



Communications: Accelerating the Pathway to Carbon Neutrality by Mainstreaming and Popularizing Climate

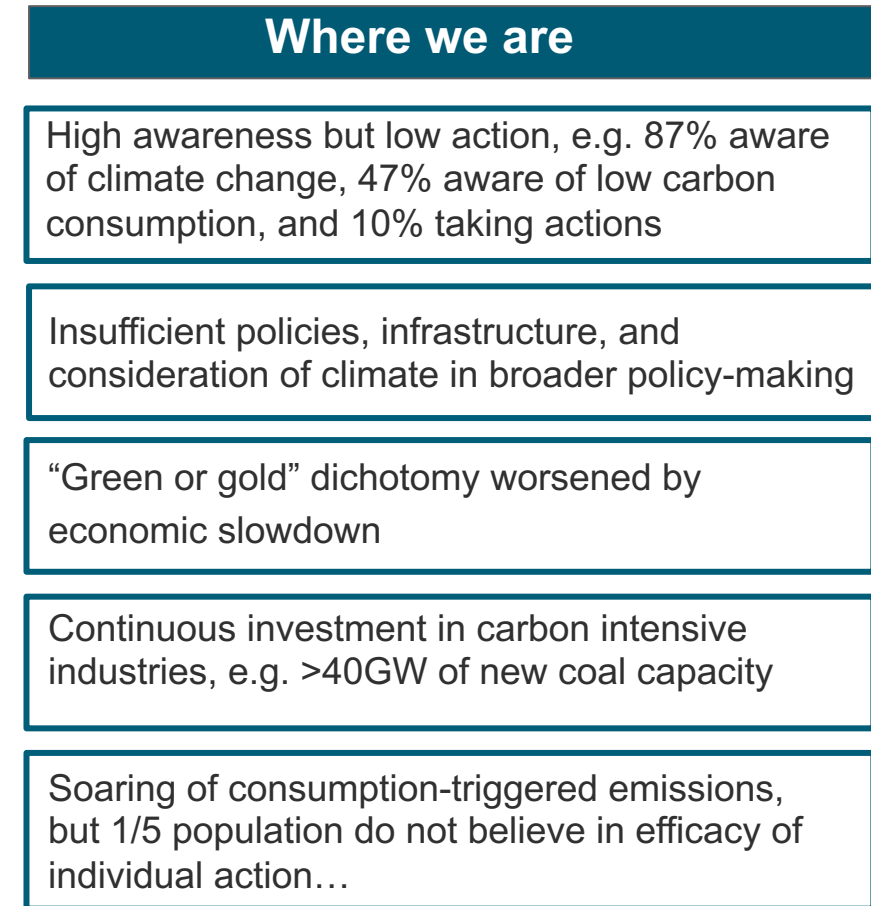
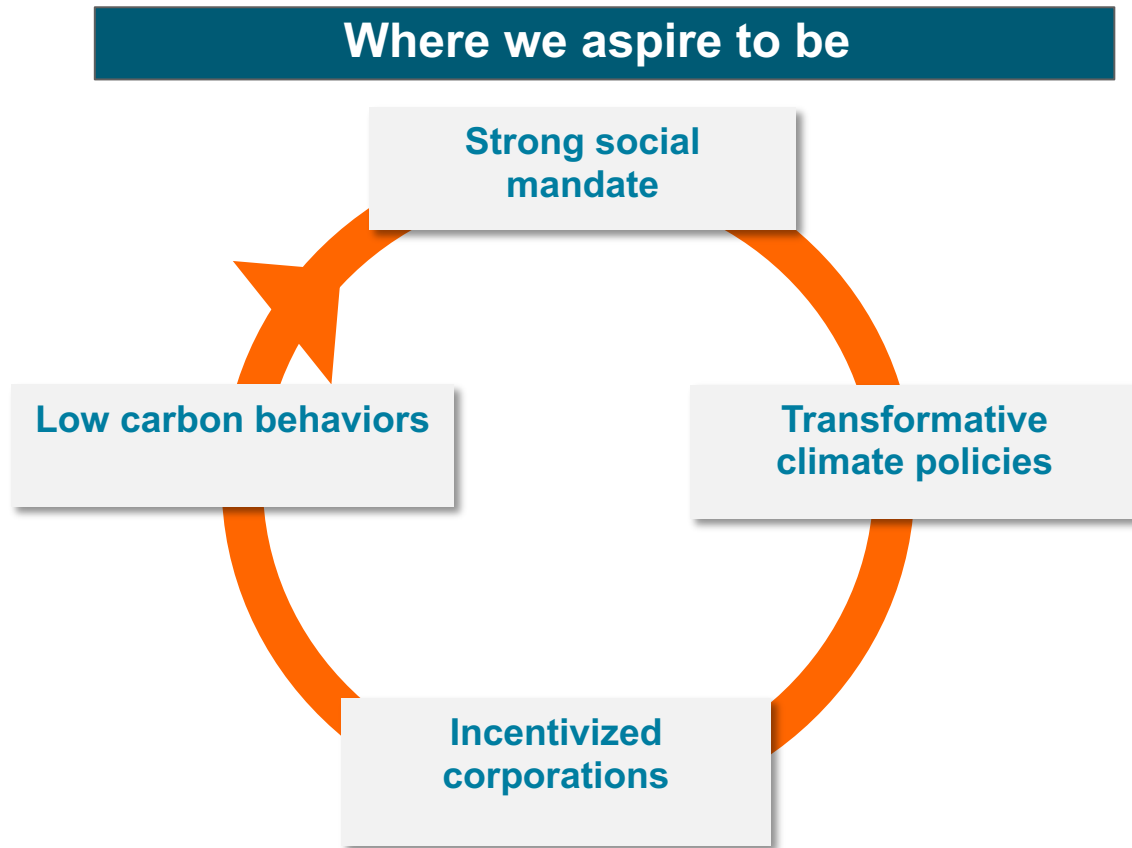
Energy Foundation China

This strategy was presented to EF China board in Dec 2020, and subjects to regular updates.

China's Pledge Injects New Impetus to Climate Actions

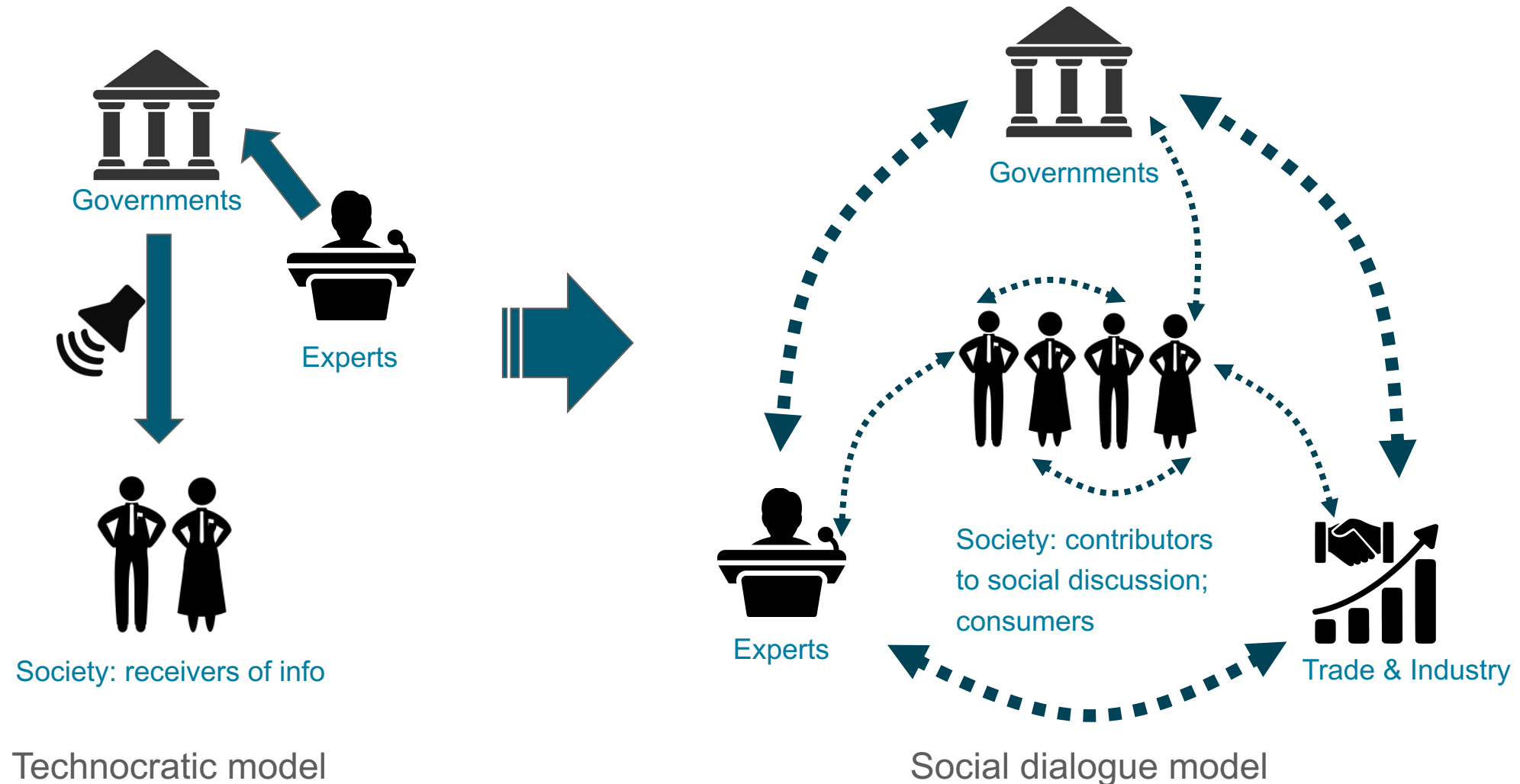


Accomplishing the Vision Requires Accelerated Action at All Levels of Society, Especially in the Aftermath of the Pandemic



Sources: *Creating A Social Mandate for Climate Action*, Climate Outreach; *Low Carbon Consumption Awareness and Behaviors of the Chinese households*, and *2020 Survey of Green Life in Post Pandemic Era*

Carbon Neutrality Requires a Model Shift of Engagement: Adjusting Target Audiences and Approaches



Reference: *Creating A Social Mandate for Climate Action*, Climate Outreach

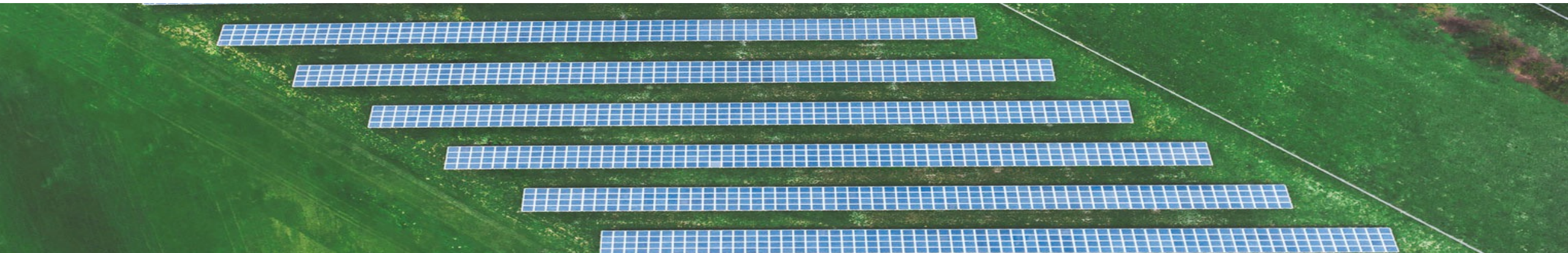
3-Year Strategic Communications Goal: Mainstreaming and Popularizing Climate Towards Carbon Neutrality

Targeting at a broad spectrum of audiences, we use communications as a pathway to connect everyone with the climate vision and help them internalize it, so as to uplift the quality of decisions and mobilize informed public engagement towards a carbon neutral future.



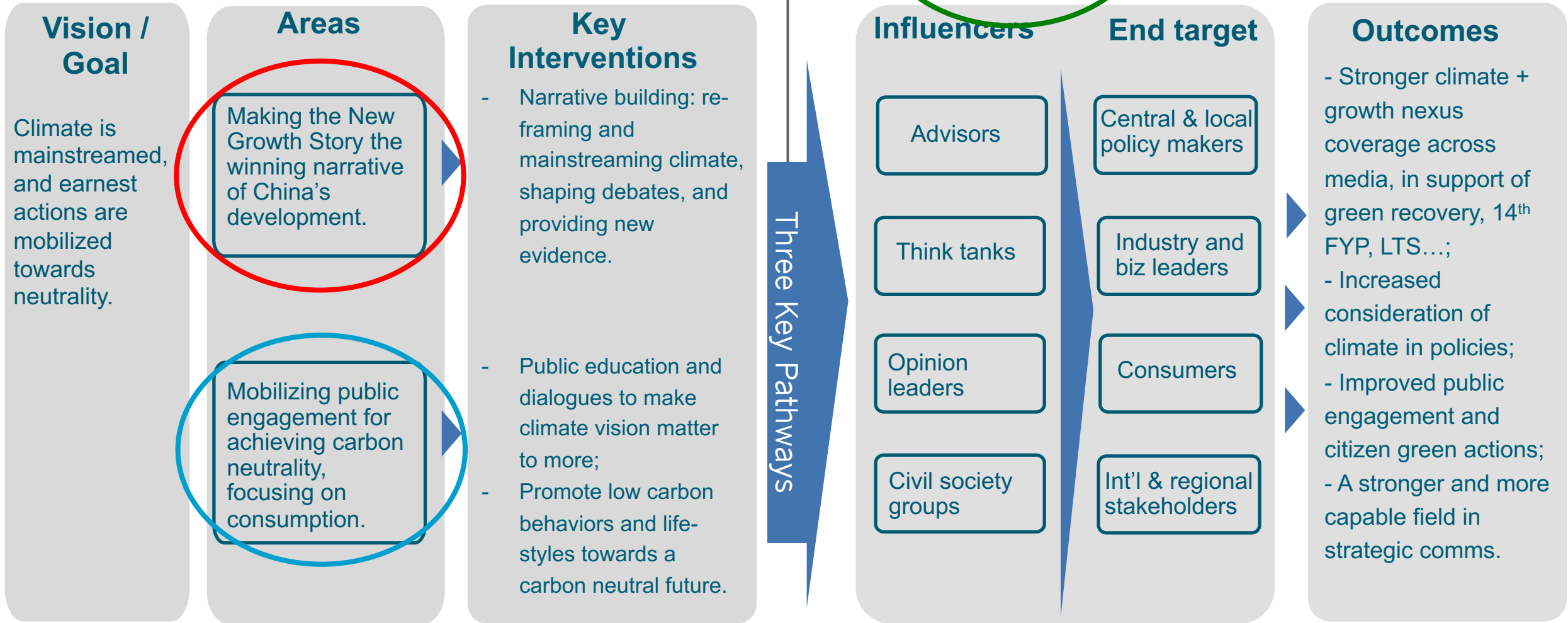
2050 Goal

To make sustainable energy transition and decarbonized growth the winning narrative, and build social norms supporting carbon neutrality.

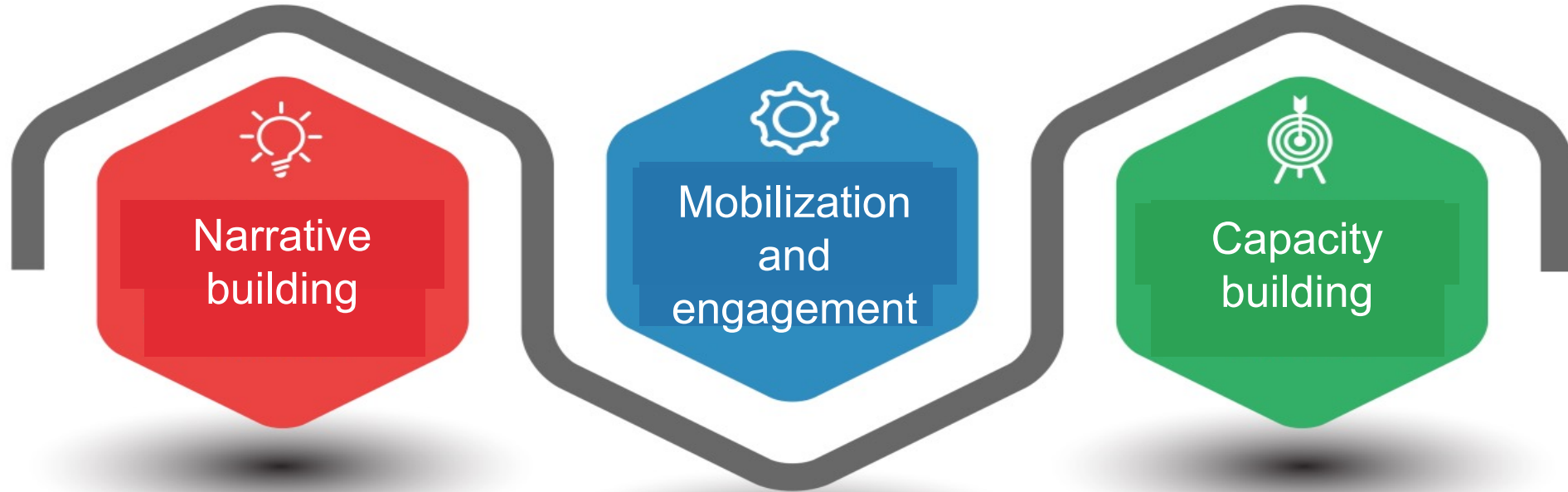


Theory of Change

- INITIATIVE 1
- INITIATIVE 2
- INITIATIVE 3



3 Initiatives



Initiative 1: Build the Narrative of “New Growth Story for Carbon Neutrality”

Goal

In the next 3 years, a decarbonization-powered New Growth Story is implanted in public debates and key policy considerations to deliver China’s climate vision, and stakeholders’ confidence in and support to an economy-wide low carbon transition is largely enhanced.

Key Audience

- Policy advisors;
- Decision-makers and key implementers;
- Orgs in the field;
- Selected segments in public;
- Int’l audience interested in China development

Frames

- WHY:
Staying below 1.5/2C is both an obligation and an opportunity.
- WHERE TO GO:
2030/2060 goals must be embedded in China’s modernization strategy.
- HOW:
Feasible pathways are available, and getting there starts now.
- WHAT TO BENEFIT:
Alignment of climate and growth will bring about integrated 4E benefits.

Channels

- State media (e.g. “Energy China” collaboration with *China News Service*)
- Marketized media
- Digital media
- Offline events
- International media

Message House: The New Growth Story

New Growth Story

Post Pandemic: Green Recovery

Low carbon 14th Five-Year Plan

Long term decarbonization strategy

Story 1

Staying below 1.5/2C is both an obligation and an opportunity.

Story 2

2030/2060 goals must be embedded in China's modernization strategy.

Story 3

Feasible pathways are available, and getting there starts now.

Story 4

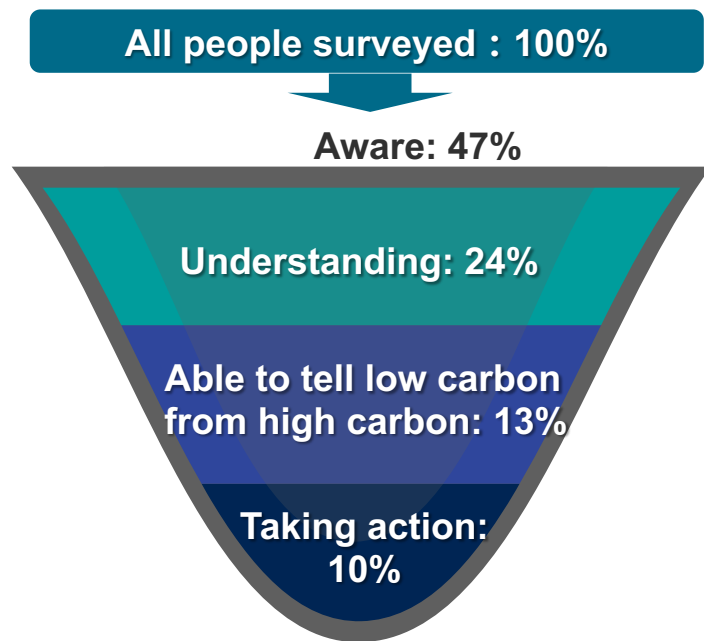
Alignment of climate and growth will bring about integrated 4E benefits.

Long-term decarbonization strategy
Synergy of air pollution control and carbon emission reduction
Decarbonized urbanization
Electrification
BRI
Track II dialogue
Coal reduction

Evidence, facts, recommendations from thematic programs

Initiative 2: Mobilize and Engage the Public Towards Carbon Neutrality

A “50%-off” pattern down the funnel from general awareness of climate change to being able to tell low carbon from high carbon, and then to taking actions.



It is because:

- People do not have in-depth understanding of the subject;
- The sense of personal gain out of low carbon activities is low;
- Little knowledge of “how it works for me”;
- Weak sense of efficacy;
- Lack of supporting policies, infrastructure, and good options;
- ...



Mobilizing public understanding to build cross-societal support

Mobilizing a diverse range of communities (e.g. the private sector)

Turning concern to action: promoting informed public engagement (e.g. low carbon consumption, AQ...)

Source: 2019 Survey on Low Carbon Lifestyles and Consumption of Chinese Households.

Low Carbon Consumption: Intervening in High-Emission and High-Frequency Sectors

Why consumption:

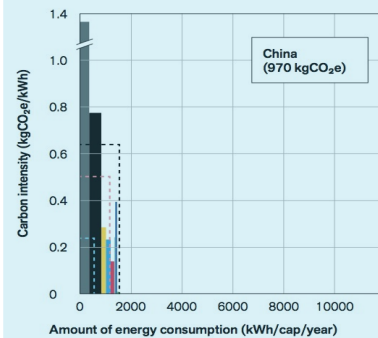
- Consumption contributed **57.8%** of GDP growth in 2019;
- Increase of household energy consumption accounts for around **1/4** of overall energy consumption increase;
- Consumption-incurred direct and indirect emission contributes to **52%** of the total emissions.

Purposes:

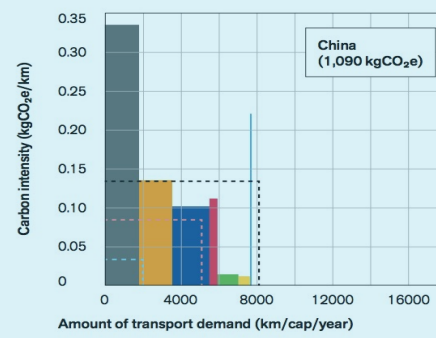
- Mobilizing public understanding and acceptance;
- Mobilizing sector / businesses / community engagement to co-create solutions;
- Promoting informed public engagement;
- Advising policies.

Source: 1.5 Degree Lifestyle by IGES etc.

Housing energy

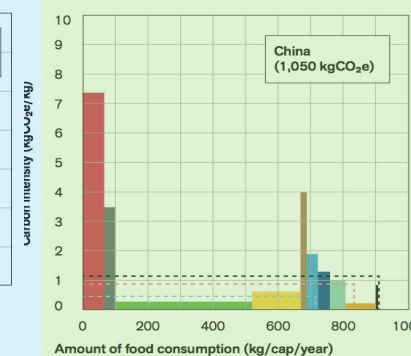


Mobility

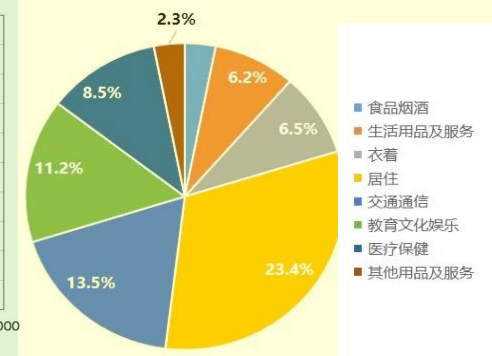


Intervening high-frequency areas, to foster habits and trigger spill-over effects.

Food



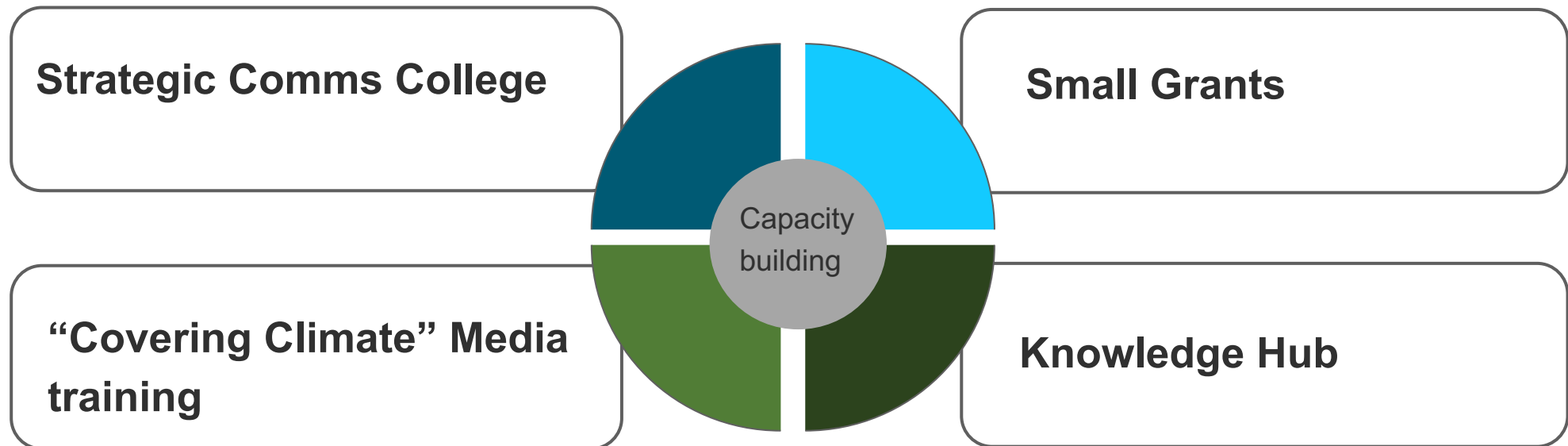
FMCG



Fast-Moving Consumer Goods (FMCG) accounted for 34.6% of household consumption in 2018

Intervening high-emission areas, to cut CO₂.

Initiative 3: Build the Capacity of the Field



THANK YOU