



## CLIMATE CHANGE BEHAVIOURS CAMPAIGN STAKEHOLDER TOOLKIT



## GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS CAMPAIGN

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## INTRODUCTION: GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS CAMPAIGN?

The Scottish Government's Greener Scotland: Climate Change Behaviours campaign aims to promote the easy things Scottish households can do to help build a cleaner, greener Scotland.

We want to show Scots that saving the world isn't just for the movies!

We know tackling climate change can seem like a daunting task, so we're challenging Scottish households to take on 'Mini Missions'. A series of small, simple changes in everyone's everyday routine that can be done more often to make a huge difference.

There are three main areas the Greener Scotland: Climate Change Behaviours campaign will focus on:

ACTIVE TRAVEL SUCH AS WALKING TO WORK

WASHING AT 30°C

TURNING DOWN THERMOSTAT BY 1°C

The campaign will include outdoor, digital and TV advertising, brand and stakeholder partnerships, PR activity and social media promotion.

## WHAT IS THIS TOOLKIT FOR?

We need your help to inform and encourage as many people as possible to be greener and take on ‘Mini Missions’ to help Save the World by doing more of the following key actions:

- Walking instead of taking the car more often
- Washing clothes at 30°C as much as possible
- Turning down the thermostat temperature by 1°C more often

This toolkit can be used to communicate details of the Greener Scotland: Climate Change Behaviours campaign with your employees, elected members, customers and the general public. Please feel free to tailor messaging to suit your audience and relevant channels.

For more information on the Greener Scotland: Climate Change Behaviours campaign, top tips on how to be greener and why it's so important for us all to help fight climate change, head over to our website:

[www.greenerscotland.org/climate-change](http://www.greenerscotland.org/climate-change)

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS - KEY MESSAGES**

These are the key messages for the Greener Scotland: Climate Change Behaviours campaign:

- Research shows, 61% of Scottish households view climate change as an immediate and urgent problem.
- By taking on a ‘Mini Mission’ like washing at 30 more often, turning down the thermostat when you can, and leaving the car for more short journeys, we can all play a part in making Scotland a cleaner greener place to live, now and in the future.
- By making more simple changes to our daily lives, we can save money and help tackle climate change together.
- Making more greener lifestyle choices can be easier than you think. Simply washing your clothes at 30 degrees, turning your thermostat down by one degree and leaving the car to walk, cycle or take public transport for short journeys, can all make a difference.
- More greener living will help to make Scotland a better place to be – cleaner air, less noise and pollution, as well as better health and fitness for everyone.
- Saving the world isn’t just for the movies. We all have a responsibility to reduce the impact our choices make on the environment. If we look after our world, we look after Scotland too.

## ACTIVE TRAVEL

### THE FACTS

- It's estimated that 63% of Scots use the car every day for everything from commuting to work to drop the kids off at school to grocery shopping. [Source link](#)
- Almost 70% of all daily car journeys are less than 20 minutes. [Source link](#)

### THE BENEFITS

- By ditching the car to walk on your daily commute, the average person could save over £3,000 per year. [Source link](#)
- Walking just one mile can burn up to 100kcal and walking just 30 minutes a day could burn 5-10 lbs of fat a year. [Source link](#)
- We could reduce Scotland's carbon emissions produced by transport by up to 25% if we ditched the car more often. [Source link](#)

## TURNING DOWN THE THERMOSTAT BY 1°C

### THE FACTS

- The optimum thermostat temperature for the average family home is 21°C including winter time. [Source link](#)
- The average Scottish home has the thermostat set at 25°C making our homes too warm. [Source link](#)

### THE BENEFITS

- Turning down the thermostat by just 1°C can save the average household £75 per year on their energy bills. [Source link](#)

## **WASHING AT 30°C**

### **THE FACTS**

- Despite public perception, the average modern washing machine can remove dirt and stains when washing at 30°C. [Source link](#)

### **THE BENEFITS**

- Washing at 30°C can make your washing machine up to 57% more energy efficient. [Source link](#)
- Washing at lower temperatures can help preserve colourful clothes and delicate fabrics and is generally better for your clothes. [Source link](#)

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS - CAMPAIGN ACTIVATION**

We have launched a series of initiatives and called on Scots to take on ‘Mini Missions’ to help tackle climate change and build a cleaner, greener Scotland. We would love for your organisation to get involved and show your support.

### **INITIATIVE 1: ACTIVE TRAVEL**

Greener Scotland has teamed up with Scottish influencers to create a walk to work Spotify playlist - the first challenge in a series of ‘Mini Missions’. Search for ‘Greener Scotland’ on Spotify to find the ‘Walking Jams’ playlist.

To launch, we captured photography of influencers walking to work and issued a media release to showcase the key facts and benefits of ditching the car for your daily commute.

### **INITIATIVE 2: CLIMATE WEEK**

Greener Scotland will invite renowned employers across Scotland to become Super Heroes for Climate Week (1 – 5 October) and encourage employees to walk to work to raise awareness around the benefits of ‘leaving the car, if it’s not far’.

It would be great to know of any initiatives planned for your organisation and network that we can help support on. Please contact

[greener@stripecommunications.com](mailto:greener@stripecommunications.com)

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS – LAUNCH MEDIA RELEASE**

This release includes background information on the ‘Mini Mission’ launch, key messaging and top tips on what your audience can do to be greener and help Save the World.

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### **SCOTS ENCOURAGED TO UNDERTAKE ‘MINI MISSIONS’ TO HELP FIGHT CLIMATE CHANGE AND SAVE UP TO £3000**

Greener Scotland has teamed-up with Scottish social media influencers today as it launches ‘Mini Missions’ – simple actions Scottish householders can undertake more often to be greener and help save the world.

New research from the Scottish Household Survey 2017 revealed 61% viewed climate change as an immediate and urgent problem.

Statistics from the Scottish Household Survey 2017 also show that 63% of Scots use the car every day for commuting to work, dropping the kids off at school and shopping. With 33% of journeys under 1km made by car or van, the first in a series of ‘Mini Missions’ will call on Scots to leave the car and walk to work more often – a simple change that has the potential to save individuals up to £3,000 per year and help people become more active, creating a cleaner, greener, healthier Scotland.

Walking instead of taking the car for daily commuting and short journeys can improve overall health and wellbeing, reduce carbon emissions and save money. Benefits can include:

- The average Scot could save up to £3,000 a year in running costs by leaving the car for their daily commute
- Walking for just 30 minutes a day can reduce the risk of breast, bowel and womb cancer by up to 45%

- Walking for just 30 minutes a day can reduce the risk of developing cardiovascular disease by up to 45%

'Mini Missions' will take place over the next three months and are designed to promote the easy things Scottish households can do more of to be greener and help tackle climate change including leaving the car for short journeys, like the daily commute. To help people across the country get motivated to leave the car for shorter journeys and walk more often, Greener Scotland has curated an inspirational 'Walking Jams' Spotify playlist brought to you by Scotland's influencers Lily Johnston (Lily Interrupted), Jojo Fraser (Mummy Jojo), and Alice Cruickshank (Twenty Something in the City). Songs on the playlist include chart topping hits 'She Moves in Her Own Way' by The Kooks, We Are Young ft. Janelle Monáe by Fun, and You Wanna Be Like Me by The Roov.

**Roseanna Cunningham, Cabinet Secretary for Environment, Climate Change and Land Reform, said:**  
"Tackling climate change can seem like a daunting task, so launching 'Mini Missions' is all about making easy, simple changes to our daily lives to make a big impact. Our first mission is calling on Scots to leave their car for shorter journeys and walk more often.

"The Scottish Government is committed to reducing Scotland's impact on the environment. Greener living will help to make Scotland a better place to be – cleaner air, warmer homes, less noise and pollution, as well as better health and fitness for everyone. By making simple everyday lifestyle changes today, we will go a long way towards helping Scotland fight the serious consequences of climate change."

For more tips and information on making greener choices visit [www.greenerscotland.org/climate-change](http://www.greenerscotland.org/climate-change). Find the 'Walking Jams' playlist on Spotify by searching 'Greener Scotland'.

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS – BLOG COPY**

This copy includes information on the ‘Mini Missions’ campaign and the three main categories for behavioural change. Feel free to use this copy on your intranet or relevant blog platforms.

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### **SCOTS ENCOURAGED TO TAKE ON ‘MINI MISSIONS’ TO HELP FIGHT CLIMATE CHANGE**

With new research from the Scottish Household Survey 2017 revealing 61% viewed climate change as an immediate and urgent problem, Greener Scotland is calling on the nation to take on ‘Mini Missions’ to help fight climate change.

‘Mini Missions’ will take place over the next few months and are designed to promote the easy things Scottish households can do more of to be greener. From ditching your car to walk to washing your clothes at 30°C, and turning down the thermostat at home, small everyday changes done more often can help save the world and save money. Benefits can include:

- Leaving the car to walk to work could save the average Scot up to £3,000
- Turning down the thermostat by just 1°C can save the average household £75 per year on energy bills
- Washing at 30°C can make your washing machine up to 57% more energy efficient and help preserve your clothes

**Roseanna Cunningham, Cabinet Secretary for Environment, Climate Change and Land Reform, said:**  
“Tackling climate change can seem like a daunting task, so launching ‘Mini Missions’ is all about making easy, simple changes to our daily lives to make a big impact. Our first mission is calling on Scots to leave their car for shorter journeys and walk more often.”

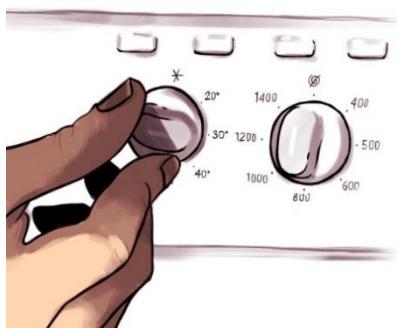
“The Scottish Government is committed to reducing Scotland’s impact on the environment. Greener living will help to make Scotland a better place to be – cleaner air, warmer homes, less noise and

pollution, as well as better health and fitness for everyone. By making simple everyday lifestyle changes today, we will go a long way towards helping Scotland fight climate change.”

For more tips and information on making greener choices visit [www.greenerscotland.org/climate-change](http://www.greenerscotland.org/climate-change)



**Mini Mission 1 – Engage leg power:** leave the car behind and walk instead. You'll cut down on CO<sub>2</sub> emissions and help create a less congested Scotland. And you'll feel great – walking helps us cope with stress and improves your mood!



**Mini Mission 2 – Make a clean getaway.** Set the washing machine to 30°C, it'll save energy and cut those fuel bills. Besides, a lower temperature wash is kinder to your clothes and they'll emerge just as clean.



**Mini Mission 3 –** Now the nights are drawing in, turn down your thermostat by just one degree. You'll cut your energy bills by around £75 a year, help create a greener Scotland and still be warm and cosy.

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOUR – SUGGESTED SOCIAL MEDIA POST**

Below is a selection of suggested social media posts to be used with the below assets. Please do feel free to edit to suit your audience and social media channel.

### **ACTIVE TRAVEL**

- Walk more often. Leaving the car for short journeys helps you save money and the world. Go on, be a #superhero. For more info, head over to <http://bit.ly/GreenerTogether>
- Leave the car and walk more often. It's good for you and good for the planet. For more info on how to help #SavetheWorld, head over to <http://bit.ly/GreenerTogether>

### **WASHING AT 30°c**

- Heroes always wash their capes at 30°. Save energy, save money and help #SavetheWorld. For more info, head over to <http://bit.ly/GreenerTogether>
- Keep washing at 30°. Your clothes will last longer and you'll help #SavetheWorld. For more info, head over to <http://bit.ly/GreenerTogether>

### **TURN DOWN YOUR THERMOSTAT**

- Turn your thermostat down 1° more often. This small change makes a big difference. For more info on how to help #SavetheWorld, head over to <http://bit.ly/GreenerTogether>
- Turn your thermostat down 1° more often to save money and help save the planet. For more info on how to help #SavetheWorld, head over to <http://bit.ly/GreenerTogether>

## **GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS – ASSETS: IMAGES & VIDEO LINKS**

Below is a WeTransfer download link to images, Boomerangs and video content that can be used on your digital and social channels and shared with your partners and audience.

Download here: <https://we.tl/t-KlqfwPNxlZ>

YouTube links to campaign adverts to embed on your website or blog and across social media:

Climate Change Behaviours advert – 40 seconds:

[https://www.youtube.com/watch?v=Z\\_8mjzHI>No&list=PL76825582AE2B9B87](https://www.youtube.com/watch?v=Z_8mjzHI>No&list=PL76825582AE2B9B87)

Climate Change Behaviours advert – 30 seconds:

<https://www.youtube.com/watch?v=WM5a6rO3RCk&list=PL76825582AE2B9B87&index=2>

Active travel video:

[https://www.youtube.com/watch?v=UXM\\_tmEiSIA&index=3&list=PL76825582AE2B9B87](https://www.youtube.com/watch?v=UXM_tmEiSIA&index=3&list=PL76825582AE2B9B87)

Food waste reduction video:

<https://www.youtube.com/watch?v=rGOXuw0Fwlg&index=7&list=PL76825582AE2B9B87>

Washing at 30°C video:

<https://www.youtube.com/watch?v=eGJbN3ZFhNo&list=PL76825582AE2B9B87&index=8>

Turn down the thermostat video:

<https://www.youtube.com/watch?v=8ow8ZPUyNt0&index=9&list=PL76825582AE2B9B87>

For additional high-resolution images and video content please contact  
greener@stripecommunications.com

## GREENER SCOTLAND: CLIMATE CHANGE BEHAVIOURS – CALENDAR DATES

This calendar outlines key dates Greener Scotland will promote across its social and digital channels. You are encouraged to either share these posts on your own channels or create your own content with messaging tailored for your audience.

DATE	EVENT	ACTIVITY
<b>SEPTEMBER</b>	CAMPAIGN LAUNCH	Greener Scotland launched ‘Mini Missions’ with Scottish influencers
<b>21 SEPTEMBER</b>	ZERO EMISSIONS DAY	Posts will promote the international day with tips on the small things we can do to help reduce our carbon emissions
<b>22 SEPTEMBER</b>	CAR FREE DAY	Posts will encourage Scots to ditch their car for the day to either walk or cycle to work. You’re encouraged to showcase how your organisation is supporting staff to ditch the car for one day and to promote incentives relevant to your audience
<b>1 – 5 OCTOBER</b>	CLIMATE WEEK	Greener Scotland will invite Scottish employers to become Super Heroes for Climate Week and encourage staff to walk to work to raise awareness on the benefits of ‘leaving the car, if it’s not far’
<b>5 OCTOBER</b>	ENERGY EFFICIENCY DAY	Posts will promote the international day with tips on how to make our homes more energy efficient
<b>OCTOBER</b>	WALK TO SCHOOL MONTH	A series of posts encouraging Scots to walk their kids to school. You’re encouraged to show your support and showcase the incentives relevant to your audience



**Greener  
Scotland**  
Scottish  
Government

## PR CONTACT DETAILS

For any enquires including media opportunities and for additional information, please contact:

Email: [greener@stripecommunications.com](mailto:greener@stripecommunications.com)

Tel: +44 (0) 131 561 8628

## GREENER SCOTLAND: USEFUL LINKS

Website: [www.greenerscotland.org/climate-change](http://www.greenerscotland.org/climate-change)

Facebook: [GreenerTogether](#)

Instagram: [@GreenerTogether](#)

Twitter: [@Greener2gethr](#)

YouTube: [ScottishGovernment](#)