

The journey so far

Gen Less: creating fertile ground for change

Our Purpose

We are advocates for clean and clever energy use. Enablers. We approach our task with passion and enthusiasm.

We're talking to everyone in New Zealand, across the generations. It will take all of us to make this work.

To be clean and clever, first we must change. This is a journey of growth, to adopt new technologies, to use our power as consumers, and to create the system change necessary to sustain our future.



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

We are a small, but nimble country. We have a role on the global stage to show what can be done – taking a leadership position, so others will follow suit.

Clean energy is renewable, low emissions energy. It balances human wellbeing with the needs of our ecosystem.

Anything that gives you more, while using less energy, is clever. We advocate for smart, adaptable, conscious, reliable ways to make and use energy.

Energy is in everything. If making, moving, using or throwing it away produces energy-related greenhouse gas emissions, then it's in our lane.

Outcomes by focused areas



Productive and low-emissions business



Efficient and low-emissions transport



Energy efficient homes



Government leadership



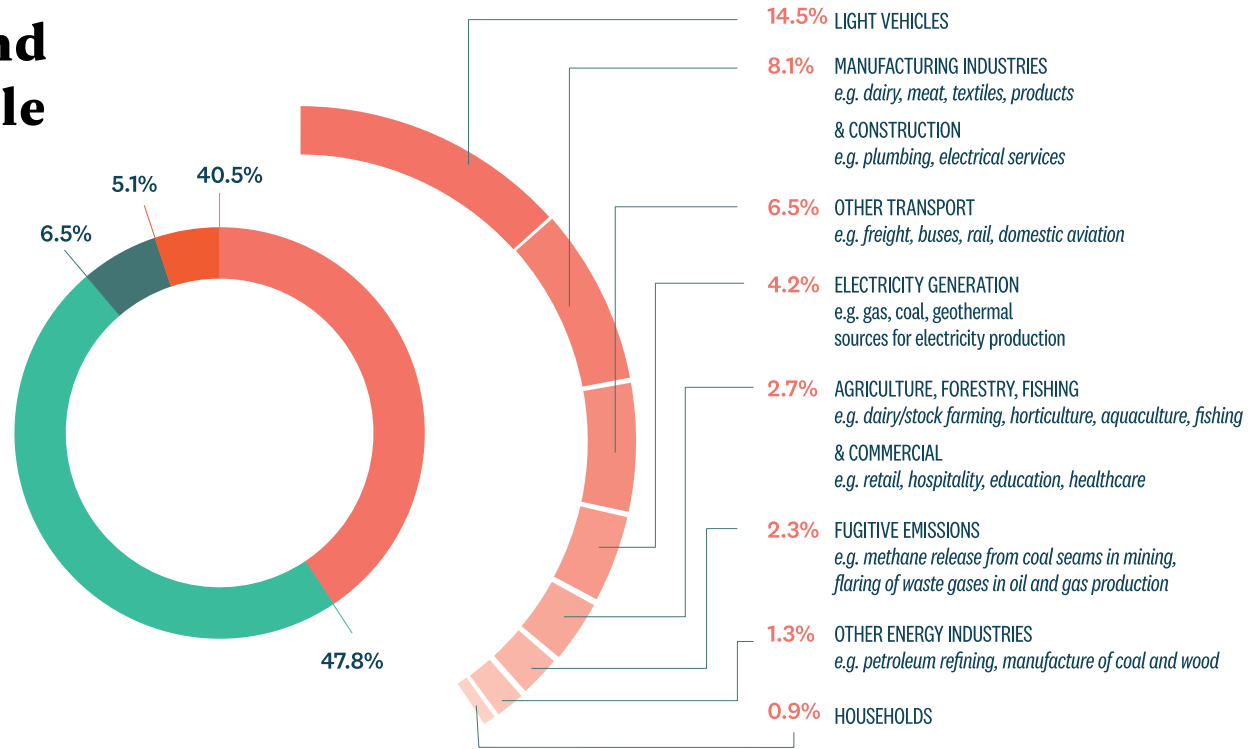
Engage hearts and minds

Our Desired Outcomes

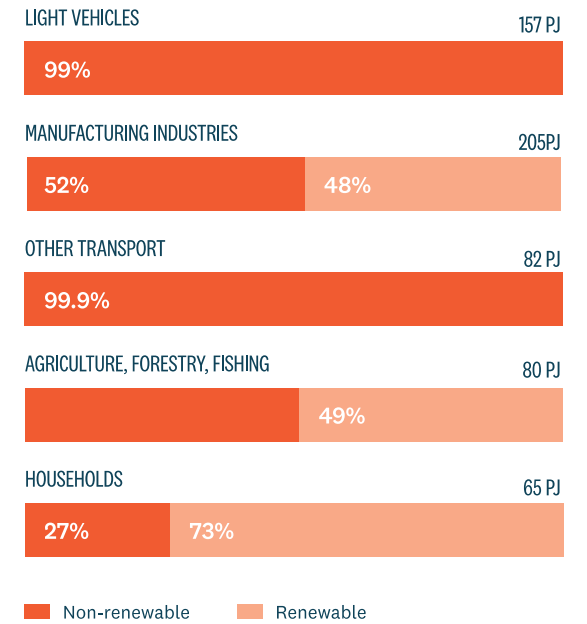
A sustainable energy system that supports the prosperity and wellbeing of current and future generations

New Zealand's emissions and energy profile by sector

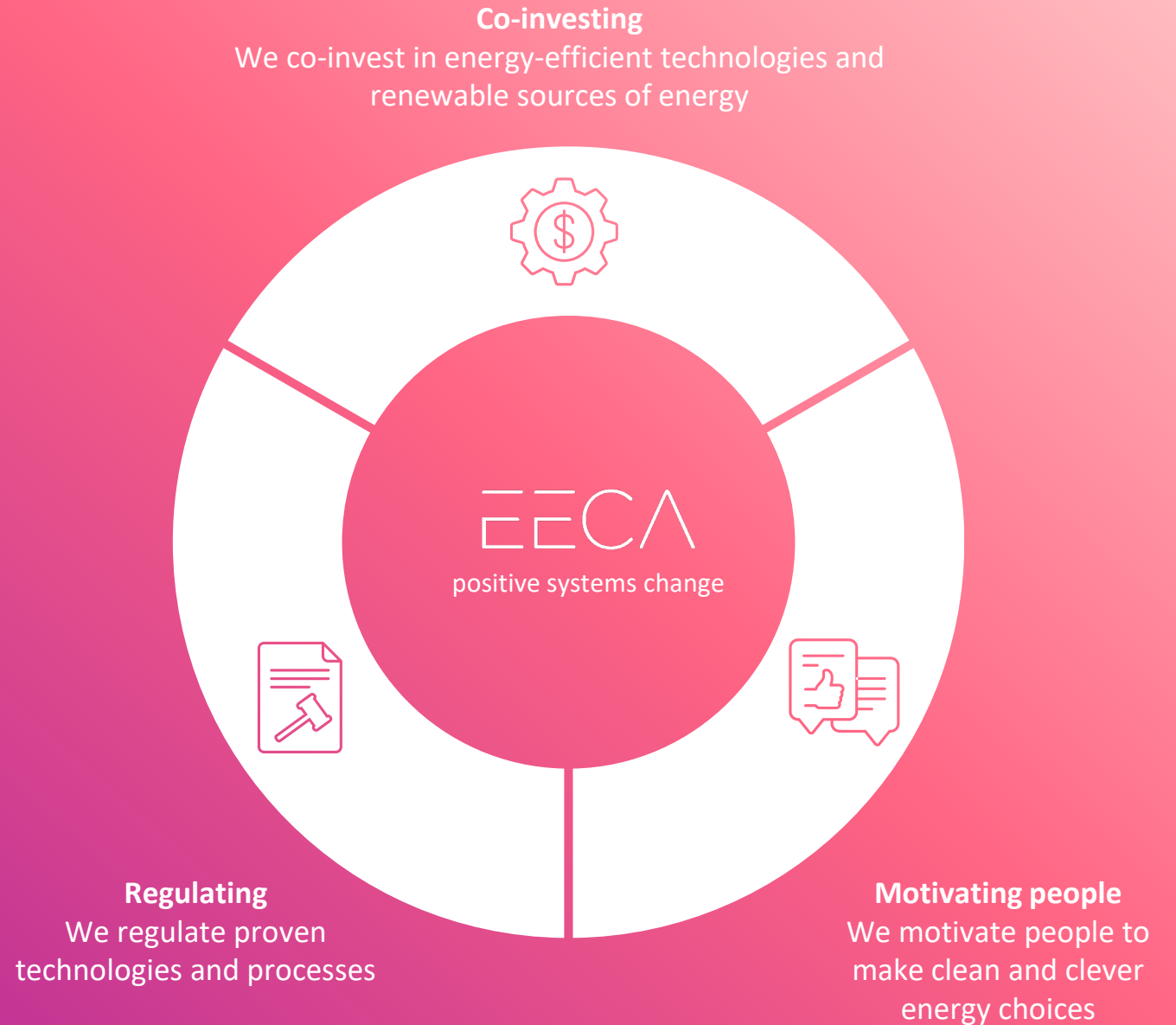
Nearly 41% of NZ's greenhouse gas emissions come from the energy sector



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



EECA's Three Levers



NO



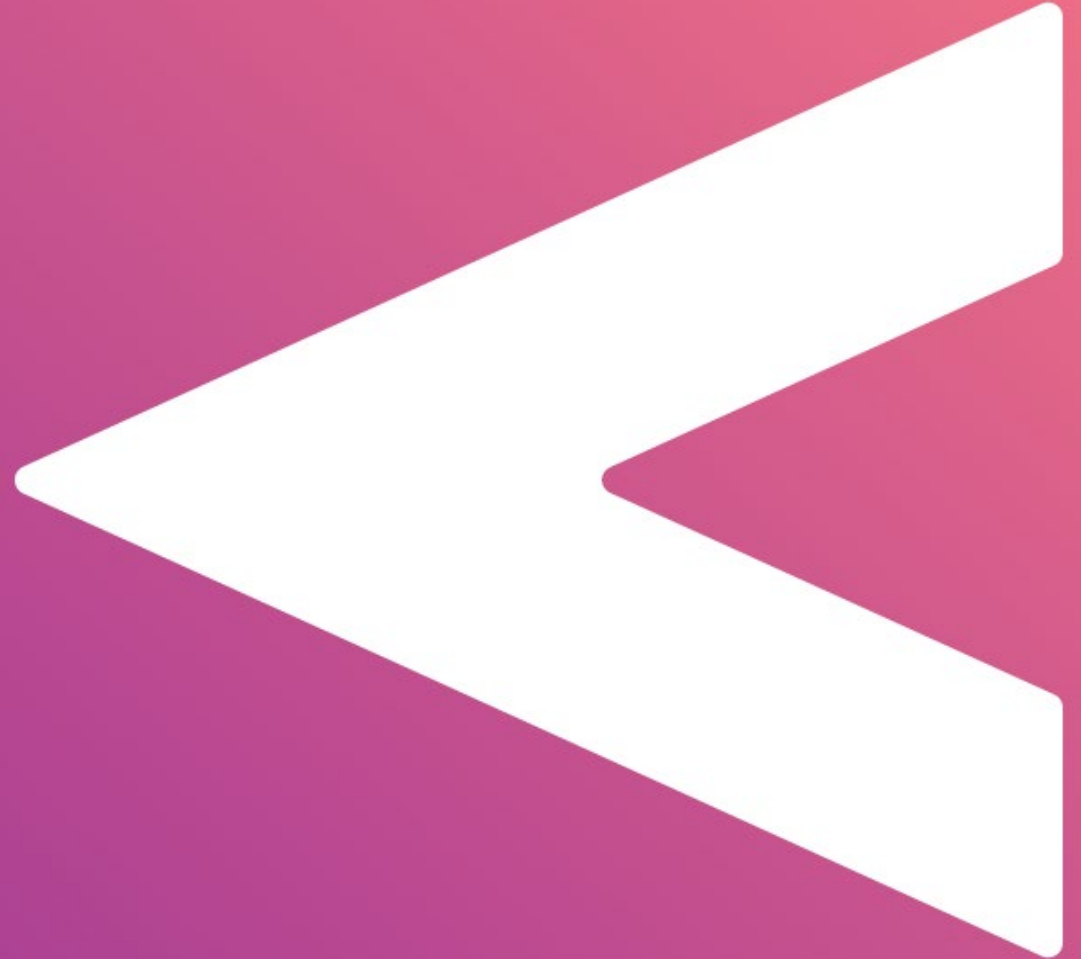
Motivating People

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**.

Energy efficiency



Emissions reduction



GEN
LESS

**Gen Less was
launched a year ago.**

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



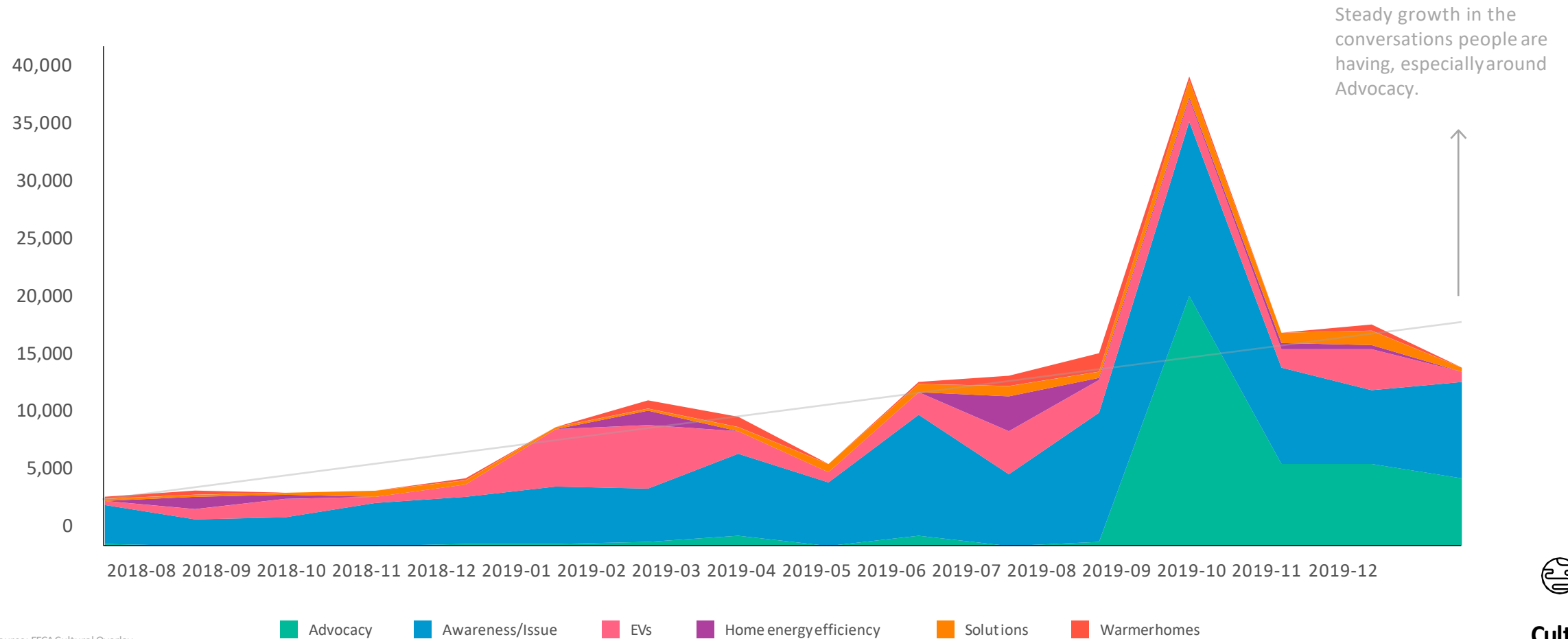
52%

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

The need is not to convince
but to create an environment
where substantial change can
take place.

Climate change conversations had been building consistently

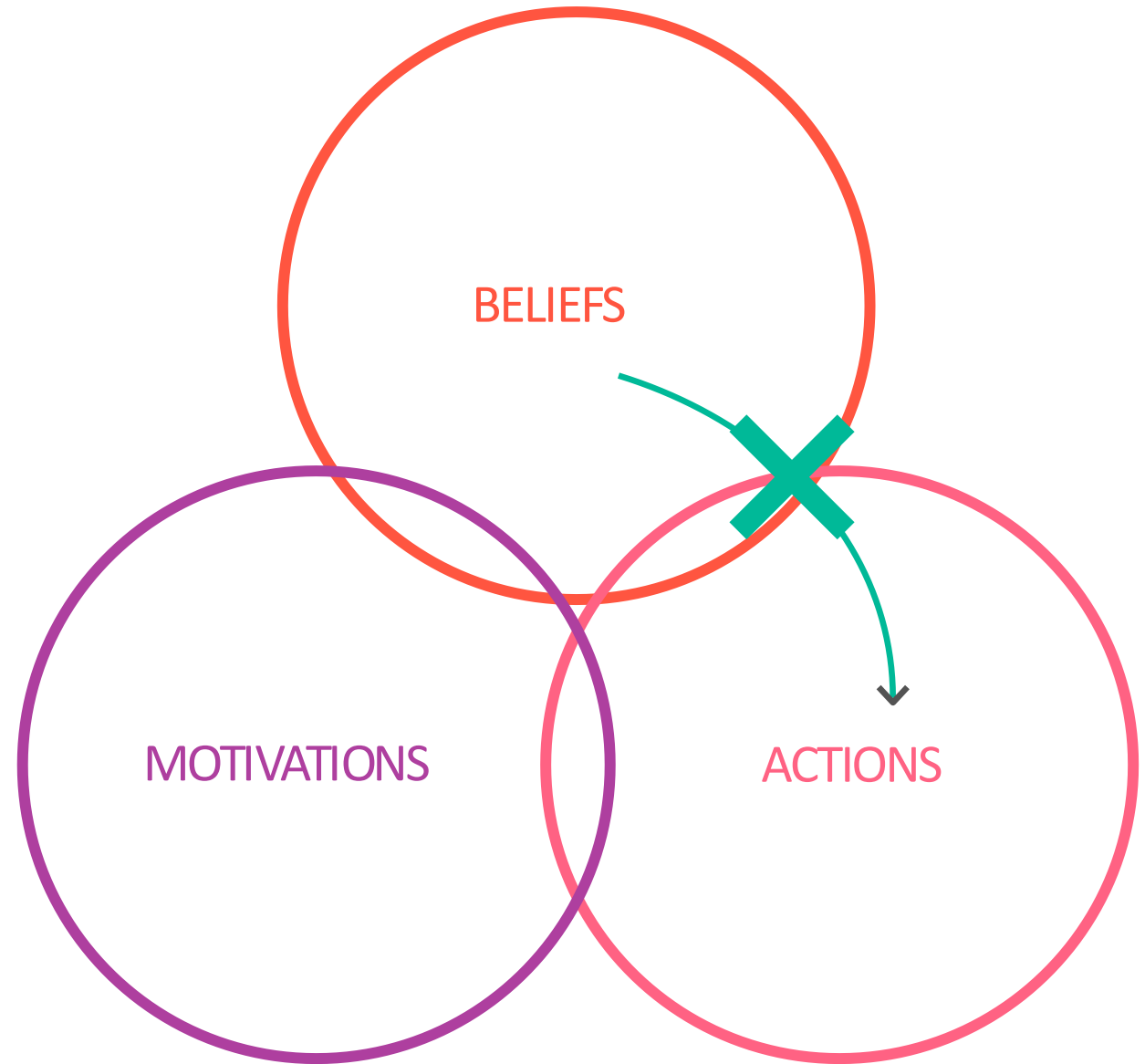
Media stories and social media conversations happening on climate change related topics.



Source: EECA Cultural Overlay.



**There is a disconnect
between the belief
that we should do
more for climate
change and how
people are actually
behaving**



Barriers exist at a personal level but also at a systems level. People don't know what to do.

KEY BARRIERS

30%

believe reducing environmental impact would impact on their quality of life

46%

think they're already doing all they can to reduce their environmental impact - from their limited knowledge of what to do

56%

Households

Don't believe their transport behaviour has much impact on the environment

64%

Businesses

62%

of businesses think taking action would mean increasing their costs

At more holistic level – knowing that there is collective action is motivating

HOUSEHOLDS

88% want companies to do more

76% want other people to do more

76% think the government needs to do more to help reduce New Zealand's impact on the environment


74% want the government to reduce their direct impact on the environment

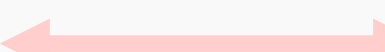
BUSINESSES


74% think companies have a moral duty to minimise their impact on the environment

New Zealanders sit along a spectrum of beliefs towards climate change and their personal impact and efforts

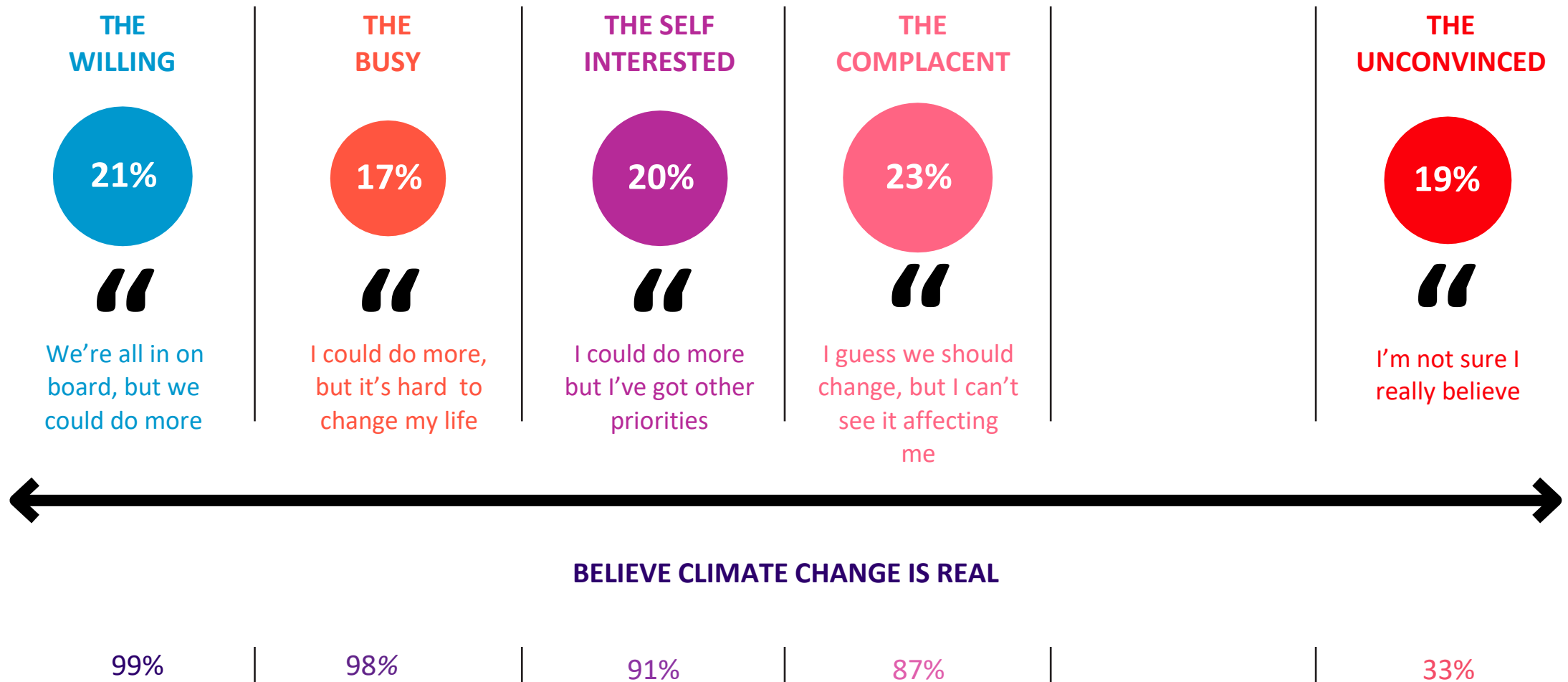
Climate change believers  Climate change hesitant

Can make a personal difference  Can't make a personal difference

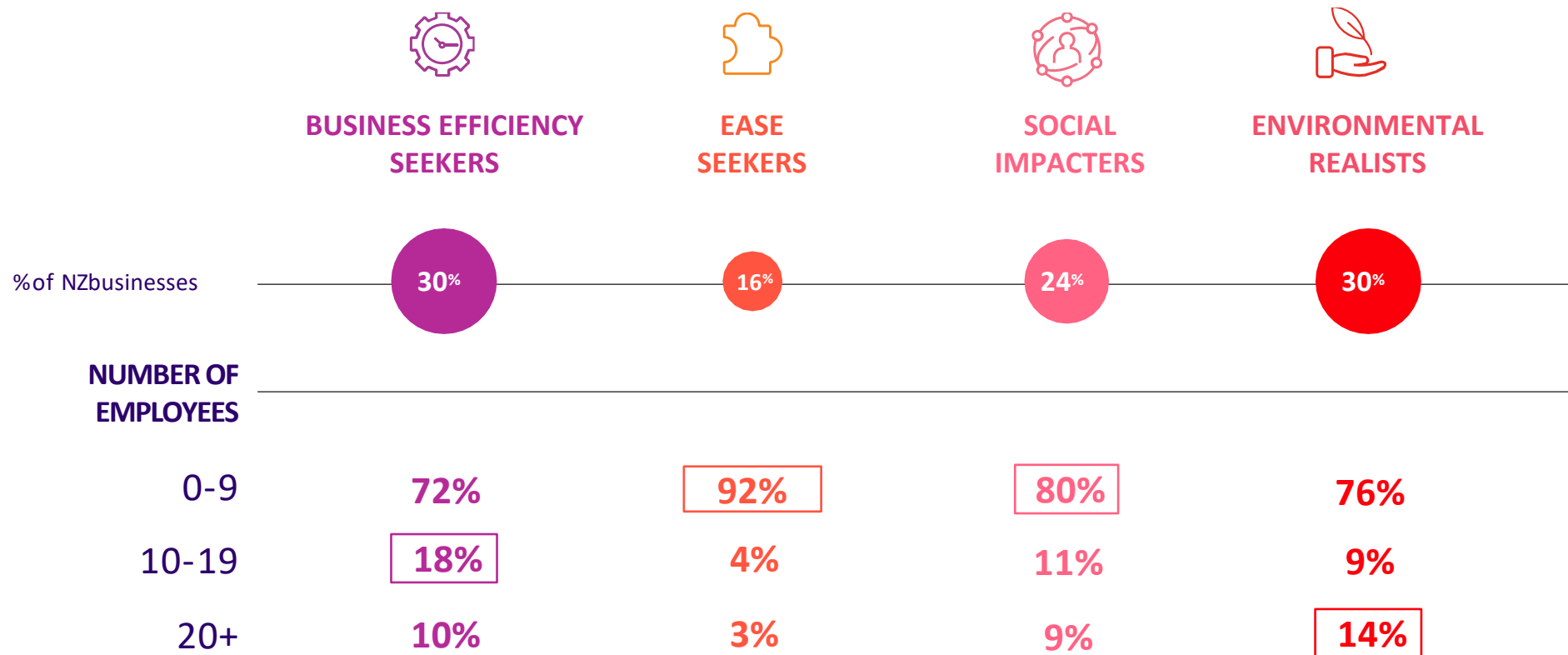
Climate change will impact me  Climate change won't impact me

Doing all they can to reduce impact  Could do more to reduce impact

There are five distinct segments that sit unevenly across the spectrum



In the business sector, there are four distinct segments, each uniquely motivated.



*Based on triangulation of data from the survey, EECA, and Statistics New Zealand. FTE: How many full time employees does the company have?
 Base: Total sample n=415 Businesses; Business Efficiency Seekers n=135; Ease Seekers n=47; Social Impactors n=100; Environmental Realists n=133.



Enter Gen Less

A photograph of several small green seedlings growing in a brown, fibrous seedling tray. The seedlings are in various stages of growth, with some having two leaves and others just starting to emerge. The background is dark and out of focus, with a horizontal green light strip visible. A semi-transparent grey bar is overlaid across the middle of the image, containing the text.

Creating fertile ground to enable systemic change



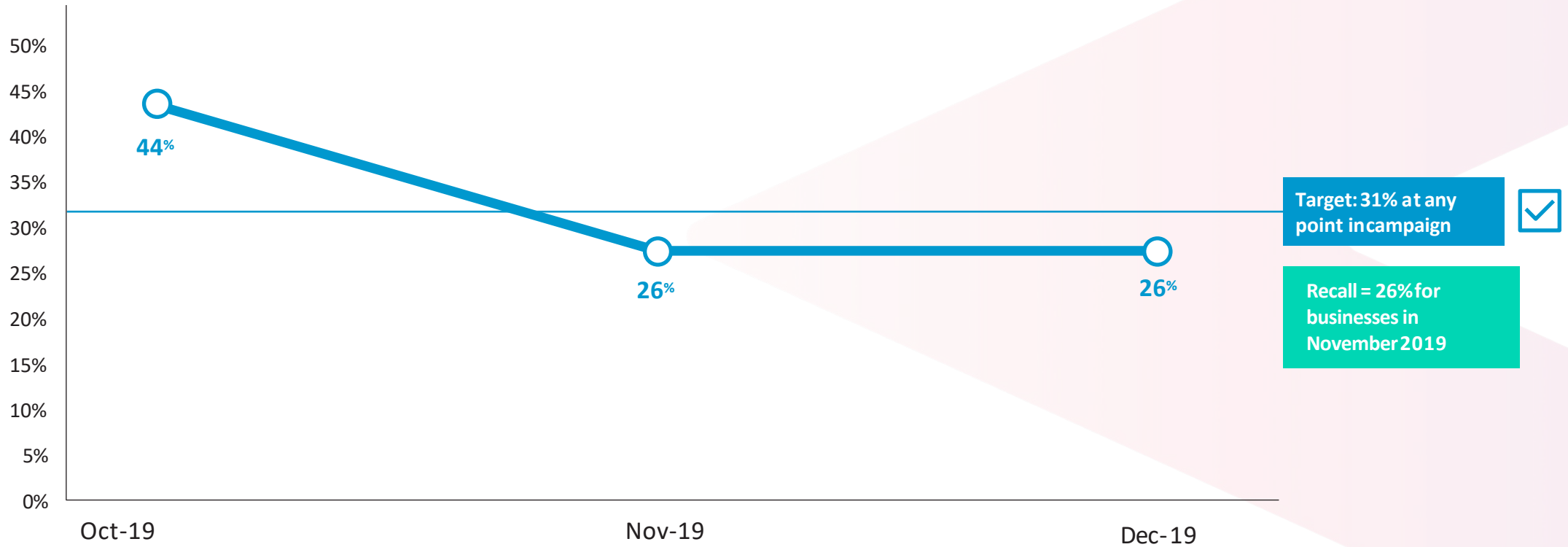
Its role is to help people embrace climate action.

To become a platform to connect with people emotionally.



High recognition, particularly at launch

GEN LESS - RECOGNITION



☑ Target met

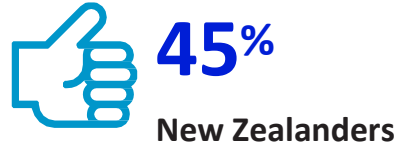


Campaigns

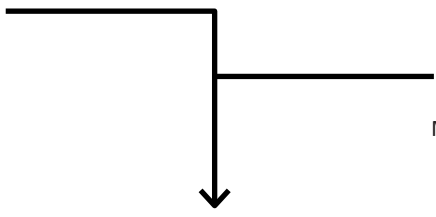
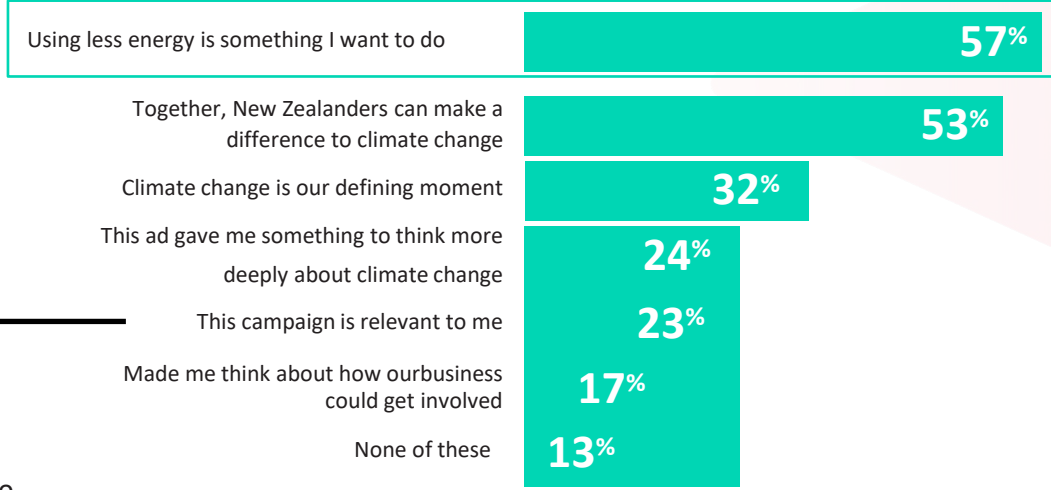
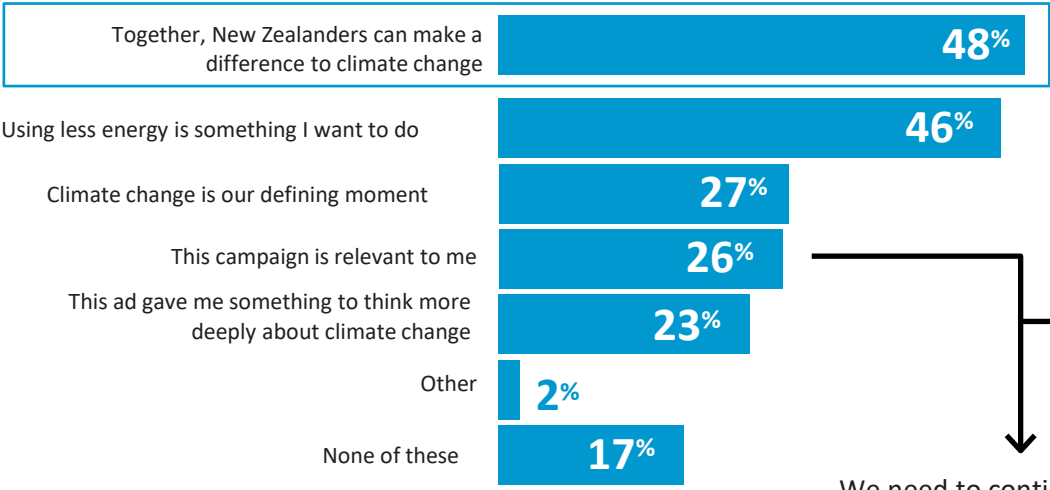
GEN LESS_RECALL. Had you seen any of this material, or something similar? Base: Total sample n=789 New Zealanders; n=515 Businesses.

It got people on board, with the next step being to build individual actions

GEN LESS – LIKEABILITY



GEN LESS – MESSAGE OUTTAKE



We need to continue to build relevance through individual actions

GENLESS_LIKE: You answered earlier that you saw some of the images and/or the Gen Less campaign before today. How much do you like what you saw?
 GENLESS_PROMPT: Which of these statements do you agree with after seeing the advertising? Base: Those who have seen any advertising n=311 New Zealanders; n=271 Businesses.



Evidence of campaign performance is seen in differences between those who have seen the campaign and those who haven't

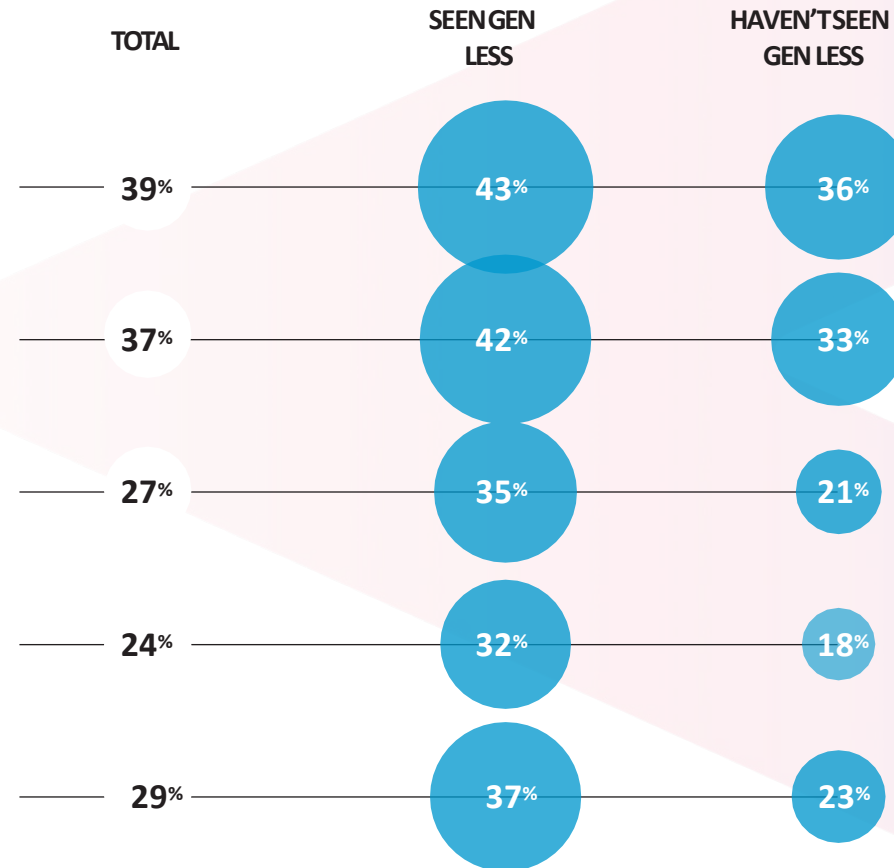
Governments should discourage behaviours that are harmful to the environment

Governments should provide incentives to encourage behaviours that protect the environment

We need to consider all solutions to climate change, even if they mean changes to my lifestyle

I am prepared to change my own personal behaviour in order to reduce climate change

We'll have to change how we live because of climate change, but they can be positive changes



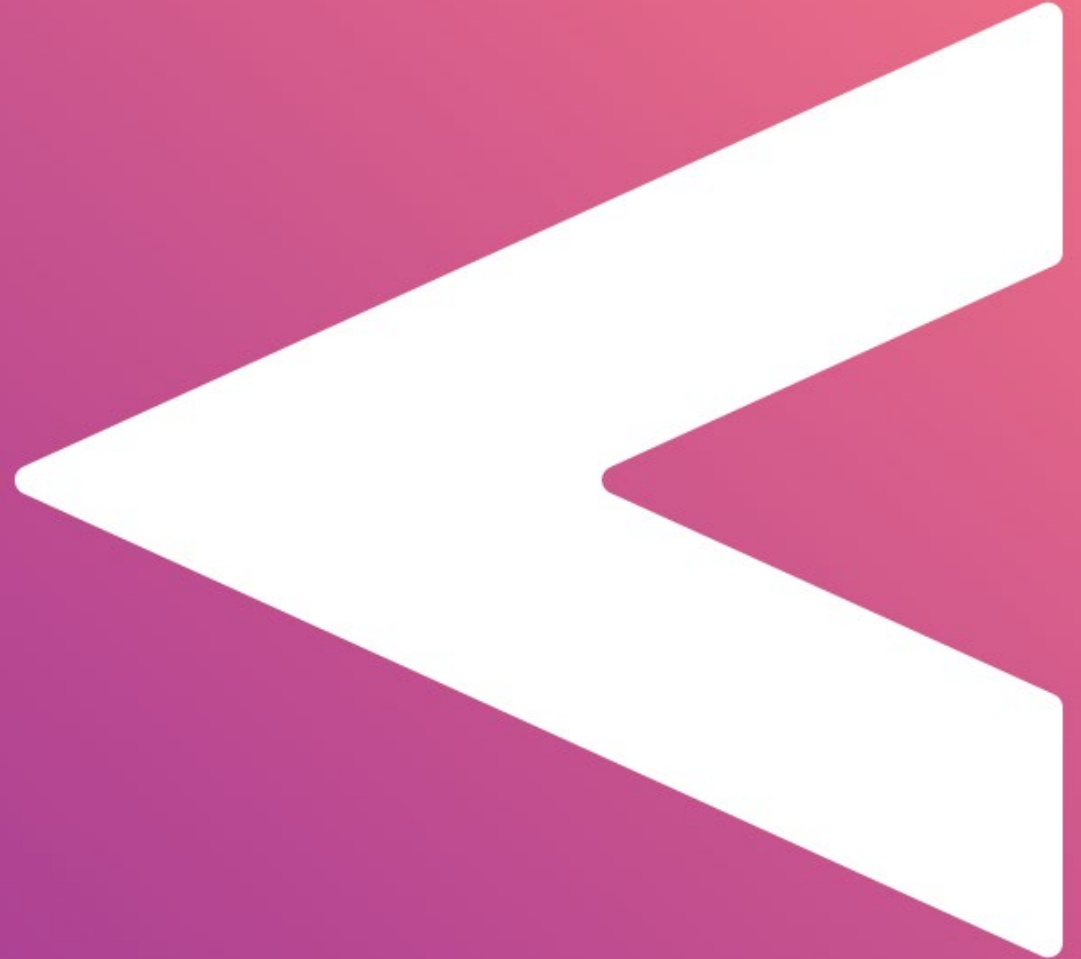
CLIMATE_BELIEFS How much do you agree or disagree that... Governments should discourage behaviours that are harmful to the environment. (Strongly Agree); Governments should provide incentives to encourage behaviours that protect the environment. (Strongly Agree); We need to consider all solutions to climate change, even if they mean changes to my lifestyle. (Strongly Agree); I am prepared to change my own personal behaviour in order to reduce climate change. (Strongly Agree); We'll have to change how we live because of climate change, but these changes can be positive. (Strongly Agree). Base: Total Sample - (n=789).



It landed well.

It rode a wave of climate momentum.

But we recognise that a lack of continuous presence has impacted awareness.





- < **Volatile times have led to loss and overwhelm.**
- < **A lot has already been taken away from us.**
- < **We're feeling the pressure.**
- < **We need to focus on things close to home.**
- < **Our climate conversations have dropped away.**
- < **We are questioning what remains important to us.**
- < **We can do things fundamentally different.**
- < **We are seeking comfort and hope.**

SEGMENTS - % of New Zealand

Causing more to focus on things closer to home



So we need to talk about climate differently.





The job to do now

Reintroduce Gen Less into this new context

1

We need to help people to apply 'Gen Less' to their lives.

2

We need to make people feel hopeful and lessen the weight.

3

We need to make things easy for everyone.

**Our job at hand is to make
climate action effortless.**

**It can't be another burden
people have to carry. It needs to
feel like a weight being lifted
off. The time is now to help
people reprioritise.**

The Power of No

There's been a trend a couple of decades long for the 'YES'. The most positive word, that encourages you to do more, be more, consume more, and please more.

But saying yes to everything leaves you with nothing. You become a slave to yes, a doormat that seeks to please without following their own course or being their true self. 'YES' does the opposite of what it proclaims to do—it is 'NO' that truly gives you more.

For Gen Less, the power of no is to reject the pressure to take more energy from the planet for things we don't even care about.

Not everyone will contribute to reducing harmful greenhouse gases in the same way, but there are ways that everyone can.

Our goal is to energise and activate people to address the issue of climate change in their own life—especially those who wouldn't be doing so otherwise—by embracing the Power of No.



GEN LESS



It's not enough for us to just encourage people to say no to wasted energy...we have to give them examples how.





EECA

SAY **NO**
TO SITTING
IN TRAFFIC

GEN LESS



EECA

SAY **NO**
TO ENDLESS
WORK FLIGHTS


GEN LESS



EECA

SAY **NO**
TO THE LATEST
WHATEVER

GEN LESS



LIVE MORE WITH LESS ENERGY

Welcome to Gen Less – the home of inspiring ideas to reduce energy-related greenhouse gas emissions.

You'll find loads of changes you can make that are better for our climate, your wellbeing and your pocket. Choose whatever works best for you. When we all make small changes, big things happen.



WHERE WILL YOU START YOUR CLIMATE CHANGE ACTION?

SAY NO TO WASTED ENERGY

Flip the usual way you think about climate change: climate action doesn't need to be another burden to carry - in fact, it can be liberating and positive.

THE POWER OF NO

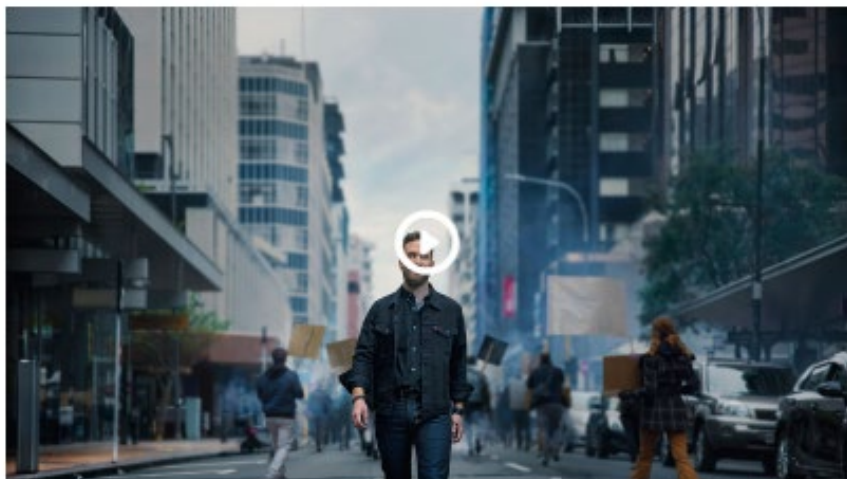
We're empowering Kiwis to get rid of the stuff on the bottom of their to-do lists. Instead of wasting energy on things and stuff we don't really want or need, we can give ourselves, and the planet, a breather.

[LEARN MORE](#)

SAY NO TO WASTED ENERGY

Flip the way you think about climate change.

Home > Say no to wasted energy



Damon Rose explains why living a sustainable, joyful and Gen Less way is smart.



SAY NO TO WASTED ENERGY

Life is busy, messy, and full enough as it is without adding climate change action to the list of stuff we have to do. But what if climate action didn't need to be another burden to carry?

What if it could be liberating and positive instead?

What if, instead of giving up the stuff we love, we could help the planet by giving up the stuff we don't love?

That's what saying no to wasted energy is all about.

Embrace the 'power of no' and instead of wasting energy on things and stuff we don't really want or need, we can give ourselves, and the planet, a breather.

[Read the story](#)



What if, instead of giving up the stuff we love, we could help the planet by giving up the stuff we don't love?

That's what saying no to wasted energy is all about.

Embrace the 'power of no' and instead of wasting energy on things and stuff we don't really want or need, we can give ourselves, and the planet, a breather.

[Read the story](#)



LIVING

Living Gen Less means you can focus energy on the things that really matter. Find ways to make a warm and efficient home that saves energy and power bills, and make climate-friendly choices about what you buy and use.

[LEARN MORE](#) →



MOVING

Choosing a lower-emissions transport option is one of the best ways to save for our climate. There's no pressure to change everything all at once. Check out these options and switch it up one by one at a time.

[LEARN MORE](#) →



RUNNING A BUSINESS

Join thousands of New Zealand companies making a proactive commitment to use less energy. You'll save costs as well as emissions, and get ahead of the curve in a market with growing demand for climate-sensitive products and services.

[LEARN MORE](#) →



SAY NO TO SITTING IN TRAFFIC

The car is typically a household's single biggest energy-related emitter. Reducing your car trips is one of the biggest things you can do to bring down your carbon footprint. Find ways to free yourself from the road more often, and save yourself time and money.

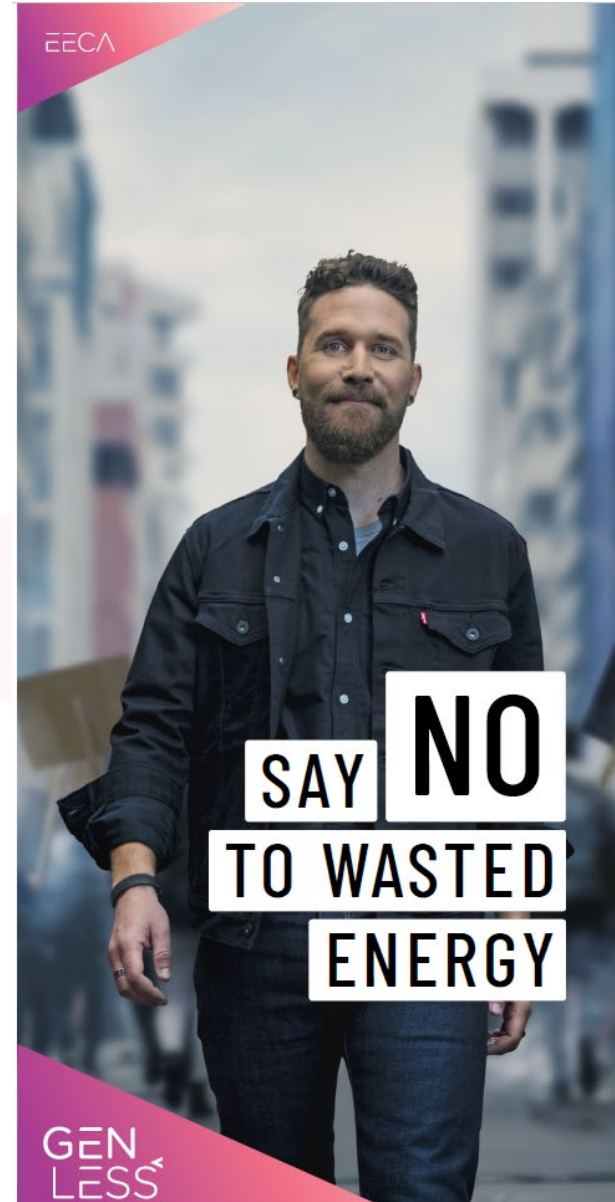
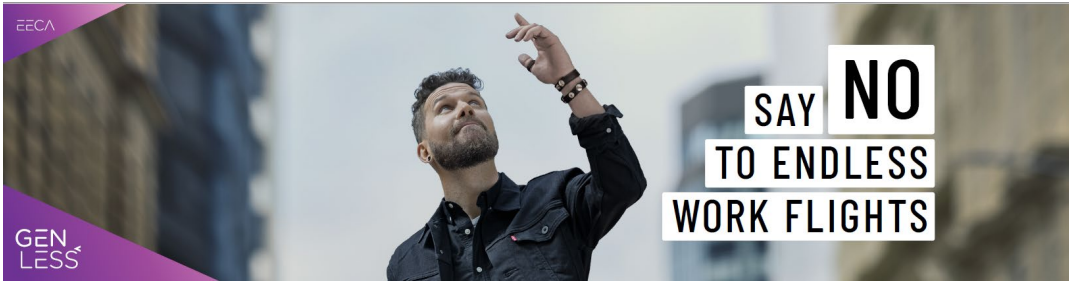
[Read the story](#)

SAY NO TO ENDLESS WORK FLIGHTS

This year you've found out just how much we can get done and let's continue to think twice before we book flights.

[Read the story](#)

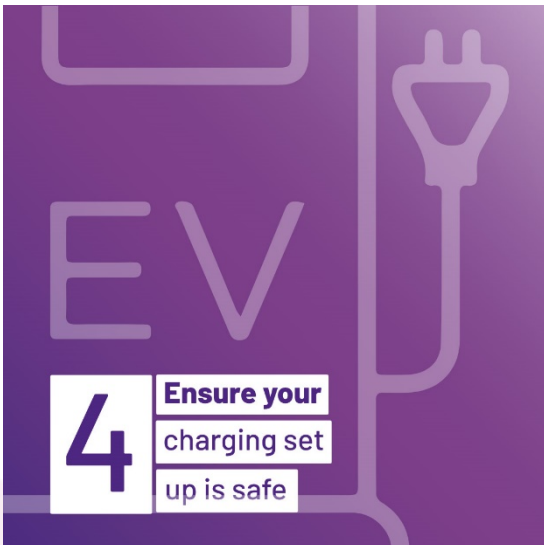






3 EVs are cheaper

to run and maintain with fewer moving parts.



What are we looking to achieve in the next 12 months?

- ◀ **building our reputation as a source of energy & climate action inspiration**
- ◀ **building the groundswell of New Zealanders to take action**
- ◀ **being present in market and in channels where NZers are**
- ◀ **building partnerships with key stakeholders**

We need your help

Inspiring and motivating NZers requires a lot of message reinforcement. They need to see others in action. In multiple ways and with multiple reasons driving them. We need to create groundswell.

- < Can you, as an individual or as an organisation, contribute to our 'say no to wasted energy' message. What's your 'no'? What's your 'why'?
- < Are there key moments in your roadmap that you think we should know about? Can we tell your Gen Less progress story?
- < Be part of our community. Follow us, sign up to our newsletters, share our stories, advocate for change in your community.



Thank You