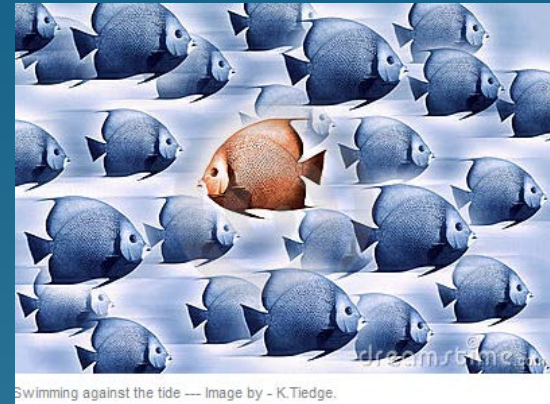


(How) Can third sector organisations promote radical behaviour change?



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The third sector's potential

- Information: trust
(e.g. Hale 2010; Hobson 2003)
- Providing a sense of (collective) agency
(e.g. Heiskanen 2010)
- Third sector = site for social innovation & emergence of niche practices
(e.g. Seyfang/Smith 2007; Davidson 2010, Georg 1999, Hards 2011, Nye & Burgess 2008)

Our research

- ESRC Third Sector Research Centre project (2010-2) & RCUK Energy and Communities project
- Third sector organisations' role in encouraging behaviour change and carbon reduction
- Phase I – 74 interviews with organisers from environmental TSOs
- Phase II – 66 interviews with Carbon Conversations facilitators and participants.
- Online surveys with participants of two initiatives

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What organisers say

“People don’t like being told what to do. It’s **gently persuading** people along, isn’t it? Rather than pushing them” (O3)

“But I think it’s very important not to try and **preach** to people what they should be doing. You just make them aware of things and hope that they’ll want to do something” (O5)



“Trying to get people to change their behaviour is very difficult. What you can do is encourage people to do things that will **give them a benefit**” (O4)

What organisers say



“Obviously there’s a reluctance to change your lifestyle, it’s a question of what you’re asking people to do. If you’re saying ‘Right we want you to **stop any international air travel**’ they’re just going to find a reason why that doesn’t apply to them. But if you say something **a bit more reasonable** like ‘Change your energy supplier to a green one’ they might be happy to do that if the energy was going to be **cheaper**. (...) So it’s little things like that that people will take part in **if it doesn’t disrupt them too much**” (O5)

“Sell the sizzle”

“Put bluntly, we’re sick of selling hell. (...) Heaven is what’s missing”
(Futerra 2010: 8).

SIZZLE
the new climate message

- Scaring people into inaction certainly doesn’t work
- But underlying message that change is easy & we can just carry on as usual?

Green is "cool"

Global Cool

HOME | ENTERTAINMENT | LIFESTYLE | FASHION | TRAVEL | WIN FR

Yule be cool in a cosy Christmas jumper...

This screenshot shows the top navigation bar of the Global Cool website with social media icons and a menu. Below the navigation is a colorful graphic with a tree and various lifestyle categories. The main content area features a photograph of people in Christmas jumpers, with a red box highlighting the article title.

Global Cool

HOME | ENTERTAINMENT | LIFESTYLE | FASHION | TRAVEL | WIN FR

Our favourite eco boys from Hollywood...

This screenshot shows the same website navigation and graphic as the first image. The main content area features a photograph of two actors, with a red box highlighting the article title.



WINTER ESCAPES: How to have an eco-adventure in Jamaica

on 18 November 2013 in [Travel](#) with [1 Comment](#) »

If you can't turn the trip into a cool Traincation, just make sure you stay somewhere as awesome (and green) as Jamaica...

Global Cool

ENTERTAINMENT | LIFESTYLE | FASHION | TRAVEL | WIN FR

This screenshot shows the website navigation and graphic. The main content area features a photograph of a lifeguard stand on a beach, with a red box highlighting the article title.

WIN! Stay warm with these winter prizes...

This image shows a pair of yellow knitted gloves with red hearts and a blue teacup with a white lid. The teacup has the text "KEEP CALM AND DRINK TEA" and a teapot icon. A red circle highlights the teacup.



carbon conversations

- Developed from around 2005 in the UK by Rosemary Randall and Andy Brown
- Encourages participants to halve their carbon footprint
- Six facilitated and themed meetings in groups of 6-8
- Builds on climate change psychology - people may find engaging with climate change emotionally challenging (e.g. Weintrobe 2013; Norgaard 2011, Dodds 2011)
- Addresses this openly in meetings



carbon conversations

- Seeks to support “intrinsic motivations” for practice change
- (e.g. Crompton et al., 2010; Osbaldiston/Sheldon 2003; Ryan/Deci 2000)
 - Self-motivation = longer term, not dependent on external incentives or individual gain
 - Saving money \neq saving carbon

Carbon Conversations comparison

	CC %	Org %
Electricity	66	47
Heating	63	44
Car use	35	26
Food	61	33
Consumption	48	38
Flights	29	16
Waste	35	50

Per cent of participants who reduced impact after participation and say this was influenced by the initiative. Chi2 test are all significant at the 1% level

Carbon Conversations comparison

	CC	Org
Only worth doing environmentally friendly things if it saves you money	1.3	2.7
Effects of climate change too far in the future to worry me	1.3	2.1
Not worth me doing anything if others don't do either	1.7	2.3
Able to buy nice and expensive things	2.1	2.6
Equality	4.6	4.3
Help people around me	4.5	4.1
Look after the environment	4.7	4.0
Always behave properly	3.8	4.0

Means of Likert scale variables. Significantly different at 1% level

Conclusions

- Can't achieve radical change if you don't aim for radical change – third sector = necessarily site of niche innovation?
- Traps of scaring people into inaction and sustaining status quo
- Carbon conversations as example that there may be a middle way
- → need to further develop engaging climate change communication and public engagement

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