

[REDACTED]

8 November 2023

Dear [REDACTED]

**Re: Official Information Act Request: Gen Less 3.0 'Right Side of History' evaluation**

Thank you for your email on Thursday 26 October in which you requested information under the Official Information Act 1982. You requested:

*If an evaluation of the 'Right Side of History' campaign has been completed could you please provide a copy under the OIA.*

We note that this is a follow up to your request on Monday 12 June, in which EECA declined on 6 July under 18(e) as a complete campaign analysis did not exist yet.

Please find a copy of the completed post-campaign analysis attached.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Jo Bye  
**Group Manager of Marketing and Communications**

GEN LESS<sup>^</sup>

# The Gen Less 'Right Side' Campaign Evaluation

July 2023

# Context and brief

May 2021

## **Energy makes up 41% of total emissions in NZ.**

Most New Zealanders accept climate change is real (81%), most think it's a highly important issue (75%) and most of us believe we need to make changes to our energy use to address climate change (73%). We want the government to do more and we're prepared to change our own personal behaviour (71%) to address it.

But, action is lagging much further behind to belief and attitudes.

'Hearts and Minds' remain a strategic focus area at EECA and 'motivating people' is one of our three key levers. The Gen Less programme of public engagement is still a young platform in a long-term behaviour change programme – it continues to build out awareness and trust. It remains relevant for GL to continue to illustrate its brand promise 'to live more with less energy' in its work programme and activity.

**Brief:** *emotionally engage and inspire all New Zealanders so they are open to change, demand change and take action on ways that have the greatest impact on our energy-related carbon emissions. Increase brand awareness to enable mass reach and impact.*

# Success measures

**1**

More individuals and businesses are aware of the Gen Less brand. Continue to build trust.

**2**

New Zealanders are emotionally engaged and connected to the Gen Less campaign. Message outtake is on target.

**3**

Increase in New Zealanders' level of support for institution-led system change.

# The problem

In our culture, today outweighs tomorrow.

Our impact both positive and negative is small, invisible, and hard to connect with.

Prioritising immediate demands and desires over climate impact feels entirely reasonable: it's insignificant. It's practical for now. It's personal (up to you).

We can brush away our choices because we feel inconsequential.

# Our challenge

## **Job to do:**

Add weight and meaning to people's personal choices

## **Shift:**

People's lifestyle choices

- From: drops in the bucket
- To: impactful over a lifetime

## **The way in:**

Show people the power they have in shaping the future.

# Creative brief

**GET:** Climate carers

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**WHO:** Brush away inaction by thinking they're inconsequential

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**TO:** Take stock of the impact their life will have on the future

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**BY:** What will the sum of your choices say about you

# Considerations

Galvanise people to shift mindset and act now

Educate and popularise climate action

Hopeful, but still with some bite

Appeal to both consumer and business audiences

'Live more with less energy' and reasons to believe

# Campaign overview

A 12mth-long programme that documented a generation of New Zealanders living more with less energy and taking positive climate action in order to capture our 'response' to the climate crisis and to encourage others to contribute to it.

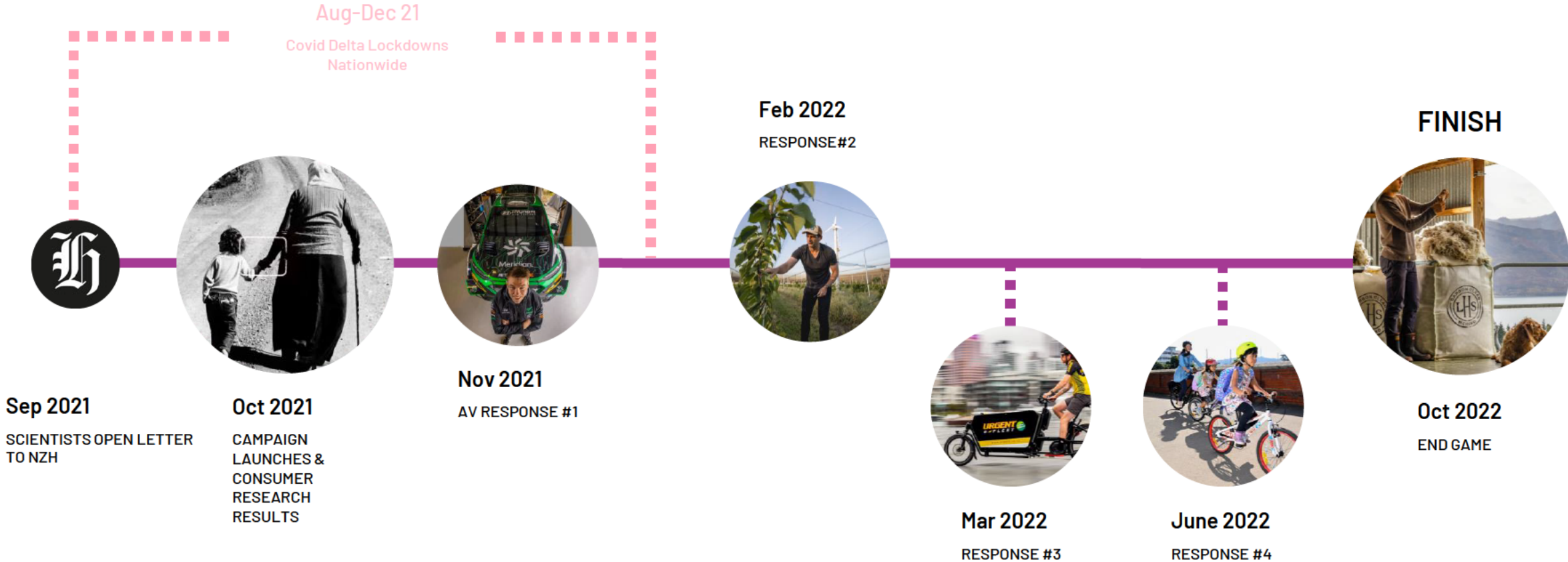
It included 'the challenge' - a wero to New Zealanders to highlight that at historic moments in our history, New Zealanders have risen to a challenge before. It can be done again.

It also included 'the response' - an ongoing, real-time photojournalistic montage of everyday New Zealanders taking actions - big and tiny - that illustrated 'living more with less energy' and generating a sense of momentum.



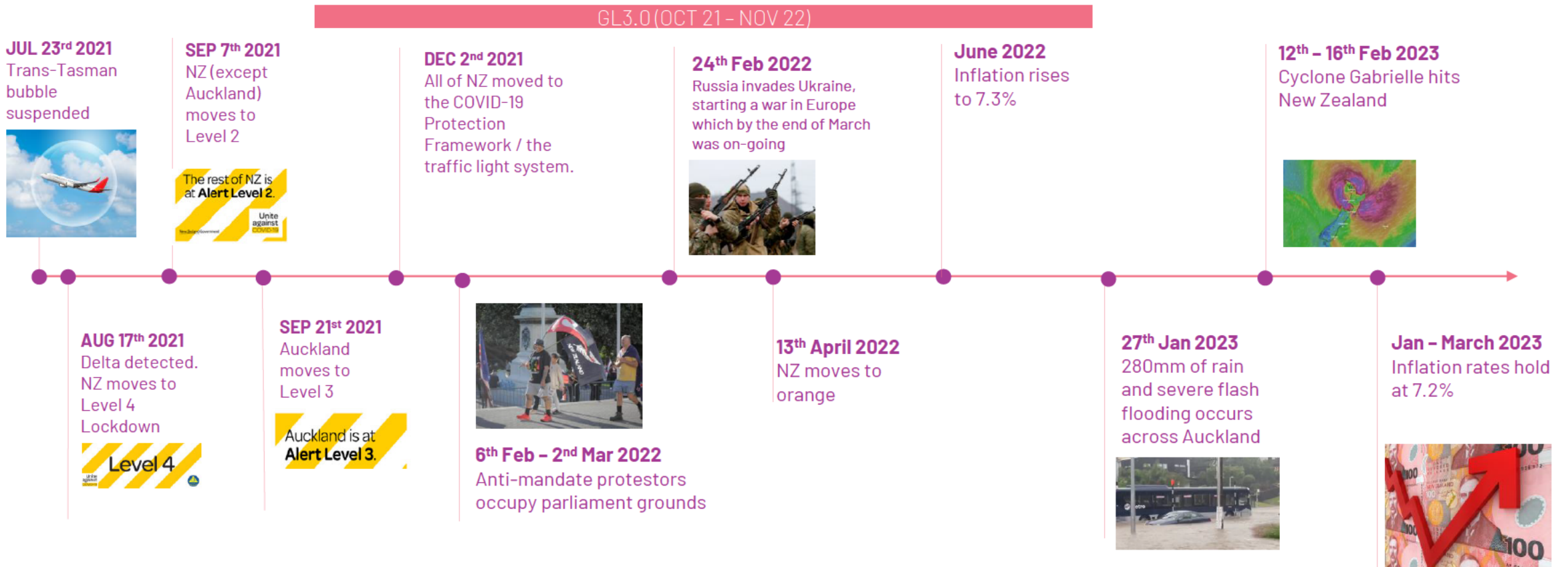


# Campaign timeline: multi-phased and waves of activity but over increasingly fragmented backdrop



# New Zealand context timeline

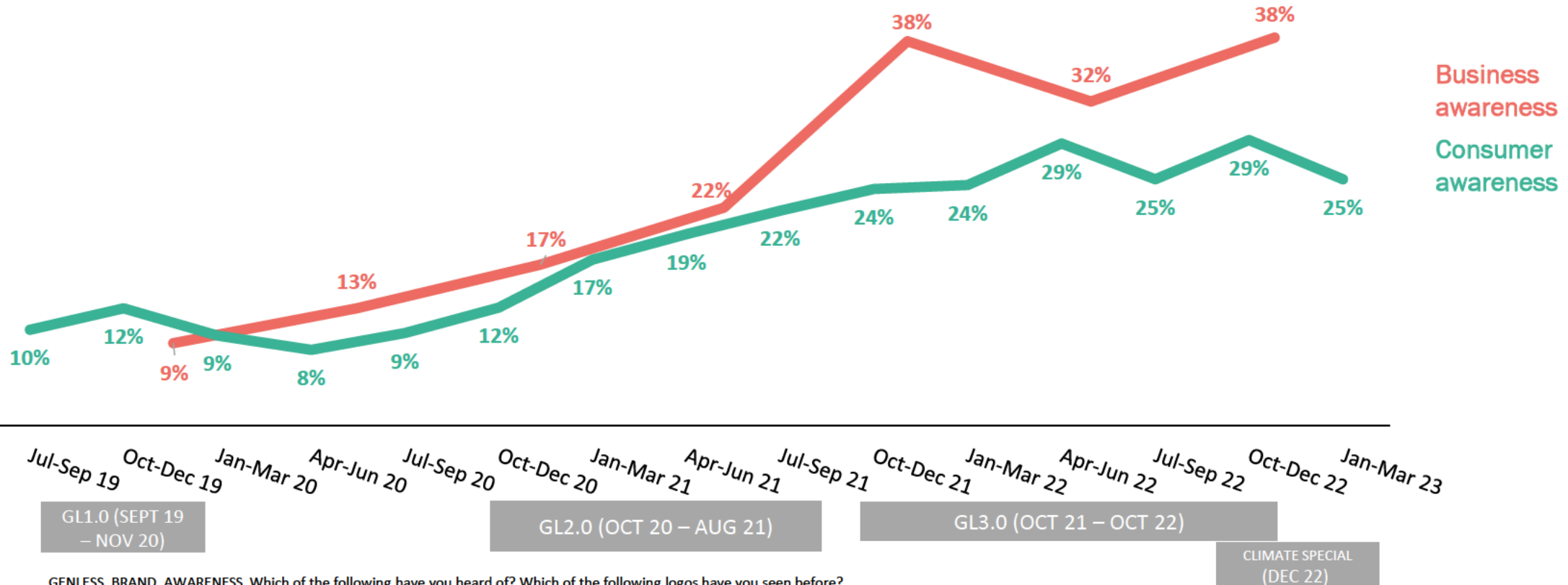
The cultural backdrop in NZ shifts substantially over period of campaign. Covid impacts our daily lives again, particularly in Auckland, and society becomes more polarised with protesting and Russia invading Ukraine. It sets a challenging environment for instigating behaviour change.



# Results

# Campaign contributed to Gen Less awareness growing to 1 in 4 kiwi's

## Quarterly Gen Less Awareness: Consumer Monitor & Business Monitor



GENLESS\_BRAND\_AWARENESS. Which of the following have you heard of? Which of the following logos have you seen before?

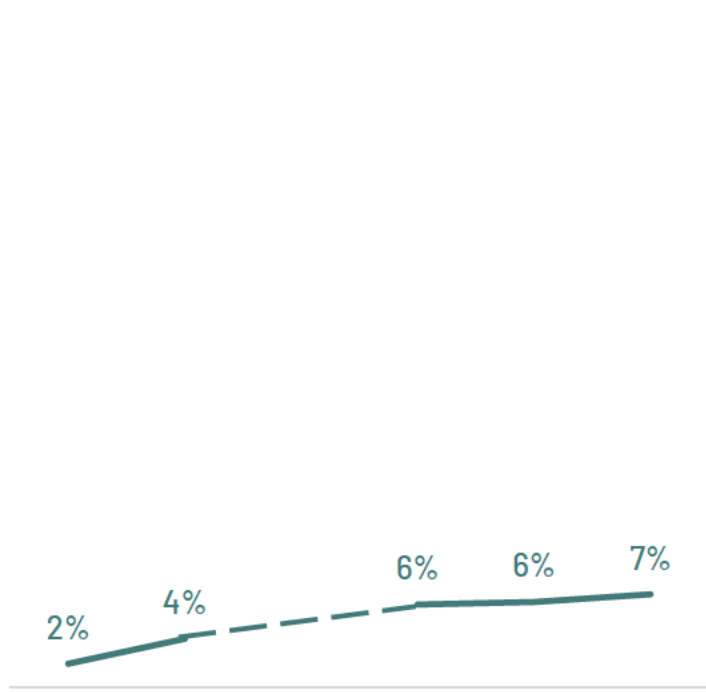
Base: Consumer Monitor monthly sample circa n=250, Business 6-monthly dip circa n=500

Statistically significant change compared to previous wave



# Of those who know Gen Less, trust in Gen Less built over period of campaign

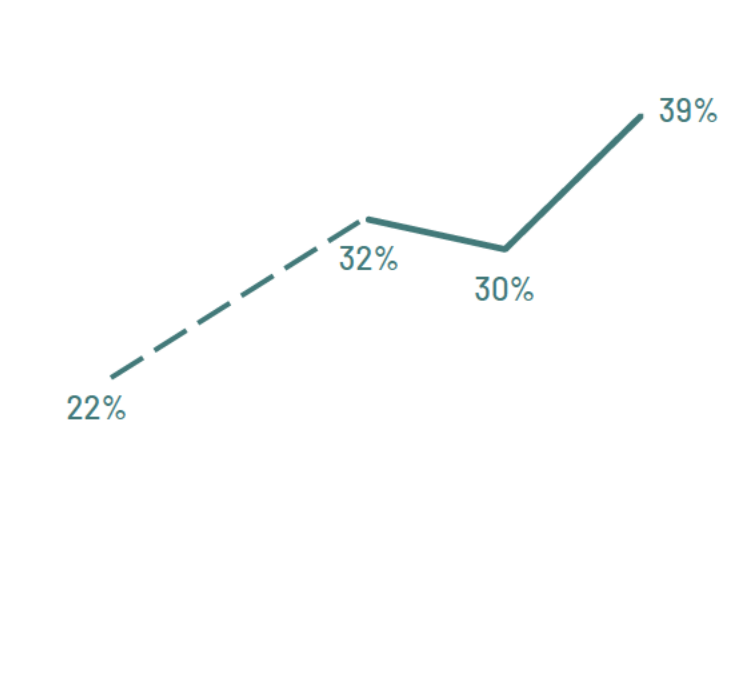
Trust in Gen Less Total Sample (8-10/10)



Q2 FY22 Q3 FY22 Q4 FY22 Q1 FY23 Q2 FY23 Q3 FY23

\* Note trust was not asked for Gen Less Q4 FY22

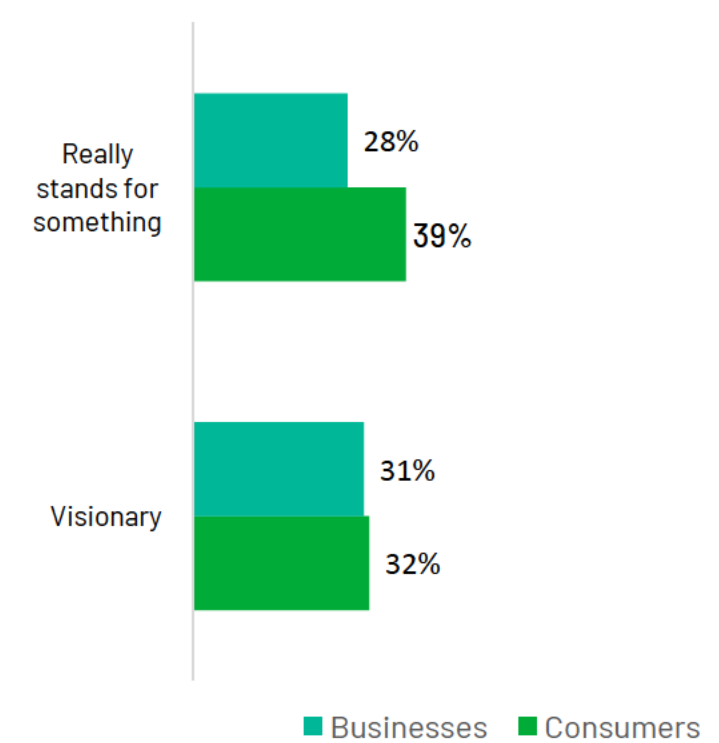
Trust in Gen Less of those aware (8-10/10)



Q3 FY22 Q4 FY22 Q1 FY23 Q2 FY23 Q3 FY23

\* Note trust was not asked for Gen Less Q4 FY22

Associations with Gen Less of those aware



Overall, How much do you trust [BRAND]? Do you feel Gen Less is? Brand Edge Pillars.  
 Base: Aware of EECA n=226-292, Aware of Gen Less n=32-163  
 Rolled up of all waves Base: Brand Edge Businesses n=261, Brand Edge Consumers n=767, Trust Drivers Businesses n=202, Trust Drivers Consumers n=1,063

# Campaign delivery and reach results

On TV, the campaign reached **1.2M** eyeballs of 25-45, with those seeing it on average over 40 times over 12 months

**617K**

Average monthly reach across YouTube and Video on Demand

**33K**

article views on the Stuff hub

**411K**

traffic visuals across bus shelter ads in Auckland, Wellington and Christchurch.

**1.7m**

reach through Facebook and Instagram

**800K+**

visits to the Gen Less website over the campaign period

# Campaign comprehension mixed depending on audience type

Recall and Likeability different per group – business audience had higher recall of advertising but didn't necessarily resonate with style as much as citizens, but recall lower. Campaign approach with montages and constant updating of imagery meant lower results in 'recall' in research stim – good learning for next time. Message outtake was solid and led to good action uptake.

Citizens		
Q2 FY23 (Oct-Dec)- total sample		
Recall	28%	
Likeability	49%	
Top Message outtakes	We can all make a difference to climate change in our own way	47%
	This ad is for New Zealanders	44%
	In the future, people will look back on the actions we took and whether we were on the right side of climate history	42%

Business		
Nov 2022 – total sample		
Recall	34%	
Likeability	40%	
Top Message outtakes	We can all make a difference to climate change in our own way	45%
	We need to reduce our energy emissions today	38%
	In the future, people will look back on the actions we took and whether we were on the right side of climate history	36%

GENLESS\_RECALL - Had you seen any of this material, or something similar? GENLESS\_LIKE: You answered earlier that you saw some of the images and/or the Gen Less campaign before today. How much do you like what you saw?  
 GENLESS\_PROMPT. Which of these statements do you agree with after seeing the advertising?  
 Base: Consumer n=774, Business n=516

# Prompted message outtake was strong

## PROMPTED MESSAGE OUTTAKE

We can all make a difference to climate change in our own way: 41% overall, **63% for those that recall the video.**

The ad is for all New Zealanders: 41% overall, **56% for those that recall the video**

In the future, people will look back on the actions we took and whether we were on the right side of climate history: 34% overall, **55% for those that recall the video.**

## ACTIONS TAKEN

**47%** of those who recalled the video took action.

**27%** of those who recall the video looked for more information about climate change.

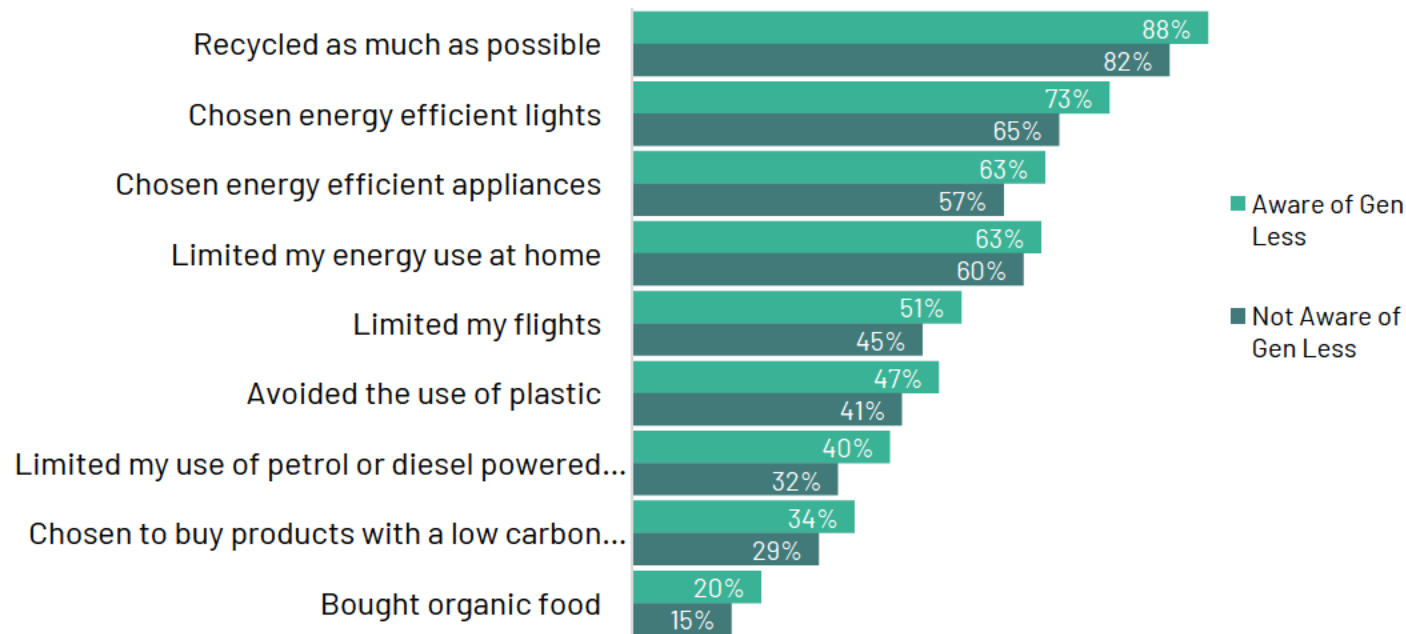
**20%** of those who recall the video talked to family or friends about climate change.



# Actions taken by people aware of Gen Less vs. unaware always higher

The more people who know of Gen Less, the higher the number of actions we should see that translating to

## Q2 FY23 Actions taken by awareness of Gen Less



Source: CLIMATE\_ACTIONS. Which of the following actions have you taken recently in order to reduce your climate change impact?  
Base: Aware of Gen Less n=159, Not Aware of Gen Less n=384

# How this campaign aligns to behaviour change theory

**This campaign was designed taking consideration to both and COM-B model (Michie et al 2014) and the Social Norming theory (Perkins and Berkowitz in 1986):**

## **COM-B**

The COM-B model of behaviour change suggests that capability (C), opportunity (O) and motivation (M) are essential for any behaviour (B) to change. And these three components interact with each other.

Rather than highlighting a single action that could have excluded a vast majority of the audience this campaign looked to highlight absolute breadth of simple climate actions that individuals and business could do depending on their capability and opportunity. The research clearly showed that seeing others like themselves acting was a strong motivator so become central to the campaign approach. Simply showing the myriad of actions addressed the big psychological barrier of "I'm keen but don't know what to do".

## **Social Norming**

Simply explained, social norming is "when individuals practice a behaviour because they believe that others like them or in their community practice the behaviour".

This campaign highlighted and amplified the simple and achievable energy related climate actions of a large volume of diverse yet everyday New Zealanders.

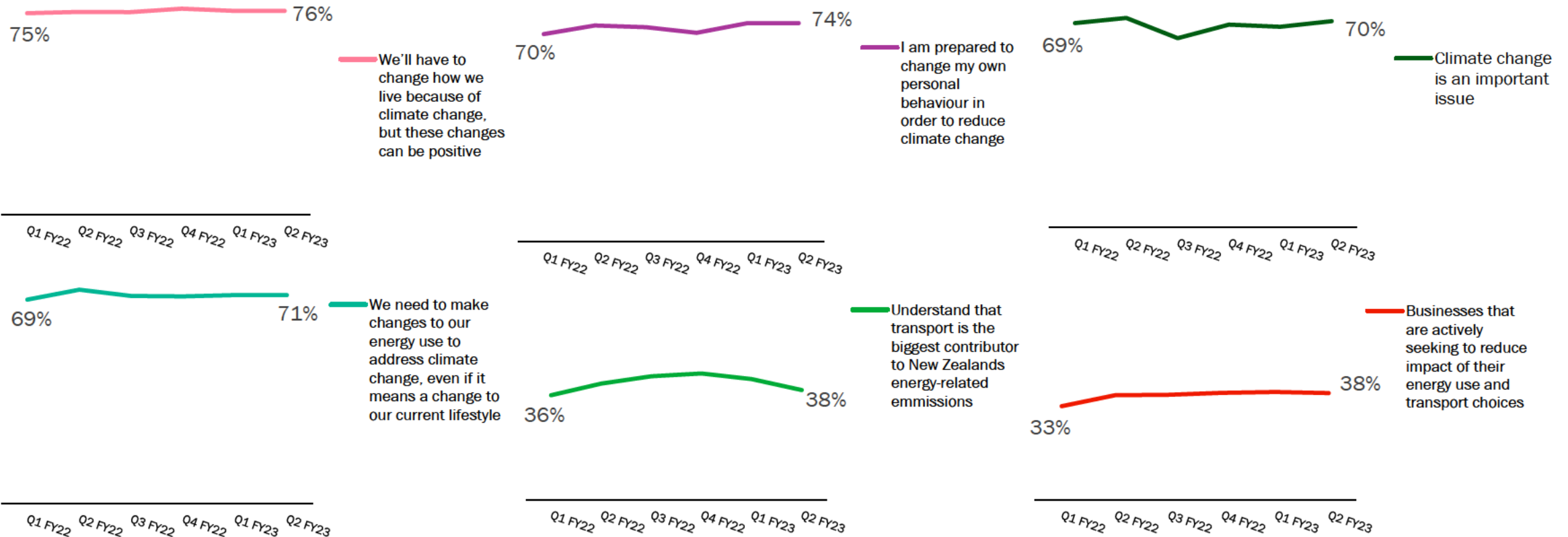
Simply showing Kiwis (that look like and reflect the audience we are trying to engage) explicitly doing these actions over a sustained period helps others to see what is happening in and around them and changes the narrative that doing climate actions doesn't make you a trailblazer anymore it makes you part of the crowd. We supported social norming through our amplification of actions already happening, increasing their visibility and normalising them.

**Ultimately, the campaign is trying to contribute to the shifts in longer-term beliefs, attitudes, and actions of New Zealanders.**

Public engagement is crucial to bring New Zealanders on the journey of a low-carbon, climate-resilient transition.

# Key longer-term belief metrics show incremental improvements over time of campaign

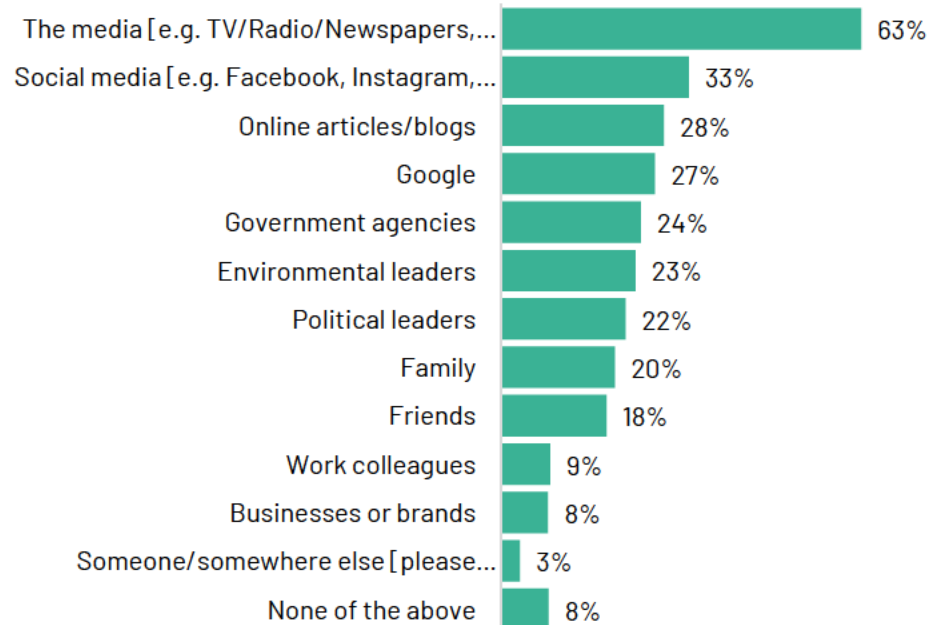
This requires persistent and sustained share-of-voice in market, while notwithstanding that advertising is only one lever that can contribute to these shifts; other interventions are crucial in parallel and the cultural backdrop is always a wildcard. Behaviour change shifts take years to build momentum in.



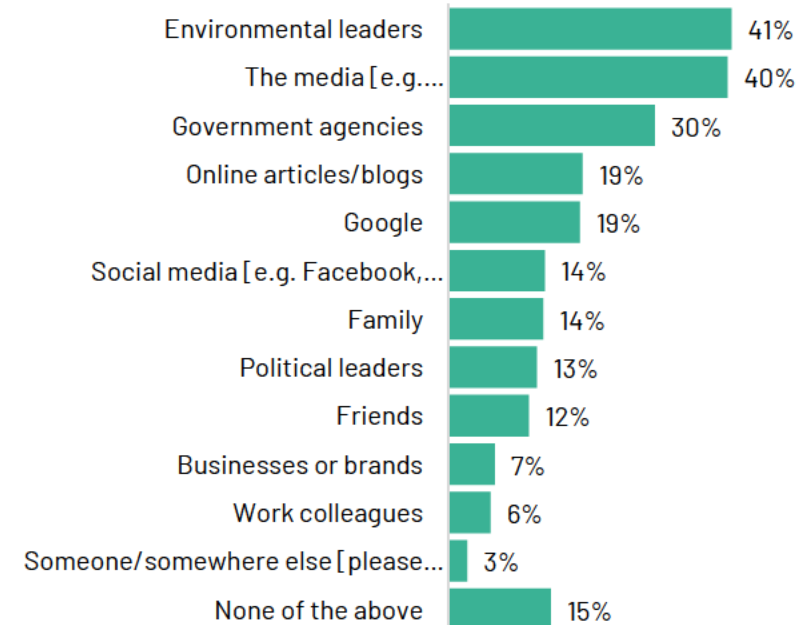
CLIMATE\_BELIEFS. How much do you agree or disagree with below statements? CLIMATE\_ACTIONS. Which of the following actions have you taken recently in order to reduce your climate change impact? VEHICLE\_TYPE\_CONSIDER. There are a number of different types of vehicles currently being sold in New Zealand?  
 Base: Consumer Monitor monthly sample circa n=250, Business 6-monthly dip circa n=500

# What's more, New Zealanders expect to hear from Government agencies with climate change information

Climate change information – current sources used



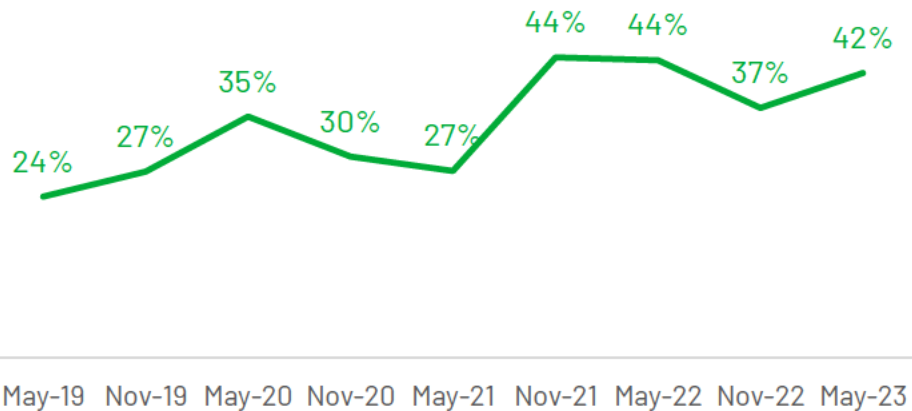
Climate change information – sources people trust



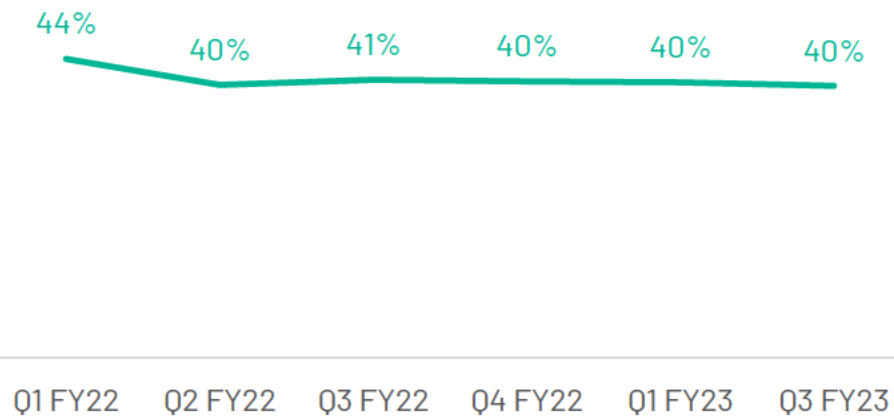
Where do you currently get information about climate change from?  
And which sources would you/do you trust to get climate change information from?  
Base: n=774

# We've still got a lot of work to do to help New Zealanders know where to go to find information

Businesses that know where to access information (Agree / Strongly Agree)



Consumers that know where to access information (Agree / Strongly Agree)



# In conclusion

- Trust continues to build alongside awareness of the platform, which is critical
- Majority of metrics were met through the campaign time period, in spite of an increasingly polarising cultural backdrop
- Climate action tends to take a back seat to competing pressures – e.g. cost-of-living, mandates, covid recovery – but that is the type of backdrop to expect will always be present for efforts here
- Business community increasingly aware that our messaging is for them as well as citizens
- Campaigns need to be agile to adapt to shifts in cultural sentiment and confidence – may mean a compromise on production ROI in order to have sufficient flexibility
- Opportunity now is to focus specifically on key target audiences with key actions and focus efforts – less one size fits all
- A new considered focus is required to ensure New Zealanders know where to find credible, trusted information on actions that have impact
- No single layer is enough – multiple interventions need to operate in parallel for the multiplier effect to come into action
- Year three into energy emissions behaviour change – sustained, repeated activity key to long-term behaviour change...aka keep going.

NGĀ MIHI  
GĒN LĒSS<sup>◀</sup>