

### Coal and Climate Change

Engineering a receptive audience in Japan

Dominic Carter 23<sup>rd</sup> January, 2020



Introducing Dom and The Carter Group

Contrasting Japan and western audiences

Re-defining the challenge of motivating the Japanese audience

Innovating engagement



### Pleased to meet you!





Working & living in Japan in comms testing and development





Leading an independent market research agency





Still here ;)



# A Snapshot of The Carter Group

#### Japan Expertise, Creative Thinking, Safe Hands



Full-service consumer **insights-driven** marketing consultancy Long established **independent** agency in Japan (since 1989) Experience **covers** Japan & APAC markets

Multicultural team of analysts and marketing consultants Offices in **Tokyo, Osaka & Singapore -** core team of **70** & field force of **100**  Offering a unique balance of **thinking & creativity** 



# Japanese audiences are extremely well informed and confident in their world view

They are not an easy target for persuasion by outsiders in anything, let alone environment and climate issues



### Beliefs differ between cultures



Western



Problems are solved by tackling head on



Science as ultimate authority



Transformation



Japan



First do no harm







Gradual change



### Japanese look at who you are, before they listen

Your message should not be assumed as acceptable on face value or the strength of its argument





# Establishing Trust is Job #1

Establishing a firm belief in your **ability**, your **reliability**, and your **truthfulness** 



#### Two crucial criteria for any NGO







Once trust is established you need to talk to a relevant need

**Defining a need** 

Simply:

The gap between a desired state and the current state





Ordinary Japanese citizens can identify **real issues** locally and globally; they know that everything is not OK

The gap between current and ideal states is real

But, while they can be genuinely altruistic and somewhat aware, they live in a society where things are 'taken care of'

The locus of their action, responsibility and control is at the individual level





The 'gravity problem' analogy is a very apt description of the way Japanese relate to climate change



A gravity problem is a problem that is **not actionable (at least by 'me')** 

An unactionable problem is actually not a problem – it is a **circumstance**. *Circumstances don't lend themselves to solutions* 



We hypothesise that we need to teach people to turn circumstances into smaller problems that have a hope of solution



### Creating the experience of action

At a smaller, local level

On issues close to home

Addressing the needs of the individual but leveraging groups (communities) to meet them

Surfacing a purpose for the group and confidence to engage in bigger issues

### Action starts small





## There is no playbook – this is an innovation process



### If we were to look at our challenge in a Design Thinking context





### Thank you

