

# Engaging New Zealanders' Hearts and Minds

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TE TARI TIAKI PŪNGAO  
ENERGY EFFICIENCY & CONSERVATION AUTHORITY

## Our mission

Mobilise New Zealanders to be world leaders in clean and clever energy use

## Our desired outcome

A sustainable energy system that supports the prosperity and wellbeing of current and future generations

### Outcomes by focus areas



Productive and low-emissions business



Efficient and low-emissions transport



Energy efficient homes



Government leadership



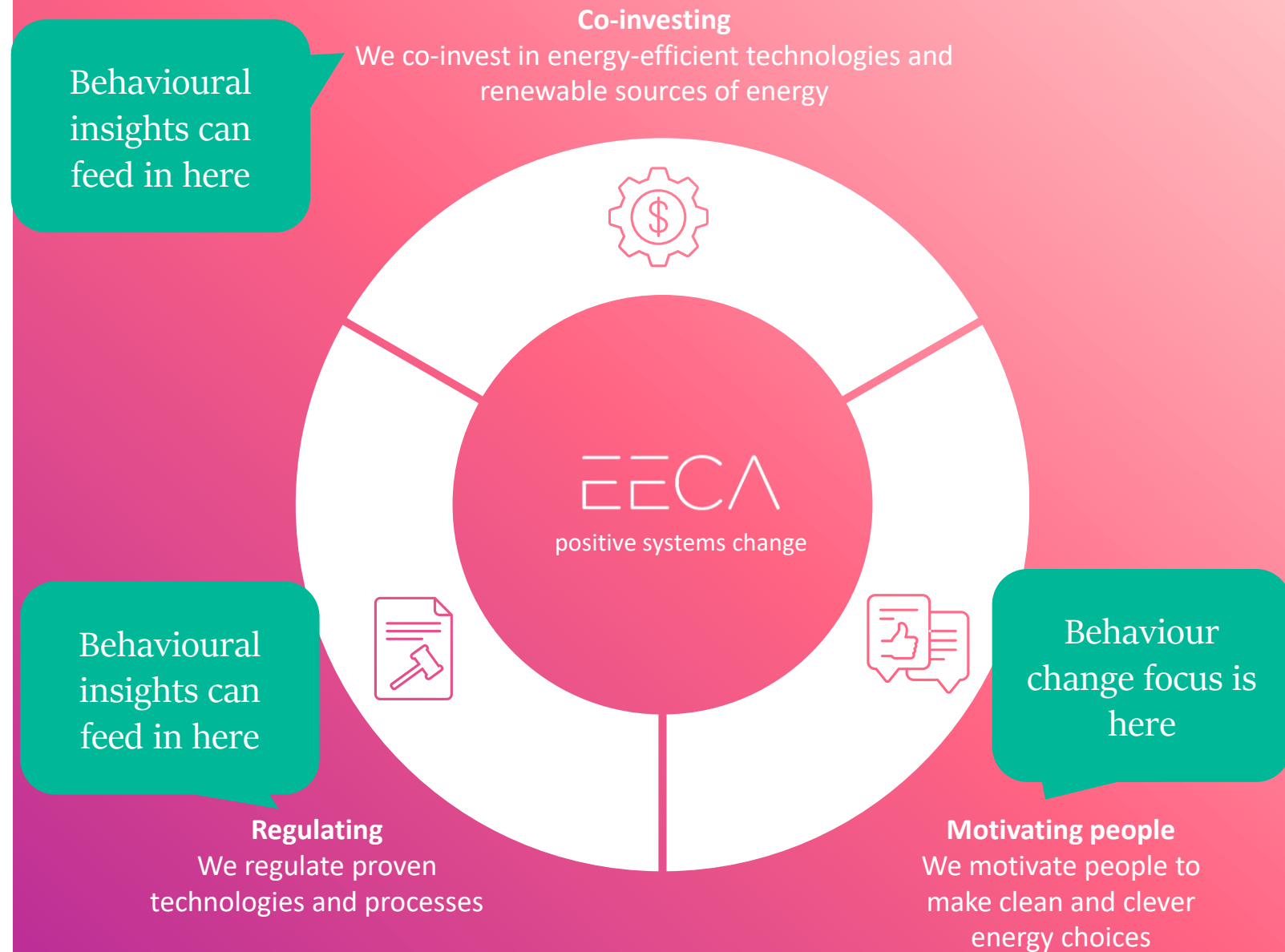
Engage hearts and minds

# Outcomes in “Engage Hearts & Minds”

- ✓ New Zealanders feel that the way they use energy positively contributes to achieving New Zealand’s climate change commitments
- ✓ New Zealanders expect and demand energy-related products and services based on their energy efficiency and sustainability



## EECA's Three Levers

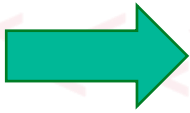




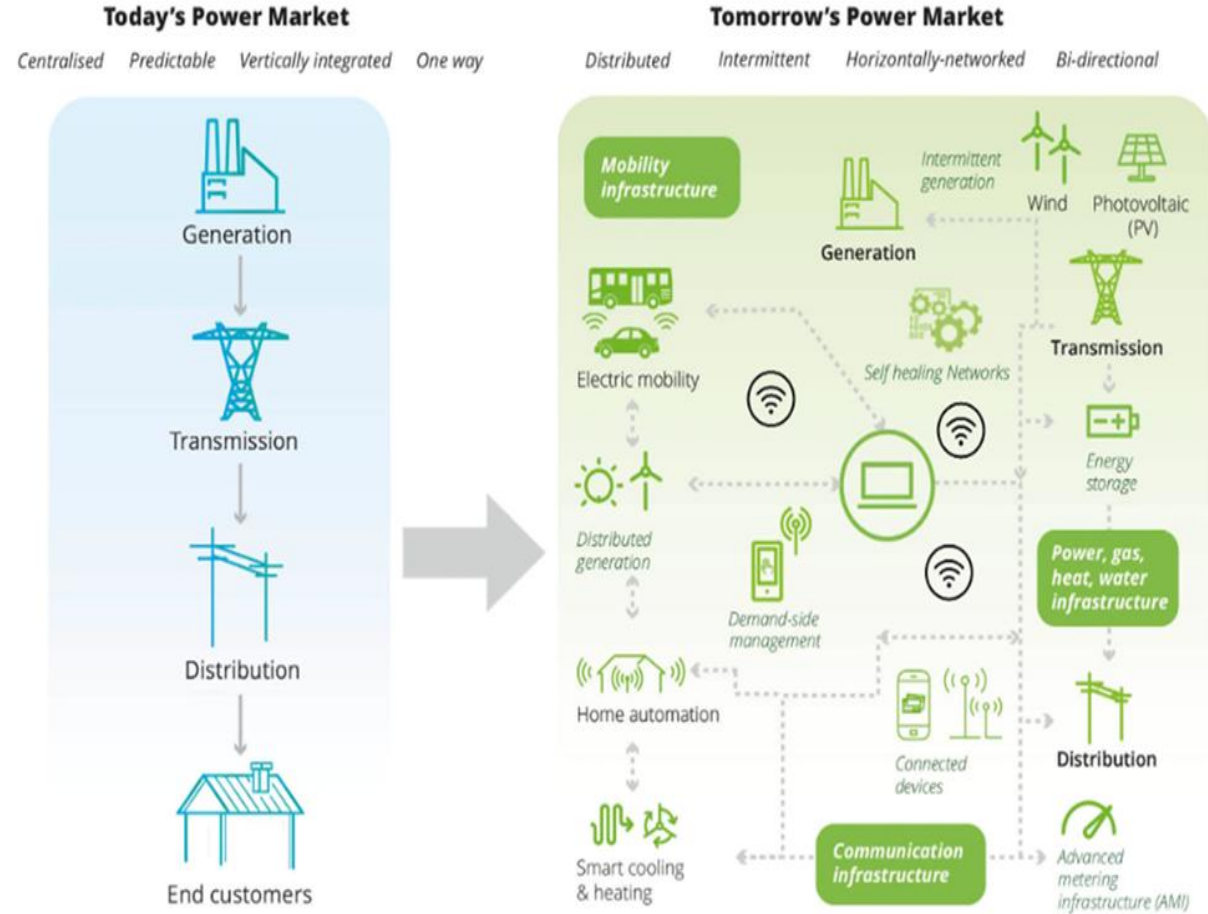
# Systemic change will require broad public support

The public will play a key role in tomorrow's power markets

EECA needs to shift:  
from simple education/ information  
tactics



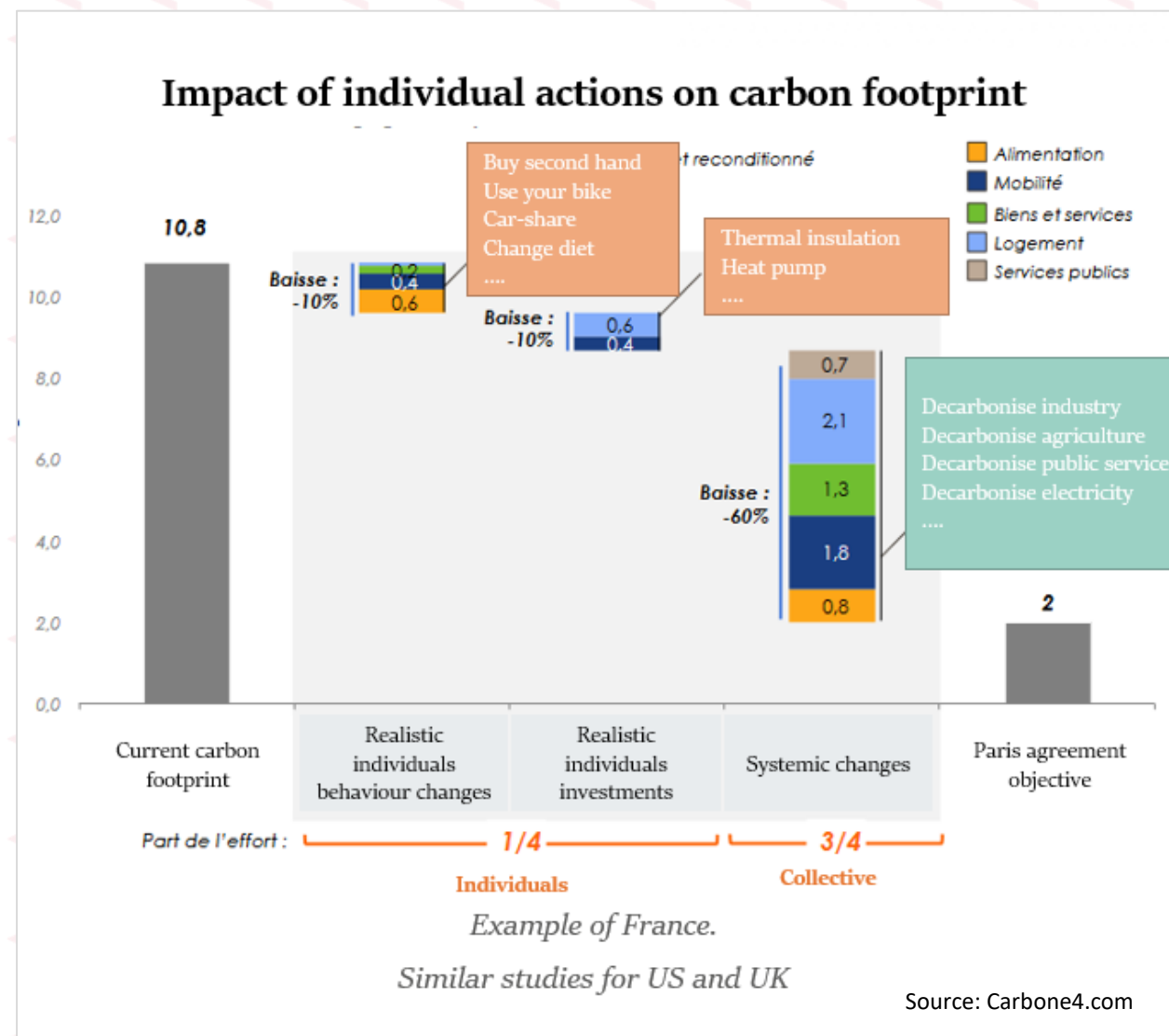
to a long-term behaviour change  
strategy



~75% of an individual's carbon footprint is out of their direct control

Individual actions are not enough

A dual approach is needed



# EECA's Hearts & Minds Strategy



DO BUSINESS

MOVE

LIVE

LEAD

Eg. develop and promote a vision for sectoral transitions

TOP DOWN

Creating an environment to enable systemic change

Getting social license and demand for system change

Create fertile ground to enable systemic change, where sustainable energy is accepted & demanded

Getting individuals to make climate-friendly choices where they can

Driving behavior-change through evidenced-based specific actions  
BOTTOM UP

Eg. develop and promote sector-specific behaviours



GENLESS

## Motivating People

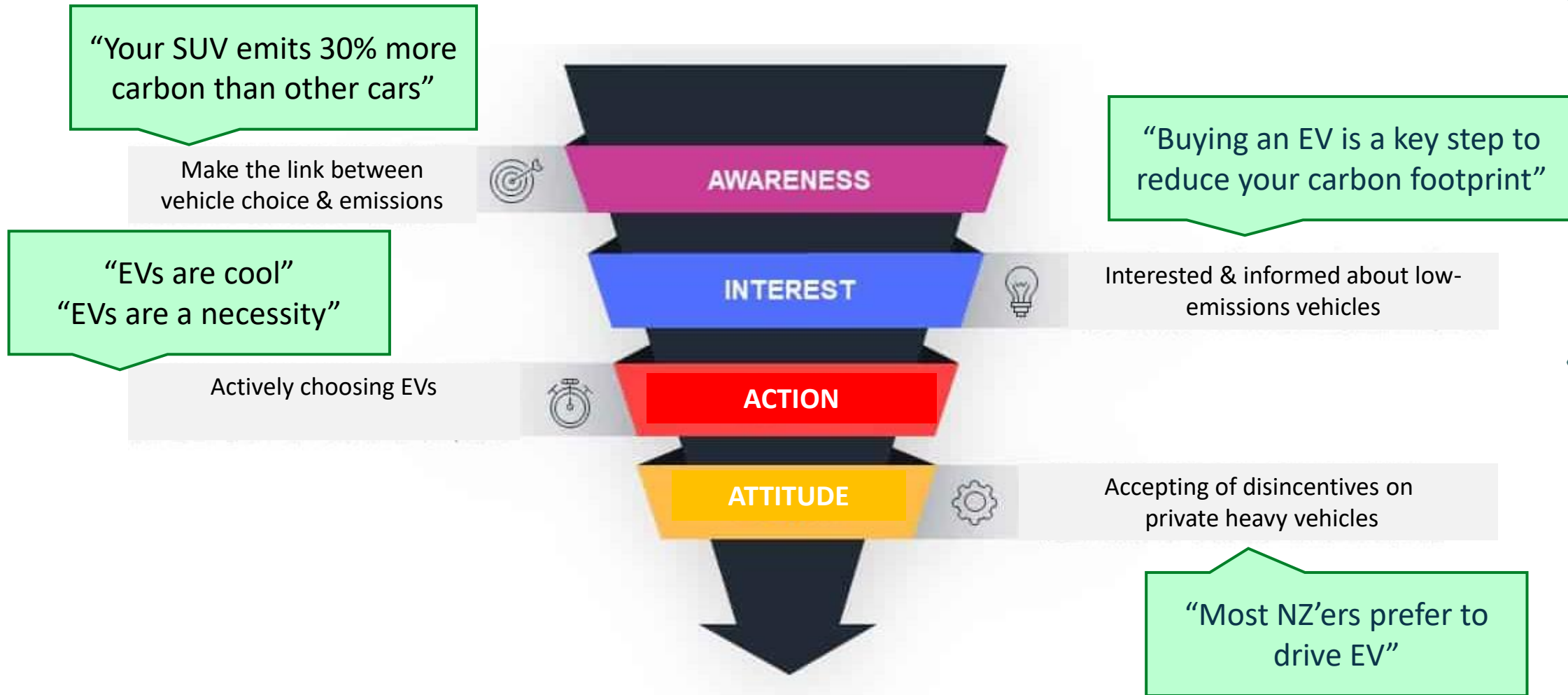
Inspire New Zealanders to live a climate-positive lifestyle **now**, by helping them understand that living with **less** (energy, emissions, harm) will actually give them **more**.

GEN  
LESS





# Messaging journey: EV example



Creating fertile ground for an "efficient & low-emissions transport system"





A coherent government voice on climate action is needed



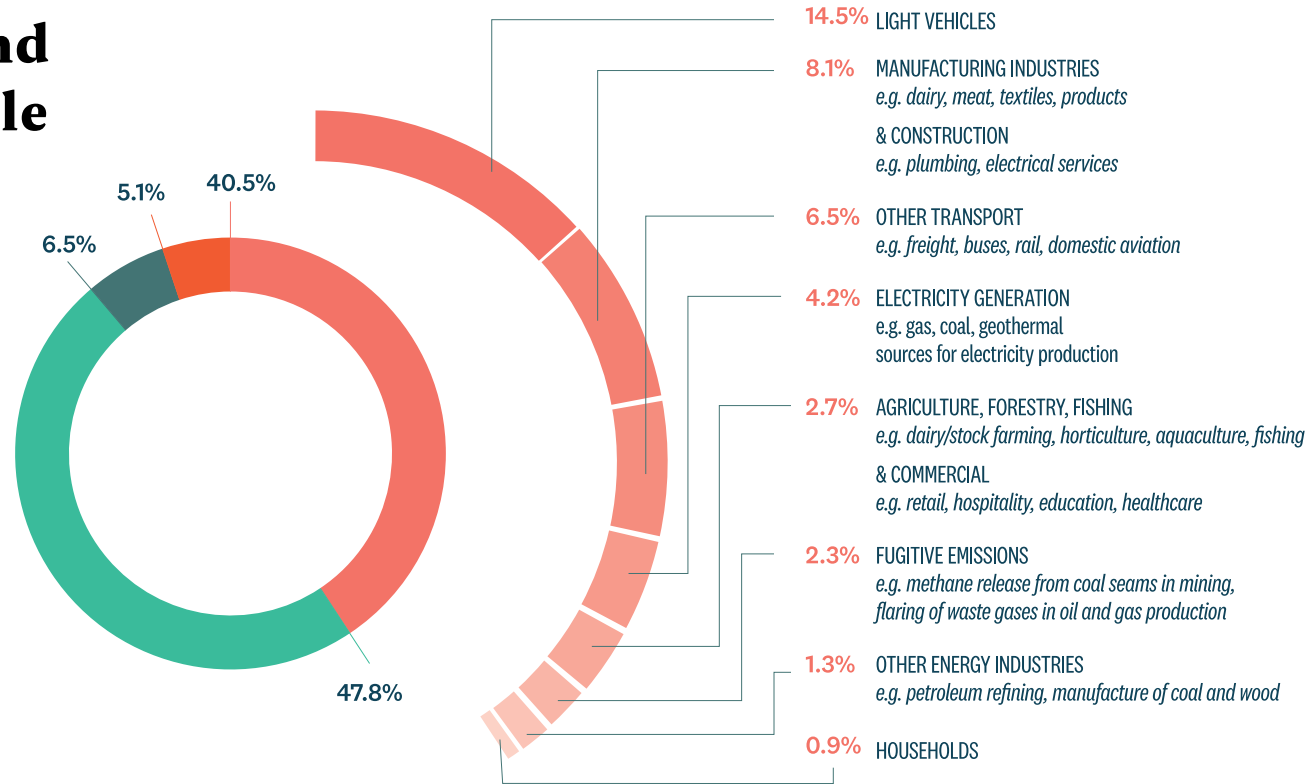
A person with long brown hair in a ponytail, wearing a mustard-colored ribbed sweater and black leggings, is walking away from the camera through a field of tall, dry grass and green shrubs. In the background, a range of mountains with snow-capped peaks is visible under a cloudy sky.

Thank you  
[nina.campbell@eeca.govt.nz](mailto:nina.campbell@eeca.govt.nz)

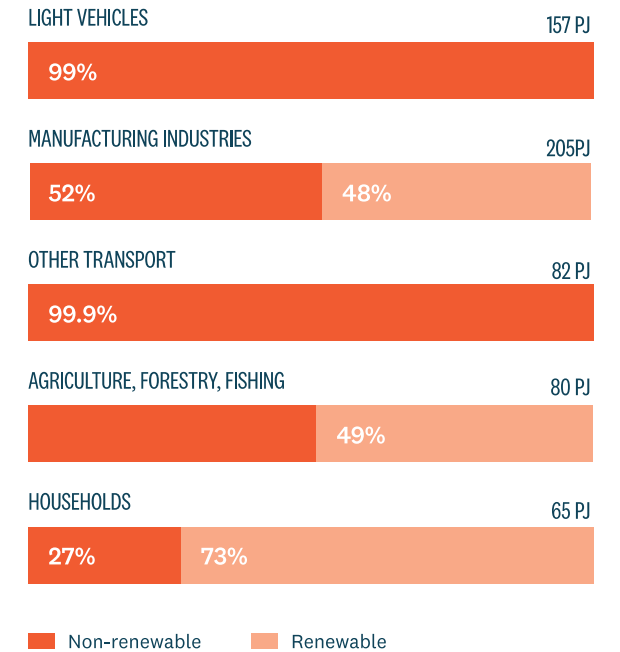


# New Zealand's emissions and energy profile by sector

Nearly 41% of NZ's greenhouse gas emissions come from the energy sector



Over two thirds of the total energy used in New Zealand comes from **non-renewable** energy sources—particularly transport fuels.



WE DON'T NEED TO CONVINCE PEOPLE THERE'S A PROBLEM



**83%**  
of households

**80%**  
of businesses

**58%**  
of households

believe in climate change

think climate change will  
impact their lifestyle

PEOPLE ACKNOWLEDGE THEY COULD DO MORE



**52%**

know they're doing a bit,  
but could be doing more

Create 'fertile ground' for  
systemic change, where  
sustainable energy is  
expected and demanded