

BEHAVE

Behaviour change & climate change

Changes in behaviour can lead to big reductions in greenhouse gas emissions, particularly in the areas of transport, housing and food. However realising those reductions has been difficult. This infographic summarises the key outcomes from BEHAVE, a Future Earth Ireland event exploring the context for behaviour change in Ireland, identifying challenges and opportunities for further action. The event focused on three questions:

KEY QUESTIONS FOR IRELAND

1. What behaviour changes are needed?
2. How can behaviour changes be supported?
3. What actions are needed next?



NEGATIVE:
DECLINING CLIMATE CHANGE PERFORMANCE IN 2018 GLOBAL RANKINGS

IRELAND DROPS 28 PLACES TO 49TH OUT OF 56 COUNTRIES



POSITIVE:
2017 CITIZENS ASSEMBLY ON CLIMATE CHANGE VOTES FOR THE GOVERNMENT TO...



BEHAVIOUR IS...

- HETEROGENOUS & CONTEXTUAL
- SHAPED BY INDIVIDUALS
- INFLUENCED BY STRUCTURES
- HARD TO QUANTIFY
- UNPREDICTABLE
- POLITICALLY CHALLENGING

...A BUSINESS CONCERN TOO...

- CLIMATE CHANGE IS A RISK TO BUSINESS
- CHANGE MUST BE INCENTIVISED
- INVESTOR PRESSURE MUST BE UTILISED
- THE DANGER IS COMPLACENCY NOT FATALISM
- OPPORTUNITIES FOR MORE PARTNERSHIPS
- OPPORTUNITIES FOR GREATER COLLABORATION

INSIGHTS FROM IRELAND



KARL PURCELL, SEAI

- REDUCE ENERGY USE & LEARN ABOUT SUSTAINABLE ENERGY
- INSTALL SUSTAINABLE ENERGY GENERATION
- PURCHASE ENERGY EFFICIENT APPLIANCES
- INSTALL ENERGY EFFICIENCY UPGRADES



SIMON O'RAFFERTY, EPA

- BUSINESS AS USUAL IS UNSUSTAINABLE
- THE EMISSIONS GAP MUST BE CLOSED
- INDIRECT EMISSIONS ARE KEY
- BEHAVIOUR CHANGE MUST SOLVE EVERYDAY NEEDS SUSTAINABLY



JEANNE MOORE, NESC

- SOCIAL NORMS ARE KEY
- SOCIAL PRACTICES NEED TO BE EXAMINED
- COLLABORATIVE CONVERSATIONS ARE NEEDED
- SUPPORTS & ENABLERS ARE CRUCIAL



MIKE HYNES, NUIG

- TRANSPORT IS A KEY SECTOR FOR ACTION
- CARE DEPENDENCY IS KEY
- PLANNING FOR SUSTAINABLE CONSUMPTION NEEDED
- CAR CULTURE IN IRELAND MORE THAN GETTING FROM A TO B



TAKE HOME MESSAGES

CHANGE MUST BE FEASIBLE

CONTEXT MATTERS

SOCIAL DIMENSIONS MATTER

CHANGE REQUIRES TRUST

NEED TO MOVE BEYOND INDIVIDUAL CHOICES

LEADERSHIP REQUIRED

NEXT STEPS



- Join the debate!
- Tweet us your inspirational examples of positive behaviour change @futureearth_Ire
- Take part in regional events with the **National Dialogue on Climate Change**
- Connect with NGOs working with **Coalition2030** to find out about climate action
- Read our **report** on the Future Earth Ireland BEHAVE event available from:
<https://www.ria.ie/programmes/policy-and-international-relations/future-earth-ireland>

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