Background

The Hive is a project established through a collaboration between an energetic force of young New Zealanders, the Ministry of Youth Development and creative agency Curative. The Hive aims to harness the voice of young people so that everyone can have their say on the issues that affect them.

Each year, The Hive is partially funded by the Ministry of Youth Development to run a number of youth engagement campaigns across a range of digital media channels, encouraging young people to have their say on policies currently open for public consultation.

We were delighted to provide young people with the opportunity to contribute directly to climate change policy, by utilising the Climate Change Commission's advice package consultation as our first engagement opportunity for 2021.
How we worked

The Climate Change Commission engaged The Hive to host a conversation with young people on how they believed Aotearoa should respond to the looming threat of climate change. This conversation was held in parallel with the Commission’s public engagement campaign on the draft advice package released on 1 February, 2021.

We set out to gather qualitative insights from a broad spectrum of rangatahi on how Aotearoa can respond to climate change, using a fun and engaging online format.

We ran a workshop with the current Hivers, dissecting the Climate Change Commission’s advice and distilling it into five major themes: energy, waste, nature, transport and education. We then used these themes to then formulate our three-week campaign, grouping our content into 3-4 day segments, and engaging our audience to share their thoughts and experiences.

Our strategy was to unpack the dense, scientific insights of the report into snackable, easy-to-understand infographics for young people, and use the interactive tools of social media to grow our rapport with them throughout the campaign.

The campaign was supported by paid media across both Instagram and Facebook, and was primarily optimised to engagement. Post activity was also supplemented by interactive polls via Instagram Stories, inviting our audience to engage with certain topics.

Paid media targeted young people aged 13-24 across New Zealand, with particular interests in environmentalism, and a focus on reaching Pasifika and Māori audiences.
Results snapshot

- Pieces of content made: 142
- Posts: 21
- Stories: 121
- New followers (36% growth - now at 718 followers): 183
- Reach: 192,276
- Impressions: 239,331
- Average Cost Per Engagement: $0.22
Energy

Summary:

Energy was the first theme that went live for this project. We ran 13 pieces of Energy content including:

- 3 posts
- 10 Story posts with 3 x interactive polls, sliders and Q&A boxes.

73% of our audience would rather NZ invest in wind + solar than hydro energy.

Only 18% of our audience knew that 41% of NZ’s greenhouse gas emissions came from energy and 89% of those respondents admitted they felt like they should know this.
Waste

Summary:

We ran three tiles and 18 stories; 3 polls, 6 sliders, 2 Q&A boxes (6 unique responses. Several multi (2 – 3, due to Instagrams word limit) part responses)

61% said they have a compost bin at home.

Fast fashion was a clear topic that arose within our waste theme - with suggestions for the government to introduce ways that would increase demands of environmental transparency from fast fashion providers.

95% of respondents said they liked op-shopping for their clothes as an alternative to buying new.

Electric modes of transport (predominantly scooters) came up frequently as a key way NZ could reduce its waste and carbon footprint.
Summary:

We ran 9 story posts and posted 2 tiles (1 poll, 3 question boxes (8 unique responses), sliders)

72% of our audience knew that most of NZ’s emissions came from agriculture.

Of these emissions, 64% of respondents thought cows were the main cause of emissions.

*Regenerative farming* was a recurring idea from young people when asked for their ideas on possible solutions to the problem.
Summary:

We ran 16 story posts and posted 4 tiles (16 slide carousel, 9 polls, 2 Q&A, 1 slider).

Transport received by far the most engagement out of all the topics in the campaign - potentially because it is a tangible aspect of the CCC Report and something our audience engage with on a daily basis.

88% would prefer an upgrade in public transport than to own their own vehicle.

Confidence on the road and a lack of infrastructure were often referenced as a major reason why our audience wasn’t cycling.

Public transport connections to the suburbs and regions were also mentioned as frustrations.
Education

Summary:

We ran 6 stories and posted 1 tile including: 1 Q&A, 1 slider and 4 polls.

Education was the lightest touch theme we had in terms of responses. There were, however, a number of comments around equipping young people with a deeper understanding of things like compostable packaging, and small, tangible things they could do on an individual level to reduce their carbon footprint.

Almost 50% of respondents hadn't heard of the Climate Change Commission Report and didn't know what it covered.

Respect for indigenous culture and honouring native culture came up throughout our campaign period. The general sentiment was that it has not been considered in the current state of play.
What We Heard

Our audience connected best with the more **tangible aspects of climate change** (things they can see and touch, and are immediate in their day-to-day lives), e.g. fast fashion, and charging their devices.

Looking forward posed a **sense of anxiety about the future**. A few of our respondents even mentioned feeling unsure about having children and how responsible it was to have a large family, given the ‘waste’ associated with it.

Young people want to know what they can do on an **individual level**.

Many of them hadn’t heard about the Commission’s advice package. Content supplied by the Commission that broke down the report’s detail and ambition became a useful tool to demystify a lot of the scientific ‘climate speak’.

Respect for Māori and **honouring indigenous connection to the land** was also referenced as a concern in regards to how climate change has been treated to date. This revealed a real opportunity to speak more directly to this issue and create content that reflected even more diverse voices.

**Rangatahi also feel restricted by the country’s public transport system.** Unable to easily access public transport in the regions and suburbs leaves them with no choice but to get their licence and drive private vehicles. Factors such as the weather and insignificant student discounts also affected their ability to take trains or buses.
We saw a general rise in engagement across the board by the end of our three-week campaign; an encouraging sign of momentum.

‘Either or’ functions proved to be successful content: creating simplified touchpoints for our audience to engage on and slowly develop deeper engagement from.

Transport was by far the most engaged-with theme of content. This could be because it presents itself in a tangible form that our audience can easily visualise (as opposed to ‘waste’ or ‘energy’).

Swipe through carousels (posts with multiple tiles that users could swipe through to read more) proved really effective formats to explain the more complex ideas and topics.

Q&A boxes on story posts allowed for users to answer questions directly from the story post and were a good litmus test for how much they were resonating with the topic or content.

Sliders and Polls worked well as a way to get users used to and comfortable with interacting with our brand and our story content. As this helps normalise the process of sending us Dm or answering a Q&A box, the engagement which a set of Sliders and Polls are receiving is useful when considering how deep to make the question on a Q&A box.

The more active we were at night time and in relevant spaces, the more uptake we saw in engagement and following.
## Results Breakdown

<table>
<thead>
<tr>
<th>Ad</th>
<th>Impressions</th>
<th>Reach</th>
<th>Engagements</th>
<th>Cost Per Engagement</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste</td>
<td>12,678</td>
<td>9,640</td>
<td>646</td>
<td>$0.27</td>
<td>5.10%</td>
</tr>
<tr>
<td>Waste (Hiver content)</td>
<td>53,192</td>
<td>38,712</td>
<td>9,359</td>
<td>$0.02</td>
<td>17.59%</td>
</tr>
<tr>
<td>Energy (Hiver content)</td>
<td>43,165</td>
<td>36,793</td>
<td>12,047</td>
<td>$0.01</td>
<td>27.91%</td>
</tr>
<tr>
<td>Energy</td>
<td>102,754</td>
<td>101,423</td>
<td>501</td>
<td>$0.31</td>
<td>5.58%</td>
</tr>
<tr>
<td>Transport</td>
<td>13,492</td>
<td>10,896</td>
<td>582</td>
<td>$0.27</td>
<td>4.31%</td>
</tr>
<tr>
<td>Transport (Either or)</td>
<td>21,052</td>
<td>21,052</td>
<td>884</td>
<td>$0.26</td>
<td>4.20%</td>
</tr>
<tr>
<td>CCC submission reminder</td>
<td>17,475</td>
<td>15,203</td>
<td>528</td>
<td>$0.44</td>
<td>3.02%</td>
</tr>
<tr>
<td>Emissions stats</td>
<td>45,880</td>
<td>35,787</td>
<td>18,409</td>
<td>$0.02</td>
<td>40.14%</td>
</tr>
<tr>
<td>Education</td>
<td>23,960</td>
<td>16,087</td>
<td>920</td>
<td>$0.38</td>
<td>3.84%</td>
</tr>
<tr>
<td><strong>TOTAL/AVERAGE</strong></td>
<td><strong>333,628</strong></td>
<td><strong>286,573</strong></td>
<td><strong>43,876</strong></td>
<td><strong>$0.22</strong></td>
<td><strong>12.41%</strong></td>
</tr>
</tbody>
</table>
Appendix: Climate Change themes identified by Hivers

The original Hivers were initially consulted on the Climate Change Report and offered their take on what was important to rangatahi, and what they would be interested in hearing about.

These topics and questions then informed our key themes and interactive questions we rolled out across the three-week campaign.
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