

EcoA Tips

Notes & news from EcoAnalytics Research

Welcome to *EcoA Tips* #8, our latest icicle of intel for communicators, dripping with guidance. Here's what we have:

Three tips from major fall survey and conjoint analysis:

- Tip 1: Cultivate trust *and* skepticism*
- Tip 2: Demand other solutions, as well as NbS
- Tip 3: Bridge troublesome time-frame differences

*Tip 1 is accompanied by a mock post, an example of how you might apply our guidance in social media. [Useful?](#)

Other research

- **Play time**, new [Climate Communications Playbook](#)
- **Ontarian concerns**, ahead of June election
- **Salience of climate and energy**, economic charts to watch in 2022
- **Seven out of ten Quebec companies want to decarbonize**

EcoA News and Calendar

[Ideas, suggestions, comments?: Survey](#)

Note: EcoA shared drive: This Fri. Feb.4, our digital team will be transferring our documents and data to a new one domain. At that time all links to shared folders will change. We will share the new links with you by early next week. Contact the Project Director if you need a document sooner: james@boothroydco.com; 604-315-4246.



Nature-based solution: Over 500 acres of California redwood forest is being returned to the InterTribal Sinkyone Wilderness Council for stewardship (#LandBack).

Photo credit: Max Forster / Save the Redwoods League

Three tips on trust, NbS, and timing

Tip 1: Cultivate trust and skepticism

Trust matters, and your groups are trusted, as you know from past research. Fresh data from EcoA's national survey in November, however, reminds us that NGOs are wise to cultivate their supporters' trust — and skepticism (the healthy variety). When talking about the actions of government and industry, therefore, be **fair-minded**. "Trust is an indicator of people's sense of agency," Comeau says. "So it's a bad idea to simply slam governments: **we need people who believe in the power of legislation**." Acknowledge the complexity of many issues, that no one has all the answers — and the power of decision-makers to do good (as well as harm). **Then demand accountability**. This will encourage your supporters to think more deeply about the issues, and to support your calls to action. In EcoA's fall survey (n=2,293) a battery of questions on trust developed by Louise Comeau found high levels of skepticism. Barely one in four believe governments are doing enough to address climate change and biodiversity loss; and more than one in two believe public authorities "distort the facts". In analysing our data, Louise found that higher levels of general trust in government combined with healthy skepticism, (a concept called critical trust), is associated with believing we can solve climate change.

Target demographic: Youth, 18–34, Canada-wide. Dr. Comeau's

research suggests that this segment is the least hopeful and most worried. If they don't trust government to solve problems, not only do we fail to address their eco-anxiety, but we also lose one of the most powerful demographics to effect change.

Sample parameters for below mock social-media post:

Age: 18–34; Gender: N/A;

Location: Canada; Education level: University graduate and post-graduate: master's or doctoral degree candidates, etc.

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During COVID, we've seen how nimbly and effectively governments in Canada and abroad can move to address an emergency – for the common good. Yet faced with the climate emergency – and the devastation wrought by wildfires, floods and drought – Canada continues to drag its feet, failing to meet even one of its emissions targets. Let's demand better.

Among G7 nations, only Canada's emissions have continued to rise since 1990.

Demand accountability on targets

Let's make sure that the government follows through on reducing carbon emissions.

WE NEED TARGETS THAT COUNT. [Learn More](#)

4030 562 Comments 311 Shares

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Tip 2: Demand other solutions, as well as NbS

When calling for public investments in nature-based climate solutions (NbS), don't be afraid to combine that with strong advocacy for other action to slash carbon emissions rapidly. For example, tailor messages for a broad public advocating for a just transition. Demand national programs to retrain and find greener jobs for workers in the oil and gas sector. Call for universal subsidies to help households offset the costs of transitioning to an economy more in balance with nature. Results from our qualitative "customer journey" research in June suggest that those who support NbS appreciate that we need more than tree-planting, etc. to reduce carbon emissions. EcoA's fall survey, meanwhile, found not only strong bipartisan support for NbS, but also potential for building new constituencies of support among voters of different stripes for a just transition and the use of universal (rather than targeted) subsidies. As you do this, though, don't assume that people understand how different solutions work, or why moving swiftly is a priority. Explain how and why the solutions are credible, and support this with real-life examples. Lastly, push for reliable metrics and accountability, as people want proof of programs that are going to demonstrably move the needle towards safety.

Tip 3: Bridge troublesome time-frame differences

If you're looking to build support for faster phasing out of fossil fuels, target Liberal and NDP supporters and show them why we need to hit the gas (sorry). For example, see this [blog post](#) by Greenpeace USA, which explains why phasing out fossils cannot wait, and makes the point in plain language with eight compelling, and anti-corporate, reasons. Adjust the length and tone to your needs and audience. The latest Environics research shows that when it comes to the timing of the energy transition, a faster timeline is relatively more appealing to LPC and NDP voters than to CPC voters. Conservative voters prefer to postpone until 2060, and are relatively less supportive of a 2030 time frame. Environics found, however, strong preference for a just transition (over having no jobs policy) across parties, which is an opportunity to build bridges across party lines. Call for a just transition now, and inform audiences about the critical aspects of timing.



Builders?: EcoA research, by Environics, reveals opportunities to build bridges across political groups for programs that transition workers out of the oil and gas sector. Photo credit: arindambanerjee / Shutterstock

Other research

Play time: Check out the [Climate Communications Playbook](#) from Climate Access and the Climate Narratives Initiative (December 2021). It offers a framework and recommendations for engaging Canadians on the most urgent issues, based on message-testing, opinion surveys, and analyses of media narratives.

Ontarian concerns: Inflation and healthcare are among the top three “most important issues” facing Ontario ahead of the June election, says a [poll](#) by Abacus, released Jan.19. COVID was the top issue according to 60% of respondents; and climate and the environment came fifth (21%), well behind housing affordability (39%), fourth. The poll found 72% want change, though many sharing this desire said it was “not important to them”. The ruling Progressive Conservatives were 9 points up on the Liberals, the nearest contender.

Salience of climate and energy revealed: From sales of electric vehicles and emissions to jobs and crop exports, experts weigh in on the defining factors for Canada’s economy in 2022 in this [article](#) from *Maclean's*.

Seven out of ten companies want to decarbonize the economy, according to a survey conducted among the 70,000 members of Quebec’s Conseil du patronat, the business association. They also agree that it’s important to do more to fight climate change. [Read more about it.](#)



Sticker shock: Inflation and cost of living are top concerns for voters ahead of the Ontario provincial election, according to Abacus.

Photo credit: Dillon Kydd

EcoA News

Research for the people! EcoAnalytics is launching a new webinar series aimed at all members of staff in its Member and Subscriber organizations. It will feature top researchers discussing in plain language the latest data and its strategic and communications significance. In the debut *Opinionation* webinar, Feb. 16 (see calendar below), Erick Lachapelle and Sarah Robertson will discuss what their recent studies, done at the end of last year, tell us about the state of national opinion on climate and biodiversity issues in advance of expected announcements by the federal government next month of its revised climate plan and budget.

New values?: Université de Montréal doctoral candidate and EcoA Research Associate Marjolaine Martel-Morin will present the findings of her follow-up segmentation analysis of supporters of Member organizations on Feb. 23 (see calendar). The webinar, for Member groups that participated in her study, will focus on how respondents' (n=335) environmental values and behaviour may have changed during the COVID pandemic and other events since last surveyed in 2019.

Members choose to expand: Members' final strategic planning session, the second to focus on research, Jan. 10th, showed strong support for an expanded program of research and knowledge translation in the coming three years, with access to a variety of tools, chosen as appropriate. They also backed a proposal to seek funding for a significant expansion of EcoA's budget, with a view to recruiting a full-time Project Manager and increasing the

frequency of research, together with rapid-fire polling, more experimentation, and social media testing.

Talent search: EcoAnalytics hopes to onboard a new Project Manager in March, after interviews this month. Former PM Emilia Patiño Anaya, whose last day was Jan. 31, is moving to a full-time position as Program Operations Manager for the Ontario Canadian Mental Health Association. Her work in strengthening knowledge translation has won praise from Members and Subscribers, and Managing Director Jim Boothroyd wishes her all the best.

Calendar

February

16 12:30pm ET, *Opinionation* webinar featuring Erick Lachapelle, UdeM, and Sarah Roberton, Environics, (see EcoA News, “Research for the People” above).

23 2pm ET, Research webinar presented by UdeM Political Science PhD candidate Marjolaine Martel-Morin (See “New values?” above).

24 1pm ET, EcoA Research Update webinar for members of Sustainability Network.

Second half of month, Members consulted on planning of Spring research

March

Mid month, new Project Manager begins work

Second half of month, Spring research survey drafted, shared with Members for comment

April

First half of month, Invoicing of Members and Subscribers for 2021–2022

Second half of month, results of spring research to be shared

Psst: Now you can see and bookmark the full calendar of EcoA events [here](#).

Tell us what you like...

And how this newsletter could work harder for you: please, complete this [quick survey](#).
