



# Success Story: Live Lightly - Noho Māmā

Charged with shifting Aucklanders to a low carbon path in support of the region's 1.5°C climate [commitment](#) and its status as a [C40 Innovator City](#), Auckland Council's Low Carbon Living team has developed a science-based programme called 'Live Lightly – Noho Māmā'. Based around six climate action themes (Move, Shop, Eat, Energy, Grow and Talk) Live Lightly quantifies consumption carbon emissions linked to over 90 lifestyle actions. It provides guidance on how Aucklanders can identify and adopt the lifestyle actions that will yield the greatest material impact, in terms of carbon reduction, and lead to improved health, wellbeing and financial savings.



A crucial part of the programme has been to identify the barriers and triggers to climate action. A key finding of the programme is that 44 percent of Aucklanders feel overwhelmed when confronted with issues relating to climate change; that often people feel that "it's too late", "too big a problem", or "somebody else's problem to deal with". The research also found that by deconstructing the 'climate change' issue to the household level, individuals are better able to understand, relate to, and take action. Furthermore, when the benefits of taking climate action are articulated in terms of money savings, convenience and health benefits, individuals are far more receptive and prepared to participate. The most powerful message that Live Lightly sends, is that every individual action taken, no matter how small, yields a significant, collective result. That Aucklanders, as individuals and as a collective, do play a substantial and positive role in addressing climate change.

With the understanding that different messaging and tools work for different segments of the population, the Live Lightly Programme has been designed to use language and calls-to-action that resonate with each target segment of Auckland's population. One example is the [FutureFit](#) initiative, co-developed by Auckland Council and Wellington City Council. FutureFit is New Zealand's first gamified carbon footprint tool to create a fun, team challenge environment to drive collective action on climate change. FutureFit guides users to make small, meaningful changes to their lifestyles that will reduce their daily consumption-related carbon emissions.

This unique online tool is designed to empower New Zealanders to act on climate change by quantifying the carbon emissions associated with their daily lifestyle actions; and challenging individuals to reduce their carbon footprint.

FutureFit enables individuals to view and understand their personal carbon footprint; it provides a benchmark for users to track their individual footprint against that of the average New Zealander and the rest of the world; and it sets a FutureFit target for New Zealanders to work toward.

Further information on Auckland Council's broader climate work programme, including the development of a regional [Climate Action Framework](#) that will set a path to rapidly reduce greenhouse gas emissions to keep within 1.5 degrees of warming while ensuring Auckland is prepared for the impacts of climate change, can be found [here](#). For information on Auckland's C40 status and commitments [click here](#).

For more information visit:  
[www.livelightly.nz](http://www.livelightly.nz)  
[www.futurefit.nz](http://www.futurefit.nz)

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