CANADA

Canadian climate change behaviour reflects the average of all countries in the survey (with an Index score equal to the global average). Canadians score highly on avoiding food waste and slightly better than average on recycling and buying second-hand. They have lower scores on daily transport, self-sufficiency, diet, and advocacy



INDIA

India has a relatively high Index score (more climate-friendly behaviour than average) due to an often-vegetarian diet, good scores on household energy saving and daily travel, and a preference for environmentally responsible brands and products when shopping. This contrasts with lower levels of recycling compared to most other countries.



SPAIN

Spanish consumers are particularly strong on household energy saving and are conscious of choosing efficient appliances, turning lights off, and avoiding long showers. They are also more inclined to discuss the climate change agenda with friends and family, with the highest advocacy score of all European countries.



CHINA

Chinese consumers have one of the highest scores globally for climate-friendly behaviour. This is due to actively seeking out safe, certified and sustainable brands and avoiding products that are bad for the environment, as well as good scores on daily transport, and a vegetarian diet, among others. However, levels of recycling are low compared to elsewhere.



JAPAN

Japan has the lowest levels of behaviour on household energy saving such as choosing energy efficient light bulbs, keeping the home insulated, and repairing broken appliances. Shopping is another area of below-average action, with most consumers not seeking out sustainable products. However, the Japanese are the strongest performer on avoiding holiday flights.



SWEDEN

Sweden has a Behaviour Index score similar to the global average. Swedes are comparatively good at avoiding food waste and recycling but they fall slightly behind on household energy saving – they take longer showers and are less likely to turn lights off – and holiday flying.



Most people are willing to make a change for the climate

Survey participants were also asked if they would be willing to take more action to combat climate change.

Nearly 90 % of people across the fourteen countries say they would be willing to make an effort to improve.

This figure is highest in China where 98% of respondents are willing to take more action themselves, followed by Spain (95%), France (92%), Germany and India (both 90%). Even in Australia and the USA, where climate change scepticism runs higher than elsewhere, more than three quarters of people are willing to make changes (76% and 80% respectively).

Across the world, the more people feel they know about climate change, the more likely they are to take action now, and the

more willing they are to do even more in the future.

People's willingness to change behaviour in principle highlights a significant opportunity to shift the many people towards more climate-friendly daily lives. Unlocking this desire and translating it into action is key for policymakers and sustainable businesses keen to create change.

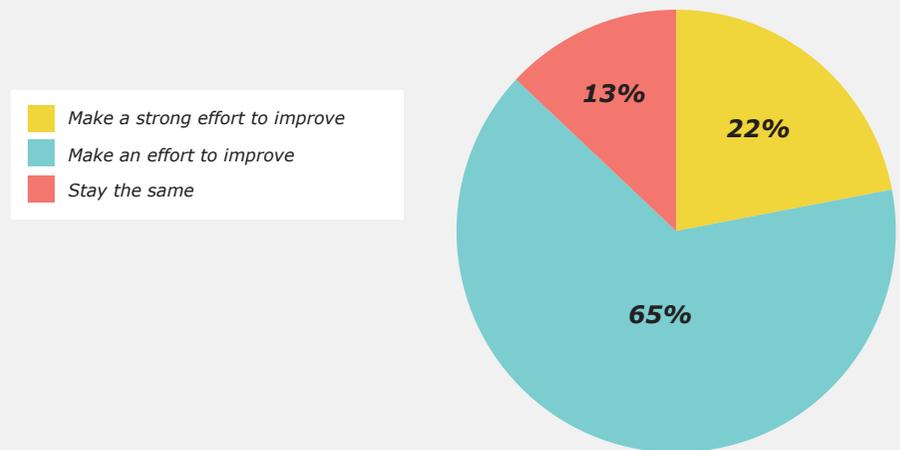
"The energy chart on products is good. It influenced me when I bought a fridge. I spent more money to have a B rating instead of C as I assumed it would cost me less to run."

FEMALE, AGED 24-34, UK

"I'm a vegetarian, I use organic products and I sort my waste. Everyone does because your neighbours make sure you do it!"

FEMALE, AGED 24-34, GERMANY

Figure 7. **Willingness to make changes to behaviour**



Question: Would you be willing to make any future changes to your behaviour to help reduce climate change?



3. ACTIVATION

What encourages people to act on climate change?

Identifying barriers and motivators helps us understand how to convert people's intentions into action.

We have developed a segmentation to enable us to engage different groups of people with different beliefs and motivations in the most effective way.

People are taking some action to address climate change – but they would do more if they knew what to do, had the support they need and saw the benefits.

The most common barriers to action

■ PERCEPTIONS THAT GOVERNMENTS, COMPANIES AND OTHER PEOPLE ARE NOT DOING ENOUGH

A belief that governments and businesses are not pulling their weight when it comes to climate change prevents people from doing more themselves. A lack of support from government is the single biggest barrier that people report. Many people also believe that other individuals are not doing their part to help tackle climate change. This came up frequently in our survey and focus group discussions

where people described feeling that their own actions are rendered futile when other people (both locally and around the world) are not making any effort to improve.

"Tell the other guy to do it first, then I'll do it; no one wants to be the first"

MALE, AGED 35-55, USA

■ LACK OF KNOWLEDGE ON ACTIONS AND THEIR IMPACT

Not knowing what or how to take action is another significant barrier. Women are more likely to mention this than men (48% of females rank this as a top three barrier, compared to 35% of males). At the same time, many people feel disempowered because they think their individual actions won't make a difference.

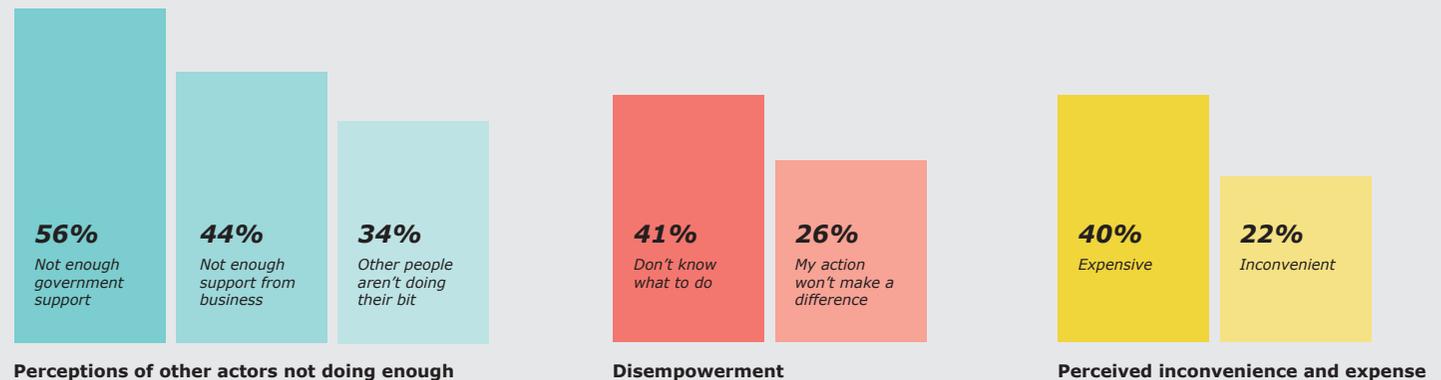
■ PRACTICAL BARRIERS SUCH AS EXPENSE AND INCONVENIENCE

Another significant barrier is the perception of high costs associated with environmentally friendly behaviour. Challenging this often-incorrect perception is key to unlocking more action on climate change. In focus group discussions, perceptions of inconvenience were also frequently mentioned as a hurdle. It needs to be as easy as possible for people to make changes.

Figure 8. **Barriers preventing individual action on climate change**

Question: What is preventing you from doing more to help reduce climate change?

Three barriers selected per respondent; barriers selected by fewer than 20% of respondents not shown here



The main motivators to encourage people to do more and adopt new habits

■ CONSUMER BENEFITS

“What’s in it for me?”

People want practical solutions that save them money, benefit their health and the health of their family, and make their daily lives easier and more convenient.

■ ENABLERS

Advice, easy solutions, infrastructure and examples

Many people are also eager for clear information on what to do and how they can help; this would also help to overcome the barrier of lack of information. Examples of what other individuals, companies and governments are doing, and the support and infrastructure available, would also help to create a sense of collective action and togetherness. This in turn would help overcome the barrier of feeling that others are not doing enough.

■ POSITIVE VISION

A clear link between personal actions and helping the planet and/or the next generation

People would feel more motivated if they could connect their actions with helping the planet or the next generation. People want to feel that they are doing their bit for a positive future. In focus group discussions, people were keen to understand the link between their own personal actions and the potential positive impacts – bringing this to life for people will empower them.

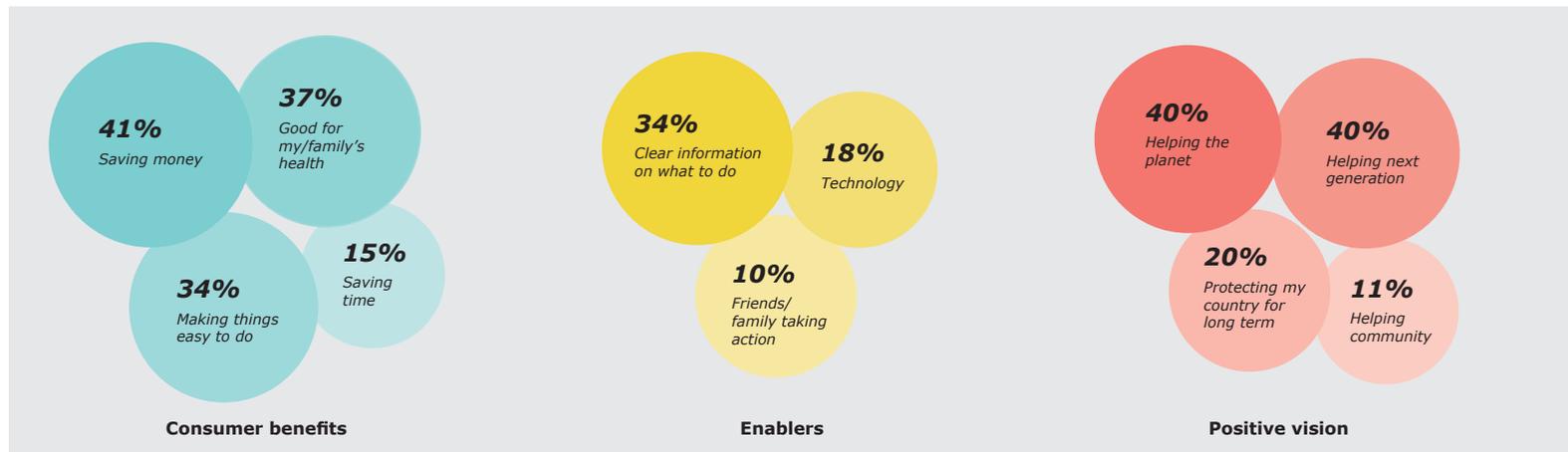


Figure 9. Motivators that would encourage more individual action on climate change

Question wording: What would encourage you to take more action to help reduce climate change? Three motivators selected per respondent.

Three motivators selected per respondent; motivators selected by fewer than 20% of respondents not shown here

People react to different triggers

Across the barriers and motivators, different people react to different triggers. For example, some people focus on inconvenience as a barrier while for others the problem is the perceived cost of climate-friendly solutions. Some people feel empowered to take action but need reminders and advice while others are more despairing and need to see evidence of mass action.

We have identified four segments (presented on the next page) representing broad groups of consumers with different attitudes and beliefs on climate change. These segments enable us to explore the relationship between attitudes, beliefs, barriers and motivators for different groups and use this to develop frameworks for effective engagement that unlocks greater action.

Some of the main attitudinal differences between the four segments are:

■ BELIEF IN THE CONNECTION BETWEEN CLIMATE CHANGE AND HUMAN ACTIVITY

Acceptance of human causes of climate change.

■ FEELING OF PERSONAL EMPOWERMENT AND GENERAL OPTIMISM

Feeling personally empowered that individual action can make a difference to tackle climate change and believing that it's not too late.

■ WHERE THEY LOOK FOR SOLUTIONS

The kinds of solutions that people believe are needed to fight climate change. For example, convenient energy-efficient solutions, new technology and innovation, versus more systemic change, led by governments and businesses, less consumption and more recycling.

"It's got to be a global thing and from global companies; what we're doing is tiny compared to what's going on in China."

MALE, AGED 35-55, USA

"I sometimes have the feeling, 'I'm in it alone'. You face a majority who aren't doing anything and you won't win against them."

FEMALE, AGED 35-55, GERMANY

"I'm worried because we all try to do our little bit but I don't know whether that's enough."

FEMALE, AGED 35-55, UK



People across the world can be grouped into four segments



OPTIMISTS

Optimists feel that they can have a positive impact themselves in the fight against climate change and are characterised by this sense of personal empowerment. Despite this, they do not want to take action at the expense of their current lifestyles – they are unsure about consuming less personally and believe they are already doing their bit. However, they are interested in how they can save energy and look to technology and innovation to provide solutions. Perceptions of inconvenience can prevent them from living up to their ideals – they crave easy solutions.



SUPPORTERS

Supporters realise that we all need to do our bit to consume less, reuse and recycle, and are willing to make changes to their own consumption habits. In practice they find it difficult to do this and feel less personally empowered than the Optimists, despite taking similar levels of action. They particularly look to government to provide more infrastructure, as well as business. The Supporters have the biggest gap of all the segments between perceived knowledge and concern – they are worried but they do not feel they know enough about climate change or what to do about it.



DISEMPOWERED

Disempowered consumers often have first-hand experience of high levels of pollution and make connections between the pollution they see every day, a changing climate, and health impacts. Potential health impacts are their biggest concern. They believe it is already too late to stop the harmful impacts of climate change and do not feel empowered to change. They are reluctant to consume less in practice, likely because they do not see the benefit of doing so. They do not believe other people are doing their bit and they don't want to compromise on their own quality of life.



SCEPTICAL

Sceptical consumers tend to believe that climate change is not affected by human activity, that it is naturally occurring or a hoax, invented by politicians or companies. Despite this scepticism, this relatively small group still see the benefits of some climate action, primarily driven by saving money. For example, they see the practical benefits of activities such as recycling, reuse and repair.

Understanding these segments can help tailor communication and engagement on climate action (whether private sector, third sector or government policies):

Optimists are most inspired by easy, convenient, tech-enabled solutions. Supporters need more information on what to do and how. Disempowered people need to see the connection between personal action and positive outcomes. Sceptics will be most enthused by saving money.

All four segments will respond positively to infrastructure, support and examples of activities that others are taking, whether governments, businesses or other individuals.

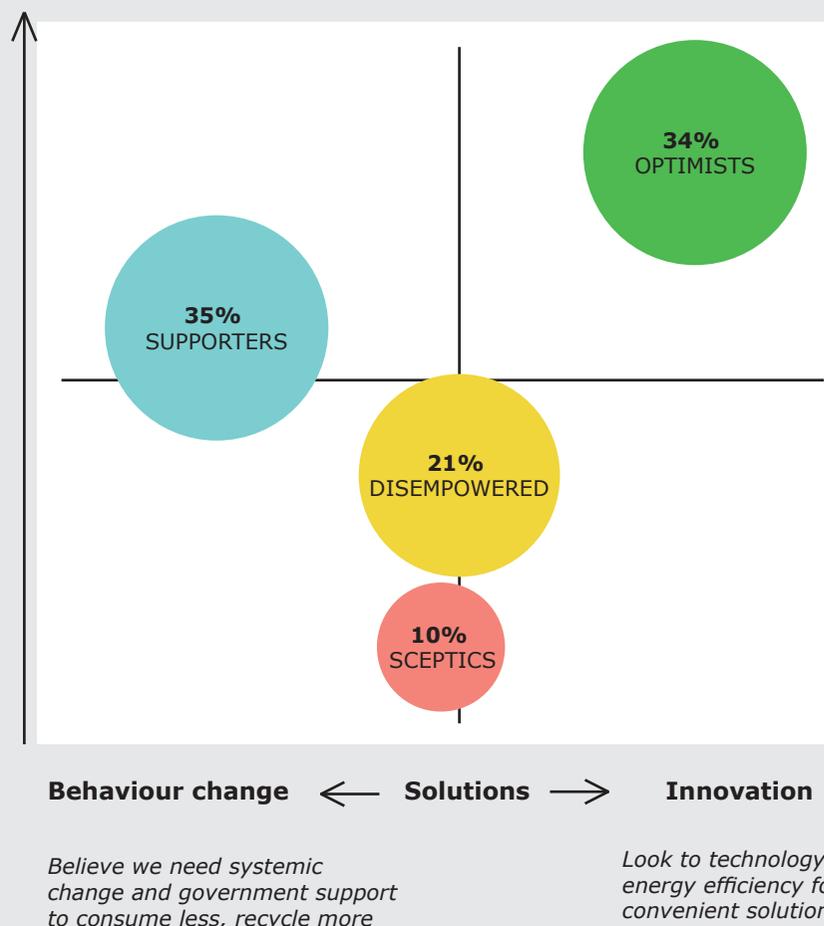
Using stories and examples to inspire a sense of being "in it together" will help trigger change for everyone.

Figure 10. **Consumer segments**

Believe that it is not too late and that individuals can help to stop climate change

Belief and empowerment

Believe it is too late, individuals cannot help and/or that climate change is not human-caused



"I don't want to turn off the air conditioning because I would be the only one that would have to bear the hot temperature while my neighbours are all staying in the comfortable coolness."

MALE, AGED 25-34, CHINA

"It's all about convenience. It takes effort to recycle, to grow your own vegetables. When it becomes difficult, people don't do it."

MALE, AGED 35-55, UK

Figure 11. Proportions of each segment by country

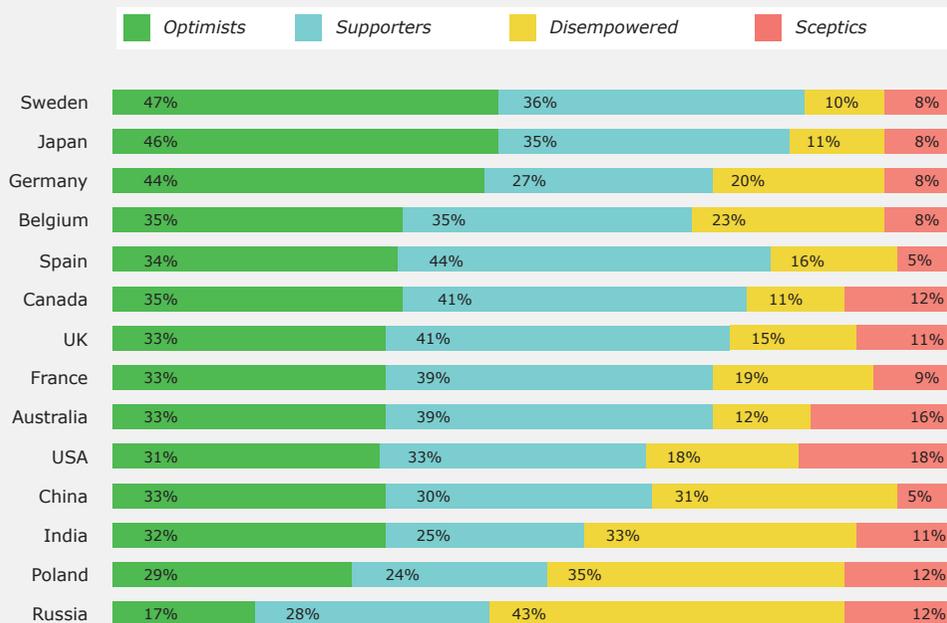
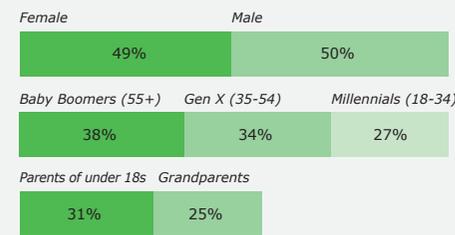
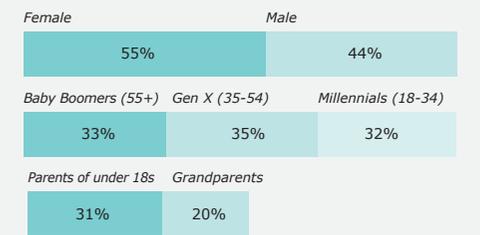


Figure 12. Demographic profiles of each segment

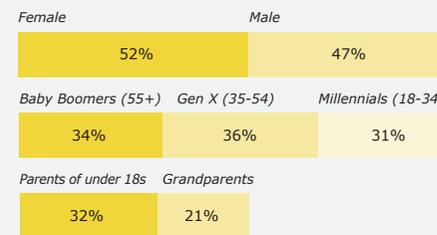
OPTIMISTS



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DISEMPOWERED



SCEPTICS

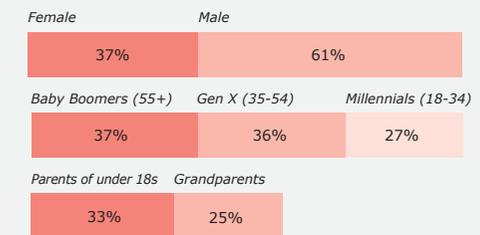
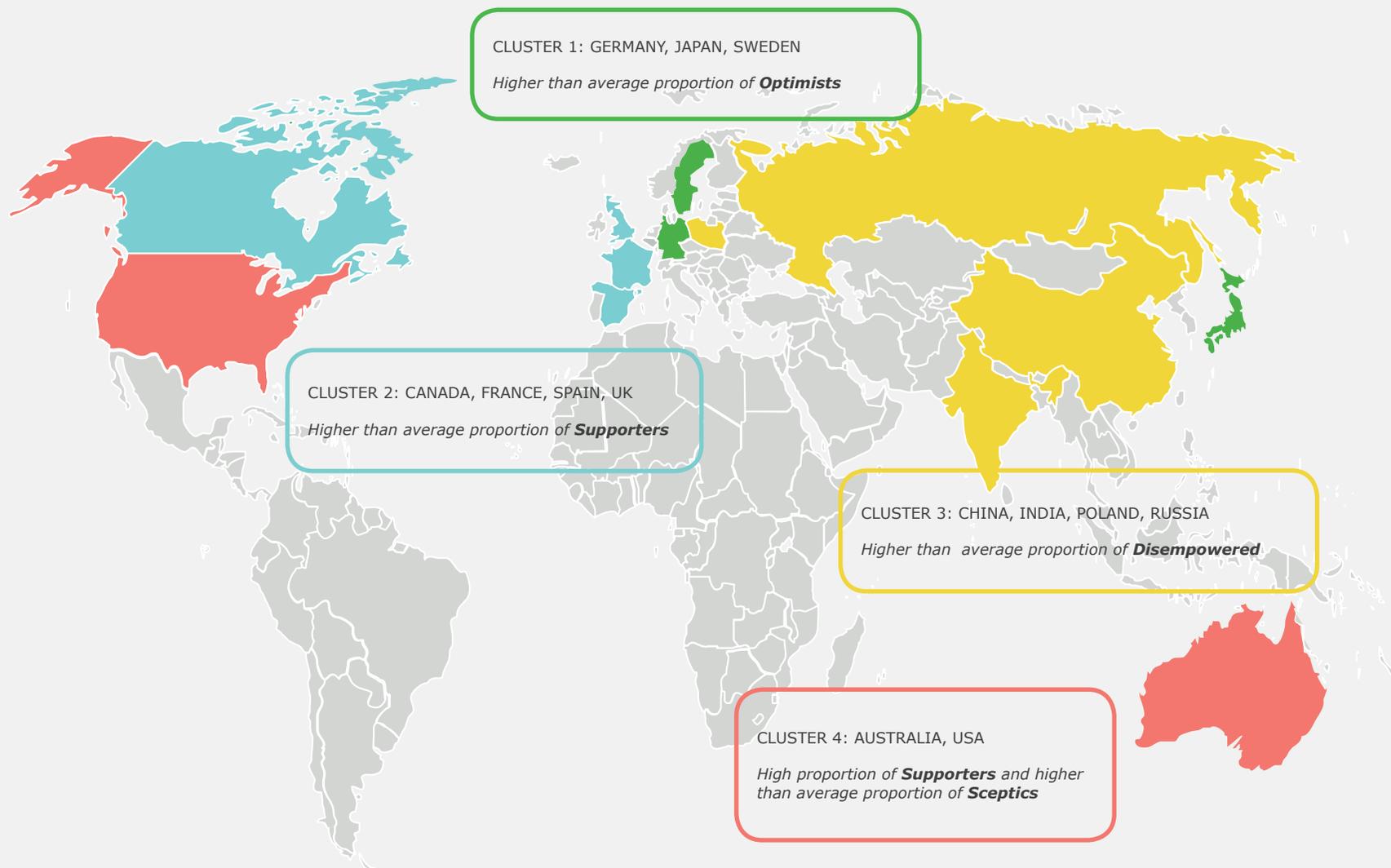


Figure 13. **Proportions of each segment by country**





4. BRINGING IT ALL TOGETHER

How should we engage people to act on climate change?

We conducted this research to learn how we could engage more of our customers to act on climate change at home. But, we hope that what we have learned is useful to many others who are trying to inspire people to do something about climate change.

We have created a Climate Action Framework, which can be used to guide effective campaigns and communications that aim to encourage consumers to take more action on climate in their daily lives.

Sharing what we have learned will help all of us to make a huge positive impact.

How we can encourage and inspire people to take climate action

■ WHO ARE YOU TALKING TO?

Define the audience, including country and consumer segments



Optimists need easy, convenient solutions



Disempowered need both of these, and a demonstration of the positive impacts they can have



Supporters need more information and advice on what to do



Sceptics are motivated by saving money

■ HOW CAN YOU TALK TO THEM?

Creating a sense of community and togetherness will help to inspire action



■ WHAT CONTENT ARE YOU SHARING?

Needs to include benefits, vision and enablers, tailored to the target segment



Paint a positive vision

The more people know about climate change, the more they act, but in order to empower people we need to balance the negative facts about climate impact with a positive vision of a climate-friendly future.



Prove the personal benefits

As well as a positive vision for the planet and society, people need to see personal and emotional benefits for themselves as individuals.



Share solutions

Sharing tips and information about specific personal actions and support on offer from business and governments will give people confidence that they can make a meaningful impact.



Create a community

People need to feel part of a community or movement, seeing what other individuals, governments and businesses are doing, learning from each other and inspiring them to do their small part.

Climate Activation Framework

To inspire and enable people to take more personal action on climate change the approach should be based on the attitudes, barriers and motivators of each target group.



THE MANY PEOPLE



OPTIMISTS



SUPPORTERS



DISEMPOWERED



SCEPTICS

PAINT A POSITIVE VISION

Educate on actions that tackle climate change and the difference they make

Share a positive vision of a climate-friendly future for the planet and next generation

Emphasise a positive vision for next generation

Emphasise a positive vision for the planet

Educate on the positive climate impact of specific actions

Educate on human cause of climate change

PROVE THE PERSONAL BENEFITS

Convey co-benefits:

- Money savings
- Health benefits
- Convenience

Focus more on convenience

Communicate all three benefits

Focus on health

Focus on money and time saving

SHARE SOLUTIONS

Enable action through or with:

- Examples of government and business support available
- Advice and provision of easy solutions and actions
- Technology solutions

Focus on easy, technology solutions

Focus on government/business support; provide clear advice on actions

Leverage all three of the enablers

Focus on easy, technology solutions

CREATE A COMMUNITY

Emphasise community, participation, sharing

Use stories of real people and examples of what others are doing

Locally tailor communications but with global stories and impact

Include trusted voices from community and partners

A feeling of community should help to engage three of the segments who all believe others are not doing enough

Difficult to mobilise on climate change

Climate action starts at home!

Based on our research, we have identified a few principles when it comes to engaging consumers on climate action. We invite others to join us and share successes and failures along the way so that we can learn from each other and work together to create the change that is needed.



■ WE WANT TO EMPOWER PEOPLE

Whenever we talk about climate action, we'll be specific about what people can do and how this is good for them and their family.



■ WE CELEBRATE AND NEVER UNDERESTIMATE THE SMALL ACTIONS

We believe climate action starts at home and every one of us can make a positive difference.



■ EVERYBODY CAN HAVE A POSITIVE IMPACT

We will find ways to make the impact tangible, so people can be confident in the value of their contribution.

■ WE BELIEVE A BETTER LIFE CAN ALSO BE A CLIMATE FRIENDLY LIFE

We are committed to helping people see a positive future where taking climate action enables them to have the life they want while also protecting the planet and future generations.



■ COLLECTIVE ACTION MATTERS

Climate change requires urgent action from all corners of society, including governments, business and individuals. To inspire more action, we need to share these stories of how all our combined actions can add up to create a big positive impact.





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