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Rt Hon Tessa Jowell MP  
House of Commons  
London  
SW1A 0AA

Joan Ruddock MP  
Minister of State  
Department of Energy & Climate Change  
3 Whitehall Place  
London  
SW1A 2AW  
[www.decc.gov.uk](http://www.decc.gov.uk)

November 2009

Dear Colleague,

## LAUNCH OF NEW ACT ON CO<sub>2</sub> CLIMATE LITERACY CAMPAIGN

On 9<sup>th</sup> October 2009, we launched a new public campaign to raise awareness and understanding of the causes and consequences of climate change, and persuade people that we all need to take action now to mitigate the likelihood of dangerous climate change in the future.

In particular, the campaign aims to do the following.

- Convey the scientific consensus that CO<sub>2</sub> from human activities is causing climate change; it is not a natural phenomenon.
- Show that climate change will affect us all in the UK within our lifetimes, and that we need to reduce our CO<sub>2</sub> now so that our children won't face even worse consequences.
- Highlight the fact that individuals can and should do something about it.
- Highlight the collective responsibility of government, business, the international community and individuals.

The campaign is on national television, press and online, including social media activity, from now to December. The public will be encouraged to visit the campaign website ([www.direct.gov.uk/ActOnCo2](http://www.direct.gov.uk/ActOnCo2)), where they can find more information on climate change, what government and business are doing, and how they can really make a difference.

The campaign has been launched following extensive research into what the public know about climate change. We discovered that there is limited and fragmentary knowledge. It is not perceived to be a personal issue (distant in time, geography), and some doubts exist around the scientific consensus. Furthermore, people don't feel there is much they can personally do about it. This means there's a low sense of risk that allows people to distance themselves from the problem.



The advertising builds on previous campaign bursts between 2007 and 2009 under the ACT ON CO<sub>2</sub> umbrella, including work by other government departments and funded bodies. Since September 2008, the campaign website has received over 1.6m unique visitors - over 41,767 of these being in the last two weeks alone. Our tracking research shows that 65% of people say they have taken, or are planning to take action as a result of the campaign, an increase of 15 percentage points since summer 2007.

While individual actions are very important we also want people to be aware of how we aim to meet our national emissions reductions and how we are working towards an ambitious climate change agreement at Copenhagen in December. Do take a look at the UK Low Carbon Transition Plan and the Road to Copenhagen websites. I would welcome your feedback on the advertising.

Road to Copenhagen can be found at the following link:

<http://www.actoncopenhagen.decc.gov.uk/en/ambition/road-to-copenhagen/>

The UK Low Carbon Transition Plan can be found at the following link:

[http://www.decc.gov.uk/en/content/cms/publications/lc\\_trans\\_plan/lc\\_trans\\_plan.aspx](http://www.decc.gov.uk/en/content/cms/publications/lc_trans_plan/lc_trans_plan.aspx)

Best wishes,

A handwritten signature in black ink, appearing to be 'Joan', written in a cursive style.

JOAN RUDDOCK MP  
Minister of State, Department of Energy and Climate Change