



Behaviour Change & Decarbonisation

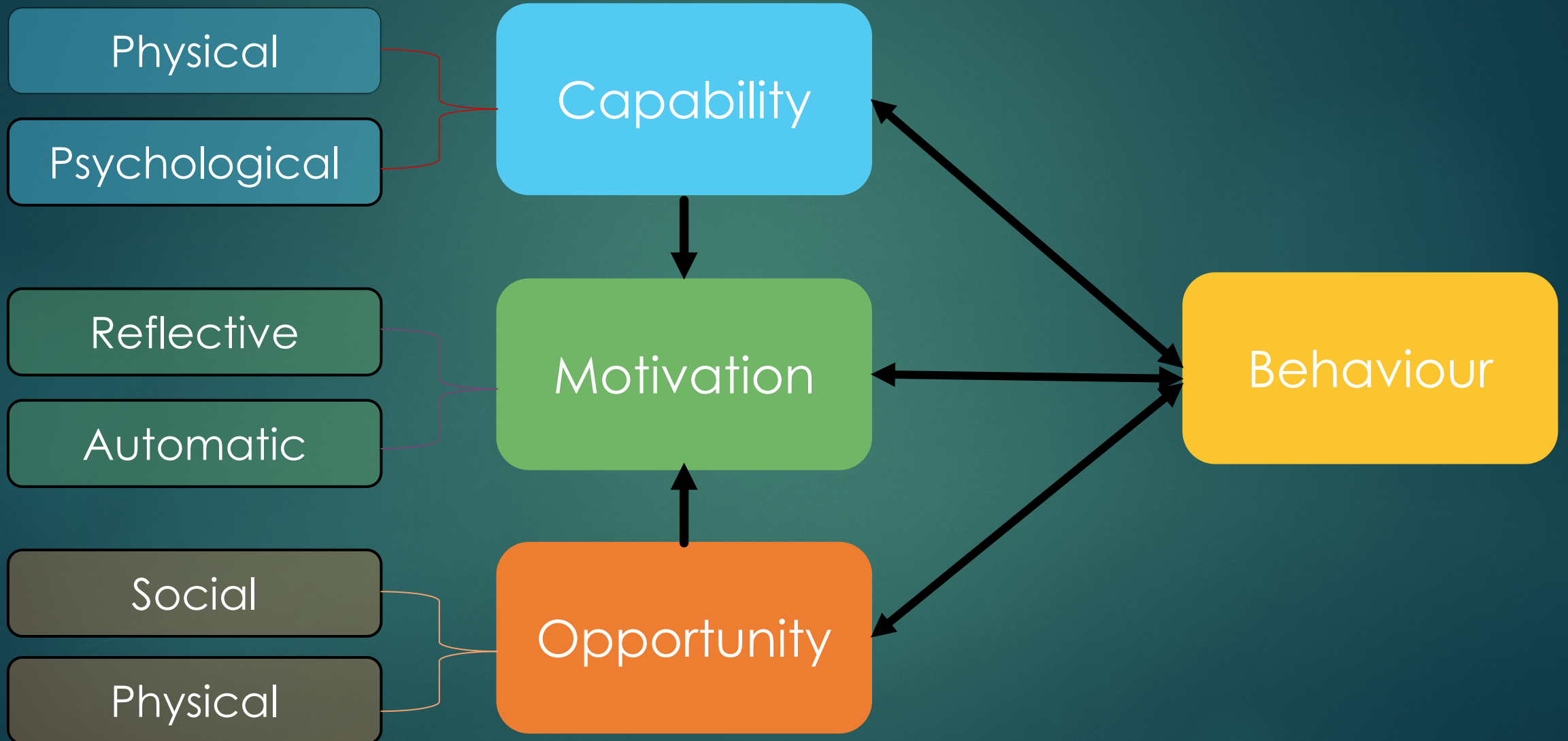
DR ANGELA FLETON

SUFFOLK COUNTY COUNCIL

A proposition.....

The next time you do your
main supermarket shop, we'd
like you to use a new
supermarket, Preece's.

COM- Model



COM-B potential barriers / enablers

Capability

- Own physical ability to use store
- Knowledge of location, stock, opening hours etc
- Remember to go there at next shop

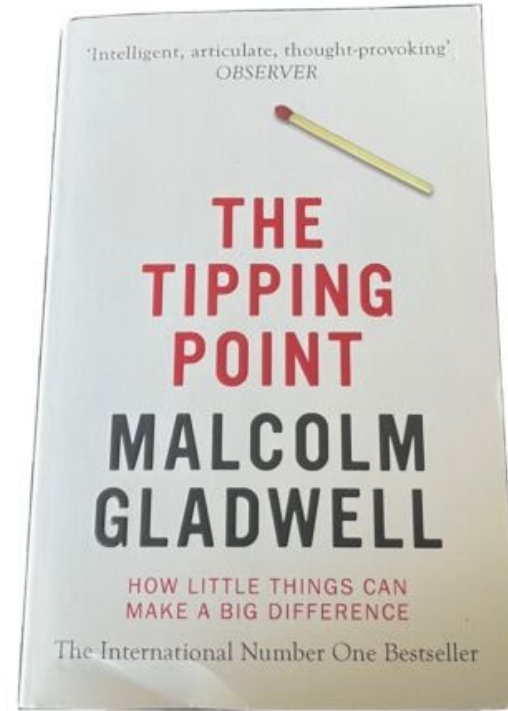
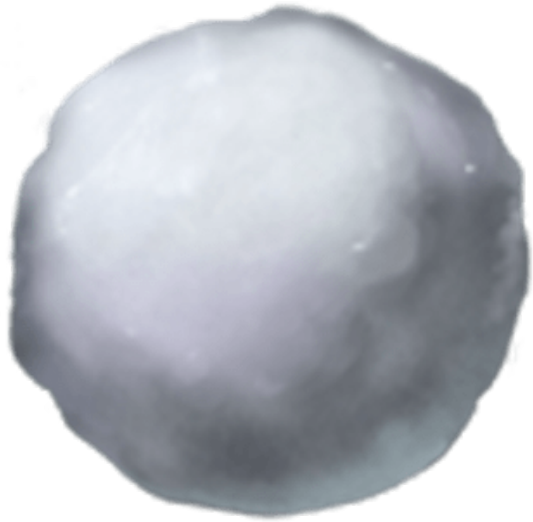
Motivation

- Loyalty to another store
- Habit of going to another store
- Beliefs about quality
- Beliefs about value for money
- Weighing up of any pros / cons
- How I feel on the day (tired etc)

Opportunity

- Transport to store
- Whether people I know shop there
- Online presence
- Option for home delivery
- Time to use it
- Affordability of produce
- Where / who recommendation came from
- Store branding
- Weather conditions on the day




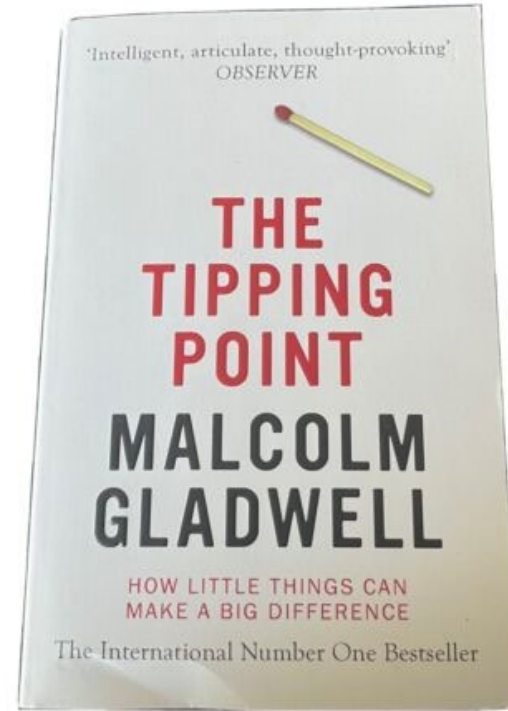
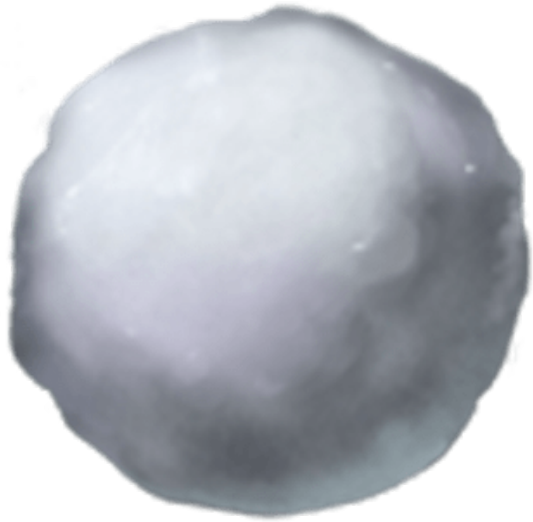


1. Everything counts.....

Not all actions are carbon equal

Action	Number of people needed to take the action for the same carbon reduction
Install renewable energy devices in your home (e.g. heat pump, solar etc.)	1
Change to a green energy tariff for your gas and electric	1
Avoid flights by working from home/conference/video calls	2
Install insulation (e.g. loft, cavity wall insulation etc.)	3
Buy/lease an electric car	5
Avoid short haul flights by taking the train instead	9
Avoid long haul flights by choosing not to travel internationally	10
Reduce food waste	12
Reduce meat consumption	16
Reduce dairy consumption	17
Avoid local travel by working from home/conference/video calls	27
Use water saving devices (e.g. shower timer, rainwater barrel, toilet water tank limiter (hippo, brick))	31
Choose energy efficient appliances when purchasing or replacing (e.g. with an A-rated energy label)	34
Reduce car/taxi use by using public transport	68
Reduce car/taxi use by using active forms of transport (e.g. walking, cycling instead of a vehicle)	96
Buy locally produced food	122
Correctly recycle materials	174
Use less water (e.g. turn the tap off when brushing your teeth)	229





1. Everything counts.....



Global

National

Regional

Locality / community

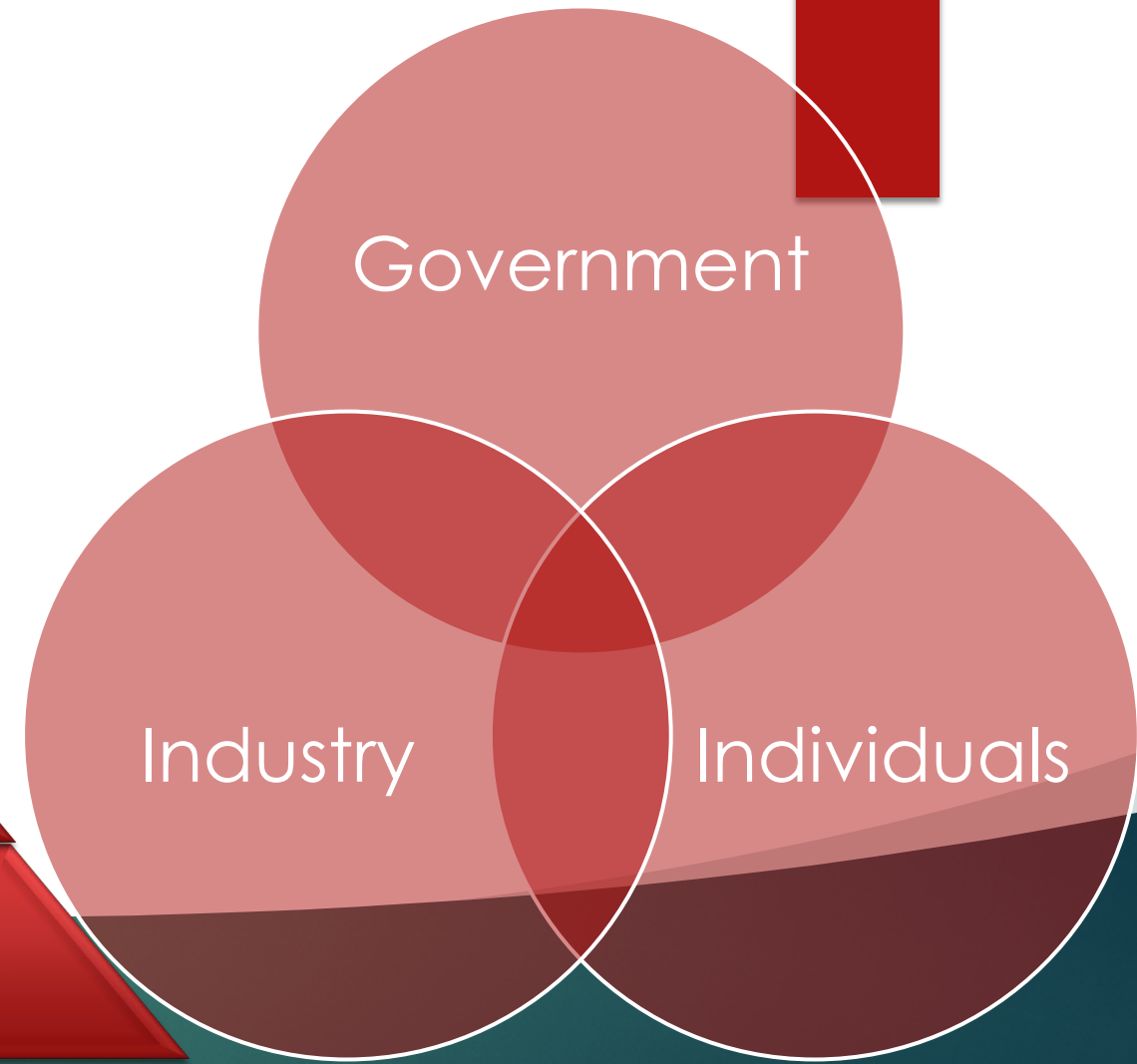
Household / individual

2. We all have a part to play.....



“Build it
and they
will come”

...Or will
they?????



2. We all have a part to play.....

Six steps to undertaking a climate behaviour change project

Looking at the six steps you can take to begin a behaviour change project to tackle climate change in your community.

[Six steps to undertaking a climate behaviour change project](#)
[| Local Government Association](#)



Behavioural Science and
Public Health Network

[Behavioural Science and Public Health Network – BSPHN](#)



THE
**BEHAVIOURAL
INSIGHTS
TEAM**

[The Behavioural Insights Team \(bi.team\)](#)



Thanks for listening!!!