



Behaviour change in carbon management plans

Richard Forshaw

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changemakers



“ We help organisations, communities and individuals transform themselves
– throwing off the shackles that hold them back and
empowering them for a brighter future.

“We believe in no boundaries. We believe in 'can do'.

“We bring together; people, tools, knowledge and experience to
deliver real results ...

“Results which pave the way for you
to deliver **innovation**, increased **demand** and most importantly **growth**.”

Stuart Jackson CEO ICE Creates

our

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A hand is visible at the top center, holding a white rectangular sign. The sign is the central focus of the image and contains the main text. The background is a light, neutral color.

How to achieve behaviour change?

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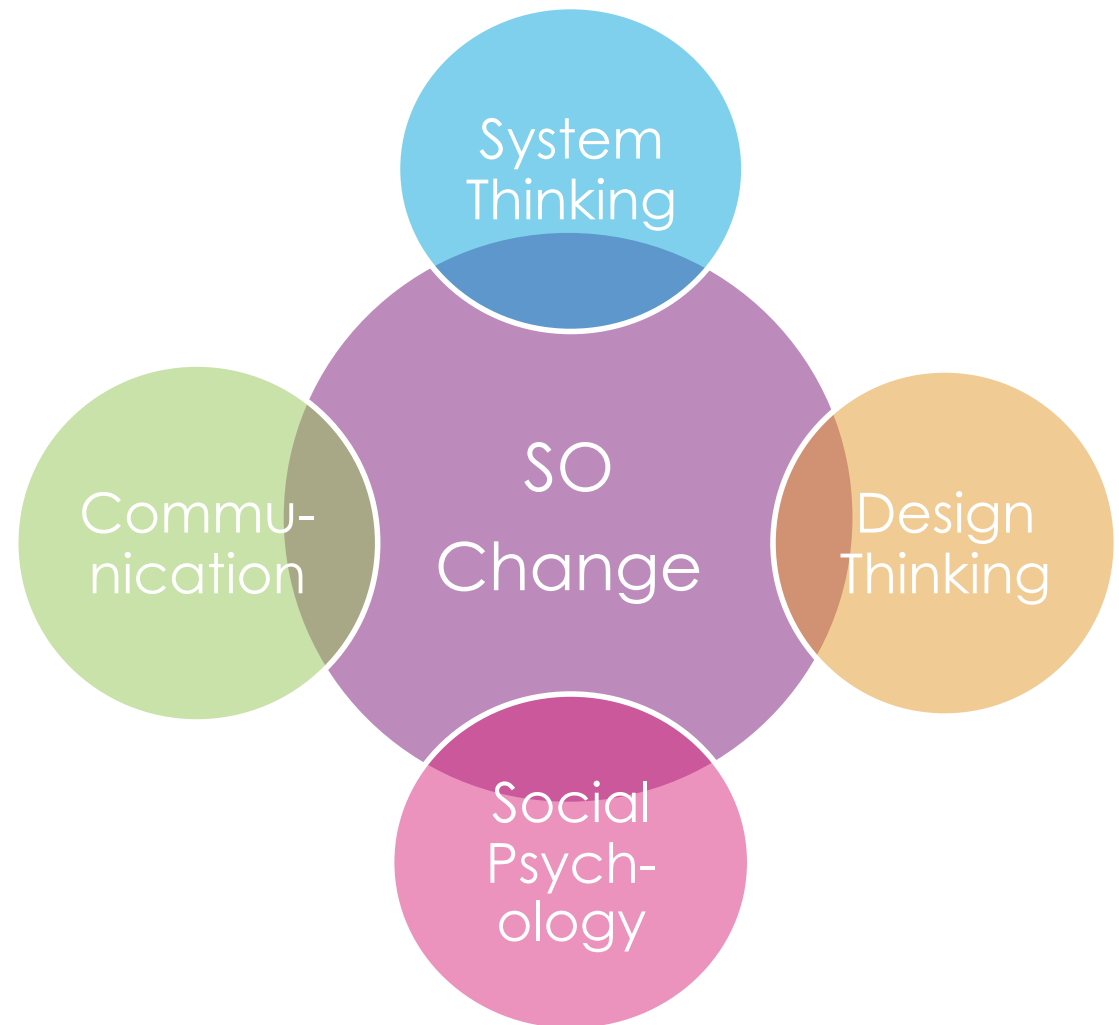
Behaviour Change

- Systematic planning process
- Applies many traditional marketing principles and techniques
- Focuses on understanding behaviour
- Delivers a positive benefit
- Identify and remove barriers
- Implementing enablers – physical and perceived

changemakers

It is so much more than social marketing

Art meets science,
to create a whole
human experience in
product, service,
experience & spaces



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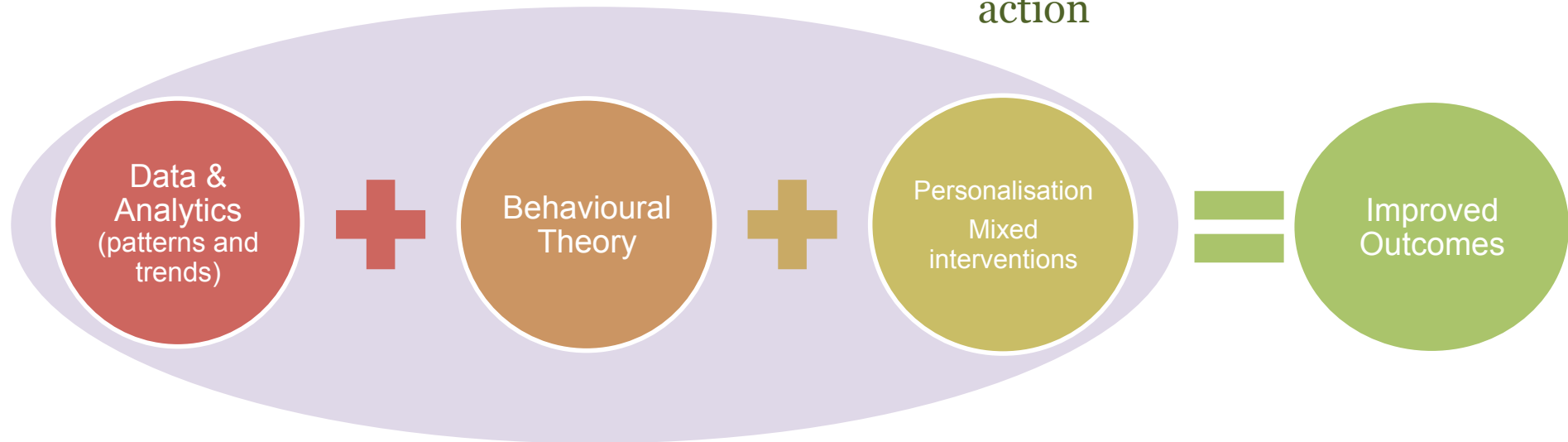
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Behavioural interventions

Understanding the behaviour

Understanding the key influences

Considering the range of options for action



What they do
'patterns & trends'

Why they do it
'Integrated theory framework'

System Wide
Eg: sustainable travel: infrastructure, employer culture, family, friends

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YOUR **TACTICS**
ARE ONLY AS GOOD AS YOUR



STRATEGY

Wrong question: How do we tell people what to do?



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IT STARTS WITH A SHIFT IN MINDSET
FROM...

“What’s up with these people that they don’t understand”

TO...

*“What’s up with **us** that we don’t understand these people”*

Work with every person type and segment archetype in the system...

Gain a deeper –

- **Understanding**
- **Interaction**
- **Engagement**
- Unpack the motivation:



How well do you know your audience?

- Male
- Born 1948
- British
- 2nd marriage
- Affluent
- Well known family



Maz - Strong Tea - no Sugar

Steve - Coffee 2x Sweetner

Sarah J - Milky Tea - no Sugar

Justyn - Coffee 1/2 Sugar

Sharon - Tea - 1 Sugar

Jan - Coffee - 1 Sugar

Jan - "Own" Coffee - NO MILK or Sugar

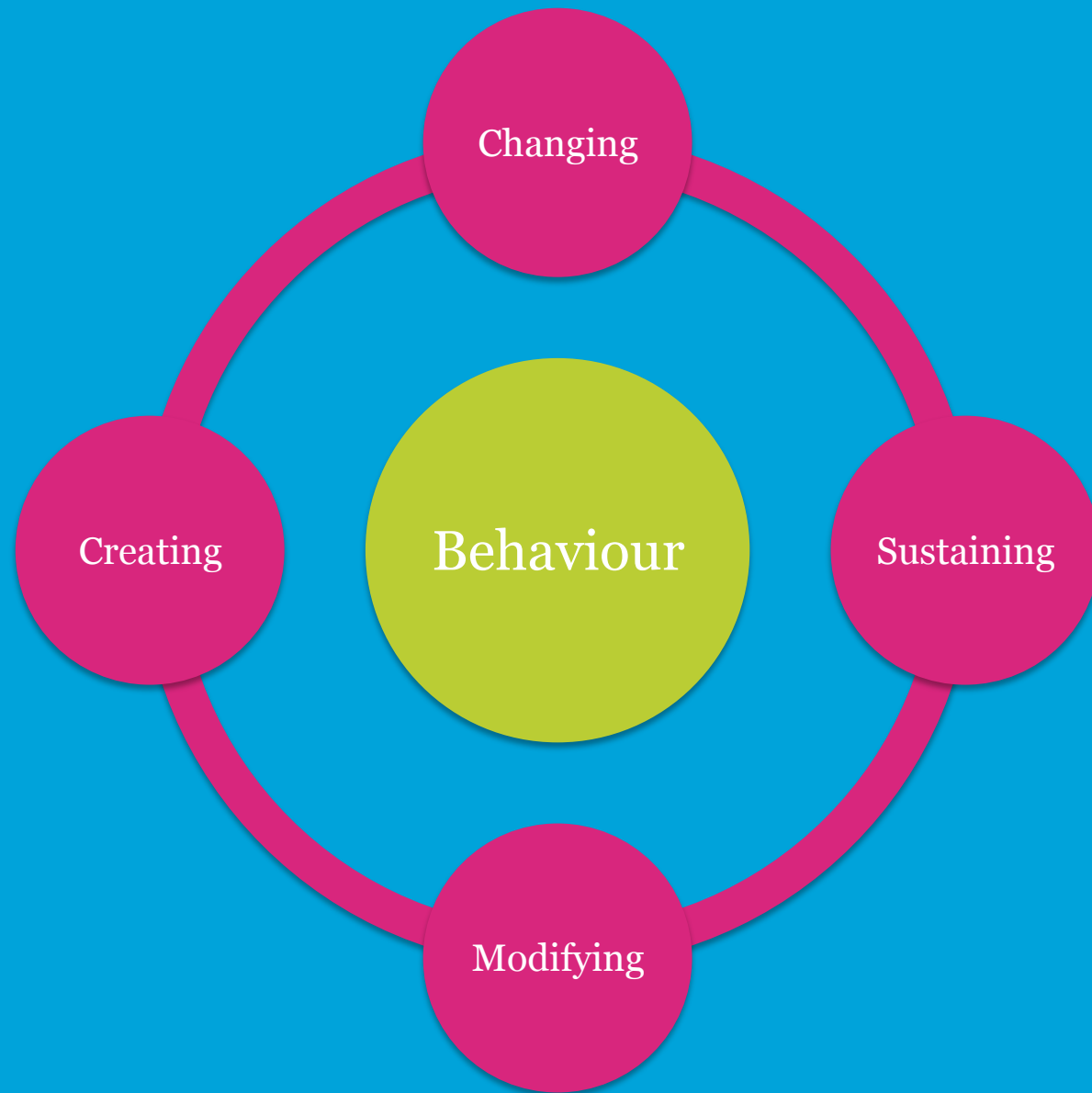
Anna - Coffee - no Sugar

Sarah L - Tea "Red milk only"

John - Tea 1/2 Sugar

Use Research – gain insight

- Focus on behaviour
- Quantitative – Surveys, polls, questionnaires
- Qualitative – Focus groups, creative workshops, one to one interviews
- Use behavioural theory to interpret, analyse and evaluate



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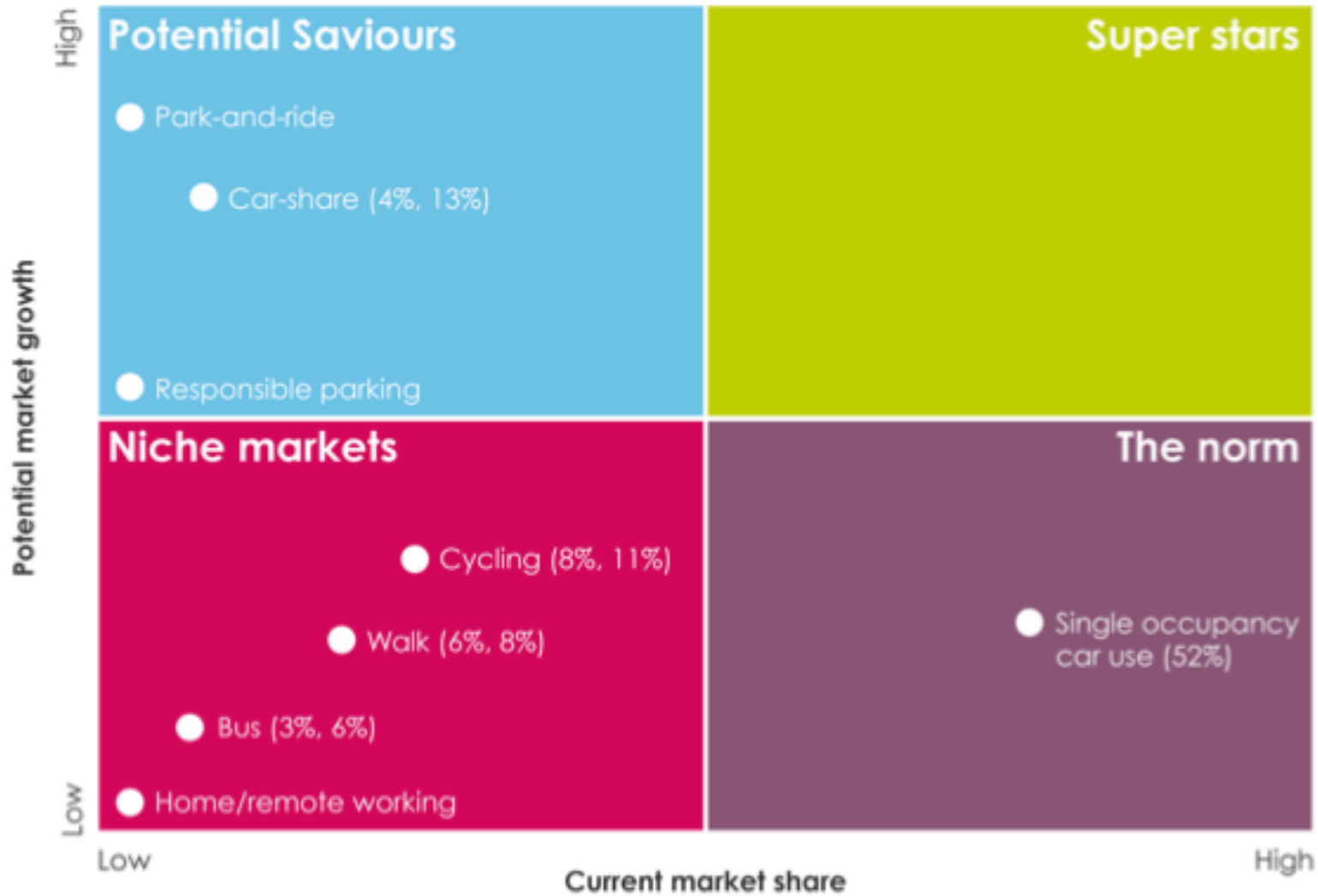
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Based on **both audience segmentation and in-depth insight**

Boston matrix



Using Behavioural Theory

Social Norms theory

The pattern of behaviour in a particular group, community, or culture, accepted as normal and to which an individual is expected to conform – e.g. single occupancy car journeys

Non-conformity theory

Deviant behaviour e.g. dropping litter, queue jumping, refusing to recycle

Changes in accepted behaviour – dress for work, smoking in public places indoors

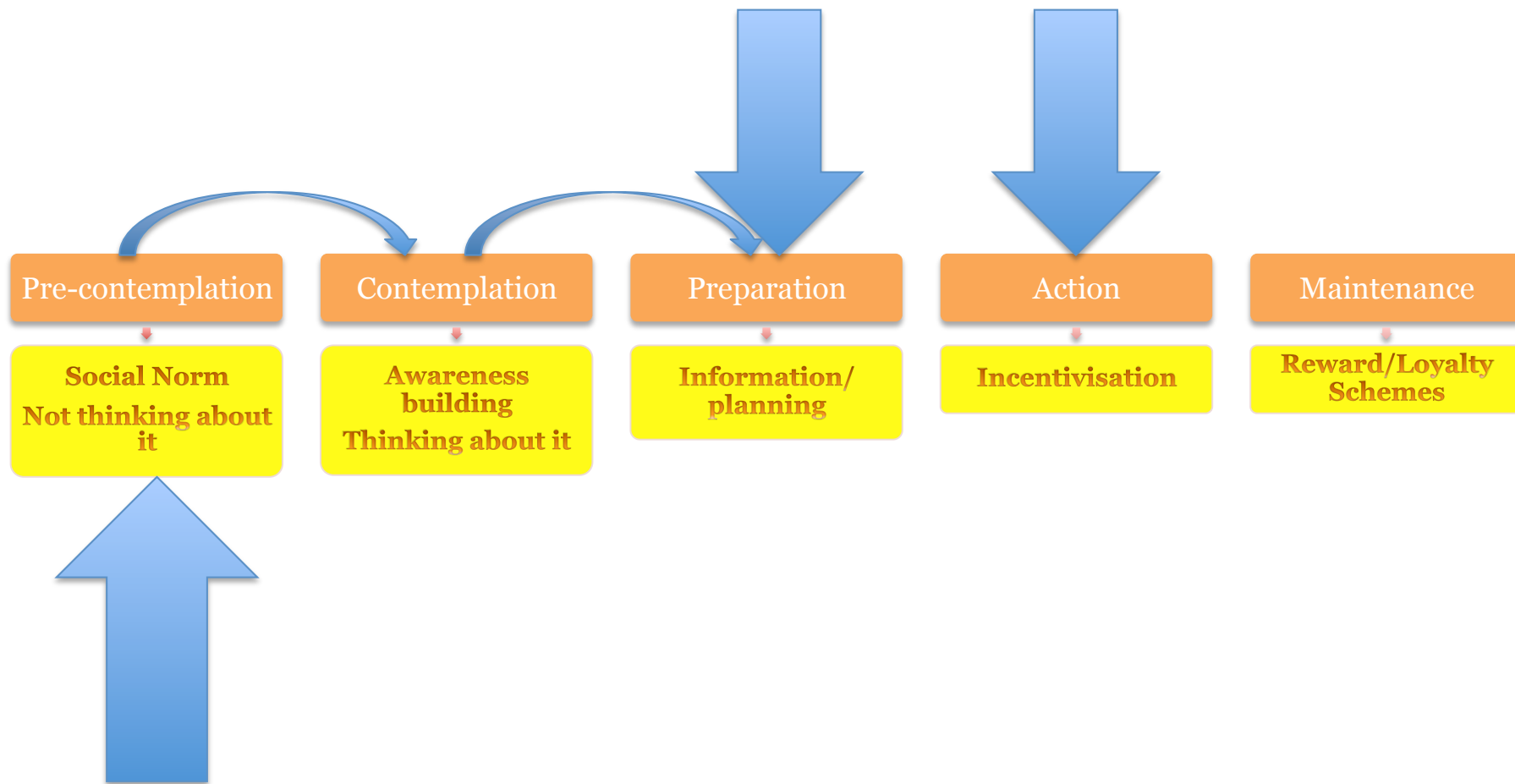
Accepted perceptions can become social truths – remember MMR?
Recycling perceptions

Social Cognitive Theory

Humans can model their behaviour based on the behaviour they observe in others with whom they identify

I.e. Children who grow up surrounded by smokers are 3 times more likely to smoke themselves

Stages of Change Theory



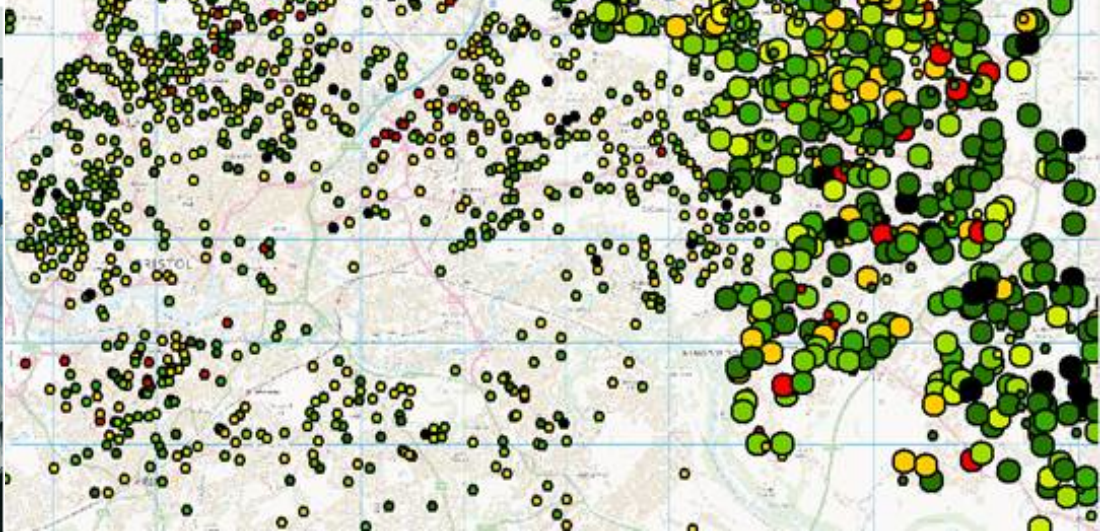
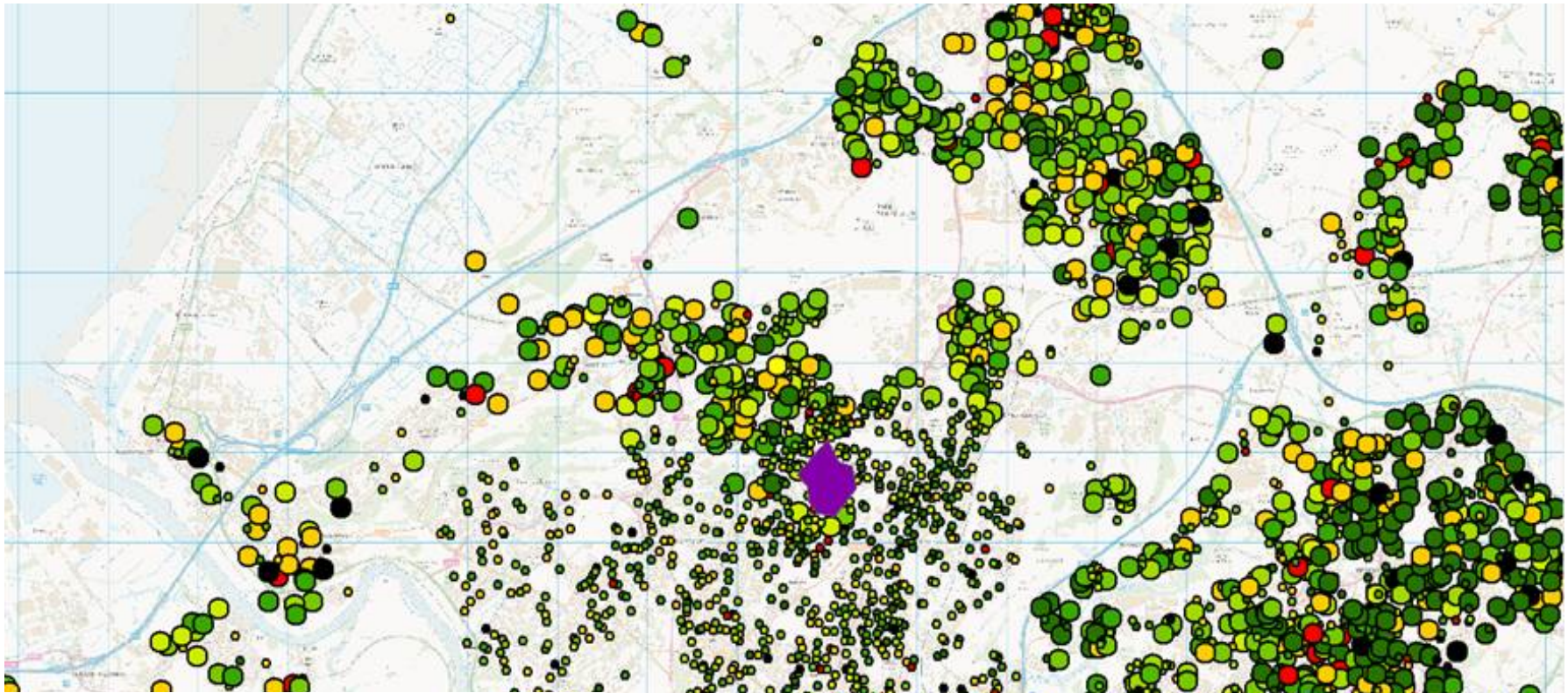


Barriers



Benefits





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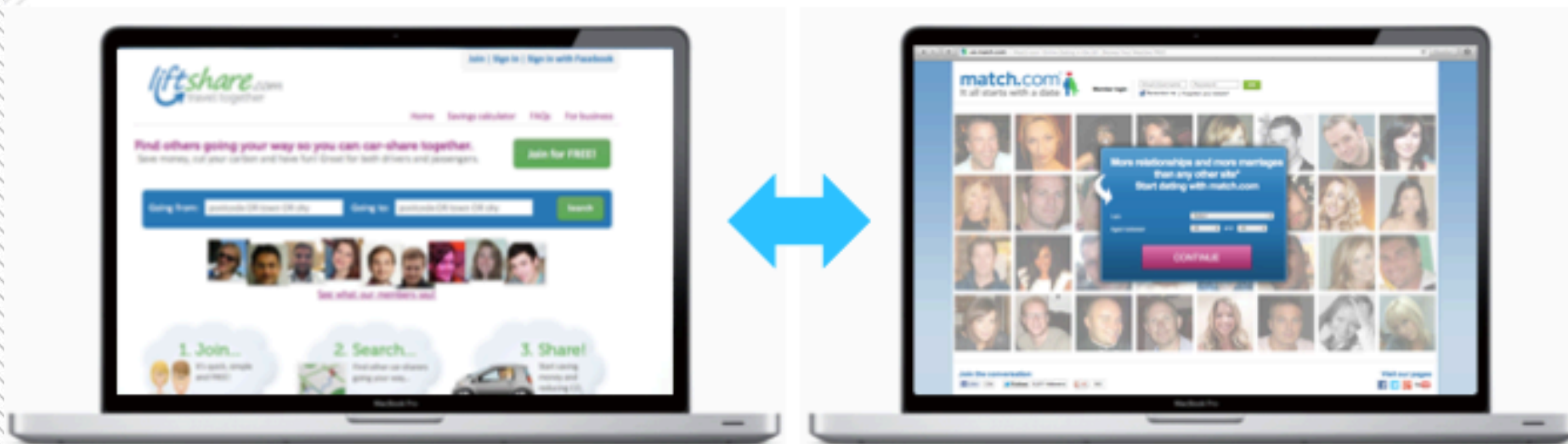
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Car Sharing perceptions...

- Unfamiliar, overly formal, complicated concept and terminology
- Reluctance and hesitation to enter into a binding, long term agreement
- Unnerving, awkward and daunting prospect of sharing a space with a stranger – a ‘blind date’

A Blind 'lift date'



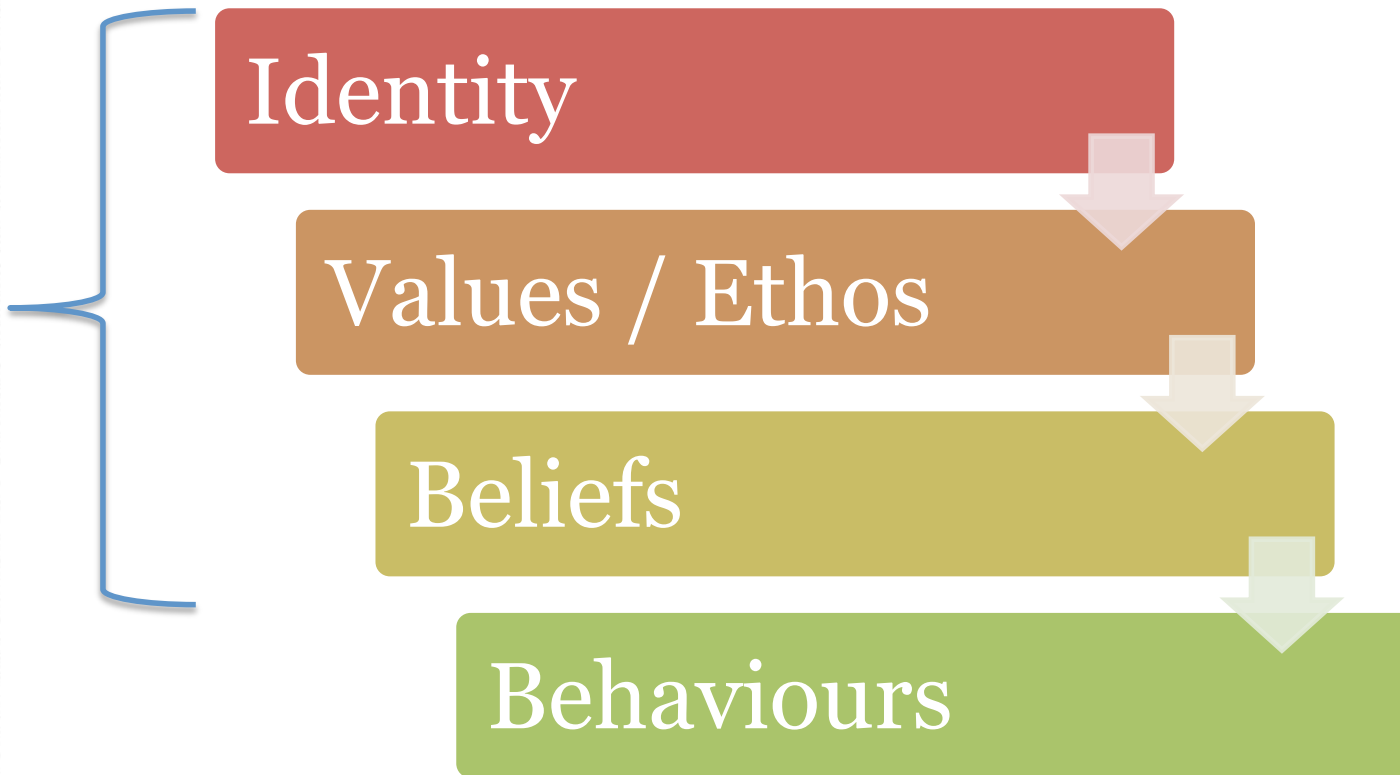
"If you could get to meet people face-to-face first in a familiar environment, to see that they're fine and harmless, that would reassure me"

"If someone I know has the same working hours as me, then I would give them a lift – but I need to know who they are first"

"You're more likely to share with someone you know and trust, particularly for women"

"If it's someone you work with at the Trust, then you kind of know them, but if it's online then I might get worried and anxious about it"

Get / give a lift from / to a colleague
now and again





Walking

Rail

Underground

Overground

Buses

Car

Cycling

Learn how you and your family can travel smarter

A little change to your travel routine can help your family save money and keep fit. To help you get started, we are offering a range of free travel activities for parents throughout September and October 2010 to show how you and your family can travel smarter.

Free activities include:

- Beginner cycling course for adults (wobblers and non-riders)
- Cycling course for intermediate experienced adult cyclists (for on-road confidence and tips for cycling with children)
- Basic bike maintenance sessions for families
- Cycling with young children - demonstration of different ways to carry young children safely on your bike. For families
- Interactive session on keeping your children safe near roads while walking
- Practical scooter training for families

To register your interest or for further information contact Sarah Love on sarah.love@icegroupuk.com or 0151 647 4700.

See smartertravelrichmond.org for further information.



MAYOR OF LONDON





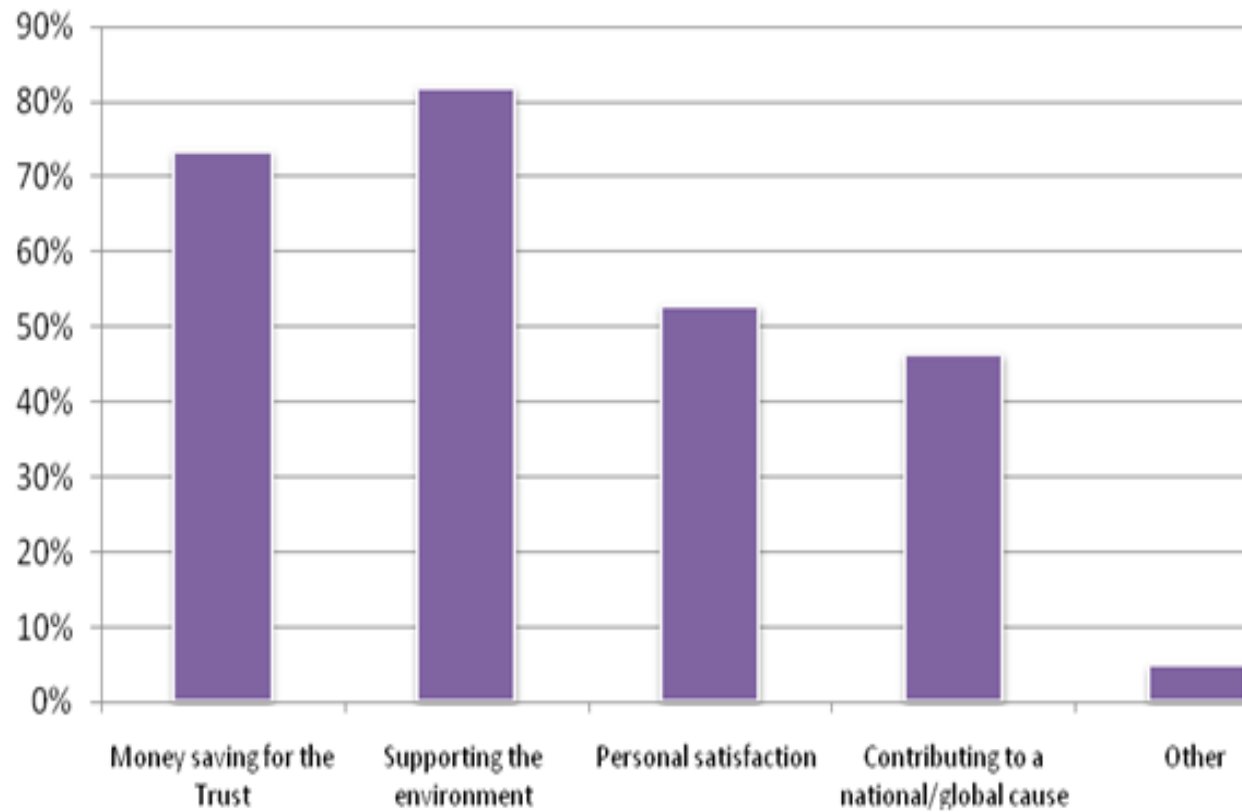
Stafford
BOROUGH COUNCIL

- Understanding systemic behaviour
- Environmental sustainability driven by cost efficiencies
- Gathered baseline data on performance
- C/w resource levels required
- Consolidated teams and resource levels available
- Advised on fleet procurement

- **6% reduction in vehicle mileage** by working in re-defined areas
- Changes to fuel procurement saving on average 28.1 pence per litre
- Vacancies in the structure with a cost of £78,600
- Service efficiencies valued at £97,000 from clearer working patterns
- Enhanced pride in work by staff working in new areas
- Long term: customer engagement:
 - Current behaviours towards keeping the borough tidy
 - Barriers individuals face in looking after their neighbourhood
 - Perceptions of council services
 - Motivations to maintain and improve their neighbourhood



Figure 6: Key motivators for being more energy efficient





Feels so Good!
doing your bit for the environment

Wirral University Teaching Hospital NHS
NHS Foundation Trust

flick my switch

The Trust's energy saving measures have saved £120k on our annual gas and electricity.
Small changes add up to a big difference.



Feels so Good!
doing your bit for the environment

Wirral University Teaching Hospital NHS
NHS Foundation Trust

take me out

Burning domestic or offensive waste unnecessarily costs the Trust £88k every year.

Do your bit and recycle your:

Plastic Bottles	Paper
Plastic Bags	Paper Hand Towels
Magazines	Paper Tissues
Plastic Packing Materials	Tin Cans (washed out)
Glass	Cardboard



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Benefits



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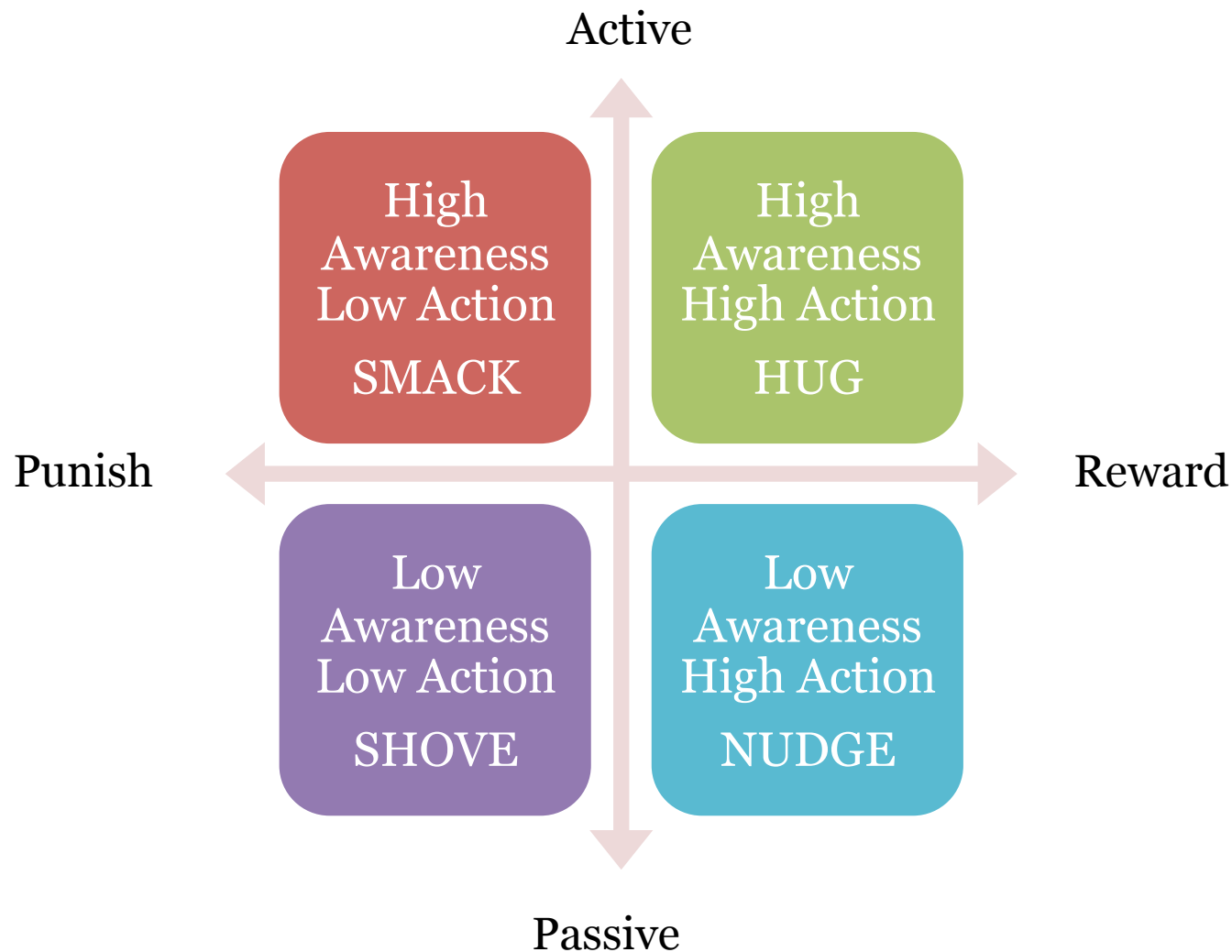
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Map your opportunities...



Comprehensive Parking permit review

"Do you take into account the cost of a parking permit?" "No"

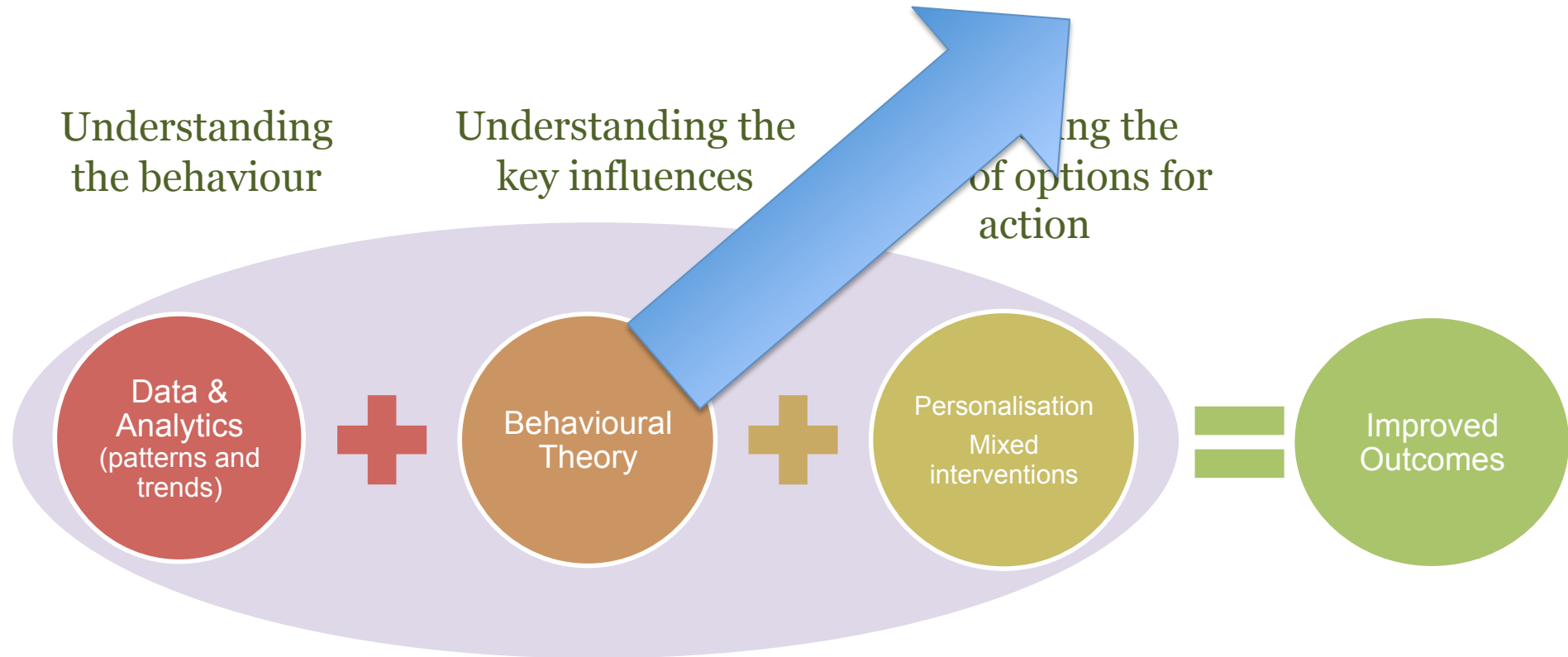
"I don't mind paying more to park, I just want to be able to park"

"I'll pay anything to get a space"

- Payment: a more 'conscious', 'physical' and recurring transaction rather than automatic salary deductions (e.g. Oyster card) – make it not so easy
- Option to suspend parking permit to tryout alternative travel – a 'safety net'
- Option to 'permit-share' between colleagues
- Permit application process – a timely opportunity to 'nudge' staff to alternatives (e.g. guaranteed on- site parking space for 'car-sharers')
- Stated preference survey to elicit how much staff are 'willing-to-pay' for an on-site parking space

Behavioural interventions

Unpack the motivation!!



Understanding the behaviour

Understanding the key influences

Understanding the range of options for action

Data & Analytics
(patterns and trends)

Behavioural Theory

Personalisation
Mixed interventions

Improved Outcomes

What they do
'patterns & trends'

Why they do it
'Integrated theory framework'

System Wide
Eg: sustainable travel: infrastructure, employer culture, family, friends



**THANK YOU
FOR LISTENING!**

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