

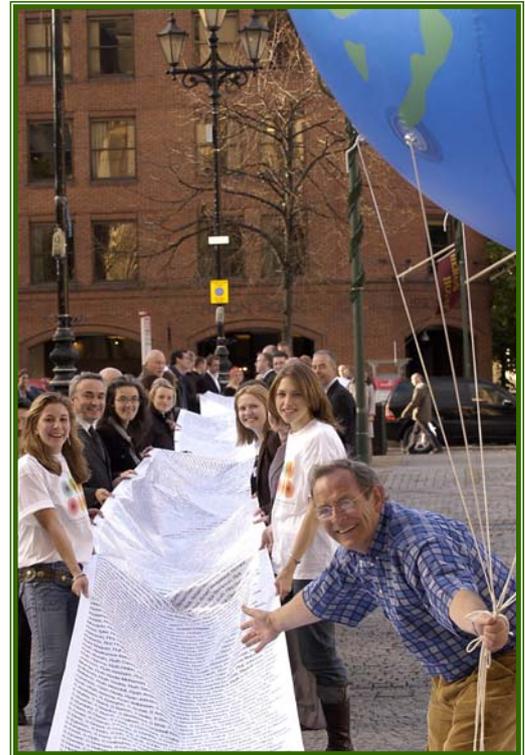
Case Study 22: Manchester is my Planet Pledge Campaign Greater Manchester

UK

Summary

The Manchester is my Planet Pledge Campaign is an attitude and behaviour change programme that forms part of the wider Manchester is my Planet Climate Change Programme which has operated across the city-region of Greater Manchester since 2005. This programme evolved from the Manchester: Green Energy Revolution (M:GER) feasibility study which took place over 2004-2005. The Pledge Campaign can be seen as having three distinct phases:

- 1) Initial Pledge Campaign. This phase saw the development of campaign design, branding and guidelines.
- 2) Development of Pledge Campaign. In late 2005, Green Energy Revolution initiative was formalized as the Manchester is my Planet Programme. Pledge numbers increased from 10,000 to c.18,000 during this period.
- 3) Move towards viral communications. Pledge numbers during this phase have increased to c.20,300.



Lessons learned

SWOT Analysis on MIMP Pledge Campaign	
<p>Strength</p> <ul style="list-style-type: none"> • Simplicity • High level support + endorsement • Cool, modern, independent branding • Strong partnership working • Direct links to wider MIMP programme • Making use of the private sector • committed, passionate and experienced staff and volunteers • External resourcing • Positioned within M:KC 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Reliance on DEFRA funding - no local mainstream funding • Pledge campaign dominated wider programme in stakeholders minds due to profile. • No evaluation of behavioral change impacts • Not core activity to M:KC, therefore is didn't have a 'natural' home • Pledge text (and hence pledge) loses its strength the closer we get to 2010.
<p>Opportunities</p> <ul style="list-style-type: none"> • To utilize the pledgees in furthering the campaign informally and formally • To revise the pledge text during 2009 to ensure longevity • Development of Climate Change Agency • Alignment with the domestic RUE/RES advice and grants support body 	<p>Threats</p> <ul style="list-style-type: none"> • The investment in the MIMP brand could be lost in the development of the Climate Change Agency • Funding of communications work • Personnel changes Lack of evidence on behavioural change impacts may result in reduced support / funding / interest in the campaign.

