

Sustainability 101: how to frame it, change it and steer it

Overview

How to frame it (messaging)

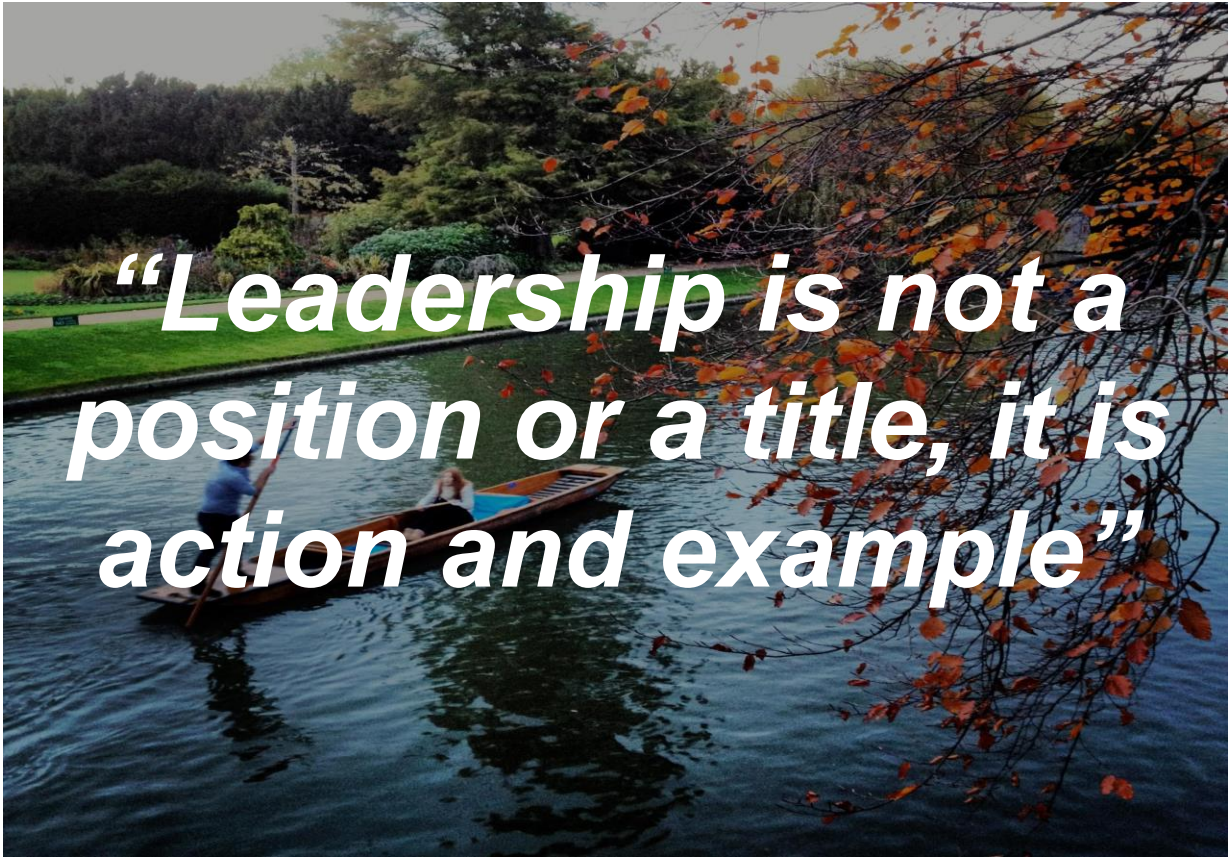
- Dr Cameron Brick, Dept of Psychology

How to change it (nudging)

- Emma Garnett, PhD candidate, Dept of Zoology

How to steer it (leading)

- Lucy Bruzzone & Paul Begley, Institute for Sustainability Leadership

A photograph of a river scene, likely in Cambridge, featuring a small wooden boat with two people. The water is dark and reflects the surrounding greenery. In the foreground, there are branches with autumn-colored leaves (orange and red) hanging over the water. The background shows a lush green bank with trees and a path. The text is overlaid in a large, white, italicized font.

“Leadership is not a position or a title, it is action and example”

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Environmental Messaging

Cameron Brick, PhD



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Social Decision-Making Lab



LOADING
PLEASE WAIT...



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Intuitive Interventions

“We just need to:”

1. Educate people with facts
2. Make them accept cultural values (e.g., *love Mother Earth*)

That will work . . . right?

Do facts change attitudes and behaviours?

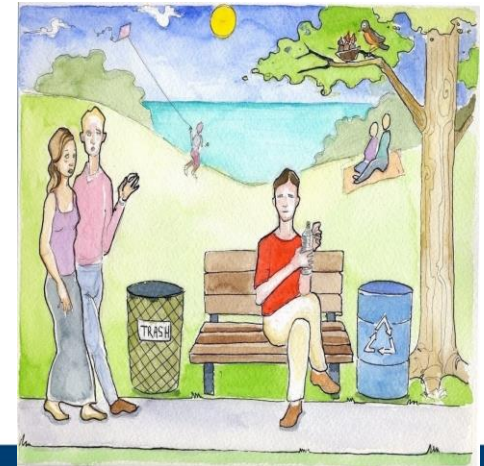
1. Smoking
2. Saving for retirement
3. Resolving cultural wars: Brexit, NHS, tax policy

Effective communications

1. What problems are worth tackling?
 - Local/global, salient v. impactful
2. What is the specific goal?
 - Awareness isn't enough: Inform, persuade, nudge outcomes often diverge
3. How will you evaluate success?

Identity Signalling

- We are motivated to feel good about ourselves and our groups (social identity; Hogg, 2006; Taylor & Brown, 1988)
- Visible behaviours signal identity and reputation (Berger & Heath, 2008)
- Pro-environmental behaviours have social meanings





Perceptions of Environmentalists

- “Threat to society”
 - (Hoffarth & Hodson, 2016)
- “Activists”
 - (Bashir, Lockwood, Chasteen, Nadolny & Noyes, 2013)

Militant

Aggressive

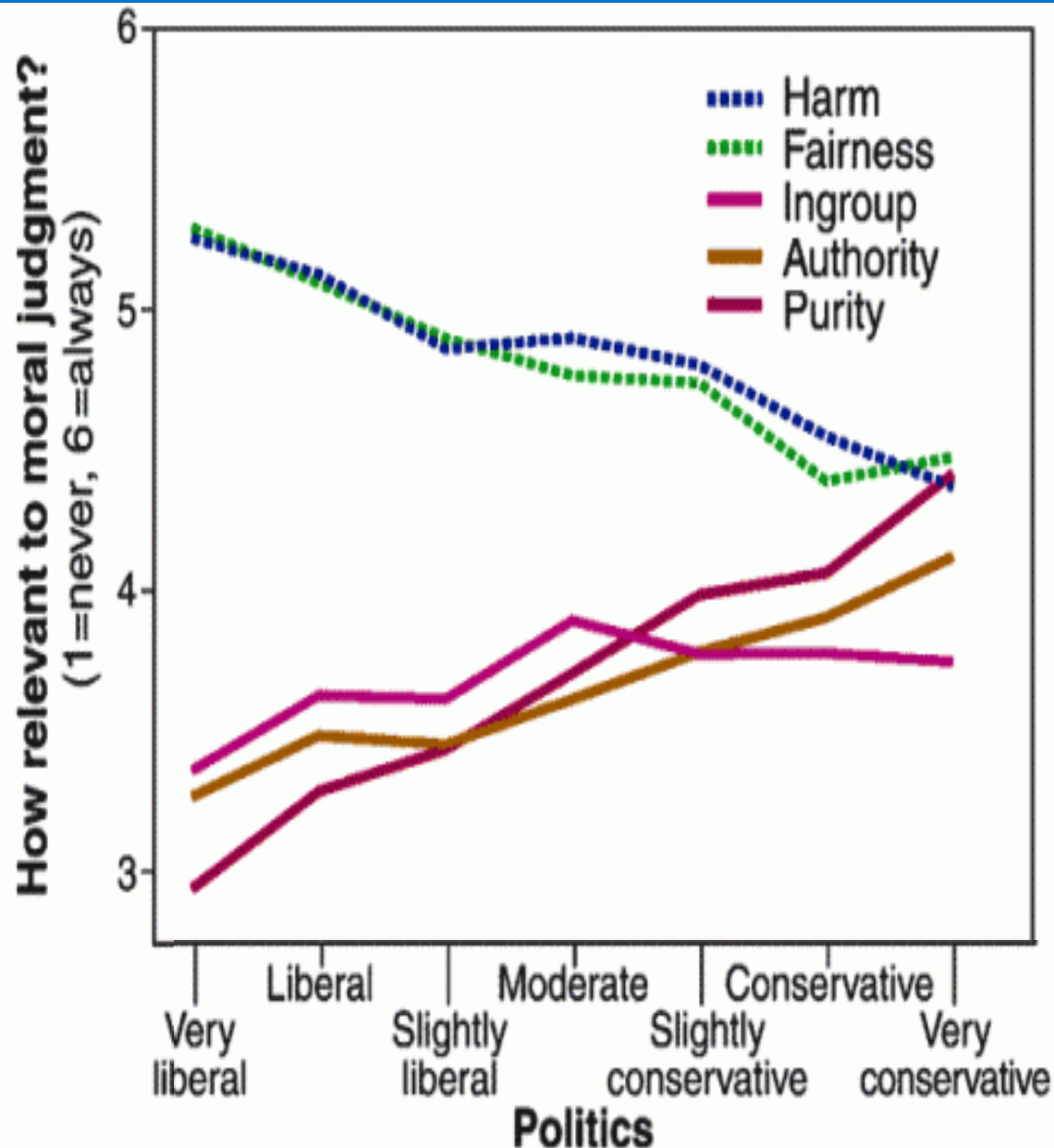
Eccentric

Unconventional



"I started my vegetarianism for health reasons, then it became a moral choice, and now it's just to annoy people."

Moral Foundations Theory



Moral Environmentalism Scale

(Sparks & Brick, in preparation)

34 items, *Strongly disagree – Strongly agree*

1. The natural environment is being **harmed** by humans. HARM
2. It is our duty to **protect** the earth. AUTHORITY
3. Pollution is **gross**. PURITY

See dictionary at www.moralfoundations.org

What groups are we signalling?

Problem: Current interventions may backfire in non-environmentalists

Messages may feel convincing to designer, but be off-putting to others



EU organic label



Do your bit
to help out

Researches at the
CMS are actively
trying to reduce
their energy use

Not a concrete action; unlikely to change energy use

Tree appeals to environmentalists, maybe not others

Source unknown; might not be trusted

Effective persuasive communications

USEFUL

- Use transitions
- Use THEIR goals and identities
- Norms are powerful
- Provide a concrete action

TRUSTWORTHY

- Balanced

Present potential harms AND benefits even-handedly.

- Accurate

Give links and references to deeper information. Be upfront about uncertainty.

- Transparent

Provide source



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Thank you!
Questions and feedback welcome



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Sustainability 101: how to change it

Emma Garnett – PhD Candidate, Zoology

How do we get people to eat more plants and fewer animal products?

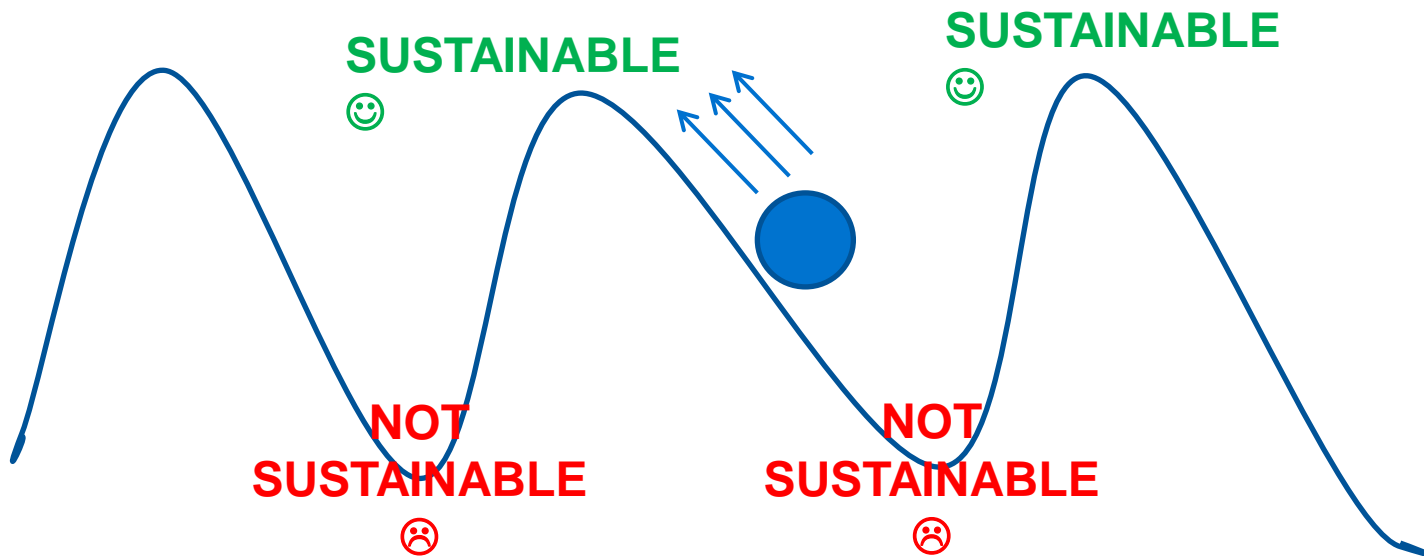
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Thursday 22nd February 2018



Sustainability: running uphill?

“It’s not easy
being green.”
—Kermit the Frog



Nudging: making sustainable choices easy

**NOT
SUSTAINABLE**



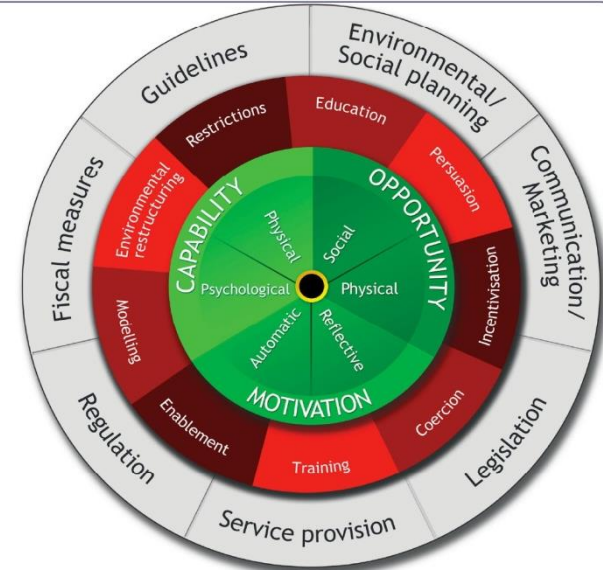
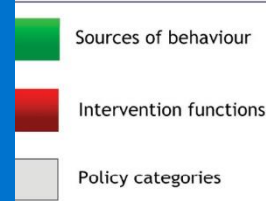
SUSTAINABLE



SUSTAINABLE



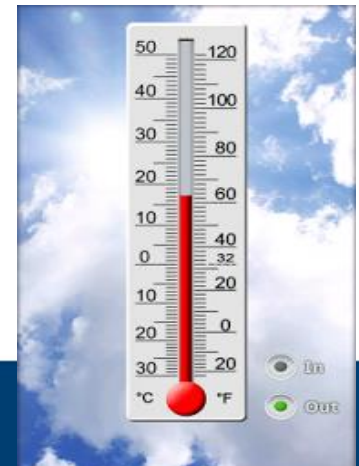
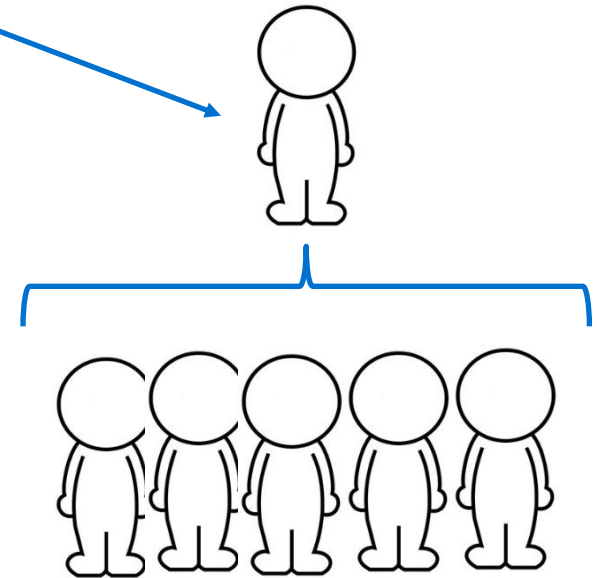
COM-B(ehavoiur)



- **Capability**
 - Physical e.g. physically able to
 - Psychological e.g. being informed, education
- **Opportunity**
 - **Physical** e.g. nudging (defaults, availability, position)
 - **Social** e.g. social norms
- **Motivation**
 - Automatic e.g., cravings, withdrawal
 - Reflective e.g., identity, convictions

Persuade one person, change many

- Who are the policy makers in your college or institution?
 - Catering managers, bursars, porters
- Engaging with them – potential to bring about greater change
- Eg central heating
 - Persuade college members individually to turn the heating down, or...
 - Agree with college housekeeping to lower the threshold for the central heating to come on by 1 or 2 degrees and insulate the buildings



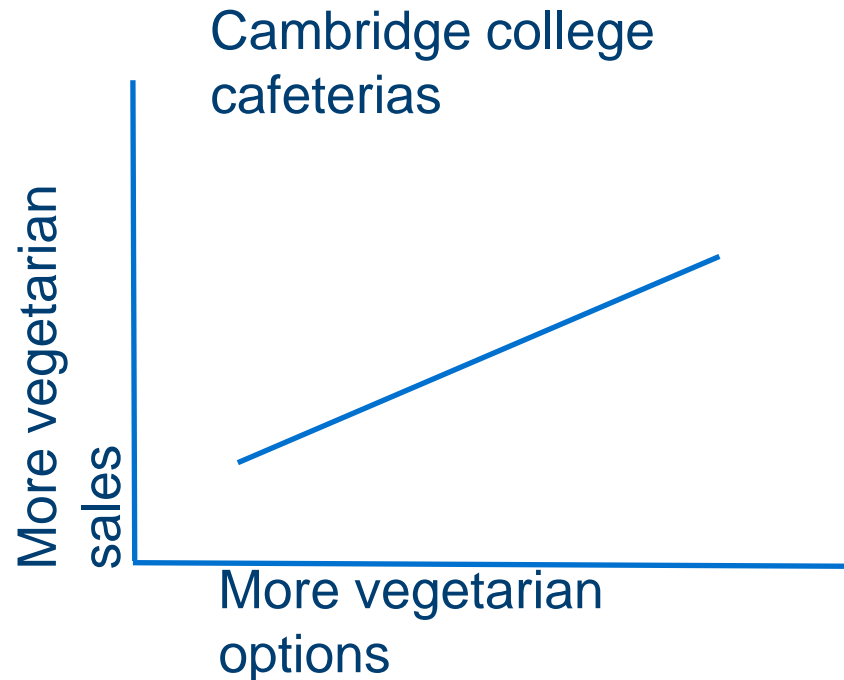
Default options: opt-ins, opt-outs and fossil fuels



- Pension automatic enrollment: since 2012 every employer must put staff in a pension scheme and contribute towards it
 - Estimated extra 4.4 million UK workers saving for their pension
- Is the sustainable option the default option?
- UK university pension scheme (USS): the company they have most money in is Royal Dutch Shell
 - Automatically enrolled into a Pension Scheme investing in fossil fuels

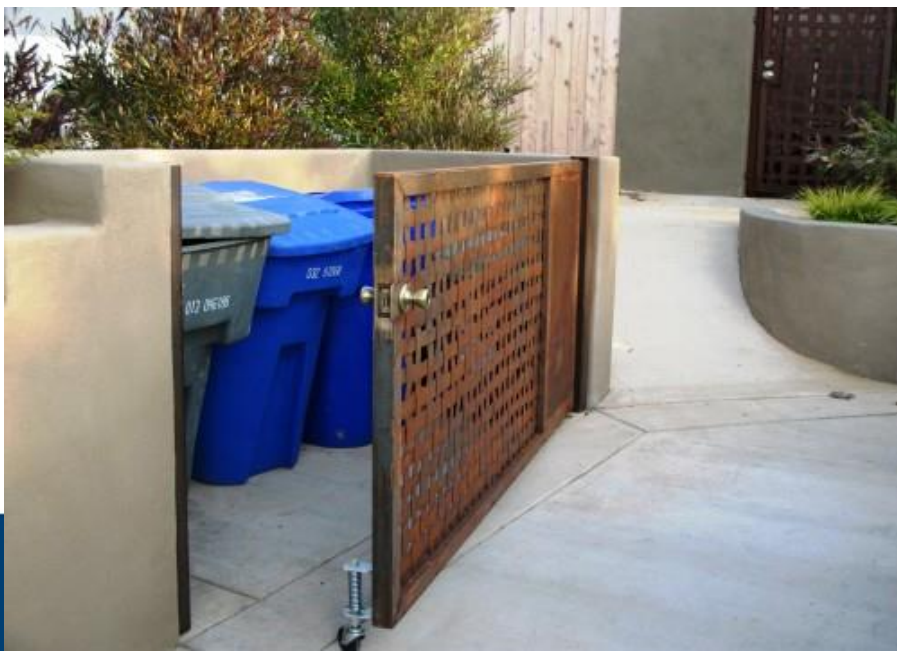
Availability

- Are there enough sustainable options?
- Particularly relevant for food



Position and placement

- Can people easily access the sustainable option?
- E.g. recycling
 - Capability: do your college members know what they can and can't recycle?
 - Opportunity: Are the recycling bins as easy to access as the rubbish bins?



Timing: Policy windows and social opportunities

- Increased awareness of an issue, “something must be done”
- E.g., Blue Planet II and Plastic pollution
 - Theresa May “vows to eliminate plastic waste by 2042”
- Good window to campaign for less plastic and more recycling



Motivations

- “Better for the environment” does not motivate everyone
- Who are you trying to change and what issues do they care about?
 - Reducing heating and energy use: save money
 - Eating more plants: health, animal welfare, tastes delicious
 - Driving less and switching to electric vehicles: less air pollution, better respiratory health





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SUSTAINABILITY LEADERSHIP

Leading change for sustainable outcomes

Lucy Bruzzone & Paul Begley



Why change?

- The world is in the midst of a Fourth Industrial Revolution



- Pressing social and environmental challenges



- The role of education in remaining relevant



Illustration by Andrzej Krauze

Where are we going?



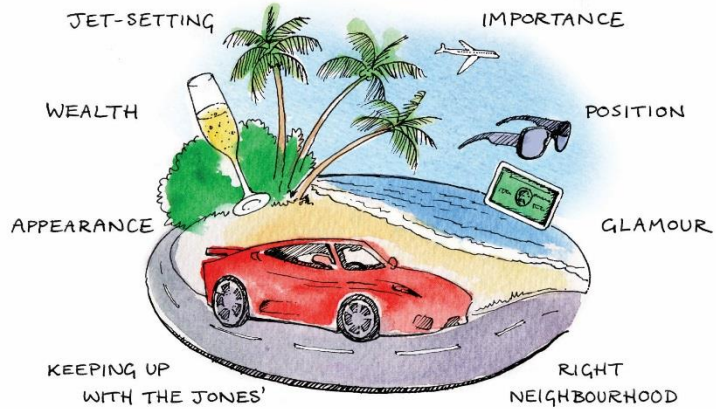
*If you don't know
where you're going,
any road will get you there*

Cheshire Cat, Alice in Wonderland

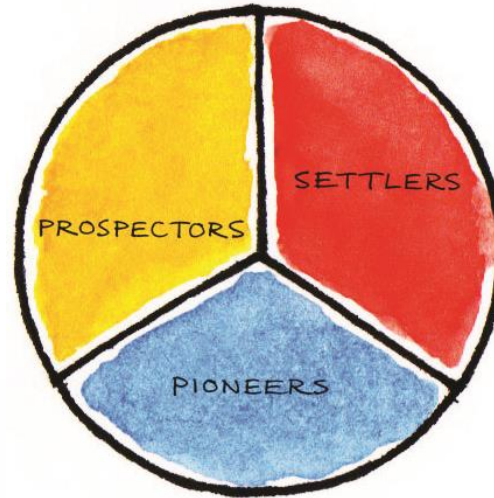


Who are you trying to change?

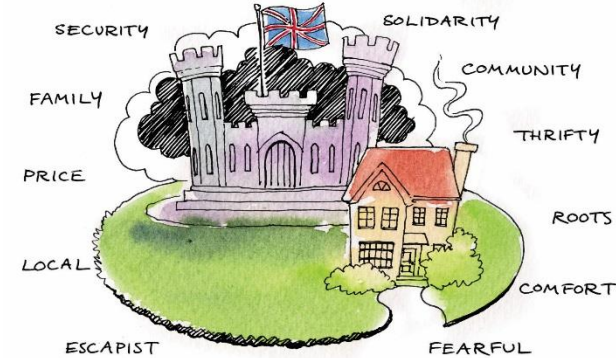
PROSPECTORS



PIONEERS



SETTLERS



WHAT MAKES PEOPLE TICK



THE THREE HIDDEN WORLDS
OF SETTLERS, PROSPECTORS
AND PIONEERS

Chris Rose

Your role in driving and influencing change

Expert



Activist



Facilitator



Catalyst



Adapted from Visser (2008)

Visser, W. (2008) *CSR Change Agents: Experts, Facilitators, Catalysts and Activists, CSR International Inspiration Series, No. 2.*

Who can you influence?



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