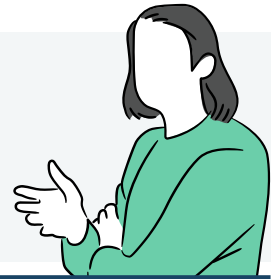# Behaviour Change Workshop

Promoting Behaviour Change for Net Zero

20th October 2022

Initial Thoughts & Recurring Themes

- "Doing climate change to people does not work, we must do it with people." - John Wincott
- Likewise behaviour change is not done to a community but in collaboration with a community.

Case Study 1   ### Journey Hubs - Chris Milne - East Lothian Council - Slides

- Journey Hubs, also known as Mobility Hubs, are spaces where transport options interchange. A hub could feature a train station, bus station, electric bike hire, and car hire, all in one central location.
- An app will show live travel updates and sell tickets that cover entire journeys across multiple transport modes.
- Idea came from data showing residents lack access to different transport options.
- Facilitating the use of different transport options will allow people to make decisions more easily and efficiently.

Case Study 2   ### Dundee Celebrates COP26 - Viola Marx - Dundee City - Slides

- Over 30 organisations collaborated to put on this community engagement project which had 12,000 attendees.
- Shared communication provided greater reach, which led to unexpected organisations coming forward and pledging to help Dundee reach its sustainability targets.
- COP Working Group transformed into Sustainable Dundee Network, organisations that put together this one-off event are now regular partners that meet once a month and support work of Dundee Leadership Group.

Engagement Research by Scottish Government Follow up - Jeremy Hanks - <u>Slides</u>

- Results from public engagement research show people underestimate the impact of individual changes such as transport and home heating system.
- YouGov pol from UK wide survey shows that concern for the Cost of Living Crisis is now higher than for climate change.
- Therefore, our strategy will continue to focus on individual behaviour change but there will be efforts to incorporate these co-benefits. For example, marketing energy saving advice as 'cost saving'.

Summary of Breakout Room Discussions

- Pathfinder projects with local governments are useful.
- Networking events are highly valuable.
- It is helpful working with different organisations such as blue light organisations.
- From a procurement point of view, the more public bodies you work with, the more ambitious the group and the more buy-in power.
- Working with both Scottish Government and Scottish Futures Trust has been useful.
- The <u>ISM</u> model, needs reinvesting in.
- <u>COM-B</u> behaviour change framework also provides helpful tools.
- We should look into ways of utilising ClimateXChange research.

Lessons Learned

- Need for greater collaboration to reach place-based solutions and gain buy-in power in procurement.
- Idea of "if you build, they will come" not true, we need to work with the community by incorporating ISM into project planning.

Next Steps

- Train local authorities in ISM with a possibility to extend further to all SSN members. Date to come soon.

Interesting Articles Posted in the Chat

<u>Recently commissioned report on "interlinked practices" by ClimateXChange</u>

<u>Climate Beacons project by Creative Carbon Scotland</u>

<u>"Sell the Sizzle" article on public engagement and communications on climate change by Futerra</u>

SSN Local Authority – Promoting Behaviour Change for Net Zero Workshop

Thursday 20ᵗʰ October, 9am-11am

Useful links

Behaviour change

ISM

[HOW TO USE THE ISM TOOL" A STEP-BY-STEP APPROACH - Influencing behaviours - moving beyond the individual: ISM user guide - gov.scot (www.gov.scot)](#) This section of the guide shows how to use ISM as a practical tool for influencing behaviours.

In theory, the ISM approach could be used as a planning tool by one person sitting at their desk. However, experience in developing effective strategies shows that you are more likely to be successful if you can bring together a group of people to use ISM as a practical tool in a workshop setting.

[Influencing behaviours: ISM technical guide - gov.scot (www.gov.scot)](#) The purpose of this accompanying technical guide is to explain the theory underlying the model on which the tool is based, and to provide a fuller explanation of the different factors within the Individual, Social and Material contexts.

COM-B

The COM-B model provides insight into three components, which it suggests play a pivotal role in producing, and therefore changing, behaviour. There are many links online relating to the COM-B model such as [02.09.19_COM-B_and_changing_behaviour_.pdf (social-change.co.uk)](#)

Public engagement

Scottish Government funded [public polling on climate change](#) from Spring 2022. This is a representative survey of almost 1,800 of the Scottish public, including boosted numbers for 14-17 year olds. It covers questions around public trust in sources, understanding of net zero terms, understanding of sources of emissions, and interest in getting involved in climate action.

For info, the current New Zealand '[Gen Less' campaign](#) on climate change. Useful to see how they talk about changes for individuals, under '[For Everyone](#)'. Including 'changes you can make for free', 'changes that cost a bit' and 'big changes worth investing in'.

Cost of living crisis

[YouGov research](#) on the cost of living and climate crises (Sept/Oct 2022), including public levels of concern/worry, prioritisation and attitudes towards government climate action.

[Scottish Government cost of living campaign,](#) which includes information for individuals on the support available to them. Also, worth noting:

- The cost of living [campaign centre.](#)
- The cost of living support toolkit for partners (on the right-hand side).
- Energy Saving Trust [energy tips for renters,](#) with estimated cost savings for each action.
- Money Saving Expert [energy saving tips,](#) with estimated cost savings for each action.

Climate literacy resource

Climate Science [e-learning courses](#) for individuals/staff, and also including resources for schools and businesses.

Question from the chat

Demographic breakdown of trust in climate change sources.

Please see Section 2.4 (page 11) onwards of the [public polling research](#).

It shows that younger ages groups tend to have greater levels of trust in all sources than older age groups, with the exception of universities/research organisations.

However, there are no significant differences between other demographic groups with respect to trust in local authorities.