

#ClimateLab



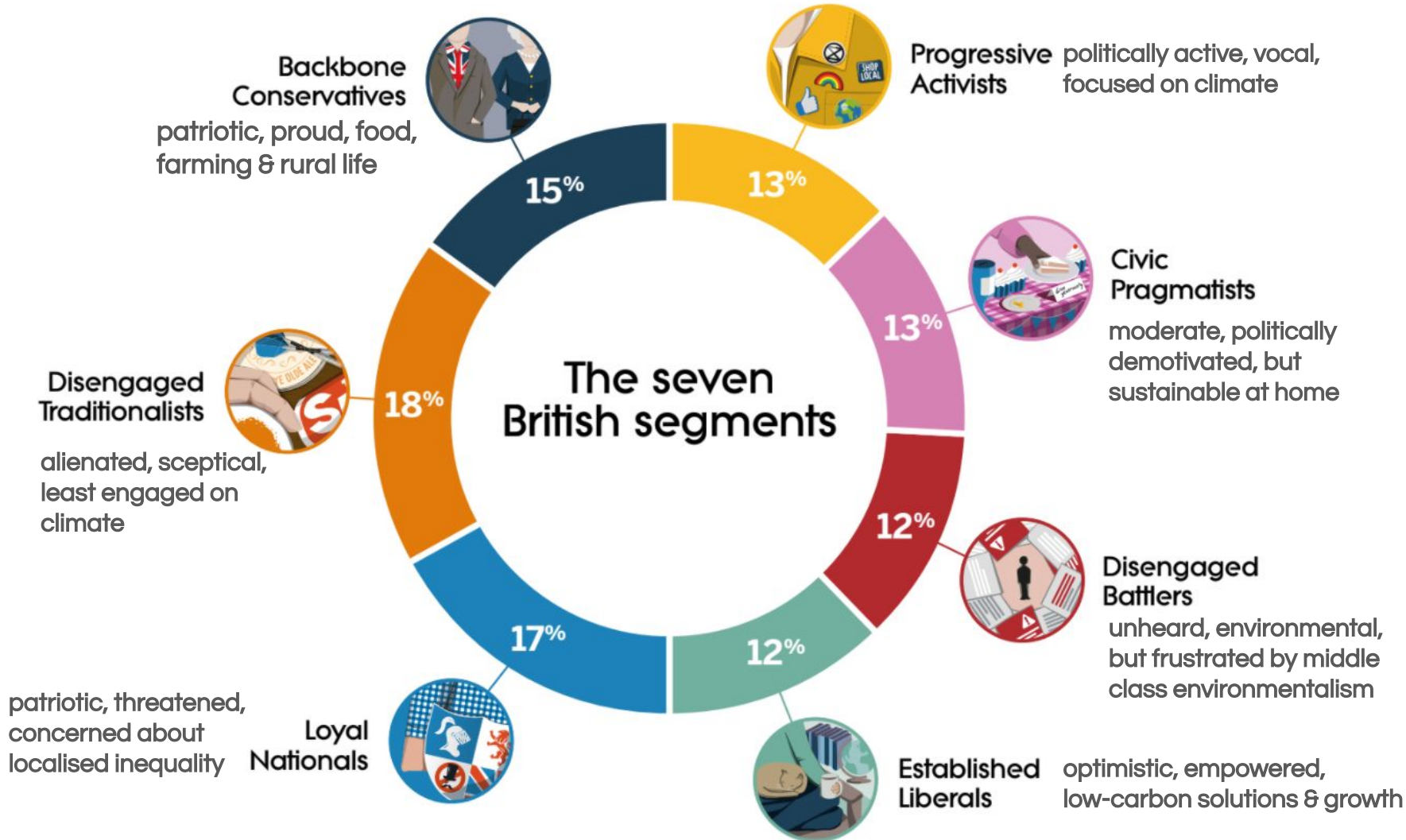
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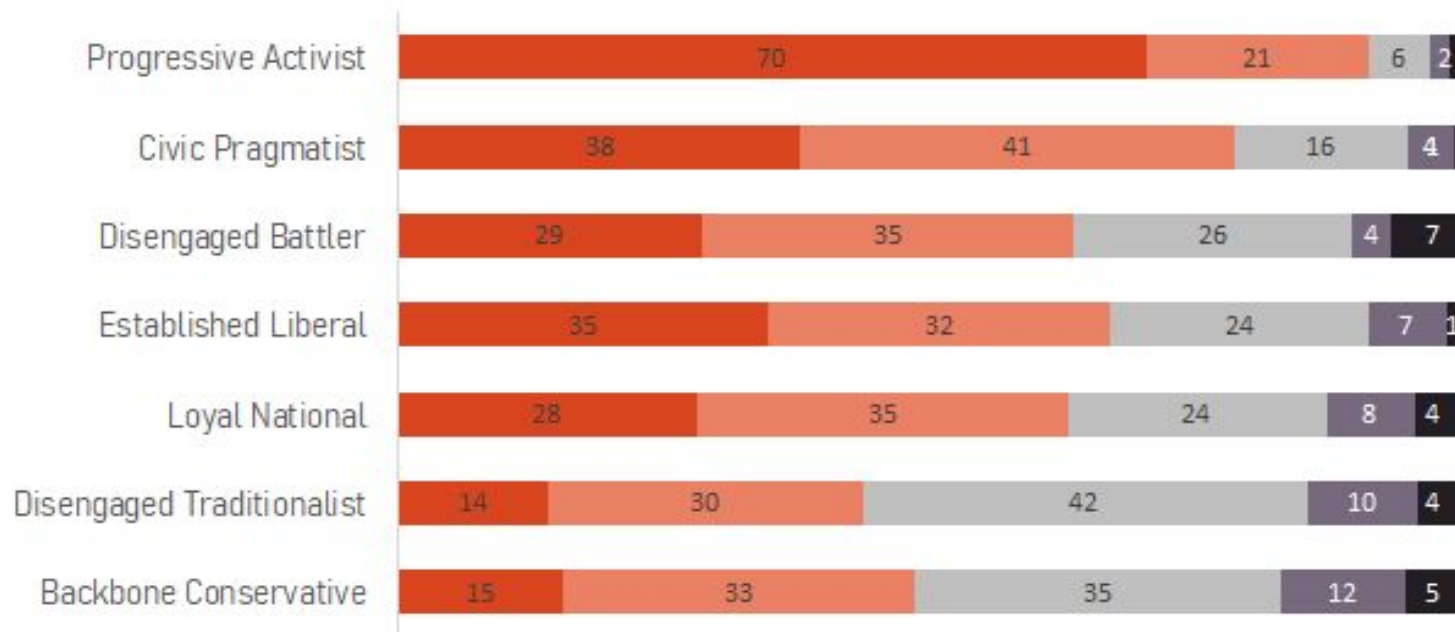
Engaging the public on COP26





"The UK should be one of the most ambitious countries in the world when it comes to tackling climate change."

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

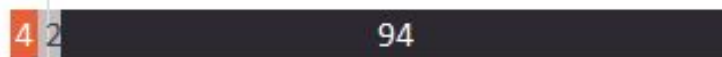


■ This crisis shows we need to work more closely with other countries and international institutions...

■ Don't know

■ This crisis shows we can't rely on support from other countries and international institutions...

Progressive Activist



Civic Pragmatist



Disengaged Battler



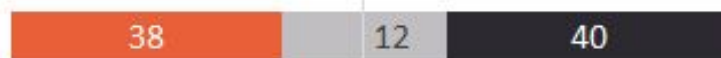
Established Liberal



Loyal National



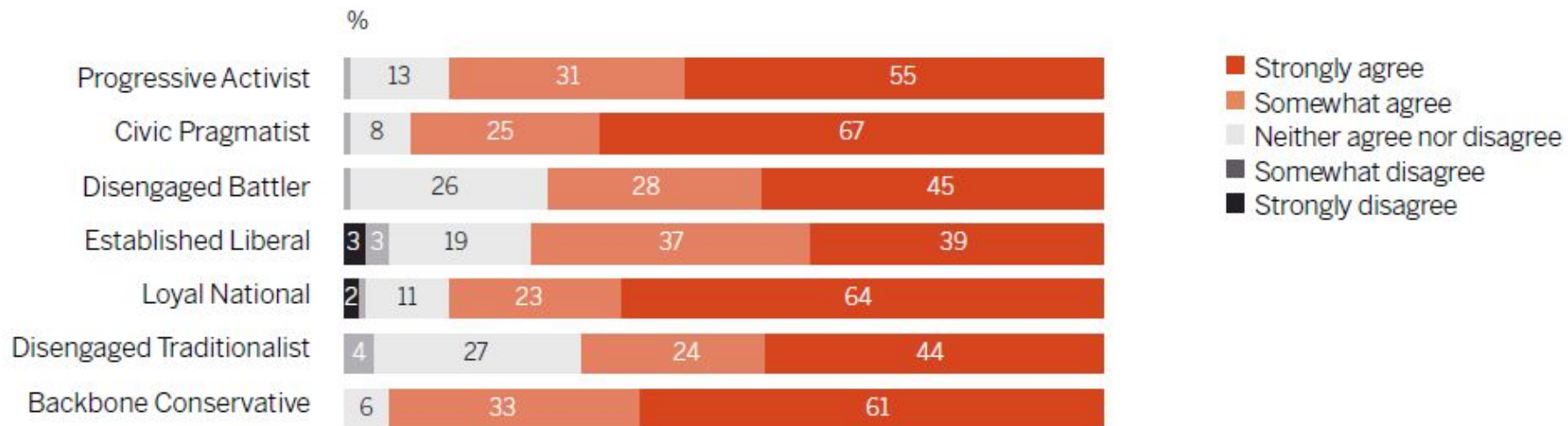
Disengaged Traditionalist



Backbone Conservative



We must not become **over-reliant on countries** like China and instead make sure we're better braced for economic shocks by producing more in the UK. The government should invest in growing industries like renewable energy, battery manufacturing and electric cars



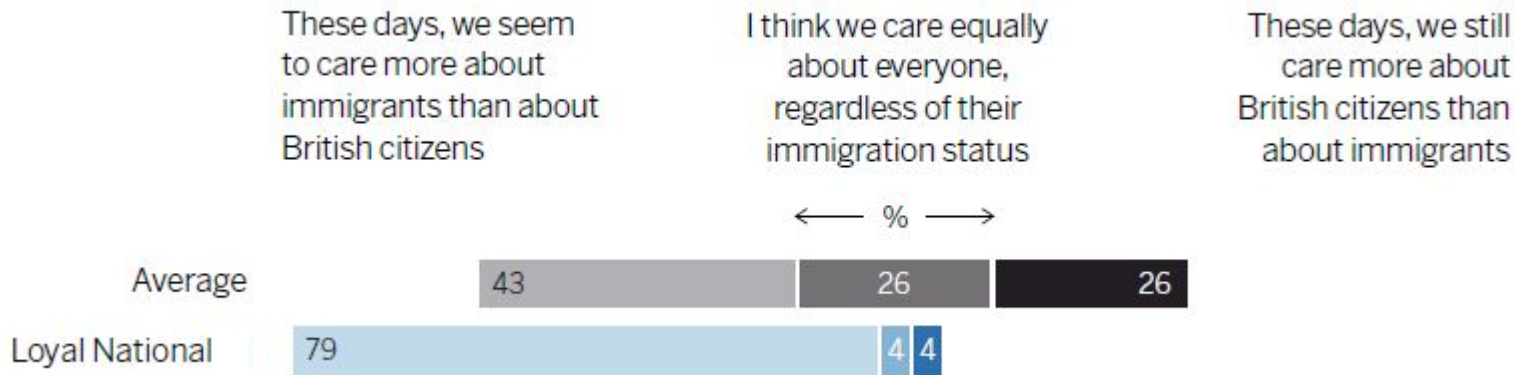


Different views on unifying ideas?

Fairness

- Applying the same rules to everyone
- Climate justice for marginalised and most affected
- A fair and just transition
- UK's fair share in the global context

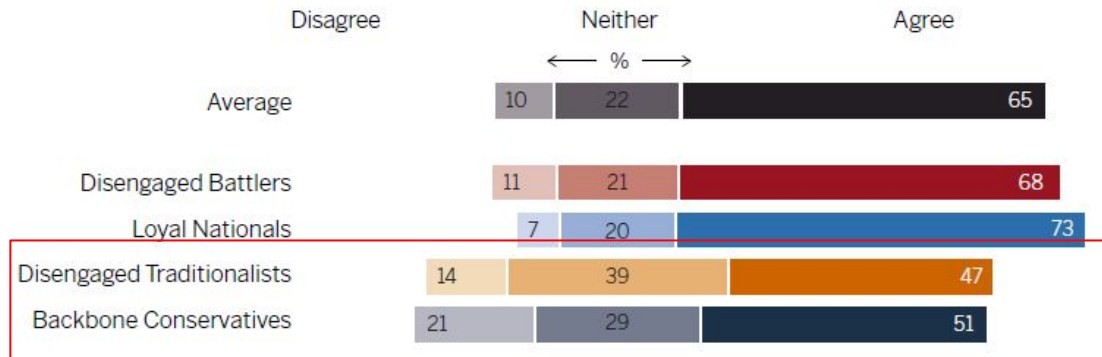
Loyal Nationals and Backbone Conservatives most likely to hold **foreign governments** responsible for climate action



Loyal Nationals - sense of victimhood around immigration, and localised concern about climate change.

Messages about protecting “**vulnerable** groups” may not work for all

Coronavirus will leave the majority of the population worse off, with vulnerable people the hardest hit. The same will be true as climate change becomes more severe. Taxation needs to be fair and those with the means should pay more to help those in need



May apply in the international context as well

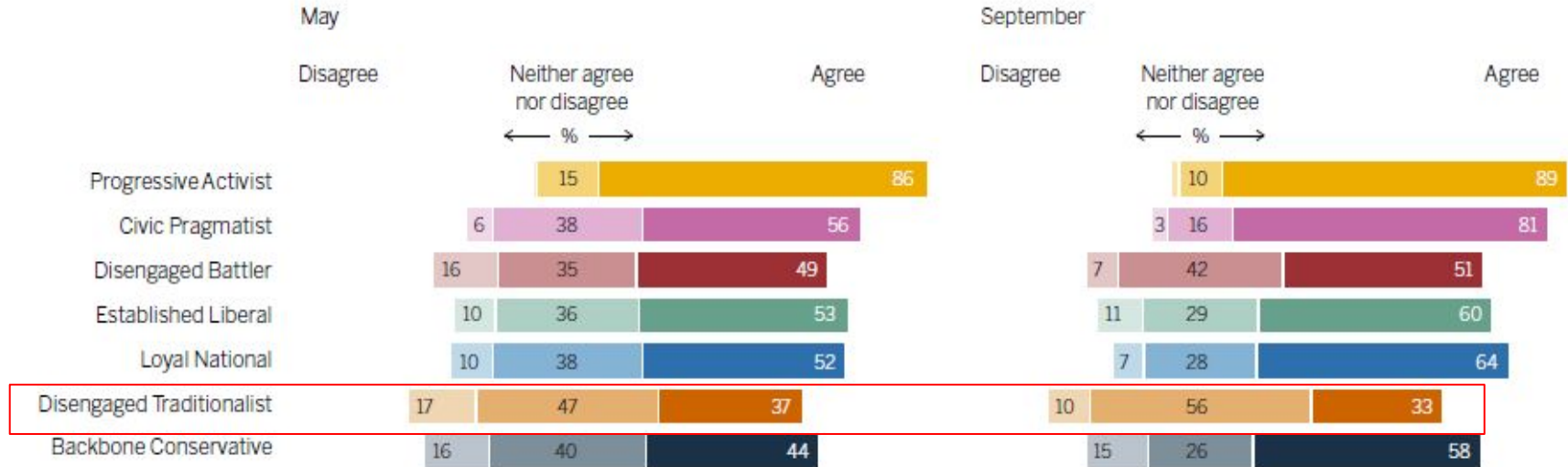
How to connect COP26 to people's daily lives

“People have these huge meetings – it the G8 or G-whatever? Trying to discuss the whole business of global warming. But until somebody actually takes the first step and says, ‘this is what we’re going to have to do’ and does it, it’s not until we get that sort of statement that we’re going to get any change. Because everybody seems unable to agree with everybody else. ‘I want this’, ‘I want that’, ‘you don’t want that’. Agree, get it done, and let’s get on with it.”

- **Disengaged Battler**

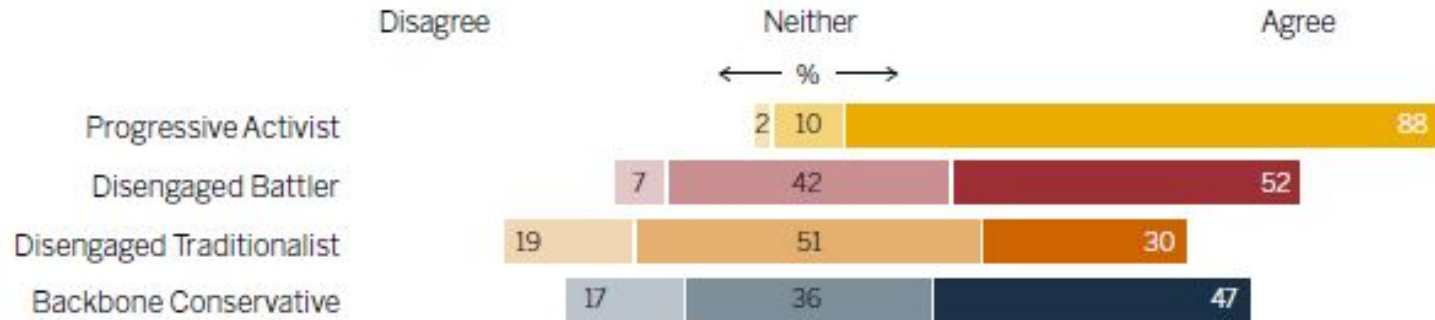
Support for a **green recovery** has **grown...** mostly

In our recovery from this crisis, we should use public money to support low-carbon industries and technologies. We must invest in the future, not in companies that won't be around in a few decades' time. It's a good investment for the taxpayer



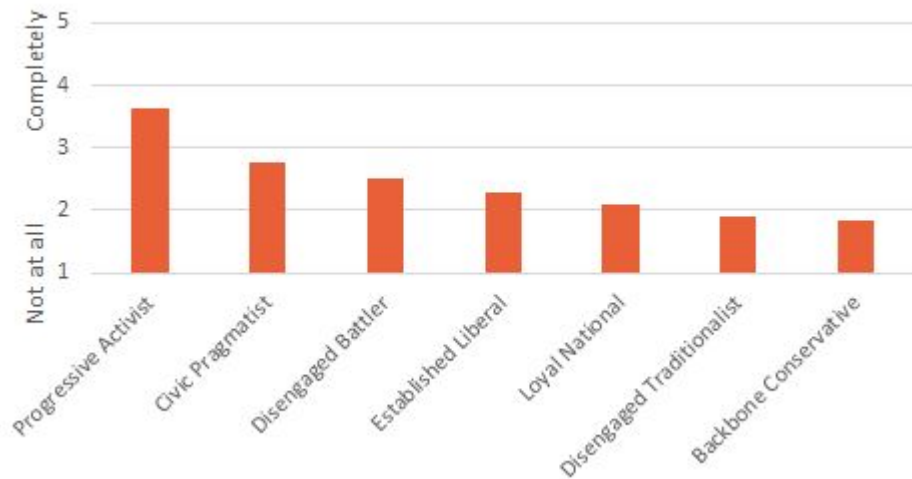
Some **support**, some **uncertainty** about green jobs

The government should choose to tackle pollution and climate change in the UK's recovery from Covid-19 because it's one of the best ways to create new jobs and boost the economy

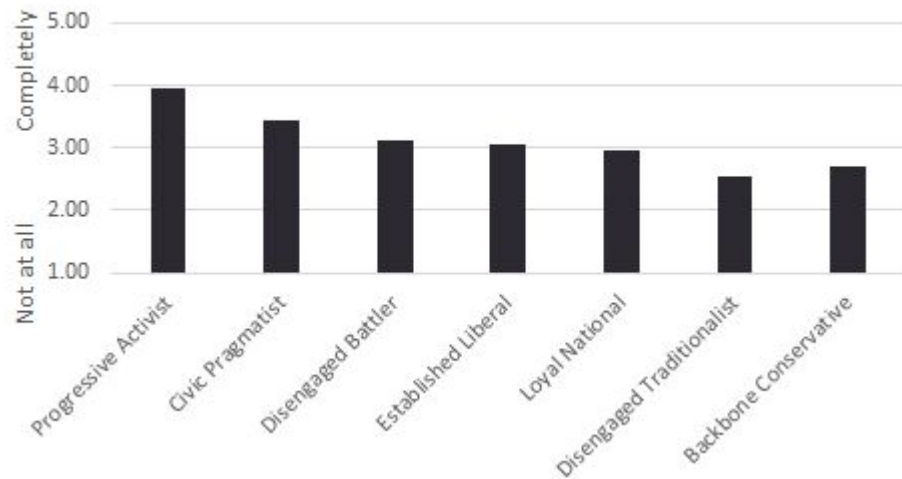


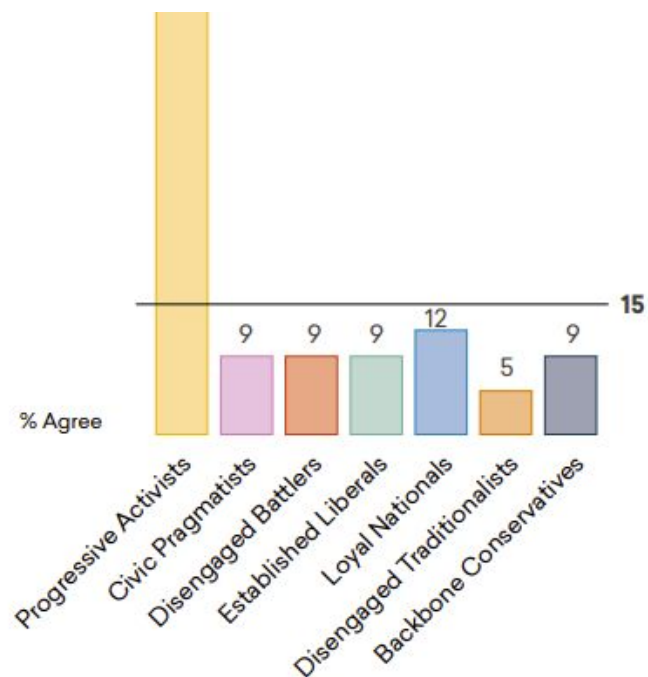
Trusted messengers?

Trust: Schools strikers



Trust: Environmental charities





Qu. Here is a list of activities that some people get a chance to participate in and others don't. Which of the following have you taken part in in the past year? February 2020.

Source: More in Common 2020.



Next steps

- Message testing for ambitious and unifying frames that work across segments
- Public's understanding of COP26
- Increasing connection and participation - finding the right channels and messengers
- A message that also works globally

Guilt and distraction?

I work in the environmental movement. I don't care if you recycle.

Stop obsessing over your environmental “sins.” Fight the oil and gas industry instead.

By Mary Annaise Heglar | Updated Jun 4, 2019, 9:33am EDT

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Climate change requires system change

Elaine Graham-Leigh | 2nd June 2020



Climate-change confessions of an energy reporter

“First of all, there is an attempt being made by them to deflect attention away from finding policy solutions to global warming towards promoting individual behaviour changes that affect people’s diets, travel choices and other personal behaviour,” said Mann. “This is a deflection campaign and a lot of well-meaning people have been taken in by it.”

COP

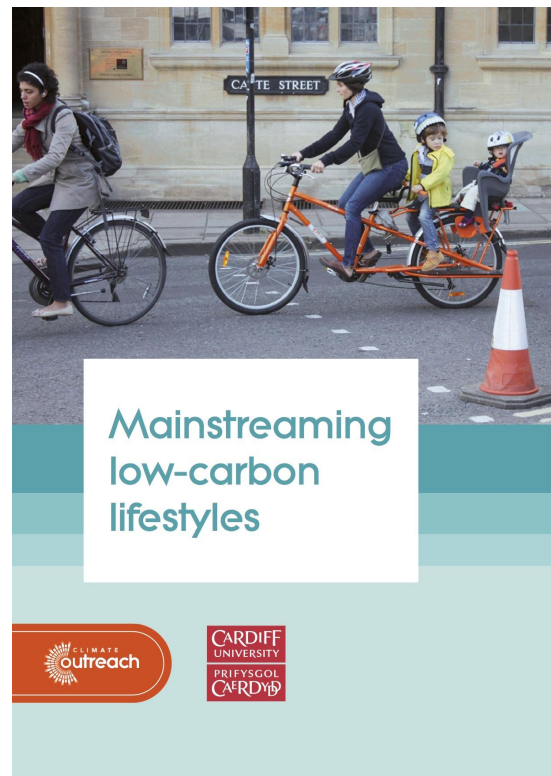
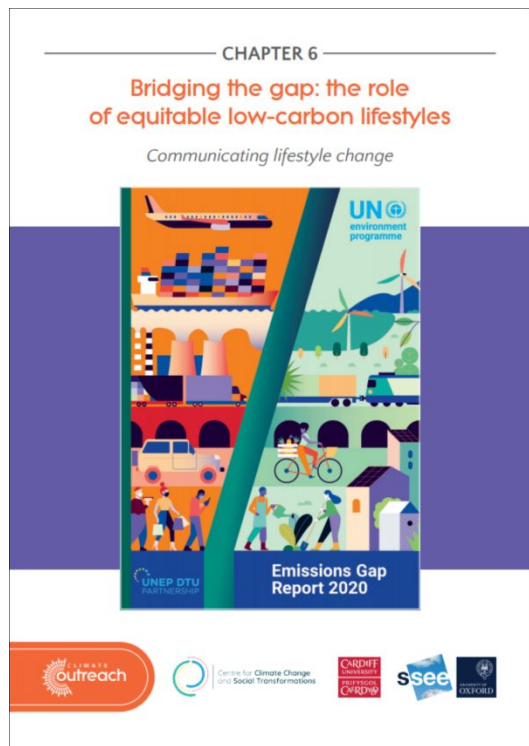


Photo 1: Presidencia de la República
Mexicana / CC BY 2.0

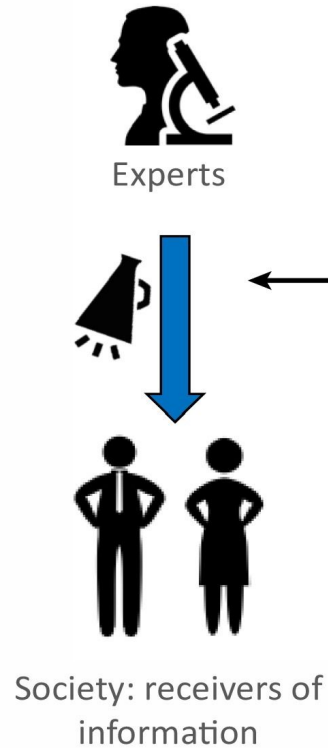
Photo 2: Andrew Parsons / No10
Downing Street / CC BY-NC-ND 2.0



Social science evidence base

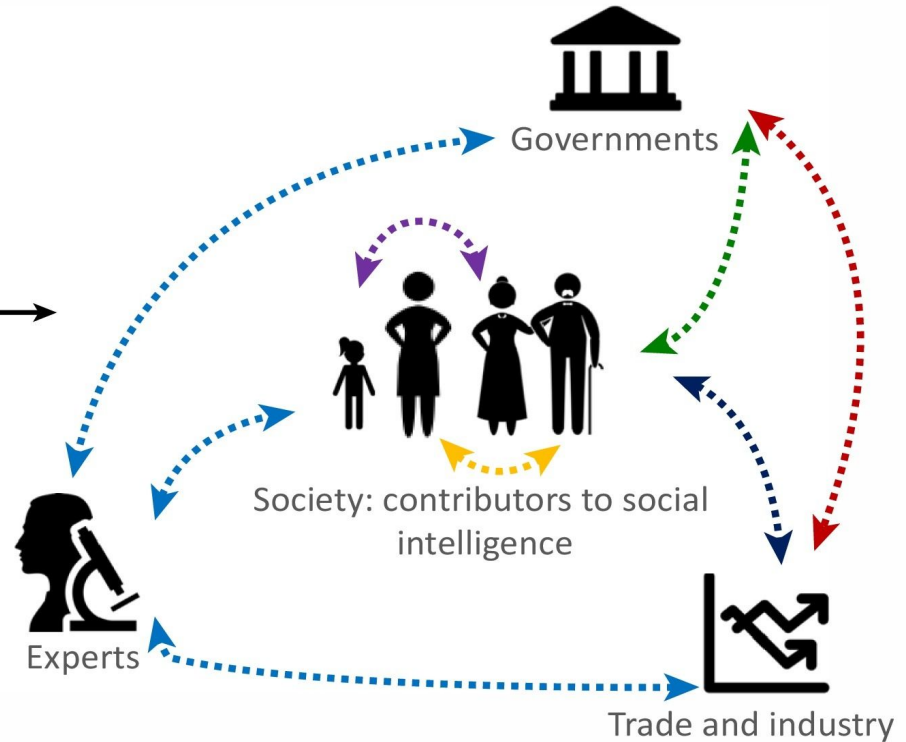


Deficit model



Knowledge transfer

Dialogue model



Trends in Ecology & Evolution

1

Individuals play a crucial
role in system change



We are influenced by the people around us

- Peer influence eg solar panels, plant-based diet - 'people like me'
- Social and cultural norms change slowly, but once they are established can help to lock in new lifestyles.
- Committed minority of people can comprise a 'critical mass' → 'social tipping points' (unpredictable)



Individual change → policy change

- Politicians need evidence of **social consent** to introduce radical policy change
- **Eg smoking** - changes in public attitudes and social norms → transcended self interest → smaller scale changes in policy.

1

Individuals play a crucial role in system change

The actions we take as an individual matter - changing the behaviour of those around us and demonstrating to governments the collective action that is needed.

2

Limiting temperature rise to 1.5C means changing lifestyles

Emissions reductions from the energy system can feel distant from people's lives.

But the deeper cuts to emissions compatible with a 1.5C world will affect day to day lives and lifestyles, particularly for people with higher incomes.



1.5C means lifestyle change

- Globally about: 2/3 of global greenhouse gas emissions connected to households
- Limiting temperature rise to 1.5C means changes on a range of totemic issues - diet, personal travel, home heating.



Affluent households will make a major contribution

- The upper 10% -
 - Use around 45% transport energy & 75% aviation
 - Significant portion of UK population
- 1.5C - Richest 1% reduce per capita emissions by 30x, poorest incr by 3x

3

The role of government in driving change



The broader context

- Physical environment, cultural conventions, social norms, financial and policy frameworks - partic **income levels & access to resources**.
- Eg reliance on solid fuels for household heating



The example of Covid-19

- Driving rapid, extensive and profound changes in lifestyle
- Changing social norms
- Introducing a sense of collective agency
- Changing infrastructure to lock in behaviour changes longer term.

3

The role of government in driving change

People are willing to make change, but governments need to create the conditions under which lifestyle changes are possible

4

The advocacy journey

What low-carbon behaviours do you regularly take part in? (UK data)



“

“...many [young people] experience that they have no power at all, or at least lack the power to engage in the collective social actions which they believe are really necessary. As a result, most respondents do something that actually is within their reach, but which they do not really believe to be effective.”

Kenis and Mathijs (2012)



Behavioural spillover

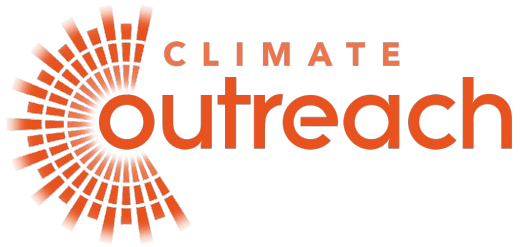
- If someone adopts a more impactful behaviour, more likely to adopt other significant behaviour.
- When behaviours are based on free choice & internal understanding of the world, more likely to spill over
- People strongly dislike perceived hypocrisy - advocates more convincing if they adopt low-carbon lifestyles

4

The advocacy journey

Citizens undertaking personal lifestyle change may move towards advocating for system change if they are given the support and context to do so.

They are also more convincing to others, as they are seen to be acting in line with their beliefs and values.



Questions

Please put your questions in the chat box.



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