

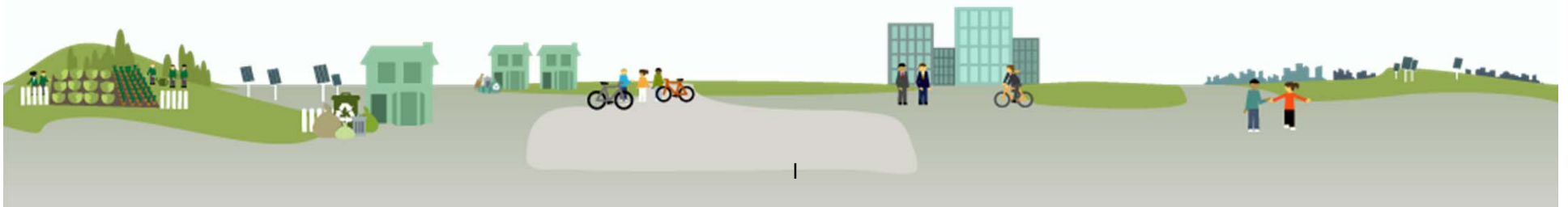
# Environmental Behaviour Change

**EAUC Webinar**

**20 February 2013**

**Gavin Ellis**

**Global Action Plan**



# About Global Action Plan



- **Global Action Plan** is the UK's leading Environmental Behaviour Change Charity and the **only UK provider** of UN-accredited behaviour change programmes.
- We have over **17 years** experience and have worked with over **200** large public and private sector organisations, and trained **over 2,500** people within those organisations.
- Current clients include Unilever, Sainsbury's, Open University, Bloomsbury Colleges, Skanska, NHS.
- We worked with 7 Universities last week around Go Green Week, engaging more 500 people on our interactive displays.



# Our Principles



**Understand** We work with staff to understand **motivators and barriers** to change.

**Collaborate** We engage employees at all levels and empower people to **work together to be effective**.

**Measure** We provide simple tools to help people to **track progress**, prioritise action and reward success.

**No Jargon** We use clear accessible messaging for **quick and easy understanding** and to dispel myths.

**Innovate** We use a range of exciting, fun and **positive approaches** to get the attention of all staff



# Objectives of this session



This webinar will explore barriers / motivations to change and the importance of understanding the target audience before embarking on any behaviour change campaign.

It will provide inspiring examples from other organisations which have successfully changed behaviour by finding imaginative ways to engage employees on sustainability.





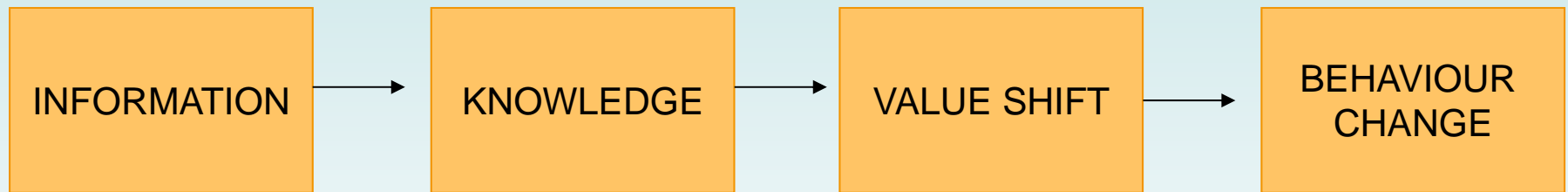
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**“Common sense is not always common practice”**





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# Behaviour is complex



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## TYPES OF CAMPAIGN

### KNOWLEDGE

**Barrier:** Lack of knowledge, don't need to change attitudes

**Action:** make the information accessible, easy, and attention grabbing e.g. visual display

### EMPOWERMENT

**Barrier:** Have the right knowledge & attitude, but they don't feel able to do something.

**Action:** focus on behaviours individuals' can change e.g. sphere of influence

### EMOTIVE

**Barrier:** Don't care and aren't attracted by sustainable behaviours.

**Action:** make the new behaviour desirable and the old behaviour undesirable

### SOCIAL NORM

**Barrier:** Doing the 'right' thing is against the status quo.

**Action:** show how much of the positive behaviour is already going on e.g. spot checks

### EXTERNAL BARRIER

**Barrier:** Lack of facilities to make sustainable choices.

**Action:** remove the external barrier e.g. providing re-usable mugs







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**Ability** – what would help you feel more able to do it?

**Motivation** – what would make you want to do it?

**Trigger** – what would prompt you to try it?



# Ability

Knowledge that you can / should do it

Self efficacy – confidence that you can do it

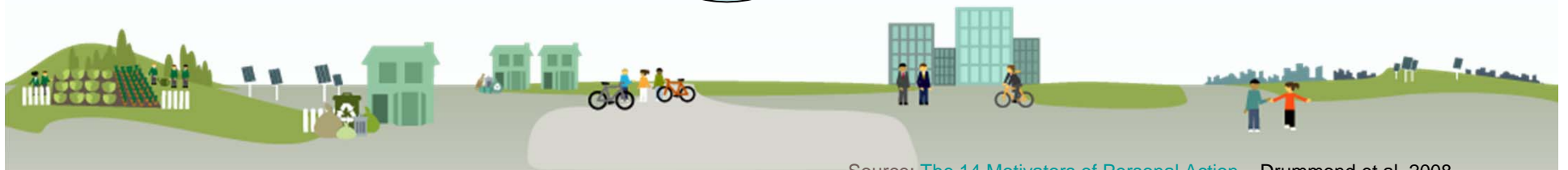
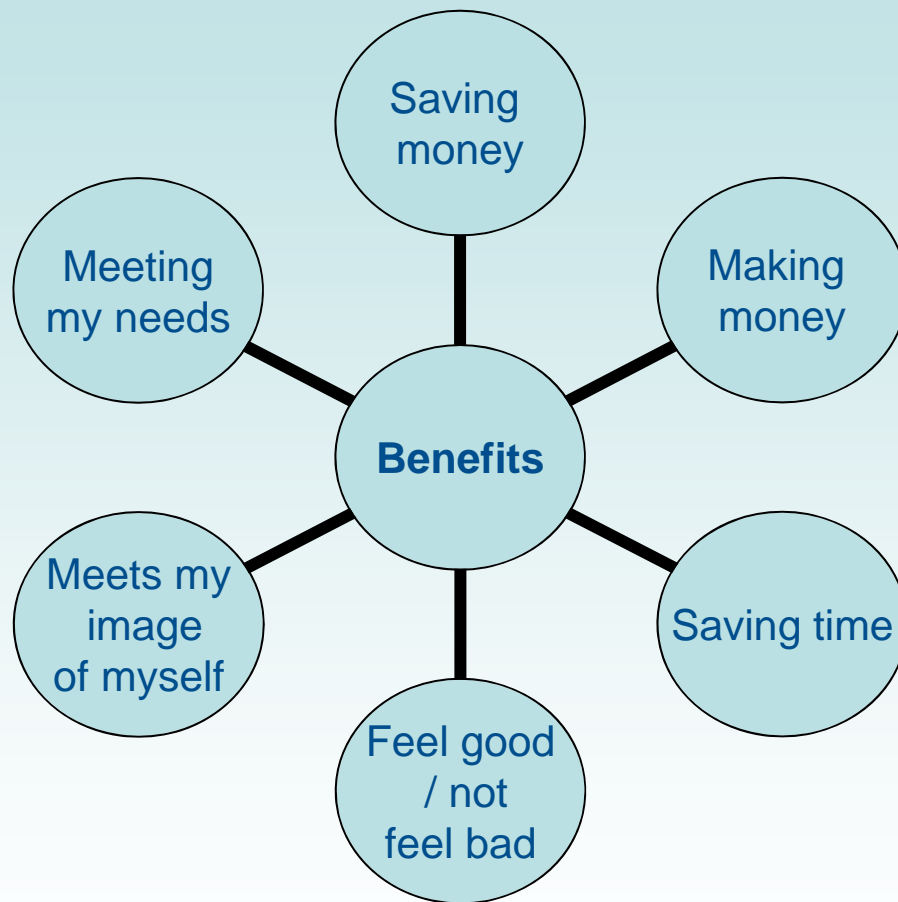
External factors e.g. lack of facilities prevent you from doing it



# Motivation: what's in it for me?



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# Finding the trigger

Breaking habits is difficult - it takes 66 days to form a new habit! (UCL, 2009)

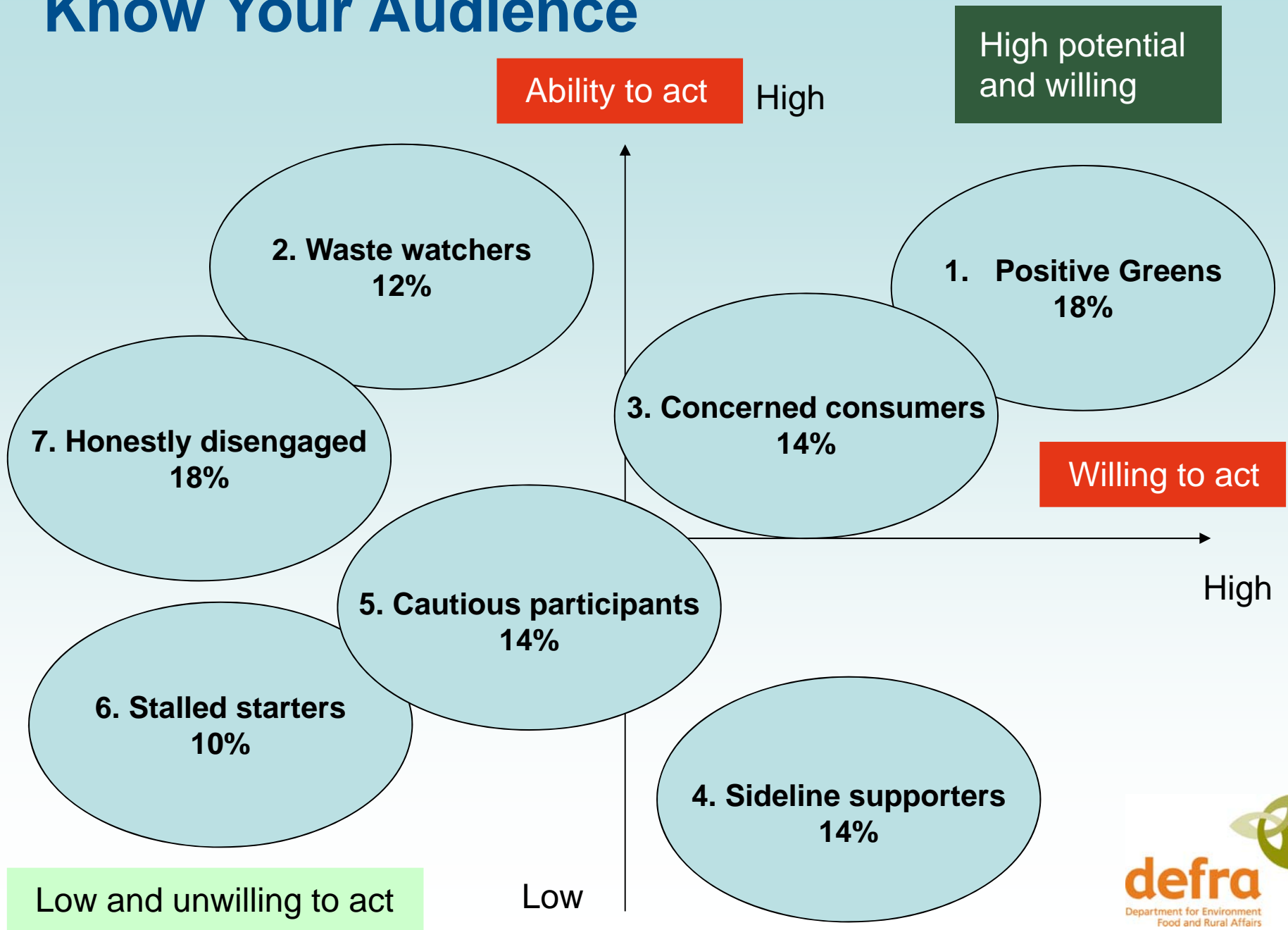
Prompts – how can we get people to try it?

Different audiences will have different triggers

The environment rarely works as a trigger



# Know Your Audience





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# SAVE THE CRABS THEN EAT 'EM.

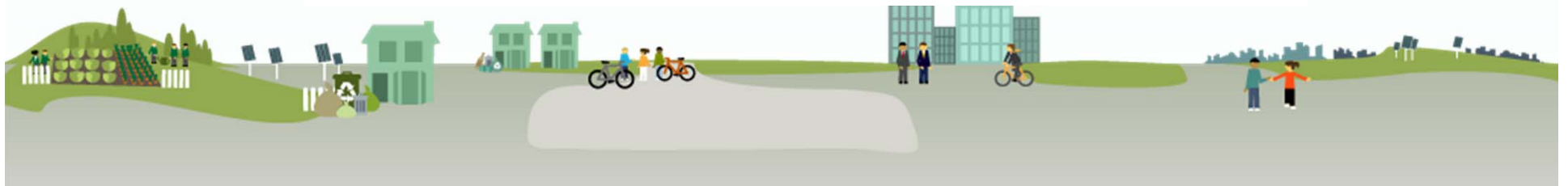


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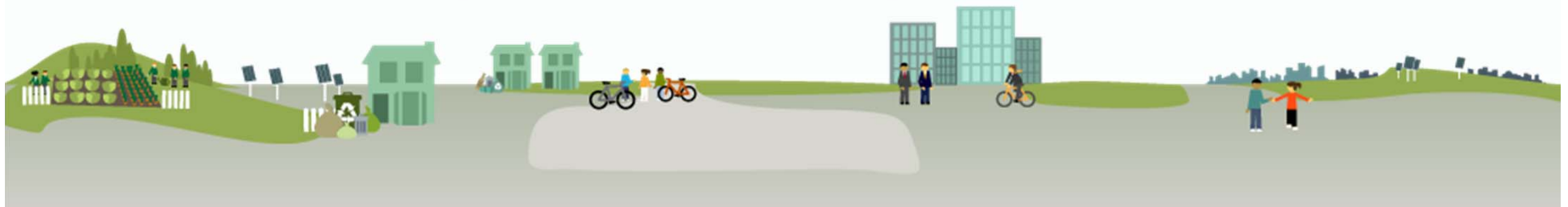
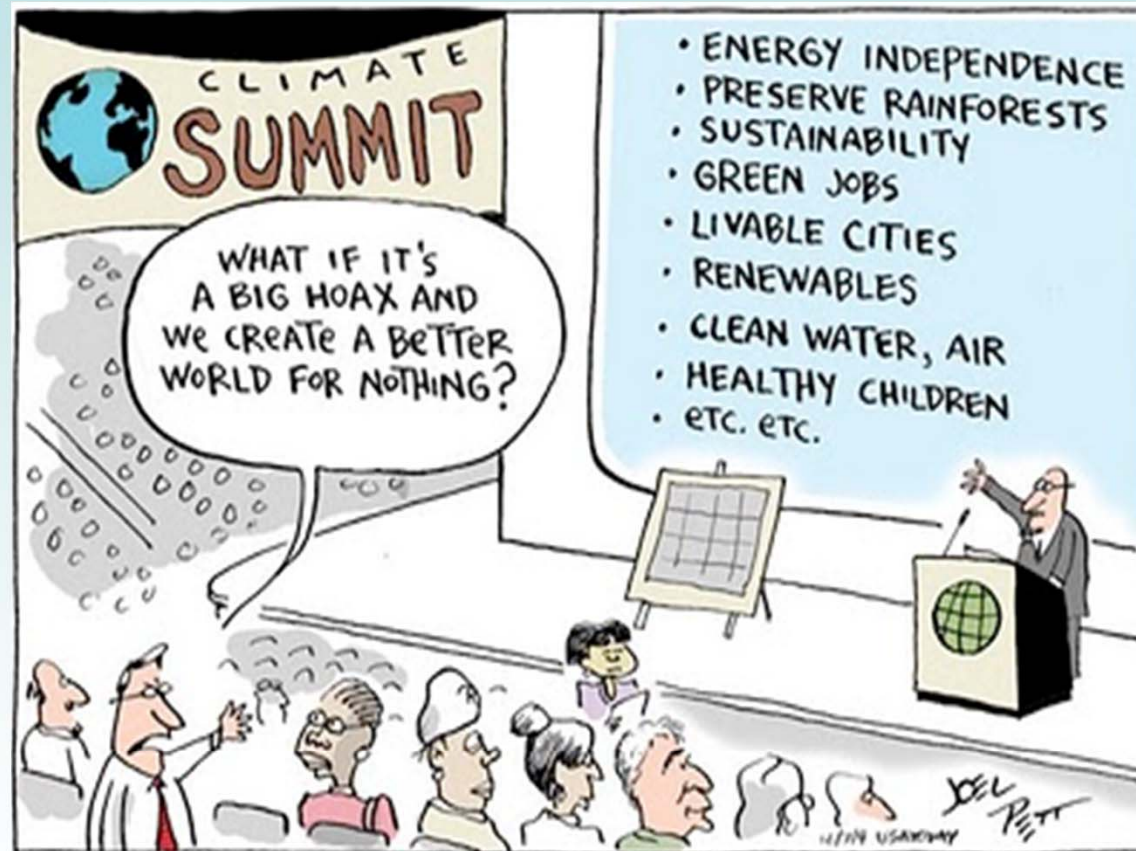




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# Develop a business case





# The business case

- Climate change causes extreme weather – almost one third of UK businesses were significantly affected by extreme weather between 2007 and 2010 (Ipsos MORI / DEFRA)
- Globally the figure is close to 9 out of 10 (UK Trade & Investment)
- Increased efficiency = increased profit
- Retain, motivate and attract employees
- Better risk management
- Keeping up with competitors, market demand and Government regulation.



# Our Recommended Approach



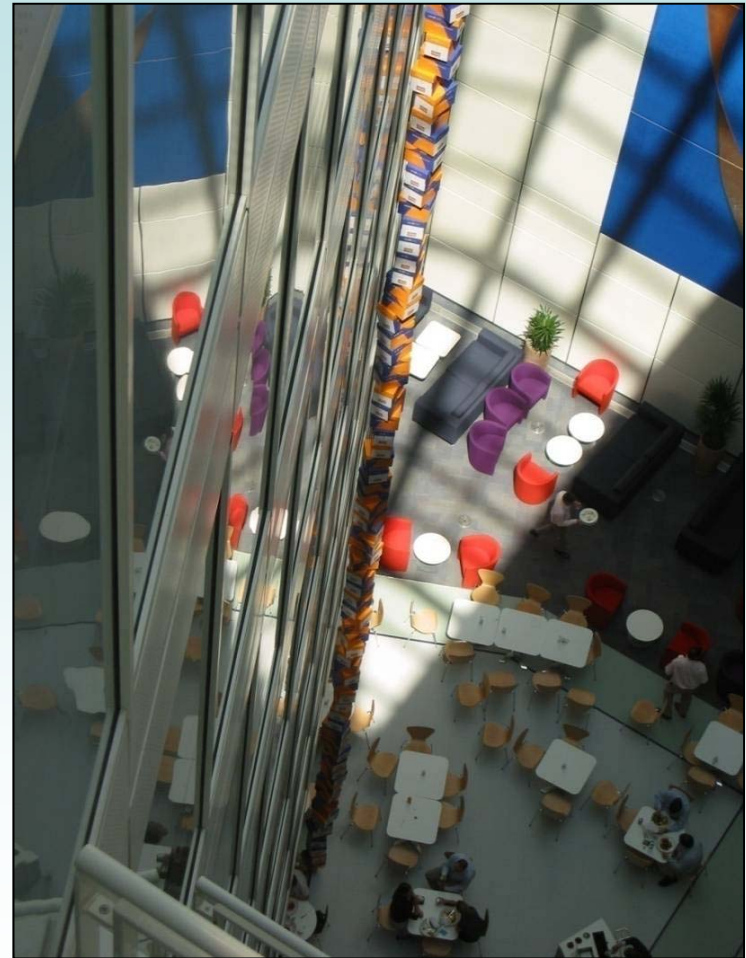
1. Create and follow a clear process
2. Clear roles and responsibilities
3. Provide clear, practical, jargon free information
4. Social Norms
5. Peer to peer groups
6. Measurement and feedback
7. Have some fun with it!



# Grab attention



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# Make it visual



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# Social norming



# Social proofing



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26% more people recycled their towels if the message in a hotel bathroom informed them that others were doing it too.



# Use competition



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# Be creative





# Incentivise and reward



# Use humour



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**CONTAMINATION OF  
THE RECYCLING BINS  
COSTS CWW**

You just wouldn't, would you?

**Cable&Wireless**  
Worldwide



# Questions?



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