

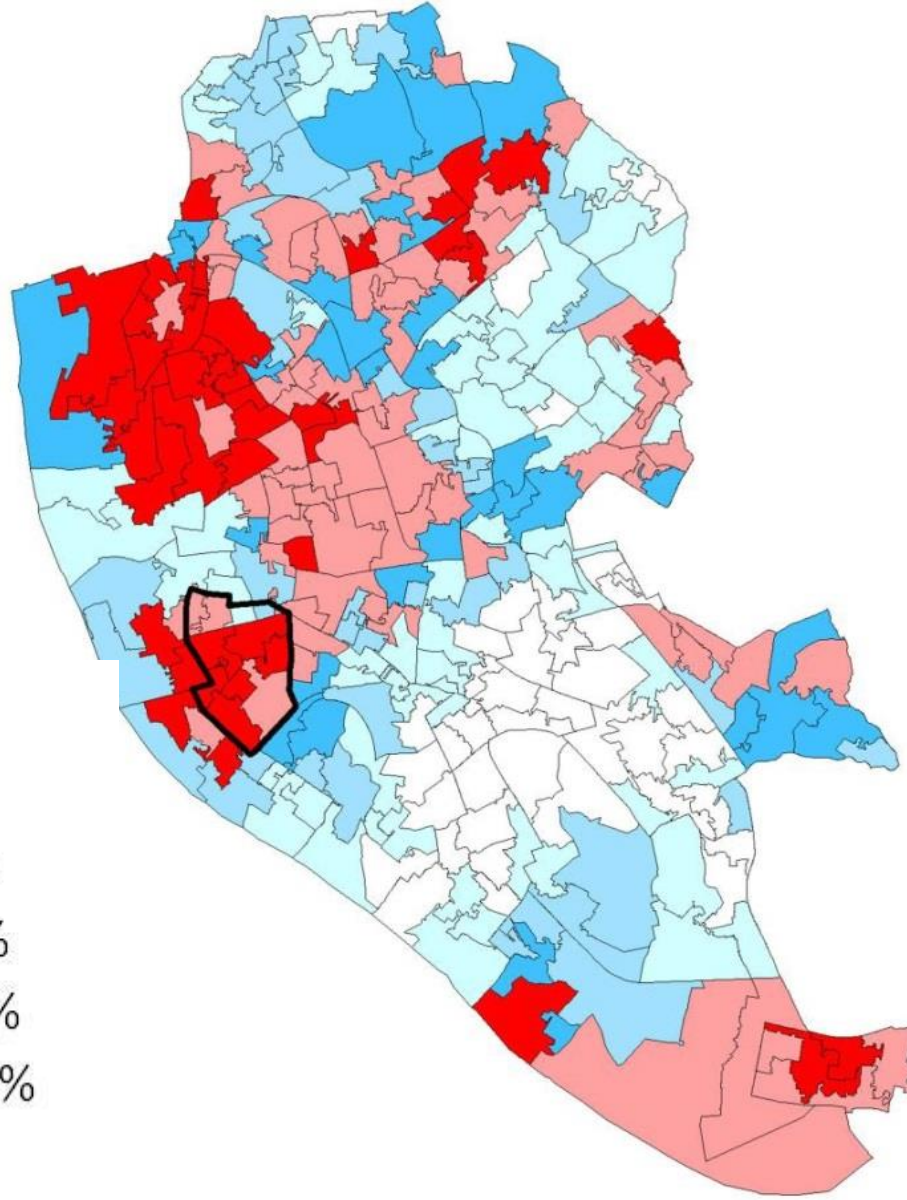
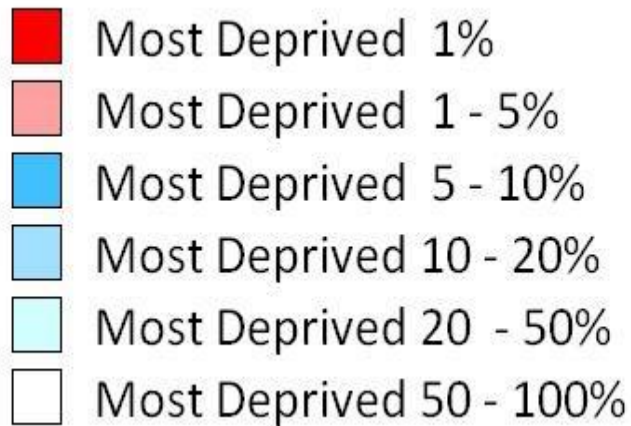
Energy Efficiency and Behaviour Change



**Granby
Toxteth**
Development Trust



Toxteth, Liverpool



Toxteth, Liverpool

- Highly multi-cultural
- Many recent arrivals
- High levels of multiple deprivation
- Low levels of educational attainment especially numeracy
- Energy saving not necessarily high priority

But also...

- Many community organisations
- Lots of greenspace, demolition sites
- Meanwhile use
- Liverpool City Council very supportive

Energy

- Energy reduction
- Energy generation
- Different issues
- Different approaches
- Different people

Theories of Behaviour Change

- Many theories, many fields
- Health Care – reduce smoking
- Transport – reduce speeding
- Criminal Justice – reduce crime
- Marketing – increase sales
- Waste management – increase recycling

94% IT IS IMPORTANT FOR SUCCESS

PUBLIC SECTOR BEHAVIOR CHANGE

RESEARCH LEAD DESIGN

COMMON CAUSE

RE-FRAME

NEEDS TO MORE THAN USUAL SUSPECTS

ENVIRONMENT COST

ENERGY COST

Coca Cola LEADING ON CORPORATE SOCIAL RESPONSIBILITY

WINNER GETS FUNDING

ONLINE COMPETITIVE IDEA GENERATION

STOP REINVENTING THE WHEEL

SHARING BEST PRACTICE

COMMUNITY PUBLIC + PRIVATE TOGETHER

Reduce the barriers to positive actions

WE NEED EVIDENCE

DESIRE TO BE

THIS IS EVERYONES ISSUES

GRATITUDE

MASSIVE NEED FOR ACTION

SOCIAL + COMMERCIAL

PRIVATE SECTOR ROLE

GROUP HAS MID -> HIGH KNOWLEDGE

ARE WE CYNICAL?

SHOULD VS ACTION BE

LOVE EVERY DROP

ANGLIA WATER

5 YEAR CHANGE CYCLES

THINKING LONG TERM

TAKE ACTION ONLY IF...

HOW DO WE INCREASE MOTIVATION?

2. HOW TO SCALE UP?

RESEARCHERS

CALCULATE

ORGANISATIONS CAN USE INNOVATION FOR COMMUNITY CHANGE

INVESTMENT IN RECYCLING

Coca Cola

IT WILL EFFECT THEM

Have the resources to help change happen

Reason Report

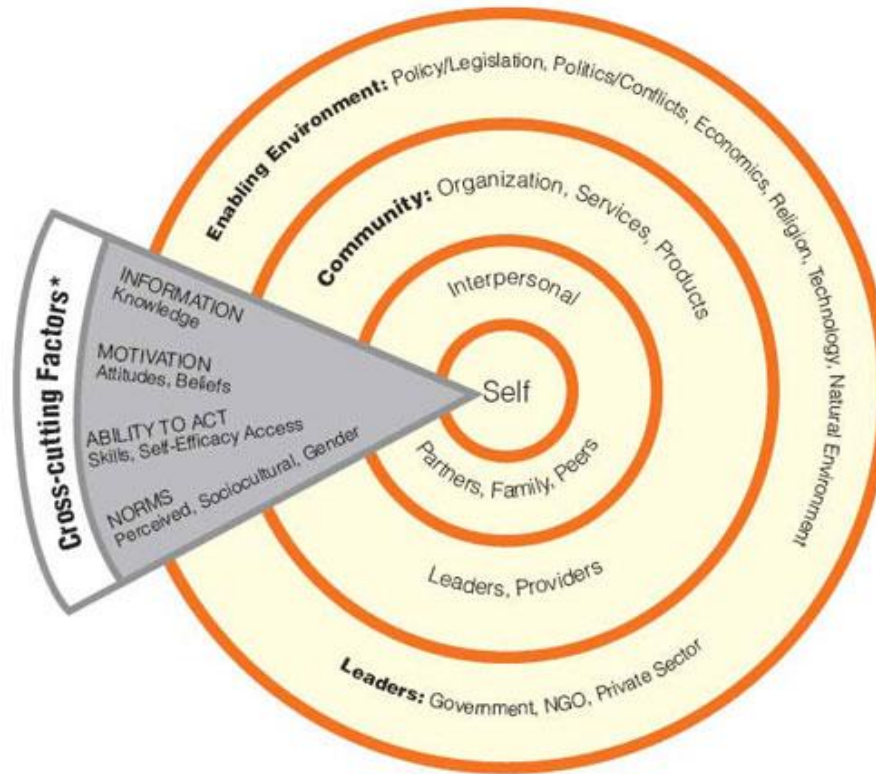
JOHN

SONJA

GLOBAL ACTION PLAN

UNO-S

Many Influences



Generalised Theory

Stage	Characteristics	Interventions	Influences, Barriers
Pre-Knowledge	Unaware of problem	Engage, create awareness, information	Government, NGOs, opinion formers
Knowledge	Aware of problem and desired change, aspirational	Mobilize, persuade, motivate, educate	Community leaders, cultural and social norms, nudge theory
Intention	Try it out, 'baby steps'	Facilitate action, incentives, trials	Family, partners, peers
Action	Modified behaviour	Feedback, reinforcement	Self, ability
Maintenance	Keep at it	Reflection, fine-tuning, normalise, avoid buyer's lament	All

What We Are Doing

- Community Living Rooms
- Wearables, fashion
- Linkages to other activities – energy reduction always features
 - Waste not, want not
 - Loving Lodge Lane
 - Children's activities

Community Living Rooms

- ‘Third Space’ to meet
- Share food
- Reduce fuel costs
- Discussion
- Company, reduce social isolation
- ... Leading to action (behaviour change)

Community Living Rooms



L8
Living
Sustainably

Southern Neighbourhood Council

- Older people
- Children's activities
- Near new allotments
- 'Ration book' cookery

St Bede's Community Centre

- Very high multiple deprivation
- Recent arrivals
- Includes large Roma community
- Food very important
 - Breakfast, lunch, tea

L8 Hub

- Healthy living
- Gardening
- Crafts – sewing, knitting
- Food – cooking, eating together

Old Library

- Focus on crafts
- Younger demographic
 - Dance classes, samba, Brazilica festival
- Fashion design – costume-making
- Food

Old Library



Granby Four Streets

- Houses for £1
- Strong community
- Our first full-time community living room?
- Keeping warm
- Cooking, eating, talking together

Granby Four Streets



Helping Behaviour Change

- Discussion, share information
- Explain and educate
- Engage community leaders
- Peer support – avoid ‘you first’ effect
- Peer pressure – don’t be the odd one out
- Encourage group action (eg purchases)
- Discussion, post action – reinforcement

Towards the Outcomes

- First step towards behaviour change:
Engagement, interest, experimentation
- Almost 1,000 people so far
- Makes a dull subject more interesting
- Move along behaviour change continuum
- Monitoring and evaluating progress