



Greener Together

Changing environmental behaviour
the Co-operative way

Blase Lambert



About Greener Together

- Helps people to live greener
- Focuses on small actions taken in daily life
- Reduces CO2 emissions through collective action
- Funded by Defra's Greener Living Fund



How did Greener Together work?

- 7 Consumer co-operatives
- 13 Worker co-operatives
- 8 Housing co-ops, tenant management organisations and co-housing societies
- 10 Community shops
- Each co-op had an 'Eco-operator' who can be a volunteer or a worker





Phil Beardmore

my areas



Select **two of the following areas** to make a difference in your living habits around the home or your personal transport behaviour.

- Baseline Survey
- Events
- Messages
- My account
- My blog
- My profile
- Finish Survey
- Pledge areas
- Pledge options
- My pledges
- Help
- Soap box
- Help
- Create content
- ▶ Administer
- Current users report
- Sign out
- ▶ Import

Energy



Choose this area if you want to reduce the electricity and gas usage of your household.

Do not choose this area if your home is insulated to the max, contains latest energy efficiency appliances and heating systems, and that you are very mindful of your energy use.

Transport



Choose this area if your primary mode of transport is a car or van to commute or drop the kids off at school.

Do not choose this area if you don't fly or use public transport to the maximum and fully partake in cycling, walking and shopping local wherever possible.

Waste



Choose this area if you want to reduce the amount of waste your household produces.

Do not choose this area if you recycle to the maximum, mend whatever you can and pass things to people once you no longer want them.



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Energy

Transport

		I do all I can already	I can do more	I can do this	I cannot do this
		?	?	?	?
How you get from A to B					
'Keep a diary of your household journeys and mileage by car'	i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
How you get to work or college					
'Take cars off the road by taking turns at the wheel, share your journey with other drivers'	i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
'Try out public transport for at least two return journeys each week'	i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
'Dust off your bicycle for at least two return journeys each week'	i	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Try getting there on foot for at least two return journeys a week'	i	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How you get to the shops					
'Keep it local - take the challenge and only shop where you can get to on foot, bike or public transport '	i	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Get together with friends, use an existing service or join an existing co-operative, to order at least 3-4 staples'	i	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting the kids to school					
'Arrange with 1-2 other parents to share the school run this	i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Greener Together results to date

- 2,010 people have signed up – mostly members of co-ops, some customers & some from wider community
- 467 tonnes of CO2 saved
- 19 tonnes of waste diverted from landfill
- 283 housing co-op members took part (in small co-ops between 20 & 100% of total membership)
- Linking with physical energy efficiency / retrofit makes a potent combination





Total Coverage – www.totalcoverage.coop

49 members saved 26 tonnes of CO2 (0.53 tonnes per person) plus 1 tonne of waste diverted from landfill





Banna Housing Co-operative

6 members saved 3.1 tonnes of CO₂ (0.52 tonnes per person) plus 0.4 tonnes of waste diverted from landfill





Argyle Housing Co-operative – www.ash.coop

26 members saved 11.8 tonnes of CO₂ (0.45 tonnes per person) plus 0.1 tonnes of waste diverted from landfill





The phone co-op – www.thephone.coop

150 members saved 52 tonnes of CO₂ (0.35 tonnes per person) plus 2.1 tonnes of waste diverted from landfill



Wrong assumptions that we make

- AIDA – Attention, Interest, Desire, Action – does not necessarily apply
- 80% of factors influencing environmental behaviour do not stem from knowledge or awareness
- The remaining 20% stem from behavioural psychology
- During Greener Together we have attempted to adapt theories of behaviour





‘Judgement heuristics’

- Under conditions of uncertainty, people make intuitive decisions based on mental shortcuts rather than deliberative decisions based on knowledge
- Cognitive dissonance – we look for information that justifies our existing world view and try to avoid learning new things that disprove our preconceptions or invalidate our existing behaviour



Moralism, guilt and 'denial'

- Environmental activists can confuse 'in denial' with 'strategic denial'
- Greener Together – avoids moralism by giving positive role models and replicable examples from people they trust within their own community



MINDSPACE

A checklist of non-coercive behavioural influences
(Cabinet Office, 2010)

- **Messenger** – we are heavily influenced by who communicates information
- **Incentives** – our responses to incentives are shaped by predictable mental shortcuts such as avoiding loss
- **Norms** - we are strongly influenced by what others do
- **Defaults** – we ‘go with the flow’ of pre-set options



MINDSPACE

- **Salience** – our attention is drawn to what is novel and what seems relevant to us
- **Priming** – our acts are often influenced by sub-conscious cues
- **Affect** – our emotional associations can powerfully shape our actions
- **Commitments** – we seek to be consistent with our public promises
- **Ego** – we act in ways that make us feel better about ourselves

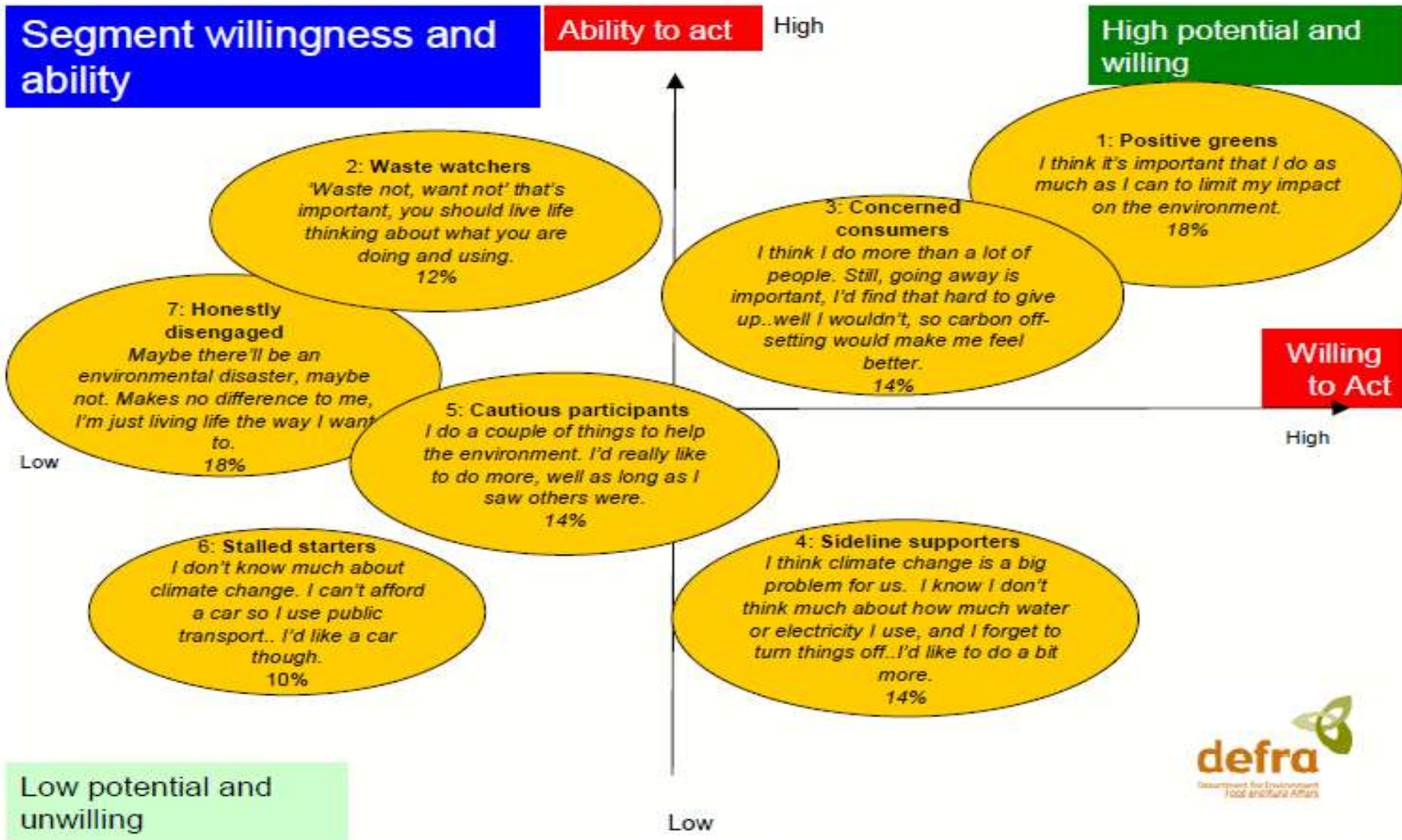


Greener Together Outcomes

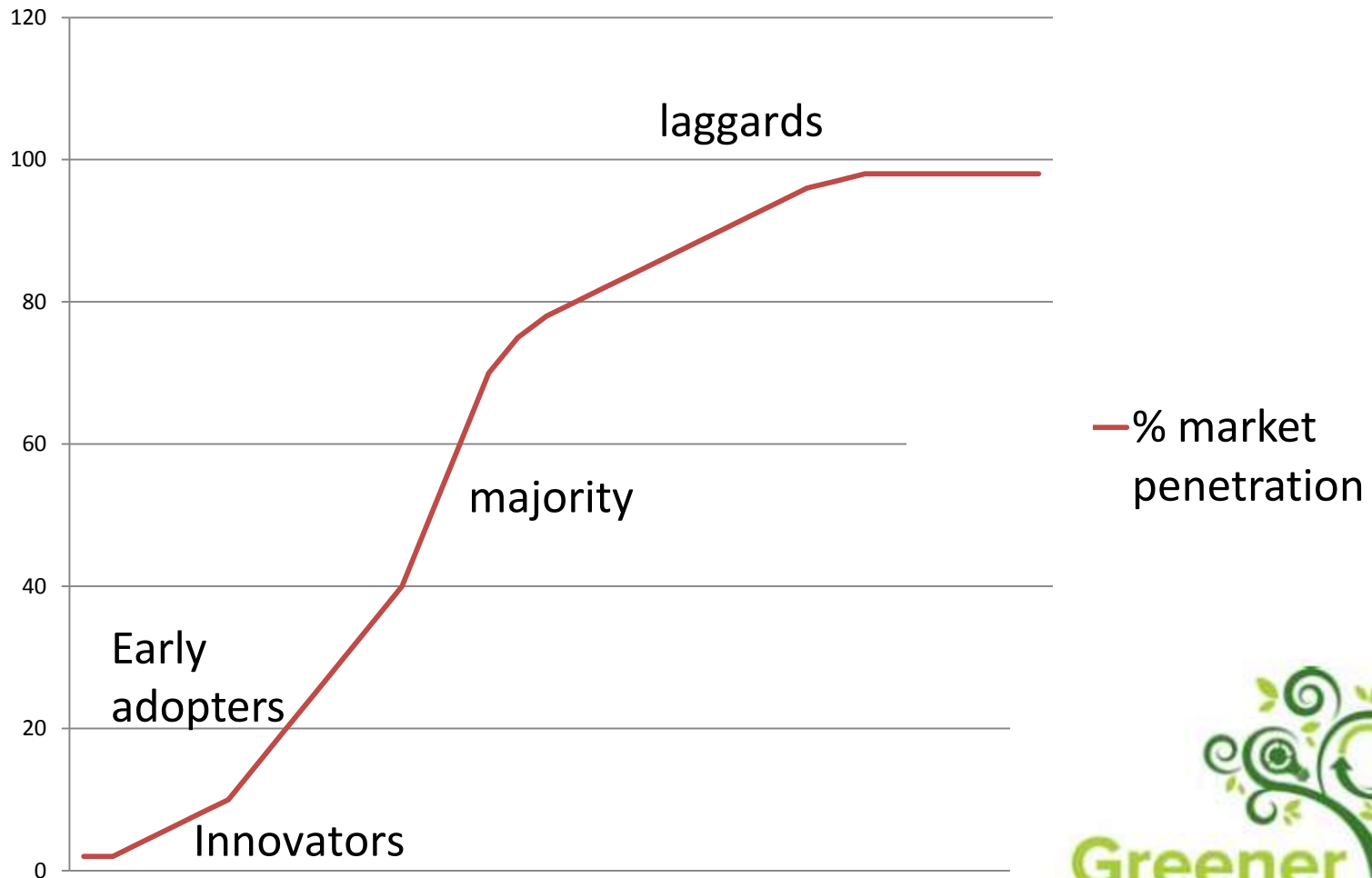
- Volunteer eco-operators make excellent messengers
- Makes pro-environmental behaviour a personal and social norm because people are not acting alone; high levels of social interaction facilitate
- People are more likely to make a commitment and keep it if it is public and reciprocal
- Rewarding people & community events make people feel good about taking action



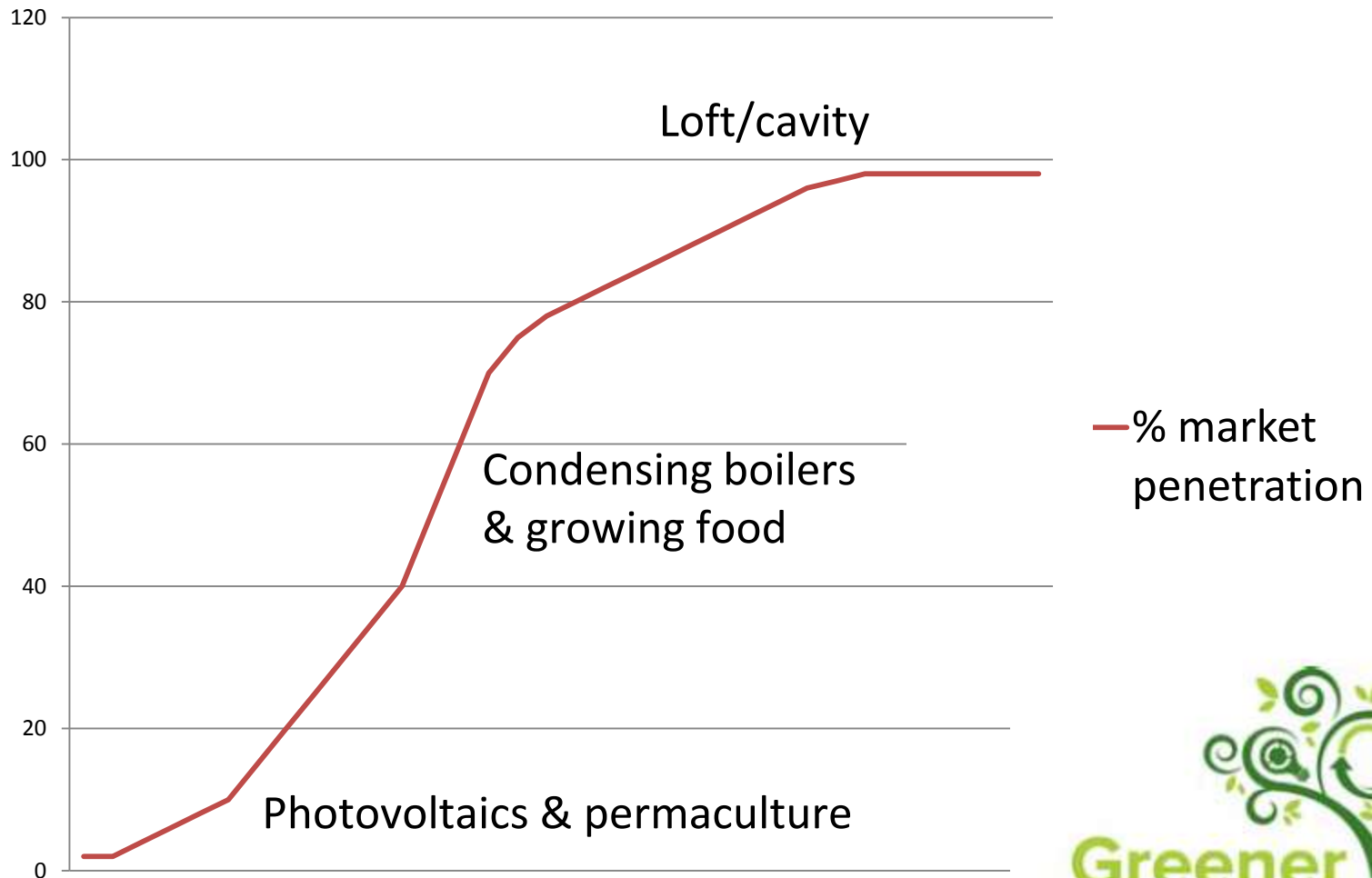
Environmental Segmentation



The S Curve



An environmental S Curve



Legacy of Greener Together

- There is now a layer of green leaders in the co-operative movement
- This will inform future work of the co-operative movement on retrofit, renewables & behaviour
- Model for influencing behaviour that shows that change through community networks works
- CCH developing an environmental service to help co-ops move forward

