

Nature Based Climate Solutions and Cleaner Environment Advertising Campaign 2023 (ACET)

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Executive Summary

Prepared for Environment and Climate Change Canada

Supplier: Elemental Data Collection

Contract Number: CW2265822

Contract Value (incl. HST): \$41,781.75

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Registration Number: POR 097-22

**For more information, please contact
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Ce rapport est aussi disponible en français.



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EXECUTIVE SUMMARY

Environment and Climate Change Canada (ECCC) were looking to support the Nature Based Climate Solutions (NBCS) and Cleaner Environment advertising campaign with public opinion research, using the Advertising Campaign Evaluation Tool (ACET). The following sections outline the methodology used to conduct the study, including the research objectives, sample design and data collection procedures.

1.1 Background

Findings from 2021 Polling by Nature Canada and the David Suzuki Foundation found that 40% of Canadians hold an inaccurate definition of “nature-based climate solutions”, some believing “it relates to actions like using natural products and recycling.” Despite the confusion, 71% of Canadians believe NBCS are effective in addressing climate change (regardless of how they define the term). And 74% of Canadians support nature conservation efforts even if those measures limit their use of public/private lands – so we know support is out there (Nature Canada, 2021).

The campaign hopes to clarify this misinterpretation and encourage overall support for nature-based solutions as a means of addressing Canada’s climate crisis and biodiversity loss. One tool used in order to fulfil its mandate is public opinion research.

1.2 Research Objectives

Overall, the ACET serves to measure the success of the advertisement campaign through a before/after measure of the campaign’s objectives and awareness/recall of the advertisements, amongst Canadians, particularly the campaign’s target audience. The goal of the campaign is to familiarize the term “nature-based climate solutions” among Canadians and inform them of the role it plays in addressing the twin crisis of climate change and biodiversity loss.

1.3 Methodology Summary

Online interviews were conducted from February 8th to February 16th, 2023 (Baseline survey) and April 1st to April 11th, 2023 (Post-campaign survey) with a total sample of 3,000 Canadians, 18 years of age and older. Given the non-probabilistic nature of the sample, the data collected cannot be extrapolated to the overall population of adult Canadians. However, for a probability sample of this size, the overall results would have a margin of error of $\pm 1.79\%$, 19 times out of 20.

1.4 Use of Research Results

An ACET is mandatory, as per Directives for the TBS Policy on Communication and Federal Identity, for campaigns with a media component of \$1,000,000 or more. The ACET pre-wave establishes audience awareness baselines, while the post wave measures campaign recall, understanding and response to the advertisement.

1.5 Contract Value

The total contract value of this research was \$41,781.75, including HST.

1.6 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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