



Defra – Citizen’s Summit on Climate Change

Final report

June 2007

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1. Executive summary

It is without doubt that the citizens that took part in this deliberative research programme, culminating in the UK's first Citizens' Summit on climate change, went through a process that both engaged and informed in equal amounts.

This summary describes the process, outlining at each stage the 'journey' being made by participants as they construct and refine their attitudes to, and conditions for, making personal behaviour changes.

Baseline awareness of and attitudes to climate change

The initial workshops took place in the six regional locations (Bristol, Birmingham, London, Newcastle, Nottingham and Manchester). Findings from these show that while there is considerable acknowledgment that climate change is actually happening (through media coverage and personal experience of unseasonable weather), there is a lack of detailed awareness for the majority of how it works and the variety of activities that contribute to it. There is also considerable cynicism when participants are asked to consider how they might change their behaviour in a number of key areas, resulting in calls for:

- Clear information about climate change and how various activities can contribute to it
- More decisive and directed action from the Government (which would in turn help to communicate that the problem is serious and needs action)
- Changes to the infrastructure in order to enable people to change their current behaviour (e.g. improved transport infrastructure, consistency in recycling processes across local authorities)

After the workshops, participants were given and sent detailed information packs on climate change as well as the Al Gore DVD 'An Inconvenient Truth', and were asked to try a number of activities that would help to tackle the effects of climate change (e.g. installing more energy efficient lightbulbs, turning their mobile phone charger off at the wall etc).

The impact of the climate change information

The provision of the climate change packs appear to have had a major impact on the majority of participants at the summit, and polling at the beginning of the day showed that a significantly greater number of people agreed that action needed to be taken urgently (up 14% to 79%) than had done so before the regional workshops; there was also a notable increase in the number of participants who felt that climate change is a serious issue for citizens in the UK (up 8% to 73%).

One of the key reasons given for the change in attitudes is the information provided in the Al Gore DVD 'An Inconvenient Truth'. Participants report that this provides an effective combination of both emotional

and rational appeal (in some part down to the inclusion of the plight of the polar bears); it also provides a high level of factual detail and Al Gore proves a credible speaker, with no obvious political affiliation.

Moving beyond this, participants clearly and articulately explain that such an emotive approach would be essential in communicating the need to act on climate change, in addition to clear factual details. But even at this early stage, participants go further, explaining that there is still some scepticism about the Government's commitment to tackling climate change, and begin to formulate a 'wish list' for what they believe will convince them of the Government's commitment:

- The UK Government to take a leading and pioneering stance worldwide in tackling climate change
- A commitment to ensure that standards are consistent throughout the UK in public service areas such as public transport and recycling
- Pressure on large and global businesses to act to reduce their emissions
For example investing in greener technology, reducing food miles and excess packaging

Reactions to the draft Climate Change Bill

The next step in the process, outlining the Government's proposition to create legally enforceable targets for reductions in CO₂ emissions, again proves an interesting debate, and provides further recommendations from participants as to how the Government could implement a successful programme to tackle climate change.

Reactions to the idea of legally enforceable targets are on the whole very positive, and are perceived by participants as the first stage in a process of long term commitment to tackling climate change on the part of the Government. A clear set of recommendations are given that would enhance the Bill's chance of acceptance and success from the public's point of view, in order that trust, involvement and a sense of urgency can be created:

- As well as a long term target, there is a need for very specific short term targets to ensure the momentum is maintained
- The plan would need to be established as a 'non-political' goal, such that all parties are in agreement that it is a priority
- The Government needs to set out and effectively publicise a detailed programme of implementation and actions at each stage for all parties involved, including
 - Government activity e.g. investment plans for new technologies such as cleaner energy for the future
 - What real changes are required by businesses to reduce emissions
 - What incentives and enablers will be put in place to help the public change their current habits

Real change by business is seen as central to this, and participants agree that this would be best achieved by a mixture of positive incentives (e.g. tax breaks for greener technology) and Government legislation. In addition, there is a call for greater clarity on how legally binding targets would work – how would penalties work and would they potentially penalise members of the public? Finally, there are continued calls for clear, personally relevant and actionable advice from the Government as to how the public can make changes. The Secretary of State's point about his change to a green electricity supplier had particular resonance at this point, although some question whether it would cost the public additional time or money to make this change of supplier, suggesting that there needs to be clarity on how easy this is.

Encouragingly at this stage, participants had already outlined a form of three-way contract between the Government, business and individuals (including the UK workforce), in advance of the next explicit discussion of this.

Reactions to the three-way contract

The open discussion about the three-way contract found that the majority of participants are in favour of such an approach when described explicitly. Reactions to the speakers from Government, business, the workforce and the consumer organisation were generally positive and the mood in the room was such that there was a sense of urgency about the need to take action.

The idea of working together put forward by the Secretary of State resonated with participants, and a feeling developed among many that such a contract could contribute to a sense of national pride, perhaps creating a positive cultural shift in society. Some even feel it would help to establish the UK as a world leader in tackling climate change, a point made earlier on in the day. By this stage participants clearly recognise that this approach would be much more effective than working in isolated groups.

Again, however, a number of questions and concerns are raised, reflecting a need for more concrete proposals:

- Some feel that the ideas were communicated in too conceptual a way – while the ideas in principle are very positive, more flesh is needed on the bones of how this might work in practice
- Participants now spoke explicitly about the need for clear and strong leadership on such a proposal – this is a key hook for lending credibility to the proposals
- There is a need to outline with more clarity how the input from all involved in the contract would be enforced – how can we ensure that all parties are fulfilling their part of the contract?

Other conditions were put forward that emphasise the need to ensure that the social and economic impacts of such action do not leave Government, business or individuals at a disadvantage and that the

'load' is distributed evenly (i.e. no one group must need to make disproportionate effort). But overall, participants began to build a number of key positive principles upon which the contract could be built:

- Provide strong leadership
- Communication and educate
- Ensure communication flows effectively between all parties (and continue to engage)
- Be simple and transparent about the nature and purpose of the contract
- Provide practical guidance for each group to achieve targets
- Communicate and feed back on progress
- Act decisively and firmly where parts of the contract are not fulfilled
- Provide incentives and financial solution where possible to enable change

How can all parties work together to encourage individuals to make personal behaviour changes?

Encouragingly, all participants had tried at least one activity to help tackle climate change between the workshops and the summit, the most common of which were:

- Taking recycling not collected by the local authority to the recycling plant
- Turning off the TV as opposed to leaving it on standby
- Not using the car for journeys of a mile or less (walking, cycling or using public transport instead)

Across the range of all behaviours, participants provided feedback on the triggers and barriers to making these behaviour changes, and this provides a valuable resource for designing communication in these areas. Of the high impact behaviours that participants were asked to discuss in detail, the greatest opportunities lie in:

- Encouraging less waste of food
- The installation of energy efficient lightbulbs (and to some extent, other energy efficient appliances)
- More responsible use of water

Participants noted that for these three behaviours there is an explicit link with the potential to save money.

In developing 'pitches' outlining how all parties could work together to create lasting behaviour change within the pool of high impact behaviour changes, the energy in the room remained high and participants worked collaboratively to put together a number of detailed plans. There were many positive recommendations and ideas put forward for what Government and business could do in particular, the strongest and most common themes being:

- The creation of high profile public information campaigns with simple and hard-hitting messages
- Introduce financial policies and business incentives to edit choice in a positive and constructive way
- Ensure that public building and spaces lead the way in going green

Conclusions

At the end of the day, it was clear that the process has enabled a real dialogue with citizens, and lifted them to a point where they could actually start putting more flesh on the bones of what kind of principles and actions would be required to put in place a three way contract and lasting behavioural change. These principles can be outlined as follows:

- Communicate the problem
- Ensuring both an emotional and rational appeal
- Communicate intent
- Be clear about the need to work in partnership, as part of a three-way contract
- Lead with visibility and a common purpose
- Ensure that there is clear and strong leader that does not politicise the issue
- Provide clear and practical advice
- Ensure that the right information is available to all parties
- Ensure choice and incentivisation
- Provide choices that can help tackle climate change, without those choice being out of reach of ordinary people
- Communicate progress
- Ensure regular communication on targets and progress
- Ensure a fair and even contribution
- Ensure no one party in the contract is disproportionately affected to their detriment
- Use powers to keep the contract on track
- Ensure that where parties are not fulfilling their part of the contract, decisive and visible action is taken

Final polling at the close of the day again reinforced how the process had engaged and informed on the topic of climate change. Agreement with the phrase 'I am well informed about climate change' more than doubled, with two in three participants now claiming to be well informed. In addition, four of five participants now agree that action needs to be taken urgently (82% compared with only 65% prior to the regional workshops).

Most encouragingly however, is the change in attitudes over responsibility for tackling climate change. Prior to the regional workshops, just over half (56%) felt that the responsibility belonged to 'all of us'. As the event closed, this figure had risen to 83%, an indication that the summit has been an effective tool in

engaging and informing citizens of the need to make an urgent and collaborative effort to tackle climate change.

2. Background and objectives

The Government's draft Climate Change Bill proposes long term targets for reducing CO₂ emissions – ultimately culminating in a reduction of 60% by 2050. The draft bill is undergoing public consultation until 12th June 2007 and as part of that consultation, Defra wished to gain feedback from members of the public (whose voices are not often heard in Government consultations) on a number of key issues.

In March 2007, Opinion Leader was commissioned by Defra to undertake this deliberative research project with members of the public with the following two key objectives set by the Secretary of State:

- To help Government design policy to maximise positive individual behaviour on climate change
- To drive awareness, information and debate on climate change

In achieving these objectives, three key issues were discussed:

Firstly, Defra was keen to explore the Government – business – consumer environmental contract. Previous consumer research and engagement has demonstrated that individuals are likely to push back on making personal behaviour changes if they believe that Government and business are not taking appropriate action. The Summit needed to unpick this and discover what happens when citizens understand more about what Government and business are currently doing.

Secondly, Defra has been developing an environmental behaviours strategy, framed around five key areas (energy in the home, more responsible water usage, personal travel, waste in the home (including food waste), and eco-products). Qualitative research has been conducted to explore each of these areas individually and the Summit provided an opportunity to focus on the highest impact but hardest to achieve behaviour changes and discuss these explicitly in the context of the Government – business – consumer environmental contract.

Finally, the Summit needed to tie in with the Climate Change Bill consultation. As the Climate Change Bill is highly technical, the focus for citizens was on the principles behind the Bill i.e. a legally enforceable long term target for reducing CO₂ emissions (Questions 1 and 10 in the formal consultation).

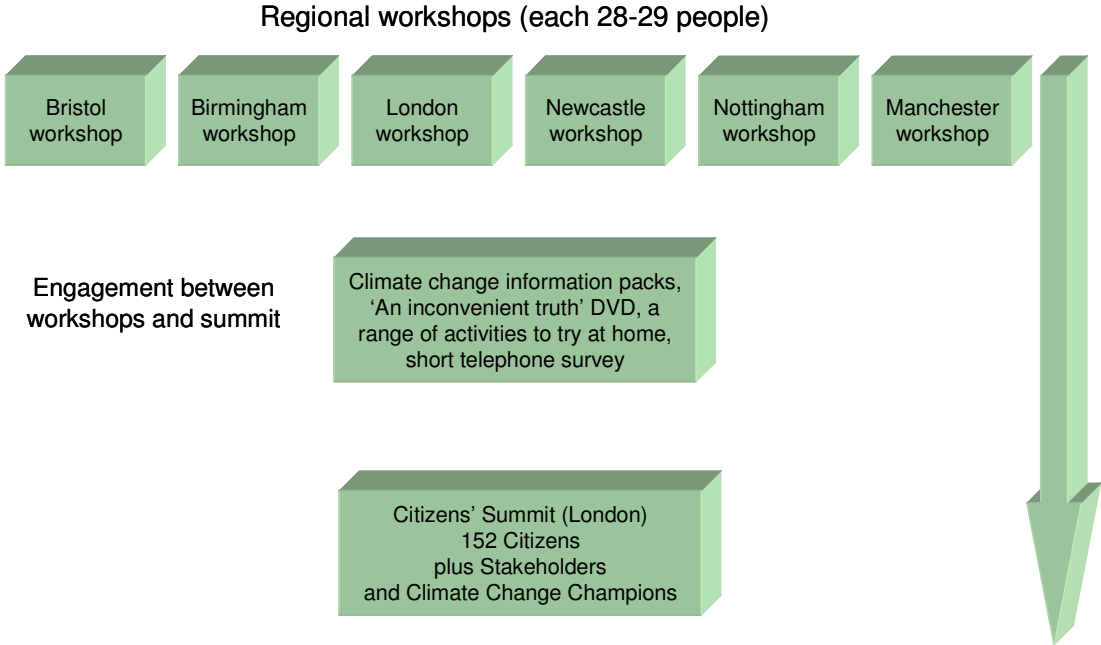
The process also needed to demonstrate that it was:

- Citizen-centric
- Capable of withstanding significant external scrutiny
- Dynamic and engaging
- Deliberative i.e. with time for discussion and consideration of evidence and information
- Transparent i.e. participants would have the outcomes shared with them

3. Research approach

The research followed a reconvened approach, incorporating a number of regional workshops prior to the Citizens' Summit. This approach was chosen to enable us to understand both current spontaneous attitudes towards climate change in detail, but also to provide ample time within and between sessions for participants to consider information and evidence on climate change in general and the need for individual behaviour change in particular.

The regional workshops allowed us to understand baseline awareness and attitudes towards the issue of climate change and also about what activities, if any, people are currently engaging in to tackle climate change.



Between the workshops and the Summit, citizens were sent information packs on climate change, as well as summaries of the Climate Change Bill and copies of the Al Gore DVD 'An Inconvenient Truth'. They were also given a list of 'green' activities to try. One week before the Summit, participants were contacted and participated in a short survey over the telephone.

These activities not only served to keep up momentum between the workshops and the Summit, but also provided participants with a considerable amount of information about climate change in order that they arrived at the Summit with a better understanding about climate change, its effects, and what can be done to help tackle it.

Citizens attending were drawn from six cities across England:

- Bristol
- Birmingham
- London
- Newcastle
- Nottingham
- Manchester

The spread of participants drawn from each city were demographically representative of the region in terms of:

- Age
- Gender
- BME status
- Socio-economic status

Minimum quotas were also set on consumer typologies based on climate change attitudes and behaviour in anticipation of Defra's forthcoming segmentation exercise.

At the summit, citizens sat on tables of ten, each with a table facilitator to keep discussions on track. Each table had a broad mix of demographics and attitudes towards the environment. The day consisted of both plenary and breakout work, with contributions from:

- The Secretary of State for the Environment, David Miliband, who spoke about the draft Climate Change Bill
- Richard Lambert from the Confederation of British Industry (CBI), talking about what UK business is doing about climate change
- Brendan Barber from the Trades Union Congress (TUC), talking about what the UK workforce is doing about climate change
- Ed Mayo from the National Consumer Council (NCC), talking about how Government, business, the workforce and consumers can work together to tackle climate change
- Professor Tim Jackson, talking about the role of the individual in addressing CO₂ emissions

Citizens were also given the opportunity to cast votes using electronic keypads, and there was a question and answer session with the speaker panel.

The following report details the outcomes of all aspects of this research programme.

4. Findings from the workshops

This section details the findings from the initial regional workshops. At this stage, citizens had not been given any information on climate change, and this stage was designed to get a baseline awareness of climate change among participants, and to understand their attitudes towards it.

Key learnings

For many people, climate change was a real and visible phenomenon. The media coverage, as well as personal experience of unseasonable and extreme weather indicates that the planet is changing. However, there was only a minority who would claim to have any detailed understanding of climate change and how it is caused.

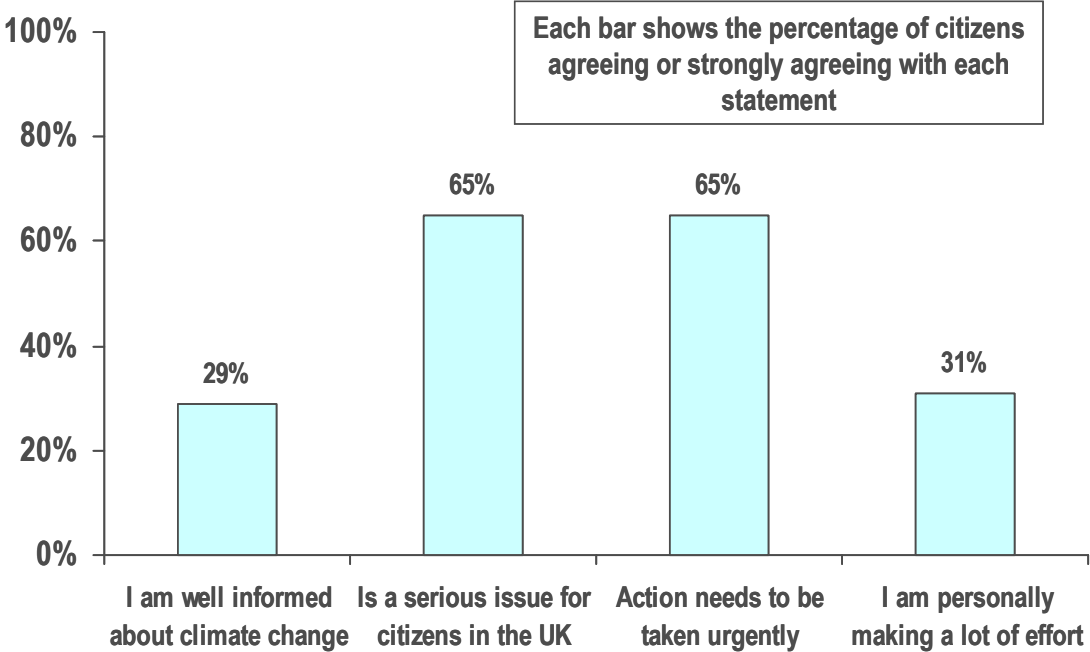
Some participants were already taking small steps to tackle climate change (e.g. being more energy efficient, recycling), however, when asked to consider the circumstances under which they might be persuaded to make greater efforts in a number of key areas, a number of issues were raised that participants would like to see addressed first.

- There was an overarching feeling that Government needs to take a more visible and effective lead on climate change, as efforts to date are not seen as decisive and directed enough
- The public would like to be given the information and infrastructure that will make it easier for them to reduce their carbon emissions (e.g. ensuring a consistent and simple process for recycling across local authorities)
- There is a need to be seen to legislate on key issues such as the amount of packaging used by food manufacturers and the manufacture of energy inefficient lightbulbs.
 - Taking these steps would communicate to the public that the Government is taking the issue seriously, making it more likely that they would come 'on board' and be willing to look at making changes themselves
- Some areas of behaviour change show quicker wins than others
 - Areas such as energy saving and recycling are already being undertaken or considered
 - Personal transport and holidays/tourism involve greater personal sacrifices and therefore have a number of conditions attached (e.g. the greater use of public transport is conditional on a safer and cheaper system being put in place)

Prior to the workshops, participants were asked to complete a short questionnaire on climate change. The resulting quantitative data indicates that at this stage only 29% (less than one in three participants) agreed that they are well informed about climate change. This was reflected in the workshop findings themselves, that more clear and practical information is required in order for people to be able to take effective action.

While there is no doubt that climate change is seen as a serious issue for two in three participants (65%) and that action needs to be taken urgently (also 65% agreement), only just under one in three (32%) would personally consider themselves to be currently making a lot of effort.

Pre workshop attitudes on climate change (Base: 161 participants)



Once the debate began, for a large number of participants, there was a feeling that climate change is a very real threat. Many spoke initially of clearly visible evidence; unseasonably warm weather, mild winters and seeing particular types of wildlife out of season (e.g. bumblebees in March). Climate change was being brought home to people in their immediate environment, and in this respect is hard to ignore.

As well as the visible evidence, many spoke of the extensive general media coverage of climate change, described as 'hard to miss' – unsurprising as it is currently one of the most heavily debated topics. A minority talked about having seen the 'Great Global Warming Swindle¹' documentary, and there was some debate about how climate change may be simply cyclical changes in the earth's atmosphere. However, this did not overtake the debate and ultimately there was no sense of direct opposition to the concept of climate change. In terms of other activity that may have brought the issues to people's attention, a very small minority mentioned some of the green incentives in the recent budget, but there was no real awareness of the Stern Report or the Climate Change Bill.

¹ The Great Global Warming Swindle, shown on Channel 4 on Thursday 8 March 2007 at 9pm

Some participants had a reasonably detailed awareness of climate change, how it works and what causes it (some describing it in accurate and articulate detail). However, these participants were definitely in the minority. There was a general awareness that emissions cause 'bad' things to happen to the climate, but some were not clear what these emissions actually are. Those contributors that were best understood are vehicle emissions (perhaps more because of their role as 'pollutants') and air travel (which has had considerable media coverage). The concept of food miles is also becoming better understood (the combination of the push to more locally produced organic food and the emissions created when air freighting '*green beans from Kenya!*'). It is harder however to make the immediate link between the use of power in the home and the fossil fuels used to generate it.

So there was an overall majority acceptance that climate change is a reality, and there was a sense that the extensive media coverage is helping to communicate how urgently action needs to be taken.

Government and business activity

Awareness of the activities of both the Government and business was mixed. When asked, certain business initiatives were spontaneously mentioned:

- Supermarkets limiting the number of bags being handed out/charging for them
- The greater proliferation of organic food
- Richard Branson's plans to invest in reducing aircraft emissions
- Lower emission vehicles coming on to the market

Again, there were few participants who could talk about business initiatives in detail, and few brands were mentioned as being particularly strong or dedicated to the cause (with the possible exception of Marks and Spencers, although this was down to general perceptions; there was no awareness of the 'Plan A' campaign).

There was some awareness of Government initiatives, with a minority mentioning the recent budget announcement of tax breaks for those who generate their own electricity and sell excess back to the national grid. However, this was not seen as a credible commitment to the cause, as the prevalence of micro generation is so low. This set the tone for much of the discussion, with an over-riding feeling that Government needs to take a more active lead in helping people tackle climate change:

"If it is that big an issue why don't they do something?!"

There was still a reluctance to make changes to lifestyles (especially where this is likely to cost money) when there is little visible effort from Government or business. Current views were cynical about the 'politicisation' of the green agenda. Many viewed it as inappropriate that the political parties are trying

to outdo each other with what are perceived to be 'empty' green gestures, and people felt there is a lack of directed and decisive action from Government:

- Cameron's wind turbine – "He's taken it down now!"
- Cameron cycling to work with his car in tow carrying his papers
- Brown's vow to outlaw ordinary lightbulbs by 2011 – "Why not just ban them outright. Tomorrow."
- Tax breaks for those generating their own electricity

Just as the examples above are not seen as adding real and directed action, there was also a surprising level of criticism over 'green' taxes (e.g. the recent increase in aviation tax) that are not re-invested in fighting climate change. Among some of the more cynical participants, this engendered a suspicion that climate change is being used as an excuse to extract more taxes from UK citizens. Unless these concerns are addressed there is a danger that people may be turned off and lose interest in the climate change agenda.

While there was an acknowledgement that some businesses (mainly food retailers) are making moves in the right direction (organic food, bags for life etc), they are also subject to criticism (although not overwhelmingly so) for it simply being a marketing ploy:

"You can market 'green' can't you – they're just using it as a tool."

Overall, there was a feeling that there is some way to go for both the Government and business in demonstrating that climate change is being taken seriously.

Individual responsibility

While it is stated that the Government and business need to do more in fighting climate change, there was also an acknowledgment of individual responsibility. Certain activities were beginning to filter through to individuals; recycling was a given for the majority of people (and those that do not are greeted with looks of horror and surprise from other participants). Many were looking at energy saving measures in the home:

- Avoiding using the 'standby' function on electrical equipment
- Using energy saving lightbulbs
- Switching lights off that are not required

But other than this, for the majority, more advanced activities were not in evidence (for example, buying greener vehicles and energy efficient kitchen appliances). Many participants felt they are in a situation where they are lacking in-depth information about how to best reduce their emissions simply and easily:

“I started using a 30 degree wash but it comes out damper and so I have to turn the heating up a bit to get it dry in time.”

Another good example of this is around personal transport. Many were aware of aviation and personal vehicle emissions, but were not able to compare the potential emissions of, for example, flying from London to Edinburgh on a fully occupied plane versus making the trip alone in a Range Rover.

While the message comes across clearly that individuals are likely to take more action if they are provided with the information and opportunities to do so, there was also an acknowledgment that the public can be lazy. This also acted as a barrier to action and some of the more dedicated and ‘green’ participants said that they would welcome action that forced the public’s hand (removing choice via regulation, e.g. following Australia’s example of banning ordinary lightbulbs).

Other key drivers for changing behaviour that are apparent from discussions are saving money (e.g. in conserving energy) and health benefits (walking and cycling more, eating more fresh and organic food).

Areas of behavioural change

The discussion up this point makes it clear that considering future behaviour changes would be difficult without information on Government action. However, there are some areas in which there are clearly greater opportunities for focus than others.

Home energy

This is an area in which many participants were already making small changes (not using standby switches, turning the thermostat down by a degree), and the need to be more energy efficient seems to be a message that is accepted by most. Some participants talked about devices that can bypass standby modes on electrical equipment, thereby making energy and financial savings – as long as they were not too expensive, it seems people would be willing to use these.

However, one of the issues around energy saving is that there is no real time feedback on energy consumption, and so it can be difficult to monitor. Smart energy meters were mentioned by a minority of people as a way of getting better information about energy consumption.

Household waste

The majority of participants were recycling, and those that were not are definitely seen as ‘outsiders’. However, there were many complaints that local councils do not make recycling easy (e.g. bins too small, collections too infrequent) and this is impacting on credibility. This is clearly an area to address urgently as the willingness to recycle is there (and schemes under certain councils are seen as very successful).

Beyond this, much blame was placed at the doors of the food retailers and manufacturers for the quite excessive amount of packaging that is used for food (due to the timing of the workshops, many point to Easter eggs as prime examples of this). Even though it has been an issue for quite some time, there was a feeling that the Government has not effectively addressed this, and there were calls for action.

“I don’t know why the Government just don’t do something about the packaging. Nobody wants it. I recycle what I can, I’m doing my bit.”

Tourism and holidays

This was the area of behaviour change where the least progress was seen to be made. While some participants may have looked at alternatives to flying for shorter haul trips, there was a general feeling that this is one area where Government intervention would not be welcome. People generally felt that they deserve their holidays and are unwilling to give up the opportunity to fly abroad. Air travel has only become accessible to the masses in the past ten years with the advent of the budget airlines and there was resistance to giving this up.

It was felt that the best way to tackle this would be to conduct research into cleaner fuel alternatives, as spearheaded by Richard Branson.

Food

It seems that many would be willing to buy more locally produced and organic food, if it were more reasonably priced and more widely available. Availability, cost and choice are three key issues that need to be addressed in order to make progress in this area.

Personal transport choice

Some participants noted, after discussion, that they may look at greener vehicles in the future if they are considering purchasing a new car, but information on emissions must be readily available with other key details (e.g. engine size).

Car clubs have not really penetrated the public’s consciousness as yet, but there was some interest when mentioned, and some participants were beginning to look at car pooling when travelling to work.

However, the biggest issue surrounding reducing emissions in this area was what is considered to be a poorly run, dirty, unsafe and expensive public transport infrastructure. This was a key barrier and while many admit they *could* use public transport to get around, they were quite firm that until there is a better alternative, they are unlikely to change their ways.

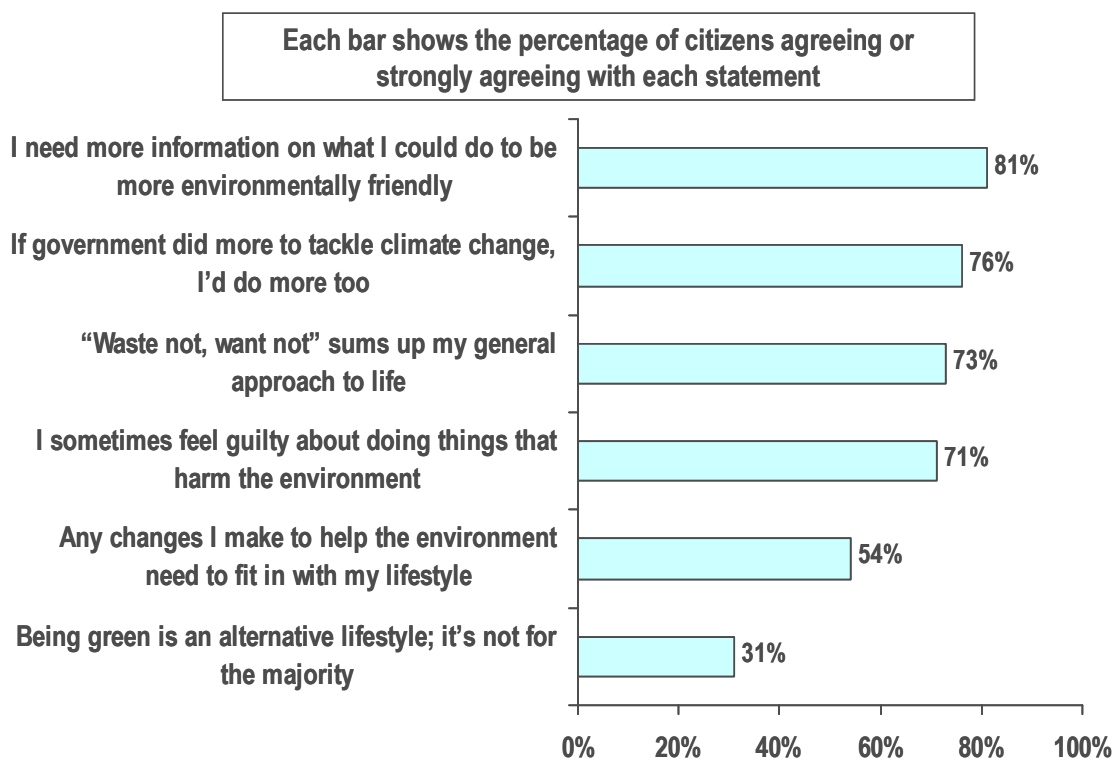
5. Findings from activities conducted between the workshops and the Summit

Once the regional workshops had been completed, citizens were provided with the following information to read and digest (copies of which can be found in the appendix):

- Some basic fact sheets on climate change
- Some case studies of how citizens around the world are tackling climate change
- A summary of the content of the draft Climate Change Bill
- Information on different ways in which the Government can make change happen
- Information on what business is doing to tackle climate change
- A list of other information sources on climate change
- A DVD copy of 'An Inconvenient Truth' by Al Gore
- A CD-ROM featuring a PowerPoint presentation on climate change

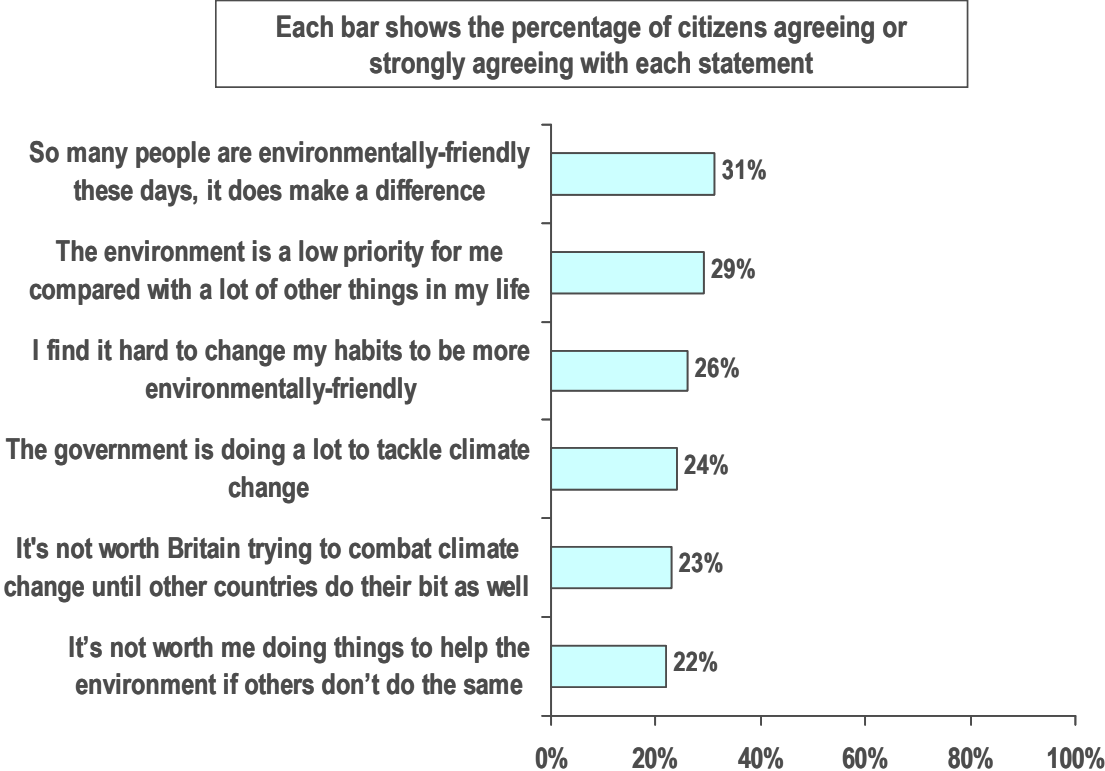
One week before the summit, a short telephone survey was conducted to capture some information on attitudes, the results of which are summarised below.

Response to attitudinal statements (1) in telephone survey between regional workshops and Citizens' Summit (Base: 138 participants)



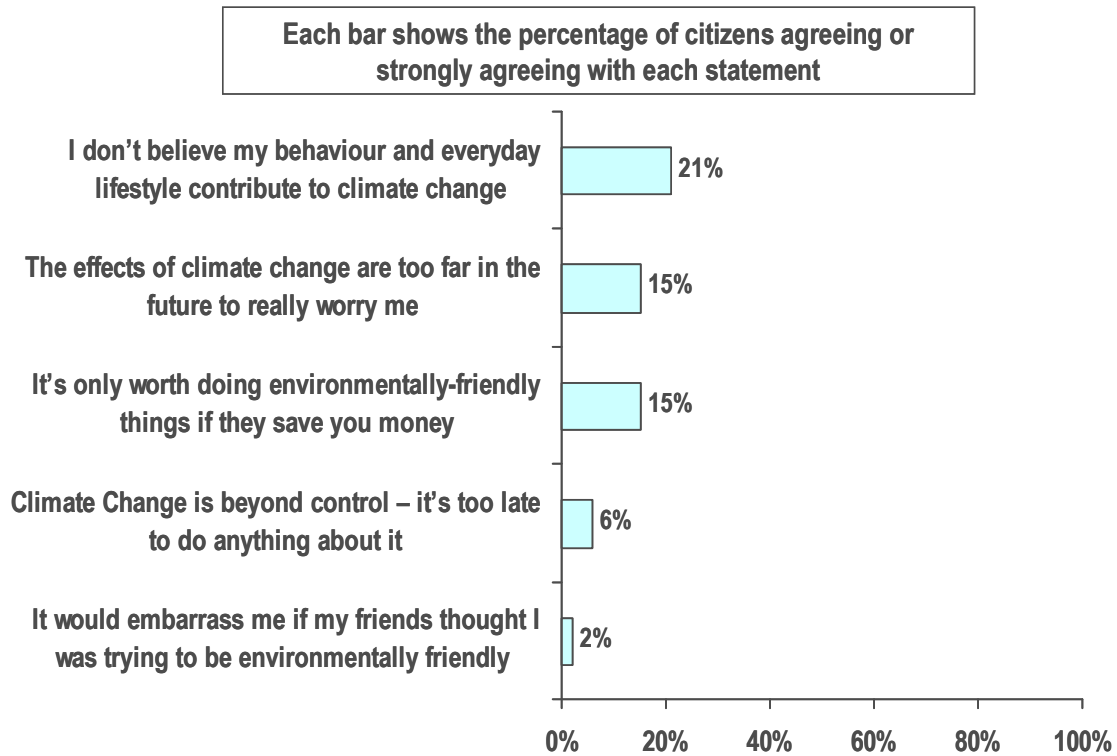
There is considerable agreement (81%) with the statement 'I need more information on what I could do to be more environmentally friendly', and this is a theme that is mentioned frequently, especially during the early parts of the research process. Another common theme is the second most commonly agreed-with statement 'If Government did more to tackle climate change, I'd do more too' (76%). Almost three in every four participants (71%) would agree that they feel guilty in doing things that harm the environment, but at the same time, just over one in every two people (54%) say they are clear about the need for any changes they make to help the environment to be able to fit in with their lifestyle, indicating some reluctance to make major changes.

Response to attitudinal statements (2) in telephone survey between regional workshops and Citizens' Summit (Base: 138 participants)



Just fewer than one in three participants (29%) would agree that the environment is a low priority for them compared to other things in their lives, and encouragingly, only one in every four people (26%) feel that it is hard to change their habits to be more environmentally friendly. However, only a minority would agree that the Government is doing enough to combat climate change (24%).

Response to attitudinal statements (3) in telephone survey between regional workshops and Citizens' Summit (Base: 138 participants)

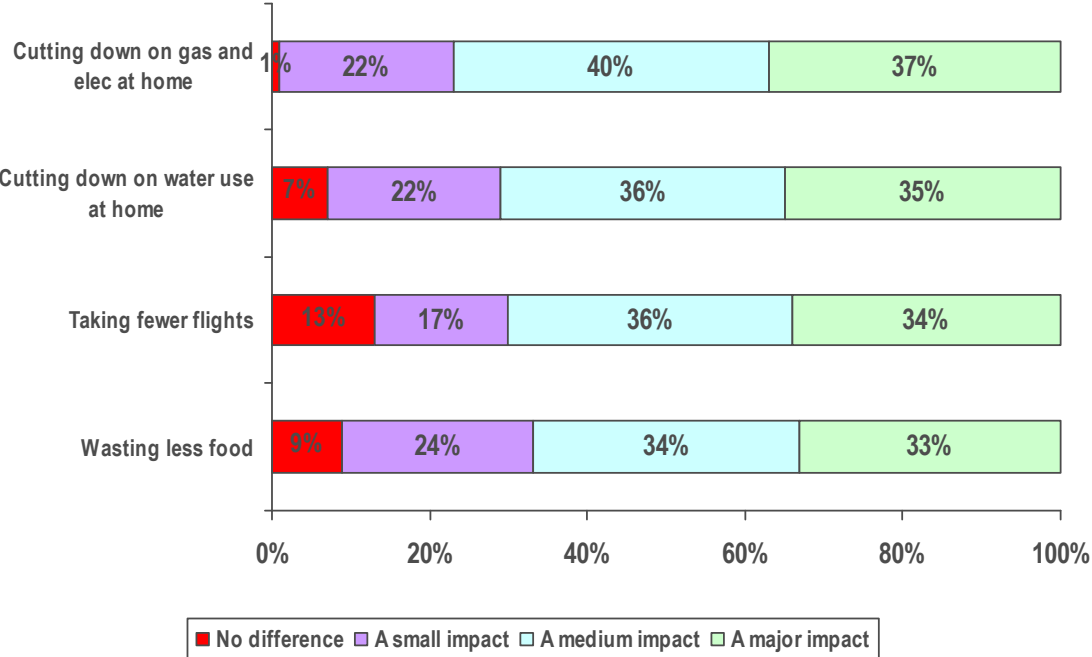
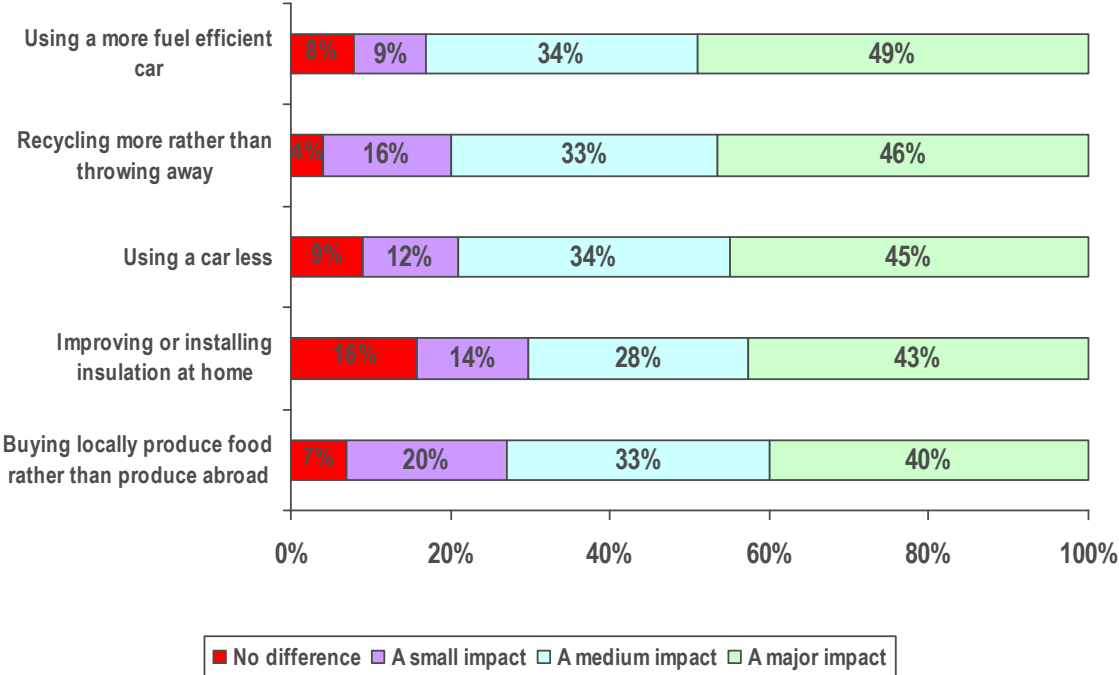


It is encouraging to see that there is little widespread agreement that individuals' behaviour does not contribute to climate change (21%), that climate change is an issue too far in the future to worry participants (15%) and that its only worth doing environmentally friendly things if they save you money (6%).

Overall, there are some strong messages showing through in responses to these attitudinal statements:

- There is a need for citizens to be given more information about how they can tackle climate change
- There is a need to see the Government making efforts to combat climate change in order to encourage more members of the public to do so
- There is a definitely room for the public to make changes – it is not seen as an impossible task

How much of an impact would each of these activities make in reducing your emissions overall? (Base: 138 participants)



Participants were also given a list of behaviours that could help to tackle climate change, and asked how much of an impact they thought each would make. The greatest number of people (49%) thought that using a more fuel efficient car would have a major impact, alongside recycling (46%) and using a

car less (45%). Those activities perceived as having a major impact by the fewest participants are 'taking fewer flights' and 'wasting less food'.

6. Findings from the Citizens' Summit

6.1 The impact of the climate change packs

Key learnings

The packs were successful in the majority of cases in creating a belief that climate change is a real and urgent issue which demands action by the Government, by business and by the individual.

The key learning from this stage of the project is that a communication programme to stimulate knowledge and a sense of urgency and to provide some support in dealing with the cost implications of energy saving can lead to widespread changes in individual behaviour. There is, however, a deep underlying scepticism about the commitment of Government and business to action on this issue. The points below outline possible strategies for changing attitudes and behaviour:

- An emotive approach is essential - issues such as the plight of the polar bears had far greater ability to change personal behaviour than the more factual approach, but it is important that consistent, practical advice and guidance is easily accessible to assist those wanting to change.
- There are a range of relatively easy/ low cost changes in behaviour that most individuals appear willing to make, which, if communicated effectively across the whole population, would be likely to be widely adopted. These include not leaving phone chargers on or the TV on standby, using low energy light bulbs, recycling etc.
- The Government need to provide positive incentives to individuals to make more major and costly changes such as home insulation, solar panels, changing transport methods and to encourage greater co-operative action.
- The underlying scepticism regarding the commitment of Government to act on climate change could be overcome by their being seen to take a leading world role in aiding developing countries and in pressuring global corporations to act responsibly. Domestically the Government needs to ensure high standards are maintained across the whole country in terms of public services in areas such as transport and recycling.
- Companies are frequently judged guilty of tokenism in this area. Businesses need to be seen to be investing heavily in 'green' technology and retailers need to take a more responsible view on areas such as flying food long distances and reducing packaging.

Overview

The first debate of the day focused on a discussion of the material obtained in the climate change information pack provided for participants following the initial workshop. This contained a range of information on action on climate change by Government and business. It provided links to a range of sources of information/ websites and a DVD of the Al Gore film 'An Inconvenient Truth'.

The aim of the first stage of the debate was to assess how far the involvement in the research process and the information provided in the packs had built on participants' knowledge, changed attitudes and encouraged changes in behaviour.

The chapter below provides a summary of the debate under the following headings:

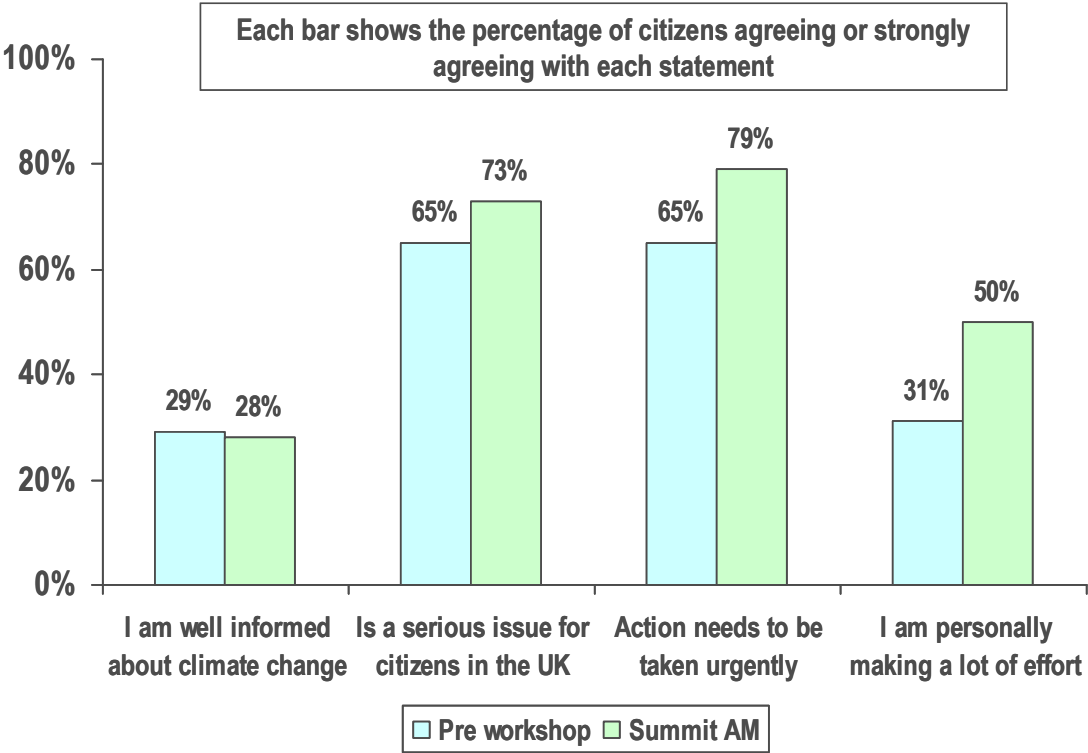
- Initial reaction to the climate change packs
- Is climate change a real issue?
- Understanding the role of Government
- Understanding the role of business
- Understanding the role of the individual
- Barriers to change for the individual
- The way forward

The debate and themes

Changes in attitudes since the workshops

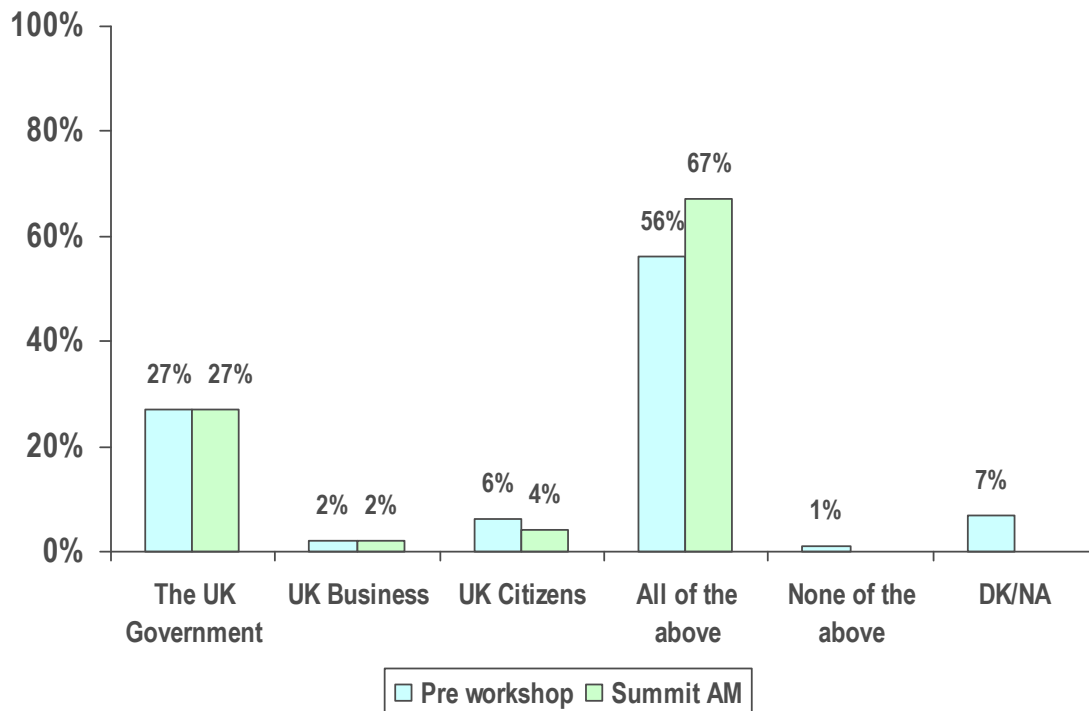
At the beginning of the day, polling questions asked before the regional workshops were asked again to see if the information packs had made any difference to opinions (the results of which can be seen below). While there is little change in the number of people agreeing that they were well informed about climate change, those agreeing that the issue was a serious one for citizens in the UK had increased from 65% to 73%. An even greater number of people at this stage now felt that 'action needs to be taken urgently to tackle climate change' (up 65% to 79%). Of all the statements however, 'I am personally making a lot of effort to combat climate change' increased the most, from 31% to 50%, perhaps reflecting the number of activities that participants had been trying out since the workshops.

Attitudes on climate change (Base: 161 participants pre-workshop, 134 participants in morning voting at the Summit)



So while participants did not necessarily feel they understood in any greater detail how climate change actually happens, there was an increased sense of urgency about the fact that it is a real problem that needs to be tackled.

Attitudes on responsibility for tackling climate change (Base: 161 participants pre-workshop, 134 participants in morning voting at the Summit)



Also changed since the workshops was the increase in the number of participants who believe that it is 'all of us' who have the responsibility for taking the lead in tackling climate change; this showed an increase from 56% to 67%, bringing the total to just over two in three people believing that they need to play a part.

After this polling session, participants were asked to discuss in more detail what they thought of the climate change packs.

Initial reaction to the climate change packs

Involvement in the project and the information pack material had a significant impact on a high percentage of those taking part.

“Surprised how one small workshop could make a difference in our awareness.”

Overall the greatest impact was made by the Al Gore DVD. The success of the DVD appears to have been based on its ability to combine an emotional and rational appeal. The DVD was seen to be well researched and had a high level of credibility based both on the personal commitment of Al Gore and the detailed factual information. Participants were surprised, shocked and in many cases motivated to change their behaviour after viewing the film and were convinced of the urgency of the problem.

Although much of the written information provided was interesting and valued as a follow up, it is the emotional impact of the DVD, and the worries about polar bears and fish stocks etc which convinced most participants that the problem was urgent and immediate and encouraged them to take individual action rather than assuming this was an issue that could only be solved at Government level.

“One thing that really hit home was seeing the polar bears – that sort of thing brings it home.”

“The video was the most informative – very shocking, panic about storms, tornadoes, disease etc. It was eye opening.”

“Out of all the info that was sent, the most influential was Al Gore’s DVD. You’re not going to go to all the websites etc...The bit about the land shrinking – it makes an impact visually. They take you to all the countries where the problems are. It’s the visual not the written word that makes the impact.”

Is climate change a real issue?

For the majority of participants, the information pack, and particularly the video, made a considerable contribution to developing their awareness of the reality and urgency of the climate change issue and created a very real concern about how little had been done to date.

There was, however, still a level of underlying scepticism over the information available, the commitment of Government and business to act rather than just talk, and whether individual action alone could have any noticeable effect.

“I have become more aware, my level of confusion has increased, and I perhaps have become more sceptical - We have become more aware of what we don’t know. I want the information. I haven’t found the information that I want in the form that I want it.”

There is still a feeling that much of the information available is confusing and conflicting advice is being given in terms of the value of specific behaviour changes.

For a few participants, their scepticism went further and they did not believe the scientific evidence of either the video or the written information. These participants were in a small minority.

“Documentary on channel 4 - counter arguments that it is not man made. Now I’m confused and cynical hearing two sides of the story.”

“Information in the packs was one sided and therefore adds to the confusion of other things we hear....we want to hear the counter argument.”

A number of participants who saw climate change as a real and urgent issue still felt some information was conflicting about specific aspects of climate change and climate change policy. The area of carbon offsets/credits was particularly confusing and to many seemed a way of avoiding dealing with the real problem.

“Don't understand carbon credits... It's just passing it around, not reducing it globally if buying credits from another country that produces less, then it's just passing it around and keeping levels the same”

For the majority having seen the video, presentation and having read some of the information, they were convinced that climate change is a real and urgent issue and they were motivated in many cases to change their behaviour in a number of ways. The details of actions taken are outlined in subsequent sections.

Understanding the role of Government

There was no clear indication that the information packs had provided any detailed understanding of the Government's Sustainable Development Strategy or of the role of Government as an enabler of business. Participants, however, are agreed that the Government needs to take the leading role in the UK and internationally on climate change. A number of themes can be identified in relation to participants' views on the role the Government should play:

- **The British Government as a world leader on climate change**

The British Government is seen as having the potential to lead the world on climate change in terms of influencing, advising and providing specific expertise to other countries, particularly those such as China and India which are developing rapidly. A few participants even suggest a more aggressive stance such as trade sanctions on countries which do not meet emission reduction targets.

The British Government could also do more to influence business internationally. The key need for global industries, such as the car industry, to act to help emission control was recognised.

“Our Government is a powerful world force...we could influence big industry worldwide.”

“Can the Government put pressure on other Governments to follow a common programme - needs to be if it will have an impact.”

“We are one of the richest nations in the world - we have a moral obligation to lead the change.”

- **The Government role in ensuring local services have uniform high standards**

There was considerable complaint about the variation in facilities locally, particularly for recycling and in public transport, and a concern that recycled material was being sent overseas. Towns varied considerably - Newcastle was seen as better than Birmingham at recycling. The Government should ensure local services reach a common high standard and act to ensure local planning regulations do not work against those trying to act responsibly by, for example, installing solar panels or wind turbines. The Government should insist that best practice developed in some areas is followed across the country.

“But local councils have demonstrated that recycling and energy saving can be achieved cost effectively. The paradigm is Woking council.”

“Changing car use is major issue, and needs an overhaul of public transport....needs to be cheaper and better by a street! This Government has done nothing to help improve public transport..... No investment, and sold off bus companies via local authorities.”

- **The Government must set an example to business and the community**

The Government should ensure it acts to limit carbon emissions in terms of its own operations i.e. how its own employees travel, lights should be turned off in Government buildings etc. and it should ensure public services, particularly schools and hospitals, are run in an energy efficient manner. The Government should give greater publicity to the ‘green incentives’ that are available for businesses and the community.

“As a business, you rely on the top to lead the way but we’re not being led by Government they’re not setting the example they should be setting.”

Understanding the role of business

The overall role of business, particularly of major international corporations, is seen as key to reducing carbon emissions. Climate change is a global issue and global companies particularly the oil companies and car manufacturers need to be encouraged to take action. Businesses can potentially act in a number of ways:

“It’s got to start at the company level. Big industrial companies need to give us [the consumer] incentives.”

“Onus is on business to do more. Information suggests we are on the brink of extinction. It is big money to change. Business will respond to what people want but basically interested in making money. Incentives to business are very important.”

“We have tried to get more interest in recycling but businesses do not care - junk mail is a real problem.”

A number of people felt the examples of business action given in the pack were rather trivial. Business needed to make far more fundamental changes in the products they produce and the way they work to have a real impact on climate change. The key themes discussed included:

- **Businesses should invest in 'green' technology**

Businesses should be producing goods which are less polluting, last longer, are easier to repair and move away from the concept of built in obsolescence. There was also a feeling that global corporations were unwilling to move away from technology dependent on oil and needed to be pressurised to do this by Governments.

- **Retailers should be more responsible**

Retailers should sell loose fruit and vegetables and generally reduce packaging. Where possible they should source more products locally, not fly food in long distances and should not transport products around the country unnecessarily. This could save money for both retailers and consumers.

Food labelling should be clearer to show country of origin and if the food is produced locally. Supermarkets should use paper bags and glass bottles which can be returned as in other European countries.

“Like to move to more small local shops. Should stop meat coming from abroad and do more to support local farmers”

“Tesco should be giving away [low energy] light bulbs”

- **Businesses should put their own house in order**

All businesses should encourage their staff to recycle, limit excess packaging on their products, ensure lights are turned out in their buildings etc. Some companies have an energy saving culture and others do not. All companies should be given incentives to save energy and specific incentives should be directed to small companies.

“Where I work there are no provisions for recycling - all businesses large and small could do that”

“Should all commercial lighting go off at midnight”

Understanding the role of the individual

The programme to date and the climate change pack has convinced many of those who took part that the individual can have an important role to play alongside Government and business but participants

believe people need to be motivated to act both through fear of the consequences of not acting and by positive incentives to change behaviour.

Many think that individuals need to change their emphasis on consumption and decide what is really important for them and their families. Some are saying we need to get back to older values where goods were repaired, things were bought to last and food was not wasted.

The Climate Change pack had a number of effects on individuals:

- **Changing behaviour on the 'easy' things**

Many participants had been motivated by the information received to do the easier things such as switching off lights, not leaving the TV on standby or the mobile phone charger on, taking bags to the supermarket, buying energy efficient light bulbs etc

"I've started using a 30 degree wash, quicker showers, have changed light bulbs, and I had to buy a washing machine and I looked at the energy ratings. This is all since the info and workshops. Before then I felt nothing was coming through that made any common sense - no tips coming through to the public"

"Watching it made me do things differently e.g. cut down on packaging when shopping, drove the car with others in it rather than alone. Made me more pro-active e.g. switch lights off, recycle."

- **Convincing others that climate change is a major issue**

A number of participants had talked to other family members about changing behaviour and found children were in the main supportive and interested. Some had gone beyond the family and talked to friends and one or two had thought about co-operative action such as taking recycling from a number of flats to a centre or sharing cars for school runs.

"Have been more conscious since reading the pack regarding light bulb usage. Have spread the awareness to family and friends since the last meeting."

- **Changing behaviour on the 'difficult' things**

A number of participants believed the problem of controlling carbon emissions needed more major lifestyle changes including taking fewer holidays abroad, becoming less dependent on cars and buying food locally. This awareness had not been translated into action generally although a number of participants did intend to try to be less car dependent and to walk more. It was felt, if real progress was to be made in these areas, it could only be in combination with Government and business action i.e. improvements in public transport would help you to be less car dependent, increasing the costs of flying and positive incentives to holiday in Britain might change travel plans.

“I always do quite a lot of easy things like recycling but I need to do more difficult things move outside the comfort zone. I do try to take the bus. We should not get like US where everyone drives everywhere. Pavements are bad so it is hard to walk in some areas.”

“One way would be to change the way of our lives without reducing standards. You need to decide what is really necessary and what you can go without.”

Barriers to change for the individual

The key barriers to change for individuals are:

- **Lack of knowledge and a sense of urgency**

Participants were very aware that until they had been involved in this programme they knew climate change was an issue but very few understood the urgency or were prepared to make changes personally. The process they had experienced needed to be replicated across the whole population.

‘Now I realise that just by unplugging my phone charger I can make a difference I think that we live in a very selfish society and although it is not affecting me now it will in the future. I feel that it is necessary to frighten people to get them to change’

- **The cost of change**

Climate change is now recognised by most participants to be an all encompassing issue but the impetus to make major changes is limited by a number of factors the biggest of which is cost.

Cost is the key barrier to many participants. Cost issues mentioned most often include:

- The cost of products that last
- The cost of public transport
- The cost of improving the energy efficiency of your home
- The cost of family holidays in the UK

‘A lot of it is about money e.g. Light bulbs that are energy efficient are more expensive and cheap flights can be cheaper than taking the train. Organic foods are more expensive. Local foods are difficult to access and you need a car e.g. Long journeys by car to farms.’

Individuals need to see that actions to help save energy can provide long term cost savings and they need support and incentives from Government and business to help make change affordable.

The way forward

The information pack worked well for participants both in providing information and motivating them to change their behaviour.

Even before the day's discussion many who had read the information pack and begun to think about the issues had recognised the importance of business, the Government and the individual working together.

Key themes in terms of the way forward were:

- **The Government must act as world leader in climate change**

Britain should take a leadership role. We are well placed to do this with influence on the US and Europe and we can be a partner to help developing countries in terms of using 'greener' technology

- **The Government must invest in a major publicity and education programme**

The aim of the programme should be to replicate the results gained by participants from the information pack and involvement in the initial workshops. A wide range of consistent messages need to be presented through a range of channels to encourage people to act and to create belief that the Government is acting effectively to meet targets.

'I feel now that Government will have to do more to lead us, but also understand how hard it will be with public resistance and lack of understanding from the public.'

- **Climate change must be a non political issue**

All political parties must co-operate in dealing with the problems of climate change as this is essential to the future of the planet

- **Global business must act to change to new technologies not dependent on fossil fuels**

There was some recognition that global business could make a major contribution to solving what was clearly a global problem but the feeling was from the information in the pack that most action by business to date was tokenism.

- **Individuals must be willing to make changes in their lifestyles**

In the long term individuals would have to change their lifestyles away from consumerism. This process had to be made attractive. This could be achieved through education in schools and with support from business and Government. The right role models were considered very important.

6.2 The draft Climate Change Bill sets legally binding targets for Government to ensure that the UK reduces CO₂ emissions. What are citizens' views on this?

Key learnings

The presentation of the key provisions of the Climate Change Bill created a favourable reaction overall but this was seen as very much a first stage of a process and respondents were looking for a clear statement of commitment to long term action by the Government.

The environment must be agreed across political parties as 'the' priority for all Governments in the future. The commitment to setting targets is good in principle but what is essential is a long-term implementation programme to meet the targets. This can only be achieved by a long-term attitude and behaviour change in the population as a whole towards a less consumerist society.

The programme must be based on co-operation between the Government, business and the individual. The Government strategy must create trust, involvement and a sense of urgency amongst the whole population. Strategic considerations to achieve this aim are outlined below:

- It is essential to have very specific, short term targets to create a sense of urgency
- The Government need to set out and publicise a detailed implementation programme for each target in relation to business and the individual
- The programme should specify what new technology would be introduced by the Government e.g. on energy generation, how businesses would be made to change their practices and what incentives to change would be given to the general public.
- Change by business is seen as central to the success of the project and will only come from a mix of positive incentives and compulsion from the Government
- The concept of legally binding targets in principle was seen as important but needs considerable clarification in terms of how they will work and who will pay in the case of problems
- The public need clear, personally relevant, actionable advice from a Government that they believe shares their interests – the point recalled most clearly from the presentation was the personal comment by the Secretary of State on how easily he had changed to a 'green' electricity supplier.

Overview

This debate followed the address of the Secretary of State on the launch of the Climate Change Bill. Participants were provided with an information sheet summarising the main provisions. The debate was short and centred round participants initial reactions to the Government actions and whether they felt it to be right that the nation should have clear targets for reducing emissions.

The chapter below provides a summary of the debate under the following themes:

- The need for a Climate Change Bill
- The value of setting targets for carbon emissions
- Trusting the Government to act
- Are the targets realistic/ achievable?
- Making targets legally binding
- Ensuring the business community acts
- Supporting contributions to limiting emissions by the general public

The debate and themes

The need for a Climate Change Bill

Most participants agreed there was a need for action by the Government and were in favour of the Bill in principle but problems arose in judging whether the detailed provisions of the Bill were right and in understanding how the Bill would be put into practice and at what cost to the general public/ the taxpayer.

“Agree that having the Bill is an excellent idea. But we need other types of sustainable energy. Do we get a say in any of this?”

“In theory I think the Bill is an excellent idea. In practice it is difficult”

The value of setting targets for carbon emissions

The majority of participants agreed that the principle of setting targets was the right approach although it raised a wide range of questions including – is the 60% reduction level right as a target, is the timing realistic, what are the likely economic effects, should the bill cover a broader range of emissions, how will the targets be monitored etc.

“Targets are a good idea...it's not going to cost anymore to businesses so long as they can do the research to produce the goods.”

“Think it's good to have targets and long term commitment - Know the Government is serious.”

“Think we should be proud to have the target and lead the world.”

There was some concern that targets for 2050 were too far ahead to motivate people to change and did not reflect the urgency of the situation. Intermediate, short term targets were important to motivate people to act now. The Government needed to create the sense of urgency that was communicated in the Al Gore video.

“You need an interim measure - smaller targets in between you need an international meeting every year - not just every five years.”

Setting specific targets was seen by most people to be the right approach and to provide an opportunity for Britain to set an example to the rest of the world. Targets provide a focus for activity but the real long term importance lies in developing a co-operative programme to meet the targets involving business and the general public in the process.

Trusting the Government to act

The majority accepted that the Government was doing the right thing in terms of developing a Climate Change Bill based on specific targets. Where scepticism was raised was in how far the Government would go beyond passing the bill to develop detailed implementation programmes with business and to educate, motivate and give incentives to the public to work to meet the targets.

The targets were a long way ahead. Doubts were raised on how progress would be monitored and what might happen with a change in Government. Several thought that the status of the environment should be raised in Government.

“There is a difference between what the Government says and what they do. Are the Government more concerned with prestige rather than saving the planet? Sounds very good however most of the table were cynical - there is a lack of trust.”

“Although the Government say we are going to stop emissions what will other countries be doing? We must take the lead and then other countries will follow. The Government needs to be more accountable.”

Trust would also be enhanced if participants believed the environment was considered a non political issue on which all parties could agree a long term programme. Most participants did not believe that targets should be reached by offsetting. They must be reached by real change in the UK – offsetting was seen as ‘a bit of a con’ by the Government and did not contribute to a feeling of trust.

“All the political parties need to agree on this issue and collaborate together.”

“Some politicians do not practice what they preach. Offsetting is a bit of a con as developed countries will buy credits from poor countries.”

Are the targets realistic/ achievable?

Many participants raised the issue of whether the targets were realistic and achievable. A limited amount of information was provided on how the levels were set and some participants felt they were being asked to take this on trust. Several participants asked what 60% actually meant and how did we know that this was the right target – it could be too high or low.

“Targets achievable? We hope they're achievable. I won't be here then! Why do we have to take so long over the changes? Why can't we have them sooner?”

‘The bill just throws a number at you - why 60%, is it achievable, is it based on known impact, why 60% - something that they are comfortable with?’

If it was accepted that the levels were right, the issue of whether these levels are actually achievable was of major concern. Many participants felt they didn't have the knowledge to judge whether the levels were realistic. It was felt by many that targets come down to money – doing what we can afford to do. There was some confusion about whether the programme to reduce carbon emissions could have actual economic benefits or whether it was just more cost effective to do it now than in the future.

“Targets have to have more detail how will actually impact on the businesses and individuals.”

“What does 60% mean for us - what do we actually have to do?”

A far greater amount of detailed information is necessary to convince people that the targets are realistic and achievable. There are no international standards or experience from other countries to compare them against. They depend on action by business and by the general public as well as Government, but no specific details were given on how this programme would work, what new technology would be introduced, how businesses would be made to change, what incentives would be provided to the general public e.g. in the form of grants for home improvements etc.

Making targets legally binding

The idea of legally binding targets was considered important, and in principle contributed to trust that the Government was serious in acting on this issue, but there was considerable confusion on how the targets could be made legally binding and what implications this would have.

“How can they be legally binding - how it would work? Is the Government fined? Does the taxpayer have to pay? How do you watchdog yourself? I do believe they want to make them legally binding. Gives a clear, serious message.”

Some understand that the legally binding obligation is on the Government to meet the targets but others expect this obligation would also apply to targets set for businesses. There was some support for legally binding targets for businesses.

“Will there be fines and penalties...we do need to have people realise the targets are serious...businesses should be penalised if they don't achieve targets.”

“Targets should be legally binding...otherwise people / companies might not feel they need to do anything.”

A question raised by a number of participants is what penalties would be in place if the Government failed to meet legally binding targets and who would pay. Would it be the taxpayer? If the Government makes the system of targets for business over punitive it is always likely to be the small businesses that pay.

‘Legally binding - how will this work? Do we get fined if the Government fails to meet the legal limit? Who gets penalised and how? We need more information on how it will work’

Participants also needed reassurance that the legally binding nature of the Act would apply to all Governments in the future and not just the present Government.

Ensuring the business community acts

Many participants believed that the ability of the Government to meet targets was essentially down to the actions of business. Specific targets should be set for businesses to reduce their carbon emissions with penalties for failing to do so.

‘Signs that business is using technology to cope with some energy issues long term (aerospace etc) ahead of Government legislation ‘

‘I think for businesses they need targets, and then you can measure what they're doing, they can be assessed, and then you can see what needs reducing further’

There was a feeling from many that businesses must be given incentives to carry out research to make the necessary technological changes, to use energy more efficiently and to develop ‘greener’ products – less polluting goods with less packaging, that last longer, that can be repaired more easily etc. At the same time, investing in new technologies could bring companies positive economic gains.

There is also a need to ensure that businesses move to renewable energy sources and act responsibly i.e. not leaving unnecessary lighting on at night in shops and offices and working to develop zero carbon buildings.

Supporting contributions to limiting emissions by the general public?

The one point from the speech which most participants recalled, which created immediate impact and a feeling of shared interest, was the Secretary of State's comment on the ease of changing to a 'green' electricity supplier. Participants were looking for this type of information and advice and for active support from the Government and local authorities.

"Very impressed with what we have heard. Did not know about trying to change electricity supplier – thought it was all very positive and effective."

The Government needs to 'enrol and engage' people rather than lecture them. Most participants would like to understand better what the personal implications of the bill are likely to be. Will it be compulsory to make changes in your home to use energy more efficiently?

The Government needs to put pressure on local authorities to help the general public reduce their emissions. Examples given included grants for solar panels, wind turbines, cavity wall insulation, energy efficient heating boilers etc.

"To achieve them there must be a lot of help with affording the new technology e.g. incentives so that everybody - not just the rich are able to afford solar panels. In Bristol I got a grant to put in solar panels because we are in a conservation area."

"Need examples to convince people how cheap things that are good for the environment are to run."

The less well off need to be given specific help in affording new technology.

'There are a lot of people who aren't entitled to grant funding but still don't have the available income to make the changes'

'People on benefits should have cavity wall insulation paid for free. Seems to be a postcode lottery now'

In the long term it is recognised that the general public may be asked to make changes in their lives and people need to decide what is really important to them. For example, do they really need 24-hour shopping facilities? Government support is key to creating a less consumerist society and many

participants having taken part in this programme were favourably disposed to what was seen by many as a return to older values.

6.3 How can Government, business, the workforce and citizens work together effectively to reduce CO₂ emissions? What are citizens' views on the idea of an environmental contract?

Key learning

In principle, people are in favour of the concept of an environmental contract with targets for reducing CO₂ emissions, the majority believing that this is necessary. The idea of working together as a nation in this manner is thought to be conducive to cultivating a sense of national pride, unity and a positive cultural shift within our society. Moreover, most participants are encouraged when hearing about simple and easy to implement ways in which they can effectively play their part.

However, people will only buy into the idea – and be prepared to play their part in the contract – if the Government effectively communicates and demonstrates how it will work in reality and addresses the concerns that people have. The areas in which participants seek reassurance are outlined below:

- That the contract won't detrimentally affect people's (and the UK's) economic and social stability
- That the public as a whole would not be put at an unfair disadvantage against the Government and businesses once the contract was implemented
- That the contract would be made fair and viable through the introduction of financial and practical assistance to businesses and individuals
- That the existing UK political infrastructure and processes would work together to ensure the success of the contract over the long term

It is felt by most that working together in a contractual arrangement is likely to be more successful than working in isolated groups. The factors highlighted as being particularly important in ensuring this success are outlined below:

- Having legally-enforceable targets.
- Strong leadership, both in terms of setting a positive practical example as well as being responsible for implementing and enforcing the contract.
- A degree of choice-editing for consumers and businesses, thereby forcing them to adopt more environmentally-friendly practices.
- A strong and clear communications and education plan – bringing consistent, regular, clear and simple information to all stakeholders
- Provision of practical guidance, opportunities and real-life examples about how such targets can be achieved.
- A consistent media and Government approach
- Public engagement in the design / process

Overview

“If citizens, businesses and nations are to change their behaviour, they must be confident that their actions will be reciprocated. This is why an environmental contract that ensures people have the confidence to act is being proposed, knowing their actions will be matched by others. A contract not in the sense of a legal document, but a deal that if an individual is going to act responsibly in his or her personal life he can expect that he is acting in step with others, with the support of business and the workplace, and with the encouragement of Government.” Defra, May 2007

These debates focused on responses to the idea of an environmental contract with targets set for CO₂ emission reductions (as described above). These discussions followed presentations and a panel question and answer session from the Secretary of State, David Miliband, Richard Lambert from the CBI, Brendan Barber from the TUC and Ed Mayo from the National Consumer Council. Participants were asked how they felt about the concept of an environmental contract, their thoughts on whether or not Government and business appeared to be doing enough, as well as their emerging expectations, hopes, concerns and questions.

In principle, most participants were in favour of the concept of an environmental contract with targets for reducing CO₂ emissions although a number of concerns and questions were raised about it.

Participants were also encouraged by what was being communicated by the speakers and were enthused by the fact that they had started talking about the issue, although the sentiment was that more could be done, particularly if such high targets were to be achieved. There was also considerable frustration that the speakers were too conceptual, failing to address some of their more practical concerns.

Much of the discussion at this point of the day focused on the questions and concerns raised. There were also a number of practical suggestions made as to how to win further support from the public and ensure the contract's successful implementation.

The following sections discuss these in more detail.

Detailed responses

Most participants were in favour of the concept

Fundamentally, participants were in favour of the idea of an environmental contract with CO₂ emission reduction targets and believed that this was entirely necessary.

This was helped in part by the fact that by this stage of the day, many recognised the urgency and seriousness of climate change and believed that so much more could be done to address the issue.

Hardly anyone at this stage suggested that they doubted the overall premise of climate change and the changes that are needed to abate it.

“Urgent action is needed...we have to move with our feet”

“We’ve got a huge challenge on our hands”

In addition, the idea of working together as a nation in this reciprocal/contractual manner was thought to be conducive to cultivating a sense of national pride, unity and even a positive cultural shift within our society. Some participants thought that it would also reflect our leading power status to other countries.

“Britain is a leading country and can set an example. I hope these ideas will spread through Europe”

“A contract puts everyone in the right frame of mind”

Many participants also indicated that working together in a contractual arrangement was likely to be more successful than working in isolated groups; the sum of the whole would be greater than the component parts. Many participants recognised that to date most efforts to tackle climate change had been one-offs and/or individually-focused and that it was therefore time for a more united effort to be employed. Many were glad to see that those with more power and influence, namely businesses and Government, were to be included in this responsibility – and there was considerable mention of the positive nature of the role David Miliband is taking.

“It was encouraging. I didn’t realise the involvement there already is”

“Mr Miliband comes across as having genuine concern and commitment”

“It was encouraging and plausible and covered most of the points”

“Businesses are doing more than I realised”

Additionally, having targets (particularly if they were legally-enforceable) was considered to be an effective and viable way to help ensure the success of the contract. Targets would provide a common currency and measurement from which all the stakeholders could all work. They also reflected a commitment to the cause.

Additionally, a few participants also pointed out the success of other national/united changes such as the smoking ban or healthy eating campaign as examples of how big shifts in behaviour can be achieved in this way.

Most participants were encouraged by some of the specific things the speakers were saying and doing. Some of the examples given particularly fuelled participant enthusiasm because they seemed so simple and easy to implement. Examples most frequently mentioned were changing to low-carbon, wind energy suppliers, buying locally produced items, and measuring one's carbon footprint/energy emissions in the home. Many participants thought that Ed Mayo of the National Consumer Council put forward these suggestions in an engaging way.

Despite a positive overall response to the idea of an environmental contract, with many participants saying that they'd be keen to tell others about it, most participants were unaware of the idea of a three-way contract prior to the Summit.

A number of concerns and questions were raised

Despite being positive overall, there was nevertheless a degree of disappointment amongst some tables about the way in which other issues were addressed (or not addressed) and a number of concerns and questions were raised as a consequence. The following sections address these.

"Very interesting but how do we do it?"

"The question on incentives wasn't answered"

The idea is too 'conceptual'

Many participants voiced concerns about how the contract would actually work in practice and suggested that the speakers were too conceptual in the ways in which they talked about it. The sense was that the speakers (and their associated organisations) had started the ball rolling but often stopped short of really getting to grips with – or at least communicating - all of the many practicalities that were likely to be involved. As such, many participants were unclear about exactly what was being proposed, nor what they and other stakeholders were going to be expected to do.

"How is it going to be achieved?"

"We would like a clear set of specifics rather than platitudes"

"I still don't know what we can do individually"

"They didn't give any information"

Lack of clarity over leadership

More specifically, participants were critical that the speakers didn't address the issue of leadership. Many doubted that the contract would be viable without strong leadership, both in terms of setting a positive practical example ('walking the walk'), as well as being responsible for implementing and enforcing the contract. Addressing the issue of leadership would have provided the necessary hook upon which participants could begin to understand how the contract would work. Not addressing it left participants highly sceptical of the sincerity and validity of thinking behind the idea.

"Who's going to take the strong lead? Someone's got to pull it all together"

"Good idea but who's going to lead?"

Concerns over enforcement

Particular questions were also raised about how the contract was to be enforced and many suggested that other policies had failed in the past because of this omission (although they were unable to suggest particular examples). Since this wasn't thought to have been addressed successfully by the speakers, participants were given yet another opportunity to doubt the idea's validity.

"What are they going to do to actually enforce these changes?"

"It has to be achievable, must be legally binding. Must be penalties"

"What are the penalties going to be for businesses which don't comply with the emissions targets?"

Economic and social impact

In addition to the above practicalities, the speaker slots and panel session generated a number of concerns about the possible impact of the contract on themselves (and others).

The biggest concerns centred on economic and (probably subsequent) social impacts. Some were left doubting whether the relative cost of its implementation, both in the short and longer terms, would outweigh the positive effects of it.

"I need to understand the long term and short term costs"

"It will cost too much"

More specifically, a considerable economic concern for some was the degree to which they'd be taxed, as well as where such taxes (if they were to be introduced) would actually be spent. Some reference

was made here to the tax recently imposed on 4x4s as an example of a stealth tax which was designed to increase the Government's purse first and foremost.

"Can we have an assurance that every penny raised on tax will go back to environmental support?"

Additionally, some concerns were raised over the possible economic impact on businesses (particularly the smaller ones), both in terms of meeting their obligations, as well as what might happen if they couldn't, and how this might have a negative knock-on effect on the UK economy as a whole.

"Consumerism works for our economy"

"Can the economy grow whilst emissions are reduced?"

Conversely, a few others wondered whether developing countries might be detrimentally affected as well if, for example, one of our obligations were to buy locally.

Some participants proceeded to question the possible social implications that such economic changes might bring. Questions over having existing job opportunities, lifestyles, choices and conveniences curtailed by these changes were raised. With the exception of a few people on one table who suggested that lifestyles might be improved because of the contract (slower pace, less pressure), many could only wonder about its negative effects.

"I'm worried that jobs and investment will be directly affected. People will go for cheap labour and will jobs go out of this country?"

"We want to know how it will affect us personally"

"All these initiatives will cost someone something"

Concerns about fairness

Some participants also raised concerns over how fair the implementation of the contract was likely to be. There was some concern that the public as a whole might be put at an unfair disadvantage against the Government and businesses, because the public had the least economic and political clout.

"The onus must be put on everybody equally, not just on Joe Public"

Additionally, some participants suggested that there were always some members of the public who would try to avoid their responsibilities, either willingly or because they didn't understand the importance of the issue, leaving an unfair burden on those with more of a social conscience and awareness.

"I think that a lot of people do not...realise how big an issue it is"

"There will always be a section of the population that will not do it by choice"

Additionally, since little was mentioned about assistance in achieving these targets, there were some concerns that the poorest sections of the community (both businesses and members of the public) might suffer disproportionately. The sense at the moment was that adhering to environmentally-friendly practices usually costs money, with few incentives or assistance available.

Political agendas and structures

The above concerns/questions are likely to have exacerbated scepticism about Government/ business intentions lying behind the concept.

There were questions about the extent to which the Government was truly supportive of the necessity of the contract and suggestions were made that it might be using it as a political tool instead.

"Providing it's not spin and the intentions are good...but it must not be spin"

"Is DEFRA arranging this as propaganda to make it look as if they are doing something?"

"In the same week that this is taking place, the Government has reduced the grant for installing solar panels by 83%. How does this tie in with our objectives here?"

In addition to this political scepticism, some concerns were raised about how effective the existing UK political infrastructure and processes would be at working together and ensuring the success of the contract over the long term. For instance, there were questions about how central Government would be able to enforce these requirements on local Government who were thought to have demonstrated a political will of their own upon occasion.

"There aren't targets in local Government. It isn't a hot topic and it should be"

"Local Government have got to be involved as well as the national Government"

There were also questions about how well the political parties would fare working in harmony with each other.

"How are all the UK political parties going to cooperate over climate change so that it is not a political issue?"

“How cooperative are Government departments? There should be joined up thinking between the parties”

Additionally, there were also some concerns that the short-term nature of politics could be at odds with the longer term requirements of the contract.

“There are too many hidden agendas”

Suggestions as to how all stakeholders could be encouraged to play their part

The questions and concerns raised following the speaker slots and panel session led many participants to articulate a number of suggestions as to how all stakeholders (particularly themselves) could be encouraged to play their part. The following section outlines these suggestions.

Communicate and educate

Participants suggested a significant need for consistent, regular, clear and simple information. All aspects of the contract must be readily and easily understood by everyone. This is essential if the contract is to get full support from everyone.

“It needs to be simple”

“They need to make everything far more transparent”

Communication would need to cover a number of aspects:

- **The nature of the contract:** who’s involved, what’s expected of each stakeholder, what the targets are (amount, timing). Participants are looking for a firm understanding of the mechanics of the contract
- **The purpose of the contract:** why it’s important (what it will achieve overall and for all stakeholders, and what would happen if it wasn’t achieved)

“It’s got to start at the bottom. People need to care”

- **Practical guidance on achieving targets:** what could and should be done. This is an extremely crucial part of participants’ requirements. At present, participants say that they’re unclear as to the benefits of one activity over another and a lot of confusion exists. They say that they’d like clearer information about what they should be doing and what businesses they should be supporting. In terms of education, some suggestions were made about offering people practical lessons in how to cook from scratch and how to mend things. Most participants also suggest that education must also be extended to businesses as well.

“People aren’t informed enough”

“They need to talk figures”

“Reps should go around and educate businesses, not just ask people to do things without them understanding”

“What we can do to make the maximum impact”

- **Progress:** once the contract in place, participants would want to know about how successful each stakeholder is and what’s being done to encourage and or penalise those who are not achieving their targets.

“You’d want proof that things were working and that they’re doing their bit”

“We want more frequent feedback”

There was also clear support for positive, real examples to help bring these messages to life.

“What they could do is give positive examples”

“I can relate to real issues. What people are doing and what impact they’re having”

“People want to know what they can do and what will make the greatest impact”

Suggestions were made about bringing the media on board with communicating the above, although Government education (through schools and after) was thought to be necessary as well. Participants require a consistency of approach, with all communication and educational vehicles working together to deliver the right and important messages.

“Provide strong leadership with legally enforceable penalties”

Despite most participants agreeing to the idea of the public playing their part, most called for the Government to take a very strong lead over what both the public and businesses need to do to ensure the contract’s success.

Participants suggested that this leadership should be communicated by initially setting a positive example and putting policies into action. There was thought to be considerable room for improvement amongst Government and businesses in this.

“I’d like to see the Government do something, like not go abroad. To show they care they should make a real effort not just a symbolic effort”

“Government should set an example and lead; live their own message”

“Need more personal leadership and examples from key people”

Participants also suggested that the Government would need to set firm and legally enforceable specifications as to what is required from stakeholders, and would need to particularly assert their influence over powerful businesses such as supermarkets and big bio-tech organisations.

Participants are looking for clear specifications, direction and advice from the outset and believe that legally enforceable targets are much more likely to be achieved/retained in the long run than non-legally enforceable targets.

“You’ve got to be strict with people”

“We need guidance”

“The Government has to take a much stronger lead”

“The Government will have to be big brother with a big stick”

“The contract has to be made to work by Government”

Many participants said that they’d also be looking for leaders to be named, given due credit and kudos, and offering a long-term commitment. Some cited David Miliband as currently a less favourable candidate for this leadership role because of his likely imminent departure to another cabinet and the relatively poor status given to his existing position.

“You’ve got to have someone dedicated, who’s set in place and doesn’t move on. Give the job some power and kudos. Everyone is now in it to move up the chain”

Offer incentives and practical solutions

In addition to a firmer, legally-enforceable, rather didactic approach (as discussed above), many participants were keen to suggest that the contract would only really be workable if a more positive, helpful, ‘carrot’ approach was adopted as well.

“Cost and inconvenience are the main barriers to change”

“Will they reduce costs to make it worthwhile?”

“You need rewards for being green”

Participants suggested that these should come in the form of practical/financial incentives (lower costs, overall grants), as well as overall support/publicity to those meeting their targets. Some participants suggested that more should be done to publicise the positive activities that have been achieved to date.

“Does the Government plan to subsidise action?”

On a practical level, participants pointed out that many members of the public as well as smaller businesses would not be able to play their part in the contract if they did not receive financial incentives to implement changes, and cited the poor success of existing practices which often dis-incentivised people instead. Incentives were thought to be all the more crucial if targets are to be legally enforceable and as significant as is being proposed, since without them poorer people/smaller businesses are likely to be significantly penalised. Examples of positive financial incentives that many participants recommended included

- Provision of free/cost-effective items which will help monitor or cut down emissions, for example carbon footprint monitors to help them assess their existing situation and progress over time and home insulation units (many were surprised as how little the latter cost once it was mentioned by one of the speakers)
- Transport incentives: examples given included both lower costs for using public transport as well as buying/maintaining environmentally-friendly vehicles
- Food incentives: many participants suggested that they would be much more likely to buy locally-produced foods, for example, if the price was competitive. Currently, foods produced many miles away is thought to be sometimes cheaper than that produced here

“It is more expensive to buy Scottish salmon than New Zealand lamb”

- Financial grants to those businesses most in need

“There should be more incentive for lower road tax for fuel efficient vehicles. More financial incentives for everyone to reduce carbon emissions”

“Can the price of solar powered cars be brought down and be made to look good and be safe?”

“What can Government do to make economic provision to help individuals to take dramatic steps?”

In addition to financial incentives, participants pinpointed many practical things which could be introduced by the Government and/or businesses, both in the short and longer terms, to further make their responsibilities easier to adhere to. Examples suggested include choice editing for consumers and businesses (in other words, forcing them to adopt more environmentally-friendly practices e.g. allowing only timed light switches to be used in premises), as well as those things which made it easier for them to adopt these practices when faced with a choice (e.g. ensuring that these timed light switches are more readily available and at a reasonable price). Guidance on best practical steps to be taken would significantly assist public support and adherence of the contract.

“We need to look at real practical solutions”

“You’ve got to make it easy for people to do things”

“Over time we need more and more technologies that take the choice out of it, like time delay switches”

Examples of these practical implementations tended to focus on the areas of public transport, packaging/labelling and manufacturing;

- **Public transport:** In addition to financially incentivising people to use this more, many participants said that more could be done to make the system better. This could include improved rolling stock, better timetabling, less distinction between first and economy classes, improved routes and safer options. Some participants suggested that simple, cost-effective measures such as more places to store bikes, could be introduced in the short term. For some, an improved public transport system was the key to uniting all stakeholders in their endeavours, since all would rely on it

“Not enough has been said about the transport issue”

- **Packaging and labelling:** Particular focus was put on the role that supermarkets play in this, with many participants suggesting that much more needs to be done to encourage/make them significantly change. Many participants called for an outright ban on plastic bags or over-packaged items, as well as much clearer labelling (on items as well as shop fixtures) about sourcing, materials, durability and so on, to help them make more informed, environmentally-friendly purchase decisions

“I think supermarkets should take more responsibility with packaging. I think food is better unpackaged”

“We’d like to see more labelling. How realistic is it to provide a grading system?”

“English lettuce should be signposted in the supermarkets”

- **Manufacturing:** Many participants pointed out the way in which manufacturers currently seem to make items designed to last only a short while and suggested that they should be encouraged/made to change this to ensure greater product longevity.

Provide full opportunity to engage

Despite many participants looking at Government (and for some, businesses as well) for leadership, guidance and, in some instances, choice editing, several people suggested that the opportunity for full engagement in the design/process of the contract was still necessary for all stakeholders (including the public). Some called for an interactive website as a tool for allowing this. Others suggested that regular council-run meetings should be introduced to allow people to have their say.

“It would be good to have a website where people can sign up and say they have joined in”

“A contract is a two-way process, not just a signing up”

“We should have our say”

Show us your commitment

In addition to the above, many participants suggested that they’d be more likely to support and adhere to the contract if they were absolutely convinced of the commitment given to it by the other stakeholders (Government and business). Examples given of how this commitment could be shown (by Government) were to include it in the political manifesto, offer guarantees, and commit to bringing back participants in the future (a years’ time?) to demonstrate achievements and commitment to the future.

6.4 How can Government, business, the workforce and citizens work together effectively to encourage us all, as individuals to make personal behavioural changes?

Key learnings

The most popular behaviours to try as part of the Citizen's Summit were:

- Take any recycling not collected by your local authority to a recycling point
- Turn off your TV instead of leaving it on standby
- Don't use the car for journeys of a mile or less (walk, cycle or use public transport instead)

The less popular behaviours to try or investigate were:

- Cut down on your meat/dairy consumption
- Buy fish that comes from sustainable sources i.e. it has been certified
- If you're planning a holiday, look at the option of a holiday in the UK rather than flying abroad

The barriers to uptake of new behaviours vary hugely by specific behaviour. However, cost, time and confusion over impacts are all common themes.

Initial feedback on the six specific behaviour goals

There is general support for the idea of **not throwing away food** for moral as well as sustainability reasons.

Energy efficient light bulbs are aesthetically unpopular but this does not prevent people from purchasing them for economic and environmental reasons.

Water meters were recommended during table discussions as the best way of encouraging **more responsible use of water**.

People say they would like to **repair more**, but they feel that the global economy and modern technology have made it far too expensive, difficult and unsafe.

There is some tentative support for **not using the car for journeys of a mile or less** (and many had done this as part of the trial of behaviours) but a lot doubted whether this change would be sustainable in the long run because of safety, time pressures and the need to carry heavy bags.

Holidaying in the UK was very unpopular and widely considered a second best option, mainly because of the weather and the expense perceived to be involved.

Detailed action plans for the six specific behaviour goals

People can think of more recommendations for Government and businesses than they can for individuals, communities or the workforce, reinforcing the need for leadership and enablement.

Common themes across the recommendations include:

- High profile public information campaigns with simple hard hitting messages
- Fiscal policies or business innovations to make the sustainable choice cheaper
- Public buildings and large office blocks to lead the way by 'going green'

In the time between attending the initial workshops and the Citizen's Summit, participants were asked to see if they could try a range of different behaviours to make their lifestyles more sustainable. The range of behaviours were:

- Turn off the power supply to your mobile phone charger when it's not in use
- Turn your TV off instead of leaving it on standby
- Take any recycling not collected by your local authority to a recycling point
- Reduce the temperature of your hot water by 10 degrees
- Take your own bags to the supermarket / refuse a plastic bag for less than two items
- Buy products with less unnecessary packaging e.g. buy loose apples rather than bagged
- Repair something rather than throw it away
- Take a shower rather than a bath / cut your shower time by 2 minutes
- Keep within the speed limit
- Don't use the car for journeys of a mile or less (walk, cycle or use public transport instead)
- Buy locally / regionally produced food
- Cut down on your dairy / meat consumption
- Change to a low energy lightbulb if one of yours goes (some energy companies are now offering free low energy lightbulbs – as an alternative you might apply for some and fit them)
- Avoid throwing away uneaten food – try and make the best use of all that you buy
- Buying fish that comes from sustainable sources i.e. it has been certified.

Many people are doing some of these activities already. However, in discussing uptake of behaviours beyond what they are already doing, participants can identify more barriers than triggers to changing. These include:

- Cost – for example in investing in new low energy light bulbs or using public transport
- Time – for example in waiting for public transport, identifying and researching green suppliers or products and taking waste to recycling points
- Confusion over what the real impact of a particular action will be – for some changes, it is hard to see whether they are making an impact or not (in terms of financial savings and impact on climate change)
- Availability of information or 'green' options – such as information on which products have a lower impact on climate change and equipment that has an easily accessible 'off' switch
- Changing the habits and behaviours of others in the household – many people discuss how hard it is to encourage children to turn things off or use less water.

Despite these barriers, everyone had tried at least one new behaviour change. The most popular behaviours to try were:

- Take any recycling not collected by your local authority to a recycling point

- Turn your TV off instead of leaving it on standby
- Don't use the car for journeys of a mile or less (walk, cycle or use public transport instead).

The behaviours that were less popular but still were tried by many of the participants were:

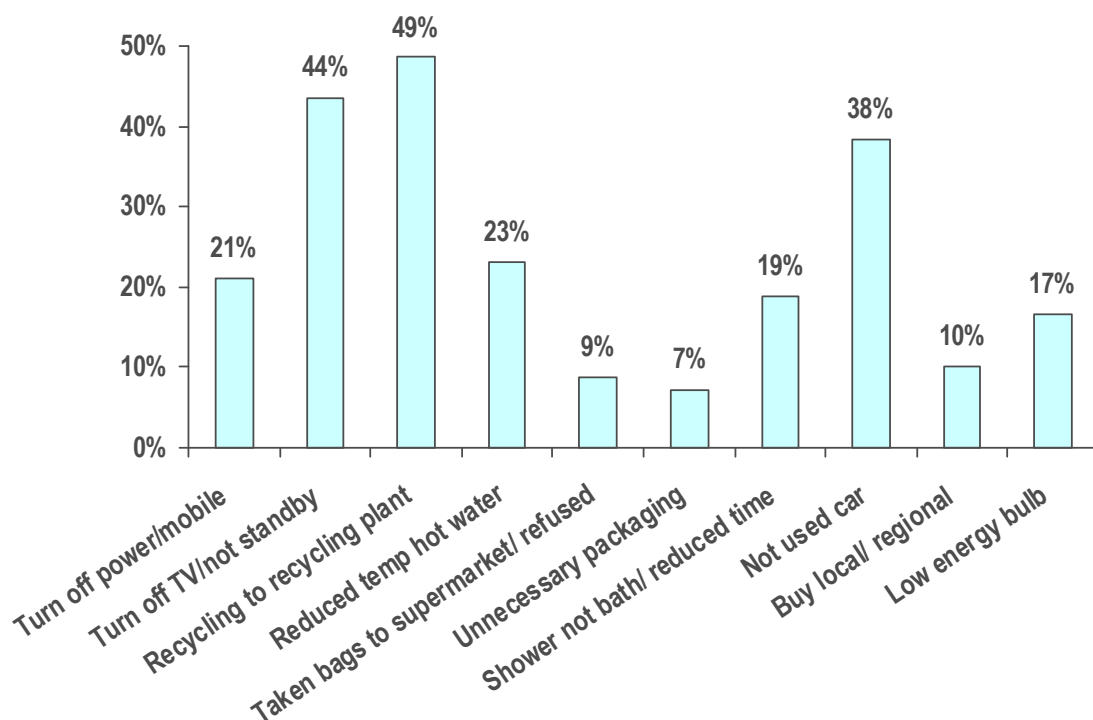
- Reduce the temperature of your hot water by 10 degrees
- Turn off the power supply to your mobile phone charger when it's not in use
- Take a shower rather than a bath / cut your shower time by 2 minutes
- Change to a low energy light bulb if one of yours goes
- Buy locally / regionally produced food
- Take your own bags to the supermarket / refuse a plastic bag for less than two items
- Buy products with less unnecessary packaging e.g. buy loose apples rather than bagged.

The behaviours that very few or no people tried were:

- Repair something rather than throw it away
- Keep within the speed limit
- Avoid throwing away uneaten food – try and make the best use of all that you buy
- Buying fish that comes from sustainable sources i.e. it has been certified
- Cut down on your dairy / meat consumption.

At the Summit participants were shown the slide below detailing the most popular behaviours trialled.

Behaviours trialled between regional workshops and the Summit (Base: 138 participants)



Some participants expressed surprise about the results. Taking recycling to a recycling plant and not using the car are both considered to require some effort and people were surprised that so many people had tried them. The popularity of turning the TV off standby did not surprise people as it is perceived as a small and easily completed task.

The participants who had tried taking their recycling to recycling points explained their motivations as follows:

- Extension of existing behaviour. Most people are recycling already and had simply taken more care over their existing habits, for example by including more items in the recycling, taking more care over sorting and taking more notice of what types of items are recyclable
- 'Feel good factor'. People often express a strong belief in the value of recycling and say it makes them feel good about themselves when they have done it
- It is easy. Recycling plants are often at convenient locations, such as supermarkets, so it is easy for people to combine tasks. However, the convenience of recycling varied a lot by location and some people worry that driving to the recycling plant negated the positive benefit of recycling.

"Separating all the waste didn't take as much effort or time as I thought"

Reasons for not using the car for journeys of a mile or less included:

- Enjoyment. Taking a walk or a bicycle ride in the fresh air away from the stresses and strains of everyday life is a rediscovered pleasure for a lot of people. People had tried walking and cycling for a whole range of journeys such as going to the shops, the pub, school and work
- Health. The obvious health benefits of outdoor exercise reinforced the feel good factor of this behaviour
- Good weather. Participants were trialling these behaviours during a period of unseasonably good weather in April and a number of people said that this had encouraged their uptake of this specific behaviour
- Consolidating journeys. A number of people had found that better planning and car sharing had eliminated the need for shorter impulse car journeys.

The other prevalent behaviour changes, such as refusing plastic bags and turning the mobile phone charger off, tended to share the following characteristics:

- Involve simple everyday actions
- Do not require too much effort to change
- Resonate with values taught from a young age – "waste not want not"
- Involve an economic as well as an environmental benefit, such as lower energy bills

"I did loads already, but I didn't realise that the mobile phone was an issue so I do that now"

"Switching off comes naturally now"

The least popular behaviour changes had not been tried by participants for a range of different reasons:

- *Avoid throwing away uneaten food – try and make the best use of all that you buy.* A lot of people claim they had not tried this behaviour because they were already doing it. The main motivation is a general dislike and disapproval of waste. Those who did admit to throwing away food said it was not their intention when buying the food and therefore it was difficult to avoid. Better planning when shopping and cooking would cut down on waste but people pointed out this involved changing deeply ingrained habits which can be difficult
- *Keep within the speed limit. This is a subject which polarises participants.* Some people claim not to have tried it because they always do this anyway. Others claim not to have tried it because it is extremely difficult, mainly blaming other pushy drivers. Most agree that raising awareness of the environmental benefits of this behaviour would add weight to existing safety campaigns on this subject
- *Repair something rather than throw it away.* A small number of DIY enthusiasts talk about the ease and satisfaction of repairing but beyond them this is not a popular behaviour change to try. Cost and safety are the main barriers to repairing items
- *Buying fish that comes from sustainable sources i.e. it has been certified.* Only a few people had looked in to this. The main barrier seems to be a confusion and lack of trust in labelling. In addition there does not seem to be the same 'feel good factor' in buying certified fish as there is in buying other items such as free range eggs because people find it hard to envisage exactly what it means for the fish or the environment
- *Cut down on your dairy / meat consumption.* This is perhaps the least popular behaviour change with only a handful of people supporting it. Again, people find it hard to envisage why dairy/meat consumption is 'bad' and cutting down on them contradicts other long held beliefs about health and nutrition

Participants were asked whether they would be carrying on with the behaviour changes or whether they would let them lapse. Most people claim that they will carry on with their new habits.

"I will stick with the changes, they've become new habits"

Those who had been undertaking sustainable behaviours for some time stressed the need to remind people about why it is important to help prevent people giving up. Some people admitted that there are some behaviours that they had already let lapse or could imagine that they would stop in the future.

The most common behaviours to let lapse are:

- *Take a shower rather than a bath / Cut your shower time by 2 minutes.* Although people are willing to give this 'a go', many say that they cannot imagine keeping it up. Remembering to do it and keeping track of time in the shower are the main issues. In addition, some people express a strong attachment to the luxury of a long, hot soak in a deep bath
- *Don't use the car for journeys of a mile or less (walk, cycle or use public transport instead).* This is a popular behaviour to try but participants admit that bad weather and time pressures would be likely to make them backslide on this behaviour change
- *Take your own bags to the supermarket / refuse a plastic bag for less than two items.* This behaviour change did receive a lot of support. However, always remembering to take bags to the shops is not perceived as realistic for a lot of people, particularly those who have very busy lives or like to impulse shop
- *Turn your TV off instead of leaving it on standby/ Turn off the power supply to your mobile phone charger when it's not in use.* Again, remembering to do this is a barrier for people as they are small actions which are very easy to forget. Some people absolve themselves of responsibility by saying that manufacturers should make it automatic

"I started off with turning the TV off standby but it only lasted two weeks. I thought it wouldn't make much difference"

- *Reduce the temperature of your hot water by 10 degrees.* Those people who had done this think that they, or another member of the family, will be likely to turn it up again during a cold spell.

In addition to trying out the behaviours listed above, participants were asked to investigate the following behaviour changes:

- Investigate the possibility of installing cavity wall insulation in your home – look at how much it would cost compared to how much it would save you (but please bear in mind that not all houses are suitable for cavity wall insulation)
- Look into the possibility of changing your energy supply to a green tariff, or to an alternative greener supplier such as Green Energy UK.
- Look into the possibility of home composting

- If you're planning a holiday, look at the option of a holiday in the UK rather than flying abroad
- Offsetting the carbon emissions of your holiday flights
- Find out about how to change your car engine to take biofuels
- If you're thinking about buying a new appliance such as a washing machine, fridge or freezer, look at the energy efficiency of the different models
- If you're thinking about buying a new car in the next few months, try and find a feasible option for you that is more energy efficient than your current model

Things people were most likely to have investigated were:

- *Composting.* A number of people are already doing this and there were quite a few composting 'advocates' in the group discussions. The subject has received quite a lot of press attention and promotion from local councils and awareness about how to go about it appears to be fairly high. The key barriers to uptake are lack of time, lack of space and worries about smell and hygiene
- *Cavity wall insulation.* Economic savings are a strong incentive to investigate this. Quite a few people had found that it would save them money and were taking steps to have it installed.
- *Changing your energy supply to a green tariff, or to an alternative greener supplier.* This generated quite a lot of interest and many people like the idea of their homes being fuelled by clean energy. Websites such as switch.com have made it easy to look into alternative energy suppliers. That said, no-one had actually switched by the time the Citizen's Summit took place. Some people had found that a switch would cost them extra money, which is considered unacceptable on top of already high bills. The 'hassle factor' is also important in preventing people making the switch as they cannot believe it is as easy as the suppliers claim and they are worried that a switch could risk incorrect bills or other administrative problems
- *Energy efficiency models for electrical goods.* Awareness of energy ratings for electrical items is fairly high with lots of people knowing the ratings of different appliances that they had recently bought. Those in the market for a new appliance said they were making sure that they were taking the energy rating into account
- *Change your car engine to take biofuels.* This is quite a lot of curiosity about biofuels as a new and interesting technology, though a few express scepticism about how sustainable it is in reality. Those people who had investigated it found there is not a supplier in their area.

Behaviour changes people were less likely to have investigated were:

- *If you're planning a holiday, look at the option of a holiday in the UK rather than flying abroad.* Lots of people pointed out that they are already holidaying in the UK at least occasionally. However, no-one had seriously considered giving up a holiday abroad on environmental grounds because it is considered too great a sacrifice

"Also, it's good to go abroad and learn about other cultures"

“Even the greenest people would find it difficult not to fly”

- *Offsetting the carbon emissions of your holiday flights.* Not many people are sure what offsetting meant and how to do it. Consequently, this behaviour change tended to get subsumed into the bigger debate about UK versus foreign holidays. Also, not many people were booking holidays at the time the summit took place
- *If you're thinking about buying a new car in the next few months, try and find a feasible option for you that is more energy efficient than your current model.* Buying a car is an occasional purchase so not many people had investigated this. Nonetheless, one person who had investigated this shortly before the summit had indeed bought a more energy efficient car as a result.

Extra things people are doing inspired by the Citizen's Summit include:

- Putting lids on saucepans to save energy (and to make the water boil faster)
- Watering the plants with left over water from the washing up
- Not filling the kettle to the top
- Cannibalising the local tip for unwanted goods/spare parts
- Installing an energy saving plug to cut down on the fridge's energy use
- Not washing the car with a hose pipe
- Encouraging the children to get into good habits by switching off the lights, turning off the taps etc.
- Taking bicycles for repair
- Putting a brick in the cistern
- Not always flushing the toilet
- Washing at 30 degrees
- Stopping using plug in air fresheners
- Getting a milkman
- Signing up to an organic vegetable box scheme
- Reducing ironing by folding more carefully
- Buying recyclable batteries (although this person was worried about it not being sustainable as she is using electricity to charge them)
- Switching off the computer monitor and leaving a note on it to ensure others do the same

Initial feedback on the six specific behaviour goals

After the discussion about the wide range of behaviours participants had tried out, the tables went on to discuss six specific behaviour goals:

- Avoid throwing away uneaten food – try and make the best of all you buy
- Change to low energy light bulbs as yours go (and perhaps other low energy appliances)

- Use water more responsibly
- Repair more rather than throw away
- Not using the car for journeys of a mile or less (cycle, walk or use public transport instead)
- If planning a holiday, look at the option of a holiday in the UK rather than flying abroad

Participants respond to the behaviour change ideas on the basis of two key variables:

- The depth of emotional support for the idea
- The ease of doing the behaviour

Each behaviour change is discussed below in order of the general level of enthusiasm and support it received (the idea receiving the most support is listed first).

Avoid throwing away uneaten food

There is already a strong social stigma attached to throwing away food. Most people claim not to do it and support the idea that it is 'wrong', not because it is bad for the environment, as most people do not realise this, but because it is morally undesirable ("starving children in Africa"). This view is particularly prevalent amongst the older generation.

It is likely that people are throwing away much more food than they realise. People found the statistics about the amount and the cost of food waste surprising and shocking and thought the issue should be more widely promoted.

Those who admit to throwing out food would rather avoid it but point out the difficulties in changing planning and shopping habits. They say that the challenges in organising and feeding a busy family are already great and they could not really imagine how it would be possible to prevent waste.

Promoting this issue may have unintended consequences. The most common suggestion for cutting down on food waste is to eat things past their sell by date.

Install energy efficient light bulbs

This emerged as quite a contradictory and interesting debate. Low energy light bulbs are broadly disliked, but despite this, high numbers of people attending the summit had installed them either prior to their involvement in the summit or as part of their trial of new behaviours. Some tables reported that over half their members had low energy light bulbs in their homes and 17% of people had tried this out as a new behaviour change.

"I use them but dislike them"

The reasons for disliking low energy light bulbs are:

- Poor light quality and colour
- Ugly shape
- Expensive
- Not all fittings are available e.g. dimmer switches

However, the triggers for installing them seem to outweigh these negatives for the majority of people:

- Good for the environment
- Saves money
- Improved design and availability
- Poor light does not matter in some rooms, such as halls or porches

“They’re getting much cheaper in places like IKEA and getting better and better”

Tables also discussed low energy appliances under this heading. People are keen to consider low energy appliances for economic as well as environmental reasons, as long as the initial cost of the appliance is not too great. Lots of people have already bought low energy appliances and are pleased that they are saving them money. A few people express confusion about whether it would be better in carbon reduction terms to repair an old appliance, such as a washing machine, or replace it with a new low energy model.

Using water more responsibly

This discussion concluded with almost all the tables recommending water metres as a way of encouraging better use of water. There were some dissenting voices from individuals who are on a water meter and had found their bills had gone up or from families with young children worried about being penalised.

Water meters are popular because they:

- Can save the household money
- Raise awareness of water shortages and sustainability
- Involve relatively small and easy changes
- Encourage permanent rather than temporary change

“It’s is one of the easiest ones”

A couple of people on water meters said that saving water had become quite an obsession, and they felt very satisfied when they saw their bills come down. One person had told their children that they were on a water meter, even when they are not, to help encourage more sustainable water use.

Unsurprisingly water companies are not popular because people feel they are not working hard enough to repair leaks. In addition, people say that engineering solutions, such as better appliance design and grey water recycling, have not been made available enough to average consumers. Also, a few people express confusion about why water use is linked to climate change, particularly as the UK is a wet country, and say this undermines their enthusiasm for saving water.

Repair rather than throw away

Participants express emotional support for this behaviour change because they like the idea of going back to the 'good old days' when things were built to last and people mended things. However, in reality, people think that the global economy and modern technology have moved on to such an extent that repairing products is no longer viable, even when consumers want to.

The main barrier to repairing products is cost. People can give lots of examples of products which they have found to be cheaper to replace than to repair. The cost difference is often considerable. Common examples are shoes, taps, kettles, furniture re-upholstery, watches and computer printers.

"Things like tables and chairs can be repaired but it's cheaper to go to IKEA"

Safety is also a key issue with only a small number of people prepared to attempt repairs on modern technology.

"You need to be an electrician"

People are more prepared to mend smaller or non electrical items and some pointed to a renaissance in skills such as knitting and sewing.

Participants do admit that wanting to keep up with changing fashions plays a part in increasing their disposal of goods. But overall they think that manufacturers are more to blame than consumers for failing to build products to last and not providing easily and cheap spare parts.

Not using the car for journeys of a mile or less

This probably produced more heated debate than any of the other discussions, particularly about the pros and cons of public transport.

When prompted to think about journeys of a mile or less people express some theoretical support for reducing car use for shorter journeys. People give examples of shorter journeys which could be made

by bicycle or on foot, such as going to the newsagents or the 'school run'. As described in the previous section, 38% of people had tried to cut down on their car use as part of their involvement in the summit.

However, people quickly feel quite threatened by too much pressure to reduce car use because they feel constrained by busy lives and a pro-car infrastructure. Safety, time pressures, the need to carry heavy bags, the weather and the cost (compared to public transport) all make the car an attractive choice, even for short journeys. Some people express a preference for being in their own private 'bubble' rather than space shared with others on public transport. In addition, lots of people feel they are exempt from any reduction in car use because of their personal circumstances, for example having a disability, living in a rural area or having small children.

"In rural areas, then everywhere is more than a mile"

The most popular suggestions for encouraging people to use their cars less are:

- Improving safety in public spaces and on public transport, perhaps by employing more conductors and better lighting
- Reducing the price of public transport
- Extending and improving cycle lane networks to make cycling safer and easier

Holidays in the UK

This is not a popular idea with lots of people feeling that the highlight of their year is under threat. Cheap flights to a place in the sun are perceived as a well-deserved treat and a few people had even bought property abroad. Holidaying in the UK is perceived as second best with the weather being the main objection. Lowering the expectations for themselves and their families feels like too huge a task.

That said, people do not rule out UK holidays and lots were already taking them. The most common suggestion to help the UK compete more successfully with foreign alternatives was to reduce the price of UK holidays and offer more budget package deals.

Detailed action plans for the six specific behaviour goals

Towards the end of the day, tables each worked together to develop a 'pitch', each focusing on a particular area of behaviour change. Their exercise was to act as a taskforce and come up with recommendations on what actions would be needed by Government, businesses, the workforce and individuals to tackle their area of behaviour change. They also had to consider who would deliver them and what communications would be needed. Each table then pitched their recommendations to the Secretary of State.

This session was very creative and participants were encouraged to fully 'own' the issues and come up with the solutions. Many people got quite idealistic about the need to address climate change even if they had not felt particularly strongly about it before. Their recommendations for each behaviour change area are listed below:

Change to low energy light-bulbs as yours go

Businesses could:

- Make them brighter and look more attractive
- Increase the choice available on the market in terms of more fittings and increasing the range of places they are sold
- Give away free low energy bulbs with lamps and light fittings.

Government could:

- Team up with manufacturers to make low energy light-bulbs available at an affordable cost
- Organise an exchange of old-fashioned light bulbs for energy saving ones in a "light bulb amnesty."
- Oblige landlords to provide low energy bulbs for their tenants

Communities/workforce/individuals could:

- Raise the profile of energy use through information in public places, especially schools
- Install lights in large buildings with remote sensors which automatically switch off.

Avoid throwing away uneaten food – try and make the best of all you buy

Businesses could:

- Discontinue Buy One Get One Free offers on fresh goods
- Improve the clarity on use by dates (which are currently perceived as "confuse by dates")
- Sell things loose rather than in bags or packets and emphasise how this is cheaper
- Have reminders at the point of sale, "Please take only what you need" (though there is some doubt as to how realistic it is to expect supermarkets to do this)
- Change the distribution system so that fresh food gets onto the shelf quicker
- Make it easier to redistribute unwanted food to people or animals who might eat it

- Produce more TV cookery programmes which re-skill people in “no waste” cooking, such as teaching people what can or cannot be frozen or how to use leftovers most effectively.

Government could:

- Launch shock tactic public information campaigns with visual and financial reminders to bring the message home, “show people mountains of rotting food”, “the ‘money bin’ – people are just throwing their money away”
- Fund projects which inform people about food planning and cooking
- Link the issue to the healthy eating and obesity agenda
- Reintroduce ration cards for some items, as a means of making people think before they waste.

Communities/workforce/individuals could:

- Open community restaurants and cafes which are committed to no or low waste
- Grow more food in gardens and allotments.

If you’re planning a holiday, look at the option of a holiday in the UK rather than flying abroad

Businesses could:

- Market adventure holidays and specialised holiday camps to make the most of the UK’s key strengths (such as beautiful countryside, rivers, hills, and coast) to compete more effectively with sunny foreign beach holidays
- Improve the image of UK holidays - moving away from the ‘Butlins’ model, for example by introducing upmarket holiday camps that are good for kids
- Promise to provide alternative entertainment if wet.

Government could:

- Providing economic incentives and penalties to encourage more people to holiday in the UK, for example, tax breaks for specialist UK holiday companies and increasing taxes on airlines
- Remove VAT on hotels in the UK
- Work with business to reduce/subsidise cost of attractions in the UK which are already seen in a positive light, such as the Eden project and Centerparcs.

Communities/workforce/individuals could:

- Organise school trips and business team building trips in the UK rather than abroad.

Repair rather than throw it away

Businesses could:

- Increase the product life and quality of goods on the market
- Improve availability and quality of spare parts and instruction manuals
- Develop cheaper extended warranties.

Government could:

- Fund and staff proper second hand shops at local authority tips
- Reduce the fear of litigation about giving things away.

Communities/workforce/individuals could:

- Set up entrepreneurial companies that recycle computer parts, mobile phones and the items that people take to tips
- Focus on the creative appeal of repairing - knitting, patching jeans, shopping for second hand goods, etc.
- Support local repairing businesses as well as internet redistribution sites such as ebay and freecycle
- Set up repair facilities in charity shops (as most charity shops currently refuse electrical items).

Don't use the car for journey of a mile or less (walk, cycle or use public transport instead)

Businesses could:

- Stop company cars
- Set up cycle share schemes or fund bicycle purchases

Government could:

- Fund a large scale public information campaign promoting the health and social benefits, perhaps using shock tactics similar to those used in drink driving adverts.
- Make the roads safer for pedestrians and in particular for cyclists by instituting a proper system of cycle paths
- Significantly reduce the price of public transport, or even making it free for some people or for trial periods. Some participants from Nottingham said that the new tram system there had a free introductory ticket which was popular
- Satellite tracking for car journeys of less than one mile with penalties attached
- Restrict parking in some places
- Work with motoring organisations such as the AA and the RAC to help people use their cars more responsibly, for example by keeping to the speed limit.

Communities/workforce/individuals could:

- Take up home deliveries and box schemes to eliminate the need for some journeys
- Reduce speed (this is seen as a good compromise where car journeys are necessary).

Use water more responsibly

Businesses could:

- Demonstrate that they are managing leak prevention before calling consumers to follow suit in making commitments

- Develop more user friendly water meters, for example, ones which have an alarm bell when lots of money/water has been used
- Develop less 'greedy' appliances, such as washing machines that can do half loads

Government could:

- Get tough on water companies. Larger scale options that some participants called for were re-nationalisation, or on the other extreme, increased choice to select water provider; both with the aim of increasing control over irresponsible companies
- Make water meters law
- Subsidise water butts
- Issue sprinkler licences through local authorities
- Legislate for new build to have efficient water systems such as grey water recycling.

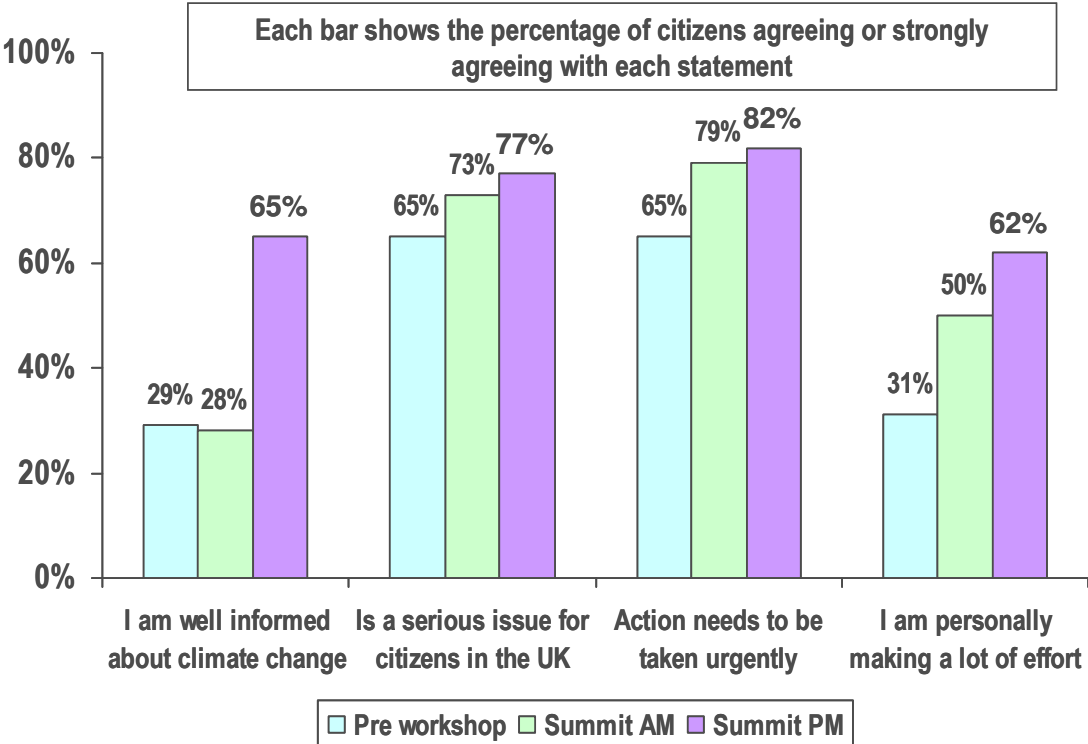
Communities/workforce/individuals could:

- Request water meters
- Change values about always flushing the toilet
- Remind people about water use (and other green issues) through community volunteers like neighbourhood watch.

7. Final polling

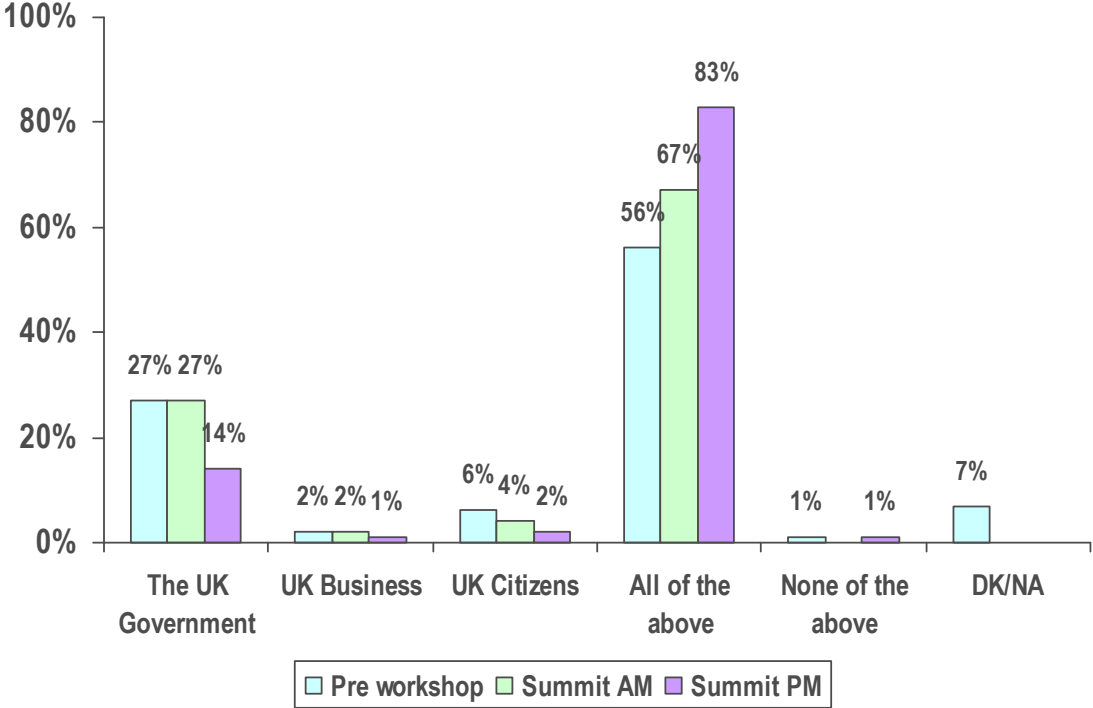
Before participants left for the day, there was a final session of polling to look at whether attitudes had changed any further having heard from the speakers and having had the chance to discuss things in depth around the tables.

Attitudes on climate change (Base: 161 participants pre-workshop, 134 participants in morning voting at the Summit, 132 participants in afternoon voting at the Summit)



Results showed a very positive outcome for the process; participants felt they were considerably better informed about climate change by the end of the day, with 65% agreeing that ‘I am well informed about climate change’ compared with only 28% at the start of the day. There were also increases in the number of people who felt that climate change ‘is a serious issue for citizens in the UK’ and that ‘action needs to be taken urgently’.

Attitudes on responsibility for tackling climate change (Base: 161 participants pre-workshop, 134 participants in morning voting at the Summit, 132 participants in afternoon voting at the Summit)



Most encouraging was the result of polling on responsibility for tackling climate change. While prior to the regional workshops, just over half (56%) felt that the responsibility fell to all parties (Government, business and UK citizens), at the end of the summit, that figure had risen to 83%; positively reflecting on the programme as an effective tool in engaging and informing citizens of the need to make an urgent and collaborative effort to tackle climate change.

8. Conclusions

At the end of the research programme, it was clear that the process has enabled a real dialogue with citizens in such a way that they have moved beyond merely reactive and cynical viewpoints. Participants showed a great deal of enthusiasm for the tasks set and worked hard to look at ways in which behaviour change could be encouraged, and how Government, business and the workforce could play a part in this.

There was clear support for the proposals in the draft Climate Change Bill, as well as a feeling that a three-way contract would be a far more effective way of tackling climate change than in individual 'silos'. There were of course many questions and concerns, however instead of these becoming major sticking points, participants tended ensure that feedback was constructive. This meant that instead of rejecting ideas out of hand, a number of principles and recommendations were put forward as key to putting in place a three way contract and lasting behavioural change. These principles are outlined as follows:

- Communicate the problem
 - Ensuring both an emotional and rational appeal
- Communicate intent
 - Be clear about the need to work in partnership, as part of a three-way contract
- Lead with visibility and a common purpose
 - Ensure that there is clear and strong leader that does not politicise the issue
- Provide clear and practical advice
 - Ensure that the right information is available to all parties
- Ensure choice and incentivisation
 - Provide choices that can help tackle climate change, without those choice being out of reach of ordinary people
- Communicate progress
 - Ensure regular communication on targets and progress
- Ensure a fair and even contribution
 - Ensure no one party in the contract is disproportionately affected to their detriment
- Use powers to keep the contract on track
 - Ensure that where parties are not fulfilling their part of the contract, decisive and visible action is taken

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The pitches



1) Changing to low energy lightbulbs as yours go

Table 7

Reasons Why

- Greenhouse effect, saving power, 11 watt = 60 watt
- Lasts longer (6-10 times longer), costing of the ordinary type is 50p, but energy from Ikea is approx £2 but will last indefinitely, and therefore work out cheaper whilst saving energy

Government

- Educate children and adults – direct advertising through the media. Educate in schools as part of the curriculum. Use energy efficient bulbs in public places

Business

- Offer incentives, a variety of shapes and sizes, styles, different types of lights (such as chandeliers or business lights to be used in offices)

Work Force

- Unions could put pressure on bosses to use energy saving bulbs in the work place

Citizens

- Persuade retailers to give customers energy saving bulbs with new fittings.

- Electricity companies to send out vouchers with the bills

Table 9

- Good use of media via advertising/ education of the general public/ fact sheets
- General cost/ affordability. In order to be successful there needs to be better design, a universal fitting, and the quality of light needs to be improved.
- Local authorities need to offer bulbs for trial for incentive
- Prof. Tim Jackson leads by example
- If you buy 'A' rated appliances it is more expensive at first, but the saving should be in the long run. It would be good for the product to have energy saving info on.

Table 6

'Let there be light'

- Transparency
 - making savings obvious - not just individually but on wider scale
 - use of comparisons
 - led by business and Government
- Labelling
- Education
 - making it second nature to the new generation
- Communication
 - catchy slogan
 - light bulb amnesty
- Business/Government
 - need to take a lead in encouraging the public and the individual
 - encouraging the workforce to be energy efficient
 - should act themselves
- Aesthetics
 - adaptable for different lights
 - ugly? – needs to have softer tones and colour
- Turning lights off
 - proof of savings as an incentive
- Tax breaks

2) Repair things rather than throw them away

Table 13

- Design/manufacture products that allows users to repair
- Design to be cost effective
- empowering consumers
- manufacturers charged for excess landfill
- cheap available parts
- Traditional skills education
- in schools – creative and fun
- community based projects
- Employment
- empowerment
- job satisfaction
- Nation of DIY's: 'make do and mend'
- recycle in order for others to mend (e.g. local artisans)
- Make it fun
- things to treasure
- classic cars
- vintage clothes
- get knitting?

Table 16

- Repairing is not practical as products are so cheap (e.g. clothing and white goods)
- Should therefore encourage the recycling of components (e.g. white goods and IT)
- Legislation to increase warranties/guarantees from 12 months to 5 years, with parts / labour free of charge
- Ensure that there are longer-lasting products which can be repaired rather than thrown away
- Train more people to repair – more apprentices

Table 11

Waste not, want not

- Awareness – Food
- Over purchasing
- Limited lifespan
- Portion control
- Measuring utensils
- Clear labelling

- Driving people to local butchers, banks etc.
- Quality
- Local Government Incentives
- Compost bins
- Communication
- between Governments
- between businesses &
- Meal plan
- Healthier – healthy heart, healthy pocket, healthy mind
- Zero waste society because we are a one consumer planet

3) Don't use the car for journeys of one mile or less

Table 14

Cycling

- Safe Cycle Routes
- Cycle scheme – businesses to buy you a bike – no taxes
- Cycle sharing
- Cycle routes and disincentives for parking

Public Transport

- Improved public transport links

Cars

- Inform people how expensive it is to use a car for a short journey
- Satellite tracking on journeys less than 1 mile and penalise
- Restrict parking
- Stop company cars as incentives
- Shorter journeys are more fuel efficient
- Stronger on restrictive parking (schools)
- Short journeys in cars increase the wear and tear on the car.
- Measuring short journeys and penalising
- Tax mileage, penalties and fines for excessive mileage

Health

- advertise benefits for health (e.g. burning calories – no need for gym)
- e.g. how many calories would be burnt
- advantages of a healthy workforce – highlighted by employers
- comparison in statistics of smoking – inactive to being healthy

Advertising

- Strong advertising campaign – business/ employers/ Government – ‘use your own engine’
- Multi agency campaign, mainly highlighting the health and cost benefits, but also that it will help the planet

Other

- Improve town planning
- Bus conductors, stronger police presence
- Community police
- Cost benefits – saving in terms of environment

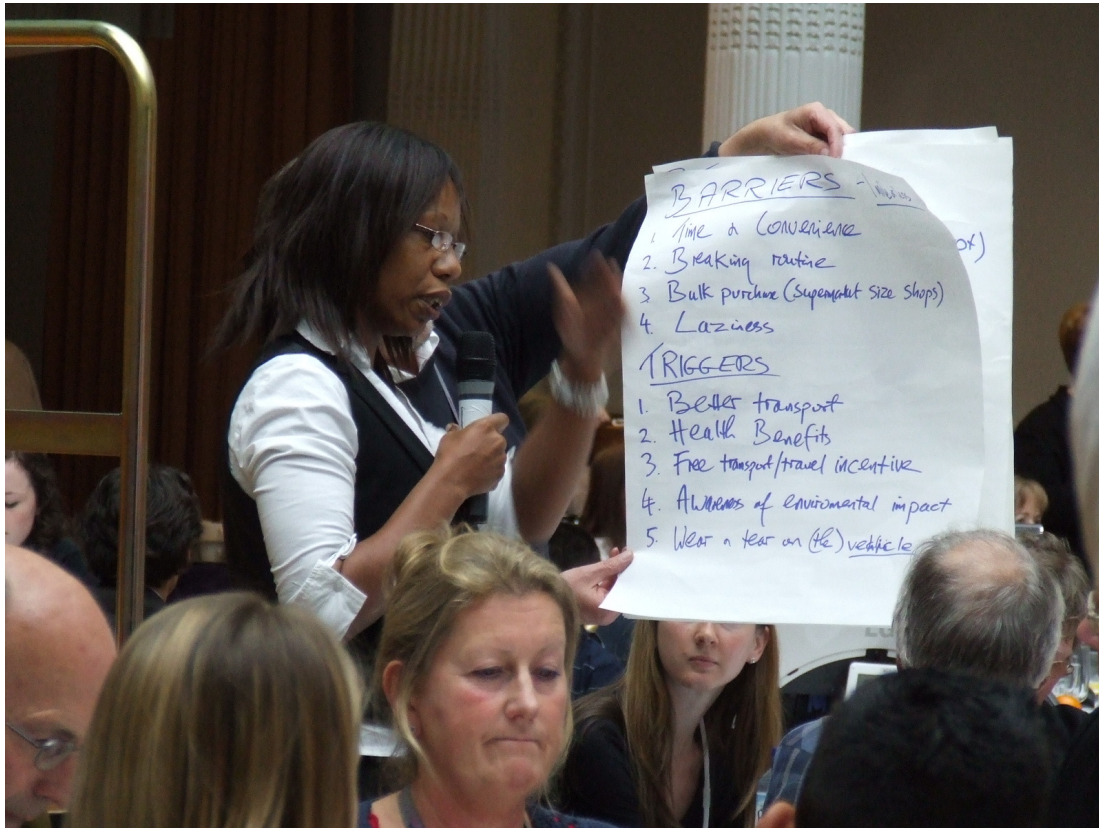


Table 15

Barriers – 1 mile or less

- Time and convenience
- Breaking routine
- Bulk purchase (supermarket size shops)
- Laziness

Triggers

- Better transport
- Health benefits
- Free transport / travel incentive
- Awareness of environmental impact
- Wear and tear on the vehicle

Raising Awareness

- Factual information (visual best)
- From a trustworthy source

- Use celebrity promotion
- Pyramid telling / cascading effect

Need for action

- Environmental broadcasts
- Less jargon (more visual means)
- Shock treatment / facts
- Use real people's examples

Action needed

- Establish a trustworthy source
- Media / TV / Newspapers
- Mobile Advertising / Businesses

Giving People the Tools

- Make it fashionable / addictive

How to Persuade People

- Local business incentives
- (Council) tax incentives
- Pleasant experience

Encouragement to keep it up

- Award scheme (school / businesses)
- Benefits
 - cash saving
 - health
 - environment

What should be done?

- Lead by example – top down

Government action / business

- Encourage employees (incentives/bonuses)

Individual responsibility

- Spreading the word
- Encouraging friends

How is it to be made easier?

- Car sharing (school run)
- Social interaction / example
- More interaction with your local environment
- Less traffic

4) Use water more responsibly

Table 12

Use water responsibly

- Advertising Campaign
 - shock tactics (e.g. like the drink driving advert)
 - relate impact on the environment to individual usage (for example if you leave the tap running when you clean teeth this will equate to an Olympic size pool)
- Awareness through a series of examples
- Showers / baths
- Car washes

What can be done?

- Turn off the tap
- Subsidies on water butts / tanks for toilets and gardens
- Local authorities to provide butts and business incentives to install tanks/ communal schemes
- Water companies to take a greater lead
- Visible water meters (reduces household costs)
- All new toilets to have a short flush option
- Government grants to water companies to accelerate leaking pipes repair

Table 10

H2O Companies

- Not aware of the impact to DF water
- Should not be for profit
- Compulsory metering
- Collect used water/stop leaks

Consumers

- Efficient use – dual flush/could fill appliances
- Reduce hot water
- combine boilers
- don't run hot water taps
- More efficient plumbing
- Grey H₂O
- roof collection
- water butts

Table 8

Use water more responsibly

- Water meters
- Regulation on all new built homes
- water meters
- water efficient appliances
- recycling 'grey' water

Phase in all above features on all homes

- Government to agree timetable with water companies
- cost spread over time but Government subsidy

Advertising campaign to encourage water consumption

- Taps
- Water subsidiary

5) Holiday in the UK

Table 1

- Tax airline companies on fuel
- Incentives to holiday in the UK
- Free return journey once a year in U.K
- No flux in rates for travel through one year
- Make holidays in Britain more sexy
- Hotel deals i.e. Get 2 for 1 nights
- Promoting holidays in the UK
- Tax incentives for British holidays
- Media rush to advertise Britain more comprehensively
- Tax rebate system for families

Table 2

We can make you a UK Virgin!

- Government subsidy
- Business off set tax for assisting local attractions
- Cost spread evenly over year
- Reduce risk of skin cancer/no stomach upsets from foreign food!
- Healthy lifestyle
- Create jobs
- Loyalty reward scheme
- Countryside activities, mountain biking, windsurfing, canoeing, kayaking, fishing

- Farm diversity
- Tax refund on fuels for holiday trips
-

Table 3

Suggestions

- Water subsidiary
- Put money into resort areas, and create jobs
- Business – staff
- Holidays extended if spent in U.K
- Businesses subsidising holiday areas for staff.
- UK travel vouchers – Theme park vouchers

Problems

- Need to make UK holidays more appealing
- Weather!
- Quality of hotels/facilities
- Child facilities
- Solutions: the Government to lead by example!
- Dangers of skin cancer
- Reduced travel costs and vat on UK hotels
- Promote activity holidays

6) Avoid throwing away uneaten food – try and make the best of all you buy

Table 1

Avoid throwing away uneaten food – Try and make the best of all you buy

- Advertising from Government “Don’t throw your money away”
- Waste not, want not
- Waste 1/3 of what we buy. This is what happens ever time you throw food away. If you spend £100, your throwing £33 away
-

Table 4

Positive Encouragement and Negative Education

- Waste not, want not



Defra Climate Change

Evening Workshop Agenda

• Time	• Activity
<ul style="list-style-type: none"> • 6.30 – 6.45 	<ul style="list-style-type: none"> • In plenary • Introduce the idea of the Citizens' Summit – why is the Government gathering the views of the general public on climate change • Table introductions
<ul style="list-style-type: none"> • 6.45 – 7.15 	<ul style="list-style-type: none"> • In breakout • How much of an issue do participants feel that climate change is? • What do you know about climate change? <ul style="list-style-type: none"> – <i>What is it?</i> – <i>How does it work?</i> – <i>What impacts it has?</i> <i>Would you say you had a detailed knowledge of climate change? [PROMPT IF NECESSARY]</i> <ul style="list-style-type: none"> – Carbon (CO2) emissions and greenhouse gases? – Fossil fuels and their contribution to climate change? – Vehicle emissions? – How climate change will change the environment we live in? <i>Are there any areas in which you feel you are lacking information?</i> • Has there been anything in particular that has changed your views in the last 12 months? What have you heard? From what source did it come from? E.g. <ul style="list-style-type: none"> <i>Changes in weather</i> <i>The Stern Report</i> <i>Initiatives from business (e.g. Richard Branson's announcements on aviation etc)</i> • How credible are the arguments for climate change? • Have you heard arguments against climate change? Where did you hear this?

	<ul style="list-style-type: none"> • [IF NOT MENTIONED EXPLICITLY] Which of you saw the Channel 4 documentary 'The Great Climate Change Swindle'? <i>Did you find the arguments credible? Why/why not?</i> <i>Which argument do you find most credible? The one for or against climate change?</i> <i>[IF NECESSARY] Were you aware that one of the scientists that took part in the programme is suing the producers for misrepresenting his input and taking it out of context?</i> – [IF PARTICIPANTS FALL TOWARDS THE ARGUMENTS AGAINST CLIMATE CHANGE] <i>Do you feel the arguments in 'The Great Climate Change Swindle' give people an excuse not to act on climate change at an individual level, or do people genuinely believe the science of it?</i> • Where do you get your information on climate change from? • Do you actively seek information or do you find it in your day to day activities (e.g. from things like newspapers and the TV)? • Please leave 5 mins at the end to get thoughts down on a flipchart: • Baseline awareness of climate change • How big an issue is it? <i>What are the key events and information that have informed these opinions</i> <i>What are the main sources of information</i>
<ul style="list-style-type: none"> • 7.15 – 7.30 	<ul style="list-style-type: none"> • In plenary <i>Tables feed back on baseline level of awareness on climate change</i> <i>How big an issue it is and reasons for this</i> <i>What are the key events and information that have informed these opinions</i> <i>What are the main sources of information</i> <i>Straw polling: how urgently does action need to be taken on climate change?</i>
<ul style="list-style-type: none"> • 7.30 – 7.50 	<ul style="list-style-type: none"> • In breakout • Are you aware of any initiatives being taken by Government and business on climate change? Prompt if necessary: <ul style="list-style-type: none"> • Marks and Spencers 'Plan A' campaign • Tesco's plan to conduct a lifecycle analysis on all products • Richard Branson's initiative to conduct research on reducing emissions from aircraft? • The government's recently published climate change bill • The recent budget • Whose responsibility is it to tackle climate change? <ul style="list-style-type: none"> • Government? • Business? <ul style="list-style-type: none"> ◦ Prompt specifically on the utilities – what do they need to be

		<p>doing?</p> <ul style="list-style-type: none"> • Who else? • Who should be taking the lead? Who do you see as currently taking the lead? • Is anybody taking the lead? • Is enough being done? • What more needs to be done? By whom?
<ul style="list-style-type: none"> • 7.50 – 8.10 		<ul style="list-style-type: none"> • In breakout • How much responsibility does the individual have to tackle climate change? • Do you feel as if this issue is about you or does it only affect other people? • What kind of actions are individuals taking to tackle climate change? Why? <ul style="list-style-type: none"> <i>Are all people making changes to their habits?</i> <i>Which individuals should be making changes to their habits?</i> <i>Should it only be those who make the biggest contribution to climate change (e.g. those with large, powerful cars)</i> • What kinds of actions are not being taken that <i>could</i> be? Why not? • What kind of actions <i>would</i> you be likely to take that you are not currently taking?
<ul style="list-style-type: none"> • 8.10 – 8.25 		<ul style="list-style-type: none"> • In plenary <i>Feed back to room</i> <i>What actions should be being taken and by whom?</i> • <i>Government</i> • <i>Business</i> • <i>Individuals</i> • <i>Other</i> <i>To what extent is climate change an issue that individuals should be taking action on?</i> <ul style="list-style-type: none"> – <i>What kind of role do you personally have in tackling climate change?</i> <i>What are individuals doing?</i> <ul style="list-style-type: none"> – <i>What specifically are you doing?</i> <i>What are the triggers and barriers?</i> <i>Straw poll – who do you see as taking the most action at present?</i> • <i>Government</i> • <i>Business</i> • <i>Individuals</i> • <i>Other</i>
<ul style="list-style-type: none"> • 8.25 – 8.45 		<ul style="list-style-type: none"> • In breakout <i>How does home energy impact on climate change?</i> <i>What kind of things can people do to lessen this impact, or to remove it</i>

	<p>completely?</p> <p><i>What do you think you could do to mitigate against this impact?</i></p> <p><i>What do you think you would do to mitigate against this impact?</i> Emphasise difference between possible and likely behaviour changes</p> <p><i>Is there anything that you wouldn't do to mitigate against this impact</i></p> <p><i>What are you doing to reduce the impact of home energy use – if anything?</i></p> <p><i>How easy or difficult is it to make an impact against climate change in this area?</i></p> <p>Please note and probe any comments relating to</p> <ul style="list-style-type: none"> • <i>Installing insulation products</i> • <i>Energy efficient products</i> • <i>Purchase (& build) of energy efficient homes (new)</i> • <i>Purchase of energy efficient homes (existing)</i> • <i>Better energy management and usage</i> • <i>Installing more efficient heating systems</i> • <i>Installing domestic micro-generation through renewables</i> • <i>Change energy tariff</i> <p><i>How does household waste impact on climate change?</i></p> <p><i>What kind of things can people do to lessen this impact, or to remove it completely?</i></p> <p><i>What do you think you could do to mitigate against this impact?</i></p> <p><i>What do you think you would do to mitigate against this impact?</i> Emphasise difference between possible and likely behaviour changes</p> <p><i>Is there anything that you wouldn't do to mitigate against this impact</i></p> <p><i>What are you doing to reduce the impact of household waste– if anything?</i></p> <p><i>How easy or difficult is it to make an impact against climate change in this area?</i></p> <p>Please note and probe any comments relating to</p> <ul style="list-style-type: none"> • <i>Purchasing products with a longer life-span</i> • <i>Re-use, repair or re-sale</i> • <i>Increase in recycling (and segregation)</i> • <i>Buying products with less unnecessary packaging</i> • <i>Wasting less</i> • <i>Increasing home composting</i> • <i>Buying water efficient products</i> • <i>More responsible use of water</i>
<ul style="list-style-type: none"> • 8.45 – 8.55 	<ul style="list-style-type: none"> • In breakout <p><i>How does tourism and holidays impact on climate change?</i></p> <p><i>What kind of things can people do to lessen this impact, or to remove it</i></p>

	<p><i>completely?</i></p> <p><i>What do you think you could do to mitigate against this impact?</i></p> <p><i>What do you think you would do to mitigate against this impact? Emphasise difference between possible and likely behaviour changes</i></p> <p><i>Is there anything that you wouldn't do to mitigate against this impact</i></p> <p><i>What are you doing to reduce the impact of tourism and holidays – if anything?</i></p> <p><i>How easy or difficult is it to make an impact against climate change in this area?</i></p> <p>Please note and probe any comments relating to</p> <ul style="list-style-type: none"> • <i>Taking more holidays within the UK as opposed to abroad</i> • <i>Taking alternative transport choices (e.g. Eurostar, by sea)</i> • <i>Not buying products made from endangered materials or species</i>
<ul style="list-style-type: none"> • 8.55 – 9.05 	<ul style="list-style-type: none"> • In breakout <p><i>How does the food you buy and eat impact on climate change?</i></p> <p><i>What kind of things can people do to lessen this impact, or to remove it completely?</i></p> <p><i>What do you think you could do to mitigate against this impact?</i></p> <p><i>What do you think you would do to mitigate against this impact? Emphasise difference between possible and likely behaviour changes</i></p> <p><i>Is there anything that you wouldn't do to mitigate against this impact</i></p> <p><i>What are you doing to reduce the impact of food production and consumption – if anything?</i></p> <p><i>How easy or difficult is it to make an impact against climate change in this area?</i></p> <p>Please note and probe any comments relating to</p> <ul style="list-style-type: none"> • <i>Eating more local, seasonal, regional and national food, including fish</i> • <i>Increasing purchase of organic or certified/assured food and drink including fish</i> • <i>Avoiding products with lots of excess packaging</i>
<ul style="list-style-type: none"> • 9.05 – 9.15 	<ul style="list-style-type: none"> • In breakout <p><i>How does personal transport choice impact on climate change?</i></p> <p><i>What kind of things can people do to lessen this impact, or to remove it completely?</i></p> <p><i>What do you think you could do to mitigate against this impact?</i></p> <p><i>What do you think you would do to mitigate against this impact? Emphasise difference between possible and likely behaviour changes</i></p> <p><i>Is there anything that you wouldn't do to mitigate against this impact</i></p> <p><i>What are you doing to reduce the impact of personal travel – if anything?</i></p> <p><i>How easy or difficult is it to make an impact against climate change in this</i></p>

	<p><i>area?</i></p> <p>Please note and probe any comments relating to</p> <ul style="list-style-type: none"> • <i>Buying or using more energy efficient or low carbon vehicles</i> • <i>Driving more economically</i> • <i>Using the car less (particularly for short trips)</i> • <i>Travelling less/combining trips/sharing trips with others</i> • <i>Changing fuel from petrol to diesel and also to bio-alternatives</i> • <i>Reducing non-essential flights</i>
<ul style="list-style-type: none"> • 9.15 – 9.30 	<ul style="list-style-type: none"> • In plenary • Thanks and wrap up • Explain and outline briefing materials • Explain next steps and interim activities

Climate Change

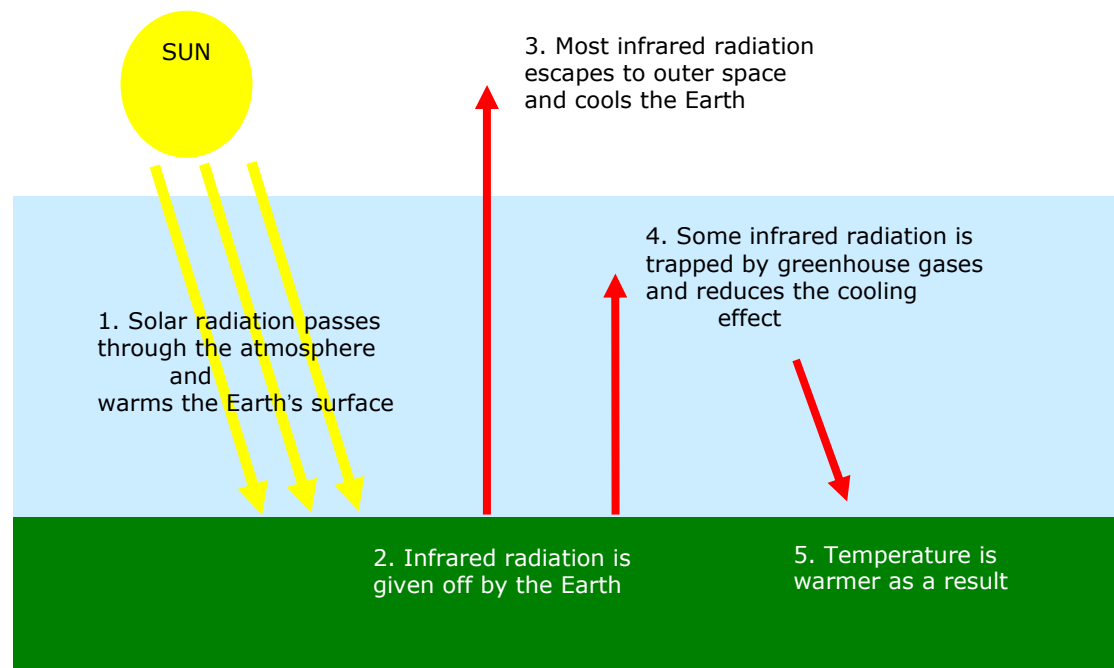
An introduction

What is climate change?

Our planet is surrounded by a blanket of gases which keeps the surface of the earth warm and able to sustain life. This blanket is getting thicker, trapping in heat as we release greenhouse gases, mainly carbon dioxide. As a result, our climate is starting to change – in some places it is warming and in others flooding.

Scientific research indicates that, because of climate change, we may experience more intense and more frequent extreme weather events. A gradual increase in temperature also has major implications for ecosystems, growing seasons, animals and their habitats.

Some changes to the climate are inevitable – even if we stop emitting gases now, the gases we have already released are likely to have an effect. However, we can make a definite difference to slow it down in the future. With some adaptation to our lifestyles we can achieve a new balance.



Climate Change

An introduction

Some facts and figures

The atmosphere's changing....

Concentrations of greenhouse gases are now higher than at any point in the past 800,000 years. Greenhouse gases are pollutants that occur naturally in the atmosphere but also as a result of human activity. They include water vapor, carbon dioxide, methane, nitrous oxide, and ozone.

In just 200 years, the amount of carbon dioxide in the atmosphere – the major gas that causes climate change – has increased by 30 per cent.

We're heating up....

Over the past century, average global temperatures have risen by 0.7°C.

The ten warmest years on record have all been since 1990. Six of the ten warmest years on record in the UK were between 1995 and 2004.

During August 2003, the hottest temperature ever recorded in the UK was taken in Brogdale in Kent. It was 38.5°C.

Between 4 and 13 August 2003, over 2,000 people in the UK died as a result of the heat.

Flooding is on the increase....

The autumn and winter floods in 2000 in the UK were the worst for 270 years in some areas.

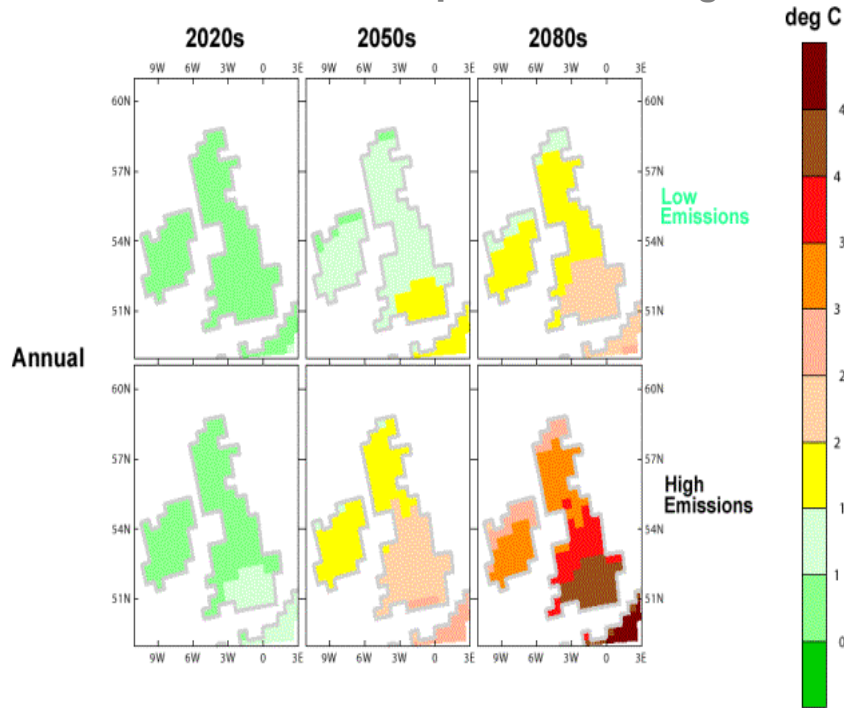
What does climate change mean for us here in the UK?

The evidence for climate change in the UK comes from weather records extending back over 350 years. From these, it's clear that the 1990s were the warmest decade in central England since records began in the 1660s. Coastal waters have also warmed, changing the distribution of important commercial fish species and other marine animals.

Climate Change

An introduction

Predicted Mean temperature change



A range of effects

A variety of other changes to the UK climate include:

- The growing season for plants in central England is now a month longer than it was in 1900.
- Summer heatwaves are occurring more frequently, and in winter there are fewer frosts.
- Compared with 50 years ago, we now get heavier rain and snowfall.
- Average sea level around the UK is now about 10cm higher than it was in 1900.

Sunny summers could be good?

It might seem that this man-made climate change would be a positive thing for the UK, giving us warmer summers and fewer cold winters. But hotter summers and less rain in the south and east would mean water shortages, forest fires and damage to crops and wildlife.

In the north and west there could be much heavier rain and more flooding, and as the polar ice caps continue to melt, rising sea levels will threaten many coastal communities.

Rising temperatures could even lead to an increase in insects and other unwanted, and in some cases dangerous, visitors!

Overall, the cost to society, the environment, our health and the economy is likely to far outweigh any benefits.

Climate Change

An introduction

What causes climate change?

Natural causes

Some changes to the earth's climate are caused by the effects of the sun, land, oceans and atmosphere and they way they interact with each other. These often occur over very long periods of time.

However, it is likely that most of the recent warming can be attributed to human activities....

Human causes

Human activity has changed the concentration of greenhouse gases in the atmosphere in two important ways:

1. We have cut down forests to develop land for agriculture.
Trees absorb carbon dioxide so, with fewer trees, more carbon dioxide builds up in the atmosphere.
Also, the agriculture that replaces the forests can often be a source of emissions.
2. By burning fossil fuels like coal, oil and gas for energy, we release greenhouse gases.
Currently, burning fossil fuels emits about 6.5 billion tonnes of carbon dioxide into the atmosphere each year.
Since before the industrial revolution, which began in the 18th century, concentrations of greenhouse gases have increased by 30 per cent.

But did you know?

The biggest sources of carbon emissions for most people are likely to be:

- the energy you use in your **home** (heating is the biggest use)
- **transport** including flying
- the energy involved in creating, packaging and distributing the **food** we eat

Plus, other things in our homes contribute to climate change indirectly. Everything from clothes to computers to carpets uses energy when it is produced and transported, causing carbon emissions to be released.

Climate Change

An introduction



Home energy

Each household in the UK creates around six tonnes of carbon dioxide a year. That's six times the weight of the rubbish a household throws away in a year. It's enough to fill six balloons 10 metres in diameter



Travel

Personal travel accounts for up to a quarter of all the impact individuals have on the environment across Europe, including climate change effects. There are many ways of cutting down on travel, choosing different ways of getting around, and reducing your impact when you travel by car or plane.



Tourism

UK residents take over 40m holidays abroad and more than 100m overnight stays in this country each year. Choices made about where to go, how to get there and what to do while there can either benefit or harm the environment.



Food

Producing, transporting and consuming food makes up nearly a third of our contribution to climate change, and adds to other environmental problems too. A few small changes to how you choose and prepare food can help protect the environment, and support farmers and producers who look after the countryside.

Climate Change

FACT SHEETS

Energy Saving in the home: A quick guide

Buy energy-efficient appliances

If every home in the UK installed just three energy-efficient light bulbs, we would save enough energy to power all our street lights

- look for appliances showing the Energy Saving Recommended label
- look for European Union (EU) energy labels on fridges, freezers and washing machines, (where A is most efficient and G is least efficient)

Insulate

Nearly half of the heat in a typical home is lost through the walls and roof.

- installing roof and wall insulation could save us £400 per year in energy costs

Turn off appliances – don't leave them on standby

The average household wastes £37 a year simply by leaving appliances on standby.

- remember that you can't switch most electronic goods off just with the remote control
- to turn off an appliance completely, use the power switch on the appliance itself or turn it off at the plug – including any appliance with a chargers

Install an energy-efficient heating system

- we can reduce the amount of energy our existing boilers consume by up to 40 per cent by controlling it with an efficient thermostat and thermostatic radiator valves
- replacing a 10-year-old boiler with an efficient new one could reduce our energy consumption by a third

Energy-saving tips we can all try:

- washing clothes at 30 degrees can be just as effective for a normally soiled load
- running our washing machines or dishwashers with full loads
- avoiding tumble drying – dry clothes outdoors when possible
- defrosting our freezers regularly and avoidinh putting hot food in the freezer
- turning down our thermostats and immersion heaters temperature by one degree – the savings will be significant and we are unlikely to notice the difference
- boiling a kettle with only as much water as needed
- covering pots and pans when cooking – they will boil a lot quicker
- rechargeable batteries cost about twice as much as conventional ones but can be used hundreds of times
- using energy efficient light bulbs

Climate Change

FACT SHEETS

Greener Food and Drink: a quick guide

1. Try not to waste food

The average UK household spends £424 a year on food that goes in the bin - if this ends up in landfill it produces methane, a greenhouse gas judged to be more than 20 times as powerful as carbon dioxide. Throwing less food away produces less methane and reduces other harmful environmental impacts from producing, packaging and transporting food.

2. What you eat

Some foods have a bigger impact on the environment than others. For example, food grown in heated greenhouses or transported by air uses a lot of energy. Production of meat and dairy has a much bigger effect on climate change and other environmental impacts than that of most grains, pulses and outdoor fruit and vegetables.

3. Buy sustainable fish

The Marine Stewardship Council (MSC) logo provides assurance that a seafood product has come from a well-managed fishery and has not contributed to the problem of over-fishing.

4. Buy fresh and in season

Buying food and drink when locally in season, and unprocessed or lightly processed food, is likely to mean that less energy has been used in its production. Buying food that has travelled less can also be a positive choice as it reduces transport emissions, particularly in comparison to produce transported by air.

5. Food produced with respect for wildlife and the environment

Some food is produced to particular standards that help reduce negative impacts on the environment and support wildlife. Find out about the labelling schemes and what they mean e.g. fish certified to be from a sustainable source and the Soil Association's organic standards.

6. Use energy efficient appliances for cooking and storing your food

When buying a fridge, freezer or electric cooker choose one with the highest energy efficiency rating, using the European Energy or Energy Saving Recommended labels. Gas is usually a more efficient choice for cooking than electricity.

7. Composting kitchen waste

Composting food waste will help reduce climate change effects from food decaying in landfill sites, and makes good fertiliser for gardens. Many councils offer subsidised compost bins, or collect kitchen waste.

8. Reduce car trips for food shopping

If possible, reducing the number of times we go to the shops by car, or using other forms of transport, will reduce climate change effects and air pollution.

9. Tap water

In the UK, mains drinking water meets very high standards. Tap water requires around 300 times less energy than bottled water (for packaging and transport), and doesn't leave bottles to be disposed of.

Climate Change

FACT SHEETS

Waste and recycling: a quick guide

Nearly two thirds of all household rubbish can be recycled, which saves energy and raw materials. We can also do even more by avoiding waste in the first place, or repairing and re-using items.

1. Recycle

If not doing so already, find out how to recycle your waste.

2. Recycle more!

An average family can double or even treble the amount they recycle. Most councils run doorstep collections for paper, glass and plastics, and sometimes more recyclable materials. Local civic amenity sites can also accept many other materials for recycling – everything from wood, shoes, textiles and TVs, to electrical equipment, light bulbs and fridges/freezers.

3. Reduce waste

Recycling can help save materials and energy, but cutting down on waste in the first place is even better - for example, avoiding excess packaging and unnecessary carrier bags, or buying products which can be used again instead of disposable items.

4. Re-use and repair

Repairing or re-using items means that they will last longer and won't need replacing with new items so soon. Even when we have finished with something, someone else will often be able to use it – why not sell it, give it to charity or pass it on via sharing schemes like Freecycle.

5. Composting garden and kitchen waste

More than a third of household rubbish is organic, including garden and kitchen waste. If sent to landfill, organic waste produces methane which has strong climate change effects. If it is composted then these climate change impacts can be avoided and valuable space in landfill sites will be saved.

6. Safely and responsibly dispose of hazardous waste items

Some items contain hazardous materials and need to be carefully disposed of to avoid environmental problems like water pollution. For example, paint, batteries, electrical equipment and oil need to be disposed of at a proper facility.

7. Buy recycled products

Products made from recycled goods save raw materials and complete the circle by increasing demand for recycled materials. As well as paper products, also available are recycled household and fashion items such as shoulder bags, plastic trays, pencil cases and aluminium foil.

Climate Change

FACT SHEETS

Greener travel: a quick guide

1. Consider travelling less

Can we get what we want nearer to home, or without travelling at all? For example, holidaying in the UK, using local leisure facilities and shops, or sometimes working from home. Reducing travel will reduce climate change effects and local air pollution.

2. Try different ways to get around

Leaving the car at home and walking, cycling, or taking the bus or train will help reduce the negative impacts of driving. It is also possible to travel longer distances without flying.

3. Driving to reduce your fuel consumption

Making some simple changes to the way we drive can reduce fuel consumption and reduce climate change effects. For example, driving smoothly, sticking to the speed limits, and keeping tyres properly inflated.

4. Buy a more efficient car

We don't have to compromise to buy a greener car - just choose a more fuel efficient one. New cars carry a fuel economy label telling you how efficient they are. Choosing a more efficient car can help reduce carbon emissions and local air pollution, and will often save money on vehicle tax and other charges, as well as on fuel.

5. Maintain your vehicle responsibly

Well maintained vehicles tend to run more efficiently. Waste from car maintenance is often hazardous, like engine oil, other fluids, batteries and tyres. Careless discarding of these items can cause pollution but council waste facilities will be able to accept them for safe disposal.

6. Travelling less by air

Thinking about ways that we could reduce the amount we travel by air:

- can we get what we want nearer to home, or without travelling at all - for example, taking holidays within the UK and closer to home, or using videoconferences rather than flying to business meetings?
- taking one longer holiday will have a lower impact than going on several short trips if we are flying each time

Climate Change

FACT SHEETS

Greener holidays: a quick guide

Travel choices

A large part of the UK's carbon emissions are from transport, and aviation is the fastest-growing source. The further we travel, particularly by air, the more we contribute to climate change. If we want to take a greener holiday, here are some things we can consider:

- choosing a destination closer to home, or taking fewer longer breaks rather than several short ones, will help reduce the climate change impact of holidays
- there is often an alternative to flying or driving, especially when going away for longer - carbon emissions per passenger from rail can be around four times lower than from short haul air travel
- if driving to a destination, using efficient driving techniques can help reduce fuel consumption, saving us money and reducing environmental impact
- if hiring a car while on holiday, choosing a smaller, more efficient model will help reduce our climate change impact
- if we have to fly, one choice is to offset the carbon emissions the trip generates by paying for projects which reduce emissions elsewhere

While on holiday

Many of the things we can do to be greener on holiday will be the same things we can do at home - but there are also some extra things too, like avoiding gifts made from endangered species. Here are some suggestions:

- making the most of locally produced food and drink, and local activities and attractions will support people in the area we are visiting and reduce the need for further environmental impact from transport
- switching off any air conditioning, heating and lights when we're not using our accommodation will help reduce climate change effects
- trying not to waste water – some countries suffer from water shortages and saving water can help avoid damage to natural habitats

Making a positive contribution to the place you are visiting

There are ways in which a holiday can help support local people and the environment:

- some organisations and companies offer holidays which aim to minimise impacts on the environment - they can help find accommodation with low energy needs and activities that benefit local communities
- there are many opportunities to volunteer and help with projects that conserve and improve habitats and nature reserves
- when we are away, or if we are looking for somewhere to visit in the UK, we can support projects or attractions which protect wildlife, such as nature reserves and conservation projects

Many people around the world are now taking action in a number of different ways. Here are some examples of the variety of ways in which we can make an impact in slowing the effects of climate change.

What some people are doing already

Go Zero

Go Zero is a community project based in Chew Magna that raises awareness of the environmental and social impact of our everyday actions and provides suggestions for change towards a zero waste society.

It offers affordable and sustainable solutions to reduce and conserve resources and energy, to contract our carbon footprint, and to brighten the lives of the community while recognizing our responsibilities to encourage others throughout the world to do likewise."

For more information visit the website: <http://www.gozero.org.uk/>

Walk Your Talk

I am helping a folk/world music band based in Brighton, walk 900 miles, carrying their instruments, planting some trees, emphasising the whole ethos of 'walk your talk' in the name of environmental awareness. Playing gigs in gardens, castles, pubs and even your living room! It is all being organised by a group of 5 individual volunteers hoping to prove a little seed can grow alotta trees! We appreciate any input/encouragement, or people to walk part of it with us! Come on 'walk your talk – the future lies among us!!! "Government, industry, individual" For more information visit <http://www.walkyourtalk.org.uk/>.

Whizz Go

By running a car club we are making it very easy for people to give up their cars. Residents and employees still have access to a (well maintained, low emissions) car when they need it, but drive fewer miles and no longer own their own car. For more information contact liz.gray@WhizzGo.co.uk

DIY Kyoto

Getting people involved in saving the planet isn't easy. Why should we bother, if America is pumping out all that carbon as if there was no tomorrow? However, one neat solution offers householders the chance to save energy and money. Three graduates of the Royal College of Art, Jon Sawdon Smith, Greta Corke and Richard Woods, have formed their own company, DIY Kyoto, whose first device reveals how much electricity a household is using at any time. Instead of an old electric meter racking up units in an outside cupboard, their Wattson (as in What Watts are On) will tell you – in big red lights – how much power you are consuming. Then you can turn off heaters or lights that are burning in empty rooms.

The device is expected to cost around £150 and should be easy to install and use, says DIY Kyoto. Further information is available at www.diykyoto.co.uk

Global Action Plan's Energy Bike

In order to make the connection between people's everyday actions and climate change, Global Action Plan has created a range of fun and interactive initiatives that are taken to schools, organisations and community events across the country. One of these tools – the Energy Bike – allows people to feel how much energy is used by their household appliances. The more energy an appliance uses the harder it is to pedal. Cyclists quickly realise how much energy they waste by leaving appliances on standby and the drastic difference between efficient and inefficient light bulbs is seen by a grimace on the cyclist's face! For more information, please contact Emma Morris on 020 7405 5662 or visit www.globalactionplan.org.uk

Exeter Climate Action

Exeter Climate Action has a website that asks people to make a series of commitments to do something to stop climate change. Those that make a commitment(s) get their name on the website, thus joining a growing community actually making a connection with their life and the climate. They also hold monthly stalls in the High Street and have creative actions to bring the message close to home.

Website: www.exeterclimateaction.org.uk

Ashton Hayes Going Carbon Neutral

The community of Ashton Hayes is aiming to be England's first Carbon Neutral Village. They have secured some business funding and enlisted the help of the Energy Saving Trust and The University of Chester and Chester City Council. Help also from UKCIP and CRed.

See www.goingcarbonneutral.co.uk for more.



Things to think about...

Before the big event on May 12th we'd like you to try to change some current behaviours around the home and in terms of transport, as we'd like some really honest feedback about how people feel about making these changes, and how easy or difficult they might be.

The first list below provides some relatively easy behaviours to try out, while the second lists some more advanced changes to behaviour that you may like to investigate how easy or difficult they are to do. We'd be really grateful for feedback on both types of activity. We'd also like you to indicate any behaviours that you are currently doing, or have investigated.

Please bring this back with you to the reconvened event on May 12th.

Things to try:

Activity	Currently doing??	Tried after workshop	Still doing?
Turn off the power supply to your mobile phone charger when it's not in use			
Turn your TV off instead of leaving it on standby			
Take any recycling not collected by your local authority to a recycling plant			
Reduce the temperature of your hot water by 10 degrees			
Take your own bags to the supermarket / refuse a plastic bag for less than two items			
Buy products with less unnecessary packaging eg. buy loose apples rather than bagged			
Repair something rather than throw it away			
Take a shower rather than a bath / Cut your shower time by 2 minutes			
Keep within the speed limit			
Don't use the car for journeys of a mile or less (walk, cycle or use public transport instead)			

Buy locally / regionally produced food			
Cut down on your dairy / meat consumption			
Change to a low energy lightbulb if one of yours goes (some energy companies are now offering free low energy lightbulbs – as an alternative you might apply for some and fit them)			
Avoid throwing away uneaten food – try and make the best use of all that you buy			
Buying fish that comes from sustainable sources i.e. it has been certified			

Things to investigate

Area to investigate	Currently doing?	Tried after workshop	Actually did it?
Investigate the possibility of installing cavity wall insulation in your home – look at how much it would cost compared to how much it would save you (but please bear in mind that not all houses are suitable for cavity wall insulation)			
Look into the possibility of changing your energy supply to a green tariff, or to an alternative greener supplier such as Green Energy UK.			
Look into the possibility of home composting			
If you're planning a holiday, look at the option of a holiday in the UK rather than flying abroad			
Offsetting the carbon emissions of your holiday flights			
Find out about how to change your car engine to take biofuels			
If you're thinking about buying a new appliance such as a washing machine, fridge or freezer, look at the energy efficiency of the different models			
If you're thinking about buying a new car in the next few months, try and find a feasible option for you that is more energy efficient than your current model			



Things to think about...

Feedback form

Please complete this form before the event on the 12th but after you've had enough time to try to complete some of the actions we asked you to try.

Changing behaviours

Which behaviours did you try?

Which actions did you find the easiest to take up and why?

Which actions did you find the hardest to take up and why?

Which actions would you never consider taking up, and why?

Areas of behaviour change for investigation

Which areas of behaviour change did you investigate?

Which areas of behaviour change did you feel might be easiest to take up and why?

Which areas of behaviour change did you feel might be hardest to take up and why?

Which areas of behaviour change would you never consider taking up, and why?

Existing behaviours

Are there any activities that you were undertaking prior to attending the first workshops? Have these activities changed in anyway since attending the workshops?

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Climate Change information pack 2

Contents

- 1) Different ways the Government can make change happen
- 2) What is Business doing about Climate Change?
- 3) Some other sources of information you might like to look at

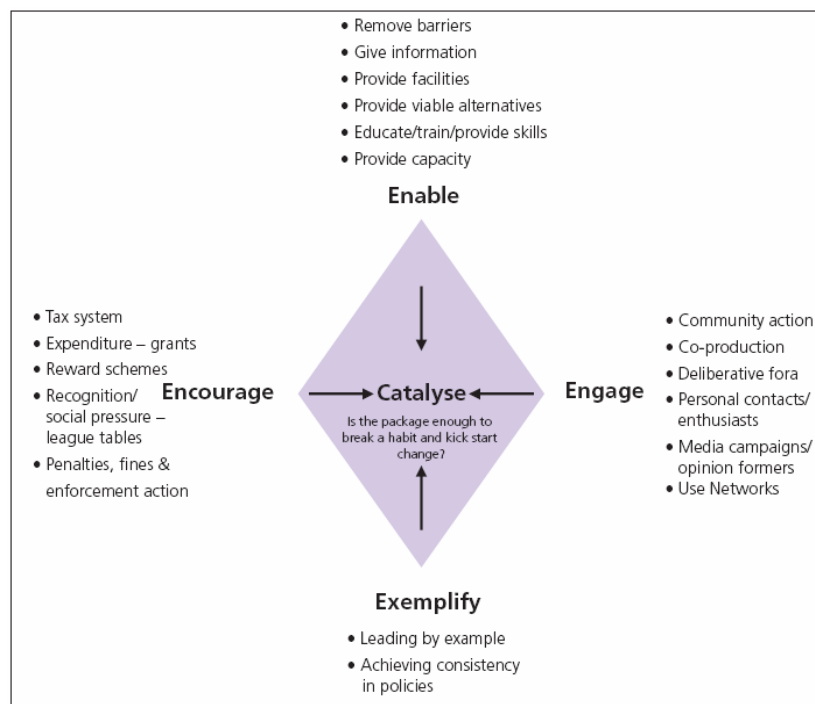
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How can Government make change happen?

In the past, the Government's approach to making changes around areas such as the environment and health has tended to focus on imposing strict rules and regulations. Nowadays, the Government is looking at alternative styles, through providing advice, encouraging voluntary agreements and the use of economic instruments such as taxes (including tax breaks) and trading schemes.

The UK Government's Sustainable Development Strategy² presented a model for enabling, encouraging and engaging people and communities in the move toward more sustainable lifestyles, recognising that Government needs to lead by example. The diagram below shows what the elements under each of these headings could comprise.



London's congestion charge provides an example of how this model can work in practice. A combination of charging, along with increased provision of buses was introduced with a huge amount of accompanying publicity. It has had effects that have been far greater than originally forecast. There has been a 30 per cent reduction in

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congestion as people consider alternatives including public transport with an increase of 29,000 bus passengers entering the congestion charge zone in the morning peak.

Other examples include:

Enabling:

- Providing infrastructure for recycling (e.g. Local Authority collections);
- Putting conservation duties on water companies.
- Energy efficiency labelling (e.g. white goods and cars).

Engaging:

- Publicity campaigns e.g. the Act on CO₂ campaign. (reflecting the shock tactics used in the drink driving and stop smoking campaigns)
- Climate Challenge Fund projects, e.g. community radio stations, photographic exhibitions;
- National summits e.g. like the Citizens' Summit you will be attending on May 12th (similar to "National Pensions Debate" and "Your Health, Your Care, Your Say")

Encouraging:

- Incentives e.g. grants to insulate houses for those on lower incomes;
- Disincentives, e.g. landfill tax, packaging regulations, air passenger duty, graduated vehicle tax.

Exemplifying:

- Government targets for energy and water efficiency in its offices;
- The way Government buys goods and services and the way it travels (e.g. Hybrid cars, fewer flights)

¹ The UK Government's Sustainable Development Strategy was launched on 7 March 2005. For a copy of the full document, go to <http://www.sustainable-development.gov.uk/publications/uk-strategy/index.htm>

Other information on activity by Government is available at <http://www.defra.gov.uk/environment/climatechange/>
<http://www.climatechallenge.gov.uk>

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What is business doing about Climate Change?

Many companies are realising how their business impacts on climate change, and what they can do to tackle the problem. One example of how businesses are doing this is through the Climate Group.

The Climate Group is an independent, not-for-profit organisation which brings together governments and businesses to create a new momentum in the international effort to tackle climate change. In the UK, the Climate Group launched “We’re in this together” on 23 April 2007. The campaign brings together major companies who have all made a commitment to come up with and adopt solutions for them and their customers to tackle climate change.

<http://www.theclimategroup.org/>

<http://www.together.com> – website for the “We’re in this together” campaign.

The companies below are all members of the Climate Group and made announcements on 23 April on the campaigns that they will be running or services they will be offering their customers as part of their bid to tackle climate change. A summary of their announcements is below – for more information, go to www.together.com, or to the companies’ individual websites.

B&Q

A quarter of the UK’s carbon footprint is generated by homes, with the heat lost through roofs and walls being capable of heating around three million homes for a year. B&Q is making loft insulation easy for customers to plan and buy, affordable and easy to install and understandable for everyone.

www.diy.com/together and www.together.com/solutions/5

Barclaycard

Barclaycard Breathe will be the only UK credit card to donate 50% of its profits to support carbon reduction projects in the UK and abroad. It will be launched in summer 2007. All monthly donations will go directly to an independent partner who will guarantee to support projects meeting the new UK Government standard for carbon offsetting. Customers will also pay lower interest rates on more environmentally friendly purchases, including spend on public transport (rail and bus tickets) and energy saving products and services.

www.together.com/solutions/index/16 for information on Barclaycard Breathe

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British Gas

British Gas is offering its customers an Energy Savers Report which will provide a summary of the measures customers could take to reduce their energy consumption and the savings that would accrue. The Report will also give householders a current and potential rating for their home, on the familiar colour-rated A to G scale currently used for white goods.

www.house.co.uk/esr and www.together.com/solutions/index/19

Marks & Spencer

M&S are encouraging their customers to lower their washing temperatures to 30°C. This will save around 40% of energy per wash. Around 70% of M&S's machine washable clothing can be washed effectively at 30°C, and from July, M&S will be putting a new message on clothes labels: "Think Climate – wash at 30°C".

www.marksandspencer.com/plana and www.together.com/solutions/9

O2

O2 realise that many of their customers look forward to using the latest handset. However every new phone has an environmental cost. O2 are offering deals to new and existing customers who do not take a new handset, and will be matching donations made to O2's Energy Savers fund, a fund which offers a full energy saving makeover to hundreds of key worker homes and sheltered accommodation in communities across the UK.

www.o2.co.uk/abouto2/environmenthealth and www.together.com/solutions/index/17

Royal and SunAlliance

Royal and SunAlliance's MORE TH>N insurance products are offering eco-policy for drivers of environmentally friendly cars, such as hybrid, electric and LPG cars. This will be complemented by offering information on greener driving behaviour and ways to offset carbon emissions.

www.wedomore.co.uk/carbon and www.together.com/solutions/index/15

Sky

Sky is aiming to help its customers reduce their household energy bills by introducing a new feature that will automatically switch inactive Sky HD and Sky+ boxes into standby mode overnight.

www.jointhebiggerpicture.com and www.together.com/solutions/index/14

Tesco

Tesco have set themselves a target to sell 10 million energy saving light bulbs in the coming year. They have halved the price of their energy efficient light bulbs and are investing money in publicity and availability for the bulbs.

www.tesco.com/climatechange and www.together.com/solutions/2

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Other sources of interesting information

Below you will find some links to some useful websites, containing more information if you wish to investigate. These websites showcase a number of different viewpoints and opinions.

<http://www.youtube.com/watch?v=S9ob9WdbXx0>

You tube video: 'The Truth About Climate Change'

<http://www.bbc.co.uk/sn/climateexperiment/>

Thousands of you took part in the world's largest climate change experiment – here are the results

http://news.bbc.co.uk/1/hi/sci/tech/portal/climate_change/default.stm

Climate change: news opinions & explanation from around the BBC

http://news.bbc.co.uk/1/hi/in_depth/sci_tech/2004/planet/default.stm

With humanity demanding more from the Earth than ever before, BBC News explores the planet's most pressing environmental problems in a six-part series.

<http://www.foe.co.uk/>

Friends of the Earth website

<http://www.newstatesman.com/200704230025>

Article in the New Statesman mentioning Defra 23rd April 2007

<http://www.foe.co.uk/living/poundsavers/interviews/index.html>

Interviews with celebrities and thinkers (Richard Branson etc) who share their thoughts on environmental issues and climate change

<http://www.carbonneutral.com/uploadedfiles/007%20Shades%20of%20green%2012.03.07.pdf>

Booklet by TCNC which provides information about how you can save from 1kg to 100 tonnes of CO2 from your waste, energy, travel etc

http://www.theclimategroup.org/reducing_emissions/low_carbon_solutions

The Climate Group explains carbon emissions and gives examples and case studies of positive actions in different fields – from communications to waste management - which can be used to reduce carbon emissions

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<http://www.myspace.com/musecampaign>

Myspace page for a collective of musicians uniting to encourage action on climate change

<http://www.technorati.com/blogs/http%3A%2F%2Fenvironment.about.com>

Environmental Issues blog

<http://www.technorati.com/blogs/http%3A%2F%2Faduradedr17.blogspot.com>

Climate Change blog

The Climate Change Bill (2007)

The Government published the Climate Change Bill in March 2007. It is a far reaching document that contains numerous recommendations. This paper outlines the key points contained in the bill.

The debate on climate change has shifted from whether we need to act to how much we need to do by when, and the economic implications of doing so. The time is therefore right for the introduction of a strong legal framework in the UK for tackling climate change. The draft Climate Change Bill is the first of its kind in any country.

The Government has shown consistent leadership in the field of climate change by setting bold targets and pursuing ambitious policies. We are committed to securing a strong multilateral agreement beyond 2012, and within the EU, we are pushing hard for ambitious greenhouse gas reduction targets, and to move to a low-carbon economy over time. At home, we have already shown progress in reducing greenhouse gas emissions and are set to double our Kyoto target.

The Climate Change Bill would create a legal framework to manage future emissions. It would provide a clear, credible and long term framework that would provide greater clarity and confidence for businesses and individuals to plan and invest in delivering the changes needed to move reduce emission. It would demonstrate leadership through example – a vital factor in helping to secure future international agreements.

In summary the Bill:

- makes challenging carbon dioxide reductions targets for 2020 and 2050 legally binding;
- introduces a system of 'carbon budgeting' capping emissions over five-year periods – with three budgets set ahead to help businesses plan and invest with increased confidence;
- creates a new independent body to advise on the setting of carbon budgets and to report on progress;
- contains enabling powers to make future policies to control emissions quicker and easier to introduce; and
- introduces a new system of Government reporting to Parliament including on climate change adaptation policies.

Taken together these measures would create a coherent framework that will ensure we achieve reductions in emissions whilst maintaining a strong and growing economy and high levels of social welfare.

It is right that the public, Parliament and a wide range of interested organisations have an opportunity to discuss and debate these proposals – as climate change is an issue which affects us all and this Bill is intended to create a framework that lasts for more than a generation. The Government therefore looks forward to receiving a wide range of views on its proposals. We aim to introduce the final Bill to Parliament in autumn this year and the target date for Royal Assent is Spring 2008.

The Bill was published in draft on 13 March 2007 for full public consultation and pre-legislative scrutiny, which will be carried out by both two Committees of Parliament, the Commons Environment Food and Rural Affairs Select Committee and an ad hoc joint committee of both MPs and Peers, specifically set up to scrutinise the Bill. Consultation on the Bill runs through to 12 June and it is expected both committees will report before the start of summer recess on 26 July.

Additional Information on Key Provisions of the Draft Climate Change Bill

Targets

- This Bill puts into statute the UK's targets to reduce carbon dioxide emissions through domestic and international action by 60% by 2050 and 26-32% by 2020, against a 1990 baseline.
- Five-year carbon budgets, which will require the Government to set binding limits on carbon dioxide emissions during five year budget periods, beginning with the period 2008-12. Three successive carbon budgets (representing 15 years) will always be in legislation.
- Emission credits purchased from other countries may be counted towards the UK's targets, consistent with the UK's international obligations. This ensures emission reductions can be achieved in the most cost effective way, recognising the potential for investing in low carbon technologies abroad as well as action within the UK to reduce the UK's overall carbon footprint.

Committee on Climate Change

- A Committee on Climate Change will be set up as an independent statutory body to advise the Government on the pathway to the 2050 target and to advise specifically on: the level of carbon budgets; reduction effort needed by sectors of the economy covered by trading schemes, and other sectors; and on the optimum balance between domestic action and international trading in carbon allowances.
- It will take into account a range of factors including environmental, technological, economic, fiscal, social and international factors, as well as energy policy, when giving its advice.

Enabling Powers

- The Bill contains enabling powers to introduce new trading schemes through further legislation. This increases the policy options which Government could use to stay within budgets and meet emissions targets.

Reporting requirements

- The Committee on Climate Change will have a specific role in reporting annually to Parliament on the UK's progress towards achieving its targets and budgets. The Government will be required to lay before Parliament a response to this annual progress report.
- Every five years, the Committee's report will contain an explicit review of the UK's performance over the last budget period, and the implications of this for keeping on track to meet future targets and budgets.

Reporting Progress on Adaptation

- The Bill will also allow Parliament to monitor the Government's proposals and policies for integrating adaptation to climate change into its work by establishing regular reporting to Parliament.

Documents and links relating to the Climate Change Bill can be found at:

<http://www.defra.gov.uk/environment/climatechange/uk/legislation/index.htm>

Please contact Lucy Edgar at Opinion Leader on 0207 861 3080 if you would like a full version in hard copy and we will be pleased to send one to you

Defra Citizens' Summit

Summit agenda

<p>9.15 – 10.00</p>	<p>REGISTRATION</p> <ul style="list-style-type: none"> • Participants arrive, register and receive badge (with Table number) • Participants to complete filming and photography permission forms (to include a note on potential broadcast) • Tea and coffee available • Climate Change filler films (x 2) and animation playing on loop • National Trust Climate Change photography exhibition available • At 9.50, participants to be asked to take their seats by Lead Facilitator • Ushers encourage remaining participants to take their seats for 10am start • COI announcements on toilets, health and safety information and switching mobile phones off •
<p>10.00 – 10.15</p> <p>Objective: Familiarise participants with objectives for the day and pass on housekeeping information</p>	<p>IN PLENARY: Welcome and housekeeping plus objective setting for the day(lead facilitator)</p> <p>Yasmin Diamond to welcome participants and hand over to Viki.</p> <ul style="list-style-type: none"> • Lead facilitator introduction • Welcome and thanks for attending • Briefly explain why we are here • The aims of the day – the ‘big question’ <i>The Government has set long term targets for reducing CO₂ emissions – 60% by 2050</i> “How are we, as a nation, going to work together to meet those targets?” • Run through outline agenda

	<ul style="list-style-type: none"> • The rules of the day • Explain the role of OLR & facilitators and their independence • Details of refreshments and lunch • Explain observer presence
<p>10.15 – 10.30</p> <p>Objective: Keypad training, comparison of current attitudinal data with pre-workshop data, reminder of workshop proceedings</p>	<p>IN PLENARY: Keypad training and short outline of workshop findings</p> <p>Training question:</p> <ul style="list-style-type: none"> • How did you get here today? <i>Options: Car, Bus, Taxi, Tube, Train, Cycle, Walk, Other</i> • • Scale questions – 1 is strongly disagree, 5 is strongly agree <i>I am well informed about climate change</i> <i>Climate change is a serious issues for citizens in the UK</i> <i>Action needs to be taken urgently in order to limit climate change</i> <i>I am personally making a lot of effort to try and combat climate change</i> • Whose responsibility do you feel it is to take the lead in tackling climate change? Please choose one only: <i>The UK Government</i> <i>UK businesses</i> <i>UK citizens</i> <i>All of the above</i> <i>None of the above</i> • Display comparison between results and pre-workshop results • • Outline some of key themes from the workshops stage: <i>A feeling that all parties are responsible for fighting climate change</i> <i>Participants feel more information is required on what they can do to tackle climate change</i> <i>There is a desire to see more decisive and directed action from Government, and for businesses to make some sacrifices</i>
<p>10.30 – 10.50</p>	<p>IN BREAKOUT: Warm-up discussion – introductions and discussion of climate change packs</p>

<p>Objective: To understand the impact of information packs, how they may have changed views and what pieces of information were the most impactful</p>	<ul style="list-style-type: none"> • Round table introductions led by table facilitator • How did you get on with the information packs we sent you? <i>Was any of the information particularly surprising</i> <i>What effect has the information had?</i> <i>Have your views on climate change changed over the last few weeks?</i> <ul style="list-style-type: none"> ◦ What information in particular had this effect? ◦ PROMPT – Climate Change bill, a website, ‘An Inconvenient Truth’? <p><i>Which types of information were the most impactful? Why?</i> <i>Has anything else (other than the information that you received) changed your views since we last met? What? How?</i></p>
<p>10.50 – 11.10</p> <p>Objective: Communicate how the contract between Government, business, the workforce and citizens works and outline what the Government is doing to tackle climate change as part of this contract</p>	<p>IN PLENARY: Secretary of State address on the launch of the Climate Change Bill</p> <ul style="list-style-type: none"> • Lead facilitator to introduce Secretary of State • Secretary of State to welcome participants • Keynote speech from Secretary of State covering the launch of a consultation on the draft Climate Change Bill
<p>Key question</p>	<p>The draft Climate Change Bill sets legally binding targets for Government to ensure that the UK reduces CO₂ emissions. What do you think about this?</p>
<p>11.10 – 11.25</p> <p>Objective: Understand reactions to the Government’s actions and whether it is felt to be right that the nation should have clear targets for reducing emissions</p>	<p>IN BREAKOUT: Reactions to the Climate Change Bill – are we right as a nation to set these targets?</p> <ul style="list-style-type: none"> • Facilitators to hand round reference sheets providing short summary of speech and key facts about the Climate Change Bill • What are your initial reactions to what you have just heard? • Are setting targets an effective way of ensuring change happens? <i>Why/why not?</i> • Is it important that the targets are legally binding? <i>Why/why not?</i> • Do you think the Government is doing the right thing in proposing legally binding targets on reducing CO₂ emissions? <i>Why? Probe in depth</i>

	<p><i>Why not?</i> Probe in depth</p> <ul style="list-style-type: none"> • Do the Government's activities sound credible? • Do the targets sound achievable to you? <i>Why/why not?</i> • Do you think it is right that the targets should be legally binding? <p><i>Why?</i> Probe in depth</p> <p><i>Why not?</i> Probe in depth</p> <ul style="list-style-type: none"> • You will have a chance to ask questions of an expert panel shortly – do you have any questions on anything you have heard or discussed this morning? •
Key question	How can Government, business, the workforce and citizens work together effectively to reduce CO₂ emissions?
<p>11.25 – 11.30</p> <p>Objective: To outline the idea of a contract between Government, business, workforce and individuals</p>	<p>IN PLENARY: How can business work with Government, the workforce and individuals in order to fulfil its part in the carbon reduction contract?</p> <ul style="list-style-type: none"> • • Lead facilitator to emphasis that participants have now heard from the Secretary of State about what the Government is doing and proposing • Lead facilitator to present short outline of the environmental contract i.e. Government, businesses, workforce and individual citizens working together to tackle climate change
<p>11.30 – 11.35</p> <p>Objective: Communicate business activity on climate change</p>	<p>IN PLENARY: How can business work with Government, the workforce and individuals to in order to fulfil its part in the carbon reduction contract?</p> <p>Five minute presentation from Richard Lambert (CBI) outlining what business is doing about climate change – focusing on:</p> <ul style="list-style-type: none"> • Practical activities that have already been undertaken • What plans there are for action in the future • The impact of activities on the ultimate target • What business is doing in partnership with Government, the workforce and consumers to reduce carbon emissions •
<p>11.35 – 11.40</p> <p>Objective: Communicate workforce activity on climate change</p>	<p>IN PLENARY: How can the workforce work with Government, business and individuals to in order to fulfil its part in the carbon reduction contract?</p> <p>Five minute presentation from Brendan Barber (TUC) outlining what the UK workforce is doing about climate change – focusing on:</p>

	<ul style="list-style-type: none"> • Practical activities that have already been undertaken • What plans there are for action in the future • The impact of activities on the ultimate target • What the UK workforce is doing in partnership with Government and consumers to reduce carbon emissions
<p>11.40 – 11.45</p> <p>Objective: Communicate individual and community activity on climate change</p>	<p>IN PLENARY: How can individuals work with Government, the workforce and business to in order to fulfil their part in the carbon reduction contract?</p> <p>Five minute presentation from Ed Mayo (National Consumer Council) focusing on:</p> <ul style="list-style-type: none"> • An outline of the environmental ‘contract’ between Government, business and consumers as you see it, and how society must reorganise itself around this critical issue for action • How consumers have a degree of power and influence over the other elements of the contract • The role Government and business have in choice editing and affecting behaviour in ways that help consumers to reduce their carbon impact in a positive way (i.e. non-restrictive) • How the contract means an overall shift to a low carbon economy, and how important a factor the Climate Change Bill is in achieving this • The opportunity to build a new mood of positive collective behaviour on climate change •
<p>11.45 – 12.20</p> <p>Objective: Understand whether participants feel each group is doing enough, and whether the contract is an effective way of working together. Also to generate questions for the panel session</p>	<p>IN BREAKOUT: Reactions to business, workforce, community and Government action on climate change?</p> <ul style="list-style-type: none"> • • <i>Facilitator, please ensure all headline questions are asked in this section if time becomes short</i> • • What are your initial reactions to what you have just heard? <i>Was anything particularly surprising?</i> <i>Was there anything you were not previously aware of?</i> <i>Was there anything you were previously aware of?</i> <i>Has it changed your perceptions of what is being done to tackle climate change?</i> • Do you think these activities show that climate change is being taken seriously? <i>How else can the nation communicate that the issue is one that</i>

	<p><i>needs to be acted on by all?</i></p> <ul style="list-style-type: none"> • From what you have heard, are Government and business doing more than you thought? <i>Why/why not?</i> • From what you have heard, are Government and business doing enough? <i>Why/why not?</i> • What do you think that this idea of working together with Government and business means for you as an individual? • Are there any aspects of what you have heard that raises any further questions? • As a group, table to come up with one question to be submitted for voting • Facilitator to submit question via networked laptop by 12.00pm latest • What are your reactions to the idea of Government, business, the workforce and citizens working together to tackle climate change? <i>Where do you think this could work well?</i> <i>Where do you think this could work less well?</i> <i>What can be done to ensure that all three parties play their part in the contract?</i> <i>What needs to be put in place to ensure that the contract is effective and actually creates behaviour change?</i> • What more could Government, individuals, the workforce and businesses be doing in partnership to meet targets? <p>N.B. Questions will be reviewed and synthesised whilst this debate continues</p>
<p>12.20 – 12.25</p> <p>Objective: Identify questions to be put to the speaker panel</p>	<p>IN PLENARY: Voting on questions to be asked of the speaker panel</p> <ul style="list-style-type: none"> • Lead facilitator to introduce voting session <i>Explain that participants should choose their question in light of:</i> <ul style="list-style-type: none"> ◦ What they are most concerned about ◦ What might be the most difficult behaviour to achieve ◦ What they most want the view of the full panel on ◦ What was the hottest topic around their table • Participants to vote on the questions they would most like to put the speakers panel (list of ten potential questions synthesised from those submitted by table facilitators)

<p>12.25 – 12.55</p> <p>Objective: Clarify and debate any key issues arising from the speaker presentations</p>	<p>IN PLENARY: Speaker panel session</p> <p>Session chaired by Lead Facilitator</p> <ul style="list-style-type: none"> • Secretary of State • Richard Lambert (CBI) • Brendan Barber (TUC) • Ed Mayo (NCC) <p>Most popular participant-generated questions put to the panel for discussion (based on voting from previous session)</p> <p>(Work through list of questions beginning with the most popular until time runs out)</p> <p>Facilitators to provide participants with postcards. If any additional questions arise they are to be written down and passed to facilitators. Facilitators will submit these via laptops during Q&A</p>
<p>12.55 – 1.15</p> <p>Objective: Understand whether activities are enough and if the concept of a contract seems achievable way of working</p>	<p>IN BREAKOUT: Discussion of speaker panel responses in light of the contract</p> <p><i>Facilitators to reiterate idea of contract:</i> <i>“If citizens, businesses and nations are to change their behaviour, they must be confident that their actions will be reciprocated. That is why the Secretary of State is proposing an environmental contract that ensures people have the confidence to act, knowing their actions will be matched by others. A contract not in the sense of a legal document, but a deal that if an individual is going to act responsibly in his or her personal life he can expect that he is acting in step with others, with the support of business and the workplace, and with the encouragement of Government.”</i></p> <ul style="list-style-type: none"> • What are your reactions to what you have just heard? • Did any of the speakers say anything that particularly stood out for you? What? Why? • Now that you have heard the points of view of Government, business, the workforce, and individuals and communities, and what they are doing, how do you feel about the idea of an environmental contract? • What needs to happen to ensure that the contract works successfully?

	<ul style="list-style-type: none"> • Is it something that you feel is achievable? <i>Why?</i> Probe in depth <i>Why not?</i> Probe in depth • What do you think other people (i.e. those not attending the summit) know about what has been proposed? • What do you think you would tell your family about what you have heard today? • What would you need to have to be able to communicate to others what the idea of a contract means? • Would you be likely to talk to others about the idea of a contract? <i>What would you say?</i> • What else needs to happen to ensure that everyone works together effectively to meet the long term carbon reduction targets? • • <i>Facilitators to remind participants about the ‘burning issues’ board and encourage them to use it during the lunch break.</i>
<ul style="list-style-type: none"> • 1.15 – 2.00 	<ul style="list-style-type: none"> • LUNCH
<p>Key question</p>	<p>How can Government, business, the workforce and citizens work together effectively to encourage us all, as individuals to make personal behavioural changes?</p>
<p>2.00 – 2.10</p> <p>Objective: To understand what behaviours were tried after the workshop</p>	<p>IN PLENARY: Polling on behaviours undertaken post workshop</p> <ul style="list-style-type: none"> • • Welcome back • Explain the key question for the afternoon • Polling questions <p><i>This is the top ten list of behaviours that have been tried, based on the data we collected over the telephone last weekend – which do you think was tried by the most people?</i></p>
<p>2.10 – 2.30</p> <p>Objective: To understand which of the behaviours were easy, which difficult, and what the barriers were</p>	<p>IN BREAKOUT: Feedback on participant experience of key behaviours</p> <ul style="list-style-type: none"> • • Facilitator to go round the table – each participant to outline the activities they tried, referring to forms where necessary. For each: • How did you find it? <i>Easy/difficult? Why?</i> • Are you still doing it?

	<p>IF YES – <i>are you likely to keep doing it? Why/why not?</i></p> <p>IF NO – <i>what made you stop?</i></p> <ul style="list-style-type: none"> • What would make it easier? •
<p>2.30 – 2.40</p> <p>Objective: To communicate the areas of behaviour which have high impact but low willingness to change, and communicate the potential impact on targets if behaviours were to change</p>	<p>IN PLENARY: Presentation from Tim Jackson</p> <p>Professor Tim Jackson to present on the role of individual (consumer) behaviour change in addressing CO₂ emissions.</p> <ul style="list-style-type: none"> • What are the highest impact consumer behaviours? • Why is it important that behaviour changes in these areas? • What impact will it have on emissions? • How will this help to achieve the overall targets? <i>E.g. if everybody committed to taking only one flight per year it would contribute X% to the overall target</i> • What do we know about the barriers and triggers to people changing their behaviour in this way (including input from Defra research)? • The extent to which people are changing behaviour now. • • <i>Behaviours for discussion:</i> • Not using the car for journeys of a mile or less (walk, cycle or use public transport instead) • Repair more rather than throw things away • Change to low energy lightbulbs as yours go (and perhaps other low energy appliances) • Use water more responsibly • Avoid throwing away uneaten food – try and make the best of all you buy • If planning a holiday, look at the option of a holiday in the UK rather than flying abroad •
<p>2.40 – 3.10</p> <p>Objective: To explore willingness and ability to change behaviours in these areas, and what are the requirements of the contract that will help to increase likelihood of change</p>	<p>IN BREAKOUT: Discussion of the key behaviours</p> <p><i>Facilitator note: please try and ensure in this section that people move from a focus on the personal to a focus on the public as a whole,</i></p> <ul style="list-style-type: none"> • • <i>Facilitator to hand out list of behaviours for discussion</i> • • For each activity: • How easy or difficult is changing behaviour in this way?

	<p><i>Why? Probe in depth</i></p> <ul style="list-style-type: none"> • Do you feel you would be able to change your behaviour in these ways? <i>i.e. whether you wanted to or not – would it be possible?</i> • Would you be willing to change your behaviour in these ways? <i>i.e. if you are able to, would you actually want to?</i> • What are the main barriers to people changing behaviours in these areas? <i>What would help to remove these barriers?</i> • What are the main triggers for people changing behaviours in these areas? <i>Are there any benefits in changing these behaviours?</i> • What would need to happen for these behaviours to become more easily acceptable and for people to act on them? • How long do you think it might take before changes in this area began to happen on a broader scale? <i>When can change be achieved by?</i> •
<p>3.10 – 3.15</p> <p>Objective: Outline afternoon task and the need to consider all parties in the contract</p>	<p>IN PLENARY: Task setting for the afternoon</p> <ul style="list-style-type: none"> • • Lead facilitator to outline afternoon activity: • Each table to discuss key behaviour and consider how rapid and long lasting behaviour change can be achieved • Groups to focus on the roles that could realistically be played by: <i>Government</i> <i>Business</i> <i>The workforce</i> <i>Citizens</i> • Each table to prepare a 1 minute pitch to present back to the room on how lasting change can be achieved for a specific hard to achieve behaviour, focussing specifically on what Government, business and the workforce can do to enable and encourage individuals to change their behaviour • • Lead facilitator to invite a representative from each table to come and pick an envelope that will contain their table’s chosen behaviour for discussion
<p>3.15 – 3.50</p>	<p>IN BREAKOUT: In depth discussion of specific behaviours</p>

(15 mins for discussion, 20 mins for pitch preparation)

Objective:

In depth consideration of specific behaviour and development of plan for action

Facilitator to reveal specific behaviour for discussion by the group

- What are the broad barriers to changing behaviour in this way
- What are the broad triggers that might encourage people to change behaviour in this way?
- Thinking of the different steps that people go through before they change their behaviour, what would need to happen to:

Raise awareness

Communicate the need for action

Let people know what action is needed

Give people the tools they need to take action

Persuade them to take action

Encourage them to keep it up once they have made the first change

- At each stage, what do each the following groups need to be doing as part of the environmental contract?

Government

Business

The workforce

Individuals

- What does each group need to be doing?
- What do you need from each groups to help you?
- You need to ensure that any actions do not have a disproportionate and unreasonable impact on any one group (e.g. forcing businesses into closure)

[Facilitator note: wherever barriers are mentioned, ask group to consider how this barrier might be overcome]:

Facilitator to provide participants with briefing sheet, flipchart and pens for task. Participants also receive information on intervention types for background.

- *You are a taskforce with responsibility for delivering behaviour change on <ACTIVITY>. You will need to consider*
What actions are required
Who would deliver them
What communications are required between the three parties?
- *Remember to focus on government, businesses, the workforce, communities and individuals working together to tackle climate change.*
- *Once you have put together your plan, you will be given the*

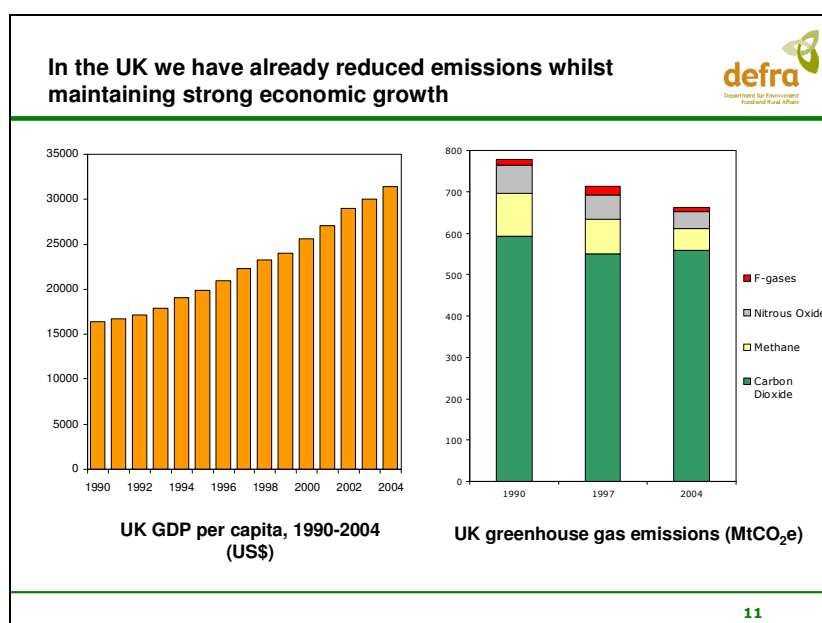
	<p><i>opportunity to pitch it to the Secretary of State.</i></p> <ul style="list-style-type: none"> Remember to focus on government, businesses, the workforce, communities and individuals working together to tackle climate change. First you will need to provide a detailed action plan, and then summarise it into a one minute pitch, focusing on what role you would like to see government, business and the workforce playing to encourage and enable individuals to take action You will also need to choose a team member to present the pitch on behalf of the group
<p>3.50 – 4.20</p> <p>Objective: Communicate action plans to speaker panel for reflection and response</p>	<p>IN PLENARY: Pitching session</p> <ul style="list-style-type: none"> Each group to pitch their ideas to the Secretary of State for comment Countdown clock to ensure each group stays to time Secretary of State to respond and comment on ideas once all tables have completed pitching
<p>4.20 – 4.45</p> <p>Objective: To understand the most popular ideas for behaviour change and wrap up the day</p>	<p>IN PLENARY: Summary and closing</p> <ul style="list-style-type: none"> Final thanks and reflection on the Summit from Secretary of State (5-7 minutes) Final polling questions (repeating pre workshop and start of Summit questions to compare responses) Scale questions – 1 is strongly disagree, 5 is strongly agree <i>I am well informed about climate change</i> <i>Climate change is a serious issues for citizens in the UK</i> <i>Action needs to be taken urgently in order to limit climate change</i> <i>I am personally making a lot of effort to try and combat climate change</i> Whose responsibility do you feel it is to take the lead in tackling climate change? Please choose one only: <i>The UK Government</i> <i>UK businesses</i> <i>UK citizens</i> <i>All of the above</i>

	<p><i>None of the above</i></p> <ul style="list-style-type: none">•• Evaluation questionnaire• Permission to re-contact forms for future communications and potential surveys•
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The Climate Change Bill

A summary of key points from the Secretary of State for the Environment's speech

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- Globally, we must stabilise emissions to a level that will avoid the dangers of climate change
-
- The costs of stabilising the climate are manageable, but if we delay it any longer, costs will rise disproportionately and be much more costly
-
- 2007/8 is a critical year in persuading international partners to sign up as there are numerous opportunities in 2007 (EU Spring Council, G8 summit, Gleneagles Dialogue, UNFCCC)
-
- We have already shown in the UK that we can reduce emissions whilst maintaining strong economic growth



- The draft Climate Change Bill will help us to move to a low carbon economy, through:
 - Targets and budgets – setting long and medium term targets for overall reduction (60% by 2050 and 26-32% by 2020) and setting five year carbon budgets to monitor more regular progress
 - Committee on Climate Change – an independent body to advise Government on its carbon budgets and where savings could be made with the least overall cost to the economy

- Enabling powers – to introduce an emissions trading scheme³ more quickly and easily
- Reporting – The Committee on Climate Change to report annually on progress towards targets and budgets; Government to report at least every five years on progress
- New technologies will be key to long term success
 - Low carbon electricity is already possible through renewable and nuclear power
 - Carbon capture and storage is in development
 - Nuclear fusion may well be an option in the future
- Energy efficiency and decentralised power generation (smaller, local generators that can replace larger and less efficient systems) will help drive reductions in CO2 emissions
 - Traditional home insulation is available and has been for many years
 - Community combined heat and power (CHP) is emerging (Community CHP is locally generated energy efficient power – heat created by the generation of electricity can be fed back into the heating system)
 - In the future, we expect to be able to create zero carbon buildings (zero carbon homes are those that have net CO2 emissions of zero, both through emissions reduction actions taken within the home, e.g. full recycling, and through external factors such as the supply of clean energy)
-
- Transport options will need to move towards other emerging technologies
 - Petrol hybrids and bio-fuels are now on the market
 - Electric and hydrogen fuels are currently emerging
 - In the future it may be possible to decarbonise the entire fuel supply
- A public consultation is currently underway on the draft Climate Change Bill – the closing date will be Tuesday 12th June 2007
 - This will ensure that all interested parties can contribute their opinions into how the Bill develops
 - After this process a revised Bill will be introduced to parliament in the autumn of 2007

³ An emissions trading scheme imposes limits on the amount of emissions that a particular organisation can make. Companies that exceed their individual limit are able to buy unused permits from firms that have taken steps to cut their emissions.

Defra Citizens' Summit

What can Government do?

There are many different kinds of action that Government can take in order to encourage people to change their behaviour. You will notice that some of these actions are brought about through legislation (and are backed by law), others are more to do with providing information or encouraging best practice.

You can see the main types listed below as examples – these may help you in preparing your pitches:

Type of Government action	Practical example	Effects of Government action
Information and education		
Government provided information	e.g. Hard-hitting advertising and campaigns relating to drink-driving and smoking	Influences behaviour change through information and shock tactics
Reporting requirements	e.g. Companies must publish an annual report and statement of accounts	Investors can assess whether this is the sort of company they would want to invest in
Technical and Quality Standards	e.g. All electrical equipment must conform to safety standards and is marked to show that this is the case	Consumers are protected and can have confidence in the safe working of the products they buy
Labelling	e.g. Goods such as fridges and washing machines must be labelled to show how efficient they are	Consumers can choose the most efficient product which will reduce energy consumption
Naming and shaming	e.g. Every year the Environment Agency publishes a report which lists the top polluters	Businesses do not like to have their reputation damaged and will take action to avoid it in future

Type of Government action	Practical example	Effects of Government action
Incentive based structures i.e. encouraging positive behaviour		
Tradable permits/quotas	e.g. Introduction of a Carbon emission trading scheme; companies are allocated a CO ₂ emissions limit. If they want to emit more they can buy the right (permit) to do so from another company in the scheme	Provides incentives for companies to meet Government objectives in the most efficient manner
Price caps	e.g. Price caps have been imposed on the electricity Distribution Network Operators so they cannot charge above a certain amount	A capped price means that businesses must become more efficient to increase profits, and customers are subject to controlled costs
Targets	e.g. Schools have been set targets for what level of attainment pupils should achieve at certain ages	Acts as a powerful motivator; allowing monitoring of achievement and enabling people to make comparisons if the information is made public
Taxes	e.g. Tax incentives are used to encourage companies to invest in research and development	Leaves discretion to the individual company but also recognises the value of such spending to the UK as a whole
Rewarding desirable behaviour	e.g. The Environment Agency sponsors and runs annual water efficiency awards	Publicises and promotes good practice by businesses

Type of Government action	Practical example	Effects of Government action
Regulation i.e. enforcing positive behaviour		
Licensing	e.g. Waste processing companies have to have a licence in order to operate. The licence sets down certain conditions that the business must comply with.	If companies do not they are liable to prosecution.
Legal Limits	e.g. Drink driving. It is an offence to drive with more than a certain amount of alcohol in the blood stream.	People have an awareness that there is a legal limit. However the perception of exactly what the limit means to any individual is not uniform.
Exemptions	e.g. Small businesses may fall outside the scope of a regulation, for example the IPPC Directive	It reduces costs to small businesses whilst ensuring that the businesses who cause the biggest emissions are regulated.
Self regulation		
Codes of Practice (for example, of trade associations)	e.g. The Code of Practice of the Portman Group relates to the promotion, naming and packaging of drinks, and is agreed by companies responsible for producing alcoholic drinks for the UK market.	An offending product can be subject to a “Retailer Alert” and removed for the shelves.
Voluntary agreements	e.g. Pesticide manufacturers have entered into a voluntary agreement to improve the way the pesticides are used and handled.	Business has ownership of the policy and may set up agreements which go beyond the letter of the law i.e. further than would be required by formal regulation.



Defra Citizens' Summit

Behaviours for discussion

- 10. Not using the car for journeys of a mile or less (walk, cycle or use public transport instead)**
- 11. Repair more rather than throw things away**
- 12. Change to low energy lightbulbs as yours go (and perhaps other low energy appliances)**
- 13. Use water more responsibly**
- 14. Avoid throwing away uneaten food – try and make the best of all you buy**
- 15. If planning a holiday, look at the option of a holiday in the UK rather than flying abroad**



Defra Citizens' Summit

Pitch briefing

In your envelope, you will find a particular area of behaviour change that we would like your table to focus on.

We'd like you to imagine that you are a taskforce with responsibility for delivering long lasting behaviour change in this particular area. You need to think about:

- What actions are required and from whom?
- What kind of communication is required between Government, business, the workforce and citizens?

It is important to ensure that you consider all parties and what is required of each of them/

Other things that might help you to organise your pitch include:

- How can awareness of the issue be raised?
- How can the need for action be communicated?
- How can the kinds of action required be communicated?
- What kinds of tools are needed for citizens to take action?
- What kinds of tools are needed for Government and business to take action?
- How can all parties be persuaded to take action?
- How can behaviour change be sustained after initial action? What is needed to ensure real and long lasting change?

Don't forget that you will only have **one minute** in which to pitch your plans, so it might be a good idea to draft something in detail and then turn it into a one minute talk. And don't forget you will need to choose somebody to stand up and deliver the pitch.

Good luck!