

SPREAD Lifestyles 2050



Promising Practices

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defra
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Food and Rural Affairs

**Eco improve
Your home**

**Use energy
and water
wisely**

**Cooking and
maintaining
a sustainable
and
healthier diet**

**Extend the
life of things**

Advocating Sustainable Lifestyles

**Chosing eco
products
and services**

**Travelling
sustainably**

**Using
resources in
your
community**

**Using and
future
proofing
outdoor
spaces**

**Being part of
improving the
environment**

Elements of an influencing behaviours approach

ENABLE

Making it easier to act.



Important to mobilise people

ENGAGE

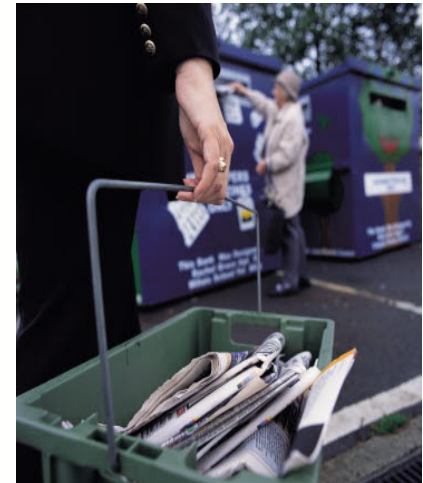
Get people involved



Lead by example.

EXEMPLIFY

Demonstrate shared
responsibility



Push the right switches.

ENCOURAGE



Provide incentives and
disincentives

This is the 4 Es approach

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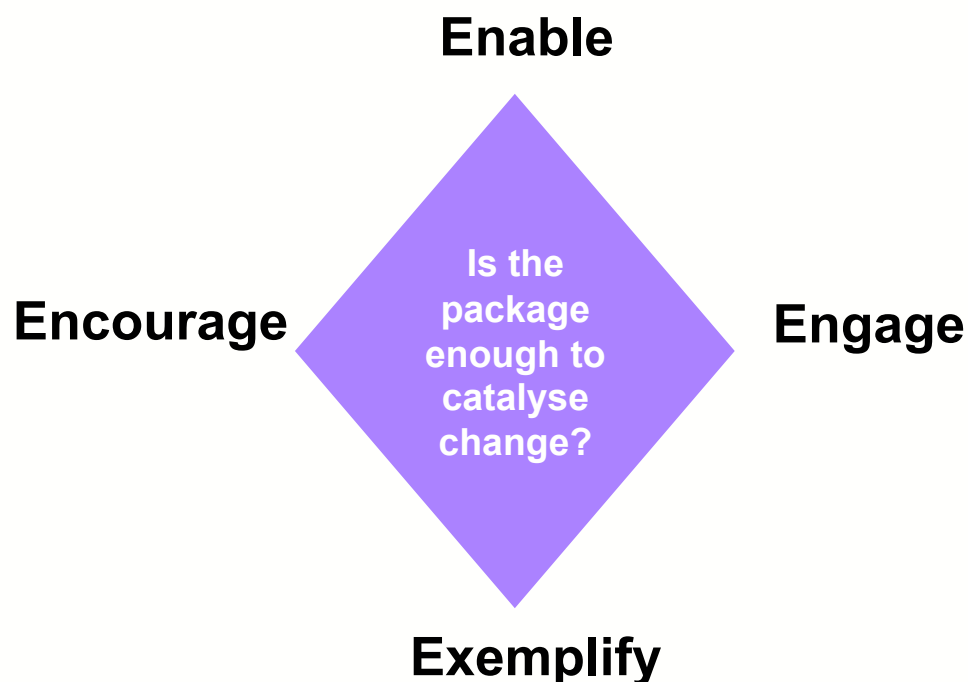


SYSTEMS & CAPACITY: *make it easier to act*
Remove barriers/ ensure ability to act; Build understanding; Provide facilities/viable alternatives; Educate/train/provide skills; Provide capacity

Influencing behaviour is most effective when measures are combined from across these four broad categories of policy tools

PROVIDE INCENTIVES & DISINCENTIVES:
give the right signals

INCENTIVES to encourage, and **DISINCENTIVES** to ensure your target audience responds; Provide feedback



DEMONSTRATE SHARED RESPONSIBILITY
Lead by example; Consistency in policies; Demonstrate others are acting

Get people involved
Work with trusted intermediaries; Use networks; Coproduce; Use insight to mobilise population groups (segment)

UK Sustainable Forestry - Engaging the Construction Sector

Timber is the construction material of the 21st century'
– Alex de Rijk, expert in modern design concepts

Enable

Ensure Building Regulations support.
Ensure BSI support.
Improving supply chain.
Consider skills required and whether deficit, scope for new initiatives.

Engage

Leading players include – Building Research Establishment; Construction Products Association; Low Carbon Construction and Innovation Team; UK Timber Frame Association.
House builders, professional firms

Is the package enough to catalyse change?

Encourage

Research potential for tax incentives.
Consider scope for planning incentives.
Is there a cost of construction benefit?
Link to energy efficiency attributes.

Exemplify

Case study from the Olympics.
Case studies of public buildings.
Link to established standards, e.g. BREEAM.
Homes and Communities Agency through their grant and support.

MINDSPACE helps us *design* effective interventions

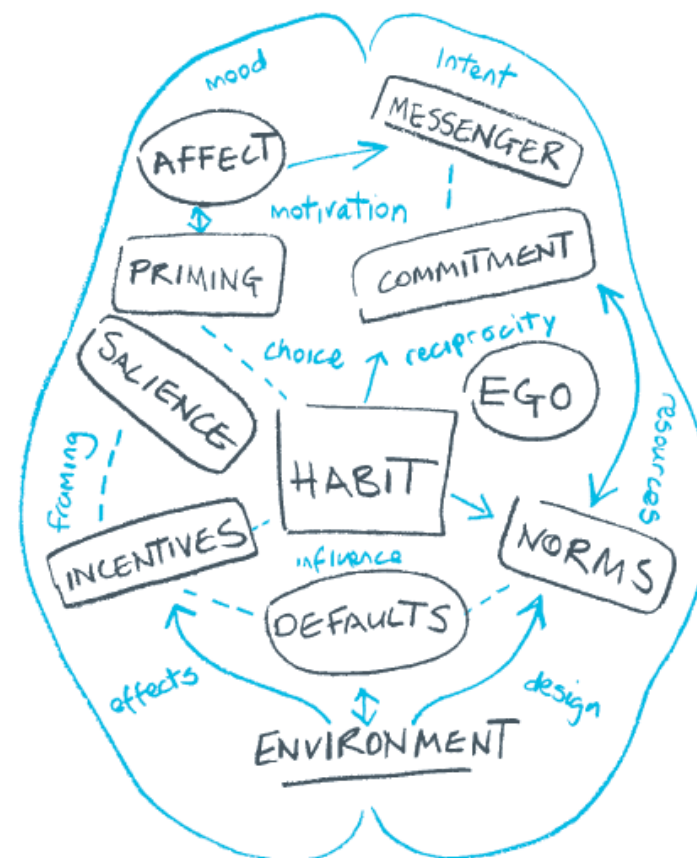


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- MESSENGER** *We are heavily influenced by who communicates information/ engages with us*
- INCENTIVES** *Our responses to incentives are shaped by predictable mental shortcuts, such as strongly avoiding losses. Focus on what you'll lose by inaction*
- NORMS** *We are strongly influenced by what others do*
- DEFAULTS** *We 'go with the flow' of pre-set options e.g. making the 'right' choice the default*
- SALIENCE** *Our attention is drawn to what is novel and seems relevant to us*
- PRIMING** *Our actions are often influenced by sub-conscious cues – e.g. making the 'right' choices easier through infrastructure design and prompts in wider environment*
- AFFECT** *Our emotional associations can powerfully shape our actions e.g. what's in it for me?*
- COMMITMENT** *We seek to be consistent with our public promises, and reciprocate acts*
- EGO** *We act in ways that make us feel better about ourselves*



Nudge – one example

- **Energy efficiency** – smarter incentives (small upfront rewards) - developing norms (product discount increases as neighbours sign up) – target moments of change (moving house) – nudging valuers to recognise improvements in capital values and lending criteria.

Our best practice principles for delivering change

No single solution

- **Integrated package of interventions**
- **Long term process**
- **Take risks and pilot innovative approaches**
- **Segment the target audience**

We will if you will

- **Government, business and civil society need to act together**
- **Increase choice editing and enable sustainable choices**
- **Ensure target groups are able to act**

Start where people are

- **Understand where people are starting from**
- **Work with communities to co-design action**
- **Work with trusted intermediaries**
- **Engage the ‘influencers’ and catalytic individuals in people’s social networks**

We assess where the potential is to do more and how to encourage this

Potential to do more

High

High potential and willing

Enable

Engage

Positive greens

I think it's important that I do as much as I can to limit my impact on the environment.

18%

Concerned consumers

I think I do more than a lot of people. Still, going away is important, I'd find that hard to give up..well I wouldn't, so carbon off-setting would make me feel better.

14%

Sideline supporters

I think climate change is a big problem for us. I know I don't think much about how much water or electricity I use, and I forget to turn things off..I'd like to do a bit more.

14%

Willing to Act

High

Waste watchers

'Waste not, want not' that's important, you should live life thinking about what you are doing and using.

12%

Encourage

Exemplify

Enable

Cautious participants

I do a couple of things to help the environment. I'd really like to do more, well as long as I saw others were.

14%

Stalled starters

I don't know much about climate change. I can't afford a car so I use public transport.. I'd like a car though.

10%

Encourage

Enable

Honestly disengaged

Maybe there'll be an environmental disaster, maybe not. Makes no difference to me, I'm just living life the way I want to.

18%

Low potential and unwilling

Low

Low

Partnership approaches – pilot work with business and civil society to motivate and enable ‘eat seasonably’

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This is an innovative approach to mobilise change by bringing together a coalition from business, civil society, and government. Such a coalition can broaden engagement, address barriers to action, and build new norms for specific behaviours.

The issue

- Low awareness of what is in season when
- Lack of understanding of the benefits of choosing in season produce;
- Lack of know-how and skills to cook, eat, and enjoy seasonal fruit and vegetables

Who' got involved?

- 40 principal partners including major retailers (e.g. Sainsbury's, Tesco, Asda); horticultural organisations (e.g. Royal Horticultural Society, Garden Organic); food service sector (e.g. Brakes); civil society organisations (e.g. The National Trust, WWF, WI)
- 1600 local food service partners (including restaurants, greengrocers, cafes in NT, hospitals etc)
- Significant financial and in kind contributions from partners.



Piloting interventions at 'moments of change': Energy Watch

As people move through different stages of their lives they need to reassess their behaviour. Life events provide opportunities when people are more receptive to change.

- To test the effectiveness of different techniques aimed at encouraging students to adopt energy-efficient behaviours.
- As students move from halls of residence in the first year, to private accommodation in the second year, the project looks at whether new behaviours adopted are maintained over time.

This project involves testing five different intervention, one at each of the five universities:

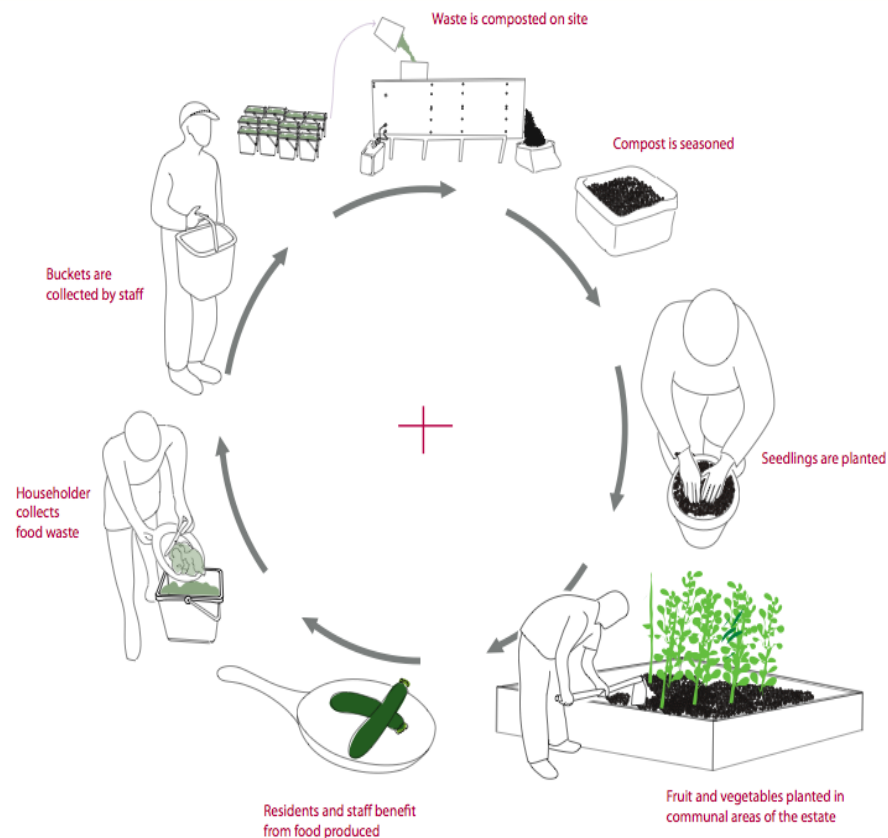
- Awareness campaigns
 - Providing peer-to-peer support thru' student reps
 - Exemplify the actions the university is doing
 - Creating competitions between different halls of residents and providing feedback on progress
 - Financial incentives
- The impact and effectiveness of each of the techniques is being compared.



Piloting co-design to develop an effective food waste management system: Food loop

Many people have innovative solutions to address the barriers they face to living more sustainably. Co-design is about involving people and communities so they can share their ideas, influence, and engage in developing effective solutions

- Residents, project and Council staff have all worked together to find solutions to the problems (e.g. low participation and inflexible collection of food waste)
- Food waste is collected, composted, and compost used to grow fruit and vegetables.
- The waste system makes the results of their actions visible, useful and enjoyable for residents.



Piloting interventions using trusted intermediaries: Plug it

- This project tests ways to improve the public's water efficiency by working with plumbers and retailers.
- This project works with retail store assistants and plumbers to develop attractive ways to encourage pro-environmental purchasing choices and behaviour.

- The co-design process will ensure that the tools add value for the intermediaries as well as for the consumer.



- **Green Economy**
- **Green Deal**
- **Big Society**
- **Localism**