

Innovative Climate Change Communication: Team Minus 6%

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Abbreviations

AR4	Assessment Report 4
CO ₂	Carbon dioxide
COP	Conference of the Parties
Defra	Department for Environment, Food and Rural Affairs, UK
EU	European Union
GDP	Gross domestic product
GHG	Greenhouse gases
IPCC	Intergovernmental Panel on Climate Change
Kantei	Prime Minister of Japan and His Cabinet
MOE	Ministry of the Environment, Japan
NGO	Non-governmental Organization
SUV	Sport utility vehicle
UK	United Kingdom
UNEP	United Nations Environment Programme
UNFCCC	The United Nations Framework Convention on Climate Change

Chapter 1: Introduction to climate change communication

Climate outreach in a global framework

The Intergovernmental Panel on Climate Change (IPCC) Assessment Report 4 (AR4) that was released in 2007 concluded that human greenhouse gases (GHG) are causing global warming and further called for worldwide concrete action in reducing GHG. The United Nations Framework Convention on Climate Change (UNFCCC) and its Kyoto Protocol set the GHG reduction targets for the Annex I parties to act upon.

However, the responsibility for climate change does not rest with the government alone, but should involve all nations, through all levels. Governments can apply several tools to motivate businesses, communities and individuals to adjust their behavior in ways that limit GHG emissions and promote climate change adaptation. Some of these tools—for instance, regulation, taxes and subsidies—can encounter inertia, passive resistance or active opposition (UNEP, 2006). Effective communication on climate change policy is therefore necessary in order to gain public support and thus reduce GHG emissions.

Article 6 of the UNFCCC clearly addresses the importance of climate change communication to the general public and of engaging stakeholders in the issue (Box 1.1). It further highlights the responsibility of the participating countries to develop and implement educational and public awareness programs on climate change and its effects, to ensure public access to information, and to promote public participation in addressing the issue (UNFCCC, 2008).

At the Conference of the Parties (COP 8) in 2002, the New Delhi Work Programme was adopted. This was a five-year country-driven work program engaging all stakeholders, and recommending a list of activities that could be undertaken at the national level to facilitate the implementation on Article 6.

During COP 11 in 2005, the prototype information network clearing house (CC:iNet), a web portal, was launched to serve as the clearinghouse for information sources on public information, education and training. It is designed to help governments, organizations and individuals gain easy access to ideas, strategies, contacts, experts and materials that can be used to motivate and empower people to take effective action on climate change (UNEP, 2006).

Public awareness raising programs

In the European Union (EU), households are responsible for some 16% of the EU's total greenhouse gas emissions. The 2006 national GHG report from Japan's Ministry of Environment showed that energy-based CO₂ emissions from the industrial sector

decreased 5.6 %, however, those from the household and office sector increased 37.1% in 2006 from the 1990 level (Figure 1.1).

Compared to the energy and industry sector, to which several policy instruments including emissions trading can be applied to reduce GHG emissions, achieving reductions in emissions that relate to personal lifestyle and work style is rather challenging. An effective public awareness raising program is required in order to make GHG reduction in the household and office sectors successful.

**UNFCCC ARTICLE 6
EDUCATION, TRAINING AND PUBLIC AWARENESS**

In carrying out their commitments under Article 4, paragraph 1(i), the Parties shall:

- (a) Promote and facilitate at the national and, as appropriate, subregional and regional levels, and in accordance with national laws and regulations, and within their respective capacities:
 - (i) The development and implementation of educational and public awareness programmes on climate change and its effects;
 - (ii) Public access to information on climate change and its effects;
 - (iii) Public participation in addressing climate change and its effects and developing adequate responses; and
 - (iv) Training of scientific, technical and managerial personnel.
- (b) Cooperate in and promote, at the international level, and, where appropriate, using existing bodies:
 - (i) The development and exchange of educational and public awareness material on climate change and its effects; and
 - (ii) The development and implementation of education and training programmes, including the strengthening of national institutions and the exchange or secondment of personnel to train experts in this field, in particular for developing countries.

Box 1.1. UNFCCC Article 6

Since 1993, the government of the United Kingdom (UK) has funded the Energy Saving Trust to promote carbon dioxide (CO₂) emissions cuts through sustainable and efficient use of energy. In 2001, the UK government also established another organization, The Carbon Trust, to help the business and public sectors to cut carbon emissions and develop commercial low carbon technology.

On top of the national programs conducted in European countries, the EU launched the “You Control Climate Change” awareness-raising campaign in 2006 to motivate individuals to make small changes in their daily routine so as to achieve significant reductions of greenhouse gas emissions. In Asia, the Japanese government launched a national climate change awareness-raising campaign called “Team Minus 6%” in 2005.

Besides government led awareness-raising initiatives, many awareness campaigns have been conducted by non-governmental organizations (NGOs), artists and even private corporations. Some of the campaigns have been run in very innovative ways, utilizing art, concerts, drama, etc. All these efforts are focused on one major aim: taking real action to solve climate change problems.

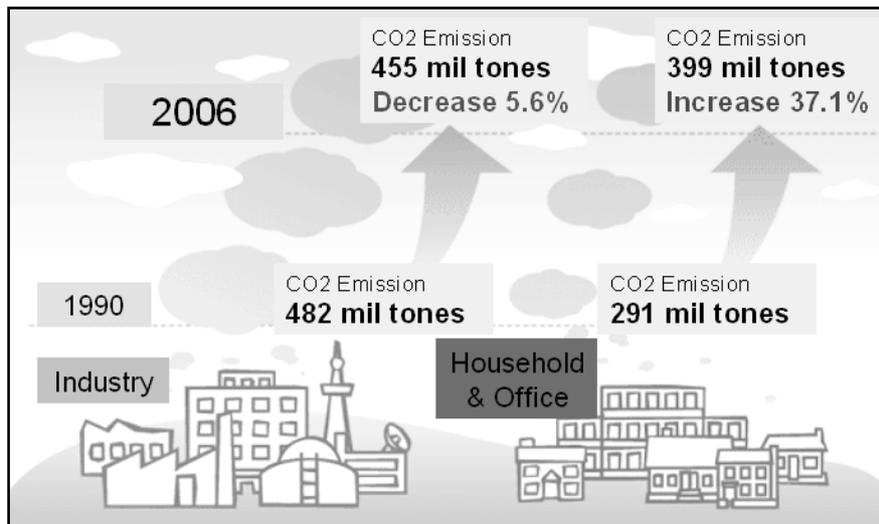


Figure 1.1. Comparing Japanese sectorial energy-based CO₂ emissions in 1990 and 2006. (Source: Picture modified from Ministry of Environment, Japan).

Chapter 2: Ineffectiveness of current climate communication strategies and the objective of the analysis

Since the end of 2006, climate change has gradually become a hot topic. A large number of events, reports, movies, etc.—for example the Stern Review, IPCC AR4, COP13 in Bali, the Live Earth Global Concert—have generated increasing media coverage on climate change issues. An Oscar-winning documentary, “An Inconvenient Truth”, has created a large awareness and brought attention from the public. Al Gore’s climate change communication efforts were specifically recognized by the Nobel Committee, which stated: “He is probably the single individual who has done most to create greater worldwide understanding of the measures that need to be adopted.” (Dilling, 2007)

On top of the various media-highlighted events and reports, some of the natural disasters that occurred recently—such as Hurricane Katrina and deadly heat waves in Europe—caused people to feel the impact and recognize direct linkages to climate change. Such events prompt the public to become more informed of climate change issues.

The year 2007 can be said to be the golden year of climate change awareness, which swept across the globe and heightened public attention. An analysis of internet search volume and news coverage on the words “climate change” shows that both increased significantly in 2007 compared to the past (Figure 2.1). The rise in search volume shows that since 2007, people have become much more anxious for information about the issue.

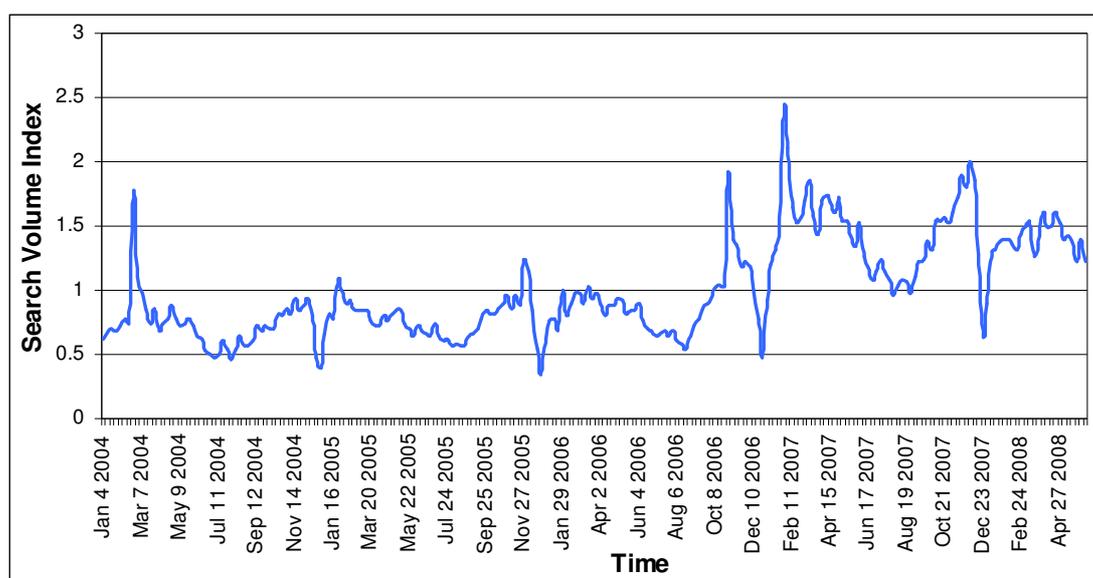


Figure 2.1. Graph of Google search volume index on the topic of climate change from 2005-2008. (Source: <http://www.google.com/trends>)

Challenges of climate change communication

A) High awareness, low priority

Recently, there have been quite a number of climate change surveys being conducted worldwide, by BBC World Service (2007), HSBC (2007), Nielsen (2007), etc. Some common results have been shown in these surveys, such as the fact that the climate change issue is familiar to a majority of people. For example, the BBC World Service survey showed 70% of 22,000 respondents in 21 countries know of the issue. It also clearly shows a high awareness on climate change in both developed and developing countries.

However, high awareness level aside, there is a gap between the percentage of people with an awareness and those taking action to solve the problem. Anthony Leiserowitz's 2007 study showed that although 92% of Americans know about the climate change issue, it remains a low priority relative to other issues and lacks urgency. In a 2000 Gallup poll, the environment ranked as low as 16th on Americans' list of the most important problems facing the country (Leiserowitz, 2007). Further, another study showed global warming ranked 12th out of 13 environmental issues (Dunlap and Saad, 2001).

The lack of priority and urgency in solving climate change problems is partly due to certain characteristics of climate change that lead to uncertainty and skepticism. Carbon dioxide and other GHGs are invisible and, at atmospheric concentrations, usually have no direct negative health impacts on humans as do other air pollutants (Moser and Dilling, 2007). It takes a long time to accumulate and exhibit the impact, and is sometimes difficult to detect. Further, much communication on the topic uses images of melting ice and glacier, making the public feel that climate change is a remote issue. The distant timeframe and remoteness of climate change effects have caused the general public to feel that climate change does not pose a large threat and is not a problem that urgently needs solving.

For decades, climate change skepticism has dominated amongst policy makers, the media and the public in some countries. The climate change debate—on whether it is happening and whether it is caused by human activities—made a confusing impression, to the point that even many in the scientific community were uncertain about the issue. It was not until the IPCC Assessment Report 4 was released in 2007 that a strong message was brought by scientists: climate change is real and is more than likely caused by human activities. This report helped solve the long debate and highlighted the urgency for taking action.

B) Ineffectiveness of communication strategies

The dichotomy of high awareness and low priority is related to ineffectiveness of climate change communications. There are several climate change communication strategies that are not effective in bringing about real, on-the-ground action.

The first problematic type of climate change communication is the strategy that attempts to frighten in order to prompt change. Trying to create urgency by appealing to fear—of disaster, health risks, or the like—is unreliable at best in bringing about behavior change. The UK Department for Environment, Food and Rural Affairs' (Defra) 2007 climate change communication strategy suggested that we can't scare people into doing something about climate change if they don't know that their actions can make a difference. Instead, we should show them how they can change and solve the problem. Frequently, the scaring technique leads to the exact opposite of the desired response: denial, paralysis, apathy, or actions that create greater risks than the one being mitigated (Moser and Dilling, 2004).

The second ineffective communication technique that is commonly used is one that attempts to shame individuals into changing their behavior through a moral approach (Moser and Dilling, 2007). One common moral approach purports that the modern lifestyle is pushing animals, such as polar bears (Figure 2.2), to extinction. We should change our lifestyle, it states, through actions like reducing personal car usage, in order to save the polar bear. However, the oil price hikes in 2008 have proved to be more effective in discouraging people from driving than campaigns using the melting ice and polar bear narratives.

In London, four-wheel drive or sport utility vehicles (SUVs) have been dubbed "Chelsea Tractors" (John Leamen, 2007). This term was coined by environmentalists to deprecate those popular four-wheel drive vehicles—owned by middle-class families living in wealthy areas—that are used for ordinary domestic purposes, such as driving kids to school and shopping (Macmillan, 2008). It imposed a bad image on the vehicle, one that is not environmentally friendly and dangerous to pedestrians. Yet such guilt appeals, even more so than fear appeals, tend to be ineffective in generating the desired behavior (Moser and Dilling, 2007).

The next problematic strategy of conventional communication campaigns is one that states "*if people understood more, they would change their behavior.*" This is the most common myth underlying climate change communication techniques that aim to change public behavior (Moser and Dilling, 2007). However, modifying behavior is not achieved simply by increasing awareness via more messages that attempt to convince people to act.

The disconnect these faulty strategies have created between knowledge and behavior modification is highlighted in various research efforts (Futerra, 2005; Defra, 2007;

Dilling, 2008). Due to the gap, many of the awareness raising programs undertaken by governments or NGOs, though successful in upping public consciousness of the issue as mentioned above, have been unable to drive the public towards behavioral changes.

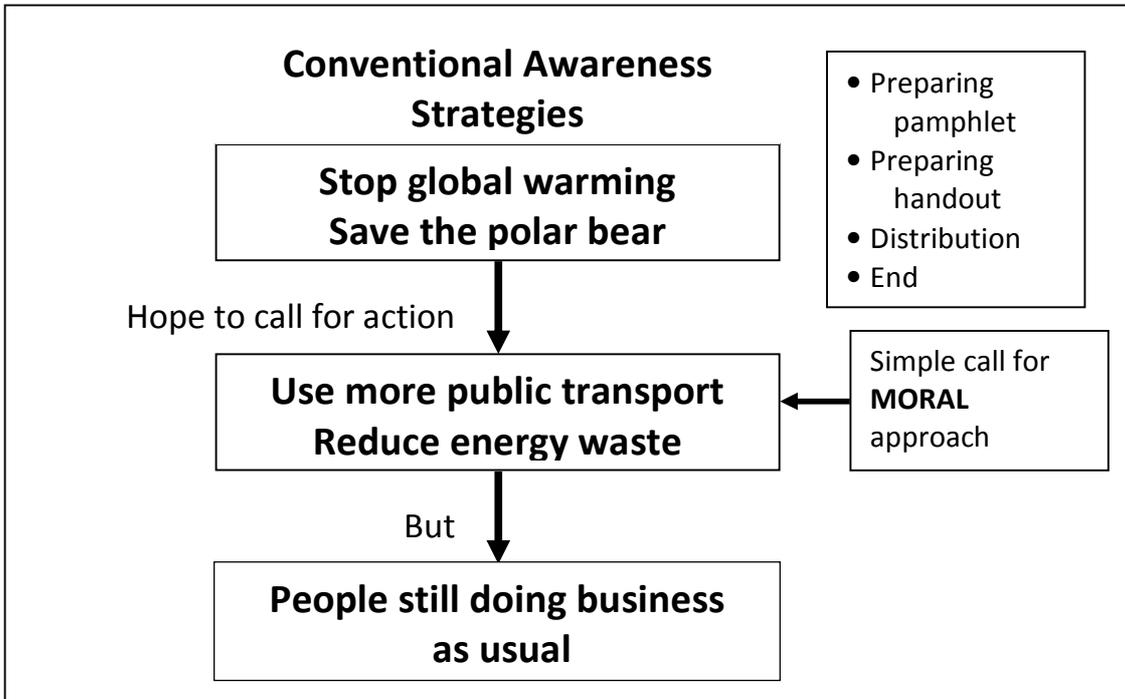


Figure 2.2. Moral approach strategy in climate change awareness campaign.

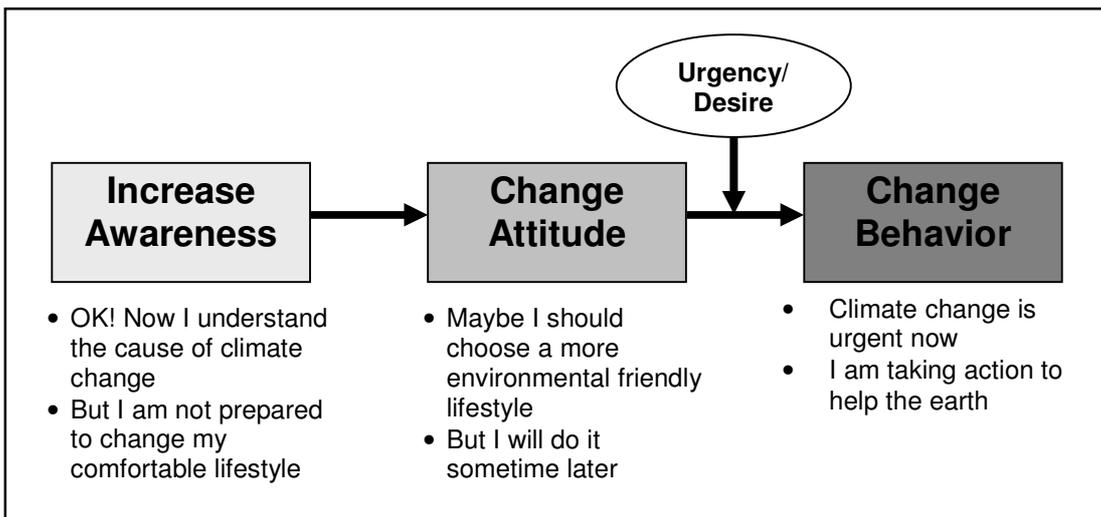


Figure 2.3. The process of raising public awareness to changing behavior.

The failure of conventional communication strategies is also exacerbated by the fact that campaigns tend to remain at a “provision of information” stage. Information

provision strategies may successfully lead to increasing public awareness, but have not helped to prompt behavioral changes. In reality, a few steps would be required in order to motivate the public to change behaviors. The process includes increasing awareness, changing attitudes and then changing behavior, as shown in the schematic diagram of Figure 2.3.

As illustrated in the above figure, when climate change information is imparted to an individual, the information creates awareness and understanding of the issues. This understanding might help to change the attitude of that individual, developing their sense of responsibility about climate change. However, a change of attitude is unlikely to lead directly to a change of behavior that brings about positive action. Creating the urgency or desire to act at the personal level is needed to stimulate behavior change. Activating a personal linkage will bring about the willingness to commit to the action called for by the campaign.

In brief, conventional awareness raising strategies—such as fear creation, the moral approach, and information provision, etc.—are insufficient in drawing positive behavior changes from the public on climate change issues. Worse still is that some of the approaches create undesired effects, such as denial, anxiety, etc. Alternative approaches therefore need to be explored and tested in order to find the best communication strategies that are able to close the awareness/action gap.

Objective

Ineffective communication strategies are some of the major barriers to motivating and empowering the public to take action on climate change issues. In this study, the analysis focuses on investigating the factors that motivate people in developed countries to take steps, at a personal level, to reduce GHG. The study of successful campaigns, particularly in Japan, has found some key factors that have been capable of driving behavior change.

This report aims to provide insight on how to close the high awareness/low action gap, and to possibly foment duplication of Japan's successful experience in other developed and advanced developing societies. It can serve as a reference for government, business, academia and NGOs to formulate more effective climate change awareness campaigns and activities. In the next chapter, we will introduce a Japanese awareness raising campaign that has been praised by Prof. Rajendra K Pachauri, IPCC chairman, as the most outstanding climate change awareness campaign in the world (Japan Times, 2008).

Chapter 3: Successful examples of climate change communication

Innovative Japanese awareness raising campaign

Under the Kyoto Protocol, Japan has committed to achieving a 6% reduction in GHG emissions. The Global Warming Prevention Headquarters was established on December 19, 1997 with the aim of steadily implementing the Kyoto Protocol and comprehensively advancing concrete and effective measures for the prevention of global warming (Kantei, 2008). On June 4, 2002, Japan accepted the Kyoto Protocol after cabinet approved the Bill on Amendments of the Climate Change Policy Law.

On April 28, 2005, the Japanese government adopted the Kyoto Protocol Target Achievement Plan. In the plan, a public awareness raising campaign was included under cross-sectoral measures by which the government—in collaboration with the economic sector, NGOs, labour organisations, academia, etc.—will disseminate information and improve environmental education to encourage every citizen to take action (Kantei, 2005). Japanese citizens are encouraged to reduce their daily emission of GHG and participate in global warming countermeasure activities (Box 3.1).

Japan's Kyoto Protocol Target Achievement Plan

The Basic Role of Citizens

(1) Limitation of the Emission of Greenhouse Gases in Daily Life

Citizens need to be aware that the increase in greenhouse gas emissions in recent years is closely related to the lives of the citizens, namely households and transport (passenger cars for personal use), and must actively work toward reforming lifestyles that involve large volumes of consumption and waste.

Specifically, citizens should monitor their own energy consumption and greenhouse gas emissions, and choose a CO₂-saving lifestyle. For example they should install heat insulation in their homes, switch to energy-conserving equipment, promote the use of public transport systems and bicycles, etc. Citizens should also carry out meticulous measures such as using standby electric power and adopting other power saving measures, refraining from non-essential automobile use, etc.

(2) Participation in Global Warming Countermeasures Activities

Citizens should further deepen their understanding of the global warming issue and implement measures in collaboration with all stakeholders, such as endeavoring to actively participate in recycling campaigns, forest-building and other tree-planting campaigns, and other global warming countermeasures activities.

Box 3.1. The basic role of citizens in Japan Kyoto Protocol Target Achievement Plan.
(Source: http://www.kantei.go.jp/foreign/policy/kyoto/050428plan_e.pdf)

On the same date as the Kyoto Protocol Target Achievement Plan was adopted, the Japanese government launched the nationwide global warming awareness raising campaign called “Team Minus 6%”. The team is lead by the Japanese Prime Minister, with the Minister of Environment as vice-leader. This program shows the government’s strong commitment to leading the whole nation towards the Kyoto target (Japan for Sustainability, 2005).

Team Minus 6%

This initiative was named so as to evoke a spirit of team work to unite all sectors of society in the fight against global warming (MOE, 2005a). The title illustrates that the 6% reduction commitment stipulated in the Kyoto Protocol shall be achieved through the efforts of all of Japan, working together. The campaign seeks to expand the climate change mitigation activities of each individual, enterprise, and various organizations, so that all join in taking concrete actions towards reducing GHG emissions (MOE, 2005a). The mindset is that involving more participants means more success for the team.

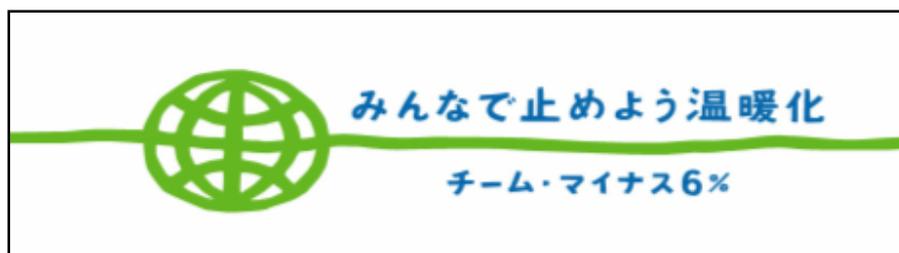


Figure 3.1. Logo of Team Minus 6%. (Source: <http://www.team-6.jp>)

The team’s website (<http://www.team-6.jp/>) was designed to promote public participation in mitigation actions. The public can register as team members, express their opinion and obtain information through the website. Private corporations and organizations can also join and register their names. Some excellent actions practiced by private corporations are shown as model cases on the site. The Team Minus 6% web site has promoted communication between the government and participants. The site acknowledges an individual’s or organization’s activities and achievements, a valuable form of feedback and performance motivation.

Team Minus 6% strategically extends its membership to national leaders, corporate leaders, eminent persons, TV personalities, artists, athletes and even cartoon characters, and then displays the names and commitments of these personalities on the website, as well as engaging their participation in various campaign events. This strategy helps demonstrate the significant scale of the team and popularity of the movement, and also expands outreach, aiding in the attraction of members of the public who would not usually feel concern about the global environment.

Activities of Team Minus 6%

Six easy and effective actions have been promoted by Team Minus 6% to deal with global warming (Figure 3.2):

- Set air conditioning to 28 degrees Celsius in summer and heating to 20 degrees Celsius in winter. ("Cool Biz", "Warm Biz")
- Engage in energy efficient driving. (CO₂ reduction through driving)
- Always turn off faucets after use. (CO₂ reduction through water usage)
- Choose eco-friendly products. (CO₂ reduction through product purchase)
- Unplug electrical appliances when not in use. (CO₂ reduction through electricity usage)
- Say no to excessive packaging. (CO₂ reduction through shopping and waste reduction)

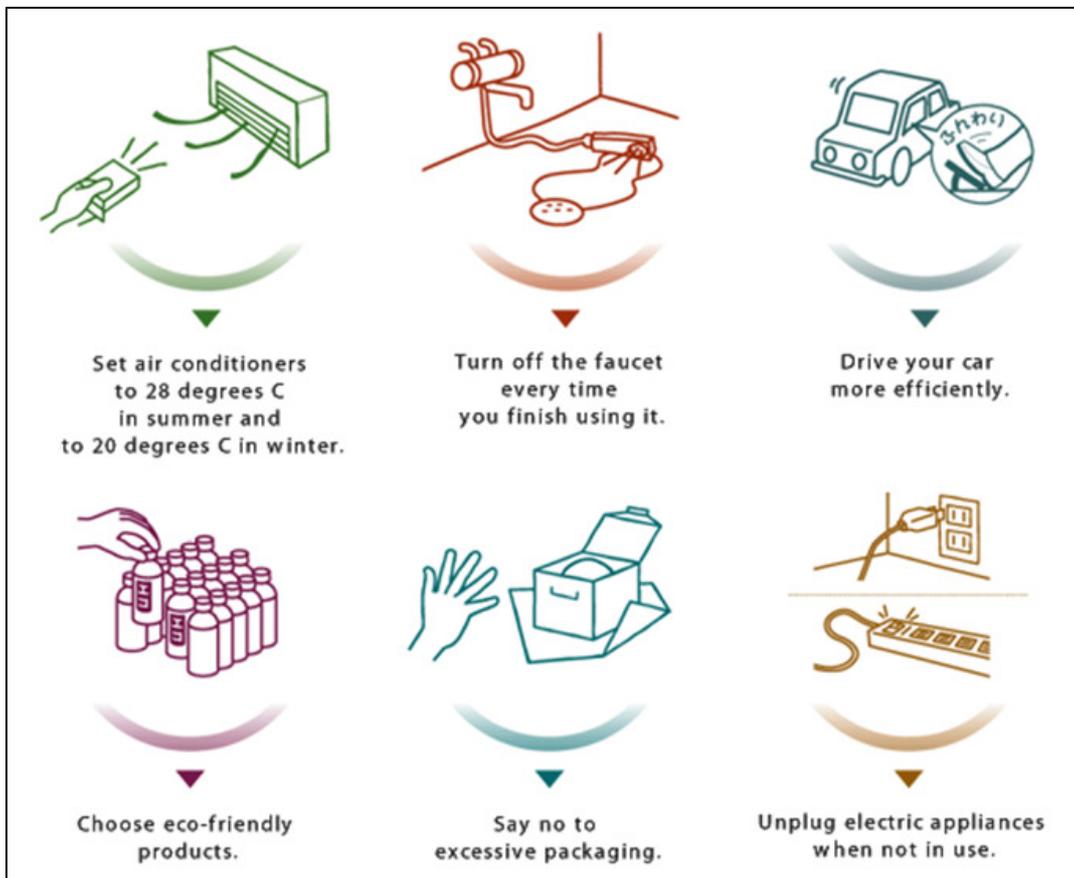


Figure 3.2. Six actions promoted by Team Minus 6%. (Source: Picture modified from <http://www.team-6.jp/english/about.html>)

Beside the basic six actions called for by Team Minus 6%, there are other successful campaigns being implemented every year. For example, the Cool Biz and Warm Biz

campaigns mainly focus on office workers, but in 2006, the team implemented the “Uchi-Eco” campaign that focuses on households.

A) Cool Biz

Japanese business etiquette normally requires that workers wear a necktie and jacket. However, it is uncomfortable to do so during the hot and humid summer. As a result of this unsuitable dress code, air conditioning is necessary and with the temperature set much lower than should be required. In the summer of 2005, then Prime Minister Koizumi Jun’ichiro and then Environment Minister Yuriko Koike appealed to business leaders to allow office workers to remove ties and jackets, and to work in half-sleeve shirts from June to September. Removing jacket and necktie helps reduce body temperature by up to 2 degrees Celsius, allowing room temperature to be raised to 28 degrees Celsius. This campaign was named “Cool Biz”, from the combination of the words “Cool” and “Business”.

Mr. Koizumi and his cabinet led by example, taking off their neckties and jackets to launch the first Cool Biz campaign in summer 2005 (Figure 3.3). Cool Biz is a rare example of a government campaign with a top-down approach that successfully led to behavioral changes by the public towards reducing CO₂ emissions. This initiative also receives active participation from the private sector.

The program actually sparked a fashion trend in Japan as the majority of office workers were apparently longing to be released from the unsuitable business dress code in the hot summer. The fashion industry, shirt makers and department stores have profited by selling “Cool Biz dress” that is said to help lower body temperature.



Figure 3.3. The first Team Minus 6% member, Mr. Koizumi, without necktie and jacket during the Cool Biz campaign. (Source: <http://www.democ.uci.edu/resources/naikaku/koizumi1.php>)

B) Warm Biz

Using a similar analogy, “Warm Biz” encourages offices to keep the heating set at 20 degrees Celsius in order to save energy and office workers are encouraged to wear more clothes when it is cold. The concept also seeks to promote fashionable winter business wear that is comfortable and depends less on heating.

A study by the Energy Conservation Center of Japan found that more than 50% of companies set the heating temperature higher than 23 degrees Celsius during winter (MOE, 2005b). Reducing the temperature setting from 23 to 20 degrees Celsius would help to reduce energy consumption by up to 20% (MOE, 2005b).

The fashion industry, riding the Warm Biz trend, has come up with products that help heat up the body, such as specialized socks, underwear and shirts that emit far-infrared. By establishing this new type of warmth-inducing business dress for autumn and winter, the industry is helping to make the setting of heating at 20 degrees Celsius take root among the public.

C) Uchi-Eco

CO₂ emissions from households have been increasing due to the growth of the nuclei family, single residents and a rising number of electric appliances in homes. In 2006, Japan’s Warm Biz was expanded from office to home to promote global warming mitigation through clothing, food and housing. The Ministry of the Environment named this household-targeting campaign “Uchi-Eco” (“uchi” means “home” or “family” in Japanese).

The aim of the initiative is to promote practical applicable measures that anybody can undertake at home (Japan for Sustainability, 2007). Uchi-Eco combined a few ecological-minded actions so as to create a synergy of effects. Expanded from the Cool Biz and Warm Biz campaigns that focus solely on the manner of dress, Uchi-Eco encompasses three main activities—“dress, eating and living”—that people carry out in the house.

In summer 2007, the Cool Biz campaign also encompassed Uchi-Eco (Figure 3.4). In winter 2007, the slogan was “Let’s Get Together, Uchi-Eco” to promote more gathering of family and friends and the further practice of an eco lifestyle.

D) “I declare CO₂ Reduction of 1 kg 1 day 1 person” Movement

As Cool Biz and Warm Biz have been well underway since 2005, Team Minus 6% further stepped-up the individual action by starting a new campaign called “I declare CO₂ reduction of 1 kg 1 day 1 person” that encourages people to take action to reduce their of CO₂ emissions by 1 kg per day, everyday.

The campaign calls for innovative ideas and actions to be proposed by the general public in order to reach the daily 1 kg CO₂ reduction target. At present in Japan, household

emission of CO₂ is about 6 kg per capita per day. Since 2005, CO₂ inventory research shows household CO₂ emission has increased 37.4% compared to 1990 levels.

The national target is a 38 million ton reduction per year in the household sector. If each resident of Japan reduces CO₂ emission by 1 kg per day, the total reduction will be about 47 million tones per year, much higher than the reduction target. Therefore, “1 kg 1 day 1 person” can be regarded as a simple and direct slogan that effectively appeals to the public because it is understandable. Further, reduction by 1 kg CO₂ per person per day through lifestyle and work style changes will help Japan move one step closer to the 6% target.

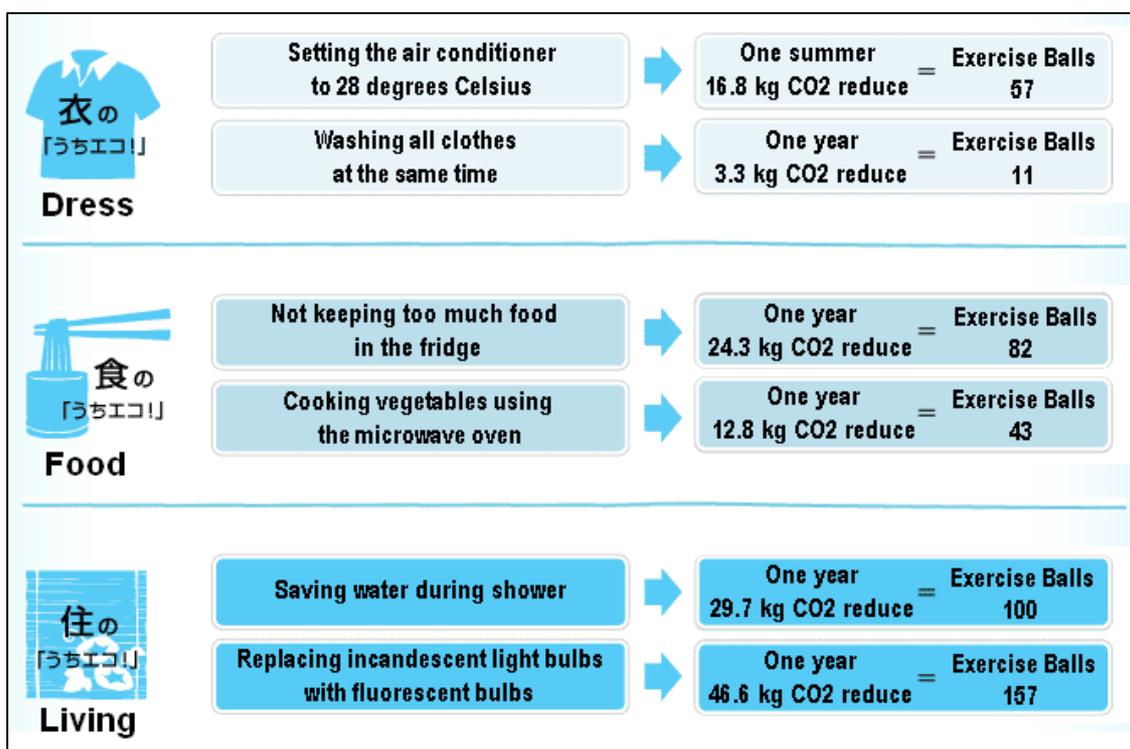


Figure 3.4. An Uchi-Eco campaign illustration from summer 2007. It clearly exhibits the effectiveness of eco actions taken in the household. (Source: Picture modified from http://www.team-6.jp/try/uchieco/i_syoku_jyuu.html. Note: Exercise balls are used in the campaign to illustrate, in familiar, terms the volume/size of a reduction)

Cool Biz’s journey from barrier to success story

Before Cool Biz was implemented, a similar “Energy Saving Look” was proposed by then Prime Minister Ohira Masayoshi to encourage people to wear short-sleeved suits and take their ties off in the office to cut down on air-conditioning during the second oil shock in 1979. Prime Minister Hata Tsutomu, again sought to promote the energy saving outfit in 1994. However, both of these campaigns failed as the public did not favor the strange looking short-sleeved suit. Some speculated that the 2005 Cool Biz

campaign would be just another version of the “Energy Saving Look” that would soon fail.

Suit style has rooted deeply in the working culture in Japan, so it would be a revolutionary step to change the business dress code. Many salary men (male office workers) think that it is impolite to meet a client if one is not wearing a necktie and suit. The older generation finds it difficult not to put on their neckties as they feel odd working without one. Some salary men felt that without a tie, they would do not fit into the surrounding environment and people would look at them with discrimination. Therefore the Cool Biz call to remove necktie and suit initially faced some resistance.

There were also a great number of complaints from necktie makers about the Cool Biz campaign. They asked the government to stop the campaign for they were worried that wearing a tie would get a bad image and that this would affect sales for Father’s Day in 2005 (Reuters, 2005). Cool Biz had also brought some debate in the Japanese cabinet and parliament. A cabinet member questioned the appropriateness of wearing “sleeping dress” when discussing national issues in cabinet meetings. Another veteran politician commented that Cool Biz style did not fit the image of a politician (Wikipedia, 2008).

However, in effect, objections from the related business industry and the discussion in parliament worked to bring the issue to the attention of media and the public rather than to discourage the campaign.

Then Prime Minister Koizumi and his male cabinet members who removed their ties and jackets received much public attention on the first day of Cool Biz on June 1, 2005. A fashion show called "Cool Biz Collection—Let's make Japanese summer and men cool!" was held on June 5, 2005, at Expo Dome in Aichi Expo. To stimulate the movement of light clothing in the business sphere, leaders in the economic circle were invited as models for the fashion show (MOE, 2005a).

Shirt makers and department stores saw that Cool Biz was a large business opportunity to promote consumer spending on new shirts that look smart even without the necktie. Cool Biz corners have been set up at many department stores. A study by the Economic Research Centre of Daiichi Life showed that the Cool Biz campaign could have 100 billion yen’s worth of economic effects that would boost the Japanese GDP (Daiichi Life, 2005).

The strong commitment shown by the government and corporate leaders, combined with the promotion of Cool Biz goods by the business sector, have contributed to the wide acceptance in Japanese society of going without necktie and jacket during the summer.

Achievement of Team Minus 6%

Team Minus 6% has achieved much in promoting public participation in the practice of an eco friendly life style. Between May 2005 and June 2008 the number of registered individual Team Minus 6% participants reached 2,302,513 million (Figure 3.5), and participating organizations rose to 21,795. Japan’s powerful business association, Keidanren, which represents about 1300 major companies, says 70% of its member companies now keep the air conditioners set to 28 degrees Celsius (NPR, 2007). A 2007 survey by Teikoku Databank found 4 out of 10 Japanese companies now implement Cool Biz during summer.

On top of the increasing public awareness and action towards reducing CO₂, Cool Biz afforded opportunities for cost saving and gaining economic profit. Respondents that have implemented Cool Biz say that, besides contributing to the environment and society, the energy savings also helped them to save costs (Teikoku Databank, 2008). Active participation of business and industry also lead to increased retail activity and sales of clothing.

Due to the 2005 Cool Biz campaign, Tokyo’s retail businesses—especially department stores—recorded a 1.2% increase in sales for July 2005 (The Japan Times, 2005). A study conducted by the Ministry of Economy, Trade and Industry showed that per household dress expenses in 2005 increased by 1.9% due to the Cool Biz 2005 effect (Wikipedia, 2008). In 2007, a Dai-ichi Life study estimated that the market size for Cool Biz related industries would grow to 190.1 billion yen, double the 2005 market size (www.team-6.jp, 2008).



Figure 3.5. The number of Team Minus 6% individual, business and organization participants from 2005-2008. (Source: <http://www.team-6.jp/english/about.html>)

<i>Items</i>	Cool Biz 2005	Cool Biz 2006	Cool Biz 2007
Percentage of respondents who knew about “Cool Biz”	95.8%	96.1%	96%
Percentage of respondents who increased the temperature at which their air conditioning was set	32.7%	43.2%	48.1%
Estimated amount of CO ₂ reduced during the campaign	920,000 tones	1,260, 000 tones	1,400,000 tones

Table 3.1. Comparison of Cool Biz campaigns of 2005, 2006 and 2007. Survey conducted by Team Minus 6%. (Source: <http://www.env.go.jp/press/press.php?serial=9061>)

<i>Items</i>	Warm Biz 2005	Warm Biz 2006
Percentage of respondents who knew about “Warm Biz”	90.2%	89.2%
Percentage of respondents who decreased the temperature at which their heating was set	30.5%	41.4%
Estimated amount of CO ₂ reduced during the campaign	1,060,000 tones	1,430,000 tones

Table 3.2. Comparison of Warm Biz campaigns of 2005 and 2006. Survey conducted by Team Minus 6%. (Source: <http://www.env.go.jp/press/press.php?serial=9066>)

Team Minus 6% conducted an evaluation survey after each Cool Biz and Warm Biz campaign. Results show that more than 90% of respondents knew about these two campaigns and almost one third of respondents took action (Table 3.1 and 3.2). The survey found a significant increase in the number of respondents practicing Cool Biz—from 32.7% in 2005 to 48.1% in 2007. Warm Biz practicing respondents increased from 30.5% in 2005 to 41.4% in 2006. A significant amount of CO₂ reduction has been achieved in both Cool Biz and Warm Biz.

According to another independent survey conducted by the Cabinet Office of the Japanese Government in 2007, 91.2% of the respondents know about Cool Biz compared to 76.6% in 2005. The percentage of people who agreed with the Cool Biz concept was recorded at 83.5 %, and those practicing it reached 46.6% (Cabinet Office, 2007). The results were quite close to the results of the survey conducted by Team Minus 6%.

Although there still remains a gap between awareness and action, Team Minus 6% has made great strides in increasing the number of people who actually take part in actions to reduce GHG emissions.

Cool Biz outside of Japan

The success of Japan's Cool Biz has brought world attention. In summer 2006, the Japanese government further extended the Cool Biz campaign in the region, entitling it "Cool Asia". Asian ambassadors in Tokyo were invited to model traditional clothing from their country suitable for hot and humid weather at a campaign kick-off fashion show.

A similar movement has begun in other countries. China has applied a version of Cool Biz called "qing liang shang wu". Korea implemented a similar campaign in 2006. That same year, the UK Trades Union Congress began calling for a Cool Biz campaign during that summer's heat wave. In the summer of 2007, the Italian Health Ministry was calling on all public and private offices to let employees go without neckties during heat waves. However, there was strong protest from Italian necktie makers.

In August 2008, United Nations Secretary-General Ban Ki-moon launched the "Cool UN" initiative to reduce energy consumption and the carbon footprint of United Nations Headquarters. The Secretary-General explained that, "We have succeeded in moving climate change to the top of the international agenda for action, and this means that the UN must take action itself. We must lead by example, and if we are to ask others to take action, we must do so as well" (United Nations, 2008).

Cool UN, conducted through August 2008, saw the air conditioning increased from 22.2 degrees Celsius to 25 degrees Celsius in most parts of the Secretariat building, and from 21.1 degrees Celsius to 23.9 degrees Celsius in the conference rooms. In addition, the Cool UN campaign includes a relaxed "business casual" dress code, as well as a shutdown of the buildings' heating, ventilation and air conditioning systems over the weekends (United Nations, 2008).

Chapter 4: The success factors of climate change communication

Conventional climate change awareness campaigns strongly rely on information to change attitudes. However, Futerra (2005) suggested that climate change information cannot work alone. To make climate change communication effective, more sophisticated alternatives are suggested, such as harnessing tools and concepts used by brand advertisers, so as to make being climate-friendly desirable rather than a duty or matter of obedience (Ereaut and Segnit, 2006). In their 2006 report, Ereaut and Segnit also suggested that climate-friendly actions need to be attractive and feel compelling in terms that make sense to people. Making them so means working within cultural norms, value systems and communication contexts that are meaningful to large sections of the population.

In the case study on Team Minus 6% in the previous chapter we identified some important factors that contributed to the success of the campaign. The success factors of Team Minus 6% include innovative communications strategies and interesting contents. In the following sections, we have summarized the success factors of the Team, as well as some from other communication campaigns and research.

Success factors of climate change communication

A) Making global warming “local”

A survey in the UK found that most members of the public think climate change is a global issue, not a local one (Defra, 2007). This finding further illustrated the related pitfall—the mindset that personal effort to solve a global problem will be meaningless. To motivate action at a personal level, climate change communication needs to localize ‘global’ warming. Futerra (2005) suggested the need to make climate change a ‘home’ issue rather than an ‘away’—at the mountain glaciers or arctic region—issue. For, though climate change is a global issue, we can feel its impact at home, and we can act on it at home.

If advocates want to move on to changing behaviors and responses, then the stories they generate need to be composed of differences, actions and actors to do with lifestyle (Rose, 2007). Not limiting climate change communication by increasing the urgency of climate change itself, but instead by finding ways to tie everyday priorities to positive climate actions (Dilling, 2008). The EU awareness raising campaign, “You Control Climate Change”, is using these same strategies to highlight individual responsibility in reducing GHG in daily life.

In the example of Japan, the Cool Biz and Warm Biz campaigns bring attention to the clothing worn at the office and have successfully triggered a fashion trend. The campaigns further expanded from the office into the house in the Uchi-Eco campaign that encourages family members to gather in one room in order to save heating energy during winter. This campaign shows the effort to link climate change action with the lifestyles people practice in their home and office.

B) Making it understandable – See it, feel it

The majority of climate change awareness programs try to provide more scientific information, in more detail, and expect the public to properly understand. For example, by showing the result of climate modeling to express the possible impact of climate changes in order to create the urgency for action. Sometimes scientific information is too difficult to be understood by public who don't have the proper background or feel uncomfortable with graphs and figures. As a result, raw scientific information is unlikely to be effective in the push for public behavior change. In order to have an effective impact, the message sent needs to be clear, and given in a manner the audience will be able to understand.

Research found that effective campaigns rely on clarity and simplicity of message. Sustainable Scotland Network (2007) suggested that a slogan for communicating climate change messages should be kept to ten words or less for maximum impact. The name chosen for Team Minus 6% created a clear message: teamwork strategies would be used in reaching a particular target for reduction of green house gas emissions. The slogan of “1 kg 1 day 1 person” also sets a clear goal for each individual to act towards.



Figure 4.1. Comparing CO₂ emission of normal and energy-saving light bulb. A normal light bulb will produce 2000 litres of CO₂ per month (left) while an energy-saving light will produce only 300 litres of CO₂ per month (right). Switching to the energy-saving type will help to cut 19,600 litres of CO₂ per year. Team Minus 6% used the clear plastic tubes shown here to graphically illustrate to the audience the size of the reduction.

Moser (2006) explained that people generally relate better to the things they can directly feel, experience, or see. Many of the strategies used by Team Minus 6% to aid understanding illustrate GHG volume using something familiar, allowing people to visualize the invisible emissions.

In explanations of the quantity of CO₂ emitted by households, Team Minus 6% used an approximate number of inflatable exercise balls to demonstrate an understandable volume. Also, as shown in Figure 4.1, Team Minus 6% used clear tubes to show the difference between the CO₂ emissions of a normal light bulb and that of the fluorescent energy-saving type. Use of an example that the public can easily understand further helps to make communication successful.

C) Leading by example

In forming Team Minus 6%, the fact that leadership was taken by the Prime Minister and cabinet members showed a strong commitment by the government of Japan. The Prime Minister and Environment Minister served as poster models for Team Minus 6%. The leading by example strategies employing Japanese political leaders formed an important basis for the success of the campaign itself. This move by the government also showed a necessity for taking action that further influenced the corporate sector, a sector that usually “waits and sees” for decisions and policy taken by government. It helped the private sector to feel confident that they could actively participate in Team Minus 6%.

Further, the strategies used by Team Minus 6% to involve top corporate management were effective in changing the behavior of the people working for these managers. When the boss takes off his necktie and jacket, the worker can easily follow without being afraid that their actions will offend the boss. In summer 2007, Team Minus 6% implemented Cool Biz Executive where corporate leaders of Japanese business were selected to be models in Cool Biz promotions and to announce their corporate strategies in Cool Biz (Figure 4.2).

D) Addressing collective power

People feel that their personal power is limited in dealing with global issues. If they feel that they are only one of a few people who are trying to reduce their carbon footprint, while the rest are not doing so, then they are likely to believe that their own positive action is meaningless. Climate change communication strategies need to create a sense of team work in their audience. They can do so by instilling the notion that, combined with the effort of their family, neighbors, relatives, colleagues and friends, an individual can have a larger impact.

Members of Japanese society tend to feel comfortable with team work, and have a strong tendency towards following the leader. As a result, the national climate change program was shaped around a “team” rather than a focus on individual activities. This is a national campaign where all levels of Japanese society participate. The Team Minus 6% website

provides a long list of participants to clearly illustrate the breadth of team spirit. A study by the UK's Defra found this to be so, which led the department in 2006, to employ a slogan appealing to this concept, "Together we can achieve amazing things".



Figure 4.2. Cool Biz Executives. The President of Ajinomoto Group, Mr. Norio Yamaguchi (left), and Toyota Group CEO, Mr. Katsuki Watanabe (right), in Cool Biz Executives poster. (Source: <http://www.team-6.jp/try/coolbiz2007/>)

E) The leverage approach

A large awareness campaign requires reaching out to a wide audience. However, this entails a large amount of resources and effort, when in reality only a limited amount of resources are available for climate change awareness campaigns. For its public outreach strategy, Team Minus 6% applied the "leverage approach" to create a chain of effects type of promotion scheme that borrowed the strength of others as a way to amplify potential gains (Figure 4.3).

Team Minus 6% receives a contribution of two billion yen a year from the government for the promotion of the campaign. The amount seems rather large but is far smaller than the campaign money expended by private corporations on advertisement. By proper selection of publicity methodology—one that incorporates the participation of media, the corporate sphere and organizations—the effect can be amplified ten or a hundred times (Yoshino, 2007). For instance, activities are planned to attract media attention and then through the media the information or message can reach a larger audience.

In addition, providing a downloadable logo and other informational materials that can be further customized by the private sector makes use of the leverage approach to help

disseminate a clear message to the target audience. Some examples are Cool Biz fashion corners established by department stores, and the printing of customized Cool Biz posters by private companies using materials downloaded from the Team Minus 6% website. These leverage approach activities are far more effective than utilizing a solely direct approach.

In the UK, Futerra (2005) suggested to the UK government that partnered delivery of climate change awareness messages would be more successful. Partnered delivery involves cooperation with other stakeholders in climate change outreach, and experience shows that it is often a key component for projects that are large, complex and have many stakeholders.

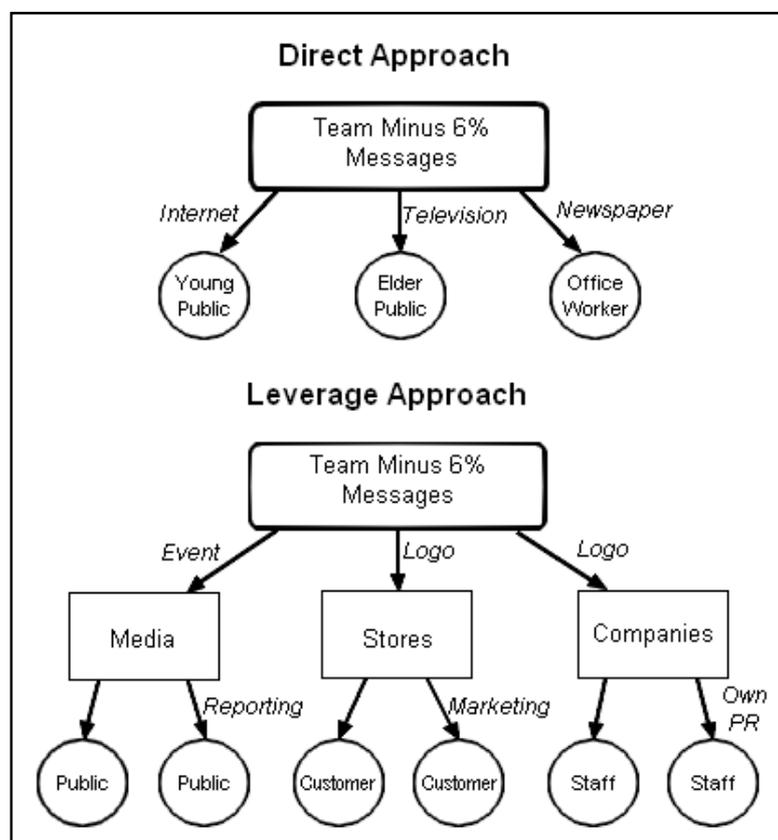


Figure 4.3. Direct approach and leverage approach. Direct approaching takes much effort and resources to reach the public, while the leverage approach borrows the strength of other sectors, helping it easily reach a large audience pool with less resources.

F) Making it easy, cool and desirable

Some lifestyle changing actions promoted by climate change campaigns—for example, using more public transport, raising air conditioner temperature, reducing flights, etc.—were found to be difficult to accept by an average group of people. A call for action based on moral issues will not work on the majority if it leads people to feel they are suffering

and uncomfortable. If the actions called for tend to limit people's enjoyment of their comfortable life, a majority of the public will not follow.

To succeed in motivating the public to change their lifestyle, Cool Biz's promotion concept rests on targeting people's "needs" rather than "telling" people to reduce CO₂ emissions. In Cool Biz, the **simple/easy** action of removing the necktie and jacket during summer heat actually helps salary men to feel more **comfortable** and cooler. From there, a request can be made that the air conditioner temperature setting be increased, to **save costs** and energy. The action should lead to collateral benefits, like looking **cool/trendy**, cultivating a green image, etc. The tools for the actions (e.g., Cool Biz shirts) should be made available (**convenient**) to the public. What's more is that these tools can often be provided by partnered delivery via the leverage approach, as is the case with Cool Biz fashions.

Team Minus 6% suggests that five principal "sympathetic points" are important in moving a person to respond to a CO₂ reduction call:

- Easy
- Saves money
- Comfortable
- Cool/trendy
- Convenient

Team Minus 6% has created a trendy, comfortable and environmentally-friendly image for Cool Biz. The message sent is focused on actions that will make people feel happy and comfortable. By combining increased personal value with the ability to reduce CO₂ emission, an individual can be made more willing to sustain the actions (Moser and Dilling, 2004). Many other successful campaigns also involved success factors similar to the five sympathetic points of Team Minus 6%.

Another example of cool/trendy eco-action is driving a car such as the Toyota Prius. Enthusiasts buy the Prius not just because of its environmental benefits and fuel efficiency, but because the car is also now a status symbol, an "accessory" to express a certain identity (Dilling and Farhar, 2007).

G) Incorporating culture and social values

The Boulder Manifesto (Harris, 2007) stated that "climate change communication will acknowledge and incorporate the diversity of local cultures and practices that contribute to a sense of place." For instance, it is rather more difficult to motivate desert dwellers into taking action to reduce GHG when illustrating the urgency with melting glaciers and loss of polar bear habitat than when introducing the example of expanding desertification and shrinking water resources. An effective message always helps the audience to relate the concept to something with which they are familiar or which has a relationship to their surroundings, society, family, etc.

Applying traditional knowledge and cultural practices that help reduce GHG emission has proved to be an effective tool to communicate climate change. Some Team Minus 6% members took initiative in promoting climate mitigating actions using their traditional Japanese wisdom. One of the popular traditional “cooling” actions is the “Uchimizu” or water sprinkling during the heat of summer. Sprinkling secondary water, such as rainwater or leftover bath water, on the street and garden helps to keep down dust and the evaporation of the sprinkled water helps to reduce heat. Another traditional Japanese practice for helping reduce CO₂ emissions is the use of “furoshiki” or Japanese wrapping cloth. In the past, furoshiki were used to wrap various types of goods for transportation (Figure 4.4). By reviving the use of furoshiki, Japan can reduce the usage of plastic shopping bags.

Although local culture plays an important role in making a campaign successful, some elements can still be shared among different cultures. For instance, Japan’s Cool Biz campaign further evolved to “Cool Asia” where the ambassadors of Southeast Asian countries, wearing their country’s traditional costume suitable to a hot and humid climate, became fashion models in a 2006 event. Finding a shared value or element with consideration of local culture is the key for successful transfer of experience from one place to another.

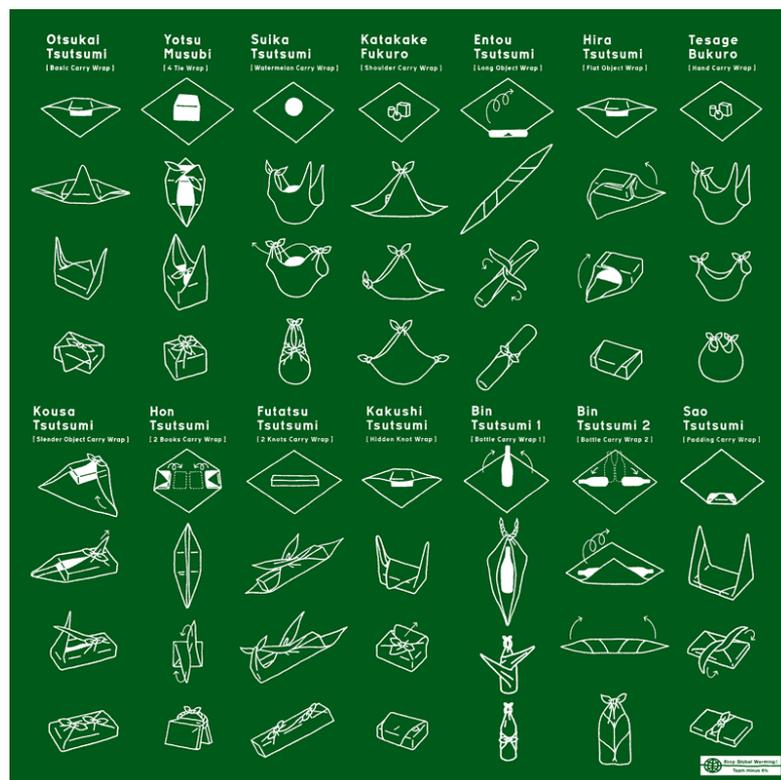


Figure 4.4. Different types of Furoshiki for wrapping various items. (Source: <http://www.env.go.jp/en/focus/attach/060403-5.html>).

Chapter 5: Summary

Public awareness is key to making a real difference in fighting climate change. However, due to ineffective communication strategies, much effort to educate the public on climate change issues has not translated into a great degree of concrete progress. Acquirement of knowledge about climate change has not been accompanied by the action to combat it.

The current prominence of the climate change issue is very helpful to promoting awareness and attracting more people to act upon it. However, it is rare to maintain such high levels of attention for a long period. In order to sustain the momentum, strategies for GHG reduction at the personal level need to be further strengthened so as to make GHG reduction a desirable and normal behavior in daily life. The current attention focused on climate change, the food crisis and oil prices provides the optimal circumstances for implanting into society the seed of eco and climate friendly lifestyles.

The achievements of Team Minus 6% can be attributed to its innovative communication strategies and attractive contents, such as localization. The team's successful methods mean the goals of the initiative are therefore understandable, and further, in leading by example, addressing collective power, using the leverage approach and incorporating culture and social values, the team makes it easy and desirable for the public to follow.

Many of these factors could be duplicated by other governments, private sector organizations or NGOs in other countries. Of course the local context needs to be taken into consideration as not all the elements are suitable for implementation in other locations. Customization of the actions and examples will be needed.

Climate change is a real threat and we are now seeing its impacts. Human activity is the source of the problem, and we are also the solution. Strong commitment and a shift in the perception are crucial to solving the problem. For each individual needs to bear responsibility by changing their own unsustainable life style. To truly battle climate change, we must fight by taking small actions in our daily life.

"Either future generations will ask: 'What were you thinking; why didn't you act?' Or they will ask instead: 'How did you find the moral courage to rise and successfully resolve a crisis that so many said was impossible to solve?'" – Al Gore, 2007

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