



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

THIS THURSDAY
12th July 2007, 1300 hrs

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Rachel Muckle

Social Science Research Manager
Sustainable Consumption and Production Evidence Base Team

Defra has an extensive research programme focussing on SCP, both on the production side (e.g. measurement methodologies) and the consumption side (more information on Defra SCP research can be seen at <http://www.sustainable-development.gov.uk/what/priority/consumption-production/index.htm>)

To promote sustainable consumption through policy Defra has followed a social marketing approach and has thus far

- Identified twelve headline behaviour goals (shortlisted from extensive list)
- Is working towards a segmentation model
- Has commissioned a qualitative research programme
- Is developing a pro-environmental behaviour strategy and specialised unit
- Is developing an extensive social research programme focussing on priority areas for Defra

This presentation will give a broad overview of the work undertaken so far and give headline findings of the research programme, particularly the qualitative research programme which includes five projects: 'Public Understanding of Sustainable...'

- (i) Consumption of Food
- (ii) Energy Use in the Home
- (iii) Leisure and Tourism
- (iv) Finance and Investment
- (v) Transport

Following this an open discussion around the ongoing research is invited.

Enquiries to Wendy Day, RESOLVE Co-ordinator, 01483 686689