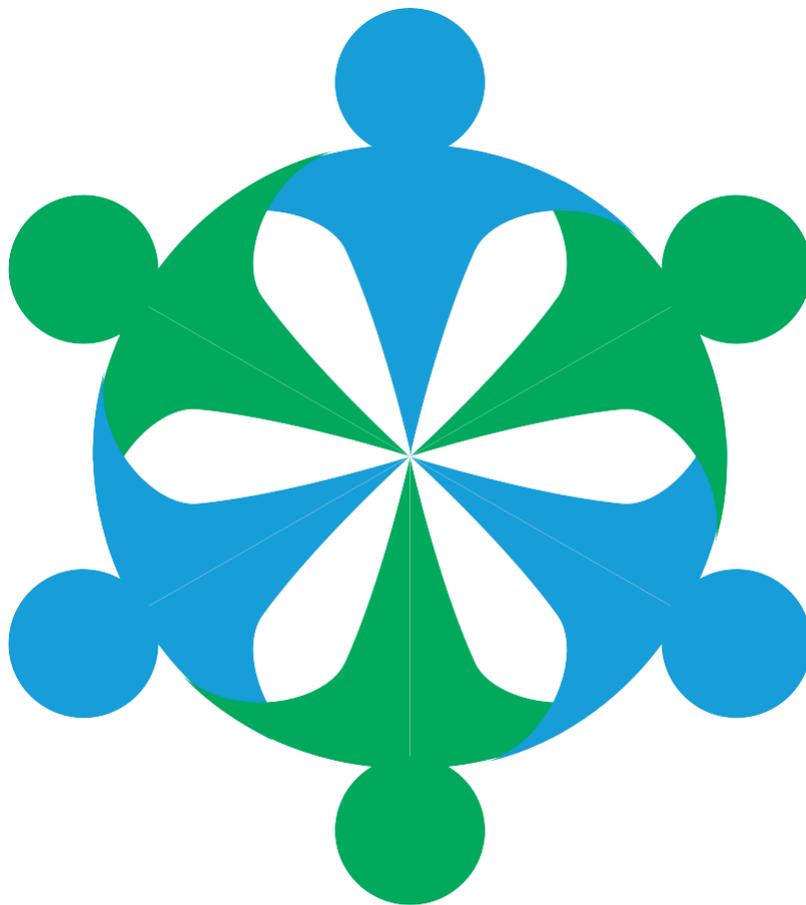# BEHAVE

## Climate change and behaviour change

17 November 2017
Royal Irish Academy, Dublin

# Meeting Report

## 1. Context

Future Earth Ireland held its annual exchange of views in the Royal Irish Academy, Dublin, on 17 November 2017. The theme of the event was BEHAVE: Climate Change and Behaviour Change.

Future Earth is a major international research platform providing the knowledge and support to accelerate our transformations to a sustainable world. Future Earth is an international hub to coordinate new, interdisciplinary approaches to research on three themes: Dynamic Planet, Global Sustainable Development and Transformations towards Sustainability. It also aims to be a platform for international engagement to ensure that knowledge is generated in partnership with society and users of science. It is open to scientists of all disciplines, natural and social, as well as engineering, the humanities and law.

- Future Earth Ireland is the national committee that feeds into the global programme and has the following remit:
- To act as a hub for coordinating efforts within the remit of Future Earth on the island of Ireland.
- To build awareness of Future Earth amongst members, policy-makers, funders and other stakeholders.
- To develop synergies around the Future Earth themes within Ireland for researchers and other stakeholders.
- To help identify potential sources of national and international funding for researchers in relation to Future Earth and Future Earth themes
- To coordinate activities across existing and proposed initiatives within universities and in other organisations.

BEHAVE was open to researchers, NGOs, policy-makers, entrepreneurs, business and industries across Ireland. The driving force behind the event was the growing recognition that addressing climate change is both urgent and challenging. Indeed, Ireland's National Climate Change Mitigation Plan identifies behaviour as a key driver of climate change emissions and behaviour change as a key factor in achieving many of our targets. However, while many agree that behaviour needs to change, few agree about the exact pathway for those changes.

The key questions to be addressed were:

- What kind of behaviour change do we need?
- How can behaviour change amongst individuals, communities and business be operationalised?
- What shall we do next?

The event was chaired by Professor Anna Davies, Trinity College Dublin, Chair of Future Earth Ireland.

# 2. Introduction

Introducing the event, Professor Davies noted two contrasting developments. First, the voting results of the citizens' assembly on the topic 'How the State Can Make Ireland a Leader in Tackling Climate Change', were overwhelmingly supportive of greater action to address climate change, including changes that affect everyday behaviour:

- 100% of assembly members recommended that the state should take a leadership role in addressing climate change.
- 80% of members said they would be willing to pay higher taxes on carbon-intensive activities.
- 93% of members recommended that the number of bus lanes, cycling lanes and park and ride facilities should be greatly increased in the next five years, and much greater priority should be given to these modes over private car use.
- 97% of members recommended that the state should end all subsidies for peat extraction and instead spend that money on peat bog restoration and making proper provision for the protection of the rights of the workers impacted, with the majority 61% recommending that the state should end all subsidies on a phased basis over five years.
- 89% of the members recommended that there should be a tax on greenhouse gas emissions from agriculture. There should be rewards for the farmer for land management that sequesters carbon. Any resulting revenue should be reinvested to support climate-friendly agricultural practices.
- 93% of assembly members recommended that the state should introduce a standard form of mandatory measurement and reporting of food waste at every level of the food distribution and supply chain, with the objective of reducing food waste in the future.
- 99% of members recommended that the state should review, and revise supports for land use diversification, with attention to supports for planting forests and encouraging organic farming.

By contrast, Professor Davies noted that Ireland has fallen 28 places to 49th out of 56 countries ranked in the *2018 Climate Change Performance Index*.

Professor Davies said that the focus for BEHAVE was to consider what might be done to mitigate and adapt human behaviour by studying consumption and the drivers of consumption behaviour. The objective being: to integrate a social and technical understanding and awareness of behaviour and the strategies that could be developed in Ireland to mitigate the impact of climate change and foster a circular and sustainable economy.

# 3. Agenda

BEHAVE took the form of two scene-setting presentations, by Dr Charlie Wilson, Tyndall Centre for Climate Change, University of East Anglia, and by Mr Iain Watt, Principal Climate Change Specialist, Forum for the Future.

These presentations were followed by a series of lightning talks by the following Irish experts:
Karl Purcell, Sustainable Energy Authority of Ireland (SEAI)
Dr Jeanne Moore, National Economic and Social Council (NESC)
Dr Simon O'Rafferty, Environmental Protection Agency (EPA)
Dr Mike Hynes, National University of Ireland Galway (NUIG).

The lightning talks were followed by a discussion and question-and-answer session, with questions coming both from the floor and via social media.

## 3.1 Scene-setting: The intersection between technologies, behaviour and policy

Dr Wilson spoke on the theme of behaviour change as a kind of uncertain residual in the nexus of technology, infrastructure, industry, markets and costs.
He noted that in the recently published UK *Clean Growth Strategy: Leading the way to a low carbon future* there is little explicit mention of behaviour even though behaviour clearly influences technology choices and emission outcomes. There is often an unwillingness for public policy to grapple with the issue of behaviour change as it is perceived to be

- Heterogeneous in nature;
- Hard to quantify;
- Unpredictable; and
- Likely to give rise to political difficulties.

However, in Dr Wilson's view the complex nature of behaviour change can be addressed by avoiding generalisations and focusing on particular behaviours, contexts or population segments—such as those defined by technophilia, geography or identity. As a result, it is important that policy approaches for reducing emissions at home are tailored. Targets have to be realistically achievable and it is important to recognise that some behaviours are more flexible or malleable than others.

Dr Wilson further believes that it is possible to quantify potential emission reductions from behaviour change. The future is clearly uncertain, but that is also the case for technological and other types of change. Key drivers of behaviour change can be captured and quantified. For example, cars are a highly symbolic area of consumption, and there are significant social influences on vehicle choice, but it is possible to include this alongside technical and economic factors when modelling.

With regard to the perception that behaviour change is politically problematical, Dr Wilson suggested that the application of nudge theory can play a role in aligning incentives and decision environments to help people make better choices. In nudge theory, change is effected through a 'nudge', for example positive reinforcement and indirect suggestions rather than coercive means. Dr Wilson cited *MINDSPACE: Influencing Behaviour Through Public Policy*, the UK report jointly sponsored by the Cabinet Office and the Institute for Government.

However, Dr Wilson concluded by noting that while nudge-informed policy may make it easy for people to change their behaviour, mitigating climate change is not all easy. Climate change is a structural as well as a behavioural problem, in that both hydrocarbons and profligate energy use are embedded within modern economic and social life. In other words, behaviour is the surface of a problem that reaches deep into what it means to be part of the contemporary social world. Accordingly, he stressed that nudges should not be at the expense of regulatory approaches to climate change mitigation.

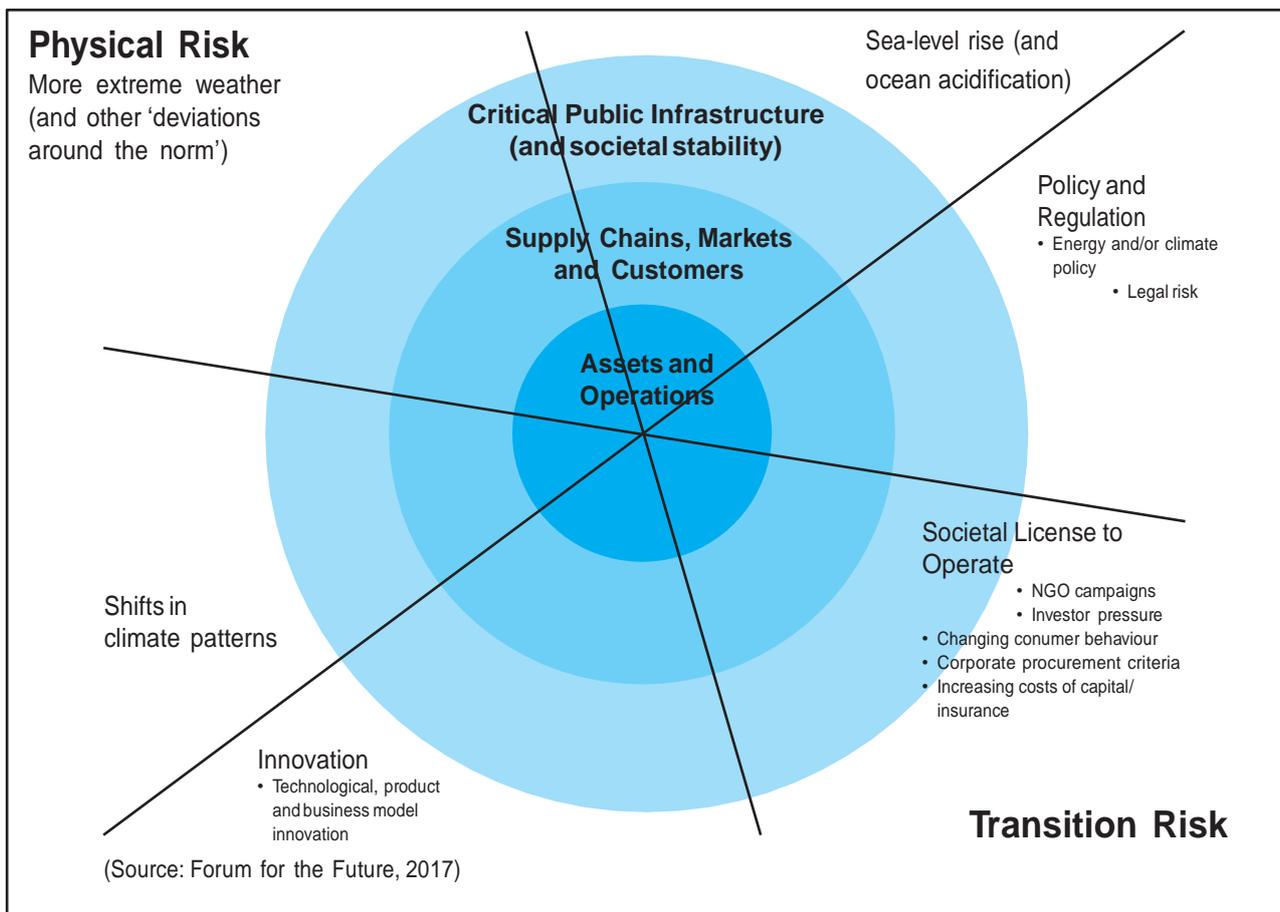## 3.2 Scene-setting: Changing corporate behaviour

Iain Watt, from Forum for the Future, offered his insights into how one might change corporate behaviour on climate change. He suggested a focus on:

- Making climate change strategically relevant—stressing the risks that climate change poses to future business success, as well as the opportunities that arise from thinking differently;
- Ensuring incentives are in place that reward climate-friendly behaviour across the company (including at the 'muddy middle management' level);
- Using increasing investor interest in, and activity on climate risk, to make the case for a new approach.

Forum for the Future uses the following framework as a starting point to engage companies on climate risk. It not only illustrates the wide variety of risks that climate change poses (the wedges), but also highlights the fact that these risks do not just apply to corporate assets and operations—but also to supply chains, markets and the public infrastructure and social cohesion upon which all companies rely (the circles).

Taking companies through this framework wedge by wedge, and circle by circle, helps individuals to think creatively about the variety of ways that climate change might impact on their business and, as a result, helps to make the case that climate change demands attention and action.

Nevertheless, Watt stressed that there was a difference between persuading companies to do *something* other than *what is necessary* to ensure that we don't cross the 1.5°C aspiration that was embraced in the Paris Climate Agreement.

**Physical Risk**
More extreme weather (and other 'deviations around the norm')

Sea-level rise (and ocean acidification)

**Critical Public Infrastructure (and societal stability)**

**Supply Chains, Markets and Customers**

**Assets and Operations**

Policy and Regulation
• Energy and/or climate policy
• Legal risk

Shifts in climate patterns

Societal License to Operate
• NGO campaigns
• Investor pressure
• Changing conumer behaviour
• Corporate procurement criteria
• Increasing costs of capital/ insurance

Innovation
• Technological, product and business model innovation

**Transition Risk**

(Source: Forum for the Future, 2017)

He argued that meeting this target—embraced to ensure the climate stability upon which modern civilisation is based—now essentially demands the immediate and complete decarbonisation of the economy, but that this reality has not yet landed in the corporate (nor indeed the governmental) psyche.

Corporate targets must now be informed by this reality, however, meaning that leading companies must aspire to be 'net positive' over extremely tight timeframes, *and* that they must become effective advocates for—and agents of—*society-wide* decarbonisation.

This is not an easy ask. But humanity has a track record for taking on the impossible!

Watts suggested the following 'grounds rules' be used by any company seeking to protect itself against climate risk:

- Climate change will not only impact on corporate assets and operations—it will also impact on supply chains, markets, workforces and the broader infrastructure upon which they depend.
- It is important to consider the widest possible range of impacts, including low-probability outcomes with potentially large consequences.
- As well as posing discrete risks of its own, climate change will interact with and exacerbate other risks (e.g. relationships with government and/or commercial partners, or the availability and efficiency of labour).

- Current climate impacts/trends are not a reliable indicator of impacts to come—the future will be more disruptive, and will include 'surprises' as well as trends.
- The corporate approach to climate risk must therefore be dynamic and adaptive.
- Climate change poses significant enough risk to mandate regular consideration and discussion at senior management and board level.
- A consideration of climate risk must be built into standard business management processes and embedded across all corporate divisions (i.e., it cannot be the sole responsibility of the sustainability team).
- No one company acting alone can truly 'protect itself' against climate risk. Partnership and collaboration—pre-competitive, in and across industries, and with government and communities—will be key.

## 3.3 Scene-setting: Questions

After the two presentations two questions were raised from the floor.

*Question 1) Is it better to focus on systemic change rather than on changing the behaviour of individuals?*

Iain Watt responded that while there is a 33% possibility of crossing the 1.5ºC increase threshold over the next four years, we still have time to make significant positive changes— our situation will be an awful lot better if we can hold the increase below rather than above 2 degrees.

He pointed out that one exerts different forms of pressure on companies to that exerted on governments. It is easier to transform 100 big companies than 9 billion people. He also referenced other positive reinforcements—the rise in electrical vehicles, broad systemic changes and thought leaders like Elon Musk making change fashionable.

*Question 2) Can moral and ethical stances deliver change?*

Dr Wilson responded that these are not effective change agents—rather, paternalistic libertarianism can help shape choices towards positive societal outcomes.

There was also a suggestion from the floor that we should be looking for divestment by the government of investments in fossil fuels—on the model of the proposed changes by the Norwegian sovereign investment fund. It was noted that Trocaire, the development fund NGO, is advocating such an approach.

# 4. Lightning talks

## 4.1 Karl Purcell, Sustainable Energy Authority of Ireland (SEAI)

Karl Purcell, SEAI, gave a lightning talk on the topic Behaviour Change for Climate Change. The premise of this approach within SEAI is the application of behavioural economics to encourage sustainable energy Behaviours.

Purcell summarised some of the main behavioural changes that SEAI tries to encourage people and businesses to make, as follows:

- Reduce Energy Use (Fuel & Electricity)
- Install Sustainable Energy Generation (e.g. Solar PV)
- Purchase Energy Efficient Products (e.g. Appliances)
- Install Energy Efficient Upgrades (e.g. Insulation)
- Learn about energy sustainability (e.g. Schools Program).

SEAI helps consumers and businesses to design efficient energy systems, build them to the specification as designed, and to maximise energy efficiency in how they use their energy systems. Purcell advised that energy policy should maximise behaviour change, but we also need to track the performance of incentives, e.g. the Green Deal programme in UK saw only 1% of households engaging with the programme.

Purcell also observed that implementation matters—how we do things matters as much as what we do. At the moment in Ireland the trigger point for issuing building energy ratings detailing the energy efficiency of households is when people put their houses on the market for sale. Is this the optimum point at which people should be informed of their home's energy efficiency? Perhaps incentives are not correctly aligned at this point, as the individual is solely motivated to sell their house, and so may only be likely to make home energy upgrades if they believe it will help them find a better price for their house. Purcell suggested we should test the sending of reminders to the new householder of their energy efficiency rating, to encourage them to do something about it.

He also observed that we should make change for the person easy. Whatever you are trying to encourage people to do, the easier it is made for them, the more likely it is that people will do it. Removing hassle factors from grant application processes, giving people clear actionable feedback and offering community supports will continue to be vital to encouraging people to engage with home energy upgrade schemes.

Context matters. People's behaviours are influenced by the context in which people make decisions. People are more likely to act on information they trust. The framing and timing of a message can have large implications for its impact. People are influenced by the actions of

their neighbours, when they are visible, so we should design feedback systems that help people compare their own behaviour with that of those around them. We should avoid the perception of environmental tokenism by firmly committing to strong environmental policy action so people see their own energy behaviour changes as part of larger societal behavioural change.

We should use behavioural economics and available data to inform policy design. Randomised control trials would allow a more accurate assessment of impact and help build an evidence base that could encourage us to learn how to design even more effective policy.

Finally, Purcell observed, that with regard to applying behavioural economics to policy-making, we should start with small quick wins before moving on to more significant behaviour change projects.


## 4.2 Lightning talk: Dr Jeanne Moore, National Economic and Social Council (NESC)

Dr Jeanne Moore, NESC, gave a lightning talk with reference to her *Background Paper on the Social and Behavioural Aspects of Climate Change*, published in 2012, alongside a NESC Secretariat report on climate change.

The paper asked challenging questions around social and psychological factors and drew on international social science research. At that time, there was very little practical or academic exploration in Ireland of the social and behavioural enablers and barriers to policy and practice in relation to energy, transport and agriculture. Dr Moore welcomed the current pace of development of research capacity in universities and state agencies such as the SEAI and EPA and highlighted the need to bring a range of social science perspectives to climate change and the low carbon transition.

Dr Moore emphasised that we are faced with a societal challenge—requiring systemic and individual behaviour change—aided by focused enquiry to include the following:

- Detailed behavioural analysis and experimental innovation is a key approach—testing out what works and why, informed by social science expertise and evaluation;
- Examination of social practices—shared behaviours around eating, disposing, heating and travelling that are difficult to change alone and require shifts in our energy, transport and food systems to support and enable positive behaviours;
- Engaging in collaborative conversations and sharing experiences through the National Dialogue on Climate Change and locally through Better Energy Communities and energy cooperatives and Transition Towns are all important. These are conversations that lead to actions—collaborations with social scientists to understand the drivers, enablers and barriers to communities taking steps towards the transition.

- The development of supports for resilience in the face of climate change adaptation; and
- The power of stories—we need new narratives that emphasise the positive aspects of change. Narratives can help, such as Laudato Si, the Pope's Encyclical on Climate Change, which talks of care for our common home; and George Monbiot's Out of the Wreckage—which outlines how we can recognise our deep connection to nature, empathy and altruism and the value of community as a way of enabling the kind of societal change that is required.

## 4.3 Lightning talk: Dr Simon O'Rafferty, Environmental Protection Agency (EPA)

Dr Simon O'Rafferty, EPA, gave a lightning talk that highlighted some issues emerging from ongoing research-related behaviour change, the circular economy and sustainable communities. He focussed on the 'emissions gap' and the role a circular economy, alongside other technical and nature-based interventions (further scaling up of renewables and energy efficiency, reforestation, climate-smart agriculture), can play in closing the emissions gap. In describing the 'emissions gap', the United Nations Environment Programme suggests that current commitments under the Paris Agreement will only achieve one-third of the emission reductions necessary to effectively tackle climate change.

O'Rafferty noted that under a business-as-usual scenario the global temperature would rise more than 4 degrees above pre-industrial levels. To limit temperature rise to $1.5^{\circ}C$ we need to cut greenhouse gas emissions from 65 GtCO2 e (AR5 Scenario IPCC) to 39 GtCO2 e ($1.5^{\circ}C$ pathway) tonnes CO2 per annum by 2030.

The 'emissions gap' demands that we consider indirect and consumption-related emissions from daily practices of households alongside the direct emissions that are typically the focus of policy interventions.

In this context, O'Rafferty highlighted some issues to consider when designing climate change interventions aimed at changing behaviours and social practices. He noted that changing behaviour is challenging because:

- Climate change is 'diffuse, distant and delayed' in that it appears not to be connected to most aspects of daily life, its impacts seem physically distant to some and will occur at an indeterminate point in the future. Some empirical and theoretical insights from behavioural sciences such as present bias, construal level theory, motivated reasoning and reactance to fear or worthy framing can help explain why previous interventions may have been less effective. They can also inform the design and testing of future interventions.

- Behaviour changes can be hard to sustain and there is limited and conflicting evidence to support the spillover effects of behaviour change interventions.
- The social context can be an important determinant of behaviour. This can be the social context within households or organisations (group decision making) or wider injunctive or descriptive social norms.
- Some of the behaviours relevant to climate change are habitual and it is difficult for policy-makers to disrupt the physical cues around these behaviours.

In framing policy interventions or engagement and communication strategies, Simon suggested it is important to design these around social practices and energy-related behaviours. As Ben Haggard noted, 'people are not interested in energy—they are interested in the activities it allows them to do'. O'Rafferty suggested the design of policy interventions should be framed more around solving people's problems than a belief that people are a problem.

## 4.4 Lightning talk: Dr Mike Hynes, National University of Ireland, Galway (NUIG)

Dr Mike Hynes gave a lightning talk on transport and behavioural change in Ireland. He noted that agriculture and transport could be responsible for 74% of Ireland's carbon emissions by 2020, making them key areas of concern with regard to our commitments to climate change action.

Hynes commented on the significance of the car in Irish life, noting that there is a difference between car ownership and car dependency. In Ireland a car is seen as a necessity for nearly all types of travel to activities. We think of transport merely as focused on roads and ancillary issues—cars, car parks, on-street parking. But more roads and space given over to the private car lead to more congestion. Hynes quoted the observation that Irish people think of their cars the way some Americans think of their guns. And in this mind-set cyclists are, to a large degree, regarded as an annoyance to many motorists.

The 2012 Smarter Travel Report on transport policy, *A Sustainable Transport Future*, advocated a range of significant changes, e.g. the co-location of employment and residential centres and an alignment of transport and employment policy. However, to date, there is little evidence of any serious move towards incorporating land use and planning into sustainable transport policy thinking. Behavioural adaptation in Ireland is still constrained by structural issues and by ad hoc decisions taken based on the primacy of the car.

# 5. General discussion: Questions and answers

The discussion moved on to questions and answers. Questions via social media concerned cultural change, operationalisation of climate change measures and communications to support positive actions.

A question from IKEA asked *Are you willing to transform focus by consumers on convenience in order to support behavioural change? Where is the will for this?*

Contributions in response from the panel were as follows:

- Change needs to be made desirable, useful and socially supported;
- It is possible to change consumption patterns—these have changed dramatically over the last 50 years;
- Change should channel the pull factor for convenience—not halting convenience but aligning with regard to reducing emissions.
- The younger generation is consuming less than in the past, e.g. with regard to buying cars in UK. Convenience is not equivalent with consumption.
- The circular economy and consumption should align. Consumption is shifting and may focus on low carbon—make this a positive development rather than a loss.

With regard to the National Spatial Planning Framework the question was raised *as to whether people want to live in the country rather than the city*.

Panel responses to this question were:

- The Framework has to connect with where people live and work. Dublin is a very sprawling city already, so this suggests a focus on brownfield rather than greenfield development;
- There are initiatives to create more liveable cities. We need to embed these in policy discussions and address, inter alia, urban-based nature solutions.

The question was raised as to *how to engage with the muddy middle—how to get senior civil servants involved in the discussion on behavioural change when they see this as a risky policy area.*

The panel responses were:

- There is a fear of interfering in private life and as yet people are not protesting against congestion;
- There is a lack of political engagement;
- The senior public sector is the demographic least likely to change but in some companies, there is leadership for change, e.g. in Edinburgh business has come to support cycle lanes on the evidence that these are good for commerce.

Two further points were made. First, the dependency on fossil fuels is based on biological tendencies and preferences, so change is often opposed when perceived as being too difficult. Second, given the huge dependency on cars, there is a concern about shifting away from fossil fuels.

The question was asked *if moving to the circular economy means less growth?*

The panel's response was that:

- Green growth is a central tenet of the Paris Agreement on Climate Change;
- The circular economy is growing and has momentum in Ireland. But it is a long-term process;
- The EU Commission is moving fast on circular economy targets;
- We need more work done on models for sustaining jobs with less consumption. The state should lead on behaviour change;
- Innovative use of recycled materials will be an important aspect of economic development;
- Many proposed changes have cost benefits. We need to proceed via bite-sized steps with a view to determining how we make changes to affect the bottom line positively. This should be discussed at governmental and organisational levels;
- In many markets renewables are now a cheaper option but we need to move quickly to stay beneath the 1.5ºC threshold. We need to look at potential agri-cultural use of carbon and at costs for shipping and aviation.
- Changes of behaviour are necessary in existing and new businesses. Company to company collaboration on change is a possibility where companies have a linked supply chain but are not in competition with each other.
- The biggest change in energy efficiency in households takes place in amenity improvements when new kitchens are being installed.
- Focusing on individuals is inefficient. A community dimension works better regarding local issues, though we have a long way to go in processing how to understand bottom up initiatives.

It was observed that there is a leadership deficit. The reality in Ireland is that there are 143 anti-wind power groups. It was asserted that we could be energy-sufficient using pumped storage. There is scope for immense progress, but we need delivery of required actions.

It was also observed that Galway is 'choking to death with cars' and the proposed approach to dealing with this is to build an outer ring road. There is, however, a counter-proposal to develop a light rail system, Gluas, using the waterways around Galway as an energy source.

The need for perseverance in pursuing behavioural change was alluded to and it was noted that giving agency to community initiatives can change minds and practices, e.g. the success of community engagement in building paths in Killaloe led to the County Council changing its perspective. Denmark and Scotland also provide us with examples of communities being con-structively engaged with.

There was a proposal from the floor that a cross-party Oireachtas Committee on Climate Change should be constituted.

It was also noted that NESC is examining the Netherlands Climate Agenda for the experience of partner and stakeholder engagement to be found there.

# 6. Concluding remarks

In her concluding remarks, Professor Davies noted that behaviour is complex, and changing it will not be easy. She noted that this is an area complicated by differentiated abilities to change individual behaviour, with structural and infrastructural lock-ins and cultural trends that are slow to influence. Lots of time, money and material resources are being invested in the current status quo.

She also observed that an understanding of the social, economic and political dimensions of climate change needs to be further developed with particular attention to fundamental issues around accumulation, growth and inequality. There needs to be greater engagement between different initiatives, for example to identify synergies and also potential tensions between climate change, bioeconomy and circular economy strategies, the Department of Communications, Climate Action and Environment and the Climate Change Advisory Council, business, industry, civil society groups and communities. There is a need for a paradigm shift around consumption practices. A sustainable plan is a strong one.

Professor Davies thanked the participants, the audience, the RIA, the EPA and the social media coordinator for supporting and creating such a productive event. The next steps were outlined, including the collation of social media interaction (see Appendix 1) and a call for participation in the forthcoming National Dialogue on Climate Change being led by the Department of Communications, Climate Action and Environment.

Anna Davies,
Chair, Future Earth Ireland

# APPENDIX 1

## Twitter engagement with BEHAVE

*Questions submitted through social media (prior to event)*

### Behaviour change for organisations, companies, institutions, government:

1. What is the role of companies, government and 'consumers'? (@IKEAIE)
2. Where are the companies? 100 companies produce 25% of all commodities, how do we change the behaviour of retailers, brands, manufacturers, traders and processors to produce low carbon goods and services? (@ConsensusIre)
3. The lack of political will has to be the biggest problem from local councils /governments, ignoring the needs of community, greenwashing. How do we change this? (Friends of Merlin Woods, @FriendsMerlinWD)
4. How do we change unsustainable patterns within our universities? Are student led campaigns such as #fossilfree and #plasticfree within campuses enough? (@JANEM2020)

### Communities / Culture Change:

1. Are YOU/WE willing to transform convenience culture and convenience behaviour to halt access waste/pollution/climate change? (@IKEAIE)
2. How do we move towards a 'no-waste' culture and 'no-waste' behaviour? (@IKEAIE)
3. How do we build resilient communities that collaborate, share resources, grow their own food and run on renewable energy? (@IKEAIE)
4. Up and down the country, beautiful public environmental areas are set to be destroyed for roads or development projects to the despair of local communities. No regard of their biodiversity, value to community, how can communities have a stronger voice to protect local biodiversity? (Friends of Merlin Woods, @FriendsMerlinWD)

### Theory versus Practice:

1. Nudge theory is celebrated for helping people make the right choices, but doesn't choice matter little if your choices are constrained? (@ShareCityIre)

# Climate change communications

1. How do we keep climate communications balanced so that they evoke a sense of urgency but also promote optimism to encourage real action? (@AliJSheridan)

*Questions during the event:*

**Clodagh Evelyn Kelly**@ClodaghEvelyn

@futureearth_ire How do we reach those whose priorities are not around climate change & how can we make the language more accessible?

**Grainne Ryan**@grarrryan

Great event @RIAdawson on behaviour change, thanks @futureearth_ire! Would love to hear more from Dr. Wilson @TyndallCentre on tailoring #climateaction training to segments of Ireland's population...& how to correctly ID the segments motivators in the 1st place? #BEHAVE

**Grainne Ryan**@grarrryan

@EF110Econ you mentioned the Green Home scheme in the UK only had a 1% uptake, just wondering what the % Irish uptake is with @SEAI_ie Warmth & Wellbeing scheme & also Better Energy Homes specifically? Thanks #BEHAVE @futureearth_ire

*Collection of Comments on Twitter*

**Coast Monkey**@Coast_Monkey

Really looking forward to the behave climate change and behaviour change talk. Looks set to be very interesting #behave

**Brian G**@brjg1969

Inspiring location, the RIA, for our discussion on climate change and behaviour change #behave @futureearth_ire

@EPAClimateNews

Full house here at #behave @futureearth_ire looking forward to the programme discussing behaviour in addressing climate change

**Ciara Beausang**@foodsecurity_IE

Looking forward to this morning's event @RIAdawson with @futureearth_ire #ClimateChange #Behave

**DavidRobbins**@DPMRobbins

Inspiring surroundings for @futureearth_ire event at @RIAdawson

**IrishForumNatCapital**@NatCap_Irl

Fantastic turnout for the @futureearth_ire Climate Change & Behaviour Change event at @RIAdawson

**FE Ireland** @futureearth_ire
Professor Anna Davies discusses the results of @CitizAssembly showing the engagement of Irish citizens in climate change action #BEHAVE

**Eirini Politi** @eirini_politi
The Royal Irish Academy is a beautiful location for today's **@futureearth_ire** #BEHAVE. Starting now!

**FE Ireland** @futureearth_ire
Behaviour change is heterogeneous but there are identifiable segments of society this help identify variation. Calls for tailored policies for different groups #BEHAVE

**FE Ireland** @futureearth_ire
Charlie Wilson @TyndallCentre behaviour change is unpredictable, and perceived as hard to model but key drivers CAN be captured in models #BEHAVE

**Helen Shaw** @athenamediaie
What would make you change your behaviour in energy & transport? For #climatechange #**BEHAVE** @RIAdawson discussion today #ireland

**Ciara Beausang** @foodsecurity_IE
Dr CharlieWilson @TyndallCentre says behaviour change is politically problematic. Maybe the @CitizAssembly is the "nudge" our minister for climate action @DenisNaughten needs? **@futureearth_ire** #BEHAVE

**FE Ireland** @futureearth_ire
@iainjwatt investor pressure- investors are asking climate related questions more and more. This can mobilise companies to change #BEHAVE

**Maeve Thornberry** @MaeveThornberry
When trying to get big corporates to change behaviour re climate change to stress opportunities as well as risks says Ian Watt **@futureearth_ire** talk

**FE Ireland** @futureearth_ire
We are facing a disruptive future whether we act or not. There is physical risk and transitional risk. Detailed analysis of risk segments need to be conducted #BEHAVE

**Eirini Politi** @eirini_politi
Balancing the physical risk with the transition risk of climate change **@futureearth_ire** #BEHAVE talk by Iain Watt #ForumForTheFuture

**Ciara Beausang** @foodsecurity_IE
@iainjwatt @Forum4theFuture emphasises the future will be #disruptive whether we live with the physical risk of 2 degrees + or transition. Industry needs to respond. **@futureearth_ire**

**Niall Costello** @niallcpc

Complacency is a key issue not fatalism - it's time to wake up to what's required #ClimateAction #**BEHAVE** - @iainjwatt

**Ciara Beausang** @foodsecurity_IE

Our governments and industries have not woken up to the risks we face if we cross the 2-degree threshold. @iainjwatt @Forum4theFuture #**BEHAVE**

**Helen Shaw** @athenamediaie

Full house #**BEHAVE** seminar @RIAdawson on realities of changing our comforts for #climatechange

**Helen Shaw** @athenamediaie

Interesting thought that litigation and threat of being sued may push corporates to do more #**BEHAVE** @RIAdawson

**Niall Costello** @niallcpc

Companies with an agricultural component(s) in their supply chain should be yelling from the rooftops re #ClimateAction - @iainjwatt #**BEHAVE**

**DavidRobbins** @DPMRobbins

No point in building a wall around your part of #climatechange says Ian Watt at @RIAdawson @**futureearth_ire** event

**Maeve Thornberry** @MaeveThornberry

@iainjwatt says easier to influence behaviour change of 100 companies than 9billion individuals #BEHAVE @**futureearth_ire** @RIAdawson

**Ali Sheridan** @AliJSheridan

Replying to @MaeveThornberry @futureearth_ire and 2 others

This is a key point. If you think about the influence these companies have, their impacts on supply chains is huge, especially if they collaborate on key raw materials

**Eirini Politi** @eirini_politi

Great talks by Charlie Wilson and @iainjwatt at the @**futureearth_ire** #BEHAVE event today #climatechange #behaviourchange

J**oanne McGarry** @McGarryJo

@**futureearth_ire** @trocaire #fossilfuel divestment campaign as mentioned ..bit.ly/2zLpkmV please take action

**Marcus Collier** @marcus_collier

#**futureearth** Ireland #BEHAVE event in full swing. @**FutureEarth** @**futureearth_ire**

F**E Ireland** @futureearth_ire

Behaviour economics can support change - incentives, context, trust, culture and society matter #BEHAVE

**J**oanne **McGarry** @McGarryJo

@**futureearth_ire** @trocaire #fossilfuel divestment campaign as mentioned bit.ly/2zLpkmV please take action #BEHAVE @RIAdawson


**UCC EarthObservation** @ucc_EO

Easier to change the behaviour of a few mega-companies than of a few billion individuals @iainjwatt #ForumForTheFuture #BEHAVE @**futureearth_ire**


**Claudia Tormey** @stormeyclauds

Behaviour Change for Climate Change panelists with disposable plastic bottles. Shouldn't we be leading by example? #Behave @**futureearth_ire**


**FE Ireland** @futureearth_ire

How do we disrupt physical cues within daily life? #BEHAVE


**Leonhard Lades** @lklades

Very interesting talks at the #**futureearth_ire** event on Behaviour change for climate change by the Royal Irish Academy #BEHAVE


**DavidRobbins** @DPMRobbins

Difficult to get people to change behaviour re #climatechange @RIAdawson @**futureearth_ire**


**DavidRobbins** @DPMRobbins

The car dominates space in Ireland - both physically and mentally: Mike Hynes @nuigalway @**futureearth_ire** @RIAdawson


**WISER Life** @wiser_life

@simonorafferty @EPAIreland shares some behavioural considerations for climate change @**futureearth_ire**


**Ciara Beausang** @foodsecurity_IE

@mlhynes emphasises our "car-centric" mentality in Ireland. Little evidence of inclusion of land use and planning in sustainable transport policy. @**futureearth_ire** #BEHAVE


**Clodagh Evelyn Kelly** @ClodaghEvelyn

@**futureearth_ire** How can we make the language of climate action accessible to all? To educate & motivate people to change daily behaviours?


**DavidRobbins** @DPMRobbins

The Irish think about their cars the way Americans think about their guns: Mike Hynes of @nuigalway at today's @**futureearth_ire** event


**Matt Robinson** @ValleyboyMatt

Full decarbonisation needed in 4yrs to stand 66% chance of staying below 1.5C target... #**BEHAVE**

**Ruth Doyle** @ruthdoyler
@MikeHynes5 - on how entrenched car culture is in Ireland - "we have a radio show called Drive Time". @futureearth_ire #sustainabletransport #modalshift #behave

**FE Ireland** @futureearth_ire
.@Forum4theFuture research suggests younger generations are consuming less. Positive pattern of change? #BEHAVE

**Ruta Danyte** @ruta_io
Global problems are biggest opportunities. How to make behavioural change desirable? ~ #ClimateChange Forum #Behave

**DavidRobbins** @DPMRobbins
Behaviour change always moves in direction of convenience - how to harness that for #climatechange: Charlie Wilson at @futureearth_ire event

**Ruta Danyte** @ruta_io
"Discussion [about global challenges] should focus on Gains more than Risks" ~ Behaviour Change & #ClimateChange Forum #Behave @FutureEarth @futureearth_ire @Forum4theFuture

**Helen Shaw** @athenamediaie
Change the story we tell ourselves if we want to change behaviour #BEHAVE says Jeanne Moore NESC @RIAdawson

**Clodagh Evelyn Kelly** @ClodaghEvelyn
@futureearth_ire How do we reach those whose priorities are not around climate change & how can we make the language more accessible?

**WISER Life** @wiser_life
Glad to attend @futureearth_ire behaviour change for climate change - great discussions @RIAdawson @SHARECITY_IE @EPAIreland @simonorafferty @NESCIreland @SEAI_ie

**Eirini Politi** @eirini_politi
Ireland ranked last in Europe for taking action against #climatechange. Today's #BEHAVE event looks at how we can address this issue by enabling #behaviourchange for #lowcarbon transition

**Eirini Politi** @eirini_politi
Nice to see a lot of young people in the audience asking the panel questions about #behaviourchange at the @futureearth_ire #BEHAVE event today in Dublin

**Helen Shaw** @athenamediaie
The stories we tell about ourselves and our society will help us change - change the story if we want to change action. #BEHAVE says

**Helen Shaw** @athenamediaie

Make it easy and offer carrots measure it and show impact says Karl Purcell SEI **#BEHAVE**

**Ruta Danyte** @ruta_io

"Is #ClimateChange an opportunity for companies to collaborate to create sustainability OR competition wins? Practical challenge: Matching skills."

Q&A at **@futureearth_ire**

"Collaboration is more likely to happen when companies come from different fields."

@iainjwatt

**Ruta Danyte** @ruta_io 2

"Behavioural change [for #ClimateChange] is about Leadership and getting things done. Quick wins and momentum are key." ~ comment from audience at **@futureearth_ire** #Behave Forum

**Ruta Danyte** @ruta_io

Climate Change & Behaviour Change Forum ends with... Poetry!

**Grainne Ryan** @grarrryan

Great event @RIAdawson on behaviour change, thanks **@futureearth_ire**! Would love to hear more from Dr. Wilson @TyndallCentre on tailoring #climateaction training to segments of Ireland's population...& how to correctly ID the segments motivators in the 1st place? #BEHAVE

**Grainne Ryan** @grarrryan

Some of my favourite quotes from today:"opportunity inspires people more than risk"..."don't just build a wall around your piece of the puzzle", Ian Watt providing some #ClimateHope @Forum4theFuture **@futureearth_ire** #BEHAVE @climate_ambass

**Grainne Ryan** @grarrryan

@EF110Econ you mentioned the Green Home scheme in the UK only had a 1% uptake, just wondering what the % Irish uptake is with @SEAI_ie Warmth & Wellbeing scheme & also Better Energy Homes specifically? Thanks #BEHAVE **@futureearth_ire**

**CRN** @CRNIreland

**@futureearth_ire** #BEHAVE #Climatechange thought provoking vid to end today. Creative fun narrative needed 4change

**FE Ireland** @futureearth_ire

Thanks to everyone who participated in #BEHAVE today: the expert panel, those who attended, and followed along on twitter. Keep in an eye out for future events.

**EPA Climate** @EPAClimateNews

Fantastic event this morning with @futureearth_ire taking on this topic and continuing the discussion. Thanks to the speakers for challenging how we think about behaviour in addressing climate change - a lot to be done! Looking forward to the report from today's session. #BEHAVE