

# Net Zero Innovation Programme

**‘Energetic Lifestyles’: Engaging young people in energy efficiency initiatives**

## Key Challenges

- Understanding of ‘end-user’/homeowner behaviours and perceptions around energy
- Effective engagement of young people in discussions around energy use and efficiency
- Improved engagement of ethnically diverse communities in energy and climate change related initiatives

## World Café Method

- Six World Cafés
- 130+ participants
- Brought people together to discuss matters that are meaningful to them

# Project Findings

## Knowledge

- Understanding of global climate change issues
- Focus on what ought to be done
- Uncertainty around effective action
- Limited use/understanding of smart meters
- Limited family discussions

## Action

- Sustain current lifestyles
- Use of technology & increased use of renewables preferred to change in behaviour
- Priority - drive down cost
- Listen to parents
- Saving planet a “nice” bonus to saving money - not main driver

## Impact

- Myth busting – pester power, quick adoption of technology (like smart meters) by young people
- The power of conversation in post-Covid engagement
- Influenced council's approaches to communication/engagement with young people
- Strengthen relationships with local colleges and community networks
- Support for strategic civic agreement between the University and council
- Further joint research and funding bids
- Collaboration on University course development

## Lessons learned

- Utilising existing networks for community engagement and research integration
- Flexible and highly adaptable (research) approaches required for effective engagement with young people
- World Café method dependent on non-directive facilitator approaches – discussions should focus on issues that participants really want to talk about, rather than on topics that facilitators perceive to be important

## Contact details

Interested in running a World Café event?

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