



**CLIMATE SMART**

**CAPE TOWN**

Cape Town's profiling and awareness  
campaign on climate change



**LEGACY REPORT**



# CLIMATE SMART CAPE TOWN

## LEGACY REPORT

Cape Town's profiling  
and awareness campaign  
on climate change

The climate  
is changing,  
what about  
you?

TAKE ACTION, CAPE TOWN



CLIMATE SMART

CAPE TOWN

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**About  
this  
Report**

# 1. About this Report

The City of Cape Town recognises climate change as one of the greatest challenges of our generation. But rather than reacting to this as a threat, we are approaching it as an opportunity to build a better future for all who live and work in the city.

To make the most of this opportunity, Cape Town's response to climate change must be a collective effort, undertaken as a partnership between government, business and civil society. Working together will help us create a more compact, resource-efficient, integrated, equitable and liveable city that protects communities while enhancing our natural heritage.

In June 2010 an alliance of organisations and partners from the public sector, business, academia and civil society established the Cape Town Climate Change Coalition (CTCCC). The CTCCC recognised how important it was to take full advantage of South Africa hosting COP17, the world's biggest climate change meeting – and one of the most significant world meetings of all time – in Durban. The CTCCC also seized the opportunity to run a campaign that leveraged the local, national and international attention given to climate change issues in the time leading up to and during COP17. That campaign, Climate Smart Cape Town, was launched to help the residents of Cape Town and others learn about what was being done locally about climate change and importantly how they could take action themselves. While designed as a short-term campaign around COP17, it is envisaged that the campaign may continue into a second phase.

This legacy report summarises the work of the CTCCC ahead of, during and shortly after COP17. As well as serving as a record for the City of Cape Town and the CTCCC partners, the report aims to inspire and assist other regional, national and continental cities to achieve similar ends.





**Cape Town Climate  
Change Coalition**

## 2. Cape Town Climate Change Coalition

The Cape Town Climate Change Coalition (CTCCC) is an alliance of organisations, partners and stakeholders from the public sector, business, academia and civil society who came together in June 2010 to support Cape Town's bid to host the 17th Conference of the Parties to the United Nations Framework Convention on Climate Change, or COP17, in November/December 2011.

Although Cape Town's bid was not successful and COP17 was hosted in Durban, the commitment remained among the partners to continue working together for benefits such as sharing knowledge and building capacity regarding climate change. The CTCCC partners agreed to utilise the energy and momentum arising from South Africa's hosting of COP17 to help build Cape Town into a more resilient and resource efficient city. They also committed to championing a programme that helps to reduce carbon emissions in Cape Town and to mitigate and adapt to the effects of climate change, in order to protect and enhance the natural, cultural, social and economic environment.

To formalise these commitments, the CTCCC partners each adopted and signed the Cape Town Climate Change Coalition Charter (see next page). The partners further committed to three specific actions linked to COP17 to cut carbon emissions or to raise awareness about climate change.

To guide the work of the CTCCC, an Advisory Forum was established. Meeting monthly and hosted by various partners, the Advisory Forums were used to share information with all the partners on the activities of the Climate Smart Cape Town (CSCT) campaign, including the campaign's planned activities at COP17, and to unpack various aspects of climate change science in order to enhance all partners' understanding of and response to the topic.

A Steering Committee, comprised of a smaller group of key partners, was also established. This group met bi-weekly at the City of Cape Town for an hour to discuss and direct the practical business of the CSCT campaign.

It was essential that all CTCCC partners helped identify and use their own opportunities to spread the campaign messages. Each partner was asked to identify components of the campaign that would add value to their individual strategies and messaging, and to implement these.

The work of the CTCCC to date has demonstrated a degree of collaboration among government, private sector, academic and civil society organisations around climate change issues at a local level unprecedented in Africa – and perhaps in the world.

**At present, the coalition consists of 30 members. These are:**

Accelerate Cape Town, Cape Chamber of Commerce, Cape Higher Education Consortium (CHEC), Cape Town International Convention Centre (CTICC), Cape Town Partnership, Cape Town Routes Unlimited – Cape Town Convention Bureau, Cape Town Tourism, City of Cape Town, Council for Scientific and Industrial Research (CSIR), Desmond Tutu Peace Centre, Environmental Monitoring Group, Exhibition Association of Southern Africa (EXSA), Federated Hospitality Association of Southern Africa (Fedhasa), Findalift, Green Cab, ICLEI - Local Governments for Sustainability: Africa Secretariat, Icologie, International Polar Foundation, Konrad Adenauer Foundation (KAS), Project 90x2030, Southern African Faith Communities' Environment Institute (SAFCEI), South Africa National Parks - Table Mountain National Park, Sustainable Energy Africa, The Expedition Project, University of Cape Town (African Centre for Cities and Graduate School of Business), University of Stellenbosch, University of Western Cape, Wesgro, Wildlife and Environment Society of South Africa (WESSA), Western Cape Government. With COP17 now past, the partners are looking to the future of climate change issues and how the CTCCC can best be leveraged to help take on these challenges, including future phases of the CSCT campaign.



South African Minister of Energy, Dipuo Peters signs the Climate Smart Cape Town guestbook. The Minister spent 20 minutes with the team at the Climate Smart Cape Town Pavilion.



Executive Mayor of Cape Town, Alderman Patricia de Lille, at the launch with the signed Cape Town Climate Change Coalition Charter.

# Cape Town Climate Change Coalition Charter



## Preamble:

The Cape Town Climate Change Coalition Charter is about organisations working in partnership to address the most serious threat to our economy and environment in modern times - climate change. The Charter establishes a mutual understanding of the reality of climate change and the responsibility that stakeholders have in tackling this challenge. Addressing the causes and consequences of climate change will not only contribute towards the long-term security and prosperity of Cape Town, but can also add value to the activities of each partner organisation as well as to the people of Cape Town. Cape Town Climate Change Coalition partners realise that they cannot solve the challenges of global warming on their own, but they can lead by example.

## Charter:

**We, a coalition of organisations committed to addressing the causes and consequences of climate change within Cape Town, share the understanding that**

1. climate change is a reality and poses a real threat to the world we live in;
2. climate change will result in increasingly significant effects on the people, organisations and environment of Cape Town, Western Cape Region, South Africa and worldwide;
3. the United Nations Framework Convention on Climate Change (UNFCCC) is the foremost mechanism to address global climate change issues, and its annual conferences of parties (COP) (notably in Durban in 2011) provide important opportunities to address climate change;
4. the African Mayors Declaration on Climate Change, adopted by African city leaders in Cape Town in March 2011, is an important tool in addressing climate change issues at local level.

## We therefore commit our organisations to contribute towards tackling climate change by

1. considering the implications of climate change in decisions made within our organisation;
2. identifying which of our respective organisational activities, could significantly contribute towards climate change and identifying measures which could mitigate those;
3. assessing the challenges posed by climate change to our activities;
4. setting challenging targets within our organisations to reduce our respective carbon footprints;
5. promoting action within our respective organisations to strive to meeting the set targets;
6. annually reporting our progress in meeting the targets to the Cape Town Climate Change Coalition on a voluntary basis;
7. spreading the message of climate change within our respective organisations and, where possible, beyond to promote best practice;
8. assigning responsibility for these climate change commitments to a designated senior individual;
9. committing to maintaining organisational integrity through proactive participation in the coalition, including supporting the Climate Smart Cape Town Campaign in preparation for the 17th Conference of the Parties to the UN Framework Convention for Climate Change (COP 17) and thereafter; and
10. promoting singular and joint projects that profile Cape Town's mitigation and adaptation activities;
11. encouraging external partners or parties to take similar action to address the causes and consequences of climate change and encouraging them to become active members or supporters of the Cape Town Climate Change Coalition.

Signed: .....

Date:.....

Position: .....

Organisation: .....





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**Energy  
and Climate  
Change Key  
Objectives**

### 3. Energy and Climate Change Key Objectives

Cape Town's energy supply is dominated by electricity provided from the national grid, as well as liquid fuels (mainly petrol and diesel, refined locally from imported crude oil), and a small amount of coal used by industry.

Coal-fired electricity provides 85% of electricity fed into the grid, which means that the average Greenhouse Gas (GHG) emissions attributed to electricity supplied to Cape Town is high – around 1 tonne of carbon dioxide (or equivalent) per MWh of electricity. These coal-fired stations are 2 000 km from the city, which involves significant losses en-route. The 1 800 MW Koeberg Nuclear Power Station, just outside Cape Town, is also part of the national mix. To supply peak demand and for emergencies, Cape Town uses two Open Cycle Gas Turbines (1 327 MW and 171 MW) and a Pumped-Storage station (400 MW). Cape Town's energy demand is about 2 000 MW, of a total installed national grid capacity of 40 000 MW.

Maintaining Cape Town's international reputation and competitiveness is a further imperative for reducing energy consumption and for pursuing larger quantities of renewable energy in its supply mix.

#### **Cape Town's energy and climate change objectives are:**

- 10% Reduction in city-wide electricity consumption by 2012 off a 'business-as-usual' baseline
- Council operations: 10% reduction in energy consumption by 2012
- Meet all the growth in demand for electricity with renewable and cleaner energy sources
- 10% Of energy supply to be from renewable and cleaner energy sources by 2020
- Build a more compact, resource-efficient city
- Develop a more sustainable transport system
- Adapt to and build resilience to climate change
- Improve the resilience of low income/vulnerable communities
- Enable local economic development in the energy sector
- Access climate finance
- Recruit staff, undertake research and development; establish data management systems, conduct monitoring and evaluation and update plan annually
- Raise awareness and promote behaviour change through communication and education.

The Climate Smart Cape Town campaign fulfilled the awareness raising and behaviour change objective.



**Climate Smart  
Cape Town  
Campaign**



## 4. Climate Smart Cape Town Campaign

To take full advantage of COP17 being hosted in South Africa, the CTCCC seized the opportunity to run a campaign that leveraged the local, national and international attention given to climate change issues in the time leading up to and during COP17.

**The Climate Smart Cape Town (CSCT) campaign was launched to inform and influence leaders and residents about climate change issues in order to**

- Ensure climate change issues are taken into account in decisions influencing the future development of Cape Town;
- Promote an understanding of local, regional and national climate change policies and strategies to influence appropriate behaviour responses domestically and in the work place.

Additionally, the campaign would profile and market the city of Cape Town as a leading city in addressing the problems of climate change, as well as promote climate change literacy and awareness among Capetonians. CSCT strived to be fresh, unique, inspirational and attractive to a diverse audience, trying to make the often intimidating concepts of climate change and environmental sustainability more relevant, accessible and workable for ordinary people.

**The campaign's vision was:**

“For Cape Town to become more compact and resource efficient; a lower carbon city adapting well to the impacts of climate change, protecting its most vulnerable citizens and building an economic future based on clean development, localisation and jobs for all. Cape Town aims to inspire and assist other regional, national and continental cities to achieve similar ends.”

While designed as a short-term campaign around COP17, it is envisaged that the campaign may continue into a second phase.

### 4.1 Campaign Goals and Strategies

**The following overall goals were developed to guide the Climate Smart Cape Town campaign and the CTCCC:**

- Build the profile of Cape Town as a leading city in addressing climate change
- Enhance Cape Town decision makers' and citizens' understanding of climate change concepts, including the United Nations Framework Convention on Climate Change meeting (COP17), and their support for and participation in managing these to create a more resilient Cape Town
- Support and enhance local, sub-national, national and continental energy and climate change initiatives
- Facilitate the beneficial involvement by the coalition partners in the COP17 process.

**The following specific objectives were developed:**

- Facilitate the involvement of coalition partners in COP17 and related events, particularly in respect of enhancing Cape Town's profile as a resilient city
- Provide information on COP17 and broader climate change issues to decision makers and citizens, including information on City and Provincial policies and strategies, and programmes and projects of all coalition partners

**Build the profile of Cape Town as a leading city in addressing climate change.**

**Support and enhance energy and climate change initiatives.**



During COP17, exhibits in the Climate Smart Cape Town Pavilion encouraged learners to discuss climate change issues, challenges and solutions that hopefully continue in the classroom.

- Facilitate the involvement of decision makers and citizens in COP17 and related events, particularly in respect of enhancing understanding and commitment towards building a more resilient city
- Provide information to decision makers and citizens on national and international protocol strategies and initiatives relevant to Cape Town
- Build mutually beneficial partnerships around climate change-related processes in Cape Town
- Facilitate the hosting of key events in Cape Town linked to COP17, for citizens of Cape Town and Western Cape
- Promote and support research into climate change to enhance climate change understanding and literacy
- Facilitate the optimal use of social media, the website, electronic and print media and other avenues to promote the broader understanding of climate change and how it will impact people's lives.

While the CSCT campaign focussed predominantly on the geographic area of Cape Town, the campaign recognised the important role the Western Cape Government played as a CTCCC partner in extending its application and influence to other municipalities of the Western Cape Province.

## 4.2 Target Audiences

**The campaign objectives of raising awareness of climate change and encouraging long-term behaviour change were to be achieved by targeting the following audiences:**

- General public in Cape Town
- CTCCC partners (internal)
- Other municipalities in Africa (this target group was mainly reached through the coalition partners ICLEI Africa and the Western Cape Government and their interventions before and during COP17)
- The media
- Schools and learners in Cape Town (this target audience was originally envisaged, but as time and budget were constrained, this target audience was not reached and it was agreed that the City of Cape Town's Youth Environmental School [YES] programme will focus on schools in Cape Town. A second phase of the campaign may be able to work together with YES to target learners and teachers specifically)
- Tourists (tourists were not specifically targeted due to time and budget constraints, but were considered as general public for the first phase of the campaign).

For each of these target audiences, their desired behaviours were identified (i.e., what we hoped they would do) as was the understanding they would need to have in order to motivate such behaviour. Measurable objectives helped with monitoring and evaluation.

**These are consolidated in the following table:**



The campaign encouraged people to cycle instead of drive to work. With dozens of kilometres of dedicated cycle lanes in Cape Town, it has never been easier to hop in the saddle.

	<b>Audience segment</b>	<b>Desired relationship<sup>1</sup></b>	<b>Key understanding to communicate</b>	<b>Desired behaviour to motivate</b>	<b>Measurable Objectives / Target</b>
<b>General Public</b>	Cape Town Residents	Supporter	<ul style="list-style-type: none"> <li>What the reality of climate change is in Cape Town and what is causing climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can I play in COP17</li> <li>What everyone can do about climate change</li> <li>What projects are currently being conducted that residents can participate in and support</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of climate change</li> <li>Reduction in electricity and water usage, reduction in waste generated, increased recycling and use of public transport, more sustainable lifestyle, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Hits on the website</li> <li>Number of letters to the paper about climate change articles</li> <li>Facebook members</li> <li>Followers for Twitter account</li> <li>Hits on video on YouTube</li> </ul>
	Cape Town Businesses	Supporter	<ul style="list-style-type: none"> <li>What the reality of climate change is in Cape Town and how will climate change impact their business</li> <li>What their business can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can my business play in COP17</li> <li>Economic benefits of doing business more sustainably</li> <li>What projects are currently being conducted that they can support</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in electricity and water usage, reduction in waste generated, increased recycling and use of public transport, etc.</li> <li>Encouragement of suppliers and customers to live more sustainably</li> <li>Educating staff about climate change</li> </ul>	<ul style="list-style-type: none"> <li>Enquiries about climate change and what their business can do about it</li> </ul>
<b>CTCCC partners</b>	Cape Town Civil Society (NGOs, CBOs, faith based organisations, residents associations, etc.)	Supporter	<ul style="list-style-type: none"> <li>What the reality of climate change is in Cape Town and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can organisation play in COP17</li> <li>Relevance and importance of climate change mitigation and adaption work to their own strategic goals and performance</li> <li>What projects are currently being conducted that they can support</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in electricity and water usage, reduction in waste generated, increased recycling and use of public transport, etc.</li> <li>Encouragement of suppliers and customers to become more sustainable and reduce carbon emission</li> <li>Educating members about climate change</li> <li>Mobilisation, activism around climate change</li> </ul>	<ul style="list-style-type: none"> <li>Enquiries about climate change and what their organisation can do about it</li> </ul>
	All	Partner	<ul style="list-style-type: none"> <li>Relevance and importance of climate change mitigation and adaption work to their own strategic goals and performance</li> <li>What the reality of climate change is in Cape Town and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can my business play in COP17</li> <li>Benefits of partnership</li> <li>Benefits for their members/employees</li> <li>What projects are currently being conducted</li> </ul>	<ul style="list-style-type: none"> <li>Policy implementation</li> <li>Participation as partner</li> <li>Signing the CTCCC charter</li> <li>Communication regarding the reality of climate change and the problems associated with it to their stakeholders</li> <li>Commitment of additional resources (in kind or financially)</li> <li>Walking the talk</li> <li>Educating their staff about climate change issues</li> </ul>	<ul style="list-style-type: none"> <li>Contribution in kind or financially</li> <li>Departments involved in climate change actions</li> <li>Climate change content included in internal newsletter</li> <li>CSCT logo and messaging on their own website</li> <li>Publications with CSCT logo and messaging on</li> <li>Participation in "Inspiring Change" gathering and COP17 exhibition and events</li> </ul>
		Investor	<ul style="list-style-type: none"> <li>The value and return on investment of a more resilient Cape Town with a lower carbon footprint</li> </ul>	<ul style="list-style-type: none"> <li>Creation and continuation of climate change-related projects, sustainable products and experience</li> </ul>	

**Table 1: Communications Goals by Target Audience**

	Audience segment	Desired relationship <sup>1</sup>	Key understanding to communicate	Desired behaviour to motivate	Measurable Objectives / Target
Other Municipalities of Africa	All	Supporter	<ul style="list-style-type: none"> <li>Relevance and importance of climate change mitigation and adaptation work to their own strategic goals and performances</li> <li>What the reality of climate change is and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can my municipality play in COP17</li> <li>Importance of acting now</li> <li>Value of partnerships</li> <li>Information on African Mayors Declaration on Climate Change (AMDCC) and other Africa focussed material</li> </ul>	<ul style="list-style-type: none"> <li>New climate change related projects and campaigns to take place</li> <li>Integration of climate protection into all line functions of their city</li> <li>Partnering with Cape Town</li> <li>Support for AMDCC</li> </ul>	<ul style="list-style-type: none"> <li>Enquiries of other municipalities about campaign, coalition and process, etc.</li> <li>Meetings to share learning areas</li> </ul>
Media	All	Supporter	<ul style="list-style-type: none"> <li>What the reality of climate change is in Cape Town and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can they play in COP17</li> </ul>	<ul style="list-style-type: none"> <li>Acknowledgement that this is a topic they need to promote/write about</li> <li>To write about climate change such that it is accessible to the reader</li> <li>To highlight CSCT and its projects and initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Published articles on climate change in Cape Town</li> </ul>
Schools in Cape Town	All	Supporter	<ul style="list-style-type: none"> <li>What the reality of climate change is in Cape Town and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can they play in COP17</li> </ul>	<ul style="list-style-type: none"> <li>Begin to discuss climate change issues, challenges and solutions in the classroom</li> <li>To introduce climate change as a topic</li> </ul>	<ul style="list-style-type: none"> <li>Number of schools discussing climate change in the curriculum</li> <li>Teacher's guide and learner's activities sheets concerning climate change issues</li> </ul>
Tourists	All	Supporter	<ul style="list-style-type: none"> <li>Cape Town is a city challenged by climate change impacts</li> <li>What the reality of climate change is in Cape Town and what they can do about climate change</li> <li>What is COP17 and how can it influence climate change</li> <li>What role can they play in COP17</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of climate change</li> <li>Reduction in electricity and water usage, reduction in waste generated, increased recycling and use of public transport, etc. in respect of hospitality industry</li> </ul>	<ul style="list-style-type: none"> <li>Number of tourism establishments promoting climate change awareness to their visitors</li> </ul>

**Table 1: Communications Goals by Target Audience**

**<sup>1</sup>Relationship definitions:**

- **Partner** - An active participant in developing and implementing the objectives of the CSCT Campaign.
- **Supporter** - Kept informed, invited to provide input, contributing to a successful CSCT Campaign.
- **Investor** - Committing money and/or other resources to the CSCT Campaign to develop a more resilient and well-adapted Cape Town.

## 4.3 Positioning

In order to help create a context for the campaign and its messages, a number of characteristics of Cape Town, CSCT and CTCCC were identified and used for positioning purposes.

- Cape Town's environment has a unique and extraordinarily vast biodiversity (land, air and sea) – the Cape Floral Kingdom is the smallest and richest on earth. This is threatened by climate change.
- Cape Town is the first city in Africa to have a multi-stakeholder climate change awareness campaign.
- Being climate smart can lead to job creation and entrepreneurship, and enhance economic development.
- Being climate smart can lead to a city resilient to the impacts of climate change.
- Being climate smart will attract economic investment.

## 4.4 Key Messages

In order to help the CTCCC partners work together to achieve the communication goals of the campaign, a set of broad principles and specific messages were developed through a collaborative process. These were used throughout the campaign to underpin and substantiate higher-level messages, and to provide consistency and reinforcement of information across the various channels used.

### Communications Principles

**These general principles helped shape the more specific messages that follow below and guided the CTCCC partners in developing their own content that was aligned to the CSCT campaign:**

- **Make it Local** – Often people think of climate change as something that will not impact their own community, something “out there” that can be put on the back burner when other pressing issues arise (e.g. an economic downturn). Working to connect climate change to our local community will enhance the effectiveness of the CSCT campaign.
- **Link Climate Change to Money Savings** – While not the only consideration, cost is a big motivator when deciding to take climate-saving actions. Highlighting potential savings on energy and gas bills adds to the benefit of doing the right thing.
- **Build Self-Confidence** – When people take action to mitigate climate change or adapt to its impacts, they feel a sense of accomplishment and pride that can motivate them to continue taking steps to make a difference. Messages that encourage, highlight, or foster that sense of having made a difference can be very effective.
- **Promote Socio-Economic Benefits** – In this tough economy, the creation of jobs based on a green economy mitigating and adapting to climate change is an example of a significant socio-economic benefit. Therefore the CSCT campaign is positioned as a way to bring citizens together, collectively working to promote a sustainable economy.
- **Keep Messages Short and Sweet** – Key messages have to be short: short is memorable!
- **Stay Jargon-Free** – Key messages have to be jargon-free to avoid alienating the public, for example, rather use manmade instead of anthropogenic.



To communicate effectively to a broad range of stakeholders and to encourage Capetonians to act immediately to address the challenge of climate change, a variety of channels and marketing collateral was developed.



Slogans were developed, corresponding to the themes of the campaign.

Recycle.  
We don't  
need another  
mountain.

TAKE ACTION, CAPE TOWN



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### **Key messages about climate change in general:**

- Climate change is not all doom and gloom, but it is a reality.
- Climate change is caused by manmade greenhouse gas emissions.
- Populations worldwide face an urgent crisis because of the challenges that climate change poses to agriculture, livelihoods, health and other sectors.
- Africa's population will be among the most affected by climate change; while the continent is not a significant contributor of greenhouse gases, emissions are increasing.
- The only country in Africa with significant greenhouse gas emissions is South Africa: estimates suggest that it is the 13th largest emitter of carbon dioxide in the world.
- Rainfall patterns in Africa have already changed resulting in a decline in agricultural yields.
- Climate change may affect transmission patterns of diseases such as malaria, cholera, and meningitis, among others.
- More people around the world will be affected by flooding due to sea-level rise and increasing storm events; coastal populations and small islands are especially vulnerable.
- Environmental degradation negatively affects the supply of food, fresh water and other resources (such as land), which can lead to political and civil conflicts.
- People in Africa are already experiencing the effects of climate change in their daily lives.
- Media plays an essential role in raising awareness and disaster preparedness, but little research regarding media coverage exists. It is, however, estimated that the quality and quantity of the media coverage does not match the scale of the problem.
- Key issues in South Africa include causes of climate change, such as emissions from motor vehicles, industrial pollution, and improper waste disposal, as well as consequences from climate change, such as bush fires and crop failures, floods, storms and erosion.
- To communicate climate change issues effectively, it is important to know how people understand the issues and challenges.
- Lack of information about climate change is regarded as an important reason why people are not taking action.
- People often have basic misconceptions about climate change leading to a misunderstanding of effective responses.

### **Key messages about what is causing climate change:**

- Increases in the atmospheric concentrations of compounds known as greenhouse gases are largely to blame for a steady increase in average global temperatures which is, in turn, starting to affect our climate.
- Some greenhouse gases are emitted through natural processes, such as volcanic eruptions, but larger proportions are emitted through human activities such as the burning of fossil fuels, various industrial processes, and agricultural and urban practices.
- Increased industrial activity since the mid-eighteenth century has meant a rapid build-up of greenhouse gases such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O). These gases prevent heat from escaping the earth's atmosphere. Radiation is therefore reflected back to earth, causing the temperature of the air, land and sea to rise.
- Scientists are 90% certain that the current warming is due to an increase in the intensity and frequency of human activities.
- The destruction of the natural environment through land-use changes, deforestation and intensified human activities reduces the earth's natural capacity to absorb various greenhouse gases, particularly CO<sub>2</sub>.



Campaign slogans were made into placards and used during climate change awareness marches and events.

## Key messages about why I should be worried about climate change

### If no action is taken to mitigate and adapt to climate change it is predicted that:

- South Africa's coastal regions will warm by around 1-2°C by about 2050 and around 3-4°C by about 2100;
- South Africa's interior regions will warm by around 3-4°C by about 2050 and around 6-7°C by about 2100;
- There will be significant changes in rainfall patterns and this, coupled with increased evaporation, will differentially affect water availability across the country;
- Biodiversity will be severely impacted; in particular, high levels of extinctions are predicted for the grasslands, fynbos and succulent Karoo;
- Small scale and homestead farmers in dry lands are most vulnerable to climate change while irrigated lands are also vulnerable to reductions in water availability;
- Some predictions of changes in rainfall pattern due to climate change suggest that maize production in summer-rainfall areas and fruit and cereal production in winter-rainfall areas may be badly affected;
- Commercial forestry is vulnerable to an increasing frequency of wildfires and changes in water availability;
- Although strong trends have already been detected, including rising sea levels, and the warming of the Agulhas current and parts of the Benguela current, scientists are not sure what impacts climate change may have on the ocean and associated human and non-human activities;
- South Africans, because of a poor health profile, are vulnerable to new or exacerbated health threats. For example, cholera outbreaks have been associated with high temperatures especially in poor, high density settlements;
- There will be an increase in the frequency and severity of extreme weather events in Cape Town. Damage costs related to extreme weather-related events (flooding, fire, storms and drought) have been estimated at roughly 1 billion rand per year between 2000 and 2009.

### South Africa is particularly vulnerable to climate change because

- A large proportion of our population has low resilience to extreme climate events as a result of poverty, an existing high disease burden, inadequate housing infrastructure and undesirable living conditions;
- Much of South Africa already has low and variable rainfall;
- A significant proportion of surface water resources are already fully allocated;
- Agriculture and fisheries, two vulnerable sectors, are important for food security and local livelihoods.

### Key messages about climate change in Cape Town:

- Key issues for all of Cape Town are pollution by cars and industrial pollution, both of which are contributing to climate change, and to which improper waste disposal must be added for the Cape Flats area. The effects of climate change are also major issues, such as increases in flooding, storms and erosion.
- Cape Town is a low density, high transport city. Transport accounts for 50% of the total energy consumption and 27% of the carbon emissions of the city. The commercial and residential sectors are high consumers.
- Although Cape Town's total carbon emissions are comparable with those of London, New York and Beijing, the population size and economy of the city is far smaller.
- Energy consumption under the 'Business as Usual' scenario is expected to almost quadruple by 2050.

### Five hazards regarding climate change were identified for the Cape region:

- Increased temperature and temperature extremes
- Change in duration and intensity of rainfall; increase in frequency and magnitude of extreme rainfall events
- Extended periods with reduced rainfall
- Increased intensity of wind
- Sea level rise and storm surges.

### Key messages about what the City of Cape Town is doing to tackle the problem of climate change:

- The City of Cape Town recognises that its economic, social and environmental well-being is vulnerable to poor energy security, and climate change impacts on various sectors.
- To address energy security and mitigate and adapt to climate change, the City is pioneering a rigorous programme that links these issues to its development strategy.
- Fifty programme areas, made up of 115 projects, are co-ordinated through an Energy and Climate Action Plan that will see a lower carbon, more modern, liveable and equitable city which builds on its competitive advantages.

### Key messages about what I can do about climate change:

- Do not build your house in areas that may be at risk from the impacts of severe weather events like floods and storm surges (big waves) – climate change increases the frequency and severity of extreme weather-related events (flooding, fire, storms and drought).
- Use your own muscle power whenever and wherever possible, e.g. walk or cycle rather than using a taxi or car. Emissions from motor vehicles are one of the fastest growing sources of greenhouse gases.
- Use public transport whenever and wherever possible.
- Think carefully about your personal transport choices – big, heavy gas-guzzlers are not climate friendly.
- Plant indigenous trees – trees absorb carbon dioxide from the air and produce oxygen for us to breathe.
- Recycle – recycling paper, plastic and other materials conserves natural resources and reduces the energy used in manufacturing.
- Use energy saving bulbs such as compact fluorescent lights (CFL) or, better still, light emitting diode (LED) lights – CFLs and LEDs use far less energy than incandescent globes.
- Do not let water run while shaving, brushing teeth or washing vegetables – our water security is threatened by climate change. Energy is also used to pump and purify that water.
- Harvest rainwater for use in the garden.
- Save electricity. Turn off lights when you do not need them, fit a solar water heater, use gas for cooking, insulate your house – reduce your greenhouse gas emissions and save on your electricity bill.



350.org held a "Tread Lightly" Moving Planet March on 24 September 2011. The CSCT campaign team distributed placards with CSCT campaign messages.



**Turn**

The City of Cape Town's Electricity Saving Campaign encourages mid- to high-income residential consumers to turn their geyser thermostats down to 60°C, which will enable residents to save at least 5% on their electricity bill.

## 4.5 Communication Challenges

- To communicate effectively and efficiently to a broad range of stakeholders, ranging from Cape Town decision-makers to the general public.
- To obtain sufficient funding to develop and implement an awareness campaign that makes a meaningful impact on the intended target markets; i.e. all Capetonians.
- To adequately capacitate journalists and other stakeholders on climate change.
- To communicate in a manner that encourages Capetonians to act immediately to address the challenges of climate change.

## 4.6 City of Cape Town's Position on Climate Change

The City of Cape Town acknowledges climate change as one of the greatest challenges of our generation and seeks to use it as an opportunity to build a better future for all.

1. Climate change is a global problem – we are all in this together. Cape Town's response to climate change must be a collective partnership between government, business and civil society.
2. Climate change is an economic, social and development issue. Mitigation and adaptation responses must be at the core of government planning and offer opportunities to move to a more equitable, sustainable development path.
3. Climate change demands strong leadership at government, business and community levels. The shift to a new way of working has to happen quickly if we are to avert disaster and protect our economy, our resources and our communities.
4. Energy drives our lives, our economy and our future. Implementing energy efficiencies and increasing renewable energy sources to meet our carbon reduction targets are urgent priorities.
5. Implementing adaptation plans now will reduce the City's risk and vulnerability to disaster in the future.
6. Climate change presents opportunities to build a green economy, create jobs and promote economic competitiveness. This will lead to a more compact, resource-efficient, integrated, equitable and livable city that protects our communities and enhances our natural heritage.
7. We base our work on global best practice and experience. The city, as a leader in the southern hemisphere in terms of research and solutions, wishes to share our knowledge and to learn from others.





A large, stylized white number '5' is centered on a solid red background. Inside the lower-left curve of the '5', there is a smaller red circle containing white text.

**Raising Public  
Awareness Prior  
to COP17**

## 5. Raising Public Awareness Prior to COP17

### 5.1 Development of CSCT Visual Identity

Because the CTCCC is made up of diverse stakeholders, most of the components for the CSCT campaign were developed using a flexible, organic process, to help ensure buy-in. This included the campaign's visual identity and the briefs for the ad agency, which were workshopped.

The design of the logos for the CSCT campaign and the CTCCC are distinct from the City of Cape Town's corporate identity, yet are inspired by it, playing with the same colours and the shape of Table Mountain.

### 5.2 Campaign Themes and Slogans

Six topical themes were developed for the campaign:

- Recycling
- Saving water
- Biodiversity
- Transport
- Cycling
- Saving energy.

The following slogans were developed, corresponding to the six themes, with a seventh overarching, or general, slogan:

- Recycle. We don't need another mountain. [recycling]
- Save water. Or climate change could mean we have none. [saving water]
- Conserve nature. Green spaces cool the city. [biodiversity]
- Take the bus now. Or take the heat later. [transport]
- Let's clear the air. Cycle to work. [cycling]
- Save electricity. Don't give climate change more power. [saving energy]
- The climate is changing. What about you? [general]

These slogans were used widely and broadly throughout the campaign and across the various channels, including the website, t-shirts, Twitter, placards and beyond.

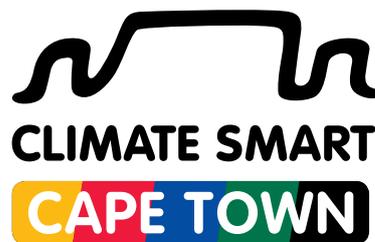


Figure 1: Climate Smart Cape Town logo



Figure 2: Cape Town Climate Change Coalition member logo

350.org held a "Tread Lightly" Moving Planet March on 24 September 2011. The procession was part of the global 350.org Moving Planet initiative taking place annually all over the world. The CSCT campaign team distributed placards with campaign messages.



## 5.3 Campaign Elements

Various campaign elements were developed and used to reach the CSCT campaign goals.

These elements were further unified through a “speech bubble” graphic device. The speech bubble contained messages and calls to action helping to convey the underlying premise of the campaign that Cape Town was taking its messages – including stories of the actions being taken – to the various audiences at COP17.

**Website look and feel:** The [www.ClimateSmartCapeTown.co.za](http://www.ClimateSmartCapeTown.co.za) website’s visual design followed the visual identity of the campaign and carried the slogans and speech bubble prominently.

**Pop-up banners:** The pop-up banners were widely used during the course of the campaign, especially at events.

**Brochure:** A printed CSCT brochure was developed elaborating on the 6 themes and providing tips and information.

**Banner wall:** A CSCT banner wall was developed as a mobile exhibition stand. It was erected at numerous gatherings and events to create awareness.

**Button Badges:** Pin-on button badges were developed as a popular give-away. This concept was also extended to the website allowing CTCCC partners and others to “wear” a button badge digitally.

**T-Shirts:** Black t-shirts with a slogan in a speech bubble were given to participants of the Inspiring Change Gathering and were used as prizes for people arriving by bicycle to the Carrotmob event. The t-shirts were also used as speaker gifts at the Inspiring Change Gathering and at COP17, and were sold to the general public at COP17.

**iPad App:** An innovative app demonstrating the saving of carbon emissions was developed and presented at COP17 on an iPad.

**Cape Town Climate Change Coalition brochure:** A 16-page brochure was developed for COP17 to profile the CTCCC partners and their work related to climate change.

**Cape Town Green Map (third edition):** This edition contained Climate Smart branding and content and was distributed throughout South Africa as well as at COP17. A photograph of Mayor Patricia de Lille on a bicycle was commissioned for the front cover.

Additional material was also developed for CSCT, such as a programme for the Inspiring Change Gathering, a template for PowerPoint presentations, poster versions of the campaign slogans in speech bubbles, a newspaper insert and signage for the CSCT Pavilion, as well as daily programmes for the side events during COP17.

Take the  
bus now.  
Or take the  
heat later.

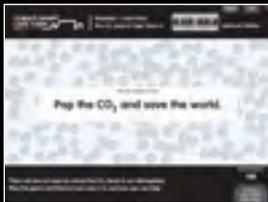
TAKE ACTION, CAPE TOWN



[www.ClimateSmartCapeTown.co.za](http://www.ClimateSmartCapeTown.co.za)

# POP 17

The game that reduces CO<sub>2</sub> levels. 



The game that reduces CO<sub>2</sub> levels. POP 17 was developed as an iPad app game and used to create awareness about climate change at COP17. Players are encouraged to make changes to their lifestyles so as to help prevent the worst of climate change. Copy the link to download POP17:

<http://itunes.apple.com/us/app/pop17/id483566926?mt=8>

We  
you  
and  
you

**CLIMATE SMART  
CAPE TOWN**  
**INSPIRING CHANGE**

**SITE VISITS:**

**Spin your Wheels Cycle Tour**  
Enjoy a healthy way to reduce carbon emissions while exploring the city by bike. Learn about Cape Town's Heritage while you ride from the vibrant waterfront to the bustling inner city, getting up the city and its inhabitants.

Our guided tour combines the old and the new of Cape Town: Castle of Good Hope, Adderley Street, The Bo-Kaap, The Company Gardens, the 2010 FIFA World Cup™, the newly landscaped Green Point South Africa™, and the Green Point LightHouse. You'll experience our incredible city.

**Stretch your Legs Walking Tour of Urban Cape**  
Cape Town successfully bid to be the World Design Capital 2014. "Live design. Transform. Life." The year 2014 will mark the 100th anniversary of Cape Town's submission highlighted the importance to our health, safety and welfare, and the importance of new design ideas and learn how climate change



# The climate what about TAKE ACTION, CAPE

Climate Smart Cape Town is a campaign to help you learn about climate change and how you can take action.

You can also learn about the actions already being taken by the City of Cape Town, the Western Cape Province and other leading public and private sector organisations to mitigate and adapt to climate change.

You are invited to take action and share your ideas for what else can be done: [www.ClimateSmartCapeTown.co.za](http://www.ClimateSmartCapeTown.co.za)

When it comes to addressing climate change, the time for action is now. The climate is changing, and we must each do all we can to become much more resource efficient. Reducing our resource consumption and making sure our houses and businesses work with our climate will also help us adapt to changes in the climate. The poorest amongst us are the most vulnerable and are likely to suffer the worst consequences.

In Cape Town we face a triple challenge:

- 1) **A high carbon footprint:** per capita carbon emissions are on par with London, New York and Beijing, but with an economy only a fraction of their size.
- 2) **Poor energy security:** highly dependent on electricity from coal power stations nearly 2000 km away, with demand almost doubling by 2030 if we continue on the current path.
- 3) **Vulnerability to the impacts of climate change:** a sprawling coastal city dependent on private vehicles where the poor generally live far from urban opportunities - the city will face hazards from changes in temperature, rainfall patterns, sea levels and storm events.

To follow the conversation, check us out online:  
[www.ClimateSmartCapeTown.co.za](http://www.ClimateSmartCapeTown.co.za)  
[www.twitter.com/ClimateSmartCT](http://www.twitter.com/ClimateSmartCT)  
[www.facebook.com/ClimateSmartCT](http://www.facebook.com/ClimateSmartCT)



For all the challenges we face, Cape Town is a city taking action to become more compact and resource efficient, a lower carbon city adapting to the impacts of climate change, protecting its most vulnerable citizens and building an economic future based on clean development, localisation and jobs for all.

Climate Smart Cape Town is a campaign driven by the Cape Town Climate Change Coalition consisting of more than 25 partner organisations. The partners are committed to knowledge sharing and capacity building and to taking action on climate change.



# Climate change is changing, you? TOWN

CO<sub>2</sub> emissions resulting from energy consumption have led to an increase in the average surface air temperature of the earth of more than 0.7 degrees over the last 100 years.

The Western Cape region is becoming dryer while the intensity of climate events is increasing. As a coastal city Cape Town is highly vulnerable to sea level rise.

While international organisations and governments have a major role to play, we can all make changes to our lifestyles that can make a difference to help prevent the worst of climate change. Here is how YOU can join in:

## Conserve nature. Green spaces cool the city.

Cape Town is blessed with astonishing biodiversity and our seas are some of the richest on earth. But this is threatened by climate change and invasive alien species.

There are few better ways to remove greenhouse gases from the atmosphere than through natural vegetation. In built areas, planting water-wise, non-invasive trees helps to soften urban landscapes, reduce noise pollution, create shade, screen the wind and make Cape Town a better place to live in - now and for the future.

Plant a water-wise garden and make our city more resilient to climate change.

## Save electricity. Don't give climate change more power.

Nearly all of Cape Town's electricity comes from high carbon coal-burning power plants some 2 000 kilometres away.

This electricity is very carbon intensive. For every 1 kWh of electricity consumed, 1 kg of CO<sub>2</sub> is produced. Electricity use is responsible for 64% of CO<sub>2</sub> emissions in Cape Town.

By turning down the geyser temperature to 60°C, you can save up to 5% of your electricity costs. By replacing your electric geyser with a solar water heater you can save 25% or more of your electricity costs. Think of all the money you can save! Electricity is expensive. Saving is simple.

SAVE

## Let's clear the air. Cycle to work.

Cycling instead of driving to work is an easy way to cut your greenhouse gas emissions - it can also help you reduce your wastetime, reduce stress and reduce the strain on your wallet.

With dozens of kms of dedicated cycle lanes in Cape Town, it has never been easier to hop in the saddle. And you can take your bike on MyCR buses at no extra cost.

## Take the bus now. Or take the heat later.

You don't have to give up your car, but alternatives like the bus and the train are more energy efficient. They also reduce congestion, noise pollution and commuting stress. And when you do need to drive, a few simple changes to your driving habits can make a big difference in reducing your car's greenhouse gas emissions.

Making smart travel choices, like taking the MyCR bus or cycling can help you:

- Combat climate change by reducing your own CO<sub>2</sub> emissions.
- Improve your fitness and health.
- Save money by cutting your travel budget.
- Reduce traffic congestion and help productivity.
- Reduce pollution and improve air quality.
- Get out and about and enjoy all that our city has to offer.

## Recycle. We don't need another mountain.

Every year, tonnes of waste gets dumped in Cape Town's landfills - nearly two kilograms per resident per day. Every day. Year after year.

If you buy only what you need and avoid products with excessive packaging, that's a good start. But our goal must be zero waste going to landfill especially in Cape Town where land is precious and biodiversity unique. Separate your waste, drop off recyclables at a drop off centre, start a worm farm, compost if you have a garden. We can't afford to trash our beautiful city.

## Save water. Or climate change could mean we have none.

We live in a water-stressed part of the world and climate change means we're likely to see even less rain.

Potable water is our most precious resource - we shouldn't be flushing it away or washing our cars with it. So, install a dual-flush toilet, low-flow showerhead, collect rainwater, use indigenous (water-wise) plants in your garden and cover your pool.







For three days in November 2011, "Inspiring Change" stimulated fresh thinking and fostered conversations beyond policy. During an Open Space session, participants determined the topics to be discussed allowing for new ideas, fresh perspectives and organic interactions to flourish.



#### **"Responsible Tourism Pilot" Launch - 29 September 2011**

The launch of Cape Town's Responsible Tourism Pilot project, a further step in the City's responsible tourism journey, was hosted by the City's Tourism Department at the Vineyard Hotel. CSCT erected banners, distributed material and networked with participants.

#### **UCT Green Week - 3-7 October 2011**

As part of a campaign for a more sustainable campus, the Green Campus Initiative (GCI) at the University of Cape Town (UCT) hosts an annual Green Week, during which various activities educate students about sustainability practices. CSCT was part of the exhibitions and participated in a panel discussion.

#### **Making Cities Resilient Campaign - 10-12 October 2011**

This three day event, coordinated by the City's Disaster Risk Management Department, involved national, provincial and local government. The event profiled the UNISDR-ICLEI "Making Cities Resilient" campaign, in which the City of Cape Town is involved as a 'Role Model City'.

#### **Ubuntu Business Networking Breakfast - 14 October 2011**

Sheryl Ozinsky presented a talk entitled *Climate Change and Sustainability in South Africa – What to expect from COP17*. The talk included a short update on the Climate Smart Cape Town campaign.

#### **Western Cape Government lunch time movie screening: An Inconvenient Truth - 24 October 2011**

The Western Cape Government invited public servants to watch Al Gore's *An Inconvenient Truth*. CSCT was introduced in this context to the audience and CSCT banners were on display.

#### **Western Cape Climate Change Media Training - 8 November 2011**

The Western Cape Government organised a media training workshop to help reporters and journalists understand climate change, the upcoming COP17, and how to view these from a local perspective, CSCT presented as an example of local best practice in climate change mitigation and adaptation.

#### **Energy Efficiency Forum - 10 November 2011**

Climate Smart Cape Town exhibited and presented its vision for Cape Town to Forum members as well as suppliers of energy efficient goods and services.

#### **Presentation to the Sub Council 09 (Khayelitsha) - 14 November 2011**

CSCT did a presentation on climate change. Bush Radio did a live broadcast from the venue and an educational theatre company performed.

#### **Inspiring Change Gathering - 18-20 November 2011**

A three day event to stimulate fresh thinking beyond policy, moving the discussion away from what we have to give up toward what we can create. See 5.7 (on page 37) for a more detailed description.

#### **Letters from the Sky - 25 November 2011**

CSCT hosted, at the Labia Theatre, the world premiere of *Letters from the Sky* – international award-winning short films on climate change. Helen Davies of WCG introduced the event on behalf of CSCT.

#### **UCT Colloquium on Climate Change - 30 November 2011**

An international climate change media conference in Cape Town bringing together media, social scientists, media policy experts and journalists. Particular emphasis was on the global south and social and economic impacts on both rural livelihoods and cities. Sarah Ward and Lindie Buirski presented on behalf of CSCT on climate change in Cape Town, including the CSCT campaign, to a wide audience.

#### **Food Security and Sustainable Urban Agriculture in times of Climate Change - 5 December 2011**

This panel discussion focussed on the challenges that will be faced by the agricultural sector in the near future as a result of urbanisation and climate change. CSCT co-hosted the event with CTCCC partner Konrad Adenauer Stiftung and presented on the CTCCC vision for a climate smart Cape Town.

## 5.5 Website and Social Media

The Climate Smart campaign made extensive use of a consumer-friendly website ([www.ClimateSmartCapeTown.co.za](http://www.ClimateSmartCapeTown.co.za)), which was the dominant digital communication channel. It was designed to encourage users of the site to spread awareness of the campaign via social media, including Facebook ([www.facebook.com/climatesmartct](http://www.facebook.com/climatesmartct)), Twitter ([www.twitter.com/climatesmartct](http://www.twitter.com/climatesmartct)) and YouTube ([www.youtube.com/climatesmartcapetown](http://www.youtube.com/climatesmartcapetown)). 'Like' and retweet buttons were placed directly on the website.

Content on the site was designed and presented in tiers that engaged users in increasingly intensive activities. Even without engaging interactively with the site, users could still be exposed to critical elements of the campaign. An important goal was to develop a broad community of supporters in Cape Town who were interested in and ready to take action (if not already doing so) to address climate change.

The website and social media channels were launched on 1 September 2011, while the layout of the home page was updated in mid-November. Content was added throughout the course of the campaign.

### Highlights for the period 1 September to 27 November include:

- 4,829 website visits by 3,017 unique users. Each visitor spent an average of 3.32 minutes and viewed 2.39 pages on the site;
- The most number of visits on a single day (402) was received on Thursday 17 November ahead of the Carrotmob, Inspiring Change gathering and Climate smART event;
- Publishing 44 blog posts and nine media releases;
- Publishing 41 actions, ideas and suggestions from users via the participate page;
- Receiving 100 responses from two polls;
- Collating and publishing information for 25 climate change events;
- 42 people subscribed to the e-newsletter via the website;
- The Facebook community grew to 183 fans;
- The number of Twitter followers grew to 450 followers;
- The tweets with the largest reach (potential number of people that read the information) were about the Carrotmob (20,774) and recycling (8,975).

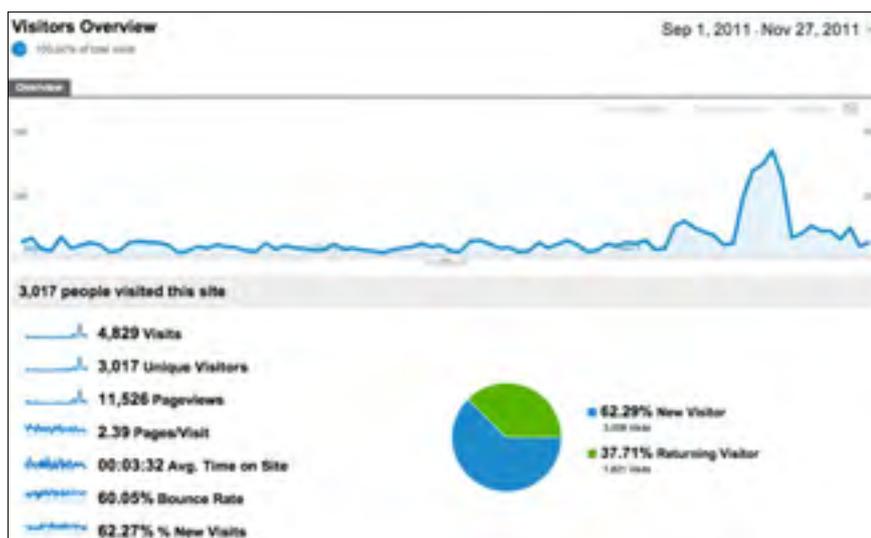
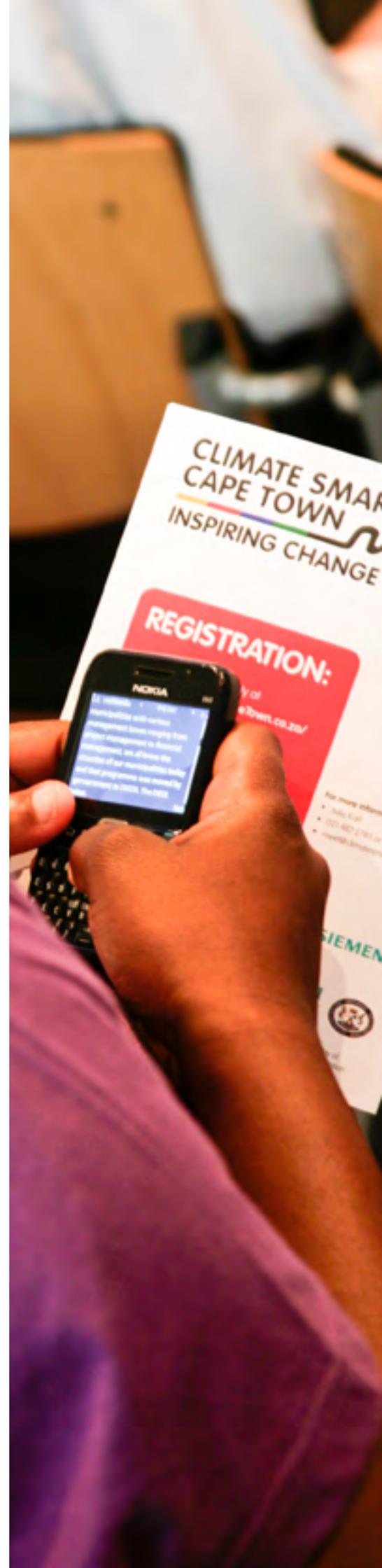


Figure 3: Website visitor statistics, 1 Sep - 27 Nov 2011.



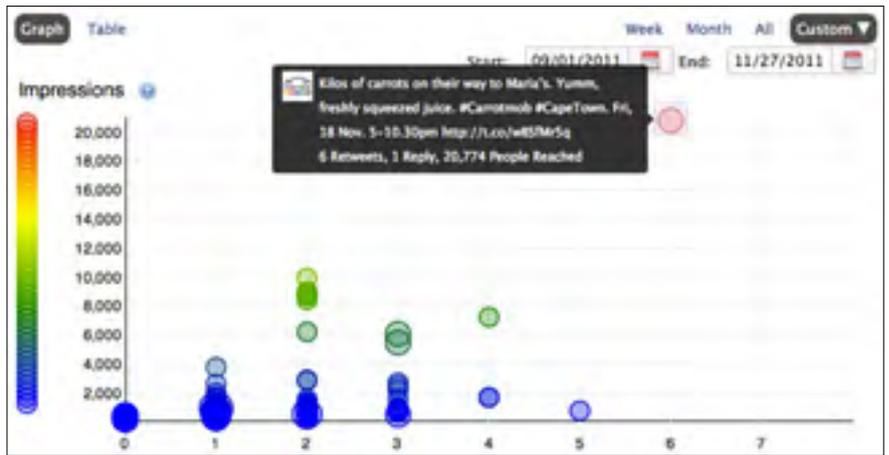


Figure 4: Twitter statistics for CSCT campaign.

Highlights for the period during COP17 are included in the corresponding section below.

All partners and stakeholders were contacted and updated via email and engaged on social media channels where possible (i.e., if the partner used a corresponding social media channel and account). Key digital media partners in the CTCCC were engaged in one-on-one discussions, as well as in a two-hour social media workshop to help ensure their digital media channels were leveraged to the greatest benefit of the CSCT campaign.

Subscribers to the e-newsletter, fans of the Facebook page and Twitter followers are all available to be contacted and re-activated in any potential second phase of the CSCT campaign. While the degree of overlap of these lists is not known, the range of unique individuals who opted in to participate in the campaign in this manner is between 450 and 675.

## 5.6 The Western Cape Government's Climate Change Awareness Campaign

**The Western Cape Government's COP17 Programme prioritised raising awareness around climate change. As a member of the CTCCC, they utilised the messages and slogans of the CSCT campaign and took them to district and local municipalities and residents of the Western Cape. Their COP17 awareness raising campaign included the following components:**

- The email awareness raising campaign, which included an explanation of what COP17 is about, was sent to all Provincial Government staff. The messages contained in the email campaign were predominantly sourced from Climate Smart Cape Town. CSCT posters were displayed in the lifts of Western Cape Government buildings in the Cape Town CBD.
- CSCT banners were displayed at the Western Cape Government's Climate Change Conference and at the Climate Change Media Training.
- CSCT slogans were made into 36 A3-size car magnets which were attached to Western Cape Government fleet vehicles.
- 6000 shopping bags were procured bearing the CSCT logo and slogans. An awareness-raising 'pack' containing CSCT posters, brochures and shopping bags were distributed to all environmental departments in the district municipalities and municipalities in the Western Cape. Materials were then disseminated to schools, community centres and within municipal offices.

## 5.7 Inspiring Change Gathering

The Inspiring Change Gathering (ICG) was a 3-day event held from 18-20 November 2011 that aimed to stimulate fresh thinking and share ideas about the ways that Cape Town can take on the challenges of climate change.

**To achieve its goals, the ICG combined a diversity of formats and venues, including the following:**

- Presentations by experts followed by a moderated panel discussion on broad issues
- Short, fixed-time Pecha Kucha presentations on individual projects
- A Carrotmob event at a local restaurant, demonstrating consumer power to effect change
- An “unconference” segment using Open Space technology to allow delegates to set their own agenda and lead the discussions
- Site visits to relevant projects
- A family-friendly day of arts, food and activities in Green Point Park – ‘Climate smART’.

ICG was also filmed and broadcast over the web in real time, enabling ‘virtual delegates’ to participate using comment tools and Twitter (with #iChangeCT as the event hashtag). All but one of the presentations were posted online in advance.

The event had financial support from Siemens, who installed an exhibition on climate change-related projects and technologies in the space where tea breaks and lunches were held.

Local radio station, 567 Cape Talk, broadcast from the venue on Day 1, interviewing a range of people on the programme and taking questions from listeners.

Professional conference organisers were contracted to manage and deliver ICG, supported by an extensive team from CSCT.

### The Programme

An 8-page programme was developed, designed and printed for ICG, and made available as a PDF on the website. The design, content and format were selected to make the programme attractive, providing value to the delegates and extending the life and reach of the campaign. A copy of the programme is available on request.



10 Pecha Kucha (20 slides x 20 seconds per slide) sessions during Inspiring Change highlighted an existing, real-world project pertaining to climate change solutions in leading cities. “Arts for Climate Change” was presented by Virginia MacKenny, UCT, Michaelis School of Fine Art.

Thought-provoking discussion at Inspiring Change featuring journalist Leonie Joubert, Tau Tavengwa, African Centre for Cities researcher, UCT, and Cormac Cullinan, partner of Cullinan & Associates.





Climate smART in Green Point Park was a day of healthy food, fun and entertainment for the whole family to engage on matters of climate change affecting Cape Town.

Each of the participants in the event was sent a detailed brief in advance, to align their presentation with the other participants and the goals of the campaign. These were fundamental to keeping the event content on track and co-ordinated across the various components.

A substantial online presence was created, expanding the CSCT website beyond the scope of what was initially envisioned for ICG, but which was found to be necessary. A registration mini-site was also created allowing for self-service virtual registration, while a webcast mini-site was created for virtual delegates to watch the proceedings of Day 1 in real time and to comment or have their questions asked in the physical venue (inspiringchange.virtuvent.com).

These tools were effective and followed the CSCT branding, but their integration could have been tighter given a bit more time, particularly the webcast mini-site and the CSCT site.

The event was free of charge to delegates. The catering was developed with the venue (CTICC) to be fresh, local and seasonal food. Boxed lunches in compostable/biodegradable packaging were provided to delegates going on site visits.

A full contact list of participants in the programme was developed and maintained, and is available for use in a potential future phase of the CSCT campaign.

### **Climate smART Family Fun Day**

The third day of the Inspiring Change Gathering was called "Climate smART", and was created for the public to engage in matters of climate change affecting Cape Town through entertainment, food, craft and focussed information. Hosted in the revamped Green Point Park, the event promised to spread the message to a wider audience, but rainy weather from 11am to 3pm affected attendance.

#### **Programme of Events:**

##### **Recycled Craft Market**

- 7 of the city's top food providers created a tasty market
- Petting Zoo
- People could bring a T-shirt (or buy an organic cotton T-shirt) to be screen-printed with a climate smART slogan
- The Giant Puppets from UNIMA
- Jazz and Mediterranean music by Playing With Fire, with Ncebakazi Mnukwana singing traditional songs and playing the Xhosa Bow between sets.

The programme ran throughout the day.

Attendees were invited to visit the Pavilion of Wishes, which marked the entrance to the circular lawn and was decorated with brightly coloured ribbons. The public were invited to write down their wishes for a Climate Smart Cape Town.

#### **These included:**

- What change would you like to inspire?
- What change would you like to see?
- What are the good news stories you can relate?

The wishes were then tied to the ribbons.

A stills photographer and videographer were commissioned to capture all three days of ICG, and a brief overview film was put together. This video was used at the CSCT pavilion at COP17, posted to the CSCT YouTube channel and embedded in the CSCT website.

## 5.8 Carrotmob

Perhaps one of the most innovative events that the CSCT held was a Carrotmob, something new to South Africa. A Carrotmob is a form of consumer activism, which has its roots in America but has spread all across North America, Europe and around the world. The concept is to arrange for a 'mob' of conscious consumers to act as they normally would, such as going out for dinner. A selected business or restaurant owner commits in advance to investing a certain percentage of the profits made during the 'mob event' into making their business more sustainable or environmentally friendly. This creates a win-win situation: good publicity and a profitable experience for the business owner including the opportunity to invest in their own business, and positive change for environmentally conscious local residents who come together to initiate change.

The idea is to use the 'carrot' of increased consumer spending and heightened marketing to facilitate environmentally friendly and sustainable changes in businesses. It does not rely on the 'stick' approach of a protest or boycott, and can be considered a 'buycott'.

### The Cape Town Case

The Climate Smart Cape Town Carrotmob was the first ever on the African continent.

Because it was linked to the Inspiring Change Gathering, the goal was to find a restaurant that would accommodate most delegates while still allowing local residents to participate. Motivating restaurants to submit a bid was challenging, as the Carrotmob concept is largely unfamiliar. However, after much effort, a number of different bids were received, and Maria's Greek Restaurant was selected. Maria's committed to 100% profit reinvestment and innovative ideas for reducing their environmental footprint, such as the set up of a community composting system and development of a 'how-to' guide for becoming a sustainable restaurant.

The publicity campaign used a range of tools - from advertising on 567 Cape Talk radio, to the extensive use of social media, to print advertisements.

The event took place on 18 November 2011. It was a fun evening with large orange paper-mache carrots hung in the restaurant, broadcast recordings by Cape Talk radio, delicious food, tables decorated with spekboom seedlings to be taken home by patrons, lighting powered by stationary bicycles, belly dancing, dancers dressed as African animals, and great music.

A second Carrotmob at the Malibongwe Restaurant in Khayelitsha took place in May 2012.



The first carrotmob in Africa was held at Maria's Greek Café on Dunkley Square on 18 November 2011. In exchange for mobilising customers, Maria's committed to using 100% of the proceeds to implement specific actions that are environmentally and socially responsible. Anne Siemons led the carrotmob team (below), with Maria's Café owners Cleon and Kate Remano.

What change would you like to inspire?





COMMUNE SMART CAFE TOWNSHIP  
THE 17TH CONFERENCE OF THE PARTIES  
**WINNER**  
BEST GREEN STAND  
AWARD AT COP 17



CLIMATE SMART  
CAPE TOWN

COP 17

THE 17TH CONFERENCE OF THE PARTIES

**Impacts in  
Durban at  
COP17**



## 6. Impacts in Durban at COP17

An extensive range of activities and results were generated by CSCT during the roughly two week period of COP17.

### 6.1 Participation at Events

Alderman Belinda Walker, Mayoral Committee Member for Economic, Environmental and Spatial Planning, was involved in several high profile events at COP17 on behalf of the City of Cape Town and the Climate Smart Cape Town campaign.

- She signed the Durban Adaptation Charter on stage at the Local Government Convention on Adaptation at the Durban City Hall along with other world mayors and mayoral representatives.
- She was invited to speak at an ICLEI-convened media briefing following the Durban City Hall event.
- She represented local government at the World Climate Summit of international business leaders at the Elangeni Hotel immediately following the local government convention.

Alderman Walker also addressed two other high profile events on the climate change work of the City of Cape Town.

- Speaking on a panel at the Rio Pavilion on Climate Smart Cities – Local Governments Planning with Nature, where she outlined the work linking the City's biodiversity and climate change strategies.
- Speaking on a panel at the official ICLEI side event at the International Convention Centre, where she outlined the broad approach the City had adopted to the Energy and Climate Change Action Plan and the production of the *Moving Mountains* report.

Gregg Oelofse, from the City of Cape Town, addressed the Durban Local Government Convention on Adaptation at the Durban City Hall on the work that the City of Cape Town has undertaken on the preparation of a climate adaptation plan of action (CAPA).

Stephen Granger, Campaign Manager of CSCT, spoke on a panel convened by Oxford University's Environmental Change institute which profiled climate change strategies in developing countries and small island states.

Stephen Granger also represented the City of Cape Town / Climate Smart Cape Town at a technical side event, Accelerating a Climate Resilience Agenda in SA Cities, convened in the Local Government Pavilion by the South African National Treasury and Department of Environment Affairs.

Sarah Ward, Head of City of Cape Town Energy and Climate Change Unit, represented the City at an all-day Cities Energy Support Unit (CESU) event focussing on embedded generation and on low income electricity supply.

Sarah Ward and Hilton Trollip participated and provided inputs at various high level meetings including:

- A meeting with UNEP surrounding grant funding for the Solar Water Heater Roll out Programme
- A meeting with the World Bank Institute on the South African Cities Accord which proposes a common global carbon reporting system
- A meeting with Siemens regarding smart grid technology and embedded generation.



Large format posters in the Climate Smart Cape Town Pavilion at COP17 in Durban encouraged visitors to join on a journey through the heart of Cape Town to find out what is being done locally to mitigate climate change and adapt to it.



Along with councillors and other staff Sarah led the launch of the *Moving Mountains* Report, Cape Town's Action Plan for Energy and Climate Change.

Sarah also represented the City at engagements on the City of Cape Town's involvement as a global pioneer city to the CCCR (Carbon Climate Cities Registry), run by ICLEI, which is a corner stone of the Mexico City Pact, which Deputy Mayor Neilson signed at this time last year. Sarah provided input as a lead technical expert in the Local Government and Municipal Authorities (LGMA) constituency delegation. She spoke in the ICLEI Rio Pavilion event as part of a panel on energy and nature. She was also on a panel organised by DBSA and Department of Housing on the establishment of the Sustainable Housing Facility.

Hilton Trollip, Principal Engineer of City of Cape Town Energy and Climate Change Unit, represented the City at a South African Institute of Architects event at COP17 through the screening of a 20-minute video he produced.

Hilton presented at a "Funding & Financing of Sustainable Energy in KZN" event organised by the KZN Sustainable Energy Forum. Hilton's presentation was titled "Contextualising the local financial and regulatory environment in the SE Sector".

## 6.2 The Climate Smart Cape Town Pavilion

### The Climate Change Response Expo

The formal programme of the United Nations' COP17 meetings took place within the Durban ICC precinct, accessible only to accredited delegates. At one of the main entrances to this precinct the South African Department of Environmental Affairs ran the Climate Change Response (CCR) Expo: an exhibition of South African greening initiatives showcasing the climate change mitigation work of national, provincial and local government as well as the private sector in South Africa. Open to delegates who walked through the CCR Expo and to the general public, it also offered art, craft, live entertainment and sustainable street cuisine.

Climate Smart Cape Town constructed a pavilion in the CCR Expo that would convey the message of climate change actions being undertaken in Cape Town in the most responsible way. The CSCT pavilion was made entirely from recycled and re-usable materials so as to produce zero waste after dismantling. In addition, all construction materials were sourced within the tightest possible radius of the site to minimise the carbon footprint.

### Construction

The pavilion was constructed out of 1,884 plastic milk crates and over 22,000 plastic milk bottles (donated by Polyoak Packaging). Different coloured crates were used to create the outline of Table Mountain, with Lion's Head and Devil's Peak, resulting in an iconic design.

The recyclable milk crates, filled with milk bottles, were tied to a rectangular 15 x 12m scaffolding frame. They acted as 'cells' with excellent thermal insulating properties for a temporary structure. Low energy lighting behind the crates, running off battery stored solar power, illuminated the entire structure at night, turning it into a glowing 'jewel box' promoting sustainability. The interior contrasted with the man-made recycled plastic exterior, being clad entirely in alien timber from trees pruned and felled locally in the Durban area by Working for Water. The interior was lit from above with translucent roof panels allowing natural light into the pavilion by day.

Two different areas were created for viewing DVDs, with large plasma displays and speakers enabling continuous screening of a range of multi-media material. The main plasma display was also frequently used for presentations and for connections to the Internet during side events, including video conferencing.

The pavilion was able to operate off the electricity grid (courtesy of donated infrastructure and services by MLT Drives). While the sun shone, solar panels charged the batteries that in turn supplied the exhibit with electricity via an inverter. When the wind blew, a wind turbine attached to the roof of the pavilion, powered the exhibit directly, without needing batteries.

Rainwater collected off the roof was stored and used to wash dishes and water organic lettuces, planted into 250 of the milk crates. These were given to schoolchildren to take home and to encourage them to grow their own vegetables.

Visitors connected positively with the pavilion in many ways. The offer of various free beverages such as coffee (donated by Caturra Coffee), along with flavoured buchu and mint water, an informative programme of side events and comfortable and cool spaces, added a crucial element to the pavilion's success.

In the design and construction of the pavilion, CSCT sought to use 'the medium as the message' - showcasing the creative thinking and responsible use of alternative materials in the design and construction of an exhibition venue, and using that venue to communicate the creative thinking and responsible use of resources happening in Cape Town.

The CSCT pavilion was honoured with two awards from the CCR Expo: the best outdoor stand and best overall stand.

## 6.3 Display Posters

Inside the pavilion, 22 large format posters containing text, graphics and photographs, were displayed. Topics included Cape Town's position on climate change, policies and plans that will facilitate positive change in Cape Town and deal with the challenges and complexities of global warming, targets to reduce electricity consumption by 10%, how Cape Town is adapting to climate change, how Cape Town plans to be a leading low-carbon city, with 10% of its energy supply drawn from cleaner energy sources by the year 2020. A poster outlining the positioning and climate change-related work taking place across the Western Cape, was also included.

Some visitors interacted with one or more of the posters and entered into a dynamic discussion about them with the Climate Smart Cape Town team. Others noticed the images and got a feel for their content, in a similar way that they got a feel for the message imparted by the architecture of the stand, or the technologies it demonstrated.

The posters were designed for re-use by CSCT partners in other exhibition contexts as appropriate, and to be on display in the Energy and Climate Change branch of the City of Cape Town when not otherwise in use. A selection of posters was used in the City of Cape Town – KAS stand at the Science Technology Innovation Expo at the CTICC in April 2012.

## 6.4 Side Events

Climate Smart Cape Town hosted a number of events and presentations throughout the duration of COP17, most of which were open to any member of the public.

Every day, in the Pavillion, there were two Pecha Kucha presentations where speakers presented quickly and succinctly to get their message across, in order to cut through the information overload, which was a frequent challenge for all delegates at COP17.

There were also more substantive side-events held every day, which provided information and thoughtful panel discussions on a wide variety of climate change topics, bolstered by Cape wines and cheeses provided in the late afternoon. Speakers were drawn from a range of stakeholder groups, e.g. ministers, NGOs, tertiary experts, other municipalities/metros, provincial government, consultants, etc.



Inside the pavilion, large format posters encouraged delegates to COP17 to find out more about how Cape Town is adapting to climate change and how it plans to use design to become a leading low-carbon city.



The Cape Town Climate Smart Pavilion was visited by scores of delegates and learners, eager to learn more about what Cape Town is doing about climate change. Here Stephen Lamb, builder of the Pavilion, engages with young people from a local school.

#### Below are the highlights of these side events:

- **Resilient Cities:** This event focussed on the work that Cape Town has done with the United Nations International Strategy for Disaster Reduction (UNISDR), ICLEI and other partners, to make the city resilient to both climate shocks and disaster events. Cape Town was awarded 'Role Model City' status by UNISDR in 2011 as part of its role in the "Making Cities Resilient" campaign.
- **Biodiversity:** Titled "Hedging our Bets", this side event critically looked at ecosystem-based adaptation to climate change through the management, conservation and protection of biodiversity at the city scale.
- **Polar Climate Research:** A very popular side event was held in conjunction with the International Polar Foundation, entitled "The Link to Antarctica". This included a live video Skype link to researchers at the zero emission Princess Elizabeth Research Station in Antarctica to discuss the impacts of climate change on the Polar Regions. The Vice President of the Nobel Prize-winning International Panel on Climate Change (IPCC), Jean-Pascal van Ypersele, addressed the audience on the IPCC's work. The event was both visually stimulating and very interesting as some of the complex work done by the IPCC was translated into "layman's terms" for everyone present to understand.
- **Youth Initiatives:** A moving side event was hosted by the UNICEF Children's Movement, in which a video Skype link was made between African UNICEF youth representatives in Durban for COP17 and children at a school in Victoria, Canada. A facilitated discussion was held where these leaders of tomorrow were able to converse and learn from each other, and to share what was happening at COP17.
- **Prioritisation:** Entitled "Has the Urgency of Climate Changed Forced us to Abandon our Critical Faculties?", this side event brought together a panel to discuss the urgent challenges posed by climate change, and the way in which the response is currently ordered.
- **Climate Finance:** A panel discussion gave insights into the complex issue of climate finance, with a strong focus on the ability of cities to harness the funding that has been pledged and promised in the international arena.
- **Urban Agriculture:** This panel provided valuable insight into the agricultural systems both in Cape Town, South Africa and the globe as a whole. Fittingly, the discussion was followed by a meal in the pavilion, prepared by CSCT and the NGO, Greenpop, cooked entirely off-grid using a solar cooker and locally sourced organic ingredients.
- **Renewable Energy:** Entitled "Tilting at Windmills: Asking Hard Questions About Renewables", this side event took a look at the use, finance and development of renewable energy sources in Cape Town and South Africa.
- **Sea Levels:** The side event, entitled "Sea Level Rise and Coastal Protection", was an opportunity to discuss the challenges facing coastal cities around the globe, including Cape Town. World expert, Dr. David Dodman of Great Britain, was part of the panel of speakers.
- **Local Government Initiatives:** A side event on the Mexico City Pact highlighted how local governments working across the globe have made extensive efforts to reduce greenhouse gas effects. It also highlighted that behaviour, public policies and investments are being changed in order to mitigate emissions that cause climate change as well as to adapt cities to this phenomenon. Ms. Martha Delgado, Deputy Mayor of Mexico City and Deputy President of ICLEI, was part of a global panel who addressed the audience.

- **Reporting:** The City of Cape Town's *Moving Mountains* report was launched. This report shows, over ten sectoral themes, what the City is doing to mitigate the effects of climate change, and to shift the city to become more competitive in a climate- and carbon-constrained world. This event highlighted the support from Cape Town's political leaders and presented the vision the City has regarding its Optimal Energy Future.
- **Mega-Event Greening:** CTCCC partner, KAS, launched their report at the CSCT stand on the greening of mega-events in developing countries, entitled *Sustainable Mega-Events in Developing Countries: Experiences and Insights from Host Cities in South Africa, India and Brazil*.
- **Green Economy:** A panel discussion looked at the potential for a Green Economy in the Western Cape Province, one which improves social welfare and equity but at the same time makes provision for Cape Town to be a competitive economy. This panel demonstrated the political buy-in present in the Western Cape, with Alan Winde (MEC of Finance, Economic Development, and Tourism, Western Cape Government), Anton Bredall (MEC of Local Government, Environmental Affairs and Development Planning, Western Cape Government) and Cllr Xanthea Limberg (Deputy Chair of Economic, Environmental and Spatial Planning Portfolio Committee, City of Cape Town) all contributing.

A key to the success of these side events was their relaxed nature and manageable scale. Although there were often world-renowned experts presenting on complex topics, the discussions were relevant, useful and stimulating, with the potential for audience participation and engagement.

## 6.5 City of Cape Town Dinner

A special City of Cape Town Dinner was hosted at the CSCT pavilion to which a range of world leaders and investors in climate change-related events, projects and processes were invited. The unique ambience associated with the award-winning pavilion, profiling Cape Town and the Western Cape's best projects and strategies around climate change, proved highly successful.

Alderman Belinda Walker hosted the evening, and invited guests to consider the advantages of partnering with the City of Cape Town and its coalition partners in implementing climate change interventions. Guests expressed a desire for further involvement and future partnerships, some of which have already been pursued.

Alderman Belinda Walker flanked by Mayor of Durban, James Nxumalo and ICLEI President David Cadman after signing the Durban Adaptation Charter at the Local Government Climate Change Adaptation Convention at Durban City Hall on 4 December 2012.



The majority of visitors (63%) were new users and had not visited the site before.

## 6.6 Website and Social Media

The CSCT website and social media channels were used during COP17 to spread the Climate Smart Cape Town messages, inform users about CSCT events, share updates about key conference outcomes, and provide publicity benefits for sponsors.

### Highlights for the period 28 November to 12 December include:

- 1,099 website visits by 1,504 unique users. Each visitor spent an average of 3.10 minutes and viewed 2.12 pages on the site;
- The majority of visitors (63%) were new users and had not visited the site before;
- The most popular blogs were on the Climate Smart Cape Town Pavilion at COP17, the summary of the first day of COP17 and the download of a COP17 song by Freshlyground;
- A total of 25 blog articles and seven media releases were published over 14 days, including daily updates during the conference;
- 12 links to relevant videos were shared on the website;
- 85 responses were received from three polls;
- Information was collated and published for 5 climate change events for the period;
- 25 people subscribed to the e-newsletter via the website;
- The Facebook community grew by 31 to 214 fans;
- The number of Twitter followers grew by 200 to 650 followers;
- The tweets with the largest reach were about the CSCT COP17 stand (90,990) and about the City's leading in terms of climate change actions (86,973); This significant reach was due to both tweets being retweeted by Helen Zille, Western Cape Premier, who has just over 85,000 Twitter followers.

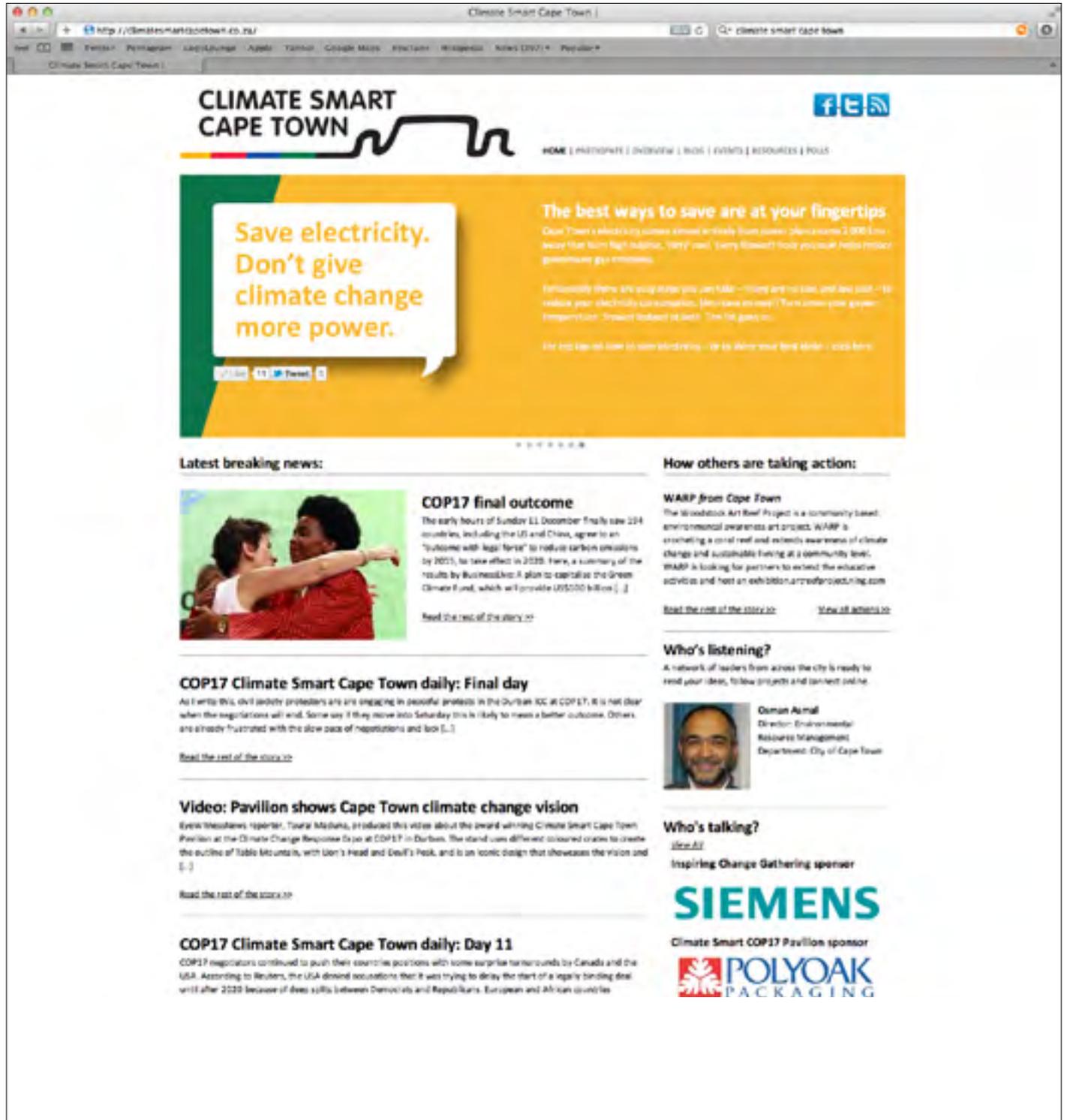
User	Retweets	Impressions
Helen Zille (@helenzille)	2	170,348
Your Tweets that helenzille Retweeted		
#CSCT has the coolest stand at COP17. No need for air conditioning & giving energy to Durban from renewables #COP17 via @LanceGreyling (2 months ago)		85,174
COP17: Cities don't have to wait for agreement. What is #CapeTown doing? http://cap065cut55 via @garth_morgan & @LanceGreyling #act (2 months ago)		85,174
Future Cape Town	8	45,200
Cape Town Tourism	5	41,416
Greenpeace Africa	3	27,386
Woolworths SA	1	21,876
The Climate Group	1	14,962
Mandy Sauls	21	14,474
S&P CapeTalk	2	13,354
Mariette (T-Hainbold)	5	11,119
City of Cape Town	2	8,622
Patrice de Lillie	1	5,861
MobilityMag	5	4,141
Garth Morgan	3	3,806
Creative Cape Town	1	3,707
Slye Grove	1	3,378

Figure 5: CSCT Twitter reach.

The CSCT website and blogs were also used as a resource for content and images by many of the CTCCC partners. An image gallery was set up and shared with partners to provide them with images and video posted daily from COP17.

Most information on CTCCC partner sites linked back to the CSCT site. The most active partner was the City of Cape Town and links from this site resulted in 17.9% of traffic to the CSCT site during COP17.

Figure 6: Updated home page of the CSCT website.



# Monitoring and Evaluation



# 7. Monitoring and Evaluation

## 7.1 Partnerships

Building partnerships was a key objective of CSCT campaign, and this was pursued at different levels, both preceding COP17 and in Durban.

One specific goal was to promote a close working relationship between the coalition partners which would, in turn, demonstrate a high degree of collaboration on climate change issues - something unique in Africa. The monthly CTCCC advisory forums were well attended by the 30 partners and successfully communicated information relating to climate change issues, primarily in preparation for COP17, but also for other climate change events, such as the WESSA-NBI-ICLEI dialogue series, the Accelerate Cape Town networking breakfasts, the Provincial Government's Climate Change workshop for municipalities, and CSCT's Inspiring Change Gathering.

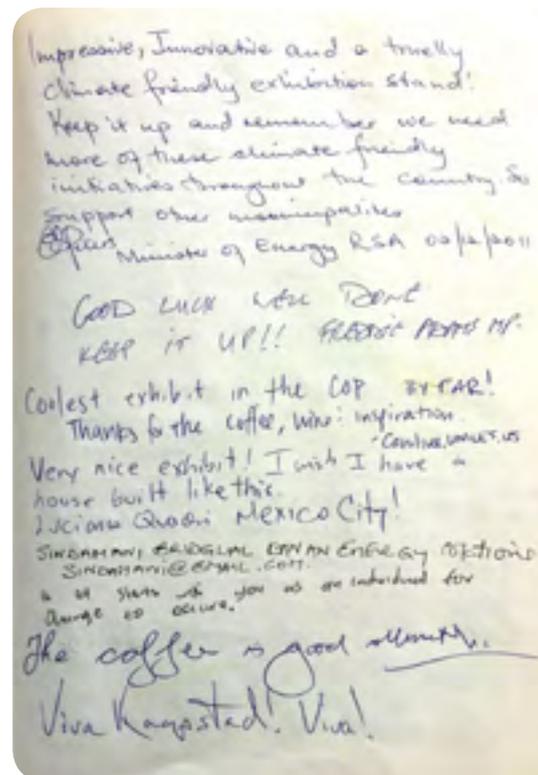
The campaign steering committee, a subset of the Advisory Forum, met twice per month to review and advise on the campaign direction and business aspects.

### Steering committee members included the following:

- City of Cape Town
- Western Cape Government
- Cape Town Tourism
- Cape Town Partnership
- Cape Town International Convention Centre
- ICLEI.

Another instance of collaboration among CTCCC partners was the CSCT programme of events at the CSCT pavilion at COP17, with numerous partners taking advantage of the opportunity and contributing valuable insights to attendees. Another level of partnerships and connections was developed to help achieve the CSCT campaign objective of building mutually beneficial partnerships around climate change-related processes in Cape Town. The intensive focus on developing these relationships at COP17 paid dividends. The success of the CSCT pavilion – and the media coverage which it generated – was arguably the primary vehicle for creating new opportunities for partnerships, with several South African cabinet ministers and deputies as well as leaders from foreign countries visiting the pavilion throughout the time of the conference. The pavilion provided significant opportunities for further developing friendships and partnerships; this was realised through the special Cape Town dinner, guestbook, free coffee and wines, and general ambience.

A table of all contacts made at COP17 was compiled and strategic follow-up is now a priority to ensure profitable and beneficial relationships in developing sustainable and low-carbon growth patterns into the future.



Comments from the Cape Town Climate Change Pavilion guest book.



- |   |   |
|---|---|
| <span style="color: yellow;">●</span> <b>32.7%</b> Lack of knowledge about climate change | <span style="color: orange;">●</span> <b>18.1%</b> Lack of government support |
| <span style="color: red;">●</span> <b>6.9%</b> Not enough money                           | <span style="color: red;">●</span> <b>2.4%</b> Too much money                 |
| <span style="color: blue;">●</span> <b>4.7%</b> Daunted by the scale of the problem       | <span style="color: blue;">●</span> <b>9.1%</b> Selfishness                   |
| <span style="color: green;">●</span> <b>5.1%</b> They are estranged from nature           | <span style="color: green;">●</span> <b>10.8%</b> Laziness                    |
| <span style="color: black;">●</span> <b>3.1%</b> Other                                    | <span style="color: grey;">●</span> <b>7.1%</b> Don't know                    |

Figure 7: Climate Change Awareness Survey 2011. Respondents were asked: Why do you think people have not taken action to combat climate change?

**Capetonians dramatically increased their knowledge of how they can take action.**

## 7.2 Climate Change Awareness Survey 2011 and 2012

Two climate change awareness surveys were conducted in Cape Town to help measure the effects of the CSCT campaign. The first, baseline, survey was done in August 2011, shortly before the campaign was launched, and the second in February 2012, after COP17 and the end of the CSCT campaign. 278 Survey respondents were chosen to give an appropriate balance of demographics (age, gender, education level, income).

Results show clearly that public knowledge of climate change-related terms had grown during the course of the campaign. Familiarity with the term “climate change” itself grew by nearly a quarter, with growth coming primarily from improved knowledge among lower income groups. Perceptions of the seriousness of the problem of climate change at a local level also increased by 20%, indicating that a degree of understanding of content accompanied the general increase in awareness of key terms.

However, only high income earners placed climate change in their list of top 3 problems facing the world in the first survey (16%), a figure which dropped to 8% in the second survey. Making its way into the top 3 responses, alongside HIV/Aids and Poverty, was World Population Growth. This could imply that public concern about climate change dropped after it was announced that a consensus agreement was reached at COP17, or it could imply that a more nuanced understanding of climate change had been reached among the public, and that population growth, as a major force behind causes of climate change, was a more specifically relevant answer to the survey question. This shift in responses needs to be further investigated in preparation for any future climate change communications campaign in Cape Town.

Capetonians dramatically increased their knowledge of how they can take action to help tackle climate change. This shift was particularly pronounced among low- and mid-income earners, while overall knowledge rose from half of all respondents to 7 in 10 knowing what actions to take by the end of the campaign.

In addition, recognition of the CSCT campaign itself doubled to 1 in 5 Capetonians, while the proportion of residents aware of what the City is doing to tackle climate change more than doubled.

While it can be difficult to tease apart the effects of the CSCT campaign itself from the general media attention given to climate change issues during this period, the campaign was designed to leverage that more general media attention by driving more specific, action-oriented and localised messages. One can conclude from these survey results that, particularly for such a short-term campaign, CSCT was effective as a significant contributor to the increases in awareness and understanding noted above.

## 7.3 Media Coverage

For a short-term public awareness campaign like CSCT, securing media coverage is essential for achieving communications goals, even more so given a limited budget with which to implement. Fortunately, with all the interest in COP17, media were open to ways of telling broad, international stories such as climate change and UN treaty processes through local examples, such as what was being done in Cape Town.

Between 15 November and 7 December 2011, eight media releases were prepared by the Climate Smart Cape Town team and distributed via the City of Cape Town’s Communication Department.

The City of Cape Town subscribes to Newsclip’s media monitoring service. This monitors national print (over 1 500 publications), broadcast and selected online media where the City of Cape Town is mentioned. According to Newsclip, a total Advertising Value Equivalent (AVE) of R857 271.85 was realised. This included 15 print and 27 (including one TV) broadcast clips.



A partnership with 567 Cape Talk ensured effective media coverage. Cape Talk’s Africa Melane broadcasts from the Inspiring Change event at the Cape Town International Convention Centre.

The partnership with 567 Cape Talk around the Inspiring Change Gathering led to a great deal of radio coverage, and the other main issue covered was the award winning CSCT Pavilion at COP17.

A detailed summary of media coverage received from mid-November 2011, just prior to the 'Inspiring Change' gathering, up until 3 January 2012 is available on request. Overseas broadcasts and publications are not monitored by Newsclip. A list of websites mentioning CSCT (not all covered by Newsclip) is also available on request.

## 7.4 Website and Social Media Activity

The website and social media channels were effectively used to support the campaign, although for a relatively small group of users. All communities have continued to grow after COP17.

### A summary of key metrics include:

- The website attracted an average of over 1,500 visits per month;
- There were 7,167 visits and 4,602 unique visitors in the four months from September 2011 to mid-January 2012;
- Visitors spent an above-average time on the site (3.11 minutes) and most viewed at least two pages. Two thirds of visitors were new and one third returned to the site at least once;
- The most popular pages were home, resources, participate, Inspiring Change Gathering and the blog;
- 90 blog posts and 16 media releases were published;
- Users added 45 actions, ideas and suggestions (1% of unique visitors);
- 185 responses were received from five polls (4% of unique visitors);
- Information was collated and published for 30 climate change events;
- Information, links and presentations were added to a separate section of the website for the Inspiring Change Gathering;
- 77 people subscribed to the e-newsletter via the website (2% of unique visitors);
- The Facebook community grew to 230 fans;
- The number of Twitter followers grew to 672 followers;
- Tweets continue to engage a large audience for example, the tweet about transport on 27 December potentially reached over 10,000 people.

90 blog posts  
and 16 media  
releases were  
published.

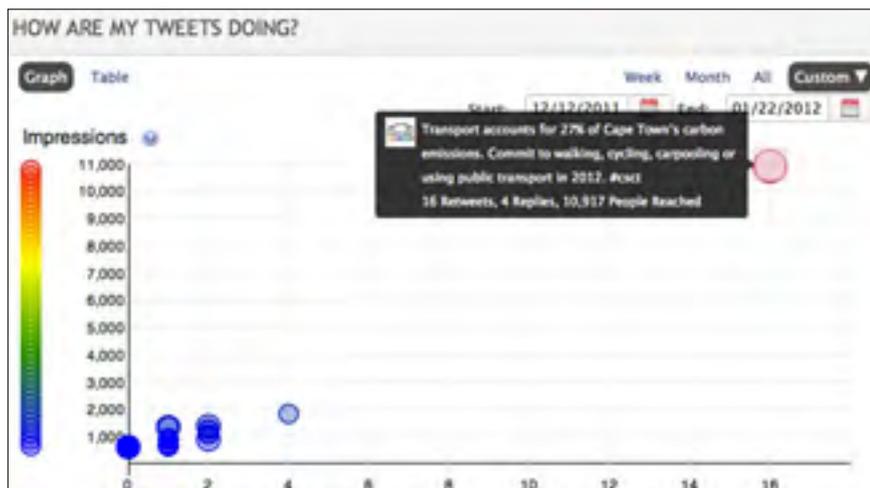


Figure 8: Overall CSCT campaign Twitter reach.



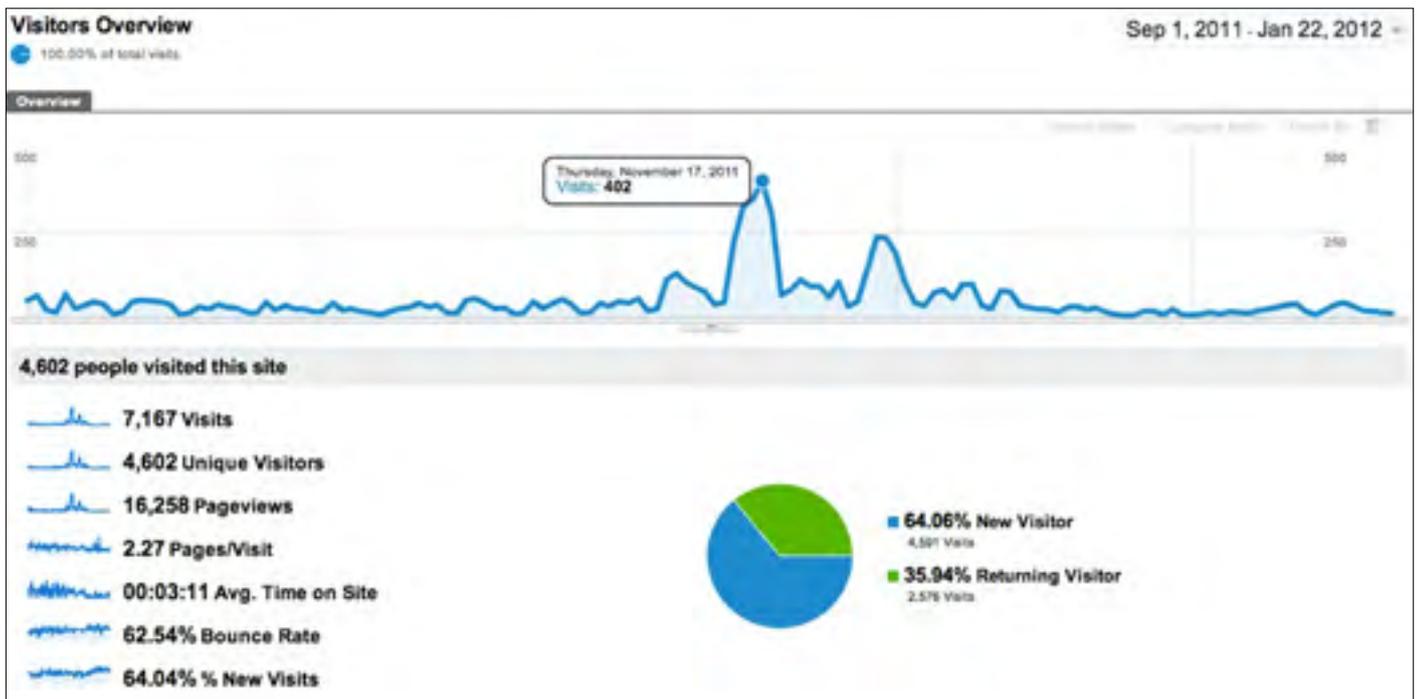


Figure 9: Overall CSCT campaign website traffic.

## 7.5 Purpose in Attending COP17

COP17 was an important event in South Africa and one which may have far-reaching consequences. **The Cape Town Climate Change Coalition had the following objectives in attending COP17:**

- **To profile Cape Town:** Cape Town is positioning itself increasingly as a city of major events and it is important that its leaders are seen to be significant players in global events of this nature. It is also important, for economic and sustainable growth reasons, for Cape Town to demonstrate that it is a global leader in climate change-related programmes and projects.
- **To promote climate change literacy:** To participate in discussions and debates in various forums and to be proactively involved in media coverage at COP17. This led to improved understanding of climate change issues by Cape Town and Western Cape residents and leaders.
- **To seek partnership opportunities:** COP17 itself may not have been the ideal place to sign off on partnership agreements which could have significant economic and social advantages to Cape Town, but it proved rich in making connections and taking the first step towards such agreements.
- **To build an internal legacy:** travelling to COP17 and working together at the CSCT pavilion as a diverse team representing major players influencing the future of Cape Town certainly strengthened cross-sector and cross-organisation integration. It took people out of their silos and comfort zones, and promoted synergy and partnerships within the coalition and also within organisations themselves.

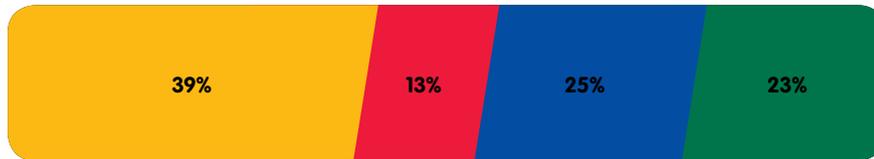
A large, stylized number '8' is centered on a solid orange background. The '8' is formed by two white circles, one above and one below, which overlap in the middle. In the center of this overlapping area, the word 'Budget' is written in a bold, orange, sans-serif font. The overall design is clean and modern.

**Budget**

## 8 Budget

A total amount of R3.74 million was spent on the Climate Smart Cape Town campaign. 39% was spent on all activities relating to the COP17 input, 13% on raising public awareness and marketing and 25% on the Inspiring Change Gathering. Some 23% was spent on overhead expenses, including payment of the professional coordination team.

### CSCT Budget Allocations



72% Of the funding for the campaign was provided by the City of Cape Town, sourced from Utilities, City Parks, Environmental Management, Disaster Risk Management, Legal and Economic Development. A further 21% was raised from additional sources, mainly from Siemens, Western Cape Government and KAS. Another 7% of the overall budget was received from CTCCC partners as services in kind.

At the time of writing, promised revenue of 15% of total budget was still outstanding.



For more information on the budget, please contact Stephen Granger as per details at the end of the report.





**Lessons  
Learned and  
Recommendations**

## 9. Lessons Learned and Recommendations

As with any new campaign, lessons are learned and mistakes made along the way as successes are achieved. These lessons can be applied to improve future phases of the campaign, and may also be relevant to other campaigns.

### The following key recommendations are worth highlighting:

- People in the city – from all strata of society – are hungry to get involved, learn, and make a difference. Don't arbitrarily assume that one group or another should not be targeted.
- Given such a diverse set of partners in the CTCCC, additional focus needs to be given to the process of briefing agencies and consultants to devise briefs that are acceptable to all stakeholders, up front. This may cost extra, but is worthwhile once content development and design begin.
- For an event like the Inspiring Change Gathering (ICG), which was part of the build-up to COP17, many other organisations were also having their own build-up activities and so key people who might be first-choice speakers or participants were previously committed. In the future, a bigger timing gap could be left between a major international event like a COP and the build-up event like ICG.
- The Pecha Kucha format is well-liked by speakers as well as delegates, and is a versatile tool for campaigns and events.
- Tweets have the maximum reach when targeted at users with a large number of followers, but these must be strategically targeted get the broadest reach for key messages. Popular twitter users require "offline" and online engagement to get online action. For example Helen Zille was briefed, given updates and asked to tweet about the campaign.
- Changing behaviour is a long-term process and requires continuity of messaging. This campaign's effectiveness was limited by its short duration.
- Cape Town is a real 'word-of-mouth' city. Regular events gain traction that a once-off event, with limited media coverage and marketing spend will not match. Consideration needs to be given to continuity of events or to leveraging long-running events.





The Climate Smart Cape Town Pavilion, constructed out of recycled plastic milk crates, was awarded the best green stand award at COP17.

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## Acknowledgements

### The Climate Smart Cape Town team:

Campaign Manager: Stephen Granger  
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The team would like to thank all those who contributed to the realisation of the campaign.

The Cape Town Climate Change Coalition consists of thirty member organisations whose contributions and support in creating awareness and profiling climate change are recognised.

Alderman Belinda Walker, Mayoral Committee Member for Economic, Environmental and Spatial Planning, played a leading role at COP17, supported by Councillors Garreth Bloor, Xanthea Limberg and Clifford Sitonga.

The guidance of Osman Asmal, Sarah Ward, Greg Oelofse, Hilton Trollip, Michelle Preen and Lindie Buirski of the Environmental Resource Management Department, City of Cape Town, is appreciated, as is the wisdom of Helen Davies, Western Cape Government and Anton Cartwright, African Centre for Cities, UCT.

We are especially grateful to the following City of Cape Town Departments for their monetary support:

City Parks  
 Disaster Risk Management  
 Electricity Services  
 Environmental Resource Management  
 Solid Waste  
 Water and Sanitation

We also thank the Western Cape Government for their financial support. We especially thank Siemens and the Konrad-Adenauer-Stiftung (KAS) for their generous contributions.



## Inspiring Change:

Jose Machado of Siemens for their generosity  
and Sustainable Cities Roadshow exhibition  
Rashid Toeffy, Cape Town International Convention Centre  
Liam Mooney, Furniture Design  
Kurt Ackermann, Zelda Coetzee and Gwynneth Matthews

## Carrotmob:

Cleon and Kate Remano, Maria's Greek Café  
Africa Melane, 567 Cape Talk  
Anne Siemons, City of Cape Town intern

## Climate SmART Cape Town:

Peter Hayes  
Dorothea Rolfsmeyer, City of Cape Town intern

## Climate Smart Cape Town Pavilion at COP 17:

Design and construction: Touching the Earth Lightly,  
in collaboration with ST&AR Architects.  
Graphic Design: Mark Stead, Runette Louw, Jenny Young.  
Copywriting: Monica Graaff, Gail Jennings and Sheryl Ozinsky.  
Poster Printing: High Signs  
Off the grid thanks to: MLT Drives and Green Power and Composites.  
Polyoak Packaging is thanked for the generous donation of reusable  
plastic crates and milk bottles.  
Working for Water sourced the alien timber.  
Green Roof Designs grew our lettuces.  
Caturra Coffee for keeping everyone's thirst quenched,  
in particular Simon Bremner and Klaus Becker.



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**ISBN 978-0-620-53522-9**

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This Legacy Report reviews the work of the Cape Town Climate Change Coalition around COP17. As well as serving as a record for the City of Cape Town and its coalition partners, the report aims to inspire and assist other regional, national and continental cities to achieve similar ends.

