

Towards pro-environmental behaviour change: Defra's framework approach

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*‘Policy to reduce emissions should be based on three essential elements: carbon pricing, technology policy, and **removal of barriers to behavioural change**’*

- Stern Review, 2006

We want people to live more sustainably

The 'Pro-environmental behaviours framework' report pulls together what we do and outlines our approach. SBU role is to:

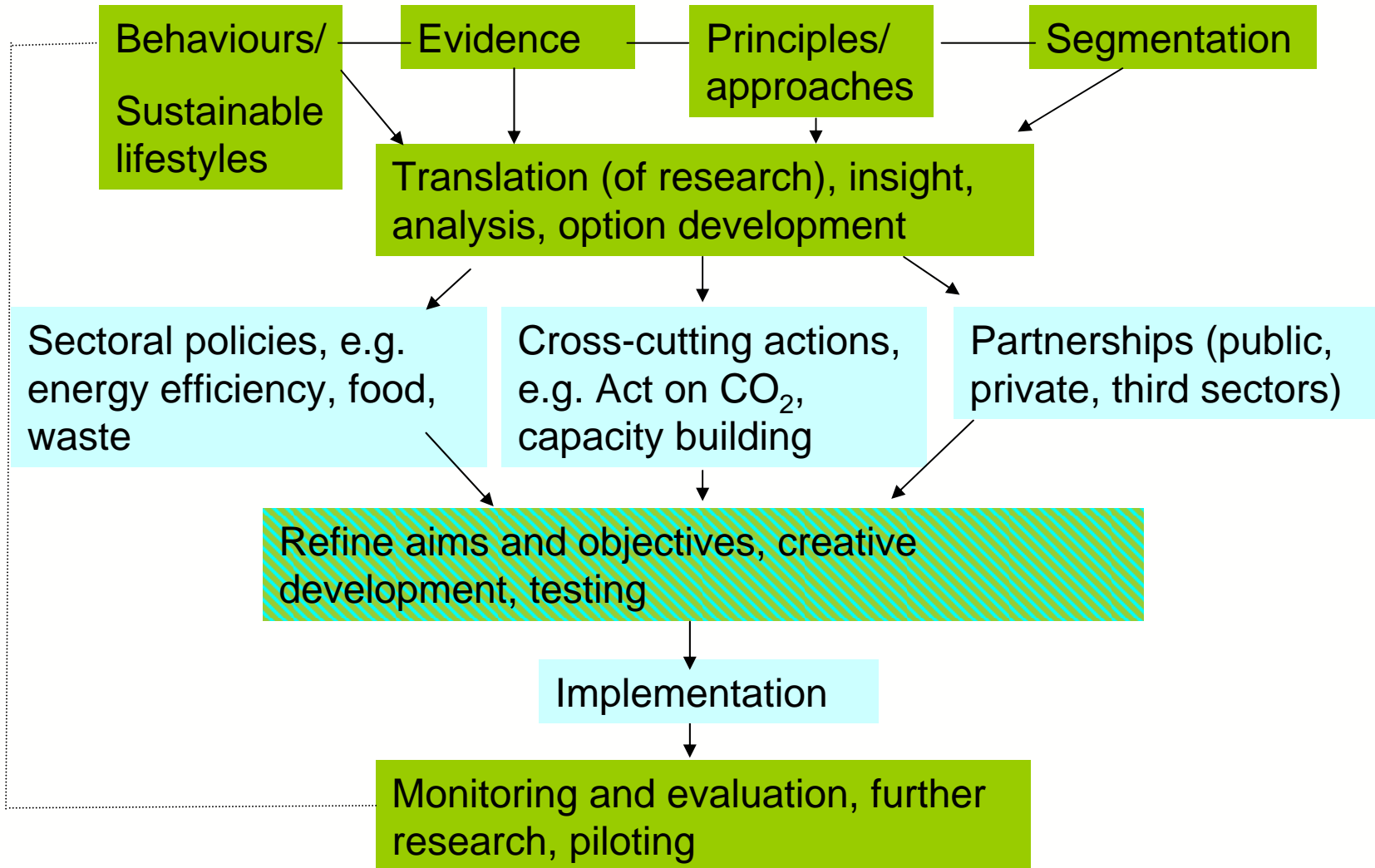
Our *purpose* is to enable *citizen focused* policy and communications activity. It's *targeted, engaging, relevant,* and delivered more *effectively*

- **Identify** what we would like people to do – Defra's **behaviour goals**
- **Build an evidence base of how** to enable pro-environmental behaviour
- **Start where people are** – our public segmentation model
- Establish what people are **willing** and **able** to do
- Investigate + address people's **motivations and barriers**
- Test **which types of interventions** will be effective
- Understand **which organisations** need to act and how
- Develop **sustainable consumption policy proposals**
- **Advise and inform** in Defra, DECC and beyond

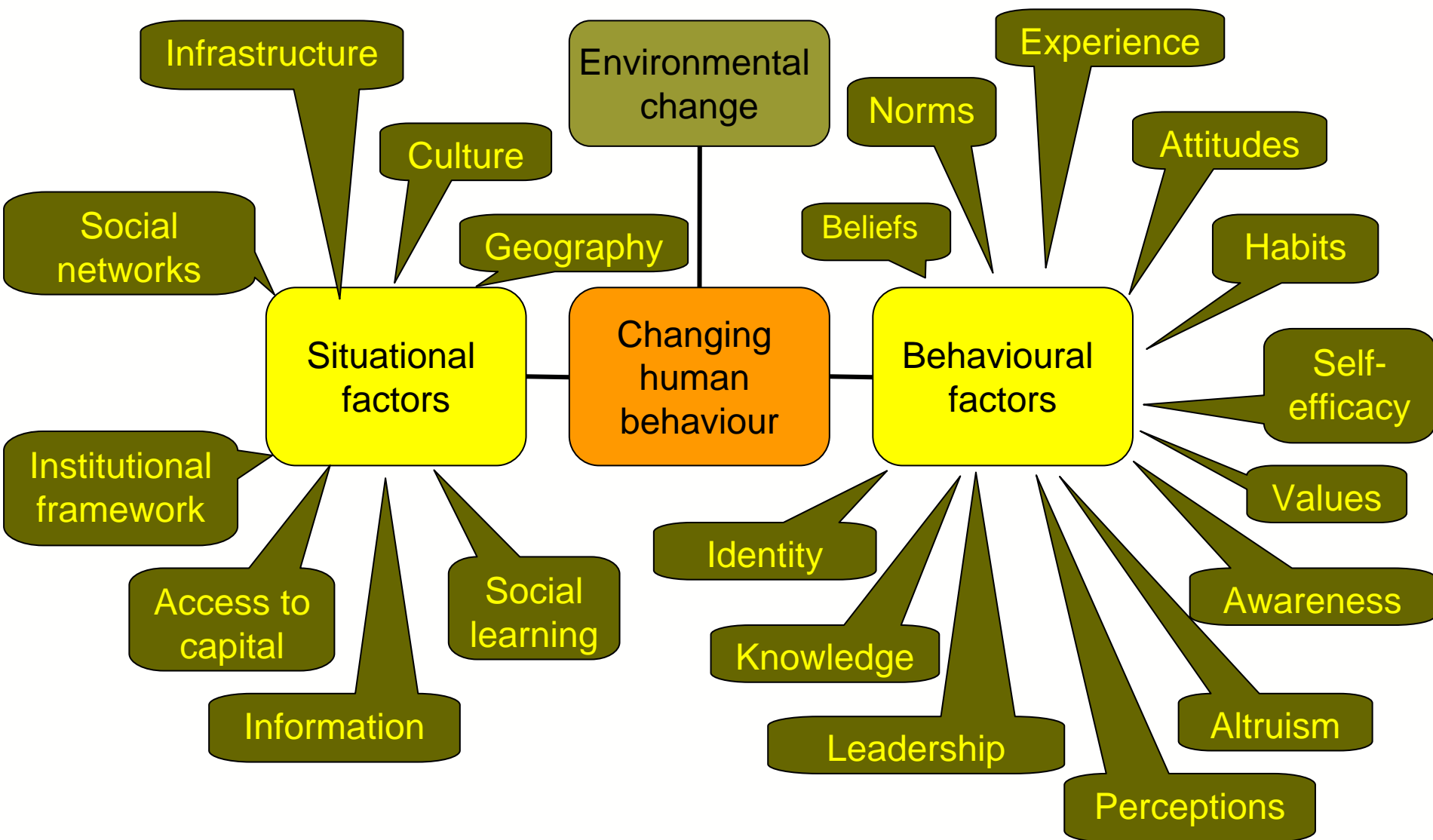
Overview of the pro-environmental behaviours framework



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We recognise there are many factors contributing to human behaviour



How do you influence behaviour?

We need to understand:

- The behaviour we would like people to maintain
- What people are currently doing
- Which groups of people will do what and why (as well as why people will not)
- Which tools/interventions will secure the change?
- Who should apply these? (eg. government, business, membership organisations etc)

What do we mean by more sustainable behaviours and lifestyles?



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A woman in a grey shirt is standing on a ladder, reaching up to install insulation in a wall. The room is dimly lit, with light coming from a window in the background.

HOW YOU CAN GET HELP TO SAVE MONEY AND SAVE ENERGY.

The Government has launched a Home Energy Saving Programme to help households permanently cut their energy bills.

Help is now available for families to make savings of up to £300 a year. This is around a quarter of their annual energy bills.

Every household can benefit from discounts of at least 50% off the cost of loft and cavity wall insulation. Offers are also available on other energy saving devices. Pensioners and others on lower incomes are eligible for loft and cavity wall insulation free of charge.

As we announced earlier this year, pensioners eligible for the Winter Fuel payment will also get an additional £60 (or £100 if you are over 80) in December.

For households currently on pre-payment meters, by changing to Direct Debit you can also save an average of £7.80 a year on gas and electricity and £100 for households on standard credit. Just contact your energy supplier.

For more information on all the help on offer and the easy steps you can take to cut your fuel bills, visit www.direct.gov.uk/actonco2 or call the advice line on 0800 812 312.

Save Money Save Energy **ACT ON CO₂**

HM Government



What is sustainable living?

Defra's headline behaviour goals

Personal Transport

- Use more efficient vehicles
- Use car less for short trips
- Avoid unnecessary flights (short haul)

Homes: waste

- Increase recycling
- Waste less (food)

Homes: energy

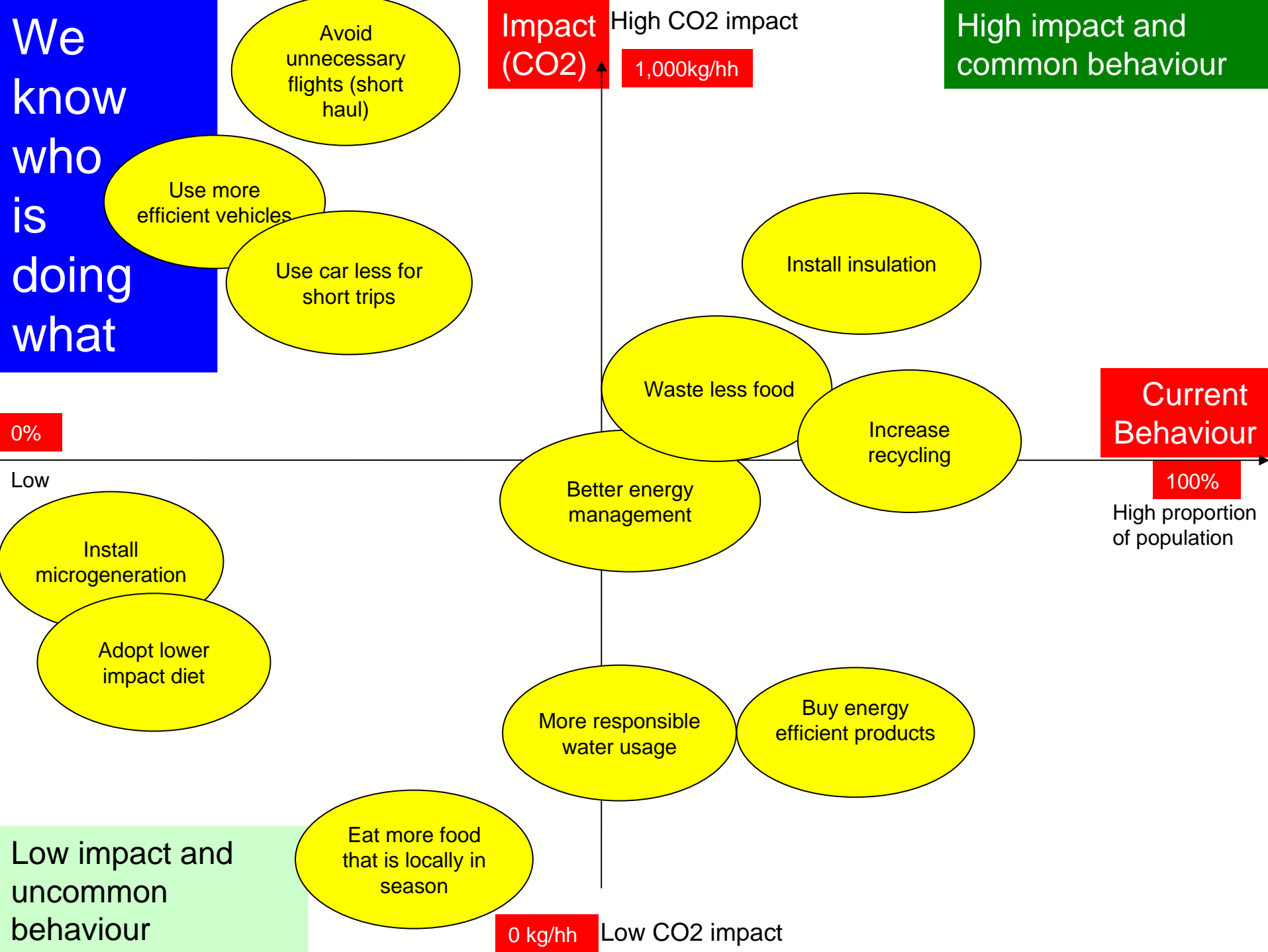
- Install insulation
- Better energy management
- Install microgeneration

Homes: water

- More responsible water usage

Eco-products

- Buy energy efficient products
- Eat more food that is locally in season
- Adopt lower impact diet



We understand where people are now

- Near universal awareness (but not understanding) of climate change
- High concern that we face an environmental disaster without change
- More than half of people are doing at least two things to help the environment
- Similar number are willing to do a bit more

We assess what people are willing

Ability to Act

High

High ability and willing

Adopt lower impact diet

Avoid unnecessary flights (short haul)

Use car less for short trips

Use more efficient vehicles

Eat more food that is locally in season

More responsible water usage

Better energy management

Waste less food

Increase recycling

0%

Willing to Act

Low

100%

High proportion of population

Buy energy efficient products

Install insulation

Install microgeneration

Low ability and unwilling

Low

We identify best practice principles for delivering change



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No single solution

- Need a package – integrating policy and communications interventions
 - Interventions need to address core motivations and barriers
 - Securing behavioural change is not a single event, it's a long term process
 - Difficult to predict effective behaviour change interventions: need to take risks and pilot
 - Need different interventions for different segments or population groups
 - Increase choice editing (removing the worst products) and choice offering (making choice possible)
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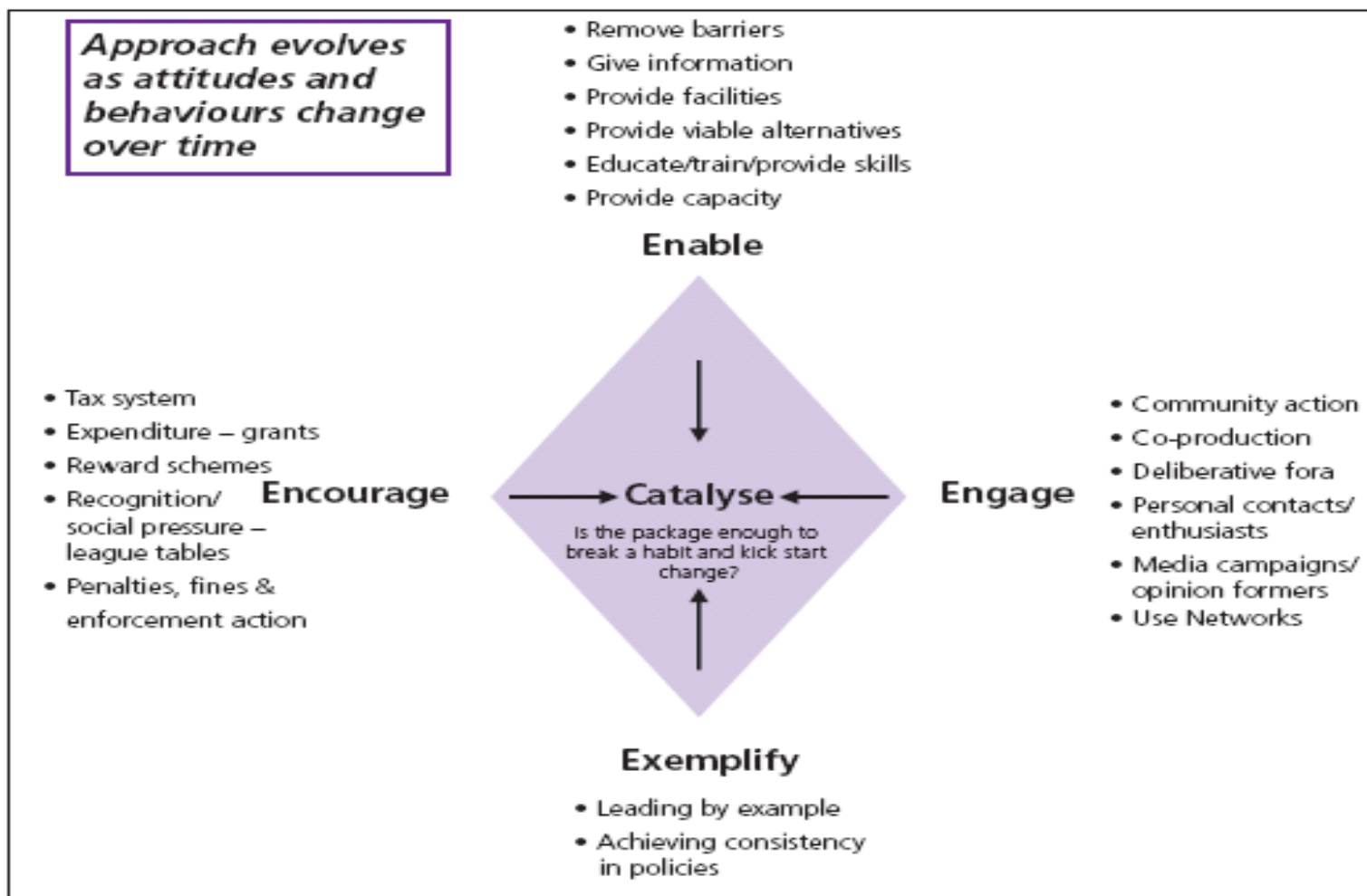
We will if you will

- Be clear on the role for government, business and individuals (the triangle of change) and take an holistic approach across people's lifestyles
 - Interventions are more successful when delivery partners work together from the beginning
 - Work with trusted intermediaries – third sector, business, membership organisations, communities
 - Use individuals and organisations to reach the 'influencers'
 - Ensure the infrastructure is in place – facilities available, accessible and promoted
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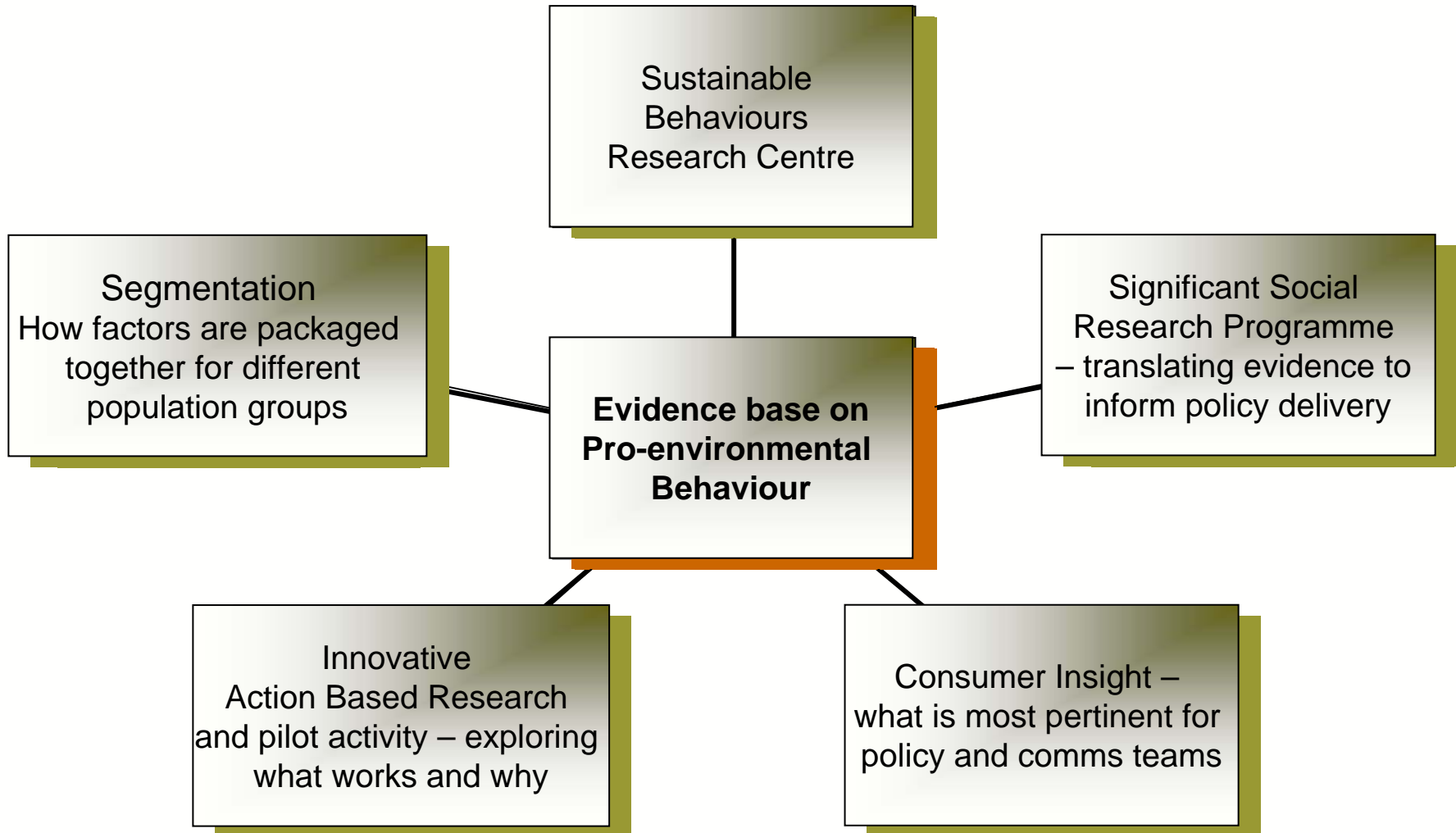
Know your audience

- Start where people are – know your audience, segment, tailor and target
- Work with what we know motivates different groups –eg. go beyond environmental concern and saving money to wastefulness, fit with identities; use supportive trends and non-environmental motivations
- Develop different approaches for habits and choices
- Understand and address barriers – make sure people have the ability to act

No single solution - using the 4Es model to ensure a mix of interventions



We build a robust & trusted evidence base and support an evidence based approach



We have an evidence based segmentation model – to effectively engage different population groups

Ability to act

High

High ability and willing

7: 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%

2: Waste watchers
'Waste not, want not' that's important, you should live life thinking about what you are doing and using.
12%

3: 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%

1: Positive greens
I think it's important that I do as much as I can to limit my impact on the environment.
18%

5: 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%

Willing to Act

High

Low

6: 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%

4: 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%

Low ability and unwilling

Low

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

Potential to do more

High

High potential and willing

- Encourage
- Exemplify
- Enable

- Enable
- Engage

1: Positive greens

2: Waste watchers

5: Cautious participants

3: Concerned consumers

4: Sideline supporters

Willing to Act

Low

High

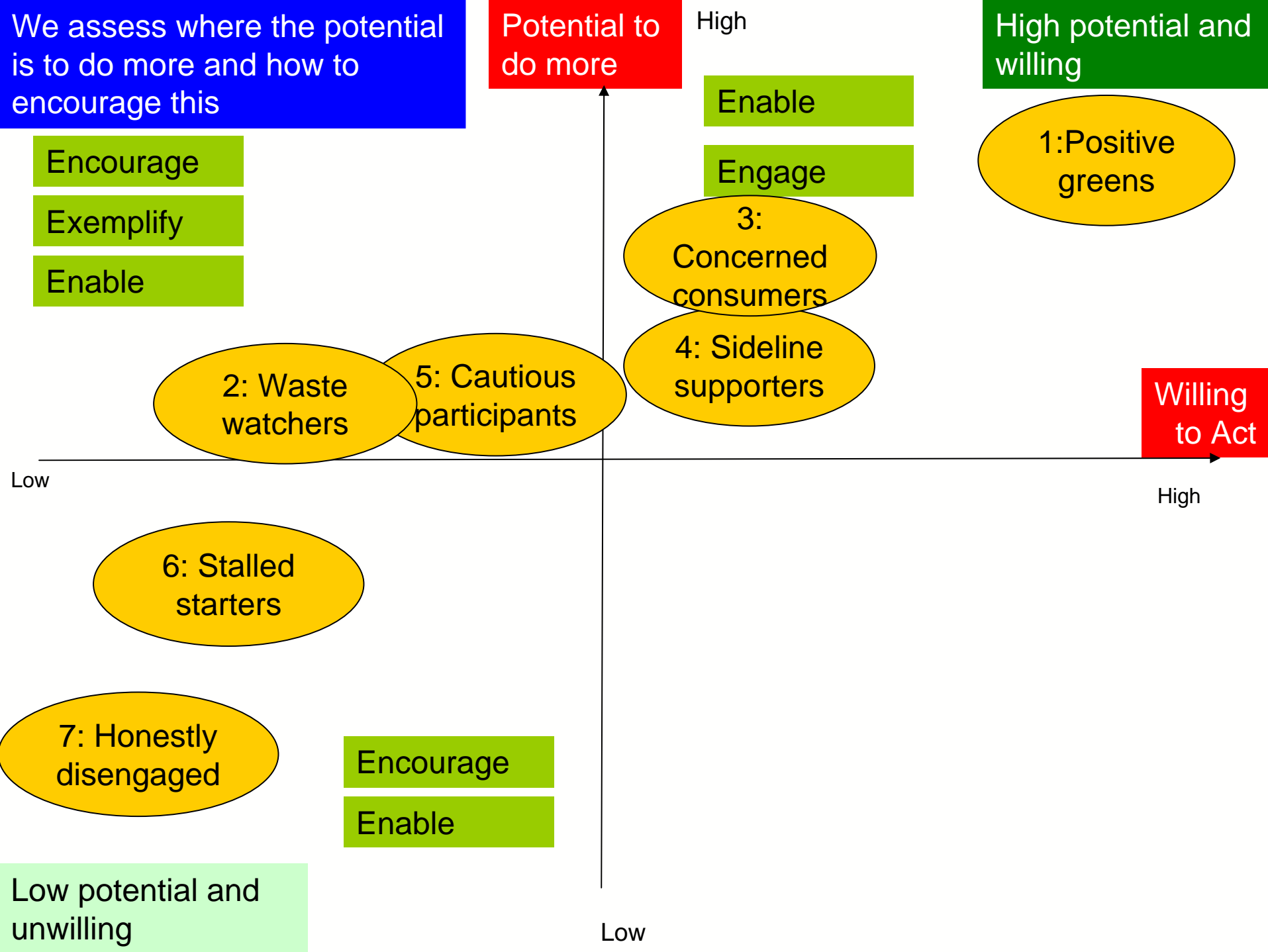
6: Stalled starters

7: Honestly disengaged

- Encourage
- Enable

Low potential and unwilling

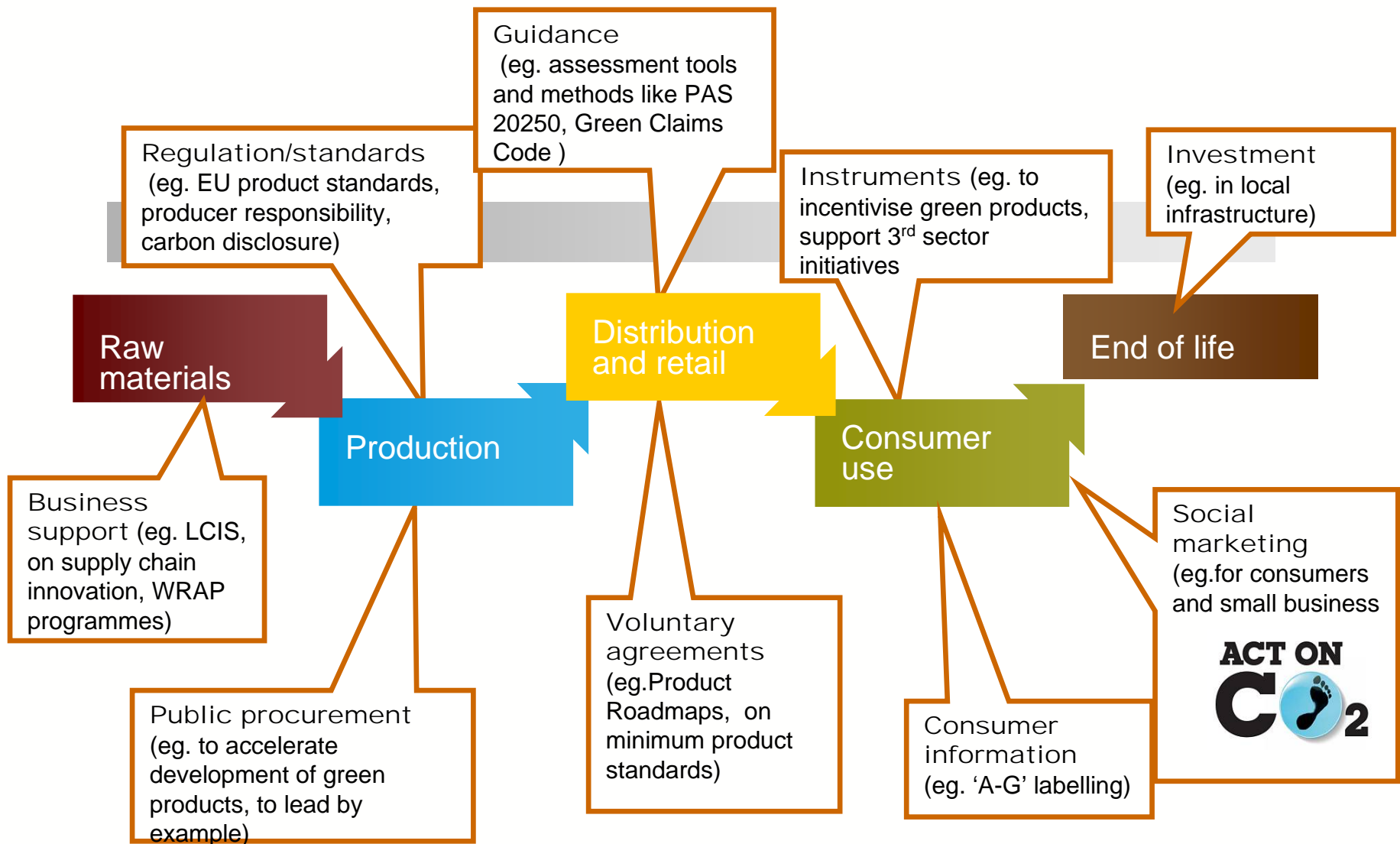
Low



We use a mix of policy interventions to change behaviour at key stages



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Changing the way we deliver – across government Defra is now a world leader in understanding pro-environmental behaviour

- Shape the development of the Greener Living Fund and deliver through 8 projects with Third Sector partners at a regional or national scale
- Putting ‘behaviour change’ and citizens on policy agendas to inform the development of *all* interventions – a new way of thinking
- Part of virtual teams to deliver citizen focused interventions
e.g. Act on CO2 (Defra and DECC); sustainable food consumption; clothing roadmap
- Encouraging business and third sector to work together on shared goals
- Significant cross-sector buy-in and use to evidence base and segmentation model

The outcome is:

- People experience more engaging communications and policy activity leading to increased sustainable living

Find out more

www.defra.gov.uk/evidence/social/behaviour/

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We know why people are acting and why they are not – our evidence shows



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What others are doing is key

- **Fairness** is key - 'I will if you will'
 - People learn from each other - **peer to peer learning**
 - People follow the **social norm** - the environmental norm is recycling so this can be a barrier to more action
 - People need to see **exemplification** - Government and business should act first (yet some mistrust of their motivations)
 - People make (sometimes wrong) **assumptions** about modern products and levels of **choice-editing**
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Sense of making a difference matters

- People desire **feedback** on progress and validation
 - People are **sceptical** about the problem, causes, and value of individual or collective action
 - There is a **disconnect** between the small actions and the big issue
 - Understanding the science of climate change is not a prerequisite for action
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What's in it for me is important

- People are **more concerned by loss (costs) than gain** – focus on what you'll lose by inaction rather than what you will save by acting
- The **feel-good factor** and avoiding feeling guilty
- **Lifestyle fit** – people don't really want to change their lives
- Fit with **self identity and status** (including if behaviours are visible to others)
- **Ability to act** – e.g. access to infrastructure, limitations in rented properties