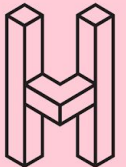
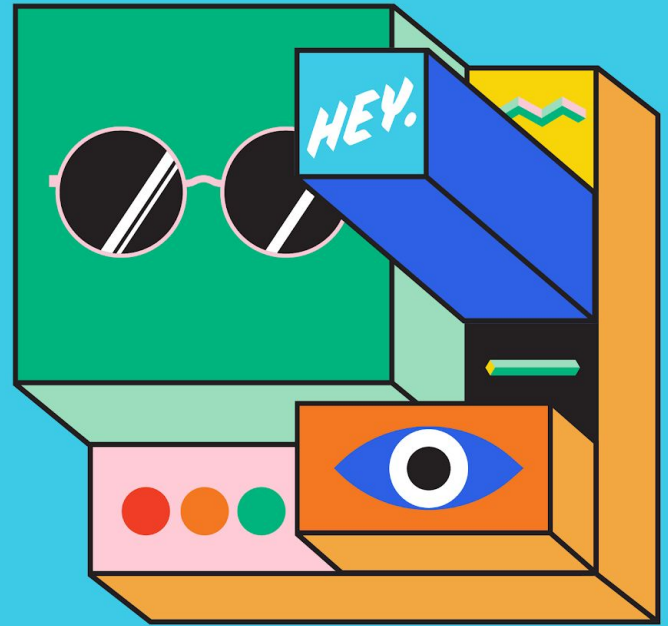


THE HIVE

# Climate Change Commission Post Campaign Analysis

31 March 2021



# Background



The Hive is a project established through a collaboration between an energetic force of young New Zealanders, the Ministry of Youth Development and creative agency Curative. The Hive aims to harness the voice of young people so that everyone can have their say on the issues that affect them.

Each year, The Hive is partially funded by the Ministry of Youth Development to run a number of youth engagement campaigns across a range of digital media channels, encouraging young people to have their say on policies currently open for public consultation.

We were delighted to provide young people with the opportunity to contribute directly to climate change policy, by utilising the Climate Change Commission's advice package consultation as our first engagement opportunity for 2021.

# How we worked



The Climate Change Commission engaged The Hive to host a conversation with young people on how they believed Aotearoa should respond to the looming threat of climate change. This conversation was held in parallel with the Commission's public engagement campaign on the draft advice package released on 1 February, 2021.

We set out to gather qualitative insights from a broad spectrum of rangatahi on how Aotearoa can respond to climate change, using a fun and engaging online format.

We ran a workshop with the current Hivers, dissecting the Climate Change Commission's advice and distilling it into five major themes; energy, waste, nature, transport and education. We then used these themes to then formulate our three-week campaign, grouping our content into 3-4 day segments, and engaging our audience to share their thoughts and experiences.

Our strategy was to unpack the dense, scientific insights of the report into snackable, easy-to-understand infographics for young people, and use the interactive tools of social media to grow our rapport with them throughout the campaign.

The campaign was supported by paid media across both Instagram and Facebook, and was primarily optimised to engagement. Post activity was also supplemented by interactive polls via Instagram Stories, inviting our audience to engage with certain topics.

Paid media targeted young people aged 13-24 across New Zealand, with particular interests in environmentalism, and a focus on reaching Pasifika and Māori audiences.

# Results snapshot



**142**

Pieces of content  
made

**21**

Posts

**121**

Stories

**183**

New followers (36% growth  
- now at 718 followers)

**192,276**

Reach

**239,331**

Impressions

**\$0.22**

Average Cost Per Engagement

# Energy

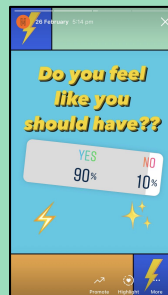
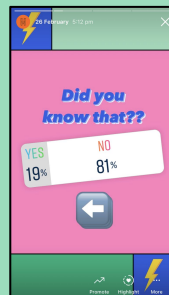
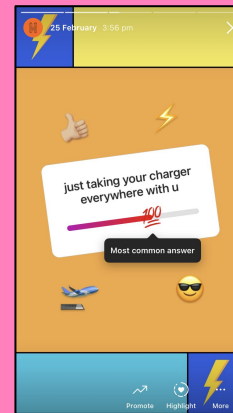
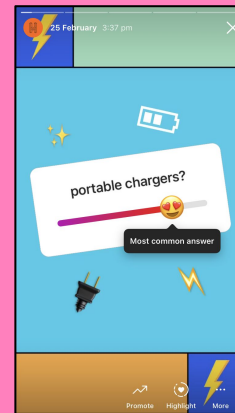
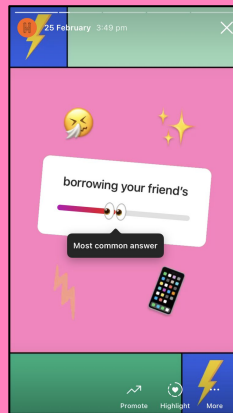
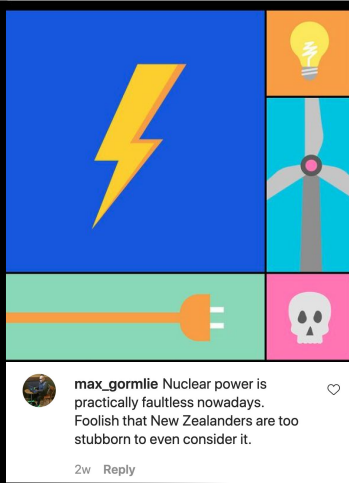
## Summary:

Energy was the first theme that went live for this project. We ran 13 pieces of Energy content including:

- 3 posts
- 10 Story posts with 3 x interactive polls, sliders and Q&A boxes.

**73%** of our audience would rather NZ invest in wind + solar than hydro energy.

**Only 18%** of our audience knew that 41% of NZ's greenhouse gas emissions came from energy and **89%** of those respondents admitted they felt like they should know this.

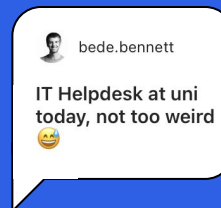
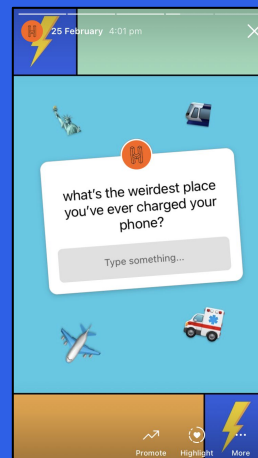


**7** Votes for yes

**35** Votes for yes

**30** Votes for no

**4** Votes for no



# Waste

## Summary:

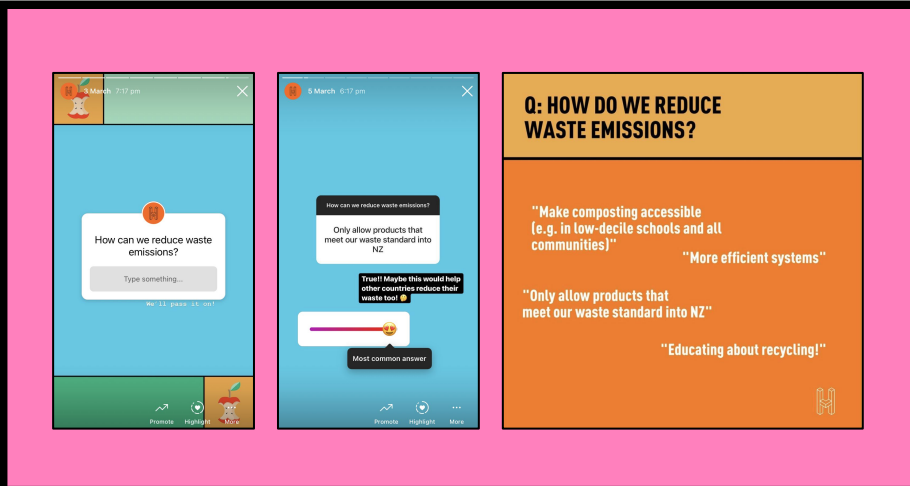
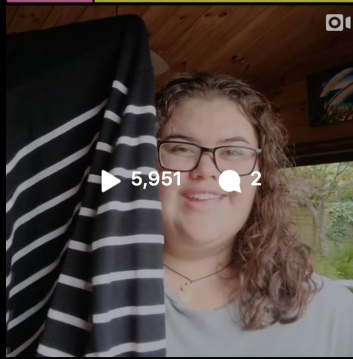
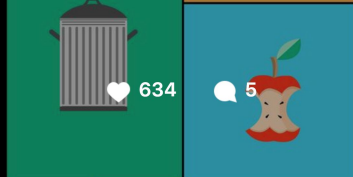
We ran three tiles and 18 stories;  
3 polls, 6 sliders, 2 Q&A boxes (6 unique responses.  
Several multi (2-3, due to instagrams word limit)  
part responses)

61% said they have a compost bin at home.

**Fast fashion** was a clear topic that arose within our waste theme - with suggestions for the government to introduce ways that would increase demands of environmental transparency from fast fashion providers.

95% of respondents said they liked op-shopping for their clothes as an alternative to buying new.

**Electric modes of transport** (predominantly scooters) came up frequently as a key way NZ could reduce its waste and carbon footprint.



**Q: HOW DO WE REDUCE WASTE EMISSIONS?**

"Make composting accessible (e.g. in low-decile schools and all communities)"

"More efficient systems"

"Only allow products that meet our waste standard into NZ"

"Educating about recycling!"

**Q: WHAT COULD THE GOVERNMENT DO ABOUT FAST FASHION?**

"Tax breaks on companies that can prove ethical manufacturing/supply"

"Government-funded NFP op shops!"

"Taxes on unsustainable-made clothing"

"EDUCATION in schools and communities"

# Nature

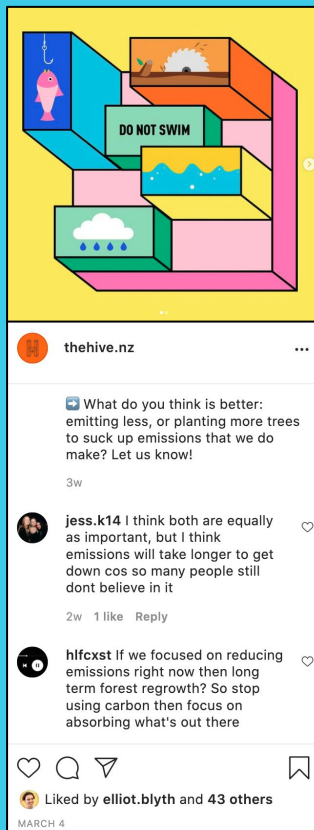
## Summary:

We ran 9 story posts and posted 2 tiles (1 poll, 3 question boxes (8 unique responses), sliders)

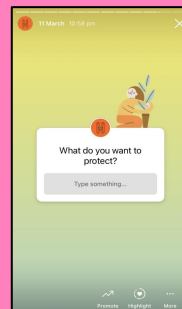
**72%** of our audience knew that most of NZ's emissions came from agriculture.

Of these emissions, **64%** of respondents thought cows were the main cause of emissions.

**Regenerative farming** was a recurring idea from young people when asked for their ideas on possible solutions to the problem.

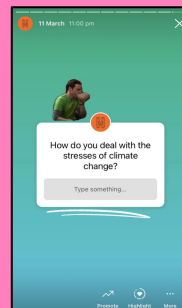


ba\_hofmans  
subsidy for regenerative farming



bede.bennett  
Friends, family, and native species.

liam.hewson.58  
Our ecosystems which underpin our ability to live healthy and productive lives



surprise\_its\_tara  
Ocean life

h3ykatrina  
native cultures!!! everyone's history!!! Every species of animal!!!!

surprise\_its\_tara  
It's a tricky balance, finding a small positive thing so focus on is a start. Contributing how I ca

h3ykatrina  
I do not 🙄👌



Hey I don't know if this is in line with what you are upto but I'm super into the idea of more green architecture? So especially new gov't or council buildings being not only solar powered but also having cyclical water systems and carbon sinking plants (I think that's what they're called 🤔👀) where the greenery in the buildings can counter the emissions of the building

# Transport

## Summary:

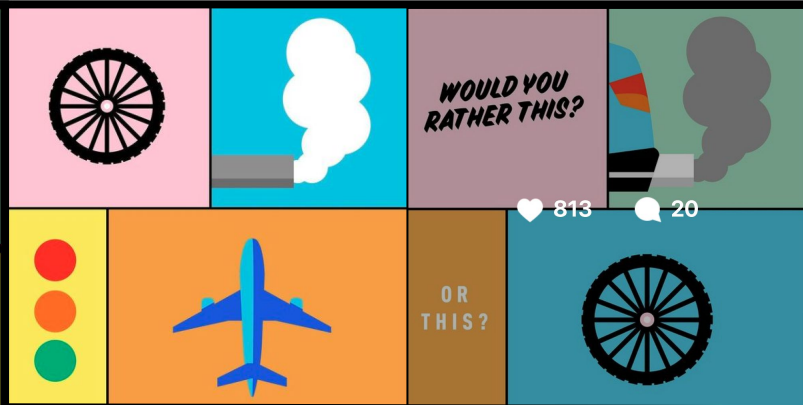
We ran 16 story posts and posted 4 tiles (1 6 slide carousel, 9 polls, 2 Q&A, 1 slider).


Transport received by far the most engagement out of all the topics in the campaign - potentially because it is a tangible aspect of the CCC Report and something our audience engage with on a daily basis.

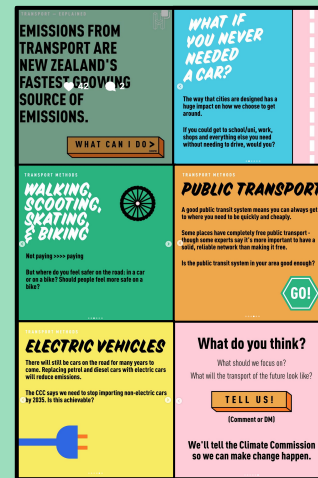
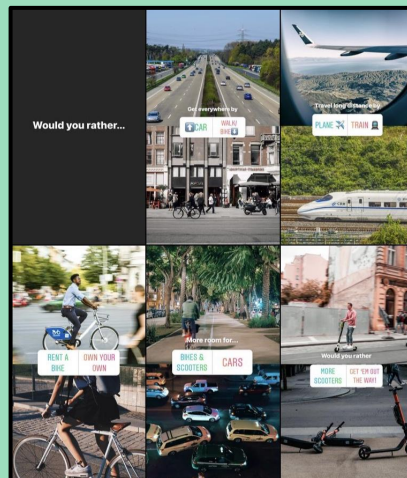
**88%** would prefer an upgrade in public transport than to own their own vehicle.

**Confidence on the road and a lack of infrastructure** were often referenced as a major reason why our audience wasn't cycling.

Public transport connections to the suburbs and regions were also mentioned as frustrations.



 itschelseyywitha\_y The Auckland public transport system could definitely be improved on, there's always empty buses driving around (we could consider investing in mini buses) and unless you're lucky enough to live on a bus route, getting to a bus stop can be a hassle and too time consuming for people to consider incorporating into their daily lives



## Q: WHAT TRANSPORT NEEDS EXTRA FUNDING?

- "Trains! Trains!! Trains!!!"
- "Scooters! They're so easy to speed to class on!"
- "Cycle lanes in cities!"
- "Funding for more EVs (especially for students)!"

## Q: WHAT HOLDS YOU BACK FROM BIKING MORE?

- "There are hardly any bike lanes"
- "Scared of using them around busy areas"
- "I travel around most of Auckland and it's pretty big!"
- "Weather"
- "Time"

# Education

## Summary:

We ran 6 stories and posted 1 tile including; 1 Q&A, 1 slider and 4 polls.

Education was the lightest touch theme we had in terms of responses. There were, however, a number of comments around equipping young people with a deeper understanding of things like compostable packaging, and small, tangible things they could do on an individual level to reduce their carbon footprint.

Almost **50%** of respondents hadn't heard of the Climate Change Commission Report and didn't know what it covered.

**Respect for indigenous culture** and honouring native culture came up throughout our campaign period. The general sentiment was that it has not been considered in the current state of play.



h3ykatrina

native cultures!!!  
everyones history!!  
Every species of  
animal!!!!



lara.elise47

If ppl knew how cheap clothes are made (child labour, sweatshops) that would ...



lara.elise47

... increase awareness and hold companies accountable for their actions.

## Q: HOW DO WE REDUCE WASTE EMISSIONS?

"Make composting accessible (e.g. in low-decile schools and all communities)"

"More efficient systems"

"Only allow products that meet our waste standard into NZ"

"Educating about recycling!"



# What We Heard



Our audience connected best with the more **tangible aspects of climate change** (things they can see and touch, and are immediate in their day-to-day lives), e.g. fast fashion, and charging their devices,



Looking forward posed **a sense of anxiety about the future**. A few of our respondents even mentioned feeling unsure about having children and how responsible it was to have a large family, given the 'waste' associated with it.



Young people want to know what they can do **on an individual level**.



**Many of them hadn't heard about the Commission's advice package**. Content supplied by the Commission that broke down the report's detail and ambition became a useful tool to demystify a lot of the scientific 'climate speak'.



Respect for Māori and **honouring indigenous connection to the land** was also referenced as a concern in regards to how climate change has been treated to date. This revealed a real opportunity to speak more directly to this issue and create content that reflected even more diverse voices.



**Rangatahi also feel restricted by the country's public transport system**. Unable to easily access public transport in the regions and suburbs leaves them with no choice but to get their licence and drive private vehicles. Factors such as the weather and insignificant student discounts also affected their ability to take trains or buses.

# Media performance insights



We saw a general rise in engagement across the board by the end of our three-week campaign; an encouraging sign of momentum.



'Either or' functions proved to be successful content: creating simplified touchpoints for our audience to engage on and slowly develop deeper engagement from.



Transport was by far the most engaged-with theme of content. This could be because it presents itself in a tangible form that our audience can easily visualise (as opposed to 'waste' or 'energy').



Swipe through carousels (posts with multiple tiles that users could swipe through to read more) proved really effective formats to explain the more complex ideas and topics.



Q+A boxes on story posts allowed for users to answer questions directly from the story post and were a good litmus test for how much they were resonating with the topic or content.



Sliders and Polls worked well as a way to get users used to and comfortable with interacting with our brand and our story content. As this helps normalise the process of sending us Dm or answering a Q&A box, the engagement which a set of Sliders and Polls are receiving is useful when considering how deep to make the question on a Q&A box.



The more active we were at night time and in relevant spaces, the more uptake we saw in engagement and following.

# Results Breakdown

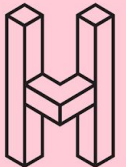
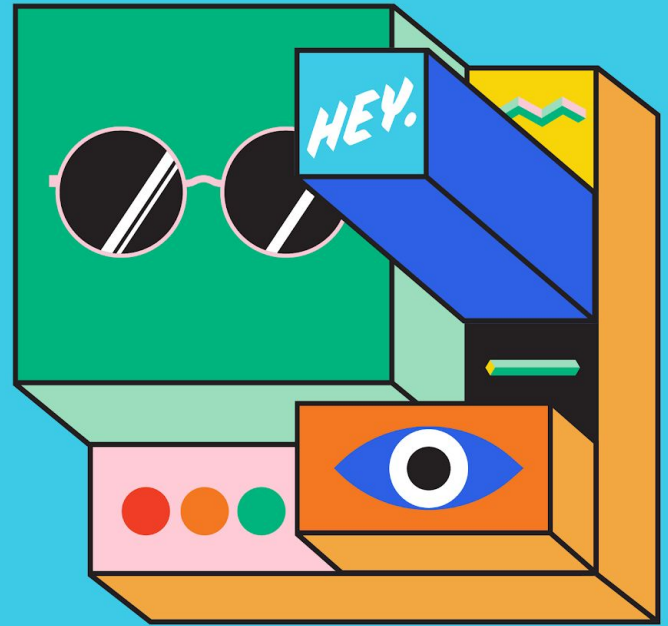


Ad	Impressions	Reach	Engagements	Cost Per Engagement	Engagement Rate
Waste	12,678	9,640	646	\$0.27	5.10%
Waste (Hiver content)	53,192	39,712	9,359	\$0.02	17.59%
Energy (Hiver content)	43,165	36,793	12,047	\$0.01	27.91%
Energy	102,754	101,423	501	\$0.31	5.58%
Transport	13,492	10,896	582	\$0.27	4.31%
Transport (Either or)	21,052	21,052	884	\$0.26	4.20%
CCC submission reminder	17,475	15,203	528	\$0.44	3.02%
Emissions stats	45,860	35,767	18,409	\$0.02	40.14%
Education	23,960	16,087	920	\$0.38	3.84%
<b>TOTAL/AVERAGE</b>	<b>333,628</b>	<b>286,573</b>	<b>43,876</b>	<b>\$0.22</b>	<b>12.41%</b>

THE HIVE

# He Patai? Any Questions?

hello@curative.co.nz  
curative.co.nz



# Appendix: Climate Change themes identified by Hivers



The original Hivers were initially consulted on the Climate Change Report and offered their take on what was important to rangatahi, and what they would be interested in hearing about.

These topics and questions then informed our key themes and interactive questions we rolled out across the three-week campaign.

## CCC Themes and Questions

Theme	Sub-Themes		Provocations + IG Story questions
Energy	Home	Young people flatting	Who uses the most electricity in your household? When you get up to go to the bathroom in the middle of the night - do you turn the light on or leave it off?
	Uni		Can you charge your phone at uni? Where? What would Uni be like without physical textbooks?
	Online-related		Should internet access be free for everyone?
	Phones - accessibility	Phone charging - Integrating charging into everyday life, what that might look like? Comparing charging accessibility in Urban vs Rural areas	What's the weirdest place you've charged your phone? Would you reduce your phone time/use to help reduce NZ's emissions?
	Heat		How do you heat your home? How many puffer jackets would you have to wear to stay warm in an outage? What's your fav thing to do to stay cozy? Have you ever not used energy because it's too expensive?
	General Use		Energy trivia! How often do you actually turn stuff off? (Vampire energy)
Waste	Composting	Lifestyle-based	Is composting worth the hassle?
	Food waste		How often do you finish your plate? (Sliding scale?)
	Recycling		What's something you always recycle?
	Eco		Is being Eco-friendly sometimes too expensive?
	Home waste		Do you know how much your rubbish bin emits?
	Food packaging		Does it matter about the packaging? Do you think individual change can make a difference? How much?
	Fabric waste	Fast fashion, thrifting	Fast fashion - worth it? Do you think about waste when buying clothes? Is thrifting an option for you?
Transport	Personal transport		What would it mean if not having a car was socially acceptable? What would your life look like if all cars were taken off the road tomorrow? Do you actually own a car? Why/why not? How many vehicles does your household have? Why is biking not an option for you?
	Ubers/Ride sharing	Working/studying from home vs. on-site	Could you get around <i>only</i> using rideshares? Could your family get around <i>only</i> using rideshares? Electric scooters - Cringe?
	Public transport	Commuting	Studying on the bus/train to uni - yay or nay? How often does missing the bus make you take the car instead? Is the public transport good enough for you? Do you feel safe biking to uni?

# Appendix: Climate Change themes identified by Hivers



The original Hivers were initially consulted on the Climate Change Report and offered their take on what was important to rangatahi, and what they would be interested in hearing about.

These topics and questions then informed our key themes and interactive questions we rolled out across the three-week campaign.

Theme	Sub-Themes		Provocations + IG Story questions
Education	School Curriculum	Highlighting the importance/awareness of CC in the school curriculum?	What would learning from home for the rest of your life look like? Do we learn enough about sustainability in school? Do we learn enough about climate change in school? Do you think your school values the education of climate? Does your place of education have an environmental group? Do you feel comfortable joining these groups? Does this feel like a space you can belong in? Do you know how much your place of education acts on climate change?
	Climate Change Awareness		What do your friends think/say about climate change? What do your parents think/say about climate change? Do you feel confident discussing the science of climate change? How'd you first learn about climate change? Where do you have conversations about CC?
	Te Ao Māori		What role can indigenous communities and knowledge play in our CC response?
	Negative vs. Positive perspectives on CC		Is there a way to talk about CC in a positive light? Climate change can't be all bad, right?!
Nature	Mental health/CC Anxiety		Does thinking about climate change stress you out? How do you take your mind off climate change? Do you think we can beat climate change? Is NZ doing enough to tackle climate change?
	Te Ao Māori		Do we heal the planet? Or do we trust the planet to heal us? What's the difference between healing and not harming the land/planet?
	Day-to-day		What's the daily action you think you can take? What's the daily action you do take?
	Interactions with nature	Accessibility to nature for young people	Hike or bike? How often do you get out into nature? Is it easy for you to get out into nature? How much do you appreciate nature? How do you and your family enjoy nature? How important is nature to you? (would you rather: live in a concrete box with unlimited wifi, or a house full of plants?)
	Future generations	Something about future future generations and the opportunities you are able to have, and that you are able to give	What kind of world do you want to leave for your kid's kid's kids? What's your dream house? Where? Would you like a job where you work from home?
	Cities Farming/Agriculture		Are green cities important to you? How often do you change what you eat for the sake of the environment? How can we support farmers to be greener? What is something you've heard that farmers are doing that is good for the environment?