

Rhys Campbell from the Behavioural Insights Team

Human behaviour is a good place to start with the net zero agenda as changing consumer behaviour is at the heart of plans as we want people to engage in different processes. How we frame information and craft policies can have a profound impact on how people behave. Telling us the importance of something does not necessarily change minds e.g. public information campaigns can lead to behaviour change but this is only one component and there are other elements to consider. The Intention-Action gap explains the contextual factors that may stop us from doing something even if we want to and despite our best intentions. We need to understand these factors and use that to craft effective policy.

Daniel Kahneman's System 1 and 2 thinking:

System 1 is our fast, intuitive thinking such as the mindless habit of commuting and System 2 is our slow, reflective thinking that is deliberative and analytic such as planning long term. System 2, however, can be limited as it requires a lot of energy so we often fall back on System 1 thought processes (which can be biased or simply wrong). System 1 thinking gets us to follow the crowd whenever possible (why wearing face masks took so long to become the norm), it makes us pay more attention to things that are unusual, it makes us take the path of least resistance and it makes us trust people who are likeable. We need to intervene in this sort of thinking with regard to reaching net zero. BIT found that the reasons people did not undertake loft insulation was more to do with not wanting to go up into their loft to sort out their possessions, even though they know insulation will give them a saving in the long run. There are many more factors involved other than just cost.

The EAST framework:

- Make it **easy**: Retrofitting is complex and involves various decisions and contractors so incentivising does not always lead to more people undertaking it. Information should be streamlined for people with bundle options and clear checklists – Building Renovation Passports that create a long-term renovation road map tailored to a specific building are a good way to do this.
- Make it **attractive**: People are not always focussed on the energy saving benefits and people are often worried that changes could be less comfortable or less warm so communication to counteract this is key.
- Make it **social**: Provide feedback on what others are doing and leverage networks to disseminate key information as we are more likely to listen to our peers. Suggestion

- to normalise low-carbon homes through green house numbers or similar to increase visibility of retrofit.
- Make it **timely**: Help people to plan and communicate when people are most receptive, such as when they are already undertaking other home renovations or have just moved house. Gain incremental commitments and make clear the future costs and benefits.

Jez Hall from Shared Future CIC

Climate change is a multifaceted problem, and the space created within a deliberative assembly allows people to go through these issues and really understand what is necessary. Citizens' assemblies/juries are processes of deliberation that enable an environment in which to produce a set of actionable and meaningful recommendations. The group should be diverse in order to have maximum take up from wider society.

Citizens' assemblies and citizens' juries:

Mini-publics include citizens' assemblies and citizens' juries, the former are larger groups of around 40-200 people and the latter are usually smaller groups of 20-40 people. There is a cost element of these processes so it is cheaper to run a citizens' jury. Leeds Climate Change Citizens' Jury ran from September to November 2019 and ran over 8 evenings and 1 day, it involved an oversight panel which represented the diversity of stakeholders in the process.

Recruitment of a group involves wide mailing activity to ask for interest in the mini-public in order to recruit a large pool of applicants, they are paid incentives to attend each session (around £25 per session for the Leeds Climate Change Citizens' Jury). The applicants are stratified according to age, gender, ethnicity, indices of deprivation, disability, geography and attitude to climate change to match local/national statistics.

The question put to the group is critical and is designed with the oversight group. The first session is about building relationships and getting to know each other through various activities to encourage community development. Exercises to make people think the problem through from the root are an important place to start and commentators give presentations where group members are given a red card to raise for any jargon to be explained. Themes to focus on arise from discussion, of which housing is always one. Recommendation writing is the final stage, these are written and reviewed by the group which go into the final report. The report is then launched to stakeholders. Sessions have now been moved online due to Covid and Shared Future have undertaken work to bridge the digital divide to enable all to take part in this.

Housing associations and local authorities are very well placed to initiate and lead Participatory Budgeting as they already have tenant engagement processes and much of their income comes directly from rents.

Dr Mark Fishpool from Middlesbrough Environment City

A holistic approach has been adopted when looking at the climate crisis, which involves reducing the use of resources, healthy living, sustainable transport, physical environment and education/awareness-raising.

One Planet Living:

One Planet Living is based on the idea that if everyone in the world lived as the UK lives, we would need three planets to host the population. It is based on ten principles involving areas such as zero waste, travel, health, culture and land use. Creating communities that are socially and economically sustainable is just as central as creating environmentally sustainable communities under this model.

A just transition is important when talking about net zero. Disadvantaged communities are lower carbon emitters e.g. those who are fuel poor and those who do not own cars emit less carbon. How we support behaviour change in these communities is important but need to be aware that those who are least responsible are most impacted by climate change's effects.

The Whole System approach looks at achieving change at scale, not just at an individual level. COM-B model of behaviour change stipulates that people need the capability, opportunity and motivation to change. For example, an individual needs the confidence to cycle, access to a roadworthy cycle and skills to maintain a bike. The social environment is also important in this example such as acceptability to ride a bike amongst peers. Organisations and institutions also play a part such as access to a cycle to work scheme and flexible working hours to support different modes of transport. Physical environment also key which includes cycle ways and bike parking. Then the model brings you to policy - there is currently national policy around cycling.

The Middlesbrough Food Partnership is a group of local organisations providing skills to grow your own produce, cookery courses (and building climate change awareness into this), and an eco-shop to tackle food poverty.

Climate Action Middlesbrough is a ten-year programme funded by the National Lottery Community Fund that will use the Whole System approach to look at climate change holistically in the area. How we engage communities within this will be absolutely key.

Samantha Granger from Thirteen Group

Thirteen are in the process of building their approach to environmental sustainability which focuses on the business itself, the homes they provide and taking customers on the journey with them. The focus here is on what the net zero agenda means for Thirteen customers: the move towards a greener way of delivering services will involve major changes for customers, but the changes to stock will have the biggest impact on customers.

Changes to heating systems and other retrofit measures means making the benefits to these new technologies really clear in order to take customers on the journey with you. These projects have been relatively small scale but changing entire stock to low-carbon means huge changes to how people will live in their homes.

Radical changes to the way customers live in their homes include the removal of gas and radiators, and asking people not to use nails in walls and hanging baskets outside. Renovations done so far have been on void properties so Thirteen now need to get customers already living in homes on board with the process.

The whole house retrofits required to get us to zero carbon will be extremely expensive and poor engagement with customers and issues that would come with that could significantly risk the delivery of these programmes and the funding available to deliver them.

There are three stages of customer engagement needed:

1. We need to be really clear about the impacts and look at how we can upscale pilots. Capturing the customer experience and understanding this learning is a key to success.
2. We need to take action to fully understand customers, what their current position is on sustainable living and what their drivers for change are and the adapting to this. Data collection will be really important to make sure customer engagement is successful.
3. We need to be collaborative in our approach to learn from others on a local and regional level to build partnerships with those with the skills and experience that we need. This is also important in working with communities as a whole, not just our own customers.

To get this started, we need to take time to understand what the plan is. Thirteen's plan is currently in line with all three of these stages to get things moving, though there is a lot of work to do.