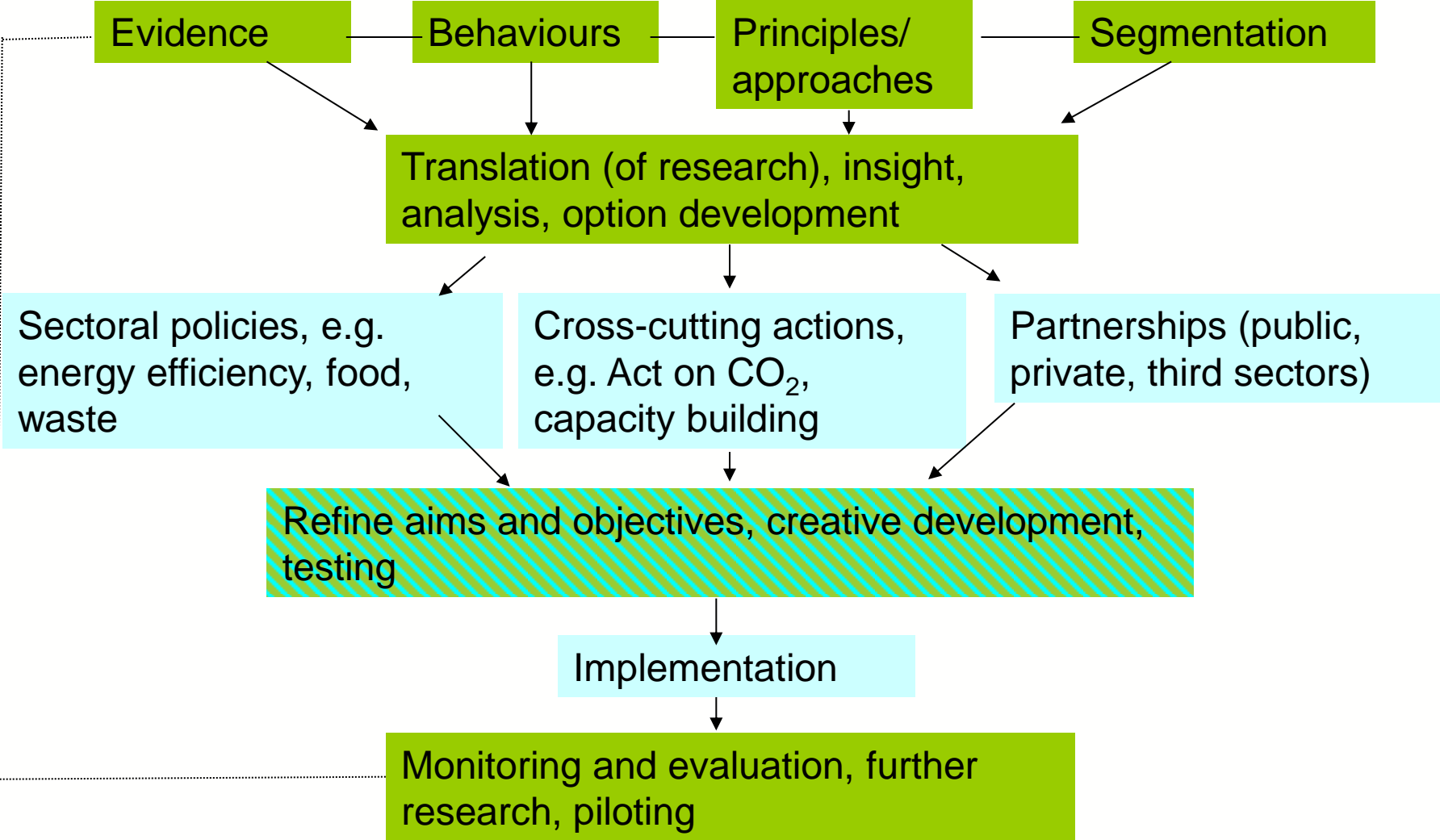


Defra's Pro-environmental Behaviours Framework

Andrea Collier
Environmental Behaviours Unit



Overview of the framework



Headline behaviour goals

Personal Transport

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

Homes: waste

- Increase recycling
- Waste less (food)

Homes: energy

- Install insulation
- Better energy management
- Install microgeneration

Homes: water

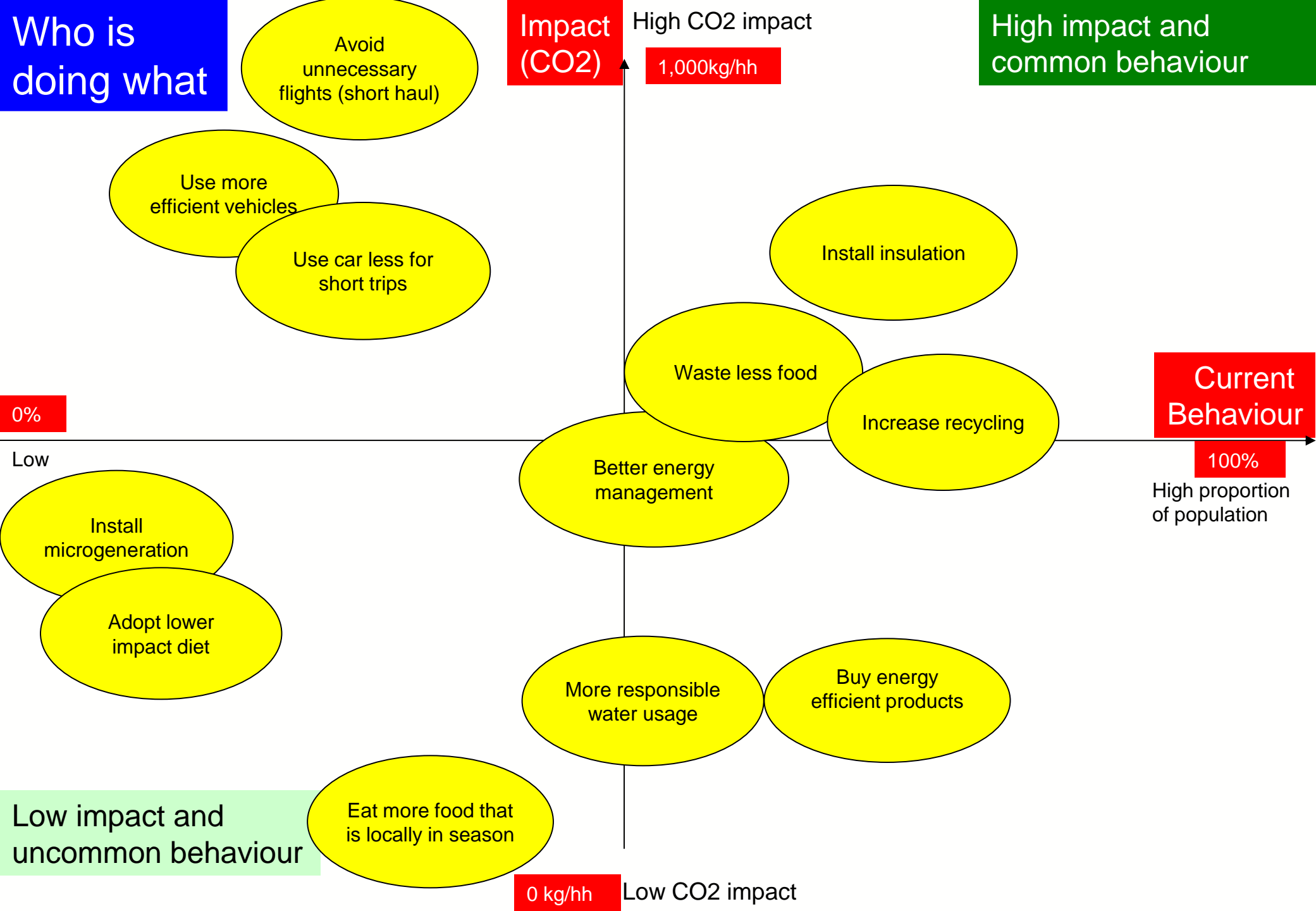
- More responsible water usage

Eco-products

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

Current Research Programme

- Public Understanding of links between Climate Change and Energy and Food consumption in the Home
- Per Capita Carbon Footprints
- Public Understanding of Sustainable Clothing
- Household and Economy Wide Impacts of Changing Environmental Behaviours
- Investigating Motivations – Focusing on Specific Segments and Behaviours
- Investigating ‘mavens’ with regard to environmental behaviours and the linkages between mavens, social norms, identity, and trust for mainstream consumers.
- Unlocking habits
- Exploring catalyst behaviours
- Future developments - Research Centre on Sustainable Behaviours



Where we are now

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

What the evidence tells us...

What others are doing is key

- 'I will if you will'
- Government and business should act first
- Current environmental norms – moving beyond recycling

Sense of making a difference matters

- Disconnect between the small actions and the big issue
- Scepticism about problem
- Ability to access infrastructure
- Difficulty relating consumption choices to environmental impacts

What's in it for me?

- Better health and lower financial outlay
- Feel good factor (and avoiding feeling guilty),
- Lifestyle fit
- Self identity and status
- Mistrust of government and business

Segment willingness and ability

Ability to act

High

High ability and willing

Low

Willing to Act

High

Low potential and unwilling

Low

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

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

3: Concerned consumers
I think I do more than a lot of people. Still, going away is important, I'd find that hard to give up..well I wouldn't, so carbon off-setting would make me feel better.
14%

7: Honestly disengaged
Maybe there'll be an environmental disaster, maybe not. Makes no difference to me, I'm just living life the way I want to.
18%

5: Cautious participants
I do a couple of things to help the environment. I'd really like to do more, well as long as I saw others were.
14%

6: Stalled starters
I don't know much about climate change. I can't afford a car so I use public transport.. I'd like a car though.
10%

4: Sideline supporters
I think climate change is a big problem for us. I know I don't think much about how much water or electricity I use, and I forget to turn things off..I'd like to do a bit more.
14%

Potential to do more, and how

- Encourage
- Exemplify
- Enable

Potential to do more

High

- Enable
- Engage

High potential and willing

1: Positive greens

2: Waste watchers

5: Cautious participants

3: Concerned consumers

4: Sideline supporters

Willing to Act

Low

High

6: Stalled starters

7: Honestly disengaged

- Encourage
- Enable

Low potential and unwilling

Low

Working with the framework

- Informing, and being part of, the debate
 - Defra recognised as a leader in this field across Government
- Significant cross-sectoral buy-in and adoption
 - Adoption of the conceptual framework; its approach and key principles
 - Support for, and use of, the evidence base review and insights
 - Access and use of the commissioned research, survey questions, and segmentation
- Informing the way we deliver
 - Messages and media plan for the joint Defra and DfT Act on CO2 campaign
 - Joining up activity with others
 - Targeted activity



Find out more:

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