



SURREY
COUNTY COUNCIL

Surrey's Greener Future

Green Elmbridge

Where Are We Starting From?

Every demographic is worried about climate breakdown

Over 60% of people are very worried
Over 80% are worried

60% acknowledge the UK is already feeling the effects

All demographics overwhelmingly agree that human activity is the driving factor

60% agree that a global, not solely local approach is needed

64% agree the UK should be the one of the most ambitious countries in tackling the issue

72% of people say climate change is an emergency

54% vote for candidates who support climate action**

So Why Aren't We Acting?

Complex set of reasons why people fail to act

**COPING MECHANISMS /
VALUES-ACTION GAP**

Grief – Fear - Anxiety

IMPLICATORY DENIAL

Govts attempts to avoid
chaos & panic

**TRAGEDY OF THE
COMMONS**

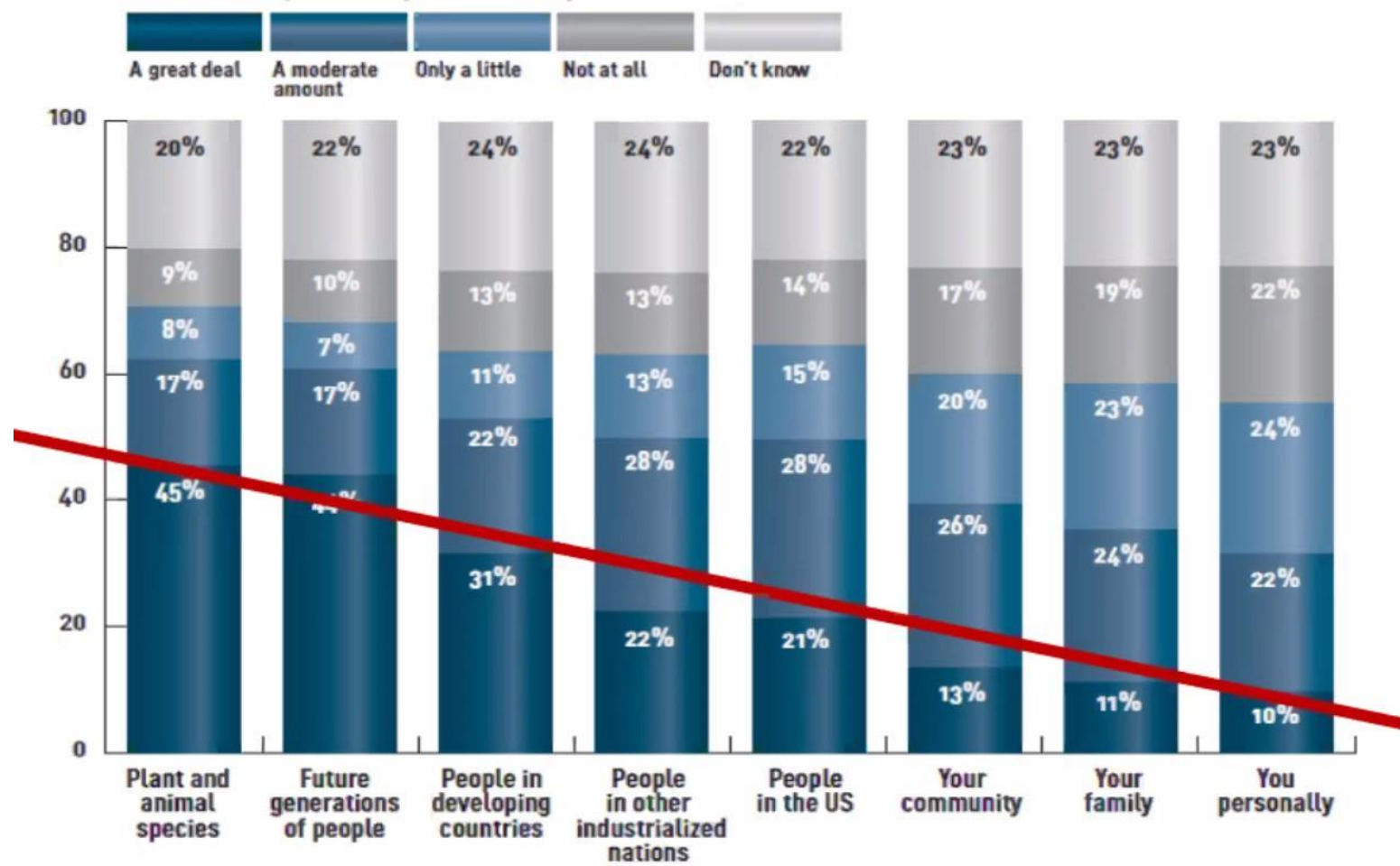
Why should I do it if
nobody else is?

IDENTITY

Natural tendencies +
coercion to divide into
teams

We Need A Rethink

EXAMPLE: How much do you think global warming will harm...



We Need A Rethink

Those of us creating the messaging are the most aware of the severity of the risks

Correlation btwn understanding & behaviour – but there's a rapid drop off with understanding of severity lessens as a

Living in echo chambers online reinforces our lack of awareness of other's understanding

Strength of feeling about the climate crisis isn't yet impacting the direct motivaton to act

Standard setters are WAY more optimistic about averting the worst of climate breakdown

**Climate change isn't
just an environmental
issue!**



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Climate change isn't just an environmental issue!

It's also:

- A health crisis
- An economic crisis
- A social crisis

Take traffic as an example:

We're top 5 for worst traffic in the country – worse than almost all London boroughs!

40% of Surrey's emissions from transport

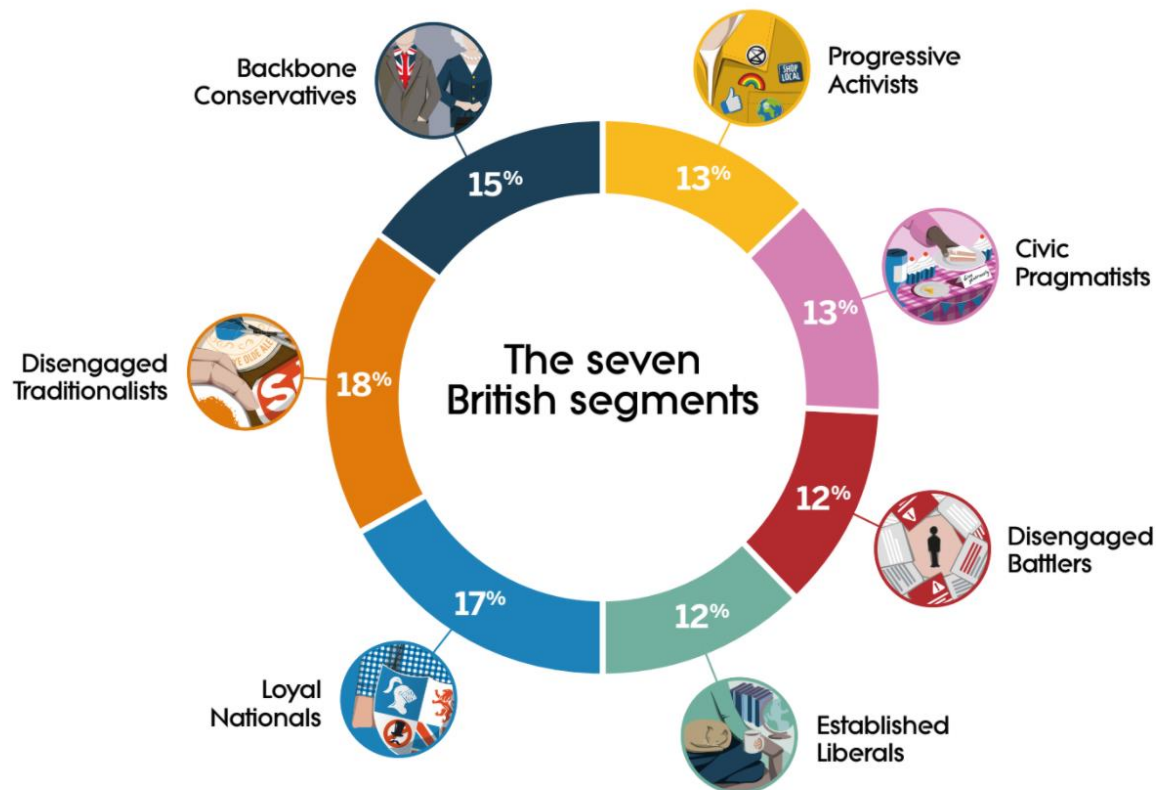
£550m pa in lost earnings

5.7% of Surrey's deaths – despite higher quality health care

10 year lower life expectancy in N. Guildford than rest of borough



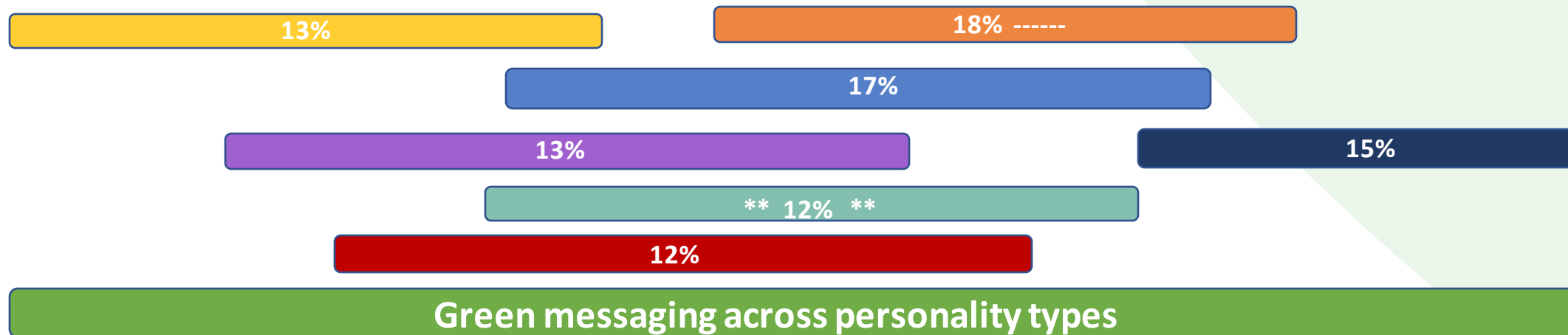
What Background Do We Have



Britain Talks Climate

- UK specific
 - Large sample size
 - Climate focused
- Deloitte Sustainable Actions Index: Pieters, Pichola, Pankratz & Novak, 2022
 - The Four Moralities - Jonathan Haidt
 - Don't Even Think About It: Why Our Brains Are Wired To Ignore Climate Change – George Marshall
 - The Entangled Activist – Anthea Lawson
 - Messaging This Moment – Centre For Community Change
 - Impact study for SCC Active Travel Behaviour Change, 2022

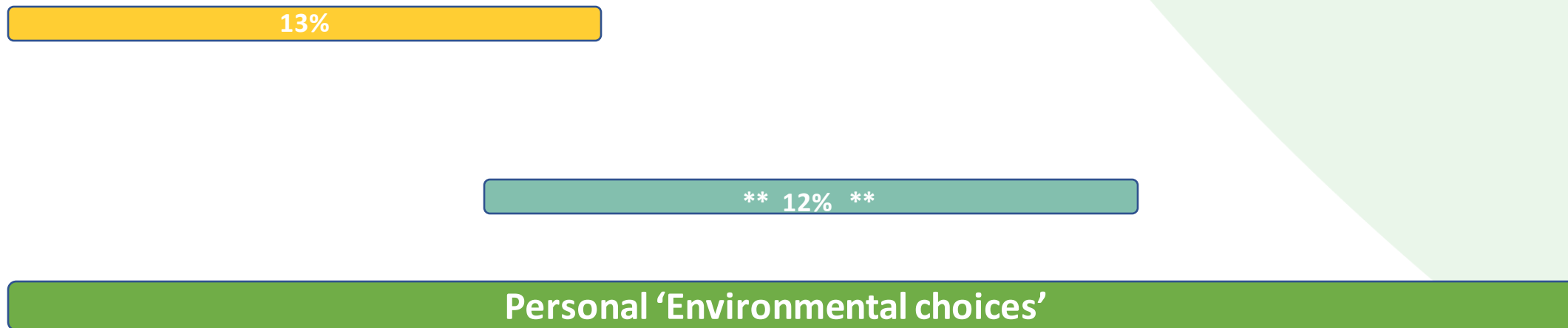
Messaging: Why 'Green' Messaging Often Fails



- Climate change messaging is far more complex than a left-right binary
- Lots of messages actively alienate our target audience



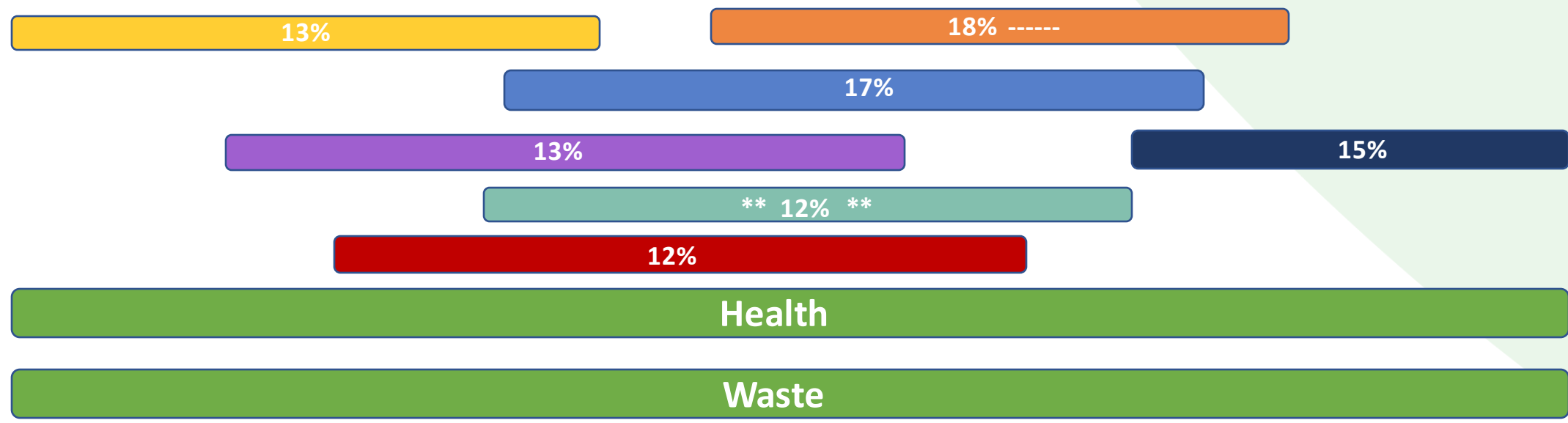
Messaging: Why 'Green' Messaging Often Fails



Strongly alienates 33% of personality types
ie. More than it lands with, who are the ones *already* taking
personal responsibility

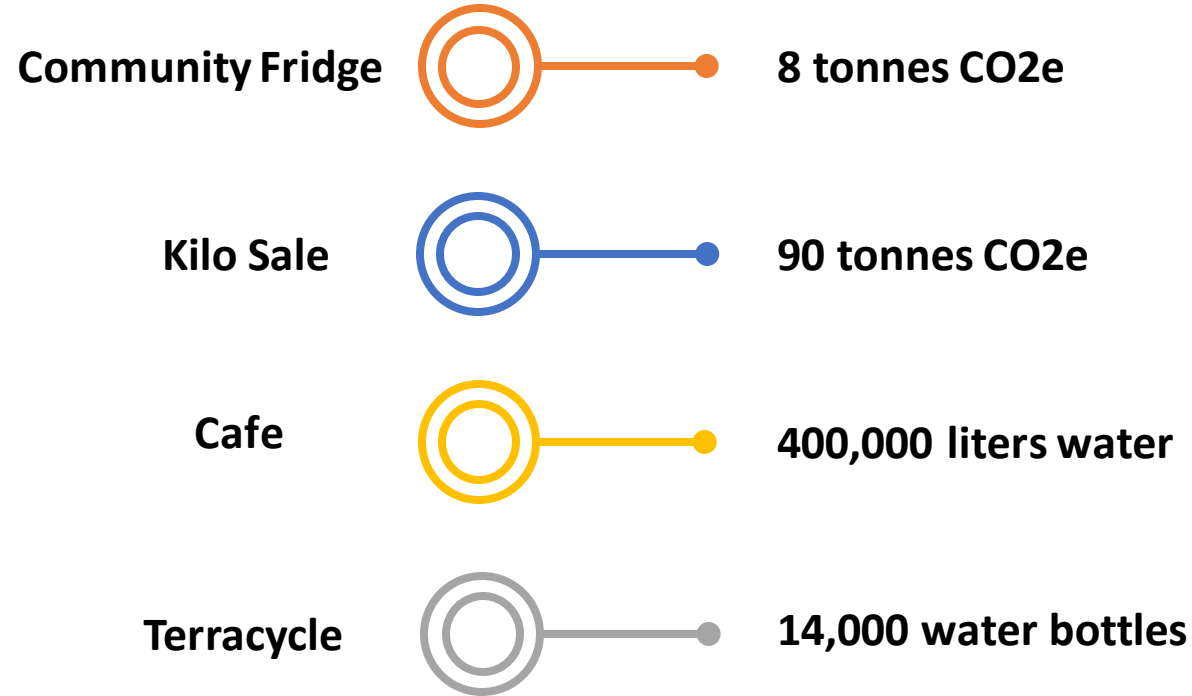
- Progressive Activists
- Civic Pragmatists
- Disengaged Battlers
- Backbone Cons
- Established Liberals
- Loyal Nationals
- Disengaged Traditionalists

So What Does Resonate?



- Progressive Activists
- Civic Pragmatists
- Disengaged Battlers
- Backbone Cons
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In Real Terms



What's 'CO2e'

GHGs have different potential warming rates

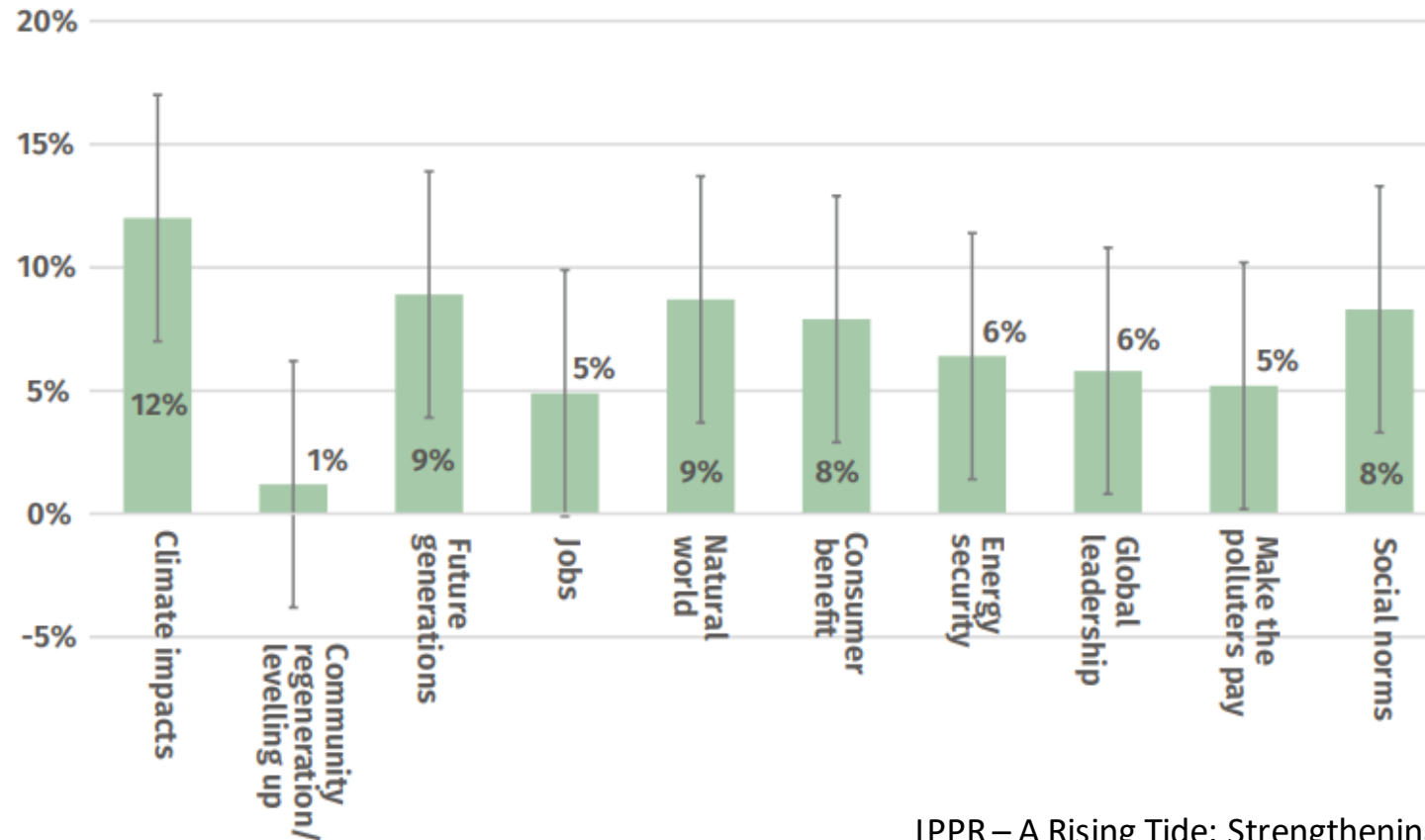
CO2e includes all of them, eg. methane saved by lack of dairy farming

CO2	1
CH4	23
N2O	296
F gases	Up to 25,000

Finding common ground

FIGURE 4.2: AS WELL AS 'CLIMATE IMPACTS', 'FUTURE GENERATIONS' AND 'NATURAL WORLD' WERE AMONG THOSE WHO PERFORMED WELL ON THIS METRIC

Change vs control in climate being chosen as a top three issue facing the country



Source: Author's analysis of YouGov data

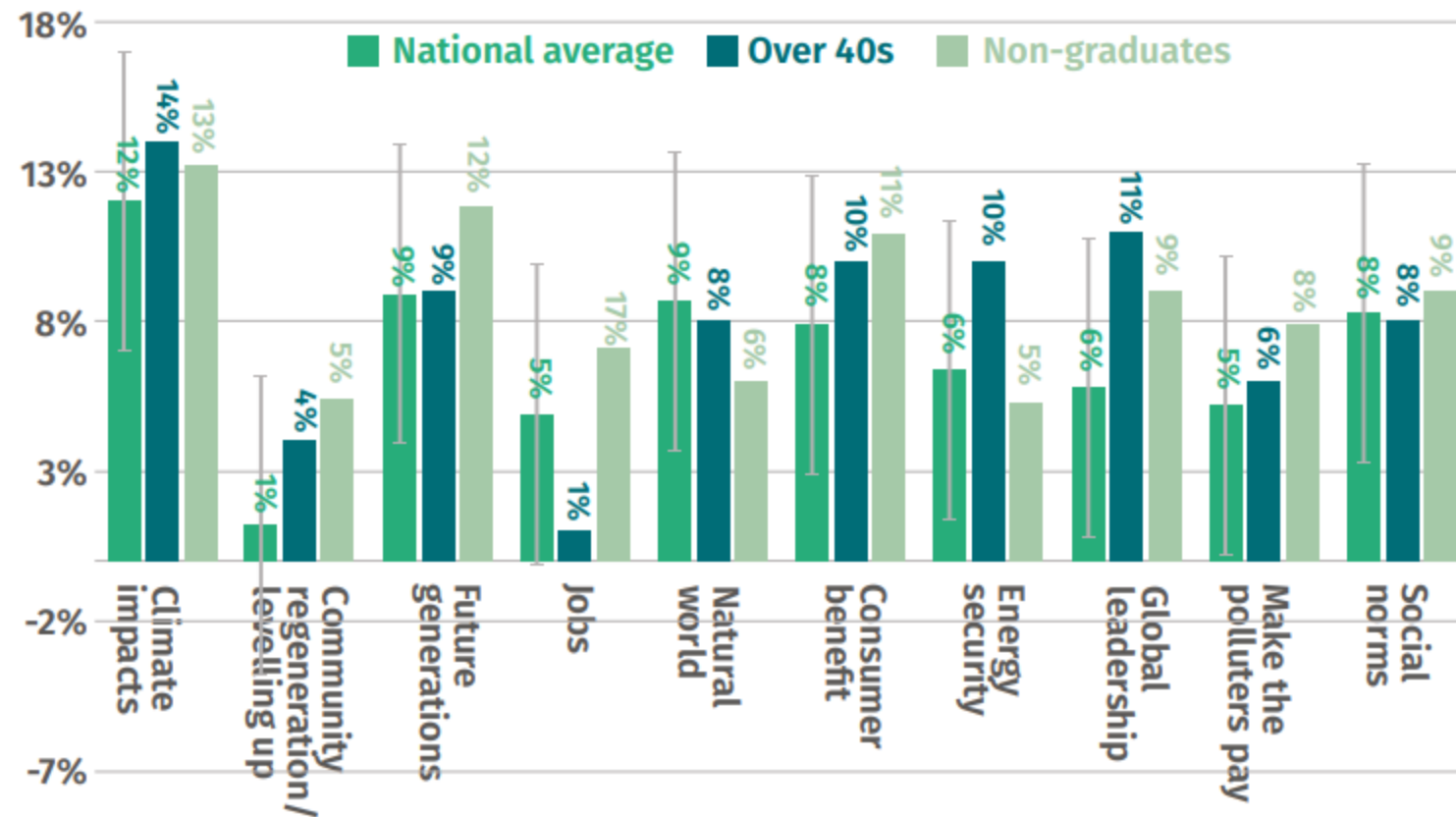
IPPR – A Rising Tide: Strengthening Public Permissions For Climate Action



Finding common ground

FIGURE 4.3: OVERALL PERSUASION EFFECTS ON THIS METRIC WERE BROADLY REFLECTED AMONG NON-GRADUATES AND THE OVER-40S

Change vs control in climate being chosen as a top three issue facing the country



Source: Author's analysis of YouGov data

Finding common ground

Primary Messaging Themes

- Health!!
- Waste
- Protecting the countryside
- Britain becoming a leader

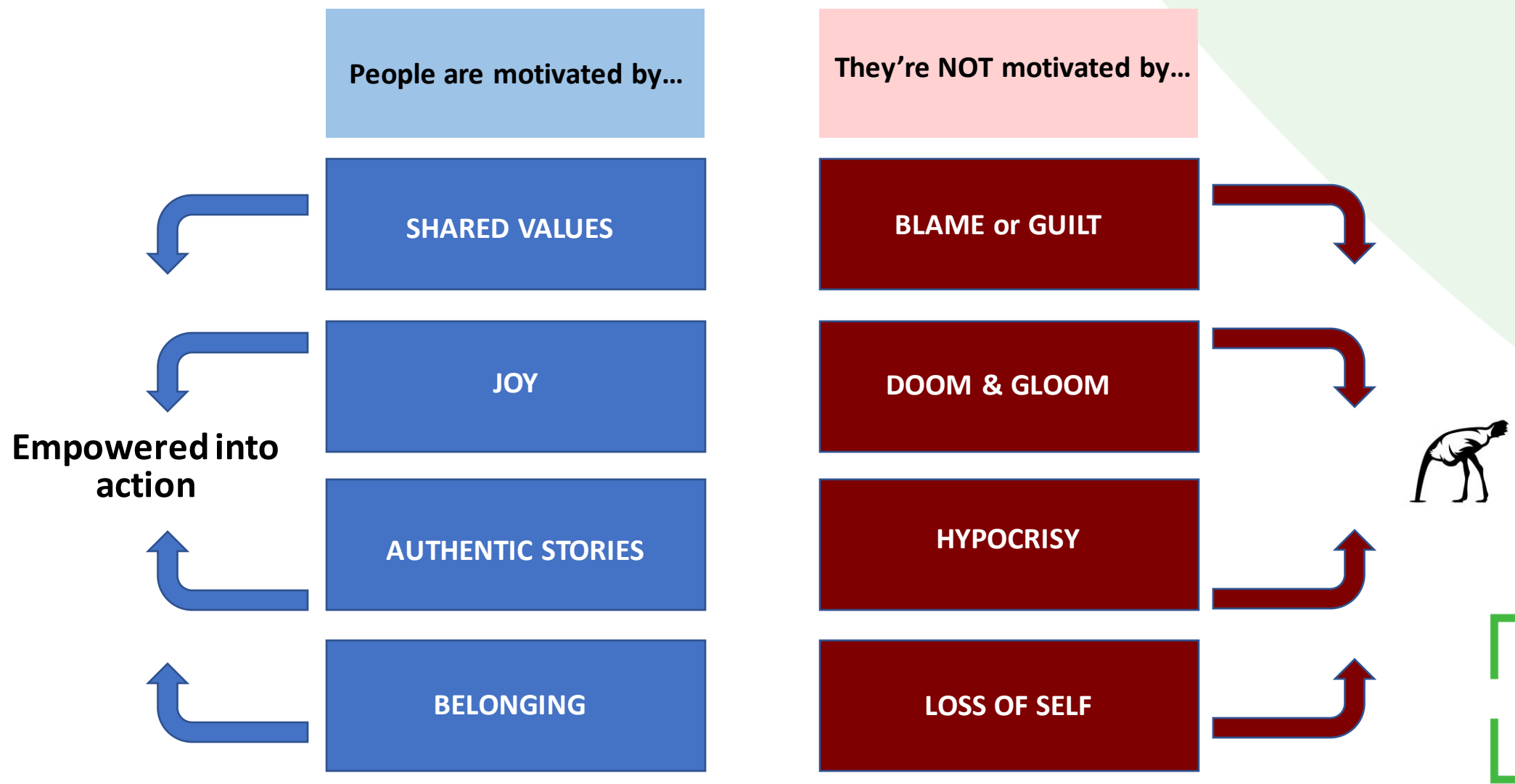
(and tying these in to impacts)

Secondary Messaging Themes

- Energy independence
- Protecting the countryside
- Unaccountable corporations

! Identify local issues, build message around those !

Turning Motivation Into Action





What Does All This Mean?

STOP FRAMING CLIMATE CHANGE AS AN ENVIRONMENTAL ISSUE!

**DON'T USE WORDS OR LANGUAGE JUST BECAUSE IT CONNECTS WITH YOU.
UNDERSTAND OTHERS' MOTIVATIONS**

PEER TO PEER ENGAGEMENT IS ABSOLUTELY KEY

OPTIMISM IS A CATALYST FOR CHANGE – BE REALISTIC, BUT HOPEFUL

LISTEN – UNDERSTAND - VALIDATE

THEN EMPHASIZE THE SCALE OF THE PROBLEM IN TERMS OF WHAT THEIR VALUES ARE