



SMALL STEPS

BIG

DIFFERENCE.

REDUCING STIRLING DISTRICT'S  
CARBON FOOTPRINT

...STEP BY STEP

going  
carbon neutral  
Stirling



Going Carbon Neutral Stirling is a programme of Keep Scotland Beautiful. Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland). Scottish Charity Number SC030332.

It's our future  
natural  
scotland  
SCOTTISH GOVERNMENT



# The state we're in; society's response to climate change

**The challenge for society**

**Rachel Nunn**

- What ‘**challenges**’ is each of us interpreting in terms of

*Transformational...*

“I often encourage companies to think, not about pounds and pence, but units of wellbeing delivered per unit planet input.

This is increasingly resonating with companies looking for new metrics and more meaningful roles in society. I tell companies they will become sustainable when they recognise that their role is to *maximise the sum of human flourishing within the bounds of the planets sustainable limits*.

Companies need to lobby for the changes needed to support the journey within their customers from consumers to citizens.

Some progressive corporates are tuning in to this message now.”

*Jules Peck, Author. Citizen Renaissance*

# Recent focus group findings

The longest and the most frequent flights were taken by those who were most aware of environmental issues



"I recycle 100% of what I can, there's not one piece of paper goes in my bin, so that makes me feel less guilty about flying as much as I do."

Exeter University research:  
cited The Guardian 24<sup>th</sup> September 2008





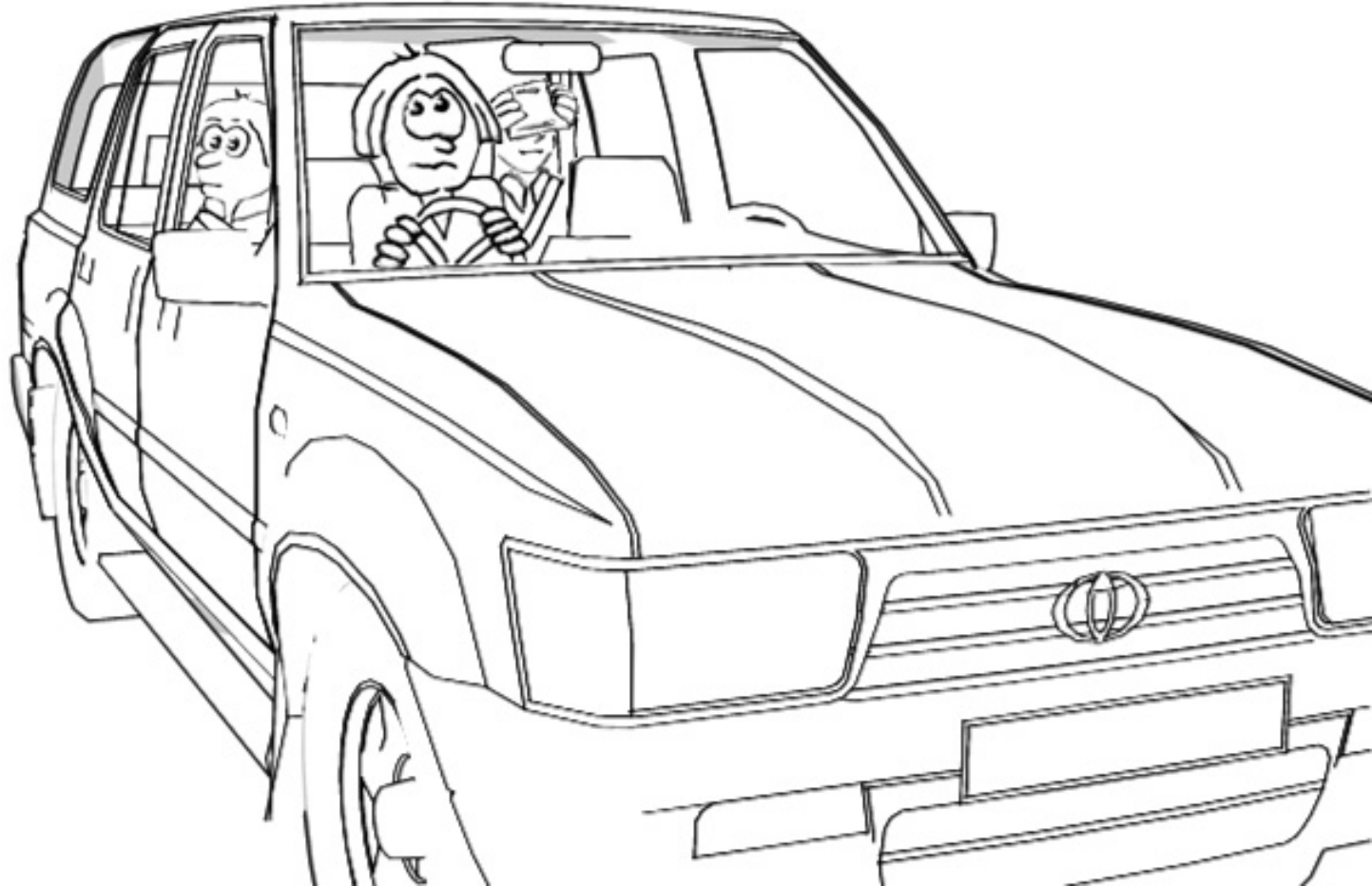
*Understanding and tackling the change **barriers***

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*Plenty of advice...but no **support***

**LACK OF CONVENIENCE =**

The attitude-behaviour gap







## SUSTAINABLE TRANSPORT SOLUTIONS

Hybrid Cars

Electric Fleet

Bio-fuels

Tele-communications

Hi-Speed trains

Car sharing

Trams

Slower road speed limits

Cycling

Trains

Bus

Walking

## THINGS WE'VE HEARD...PERCEPTIONS?

Non-recyclable so higher lifecycle footprint  
Lower comparative mileage performance

No infrastructure

Mileage Issues

Global Famine

Expensive, ? quality, not ubiquitous, not as good as face to face

Same CO2 as planes

Not ubiquitous, infringes on personal flexibility

Huge set up carbon footprint

Impossible to enforce. Slowing traffic increases CO2. Hugely unpopular

Not safe

Thefts

Late

Crowded

More Expensive

Not aspirational. Slow Fragmented Service

Need to have the time

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# Ease of Access

## & Ease of Use



What does this say about our values?

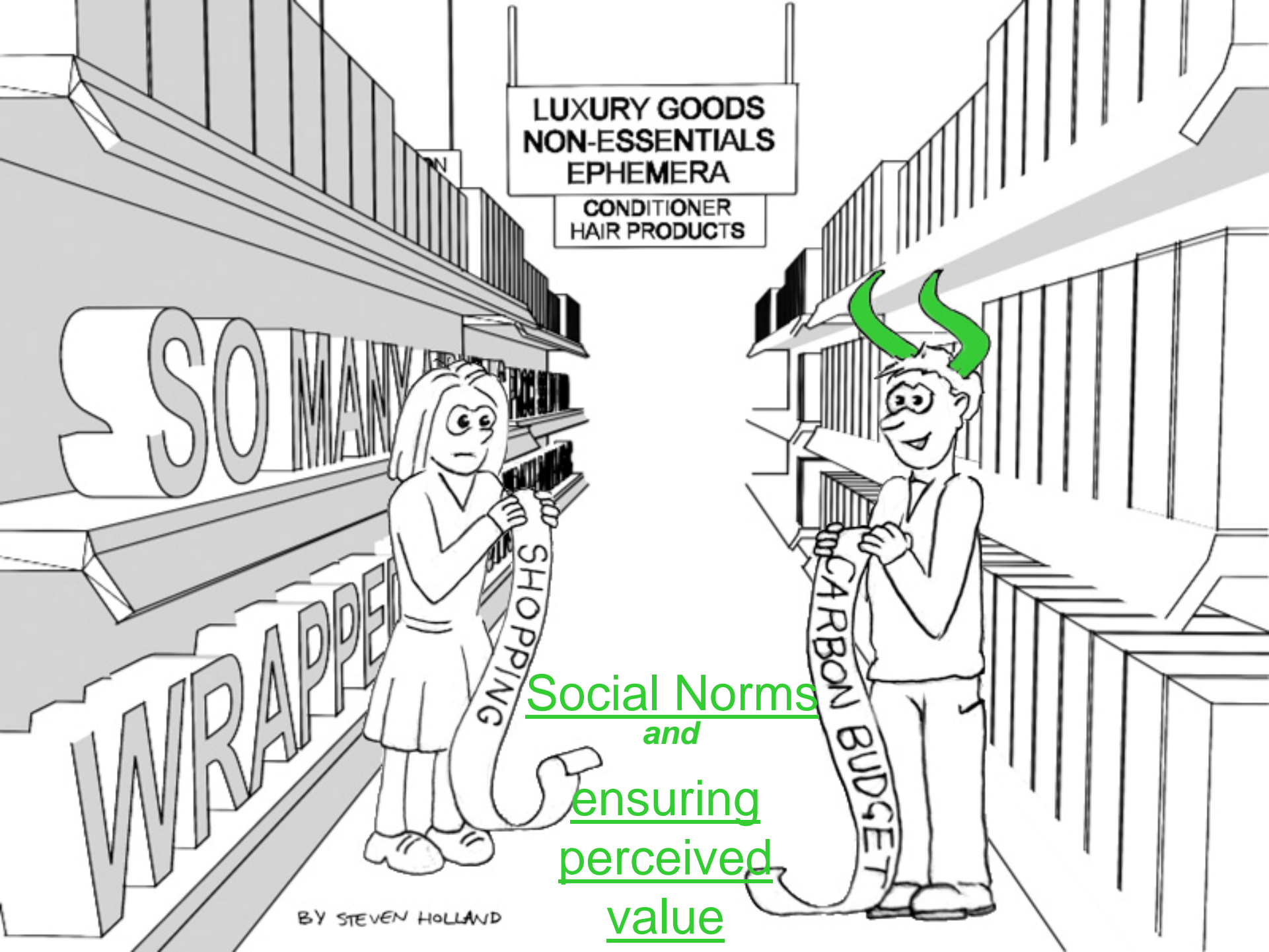
Ease of Action /

Low Social Norms



better tog





Social Norms  
*and*  
ensuring  
perceived  
value

BY STEVEN HOLLAND



What is low carbon behaviour worth to business? Your job?

# Business is better face to face



Conference  
calls **DON'T**  
win business

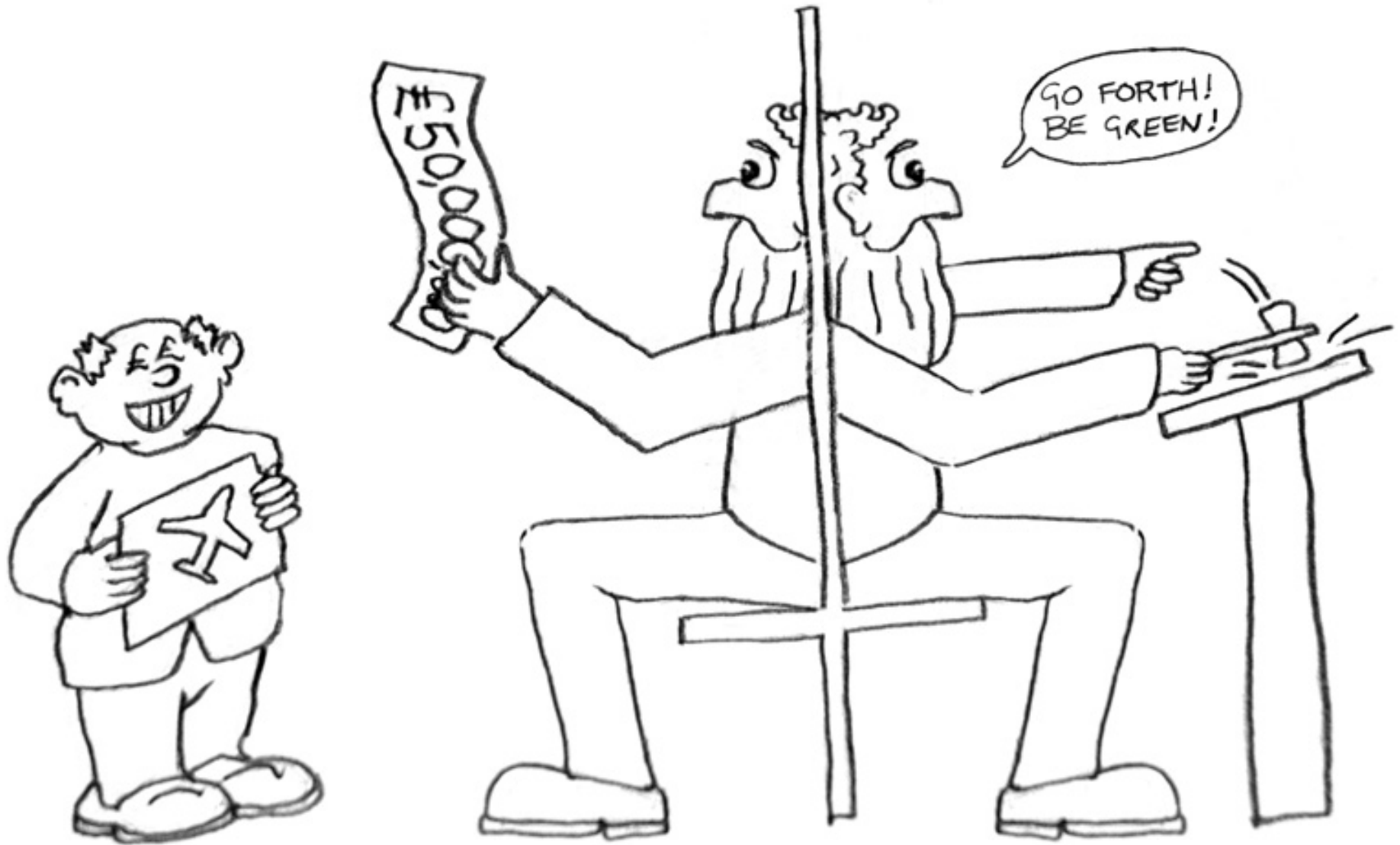
Flights from  
**£21<sup>99</sup>**  
one way

**flybe.com**

# Paperless office....



# Conflicting messaging & non-joined up thinking



BY STEVEN HOLLAND



# The Stirling project; testing a behaviour change model

## Carbon Agenda

- Create consensus for harder policy asks amongst 1/3<sup>rd</sup> people in Stirling Council Area over 4 years
- Ensure that 1/3<sup>rd</sup> people have either done, or been carbon part of a household that has done a GCNS Carbon Cutter Plan
- That 7,000 people are transformed by the programme

## Learning agenda

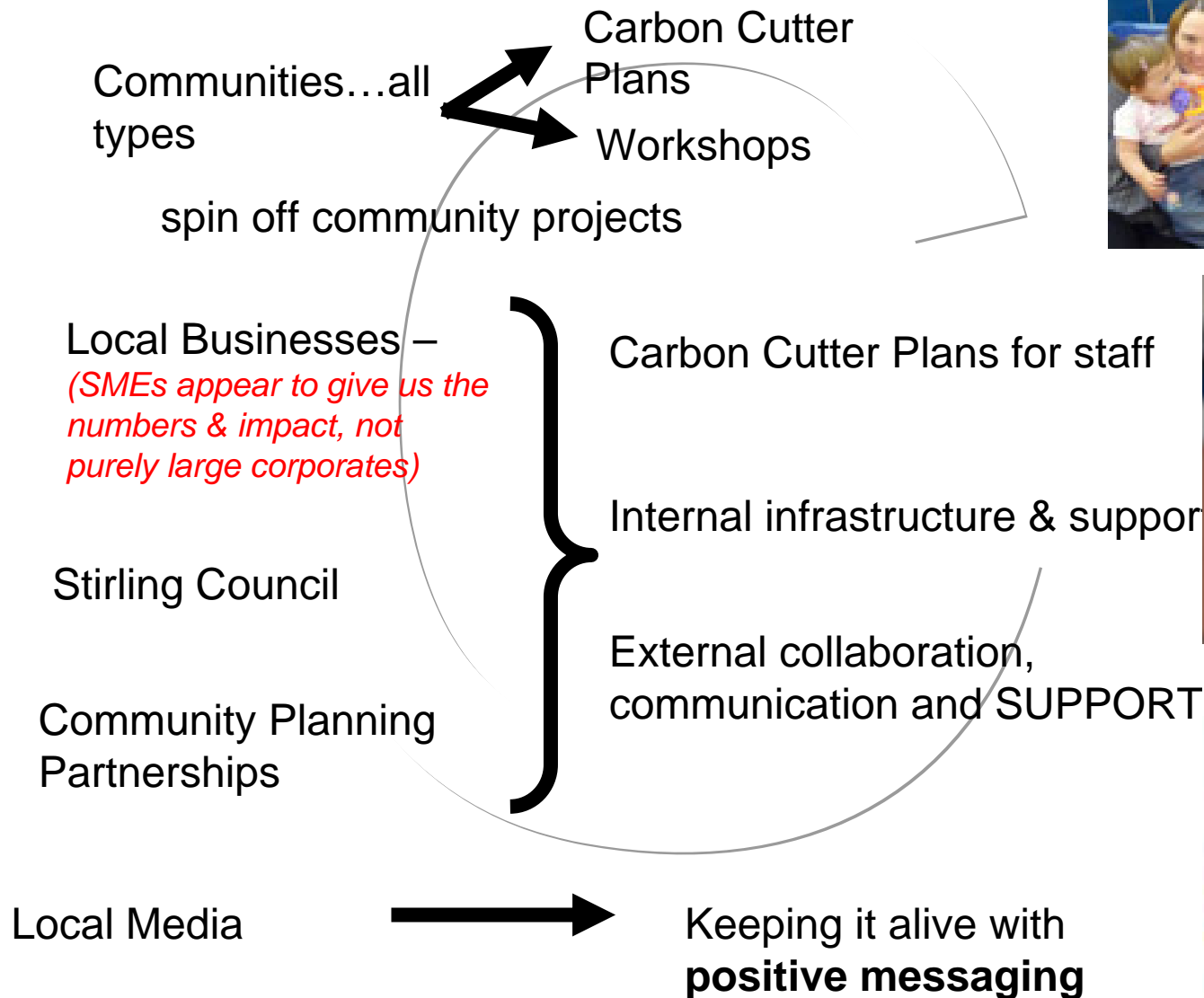
- That we learn in detail what is needed to ensure transformational change that is **proven** (though evaluation and verification data)
- **We think this change needs to be widespread, meaningful, collectively owned, collaborative, sustained**



Partners across the whole of the local  
and national society

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# Our Partners



# The Carbon Cutters Plan SALES PROCESS as part of the overall model

We **COLD CALL** communities of interest, and businesses.

Visit & create a Carbon Cutter Plan which requires 1 new SUPPORTED carbon reduction activity per week or per fortnight / or per month

which the group takes together, discussing how they got on, each time they get together, recording the results

*We thought, from research, there would be a consequential order of uptake.....*

## Smart straight-forward actions



## Carbon Challenges (bigger lifestyle changes)

Changing diet:

- less meat & dairy
- freshly prepared vs processed
- in season & local

Getting a smaller car...and travel less far

M  
A  
N  
D  
A  
T  
E  
S

## Infrastructural Changes

*(we need government, businesses & council to help here!)*

*Creating safer streets so we can walk & cycle more*

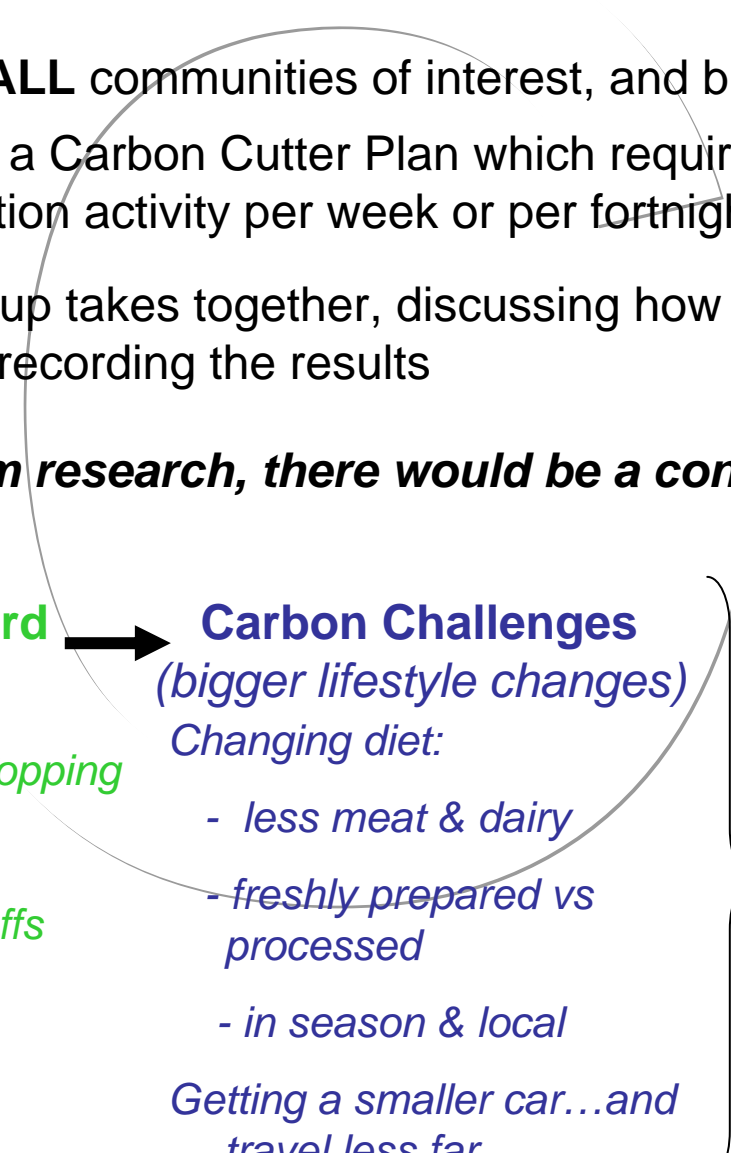
*Helping us create community gardens*

*Making low carbon products easier to find and cheaper!*

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## CARBON CUTTING ACTION PLAN

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

September action

Write down the number of people who would like 1 free power-down plug in the comments box below.

**REASON:**  
Uses less electricity, produces less greenhouse gases, saves money.

**INFORMATION:**  
A powerdown plug resembles a multi-plug but when used with a desktop computer it automatically turns off all the other appliances (monitor, printer etc) when you switch the computer OFF.

E138

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

October action

Register with the Mailing Preference Service to reduce junk mail

**INFORMATION:**  
This can reduce the amount of mail that is personally addressed to you by up to 95%. Registering will not stop mail that has been sent from overseas, mail addressed to "The Occupier", or mail from companies with whom you have done business in the past. To find out more or to register free, call: 0845 703 4599 or email mps@dma.org.uk.

E106

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

November action

Try the local bus service to Morrisons

**REASON:**  
Reduces congestion, the need to build more roads, and pollution.

**INFORMATION:**  
A One decker bus is worth 40 cars, so every time you get on a bus there are potentially 40 fewer cars on the road, that's a staggering 9 tons of carbon emissions saved.

E109

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

December action

If you can get to them, try cleaning the condenser coils at the back of your fridge.

**REASON:**  
Uses less electricity / carbon and you save money.

**INFORMATION:**  
The coils at the back of your fridge/freezer often get clogged with dust and grime and vacuuming or dusting them can decrease it's energy use by up to 30%. Make sure it is turned off first and try and do this monthly.

E108

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

January action

Check that radiators are working properly

**REASON:**  
Uses less energy, produces less greenhouse gases, saves money.

**INFORMATION:**  
If your radiators are warm at the top but not at the bottom or warm at the bottom but not at the top, they probably need some maintenance. Use the supplied sheet to check your radiators & find out what actions to take if they're not working correctly.

E105

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment

WEEK OR MONTH	NUMBER IN GROUP
1	15/25

February action

Place insulation panels behind your radiators

**REASON:**  
Uses less energy, produces less greenhouse gases, saves money.

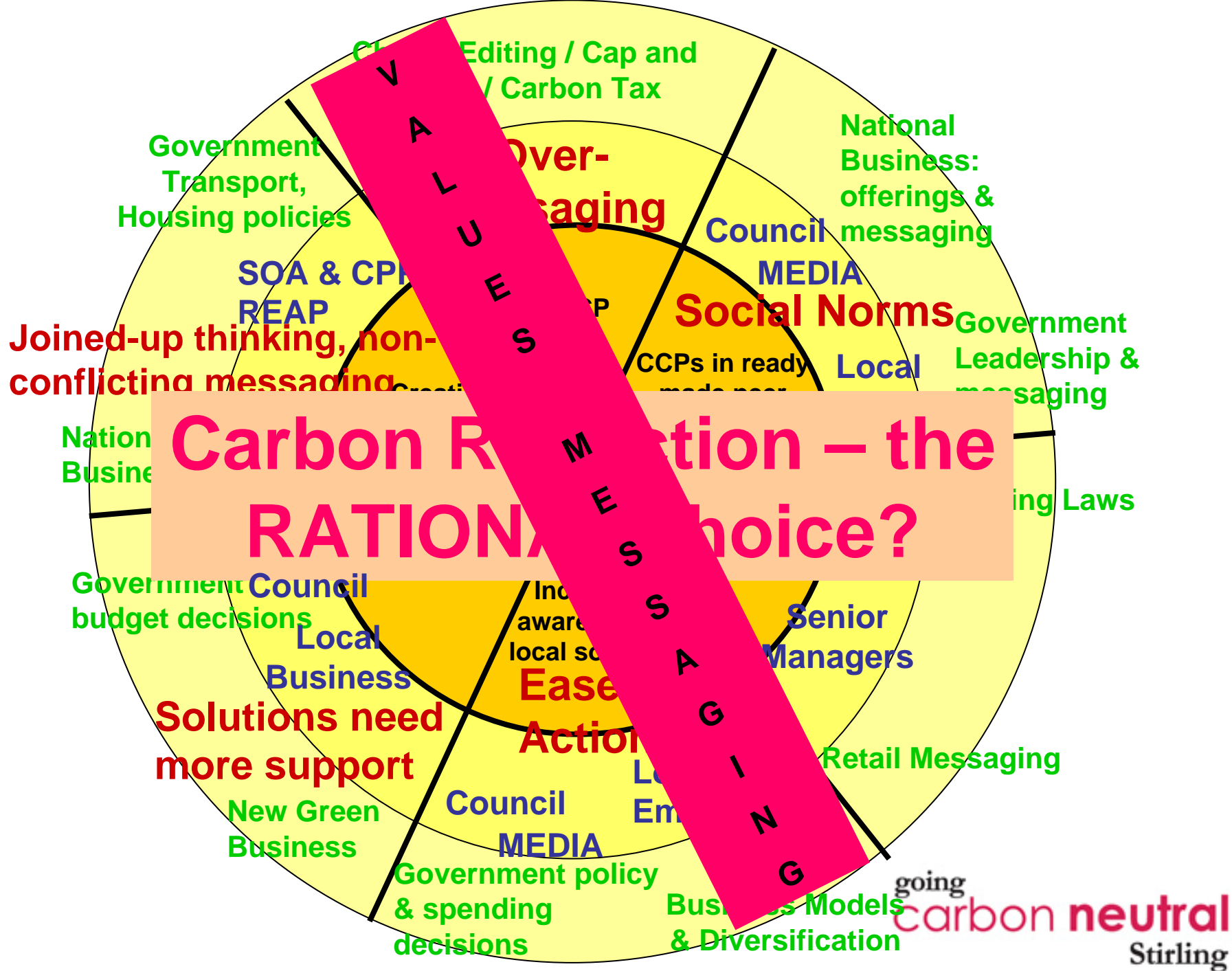
**INFORMATION:**  
Insulation panels improve the efficiency of radiators by 8-15% by reflecting heat away from the wall into your home. Panels can be fitted quickly and you don't need to take radiators off the wall. Please take the supplied sheet that details costs and where to buy them.

E105

HOW MANY PEOPLE DID IT!	
All the time	
Sometimes	
No, I forgot	..
No, I couldn't	
I do it already	

Please comment





# Results to date..

- 154 groups
- Over 10,000 people directly engaged
- Of which 3,000 'deeply' engaged
- Revised area economic strategy to include as headline vision 'low carbon'
- Substantial business energy savings with customers
- Cross party 2-year council / public debates series
- 4 articles a week in local papers
- Latest executive onto Local Business Panel
- Off-shoot projects; growing groups, cycling strategy, planning policy changes
- Brand penetration

## Next Steps?



Consolidating learning

Customer retention

Up-scaling within a UK framework

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# Closing the gap...what are we learning

1. Messages need to be values based, and targeted at individuals within their peer group, so that supportive peer group pressure can be pulled in to support continual contextual demand for change
2. Messages need to be audience-specific...probably to the minute, because the changes we are being asked to make are deeply emotional, so we will be constantly alternating between receptive and agnostic etc...so this probably means engagement needs to be face to face, and accessible through time
3. Messenger needs to be trustworthy
4. Messages need to be backed up by access to alternative solutions that are a no-brainer switch

Actions speak louder than words, *and*

Inaction and 'poor' actions speak louder than words

# Developing a UK Framework – questions...

- How do you create new values, new motivations, deep frames for extrinsically motivated people, especially politicians & business leaders?
- How do you do this within a model that relies on growth, throughput of materials and lack of clear market signals for a switch?
- How do we swiftly get public consensus for harder choices?
- Does the public need to be really deeply informed – how would we achieve this?
- Are we thinking transformational change or a slightly greener BAU?
- Will green technology provide all the solutions? What about wellbeing, global equity?
- Are the plans of government realisable with our national debt, access to minerals and lack of skills?
- How deep in the psyche of decision makers is adaptation?
- What will we have to adapt to? Less food, extreme weather events, increased refugees, resource scarcity – oil, water, minerals