

ATTITUDES, ECONOMY AND ENVIRONMENT

- 'powered' by carbon



Attitudes

...and assumptions
formed in the context of
a way of life designed
around intensifying use
of energy



Economy: Liberal Democratic Government between a rock and a hard place?

- 1990s retreat from planning to macro-economic steering of deregulated markets and consumer choice
- The 'rock' - the carbon market
- The 'hard place' - individual as consumer

'Greener Attitudes & Behaviours' and Rationally Self-Interested Consumers?

- 40-50% of emissions - personal/domestic
- Government reliance on voluntary change
- Quest for 'key drivers / mechanisms / levers of behavioural change'
- Social marketing and incentives



Awareness (SEABS08)

- 39% mention environment as an issue
- Knowledge about climate change mixed
 - 48% know 'a lot or a fair amount'
 - 52% know only a little or (10%) nothing
- Limited use of government publications (11%) or websites (3%)

But Behaviour Less Malleable...

- Limited reference to household contribution to emissions
 - 5% mention domestic gas and electricity
 - 35% mention 'general emissions including cars and road transport'
- Low awareness of energy efficiency
 - less than half knew the efficiency rating of recently bought electrical appliances
- Routine car use - 44% of car users living within a mile of workplace drove to work; 55% opposed to congestion charging
- 53% would *not* be happy to pay more for electricity produced in a more environmentally friendly way

Pitfalls of a Focus on Individual Behaviour Change

- Risks producing calculative conduct and narrowly-framed understanding?
- Reinforces reactions on a denial, ambivalence, anxiety spectrum?



The missing link: *society*

- Societies respond differently to environmental degradation
- Depending on political, economic and social institutions
- Values matter

Core value - economic growth



- Framing of debate in economic calculus
- UK economic growth since 1990 stimulated by consumerism: personal debt doubled in less than a decade, to around £1.5 trillion in 2008
- Makes it seem that there is a conflict between 'well-being' and 'environment'

Scottish Solutions

- Limits of technocratic model of society and behaviour
- Role of academic knowledge and imagination?
- Need for political leadership
- Civil society - the power of acting with others
- A narrative of 'common interest'/less is more

