

Climate Change Behavioural Insights

Summary Presentation



What we did - methodology

The project was a four way collaboration with Kent and Hertfordshire County Councils and the University of Southampton

Desk Research

REVIEW of existing national and local evidence on:

- behavioural factors
- effective practice in behavioural interventions to reduce carbon.

CONDUCTED in March 2020

What does this tell us?

What behaviour change evidence already exists

Carbon Calculator

ASSESSMENT of the carbon impact of a range of specific behavioural changes

Conducted by the University of Southampton

CREATED in April 2020

What does this tell us?

How much carbon (CO² equivalent) can each climate change action save

Qualitative focus groups

UNDERSTANDING of how best to target behaviour change, barriers and motivations in a qualitative setting

CONDUCTED in February and March 2020

What does this tell us?

What is the best way to communicate to people about climate behaviours

Online survey

QUANTIFY who is willing to take different climate actions, barriers and motivations and understand who it is best to target to change behaviour.

Representative sample of the South East as a whole.

Statistical analysis conducted by the University of Southampton

CONDUCTED in April 2020

What does this tell us?

How many people are willing to take each climate action

Citizen actions that were considered in this project

In total we focused on 23 actions related to climate change and resilience:

Sustainable Energy and Water Use



- Use water saving devices
- Avoid unnecessary water usage
- Install insulation
- Choose energy efficient appliances when purchasing or replacing
- Install renewable energy devices in your home
- Change to a green energy tariff

Sustainable Diet



- Reduce meat consumption
- Reduce dairy consumption
- Buy local produce to reduce food miles
- Reduce food waste
- Make ethical food choices (e.g. buy Fairtrade, don't buy palm oil etc.)

Sustainable Travel



- Reduce car/taxi use by using active forms of transport
- Reduce car/taxi use by using public transport
- Buy/lease an electric car
- Avoid short haul flights by taking the train instead
- Avoid long haul flights by choosing not to travel internationally
- Avoid flights by working from home/conference/video calls
- Avoid local travel by working from home/conference/video calls

Sustainable Purchasing and Consumption



- Use reusable alternatives wherever possible
- Correctly recycle materials
- Reduce use of plastics

Resilience to Climate Change



- Modify my home to be more resilient to heat and drought
- Modify my house to be more resilient to storms and flooding

What can you take from this work?

The following outputs from the main report could be useful

Willingness for each action – demographic breakdown of who is significantly more likely to take an action (including mosaic groups)

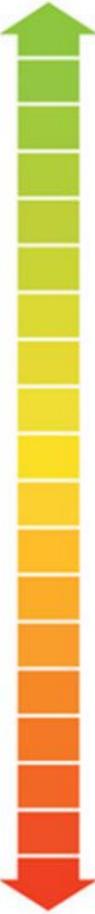
4-5 slide section on each action showing willingness, barriers and motivations as well as examples of behaviour change already carried out in that area

Full quantitative and qualitative results

Six strategic approaches to approach all climate actions

Not all actions are carbon equal

Action	Number of people needed to take the action for the same carbon reduction
Install renewable energy devices in your home (e.g. heat pump, solar etc.)	1
Change to a (fully) green energy tariff for your gas and electric	1
Avoid flights by working from home/conference/video calls	2
Install insulation (e.g. loft, cavity wall insulation etc.)	3
Buy/lease an electric car	5
Avoid short haul flights by taking the train instead	9
Avoid long haul flights by choosing not to travel internationally	10
Reduce food waste	12
Reduce meat consumption	16
Reduce dairy consumption	17
Avoid local travel by working from home/conference/video calls	27
Use water saving devices (e.g. shower timer, rainwater barrel, toilet water tank limiter (hippo, brick))	31
Choose energy efficient appliances when purchasing or replacing (e.g. with an A-rated energy label)	34
Reduce car/taxi use by using public transport	68
Reduce car/taxi use by using active forms of transport (e.g. walking, cycling instead of a vehicle)	96
Buy locally produced food	122
Correctly recycle materials	174
Use less water (e.g. turn the tap off when brushing your teeth)	229



Key takeout – Changing behaviours should be measured against relative carbon impact e.g. if an initiative gets 229 times more people to use less water than a similar initiative gets people to install renewable energy- then that is the same value

Information is only a small part of the problem

Looking at all actions we could see differences of those saying they would not do the action and then giving the reasons they do not believe it would make a difference – we listed these to show which actions are most in need of information to change these views.

Action	% people unwilling & saying they do not believe action will make a difference
Reduce dairy consumption	19%
Reduce meat consumption	16%
Avoid flights by working from home/conference/video calls	9%
Buy/lease an electric car	9%
Avoid long haul flights by choosing not to travel internationally	7%
Avoid local travel by working from home/conference/video calls	6%
Avoid short haul flights by taking the train instead	6%
Change to a green energy tariff for your gas and electric	6%
Make ethical food choices (e.g. buy Fairtrade, don't buy palm oil etc.)	5%
Reduce car/taxi use by using public transport	5%
Use water saving devices	5%
Install renewable energy devices in your home	3%
Reduce car/taxi use by using active forms of transport	3%
Buy locally produced food	2%
Install insulation	2%
Reduce use of plastics	2%
Use less water	2%
Choose energy efficient appliances when purchasing or replacing	1%
Correctly recycle materials	1%
Reduce food waste	1%
Use reusable alternatives wherever possible	1%

Base size: 3,024 South East residents

Key takeout – There is a significant proportion of people who may act differently if they become convinced of the carbon impact of meat and dairy and even electric cars. At the least this should not be a defense not to take action

Environment is rarely the key to changing behaviour

From our focus groups (26 participants), those who were willing to undertake an action were asked to quickly (and with little time for reflection) place each action into a bucket with labels reflecting the best way to communicate this issue to them e.g. by addressing the health benefits, money or the environment

	Best approach/es to communicating action		
Green Energy tariff	Finance		
Renewable energy	Finance		
Water saving devices	Finance	Make it easier	
Buy/lease an electric car	Finance	Make it easier	
Ethical food choices	Finance	Make it easier	Health
Adapting home for hot weather	Finance		
Energy efficient appliances	Finance	Environment	Make it easier
Eat local	Make it easier	Environment	Finance
Avoid flying by taking the train	Finance		
Taking public transport	Make it easier		
Reduce meat and dairy	Health		

Source: Focus Groups

What are we doing with the insight



Using a financial incentive if group buying to generate interest. Using targeting and comms reach of the council to promote



Providing straightforward advice about climate change and sustainability, including energy efficiency and home insulation.



Supporting and enabling local communities to build their own capacity for renewable energy and energy efficiency by establishing a Community Energy Network across Hampshire.



The Greening Campaign is a structured approach which guides communities through a process to address climate change. It also shares best practice between communities.