“Saving The World Isn’t Just For The Movies.”
How The Scottish Government Convinced Their Citizens To Help Fight Climate Change.
Ten Key Behaviour Areas

1. Keeping the heat in (insulation, draught proofing, double glazing)
2. Better heating management (turning down heating thermostat to between 18° and 21°, reducing the hours the heating is on, and turning down hot water thermostat to a maximum of 60°)
3. Saving electricity (buying energy efficient appliances, lightbulbs, TVs and other products when they need to be replaced, washing clothes at low temperatures)
4. Installing a more energy-efficient heating system or generating your own heat by replacing inefficient boilers with condensing boilers and/or microgeneration (e.g. solar water heating, biomass boiler, heat pump)
5. Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving)
6. Driving more efficiently (using a low carbon vehicle (fuel efficient, hybrid, alternative fuel or electric), and/or following fuel-efficient driving principles)
7. Using alternatives to flying where practical (e.g. train or teleconferencing for business)
8. Avoiding food waste
9. Eating a healthy diet high in fruit and vegetables, in season where we live
10. Reducing and reusing in addition to the efforts we already make on recycling
People know a little, know it’s urgent, but only care moderately and do little

Source: 2CV Greener Scotland Quantitative Tracking Study October 2015
Know what to do to help tackle climate change and to do it
Behaviours where people feel they have most personal influence are the best place to start.

- In the short-term, the ‘easy wins’ are those that require little external support and seem open to anyone.

**Most achievable behaviours**

**EXTERNAL**
- Recycling
d - Household waste more
- Reducing consumption
- Recycling/composting food
- Draught-proofing
- Improving insulation
- Alternatives to flying
- Better heating systems
- Cycling

**PERSONAL**
- Recycling
  - Entirely under their control
  - Require some outside assistance
  - Will require assistance and finances
- In-home energy-efficiency
  - Require changing simple habits
  - May be dictated by where they live, local infrastructure and services
  - Demands equipment or services
- Wasting less/donating
  - Easy to understand
  - Habits relate to more fundamental aspects of life
  - Often unavailable to non-homeowners

Source: 2CV Greener Scotland Qualitative Ethnography June 2015
Focus must lie where behaviours are seen as easy, with potential to do more and where there will be impact on carbon.

Source: 2CV Greener Scotland Quantitative Tracking study October 2015
The food we waste in our households creates 1.7 million tonnes of CO₂ each year. Stopping this waste will be equivalent to taking around 475,000 cars off the road in terms of cutting emissions – that’s one in five!

If everyone in Scotland washes their clothes at 30⁰, together we will save 56,000 tonnes of CO₂ per year – equivalent to taking 20,000 cars off the road.

Turning your thermostat down by one degree is one of the best energy saving actions you can take. If all of us in Scotland turn the dial, together we will reduce housing emissions by 10%.

If everyone in Scotland drives five miles a week less than they do now, together we will save 190,000 tonnes of CO₂ annually – equivalent to taking nearly 70,000 cars off the road.
Target Group

Target Audience

Busy family recyclers

Wealthy, selectively engaged

Professionals with Green Habits
Objectives

1. Increase the number of ABC1 adults* in Scotland who report to undertake the following more / more often by 10% by March 2016:
   – washing your clothes at 30 degrees (instead of 40)
   – turning your heating thermostat down by 1 degree
   – wasting less food (prevention and recycling).

2. Increase the number of ABC1 adults* in Scotland who report to understand that the following household behaviours can help tackle climate change by 15% by March 2016:
   – washing your clothes at 30 degrees (instead of 40)
   – turning your heating thermostat down by 1 degree
   – wasting less food (prevention and recycling).

*from Greener segments 1,2 & 3
Insight
Energy Efficiency

SAVING THE WORLD ISN'T JUST FOR THE MOVIES
WASH AT 30° AND HELP SCOTLAND FIGHT CLIMATE CHANGE

LET'S GO GREENER TOGETHER
GREENERSCOTLAND.ORG
Food Waste

SAVING THE WORLD ISN'T JUST FOR THE MOVIES
RECYCLE FOOD WASTE AND HELP SCOTLAND FIGHT CLIMATE CHANGE

LET'S GO GREENER TOGETHER
GREENERScotLAND.org

Greener Scotland
Scottish Government
Travel & Transport

SAVING THE WORLD ISN'T JUST FOR THE MOVIES
LEAVE THE CAR AND HELP SCOTLAND FIGHT CLIMATE CHANGE

LET'S GO GREENER TOGETHER
GREENERSCOTLAND.ORG
SAVING THE WORLD
ISN'T JUST FOR THE MOVIES
HELP SCOTLAND FIGHT CLIMATE CHANGE

Get in on the action, sign up for our newsletter now to receive our emails packed with news, hints and tips to help you live greener.

Enter email address  Submit

Back to main page
Join comedian Phil Kay to see how stupidly simple it is to have an energy efficient home.
Summary of Channel Strategy

Advertising
Providing reach and driving awareness VOD, TV, Cinema and OOH advertising

Mobile & Digital
Split creative between awareness and prompts with behavioural targeting
Display, Mobile, Video, PPC, and social ads

Content Marketing
Targeted promotion of supporting content over email, social, blog and content discovery platforms to:
- Educate
- Motivate
- Reward

Field
Target by location with high penetration of our TA
Deepening engagement (face-to-face)

PR
Making green more aspirational
Lifestyle orientated
Breaking down barriers by underlining local / personal relevance

Partnerships
Relevant partners to deliver increased reach with credible brands
Added credibility
Access to resources, floor space, networks and communications channels

CTA: Website
Educate further
Motivate on benefits
Provide tools for behaviour change

To educate people on what they can do to fight climate change and prompt them to do it

@paulinehmlamb
Welcome to My Greener Plan

How green are you?

Add Greener Goals

Sign in/Create account

Take our quiz

Just answer our quick five question quiz to see how you compare to other Scots.

Travel

- Almost all my work and leisure journeys are done in the car.
- I usually walk/cycle, use public transport or car share to get to work and leisure.
Results?

The results established that we increased:

• The number of adults who understand what household behaviours can help tackle climate change; by 17%
• Number of adults who wash their clothes at 30 degrees; by 10%
• Number of adults turn their heating thermostat down by a degree; by 9%
• Number of adults who were wasting less food increased; by 11%
From 1990 to 2014, Scotland reduced greenhouse gas emissions by 45.8%*, meeting and exceeding our ambitious climate change target six years early.

*adjusted to account for Scotland’s participation in EU-wide emissions trading. The target is to achieve a 42% reduction by 2020.
Results?

“Basically we’ve shot past the 2020 target, which is fantastic news for Scotland. We’ve made our annual targets and… that longer-term target… so it’s beginning to show that the cumulative efforts of people right across the country are having an impact… the campaign to get people to turn their heating down is beginning to have an impact and it’s a really good indicator of how a decision taken in a household, which benefits the household of course in terms of heating bills, multiplied across all the households… in Scotland has this fantastic impact on reducing emissions. So you know small actions can have big impacts.”

Roseanna Cunningham, Cabinet Secretary for Climate Change
Lessons Learned?

WE ARE PART OF CREATING A CLEANER, GREENER SCOTLAND.
Questions?