



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

**FORTHCOMING SEMINAR**  
**Tuesday 23 June, 2009, 1300-1400**

45b AZ 04  
University of Surrey

Vincent Carragher  
University of Limerick

**Sustainable Change, Behaviour Change and its Drivers at the Household Level**

(Researchers: Vincent Carragher, Bernadette O'Regan and Richard Moles)

This talk will define how a number of recent initiatives in Ireland are enabling communities to lower their carbon dioxide emissions through driving change in domestic energy-consumption behaviour. Actions driving the ERB (Environmentally Responsible Behaviour) of homeowners, such as 'The Power of One Campaign' and 'Change.ie', have been a recent part of Irish government policy. Similarly at a community scale local involvement, action and participation is producing low carbon transition at a household level. Projects such as the 'Energyneighbourhoods' project and transition towns show that local drivers can be an important ingredient in ERB change. Specific research conducted by the CER in University of Limerick (UL) is focussed on ERB at the household and community levels. This research uses an annual community-based EF survey to monitor and appoint a responsibility for carbon use amongst its residents. Subsequently annual carbon clinics produce specific customised low carbon remedies which are circulated amongst the community and by the community. A synopsis of the results over the last four years will be presented which define a significant reduction in the carbon intensity of the residents domestic-lifestyles.

Potential drivers of ERB change have been defined by researchers in CER through a review of the literature. More extensive appraisal is currently ongoing in order to define the importance and nature of behaviour change at the individual level. Complex social interactions also exist, which enable low-carbon behaviour change to be secured by interventions at the community scale. In order to understand this behaviour change it is necessary that the ERB, the behavioural antecedents and their drivers can be defined. To this extent the results of the Energyneighbourhoods project and the EF project will prove useful. Ongoing efforts to define the above will be discussed. The findings of this project will establish and support productive paradigms for future ERB change through the successful and synergistic cooperation of the various sectors of the education system and the community.

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