

Remaking Suburbia

HOUSEHOLD DIMENSIONS

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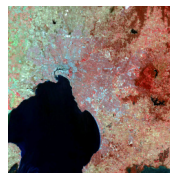
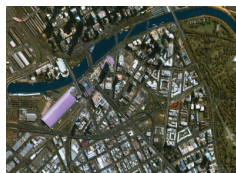
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Carbon Neutral Communities: Making the Transition

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ABOUT THE PROJECT

Australian Research Council funded project (2007-2010)

Research centres:

- Centre for Design & Global Cities Institute RMIT and University of South Australia

Research Team:

- RMIT - John Fien, Ralph Horne, Susie Moloney, Annette Kroen and Anna Stempel
- UniSA - John Kellett, Steve Hamnett, Cathryn Hamilton

7 Industry Partners

- Manningham City Council (Vic) and the City of Playford (SA)
- Consumers Affairs Victoria, Intern.Council for Local Env. Initiatives (ICLEI), Moreland Energy Foundation (MEFL), Northern Alliance for Greenhouse Action (NAGA), Community Power (Darebin).

Project Scope

Technical and social dimensions of research:

1. Assessment of greenhouse emissions for local government areas
2. Assessment of renewable energy potential for local government areas
3. Analysis of behaviour change theories and programs
4. Analysis of program effectiveness and household social practices

GHG Assessment for Local Government Areas: City of Playford (SA) and Manningham (Vic)

- Examined three methods for estimating energy use and GHG emissions at the local government level
- Aim was to test each of these approaches and compare the results
- Develop reliable emissions profiles which reflect local conditions and can be used to reliably set targets for GHG emission reductions.
- Lack of energy consumption data at local government level for most sectors

Renewable Energy Assessment for Local Government Areas: City of Playford (SA) and Manningham (Vic)

- Included assessment of solar, wind and biomass potential
- Total energy demand for each LGA was calculated.
- For Manningham potentially 95-110% of current total energy demand is possible with current technologies (largely from SPV)
- Economically viable now: 43% (Manningham) and 35% (Playford)
- Solar PV is currently not economically viable, but this is changing

Going Carbon Neutral: Technical Solutions Not Enough

- Technical solutions and information alone inadequate
- From individual behaviours to social practices
- Need better understanding of how social practices and norms emerge and are shaped by their social and systemic contexts (social, institutional, regulatory, infrastructures)
- Mix of strategies needed to generate changes in social practices
- Current approaches to behaviour change need to be reviewed

Social Practices, Consumption & Socio-Technical Systems

Questions to consider in reviewing the role of, and current approaches to, behaviour change programs?

- What choice of techniques are being used?
- Are individual behaviours or social practices the focus?
- How are social norms, habits and routines understood and addressed?
- How is the relationship between systems and practices understood?

Current approaches to changing behaviour

- Behaviour change theories -vary according to variables (internal and external) focused upon
- Dominated by the 'rational choice model'
- Common policy responses preoccupied with use of information and pricing signals
- Technological solutions are preferred and individuals are autonomous
- Ignores emotional responses, role of habits, routines, norms and social embeddedness of decision making

Common assumptions in behaviour change programs

Assumption 1: The right information will lead to appropriate behaviour

- Information is useful but not enough to motivate and sustain changes in social practices

Assumption 2: People respond rationally to the facts

- People do not respond rationally but often emotionally; habits and routine can be 'locked in' or constrained by social norms, infrastructures and regulations.

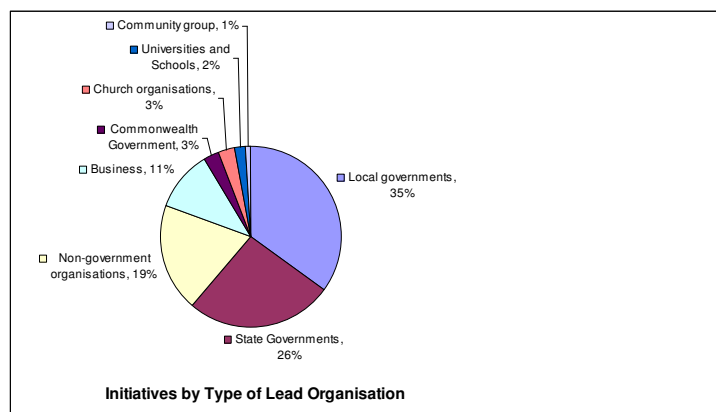
Assumption 3: Primacy of individual over collective BC

- Ignores social and structural context shaping practices

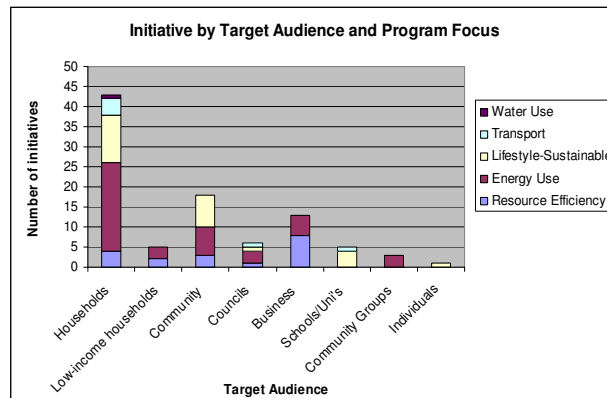
CNC review of Behaviour Change Programs

- Collected information on over 100 programs across Australia broadly addressing energy use; energy efficiency; energy conservation and demand management in residential sector
- Reviewed by type, aims, approaches, techniques, organisations
- Interviewed 12 organisations

Review of Programs By Lead Organisation

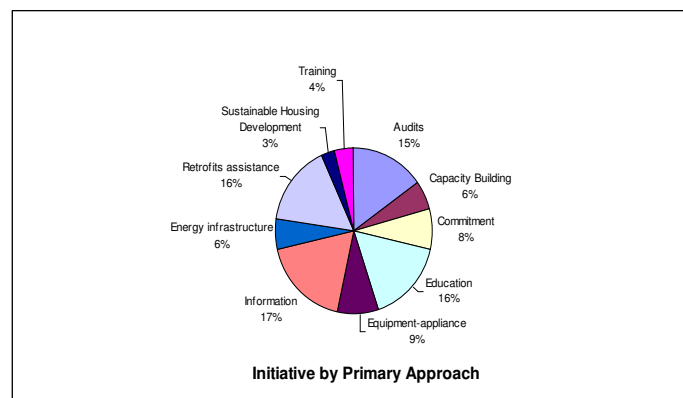


Review of Programs By Target Audience and Program Focus



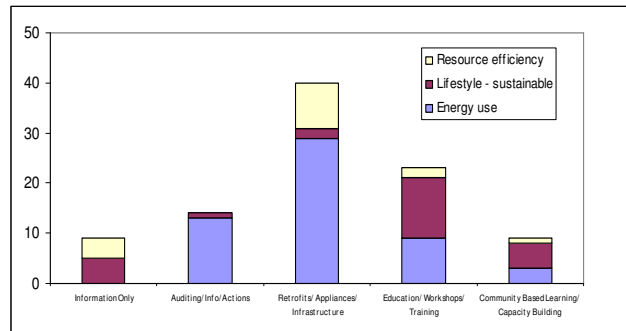
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Review of Programs By Primary Approach



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Review of Programs By Aim and Approach



CNC review of Behaviour Change Programs 2009

Following broad review:

- Next phase to work closely with 2-3 organisations
- Aim to engage organisations and households in action research (April-Oct 2009)
- Assess programs using framework of analysis and explore with householders their social practices

The CNC Framework for Analysing Programs

Theme	Questions
Framing Behaviour and Social Practices	What assumptions are made about behaviour and motivators for behavioural change? How are these reflected in the techniques used eg. information, workshops, goal setting etc? To what extent are routines, practices and context explored or identified as important in these programmes? <i>(Spectrum: from targeting individual behaviours to understanding and scripting social practices, norms and values)</i>
Beyond Barriers and Constraints	What barriers and factors are identified and how are they addressed? <i>(Spectrum: from individual behaviour specific barriers to collective, institutional and regulatory systemic factors)</i>
Approaches to Agency and Empowerment	What support does the programme receive from key agencies? How is the need for individual and collective agency and empowerment recognised and incorporated as a key component of these programmes? <i>(Spectrum: from individually focused behaviour change to collective capacity building)</i>
The Need for Systemic Changes	What technical and systemic factors are considered in addressing change? How are they addressed? <i>(Spectrum: from individual focus to systems of provision - changing light bulbs to accounting for how, what and who constitutes the 'light bulbs system')</i>
Paths Through Learning and Integration	What approaches to learning are adopted in these programmes? <i>(Spectrum: from providing information to capacity building and social learning)</i>

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THANKYOU

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