

Development of a Pro-Environmental Behaviour Framework

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Sustainable Consumption and Production

OVERVIEW OF SCOPING WORK

STAKEHOLDERS

Green Alliance and
civil society

Defra, agencies, social marketers, social
researchers, local/regional, business

REVIEW

Effectiveness

Systems
mapping

Consumer
insight

Segmentation
models

INITIAL BEHAVIOUR GOALS

Mapping
behaviours

Long list
behaviours

Headline goals

Impact/feasibility

DEVELOP PROPOSITION

Framework,
roadmap,
principles

Interventions

Segmentation

Segmented
approach

Implications
for Defra

PROPOSED HEADLINE BEHAVIOURS

Personal Transport

- Use more efficient vehicles;
- use car less for short trips;
- less flying (short haul)

Homes: waste

- Increase recycling;
- waste less food

Homes: energy

- Install insulation;
- buy energy efficient products;
- better energy management;
- Install microgeneration

Homes water

- More responsible water usage

Eco-products

- Eat more local/seasonal etc food;
- adopt lower impact diet

SEVEN POPULATION SEGMENTS (1)

Greens are driven by their very strong concern for the environment and their personal responsibility to do everything they can to limit their impact on the environment. Financial costs are a barrier for many in this group.

Consumers with a Conscience want to be *seen* to be green. They are motivated by environmental concern and seeking to avoid guilt about environmental damage. They will make some compromises for environmental benefit. This is alongside a sense that they 'deserve' to do certain things, like flying. They are focused on consumption and making positive choices.

Wastage Focused are driven by a desire to avoid waste of any kind. They have good knowledge about wastage and local pollution, although they lack awareness of other pro-environmental behaviours. Interestingly, this group see themselves as ethically separated from greens.

SEVEN POPULATION SEGMENTS (2)

Currently Constrained want to be green, they just don't think there is much they can do in their current circumstances (such as being in rented accommodation or a transition life-stage). They believe that when things change in the future, such as buying their first house or having a higher income, they will do more.

Basic Contributors are sceptical about the need for further behaviour change. They tend to think about their behaviour relative to that of others and think they are 'doing their bit'. They are driven by a desire to conform to social norms. They have a low knowledge of environmental issues and behaviours.

SEVEN POPULATION SEGMENTS (3)

Long Term Restricted - While Long term restricted think the environment is important, they have a number of serious life priorities to address before they can begin to consciously consider their impact on the environment. Their everyday behaviours are often low-impact for reasons other than environmental.

Dis-interested display no interest or motivation to change their current behaviours to make their lifestyle more pro-environmental. They may be aware of climate change and other environmental issues but this has not entered their current decision making processes.

Who might do What

High ability + willing

Ability to Act

Dis-interested
"Those Greenies, they're too concerned about the environment...they need to chill out, live a little."

Consumers with Conscience
"Going away is important...I'd find it hard to give up, well I wouldn't, so that [carbon off-setting] would make me feel better"

Greens
"I try to conserve whenever I can... a lot of people don't think like that"

Basic Contributors
"Organic food – you pay twice the price and how can you be sure that it really is organic"

Wastage Focussed
"We now turn the thermostat down... This is to cut down the bill, but then you start to think about the environment as well"

Willingness to Act

Long Term Restricted
"I can't afford a car so I don't drive. I use the train instead"

Currently Constrained
"I am on a restricted budget so I cannot afford organic food... When I earn more in the future I definitely will buy it."

Low ability + unwilling

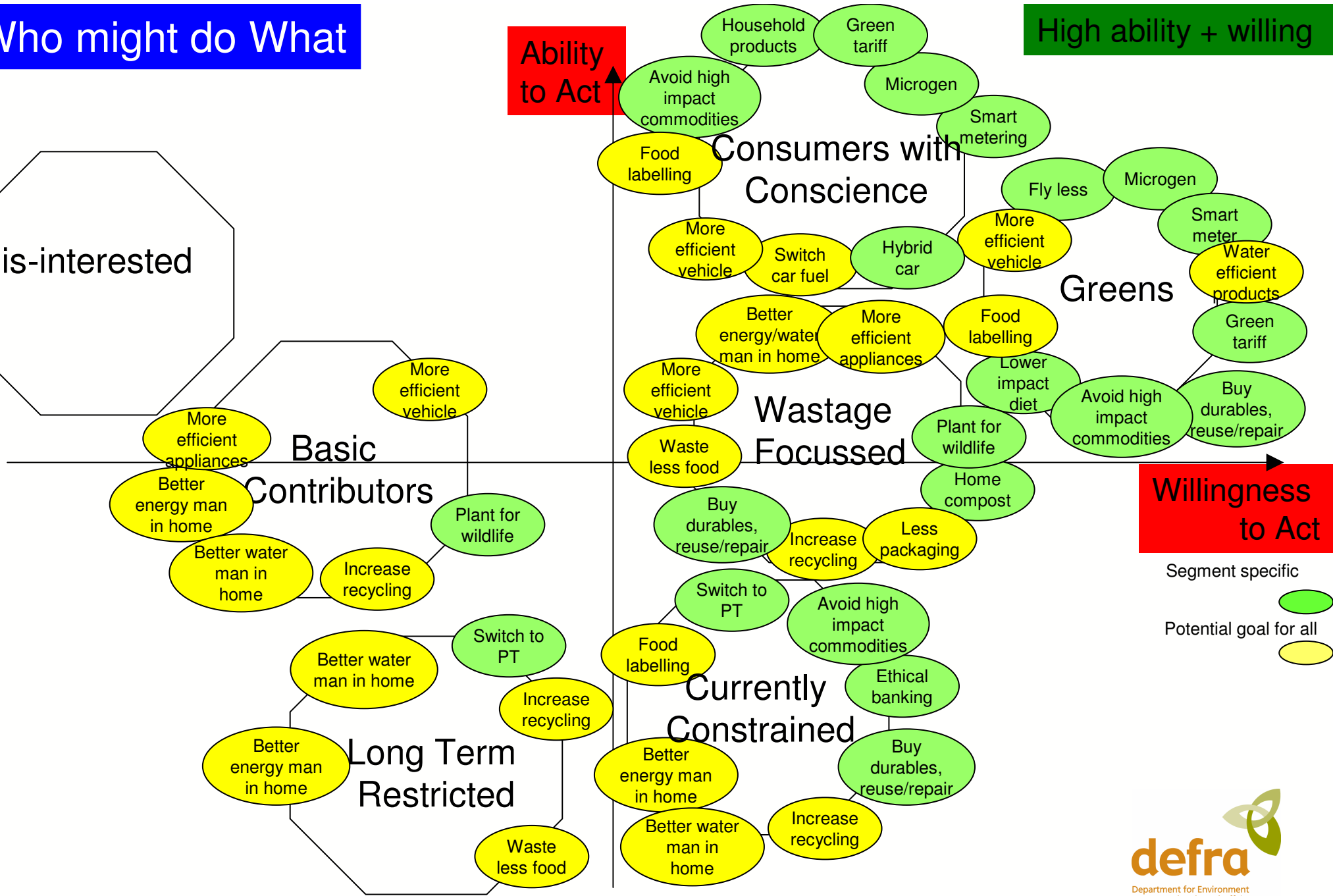
Who might do What

Dis-interested

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Ability to Act

Willingness to Act



Low ability + unwilling

Research to consider how Defra might address:

- Frequently cited non-sustainable aspirational goals by segment (commonalities and differences);
- The feasibility and acceptability of proposed behaviour goals by segment (commonalities and differences);
- Motivators and barriers to encourage behaviour goals by segment (commonalities and differences);
- The extent to which environmental issues are influential over purchasing decisions and behaviour

Headline Findings from Current Research

- Consumer understanding is low and assumptions do not match reality
- ‘If this is serious’ - Consumers expect Government and Business to be acting
- Behaviour goals –
 - People are motivated by local scale and personal benefits
 - People are unlikely to take on anything that will impact their everyday lifestyle
- Buying ‘better products’ is acceptable and people are interested in knowing they’re better

Headline Findings from Energy Research

- Method:
 - 12 focus groups of 8-10 people (114 people in total – recruited to segmentation model);
 - Energy audits and in-home advice (24 people);
 - Depth interviews with audit participants (23 people).

Headline Findings from Energy Research

- Results:
 - Many do not make the links between their own lifestyles, energy consumption and the environment.
 - People are unaware of how much energy they use on a daily basis
 - People tended not to think about where energy comes from or how it is replenished.

“You take it for granted (energy). It’s there and you get really humpy when it damn well isn’t working”

Headline Findings from Energy Research

- More sustainable energy behaviours in the home and increased environmental responsibility are equal to 'missing out' or 'cutting back':

“The trouble is everyone has been used to the good life and we have all got to cut back a little”

- Cost is *the* major driver of energy consuming behaviour

“They (energy saving measures) are all valid things to do but I think people do it because it saves them money, not because they think they are being extra green and friendly to the environment. Because it hits you in the pocket”,

Headline Findings from Energy Research

- Mistrust is a critical barrier:
 - People mistrust government, media, sales people, even scientists (stealth taxes, vested interest, scientific debate over cc)
 - People go to others ‘like themselves’ for advice
- The audit advice is most likely to have made an actual difference to behaviour (auditor was deemed independent and trusted):

“Recently, since the focus groups and audit, I’ve thought more about how I’m using energy.”

Headline Findings from Energy Research

- People were unaware of the energy consumption of different appliances/products
- It was generally *assumed by all* groups that newer, modern products are more energy efficient
- People *aspire* to own more energy consuming goods

“I got my plasma TV recently but I was under the impression that it would be a lot more energy efficient than the old one”

Headline Findings from Energy Research

- *Initial* cost is by far the biggest driver when purchasing products
- Important secondary issues include brand, quality and personal recommendation
- People were most likely to factor in the energy rating only when comparing two identical products (but last)

“It would have to tick the other boxes first, be the right colour and shape”,

“I didn’t even look if it was environmentally friendly or not. Quite frankly, I don’t give a damn so long as my washing’s done”

Headline Findings from Energy Research

- Responses to potential interventions
 - Smart metering - general yes
 - Differential tariffs – general yes but not clearly understood
 - Energy Performance Certificates – poor backdrop but ok for greens and currently constrained
 - Personal Carbon Allowances – no (civil liberties)
 - Green Tariffs – no (why pay more for what is already provided)
- Responses to behaviour goals – see handout

NEXT STEPS

- Validation/quantification of segmentation model;
- Consumer research on public understanding of sustainable food, transport, energy use, tourism/leisure, ethical financing;
- Proposals on integrated programme and behaviours unit; Development of extensive social research programme and possible Pro-Environmental Behaviour Research Centre
- Engagement with major Defra projects (whole house approach, billing/metering, waste strategy, supermarkets, Act on CO₂ campaign and deal);
- Stakeholder engagement (evaluation reports underway)
- Strategy report (October).

Questions for you

- Where are the evidence gaps?
- What are the myths?
- How can RESOLVE feed into the evidence base most effectively?