The Swedish climate campaign – part of Sweden’s climate strategy
Climate change resulting from emissions of greenhouse gases by man is one of the biggest global environmental problems facing mankind in the 21st century. No other environmental problem affects all parts of society in such an all-embracing way. Scientists predict that the negative effects of the climate change on agriculture, forests, social structures and the economy as well as on the eco-system could be far-reaching.

The greenhouse gas making up the largest part of the emissions is carbon dioxide. The gas is formed when coal, oil and gas are burned, and as these fossil fuels represent slightly more than 80 percent of the world’s energy supply, this means that the countries of the world have a large-scale and complex problem to address.

The industrialised countries are responsible for most of the emissions, but it is the poor countries who are expected to be the worst affected by the climate change. The industrialised nations must therefore take prime responsibility for dealing with this problem, as laid down in the Kyoto Protocol.
Sweden’s Climate Strategy

Sweden strives to be a leading country in world politics in the area of climate change prevention. As early as 1991 Sweden drew up a climate strategy as part of its policy on energy and the climate. Sweden introduced a carbon dioxide tax the same year, becoming one of the first countries in the world to do so. The Swedish climate strategy has subsequently evolved into the 2002 political resolution on the climate:

The aim of Sweden’s climate strategy is to reduce Sweden’s emissions of greenhouse gases, as they are defined in the Kyoto Protocol, by an average of 4 percent for the period 2008–2012 as compared with 1990. The reduction is to be achieved without compensation for absorption by natural carbon sinks or flexible mechanisms. The aim is to reduce Sweden’s emissions by half by the year 2050 as compared with 1990.

We can limit the greenhouse effect and thereby the effect on the climate by having an active policy on the climate, which is integrated into the whole of society. Each and every person must bear his share of the responsibility. This applies to public authorities and local councils, but also to organisations, businesses and every single individual.

The Swedish climate strategy includes both soft and hard means of control. This pamphlet describes the climate campaign, which is one element in the initiative to provide information as part of the Swedish climate strategy. But in order to show how different measures works together within the climate strategy, we would like to describe KLIMP, Local Climate Investment Programmes, as another type of measure.
KLIMP is a special grant, which local councils and other organisations can apply for to support local plans of action for reducing greenhouse gas emissions. The plans of action must be drawn up in collaboration with trade and industry, organisations and other interested parties within the council area.

One aim of the plans of action is to spread information and knowledge at a local level, thereby increasing public awareness of the problem. The climate campaign and KLIMP therefore complement each other very well, and the two projects have also worked together during the course of the campaign.

The Swedish Environmental Protection Agency is responsible for issuing the grants amounting to 93 million Euro, and a special board has been set up by the Government to help it reach decisions regarding the grants.
The Swedish climate strategy from 2001 proposed that an initiative be undertaken to provide information in collaboration with public authorities, local councils, schools/educational establishments, trade and industry and voluntary organisations. The target group is the population of Sweden, which is around 9 million people.

It was initially proposed that the initiative should last for a three-year period, 2002–2004, with a budget of 3.3 million Euro per year. The government bill of 2003 withdrew the final year’s funding, and the campaign has therefore been run over a two-year period, 2002–2003.

The Swedish Environmental Protection Agency was given responsibility for running the climate campaign. The climate campaign’s prerequisites were, in addition to those outlined above, that all information should have a scientific foundation, based on the Intergovernmental Panel on Climate Changes (IPCC) analyses and reports. In addition, the climate campaign was to start from a well-defined platform and have clear aims.
The Aims of the Climate Campaign

1 Increased knowledge of the causes of the accelerating greenhouse effect (focussing on emissions of carbon dioxide by man).

A survey conducted in the autumn of 2002 revealed that 24 percent of the Swedish people believe that carbon dioxide is the cause of the greenhouse effect, and 16 percent believe that households have a significant effect on it.

2 Increased knowledge of the effects the accelerating greenhouse effect can have, based on the conclusions of the IPCC.

The survey in the autumn of 2002 revealed that 43 percent of the Swedish people believe that the greenhouse effect already affects us today.

3 Increased knowledge of and changed attitude towards the amount of influence the individual can have on reducing the emission of greenhouse gases.

The survey in the autumn of 2002 revealed that 37 percent of the Swedish people believe that they can do something themselves to help reduce the greenhouse effect.

A survey of 2000 people chosen at random was undertaken in the autumn of 2002, in order to find out the starting-point as regards fulfilling these aims. The answers described above are examples of questions which were asked in the survey.
The Swedish Environmental Protection Agency has collaborated with public authorities, local councils, trade and industry and voluntary organisations in running the climate campaign. This collaboration has been a decisive factor in the success of the campaign. Furthermore all the activities during the campaign have been undertaken with the involvement of other organisations. In total the climate campaign has involved over 100 different organisations.

The climate campaign has been based on 3 types of activity: national activities; local activities and support for existing networks. The collaboration has taken place within the scope of all 3 types of activity.

The collaboration has taken the form of the climate campaign being responsible for supplying communications expertise and project management, as well as financing activities, whilst the organisations have contributed by allowing their established channels of communication to be used to communicate with the target group, supplying staff who have taken part in the activities and providing expertise from their own spheres of activity. All the activities have been based on the climate campaign’s aims and communications platform. This form of collaboration has proved to be very effective.
The Campaign’s Starting-Point

The climate campaign’s project team spent six months undertaking the research, analysis and strategy work necessary for creating the solid foundations for a successful campaign.

Around 15 research studies formed the basis of the analysis describing the campaign’s starting-point. Research studies which have already been carried out were also used. Some of the studies conducted in connection with the campaign were:

- People and organisations involved in the climate issue – what does the Swedish climate arena look like?
- Motivation analysis – what are the motives of people working with the climate issue?
- Media analysis – how do the media deal with the climate issue?
- Future analysis – what future trends might affect the views of the Swedish people towards the climate issue?
- Quantative studies of the knowledge of the Swedish people about the climate issue.
- Qualitative studies to find out how people think and talk about the climate issue.
- Experiences gained from previously run community campaigns and experiences from other countries.
- Risk analysis.

The overall conclusions obtained from the analysis (August 2002) were:

- The climate issue is complex and difficult to understand and therefore causes a lot of uncertainty amongst the Swedish population.
- Society faces many threats, which are more imminent in terms of timescale than climate change, and this means that people find it difficult to take an active interest in something such as climate change, which seems to lie so far in the future.
• The Swedish people feel that it is an important issue, but are negative with regard to making a personal commitment.

• Experiences from earlier campaigns indicate that it is important to communicate in a way which makes it possible for people to relate the issue to their everyday lives. It is also important to point out individual solutions.

• Threatening scenarios need to be associated with solutions in order for people to accept the problem.

• The climate issue is not on the media’s agenda and is not a subject for discussion in a way or to the extent, which is desirable for the climate campaign.

• There are currently many people involved with the climate issue, but there is no central driving force or arena to pull it all together. To the extent that the various parties involved deal with the climate issue, it is usually as an integrated part of the overall environmental issue.

• The Swedish Environmental Protection Agency is a credible sender of the message regarding the climate campaign, but to achieve the best results activities ought to take place in collaboration with other organisations involved in the climate issue.
The Communications Strategy – How to Achieve the Aims

The climate campaign’s overall communications strategy describes how to achieve the desired results from the campaign’s starting-point. Some important strategic choices:

- The campaign has 3 levels of activity: national activities aiming to make the greenhouse effect an issue for everyone in society; local activities aiming to bring the issue closer to people’s everyday lives; and collaboration with already established networks as a way of creating a distinct arena for the climate issue in Sweden.

- Threatening scenarios on consequences of climate change should be associated with solutions, and the message should be adapted so that it can be communicated to various target groups. The climate campaign should focus on the concepts of the greenhouse effect and the emission of carbon dioxide.

- The Swedish Environmental Protection Agency should be the organisation, which relays the climate campaign’s message, but in order to achieve a greater impact, it is vital that it collaborates with other organisations.

- The climate campaign should have an integrated approach to communication. All activities/projects to be undertaken should be co-ordinated and work in conjunction to optimise the effect and achieve the desired results.
The project description states that the target group for the campaign is the whole of the Swedish population. The results will also be measured by interviewing 2000 randomly selected individuals.

In order to achieve the best possible result, the message was directed at people, where it was felt that the effort put in would give the best return, the so-called communication target group.

It was decided that people who were already familiar with the issue were not to be included in the communication target group, which meant that the message was not adapted to suit this ”elite group”. The consequence of this was naturally that this target group perceived our message as being too simplistic. There are also people whom we could spend a lot of time and effort trying to reach, but who will never take any notice of the issue. The remaining group is our target group, which in the broadest definition is made up of 5 million people, whom we are trying to communicate with. We have chosen to call these people ”dozing community activists.”

The people in the target group for the communications strategy are called ”dozing” because when the campaign started, they did not have a high enough level of awareness about the issue, and ”community activists” because they needed to be activated, a deliberate act however small in the right direction affects knowledge and attitude.

The ”dozing community activists” are open to new ideas and experiences. They care about other people and believe that all people are equal. They believe that social and environmental issues are important, but often feel that they are complex and elusive issues: “That doesn’t affect me, does it?” They don’t mind doing their bit though, as long as they know they are helping themselves and their surroundings, and it doesn’t seem too difficult. If they are convinced about the merits of an issue they are energetic and willing to involve family, friends and acquaintances.
The Aims of the Communications Strategy – What Should the Target Group Feel/Think?

When the campaign started, the greenhouse effect was perceived to be a complex problem, which was difficult to understand. Many other threats to society were perceived as being more imminent, both in terms of timescale and proximity. People find it difficult to take an active interest in something, which is felt to be very far away and only poses a threat in the long term.

When the climate campaign is over, the aim is that the target group is aware that the greenhouse effect affects everyone at a personal level.

The Communications Platform

The subject of the communications platform is the greenhouse effect, and the platform has not been designed for use by any one specific organisation wishing to send a message, for example the Swedish Environmental Protection Agency. One of the main reasons for this was that it needed to be easy to invite other interested organisations to get involved, using the platform designed by the climate campaign. This approach has proved to be very successful throughout the course of the campaign.

The platform comprises on the one hand rational values, (the climate campaign signifies), i.e. the three most salient rational values the receiver should associate with the climate campaign, and on the other hand emotional values, (the climate campaign is): If the climate campaign were a person who came into this room, which three personality traits should we notice first. Together these rational and emotional values create the impression the climate campaign wishes to imprint on the receiver’s consciousness.

The communications platform also expresses what the climate campaign is trying to communicate. It is a strategic choice of approach, which indicates a clear and definite direction for all forms of communication, irrespective of channel or where in time we find ourselves. The so-called strategic communications concept is: ”The greenhouse effect – a big problem with many simple solutions.” When communicating with the target group the concept has been translated into: ”The greenhouse effect affects you (a big problem), how do you affect it (many simple solutions)’’
The climate campaign has consisted of a variety of activities, large and small, at national and local level and support to existing networks. All the various activities will be described and evaluated in the final report, which is due to be published in 2004.

The activities described below are just a few examples of all the large and small activities, which have been carried out in connection with the climate campaign. It will hopefully provide an overview of the campaign as a whole.

**National Activities**

The primary aim of the national activities has been to arouse the interest of the target group and turn the greenhouse effect into a public issue.

**Campaign launch with the aim of arousing the interest of the target group**

A mass communications campaign was carried out with the theme; ”something strange keeps happening to the weather,” including PR-activities and advertisements on television, on billboards and in the daily press. A special website was launched, where the target group could find out more about the climate issue throughout the course of the climate campaign. The campaign was preceded by a direct mailing initiative where information was sent to important creators of public opinion and decision-makers in society, with the aim of informing them about the climate campaign and inspiring them to organise their own activities.

**Special initiatives aimed at immigrant target groups**

A pamphlet about the greenhouse effect was translated into English and into the five main immigrant languages: Turkish, Persian,
Arabic, Spanish and Serbo-Croat. The pamphlet was put out on a special website. Advertisements were run in all five languages in the conurbations to draw attention to the website.

**Collaboration with The National Natural History Museum**

There is an IMAX-cinema called Cosmonova adjacent to the National Natural History Museum, showing films on a large screen. ‘The World of Coral’ is an IMAX-movie, which depicts how the sea’s increasing temperature is contributing to the death of coral. The climate campaign has produced a short film about the greenhouse effect in connection with the film, which was shown before the start of the main film.

**Local Activities**

The aim of the local activities has been to raise the issue of the greenhouse effect in the local media and encourage people to meet up, with the aim of making the greenhouse effect an issue which affects people’s everyday lives. Some examples of local activities are outlined below.

**One-to-one meetings with the aim of rewarding climate-friendly behaviour**

On World Environment Day on 5th June 2003 and in connection with Mobility Week on 22nd September a number of local activities were organised all over the country, in collaboration with councils and voluntary organisations, with the aim of encouraging people to meet up and hear about the greenhouse effect by rewarding those who cycled, walked or travelled by public transport.

**Campaign with the aim of making the connection between car driving and the greenhouse effect**

A campaign was run during the summer of 2003, in collaboration with Vägverket (the National Road Administration), Konsumentverket (the National Board for Consumer Policies), Biluthyrningsbranschens Riksförbund (the National Association of Car Hire Dealers), Ecodriving International, Däckbranschens Informationråd (the Tyre Industry’s Information Council), Petroleumshandelns Riksförbund (the National Association of Petrol Dealers), Studieförbundet Vuxenskolan (the Adult Education Association) and Studiefrämjandet (the Organisation for the Promotion of Study) (a number of Non-Government Organisations), with the aim of connecting economical driving and correct tyre pressures with the greenhouse effect. The campaign offered to check and adjust people’s tyre pressures for free at
a number of places around the country, whilst also handing out information about economical driving, tyre pressures and the greenhouse effect. The campaign supported the local activities by advertising them in the local media, such as on local radio and on billboards. The press was also informed in order to draw attention to the activities in the local media.

Weathermen’s tour with the aim of airing the issue of the greenhouse effect in the local media

Two of Sweden’s most prominent weathermen, John Pohlman and Martin Hedberg, were engaged to travel round the country and talk about the greenhouse effect and the fact that something strange keeps happening to the weather. The general public and journalists were invited to listen to an inspiring talk on the climate and the weather in about 30 locations of strategic importance from the point of view of media coverage.
Support to existing networks

There are several different network within local councils, businesses and voluntary organisations who are involved with the climate issue. The climate campaign has been keen to encourage and support their work in order to spread information about the climate. Here are some examples of networks the climate campaign has collaborated with.

Collaboration with Klimat.nu

Klimat.nu is a network of voluntary organisations who are involved with the climate issue. The climate campaign has for example provided financial support, so that the network could employ someone to support and co-ordinate the initiatives undertaken by the voluntary organisations. Klimat.nu has taken part in several of the local activities organised by the climate campaign.

Collaboration with BLICC, Business Leaders Initiative of Climate Change

BLICC is an association of companies whose aim is to bring about change in their own organisations to help the climate. The climate campaign has supported the network by providing PR-expertise and a pamphlet on the greenhouse effect. The pamphlet has been distributed to all employees in the organisations.

How Has the Climate Campaign Been Organised?

The climate campaign has been organised in such a way as to provide the best possible conditions for co-ordinating all forms of communication and firmly establishing the issue in people’s minds.

There is a Campaign Manager who is responsible for running the climate campaign, with the support of a project team, which has been responsible for strategic issues and also for reporting back to the campaign’s steering committee.

The project team has received help from a communications team in turning the strategies into creative communication. The team has comprised an advertising agency, a PR-agency and a web-agency, but has also included employees from the National Environmental Protection Agency and a representative from the scientific community in the form of a Professor of Media and Communications Studies.

The way the campaign has been organised has proved to be very effective in running a project the size of the climate campaign.
The Swedish people have become more knowledgeable!

An extensive survey was undertaken in November 2002, involving interviews with 2000 people selected at random, to measure the level of knowledge of the Swedish people. An identical survey was carried out in November 2003 to see whether people had become more knowledgeable during the period when the climate campaign carried out a variety of activities. A comparison of the two surveys shows the following:

**Aim 1a: Increased knowledge of the causes**

The Swedish people have become more knowledgeable about the causes of the accelerating greenhouse effect.

- In 2003, 67% answered that the greenhouse effect was due to emissions of fossil fuels/transportation, as compared with 57% in 2002. 37% answered that it was due to emissions from industry, as compared with 33% in 2002.

- In 2003, 96% believed that the greenhouse effect would affect those living in Sweden now or in the future, as opposed to 92% in 2002. 52% felt that the greenhouse effect was something which already affected us now, as compared with 43% in 2002.

- In 2003, 44% associated the greenhouse effect with a warmer climate and higher temperatures, as compared with 31% the year before, and 37% associated it with climate changes/effects on the climate, as compared with 28% in 2002.

**Aim 1b: Increased knowledge of the effects**

The Swedish people have become more knowledgeable about which effects an accelerating greenhouse effect might have.

- 85% believed that the greenhouse effect would mean that flooding and storms would become more frequent, and 86% believed that we would have warmer summers and winters. The figures for the previous survey were 81% and 80% respectively.
**Aim 2: Changing people’s attitudes as regards their own actions**

The Swedish people have become more knowledgeable about what each individual can do to reduce emissions of greenhouse gases, and their attitude towards the issue has changed as well.

56% felt that we in Sweden could have some influence on reducing the greenhouse effect, as compared with 51% in 2002.

74% answered ”Yes, absolutely” or ”Yes, maybe” to the question about whether they could have some influence themselves on slowing down the greenhouse effect. In 2002, the figure was 68%.

73% felt that running a household contributed ”to a great extent” or ”to some extent” to increasing the greenhouse effect, as opposed to 69% in 2002.

**Aim 3: Acceptance of the need for society to change**

The majority of Swedes were in favour of state control as regards the restriction of carbon dioxide emissions. There was certainly great opposition to selective purchase taxes on petrol, oil and aeroplanes for example, but people felt that a certain level of control by the state and also voluntary changes in behaviour would be required, if we were to succeed.

As regards the question of whether state control was required, or whether limits on carbon dioxide emissions should be voluntary, or whether both alternatives were necessary, there was a shift towards more people making an active choice. The number of people who felt that the state should implement control measures increased, but so did the number of people preferring voluntary action.

**The credibility of the Swedish Environmental Protection Agency as regards the climate issue has increased**

81% felt that the Swedish Environmental Protection Agency was a credible organisation as regards providing information about the greenhouse effect and climate changes, as compared with 75% in 2002.
The Media no longer question the issue’s existence but assert it!

The climate campaign has evaluated the media coverage for the period 3rd June 2002 to 10th December 2003. The analysis also contains comparisons with the media analysis for the period 1st June 2000 to 1st June 2002, which was carried out during 2002.

A large number of articles have been generated by the climate campaign, which is one of the few proactive voices as regards the climate issue. Several articles have also been generated by people and organisations with whom the climate campaign has been in contact and whom it has inspired and supplied with basic data. The analysis shows that the campaign, during the limited period it was involved with external communication, has had a high level of media coverage. This includes all types of media, although the main focus for the media coverage directly related to the campaign has been in the local press.

Very few articles or features have raised any doubts about the existence of the greenhouse effect, and many articles also contain basic information about the issue and explain the causes of the greenhouse effect. The debate about the existence of changes in the climate and the seriousness of the problem have been toned down since the previous media analysis. Where the greenhouse effect is nevertheless called into question by academics in some articles, it is by people who to a great extent have an academic background in non-scientific subjects, which clearly indicates that there is ever growing agreement in the scientific community.

The issue has been brought down to a practical and understandable level thanks to the meteorologists. The weather is of crucial importance as regards the amount of media coverage.

The hot summer has played an important role in the reporting of the greenhouse effect. The floods played a similar role during the previous period of media analysis. Another important reason for the media coverage has been the TV weathermen - John Pohlman, Martin Hedberg and Pär Holmgren. The weathermen in particular have received significant coverage on television.

The climate campaign has worked closely with the above-mentioned weathermen during the period of the campaign.
What happens now that the climate campaign is over?

The climate campaign ended on 31st December 2003, and during the two year period that it ran, the campaign built up a stable platform for working with climate information at both a national and a local level. One very important part of the final phase has therefore been to evaluate and make recommendations regarding how the campaign should be managed in the future by the authorities, including The Swedish Environmental Protection Agency, municipalities, trade and industry and voluntary organisations. The recommendations are included in the final report.

It is also important that the climate campaign shares its experiences in Sweden and abroad. One part of that is the brochure you are holding right now. If you would like more detailed information or have any specific questions, please contact us.

The climate campaign has been used to build a platform for communicating about the causes of the greenhouse effect, its consequences and solutions to the problem. But it is important that the issue is kept in the media spotlight and continues to be the subject of debate at both national and local level, as most of the work to reduce our greenhouse gas emissions remains to be done.