

EIANZ Climate Change Boot Camp

Theme: 'Communications and Awareness'

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BE WISE



MINIMISE



NEUTRALISE

THE OBJECTIVE

BCC Goal: 'For Brisbane to become a carbon neutral city by the year 2026'.



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THE CHALLENGES



Currently, each Brisbane household emits 16 tonnes of greenhouse gas each year.



The city is going on a journey to reduce our greenhouse gas emissions to 10 tonnes per household per year, by the year 2012.



But research has shown that to stop climate change, each person on the planet should be emitting no more than one tonne per year.



This is our final carbon footprint target by 2026 – one tonne for everyone.



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COMMUNICATIONS SOLUTIONS

★ CHANGE PERCEPTION – CULTURE SHIFT ★

- 💡 Education – in and out of schools
- 💡 Awareness Raising - across all levels
- 💡 Media attention – not just the news
- 💡 Lobbying – help elicit change
- 💡 Political Direction – provide framework
- 💡 Avoid Green Wash



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