SMALL STEPS, BIG DIFFERENCE.
REDUCING STIRLING DISTRICT’S CARBON FOOTPRINT...
STEP BY STEP
The state we’re in;
society’s response to climate change

The challenge for society

Rachel Nunn
• What ‘challenges’ is each of us interpreting in terms of

  Transformational…

“I often encourage companies to think, not about pounds and pence, but units of wellbeing delivered per unit planet input.

This is increasingly resonating with companies looking for new metrics and more meaningful roles in society. I tell companies they will become sustainable when they recognise that their role is to maximise the sum of human flourishing within the bounds of the planets sustainable limits.

Companies need to lobby for the changes needed to support the journey within their customers from consumers to citizens.

Some progressive corporates are tuning in to this message now.”

  Jules Peck, Author. Citizen Renaissance
Recent focus group findings

The longest and the most frequent flights were taken by those who were most aware of environmental issues.

"I recycle 100% of what I can, there's not one piece of paper goes in my bin, so that makes me feel less guilty about flying as much as I do."

Exeter University research: cited The Guardian 24th September 2008
How do we, in western society create change that is:
¾ Meaningful
¾ Cross societal & equitable
¾ Sustained?

Understanding and tackling the change barriers
Plenty of advice…but no support
LACK OF CONVENIENCE =
The attitude-behaviour gap
Timbre & number of messages (& messengers)

By Steven Holland
**SUSTAINABLE TRANSPORT SOLUTIONS**

Hybrid Cars

Electric Fleet

Bio-fuels

Tele-communications

Hi-Speed trains

Car sharing

Trams

Slower road speed limits

Cycling

Trains

Bus

Walking

**THINGS WE’VE HEARD…PERCEPTIONS?**

Non-recyclable so higher lifecycle footprint
Lower comparative mileage performance

No infrastructure
Mileage Issues

Global Famine

Expensive, ? quality, not ubiquitous, not as good as face to face

Same CO2 as planes

Not ubiquitous, infringes on personal flexibility

Huge set up carbon footprint

Impossible to enforce. Slowing traffic increases CO2. Hugely unpopular

Not safe
Thefts

Late
Crowded
More Expensive

Not aspirational. Slow
Fragmented Service

Need to have the time
Ease of Access

What does this say about our values?
Ease of Action / Low Social Norms
Social Norms and ensuring perceived value
What is low carbon behaviour worth to business? Your job?

Business is better face to face

Conference calls DON'T win business

Flights from £21.99 one way

flybe.com
Paperless office....
Conflicting messaging & non-joined up thinking
The Stirling project; testing a behaviour change model

Carbon Agenda

- Create consensus for harder policy asks amongst 1/3rd people in Stirling Council Area over 4 years
- Ensure that 1/3rd people have either done, or been carbon part of a household that has done a GCNS Carbon Cutter Plan
- That 7,000 people are transformed by the programme

Learning agenda

- That we learn in detail what is needed to ensure transformational change that is proven (though evaluation and verification data)
- We think this change needs to be widespread, meaningful, collectively owned, collaborative, sustained

Partners across the whole of the local and national society
Our Partners

Communities...all types
spin off community projects

Carbon Cutter Plans
Workshops

Local Businesses – (SMEs appear to give us the numbers & impact, not purely large corporates)

Stirling Council
Community Planning Partnerships

Carbon Cutter Plans for staff
Internal infrastructure & support
External collaboration, communication and SUPPORT

Local Media
Keeping it alive with positive messaging
The Carbon Cutters Plan SALES PROCESS as part of the overall model

We COLD CALL communities of interest, and businesses.
Visit & create a Carbon Cutter Plan which requires 1 new SUPPORTED carbon reduction activity per week or per fortnight / or per month
which the group takes together, discussing how they got on, each time they get together, recording the results

We thought, from research, there would be a consequential order of uptake…..

- Carbon Challenges (bigger lifestyle changes)
  - Changing diet:
    - less meat & dairy
    - freshly prepared vs processed
    - in season & local
  - Getting a smaller car…and travel less far

Infrastructural Changes
(we need government, businesses & council to help here!)
- Creating safer streets so we can walk & cycle more
- Helping us create community gardens
- Making low carbon products easier to find and cheaper!

Smart straight-forward actions
- Taking our own bags shopping
- Switching off the lights
- Buying Scottish food stuffs
**Art Group - Plean**

**Carbon Cutting Action Plan**

<table>
<thead>
<tr>
<th>Week or Month</th>
<th>Number in Group</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td></td>
<td>Write down the number of people who would like a free power-down plug in the Comments box below. Reason: Uses less electricity, produces less greenhouse gases, saves money.</td>
</tr>
<tr>
<td>October</td>
<td></td>
<td>Register with the Mailing Preference Service to reduce junk mail. Reason: This can reduce the amount of mail that is personally addressed to you by up to 95%. Registering will not stop mail that has been sent from overseas, mail addressed to &quot;The Occupier&quot;, or mail from companies with whom you have done business in the past. To find out more or to register free, call 0845 700 4599 or email <a href="mailto:mps@dma.org.uk">mps@dma.org.uk</a>.</td>
</tr>
<tr>
<td>November</td>
<td></td>
<td>Try the local bus service to Morrisons. Reason: Reduces congestion, the need to build more roads, and pollution. Information: A one-decker bus is worth 60 cars. Every time you get on a bus there are potentially 40 fewer cars on the road. That's 9 tons of carbon emissions saved.</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td>If you can get to them, try cleaning the condenser coils at the back of your fridge. Reason: Uses less electricity/carbon and saves money. Information: The coils at the back of your fridge/freezer often get clogged with dust and grime and vacuuming or dusting them can decrease it's energy use by up to 30%. Make sure it is turned off first and try and do this monthly.</td>
</tr>
<tr>
<td>January</td>
<td></td>
<td>Check that radiators are working properly. Reason: Uses less energy, produces less greenhouse gases, saves money. Information: If your radiators are warm at the top but not at the bottom or warm at the bottom but not at the top, they probably need some maintenance. Use the supplied sheet to check your radiators &amp; find out what actions to take if they’re not working correctly.</td>
</tr>
<tr>
<td>February</td>
<td></td>
<td>Place insulation panels behind your radiators. Reason: Uses less energy, produces less greenhouse gases, saves money. Information: Insulation panels improve the efficiency of radiators by 8-15% by reflecting heat away from the wall into your home. Panels can be fitted quickly and you don’t need to take radiators off the wall. Please take the supplied sheet that details costs and where to buy them.</td>
</tr>
</tbody>
</table>

**How Many People Did It?**

<table>
<thead>
<tr>
<th>How Many People Did It</th>
<th>All the Time</th>
<th>Sometimes</th>
<th>Never</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>E138</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>W134</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E106</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E109</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H106</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H105</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact Information:**

- 01786 477175
- gcns@ksbscotland.org.uk
- www.goingcarbonneutralstirling.org.uk

**Thank you for walking with us.**
Over-messaging

Solutions need more support

Social Norms

Aspirations

Ease of Action

Joined-up thinking, non-conflicting messaging

CCPs in ready-made peer groups

The CCP Plans

Increasing awareness of local solutions

Lobbying for local solutions

Council

Council

Council

Council

Creating carbon literacy

Local Politicians

Senior Managers

SOA & CPP, REAP

GCNS

Government Leadership & messaging

Government policy & spending decisions

Government budget decisions

Government

Transport, Housing policies

National Business: offerings & messaging

Government

Advertising Laws

National Business

Transport, Housing policies

Retail Messaging

Business Models & Diversification

Local Business

Local Business

Local Business

Local Business

Business Models

New Green Business

Carbon Reduction – the RATIONAL choice?
Results to date..

- 154 groups
- Over 10,000 people directly engaged
- Of which 3,000 ‘deeply’ engaged
- Revised area economic strategy to include as headline vision ‘low carbon’
- Substantial business energy savings with customers
- Cross party 2-year council / public debates series
- 4 articles a week in local papers
- Latest executive onto Local Business Panel
- Offshoot projects; growing groups, cycling strategy, planning policy changes
- Brand penetration

Next Steps?

Consolidating learning
Customer retention
Up-scaling within a UK framework
Closing the gap…what are we learning

1. Messages need to be values based, and targeted at individuals within their peer group, so that supportive peer group pressure can be pulled in to support continual contextual demand for change.

2. Messages need to be audience-specific…probably to the minute, because the changes we are being asked to make are deeply emotional, so we will be constantly alternating between receptive and agnostic etc…so this probably means engagement needs to be face to face, and accessible through time.

3. Messenger needs to be trustworthy.

4. Messages need to be backed up by access to alternative solutions that are a no-brainer switch.

Actions speak louder than words, and Inaction and ‘poor’ actions speak louder than words.
Developing a UK Framework – questions…

• How do you create new values, new motivations, deep frames for extrinsically motivated people, especially politicians & business leaders?

• How do you do this within a model that relies on growth, throughput of materials and lack of clear market signals for a switch?

• How do we swiftly get public consensus for harder choices?

• Does the public need to be really deeply informed – how would we achieve this?

• Are we thinking transformational change or a slightly greener BAU?

• Will green technology provide all the solutions? What about wellbeing, global equity?

• Are the plans of government realisable with our national debt, access to minerals and lack of skills?

• How deep in the psyche of decision makers is adaptation?

• What will we have to adapt to? Less food, extreme weather events, increased refugees, resource scarcity – oil, water, minerals