



Collaborating to tackle climate change

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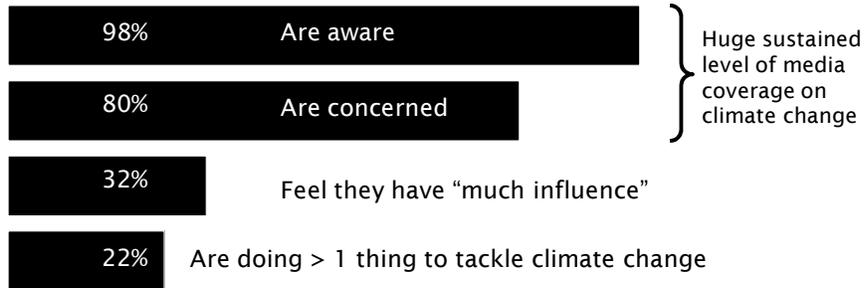


What I'm going to talk about

-  1. Issues when talking about climate change
-  2. ACT ON CO₂ - the story so far
-  3. How we have worked to move the campaign on
-  4. How we plan to work together to change behaviour
-  5. Feedback



The climate change issue



There is a need for urgent action
but high levels of public confusion



2. ACT ON CO₂ - the story so far



Campaign elements



Smarter Driving tips - launched in March 2007

- Tips in media advertising focussing on tyres being correctly inflated; revving and car weight - unnecessary clutter.

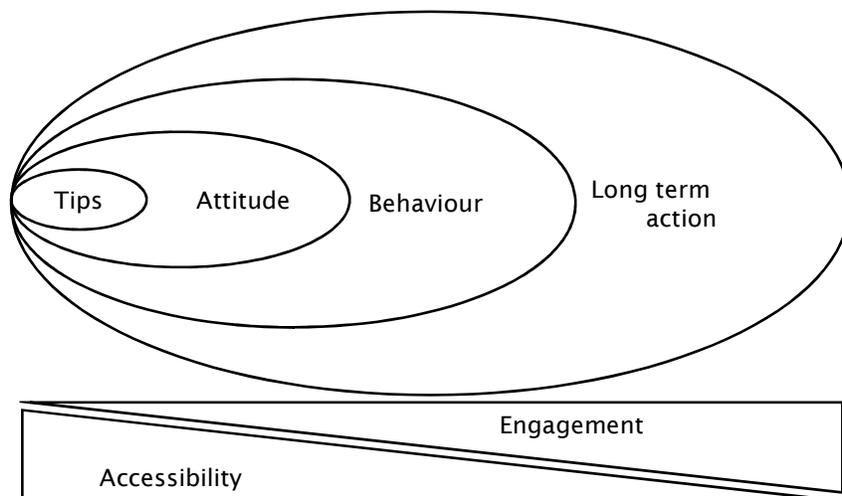


Car purchasing - launched in July 2007

- Best on CO₂ online rankings to make it easier to find out which top ten new cars have the lowest CO₂ in their class.



Taking people on a journey



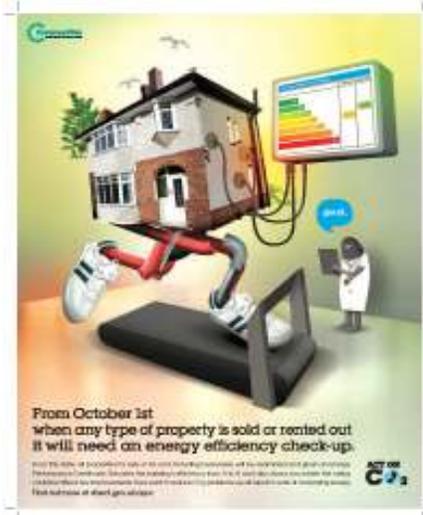
Partner support



The DEFRA campaign



The DCLG campaign



Print and radio campaign ran in June



3. How we have worked to move the campaign on



Seeing climate change through people's eyes

- Both DfT and Defra campaigns enjoyed success
- Effectiveness, creative standout, behaviour change

However, in order to communicate most effectively we needed to adopt a people centric rather than a department centric model

If people see climate change as a single issue, we need to reflect this in our communications

We took this principle across all elements of the campaign



ACT ON CO₂ – one brand

- As departments and agencies, we needed to move from a position of co-operation to collaboration
- One brand at both a strategic and operational level
- One ACT ON CO₂ team, across DEFRA & DfT (and CLG)
- Supported by joint communication partners
- In order to work with multiple partners, it was essential that we:
 - Deliver one set of brand values and vision
 - Execute through one team



Overall media plans

- **Defra**
 - New TV ad: Sept 2008
 - Outdoor and ambient: Sept 2008
 - Cinema: Jan 2009
 - Press and online: Sept 2008 – March 09
- **DfT**
 - Car Purchasing: new TV ad: Jan 09
 - Press and online: July – Sept 08 and Jan 09 – March 09
 - Smarter Driving: ambient, radio and online: end of Aug – Sept 08
- **CLG**
 - Energy Performance Certificates: Radio Sept 08 – Oct 08 and Jan 09
 - Press: Sept 08
 - Online: Sept 08 and Nov 08



Ways to participate

Individual

- Calculate your own carbon footprint
- ACT ON CO₂ Advice Line
- Car purchase “best in class”
- Smarter driving tips
- Car sharing schemes

Corporate

- External climate change campaign planning
 - Clash avoidance > proactive planning
- Flexible campaign brand and material
- Access to and use of segmentation tool (fused with TGI)
- ACT ON CO₂ calculator (open sourced software)
- Internal communications material
- Links through to DfT/Defra delivery network fulfilment



Thank you

