



Launch of ZeroCarbonCity, Macedonia.



Minister Ian Pearson at launch of ZeroCarbon City, Beijing.

### In-country politics

Local politicians were invited to participate in ZeroCarbonCity events, including exhibition openings and debates. Their involvement helped to deliver the British Council's Strategy 2010 by building greater mutual understanding between the UK and other countries and by encouraging the wide-ranging debate needed to promote long-term action on climate change.

*"I have heard anecdotally that New Zealand's Prime Minister was looking towards Canada as a model for climate change policy, but after hearing Tony Blair speak at the conference in March, she is now looking more to the UK as a model."*  
**e-survey respondent**

*"I am surprised by the number of people, which is much higher than I expected".*

*"The Minister's speech contained some interesting facts that I had not heard before".*

**Visitors to ministerial reception and NorthSouthEastWest exhibition, Moscow**

*"ZeroCarbonCity triggered our partnership with British Council and the UK Embassy. We are now working on a thematic strategy on urban environments, at a local level – 11 municipalities and 200 local communities. The message is 'Slovenia Reduces CO2'."*

**Alenka Burja, Ministry of Environment, Slovenia**

*"We share the same ultimate target audience as many local Governments i.e. the general public. The ability of ZeroCarbonCity to attract members of the public has proved to be attractive to our local government partners and other influencers, such as major corporations."*

**Patrick Hart, Deputy Director British Council Germany**



Front cover image: NorthSouthEastWest exhibition on display at the G8 Summit.

### Politics Success factors:

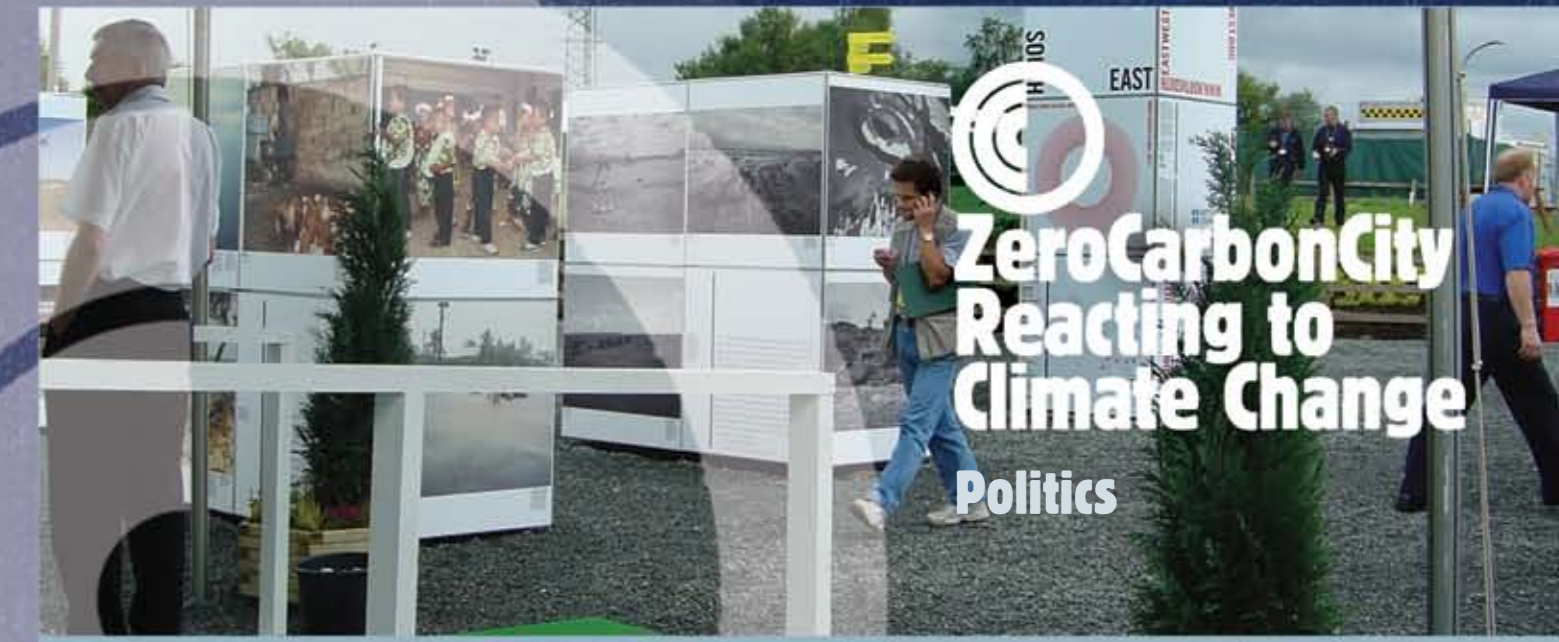
- build on existing partnerships with countries' governments and British Embassies
- align the content of ZeroCarbonCity with local country government priorities and programmes
- provide a forum for governments and FCO to communicate their involvement in climate change
- create opportunities for politicians and government officials to engage directly with non-specialist audiences on the subject of climate change.

### Sharing Good Practice Case Study

One of a series of documents designed to share good practice amongst offices and partner organisations.

To find out more about the ZeroCarbonCity campaign, please visit [www.britishcouncil.org/zerocarboncity](http://www.britishcouncil.org/zerocarboncity) or contact Renuka Parmar on +44 (0)161 957 7043 / email [Renuka.parmar@britishcouncil.org](mailto:Renuka.parmar@britishcouncil.org). ZeroCarbonCity is part of our wider science programme, details of which can be found at [www.britishcouncil.org/science](http://www.britishcouncil.org/science).

More than 62 countries participated in ZeroCarbonCity during 2005 and 2006. It is estimated that the campaign reached 2.5 million people directly (i.e. participation in activities such as the *NorthSouthEastWest* exhibition or Café Scientifique events) with a further nine million reached indirectly through media coverage, giving a total of 11.5 million.



## Introduction

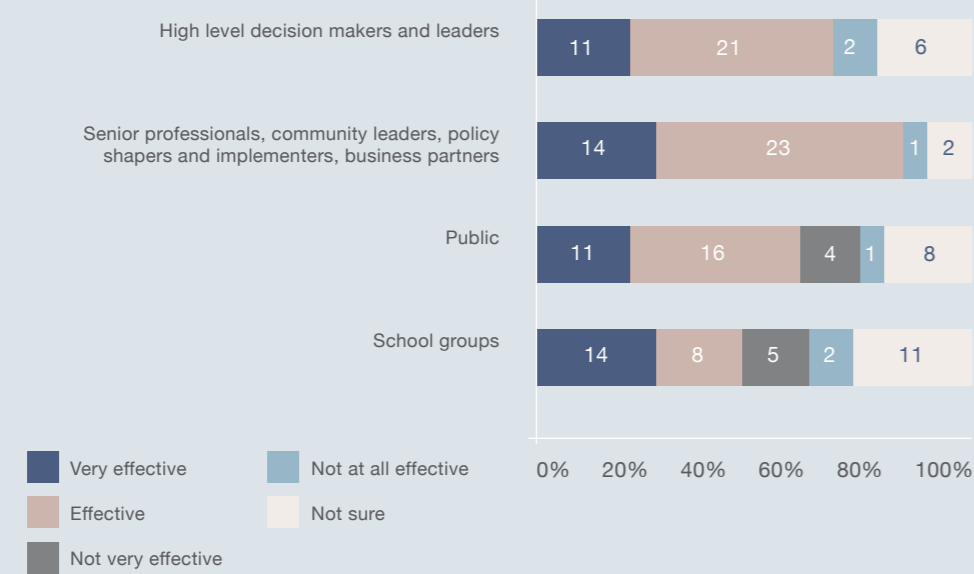
Climate change is a politically charged issue, making it an ideal subject for a global campaign such as ZeroCarbonCity. The *NorthSouthEastWest* exhibition was displayed at the UK G8 summit in Gleneagles during July 2005, where climate change was high on the agenda for discussion by world leaders. It also spent six months on display at the Council for Europe in Brussels throughout the UK's EU Presidency and six weeks at the UN in New York.

This case study highlights the political impacts of ZeroCarbonCity globally, in the UK and in participating countries. It also includes some examples where collaborations between the British Council and other partners have acted to enhance and extend these impacts.

## Perceived impact of the campaign on different target groups

As is apparent from the results of the evaluation e-survey presented below, most countries felt that the campaign's impacts on T1s (decision makers and leaders) and T2s (professionals and opinion formers) were the strongest. The whole campaign directly involved over 1000 T1s and nearly 20,500 T2s.

### Effectiveness of the campaign on different target audiences



UK Government Chief Scientific Adviser, Sir David King at ZeroCarbonCity launch, Brazil.

EU Commissioner Stavros Dimas opens the NorthSouthEastWest exhibition in Brussels.

## Perceived impact (cont)

A number of countries involved high level decision-makers such as Ministers and senior managers of organisations like Research Councils. ZeroCarbonCity allowed new contacts to be made and existing links to be strengthened.

*"Here we involved Minister for Environment and City Manager"*

*"We now have some top level Ministry officials we have good contacts with"*

*"We have been invited by Ministry of Education to contribute to climate change school module"*

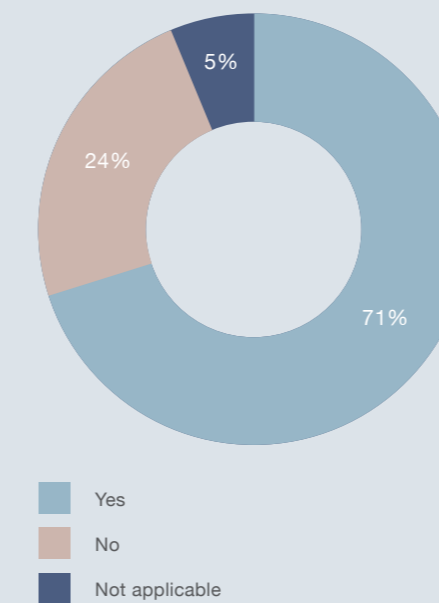
*"In Slovenia we are grateful for and impressed by ZeroCarbonCity. It has been the catalyst for a great envelope of work. It initiated the 'Slovenia Reduces CO<sub>2</sub>' project, which is a partnership that the Embassy and British Council have with the Slovene Ministry for Environment and Spatial Planning."*

**Tim Simmons, HM Ambassador, British Embassy, Slovenia**

## Partnerships with Foreign and Commonwealth Office

A majority of countries also partnered with the FCO to deliver ZeroCarbonCity. Many of these offices already work together closely:

**Did you partner with the FCO? n=42**



ZeroCarbonCity poster at the British Embassy, Slovenia.

The NorthSouthEastWest exhibition at the Council for Europe, Brussels.

## openDemocracy online debate: The politics of climate change

This online debate, delivered in partnership with openDemocracy, an online magazine, was open from 20th April to 10th June 2005, ahead of the G8 Summit at the start of the ZeroCarbonCity campaign. The aim was to stimulate a wide debate around climate change that did not focus solely on science. Articles were commissioned from a range of contributors including Ian McEwan and Sir David King, and participants were encouraged to contribute to the forum.

One success from this activity was working with Grist, an American online environmental magazine, to co-commission a piece from the influential American writer Bill McKinnon. In return, openDemocracy allowed Grist to publish the piece by Ian McEwan.

*"People have been coming back and reading the texts and requesting more. openDemocracy have continued to publish climate change articles. At the time [the debate] was innovative, and its contents remain highly relevant today"*

**Caspar Henderson, openDemocracy globalisation editor 2002-2005.**

## UK politics

Throughout the campaign a number of UK politicians took part in ZeroCarbonCity events. Their presence helped to reinforce the UK's leadership position in international climate change policy and its willingness to engage with a wide range of countries on this topic.

*"There is no issue that is more important than climate change"*

**Tony Blair, Climate Change and Governance conference, New Zealand, March 2006**

*"I have seen the [NorthSouthEastWest] exhibition in several countries and have been impressed by its ability to capture the public imagination"*

**Ian Pearson, the UK Minister for Trade and Industry, Moscow, February 2006**