



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

FORTHCOMING SEMINAR

Tuesday 19 January, 2010, 1300-1400

45b AZ 04
University of Surrey

**Simon Retallack
Institute for Public Policy Research**

How an understanding of psychological motivations can help us mainstream lower-carbon behaviour

Changing the public's use of energy at home and on the move is critical for reducing the UK's overall contribution to climate change. However, beyond the environmentally inclined, there is a very substantial group of people who are doing very little in response to climate change communications and policies. ippr's Consumer Power project has investigated why this has been the case and how lower-carbon behaviour can be stimulated more widely.

Research was conducted with a sub-section of the population for whom self-esteem is derived from recognition by others through fashion, status and success, making them a key driver of fashions and trends. Based on evidence from deliberative workshops, observations of home energy assessments and interviews, ippr's research sets out guidelines for making lower-carbon choices more mainstream.

Enquiries to Gemma Cook, RESOLVE Co-ordinator, 01483 686689

