

EECA Brief: 'Transport' Jam Layer

22 September 2020

Current Situation

New Zealand is a nation of car lovers. With over 3.3 million vehicles on the road, our vehicles give us freedom: freedom to jump in the car and go wherever we want, whenever we want. We have never owned more cars per person than we do now, and it continues to be on an upward trajectory.

While 83% of New Zealanders believe in climate change, what New Zealanders and businesses are blissfully unaware of is that their transport is their biggest contributor to their carbon footprint. In fact, people believe that recycling and waste have more of an impact on the climate than their transport use. (See graph later in brief.)

In order to achieve New Zealand's climate change goals, we need New Zealanders and businesses to understand their transport impact on the climate and rethink how they use their vehicles.

What do we want to achieve?

This sub-campaign needs to:

1. Make New Zealanders and SME's fully aware that their transport is their biggest contributor to their carbon footprint/climate change
2. Get New Zealanders and SMEs to change their transport actions (act). Key actions:
 1. EV's are a great option
 2. Drive less (eg only: optimise your transport, car-free day)
 3. Use or buy/lease a more efficient car (use your smaller car, hybrid, EV)
3. Act as the support layer for the Gen Less 2.0 AV and build Gen Less recognition amongst New Zealanders and SME's

This sub-campaign needs to work so cohesively with the Build layer and Always-On layer that New Zealanders see all of our Gen Less activity as one overarching programme of work. This means using the 'Power of No' creative concept and ensuring the messaging and look-and-feel works cohesively and consistently across:

- all layers (Build, Jam, Always-On),
- all territories (Transport, Home, Business) and
- all possible channels

This campaign uses \$200k from the 'EV Information Campaign' fund that EECA is responsible for administering. Therefore it is critical that this campaign has EV-specific messaging in it that can be reported on.

We will also be spending \$100k to sponsor Haydon Paddon. He is launching his world-first, purpose-built EV Rally car on 4th November and will be racing it during the 'City of Auckland' car rally (14th/15th November). This is one example of how we will use the Always-On layer (social, eDM etc) to strengthen and build connection with the Jam layer.

Refer to the Appendix for our Consumer and Business ‘actions’ framework (transport-related). The EECA team will be using this framework to build up the ‘Always on’ material to build on the Build and Jam layers. This will include infographics, videos, case studies, quotes, etc.

Why is this important?

Transport is responsible for 48% of New Zealand’s energy-related greenhouse gas emissions (and 20% of all greenhouse gas emissions).



Yet, research from TRA shows that New Zealanders do not think about their transport use as a contributor to their carbon footprint.

Actions perceived as most impactful

| | |
|--|-----|
| Recycling as much as possible | 59% |
| Avoiding the use of plastic | 51% |
| Reducing our use of petrol or diesel powered vehicles | 41% |
| Choosing to buy products with a low carbon footprint (e.g. produced locally) | 32% |
| Choosing energy efficient appliances | 26% |
| Using less energy at home | 20% |
| Reducing our flights | 17% |
| Choosing energy efficient lights | 16% |
| Buying organic food | 4% |

Actions taken regularly

| | | vs Q1 |
|--|-----|-------|
| Recycled as much as possible | 83% | - |
| Chosen energy efficient lights | 69% | +5% |
| Chosen energy efficient appliances | 63% | -1% |
| Limited my energy use at home | 56% | -7% |
| Avoided the use of plastic | 46% | - |
| Limited my flights | 37% | +4% |
| Chosen to buy products with a low carbon footprint (e.g. produced locally) | 33% | +6% |
| Limited my use of petrol or diesel powered vehicles | 32% | 0% |
| Bought organic food | 17% | - |

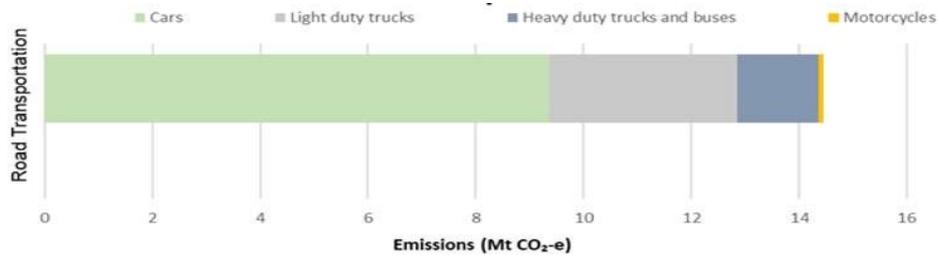
(Source: Consumer Monitor - Apr-Jun 2020)

Key Facts

Ministry of Transport stats:

1. 3.3M light passenger vehicles in NZ in 2018. This is a 24% increase between 2012 and 2018
2. While the NZ population grew by 850,000 since 2003, our car fleet has grown by 1,165,000
 - a. Since 2000, NZ’s light passenger vehicles (eg. cars) has increased by 54%.
 - b. NZ’s light commercial fleet (including utes) has increased by 79%. Fringe Benefit Tax exemptions for commercial vehicles has encouraged businesses to buy utes, rather than cars, when the vehicle is used for both business and personal purposes.
 - i. Utes are almost universally heavier and less fuel efficient than cars.

3. 802 vehicles per 1000 people
4. Average age of vehicle: 14 years
5. Passengers per light vehicle: 1.58
6. Emissions per vehicle: 2.8 tonnes per year
7. Cars are NZ's biggest road transport emitters:



8. The rate of imported Light commercial vehicles (eg. utes) has increased significantly and are not always being used for their 'commercial' purposes.

Barriers

- General transport
 - Cars give people a sense of 'freedom'. People won't respond well if we ask them to give up their cars totally
 - A lack of good public transport infrastructure in Auckland is keeping people in their cars
 - Changing vehicles is considered expensive, therefore, New Zealanders hold onto their cars for a long time
 - 'Bigger is better' perception
- EVs and hybrids
 - Limited range of vehicles
 - Price of EVs
 - Concern about the battery – how far can you travel on one charge, lifetime of a battery, and disposal
- Efficient cars
 - Tend to be smaller

Measures of success

Awareness: People and businesses understand that their transport use is their biggest contributor to their carbon footprint and climate change

1. (SPE) Percentage of people who say that an individual's transport choices are the most significant way they can reduce energy-related emissions
2. (SPE) Percentage of people who agree we need to make changes to our energy use to address climate change, even if it means a change to our current lifestyle
3. (SPE) Recognition of Gen Less: At least 13% of New Zealanders and 11% of businesses have seen our Gen Less campaign material

(Note, where no percentage is given, the baseline and target will be established once we have Q1 Consumer Monitor data in October.)

Taking action:

1. (SPE) Percentage increase of people who have in the past month reduced the number of flights or petrol/diesel car trips by minimising outings, using videoconferencing, using an electric vehicle or by walking, biking or taking public transport. (Baseline and target to be set once we have Q1 Consumer Monitor data.)
2. (SPE) At least 37% of businesses are actively seeking to reduce the impact of their energy use and transport choices
3. (SPE) Percentage of people who are likely to consider an electric vehicle as their next car purchase

(Electric vehicle = *Battery* electric vehicle or a *plug-in hybrid* electric vehicle)

- a. Consumers: At least 37%
- b. Businesses: baseline to be established

(Note, where no percentage is given, the baseline and target will be established once we have Q1 Consumer Monitor data in October.) **Marketing:**

- 1. Gen Less engagement. Depending on the creative approach, this could include:
 - a. Views on executions
 - b. Website visits (and tool engagement)
 - c. Social Media growth and engagement
 - d. Media coverage

CONSIDERATIONS

- How does this campaign work with, and support, the Build creative and media investment to drive a cumulative affect (and not distract or confuse)?
- The art direction needs to be in line with the Build AV and the revised Gen Less brand playbook. Please show us how this might rollout over the full year to ensure that the Transport territory gets the visual cues that drives recall (eg. colour treatment, icons etc)
- As mentioned earlier, a significant proportion of this campaign budget comes from our 'EV Information Campaign' fund, so we need to have strong, specific EV messaging to justify/report this spend.

CALL TO ACTION

Genless.govt.nz, where supporting material and actions will be available. (To be determined once the media approach has been agreed.)

TIMINGS AND BUDGET

Campaign activity to commence in the first half of November, following/supporting the launch of the Gen Less 2.0 AV. The next activity planned will be a business campaign in March.

Budget: \$540k.

Note, \$200k of this budget needs to be EV-specific, as the budget comes from EV funding we receive and we must report on how the funding has been spent.

TIMING

| | |
|------------------------------|----------------------|
| Brief to agency | Tuesday 22 September |
| Reverse brief from Clemenger | |
| EECA approval (incl GM) | |

| | |
|---|------------------------|
| Creative Development – interim session | |
| Creative Development – final recommendation Media Recommendation | |
| Campaign launch | First half of November |

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APPENDIX

- a) Consumer 'Actions' Framework (work in progress)

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| HOW I MOVE / HOW I WORK | | | | | | | |
|--|--|--|---|--|---|--|--|
| Reduce travel-related emissions | | | | | | | |
| Actions | Add a car free day to your week | Ride share more with friends, family and colleagues | Buy an ev or hybrid | Ditch the second car; invest in e-bike, e-scooter or car share | Holiday local | Walk, cycle, use public transport more | Buy a smaller or more efficient petrol vehicle |
| Emotive Message | GEN LESS 2.0 - WITH HOME + TRANSPORT CTAS | | | | | | |
| Rational Justification Message - the 'what' | Lower your travel emissions and fuel costs | Save on fuel and parking. Build community. | One of the best things you can do for the environment. EVs are cheap to run, no nasty fumes go into the air we breathe, hugely reduced environmental impact, no petrol station stops | Save money on vehicle registration and maintenance. Put the money from the sale in the bank! | Don't fly - or offset emissions if you have to. Support the economy, explore somewhere you haven't been | Save on parking, get fit, avoid road rage! | If an EV is not an option for you, choose a vehicle that rates highly for fuel efficiency and reduce your carbon emissions |
| Rational Justification Message - the 'how' | Make sure your workplace has facilities to enable people to WFH. Choose public transport or car share | Talk to neighbours, mates or work colleagues | When looking to buy/upgrade | Big Street Bikes starting in new locations. Car share options Mevo, City Hop etc | | Plan trips, combine tasks, review short distance travel, | Or buy a hybrid. Visit rightcar.govt.nz to compare vehicles |
| Barriers to consider in messaging | Home setup not suitable - live with many or few. Job type doesn't allow WFH. Have dependents that need to collect etc. Public transport not available | Not a social norm, only works in specific situations, | Charge/range anxiety, upfront cost, travel long distance, unfamiliarity | Safety, e-bikes and car share can be expensive, rainy days | We feel cabin fever now! | Covid. Inconvenience. Transport infrastructure. | Norms, culture, enjoyment of grumpy vehicle |
| The Consumer Testimonial | The Busy The Self-interested The Willing | | | Sabrina video. Bike Greater Welly lady | | Sabrina video - cycling | |
| The Cost Benefit Message | | Save on transport, save time, higher home energy costs?? | Save on maintenance, fuel, best thing for the environment | E-bike storage, fit and healthy, | Support the economy, beautiful country, no jetlag, lower cost potentially | Save on parking, get stuff done while on the train/bus. Enjoy some headspace, no traffic/road rage. Exercise/get fit, parking is easy. | Save costs, park easily |
| The Expert Endorsement Message | | Andrew Caseley quote from Gen Less campaign | WCC research: https://wellington.govt.nz/our-council/news/2020/09/Car-Share-Schemes | Hayden Paddon, Kathryn Trounsen, Liz Yeaman, Sigurd Magnusson | Health Expert | | Bike Greater Welly resources: http://www.gw.govt.nz/cycling |
| The Participation Tool Message | | | | Google maps - biking time and routes. Car share apps | | NZTA resources: https://www.nzta.govt.nz/walking-cycling-and-public-transport/ | Rightcar.govt.nz. VFEL |
| The Manawhenua Consideration or Message | | | | | | | |
| The Evidence (aka tech paper or webinar etc) | If 1,000 of us walk or run or biked to travel 5kms instead of taking the car, 475L of petrol would be saved. Together, we'd prevent a 1,164kgs of CO ₂ emissions from entering our atmosphere! - EECA | If 1,000 of us walk or run or biked to travel 5kms instead of taking the car, 475L of petrol would be saved. Together, we'd prevent a 1,164kgs of CO ₂ emissions from entering our atmosphere! - EECA | Life Cycle research 2015 https://www.eeca.govt.nz/our-work/research/research-papers-and-guides/lifecycle-assessment-of-electric-vehicles/ , Smart charger research, other reports as seen on genless.govt.nz If 100,000 people replaced their petrol cars with an EV, that would prevent 136,849 tonnes of CO ₂ emissions from entering our atmosphere. 137,000 tonnes is approximately the CO ₂ emissions of 56,000 ICE cars per year. | University research - Otago? Health expert | Emissions from a Trans-Tasman flight are equivalent to the couple driving between 3,000 and 4,000 kilometres in an average car consuming 9.5 litres petrol/100 km (MoT). Given the driving distance between Kaiaia and Bluff is about 2,000 kilometres emissions from a trans-Tasman trip is equivalent to an exceptional trip around the country in excess of a typical holiday drive. Average recreational trip leg length in New | If 1,000 of us walk or run or biked to travel 5kms instead of taking the car, 475L of petrol would be saved. Together, we'd prevent a 1,164kgs of CO ₂ emissions from entering our atmosphere! - EECA. If 100,000 people used the bus for a 20 km ride that would prevent 13,000 tonnes of CO ₂ emissions from entering our atmosphere! - EECA | EECA hybrid research? |

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b) Business 'Actions' Framework (work in progress)

| Reduce travel-related carbon emissions / Optimise your travel | | | | | | | | |
|---|--|---|--|---|---|--|---|---|
| Actions | Enable your employees to WFH at least one day a week. | Optimise your travel | | | | | | |
| Emotive Message | | | | | | | | |
| Rational Justification Message - the 'what' | Before Covid, around 75% of Kiwis drove to work. Even if just one in five of them switch the car for active transport (biking or walking), or even work at home one day a week, we could avoid 84,000 tonnes of carbon emissions each year – that's like taking 35,000 cars off the road for good. | Encourage your teams and colleagues to ride share to meetings. | Remove carparking inclusions and provide public transport or ride share inclusions instead | Buy or lease EVs for your fleet (light, light commercial and heavy) | Buy or lease smaller cars; buy or lease less cars | Reduce air travel and use technology instead | Encourage your team to walk, cycle or use public transport to get to work | Mandate the hiring of EVs on business trips |
| Rational Justification Message - the 'how' | Build it into HR policies, enable the tech to easily support it. | Create corporate accounts for car share schemes such as Citytop, Mevo or Zlich. Set up a carpooling or taxi sharing calendar so staff can share rides when they travel to the same place. Car pool booking software can help to make sure the right vehicle is available for the right job. | | | Record data on how your vehicles are used over a period of months. Use this to structure an efficient fleet that still meets your needs. If 1-2 staff members often take short trips/journeys, you may be able to switch a wagon for a fuel efficient compact car – or an electric vehicle. | | There are more creative transport options than owning or leasing a car. Car share schemes, e-bikes, e-scooters and public transport are cost-effective and flexible options that can save resources and still meet your needs. Encourage staff to walk to meetings, or make it easy for them to take a bus and have the fare reimbursed. There's no pressure to do it all at once. Change one trip at a time. Others are doing the same – and it all adds up. | |
| The Business Testimonial | Not as impactful for smaller businesses? | TBC | | | | | | |
| | SME Approach SBN for a SME case study | Approach SBN for a SME case study | | | | | | |
| | Datacom? HRC? PWCT? | Christchurch City Council car share first policy? | | | | | | |
| The Cost Benefit Message | Longer term, it may also save on rent, power, emissions from office space. | | Save money | Longterm savings | Harder sell - although reducing fleet is good | Biggest thing you can do for your emissions, cost and time saving. | | |

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