


# Relevant resources in social theory

consumption, material culture,  
actor network theory, technology  
studies, cultural theory, theories  
of practice, histories of  
sociotechnical change,  
transitions, innovation studies....

The working parties: a brief and  
biased summary



Ideas adopted in climate change policy (business  
and government)



apple

## A FRAMEWORK FOR PRO-ENVIRONMENTAL BEHAVIOURS

Defra January 2008

This report sets out a framework for Defra's work on pro-environmental **behaviour**. It pulls together evidence on public understanding, **attitudes** and behaviours; identifies behaviour goals; and draws conclusions on the potential for **change** across a range of behaviour groups.



balloon

*The headline behaviour goals*

-**Install** insulation -Better energy management -Install microgeneration-**Increase** recycling -**Waste less** (food)-**More responsible** water usage-Use more efficient vehicles -Use car less for short trips -**Avoid unnecessary** flights (short haul)-**Buy** energy efficient products-**Eat** more food that is locally in season -**Adopt lower impact** diet



cake

**Segment willingness and ability**

**Ability to act** High

**High ability and willing**

**Willing to Act**

High

Low

**Low potential and unwilling**

**2: Waste watchers**  
*'Waste not, want not' that's important, you should live life thinking about what you are doing and using.*  
12%

**1: Positive greens**  
*I think it's important that I do as much as I can to limit my impact on the environment.*  
18%

**3: Concerned consumers**  
*I think I do more than a lot of people. Still, going away is important, I'd find that hard to give up..well I wouldn't, so carbon off-setting would make me feel better.*  
14%

**7: Honestly disengaged**  
*Maybe there'll be an environmental disaster, maybe not. Makes no difference to me, I'm just living life the way I want to.*  
18%

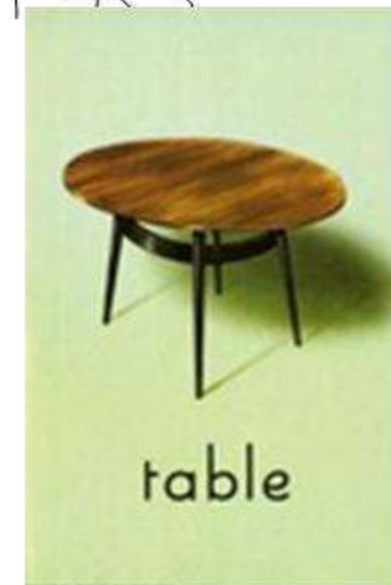
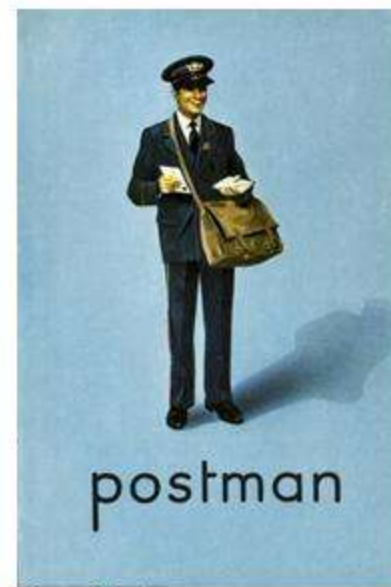
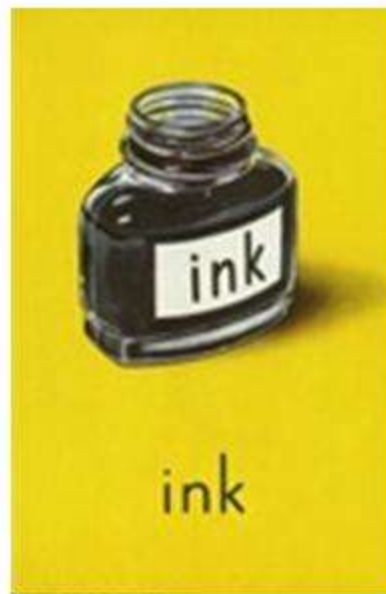
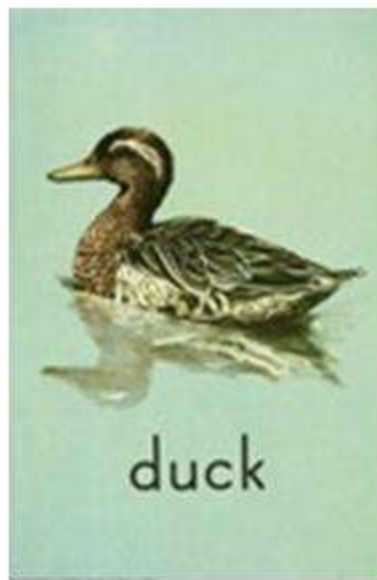
**5: Cautious participants**  
*I do a couple of things to help the environment. I'd really like to do more, well as long as I saw others were.*  
14%

**6: Stalled starters**  
*I don't know much about climate change. I can't afford a car so I use public transport.. I'd like a car though.*  
10%

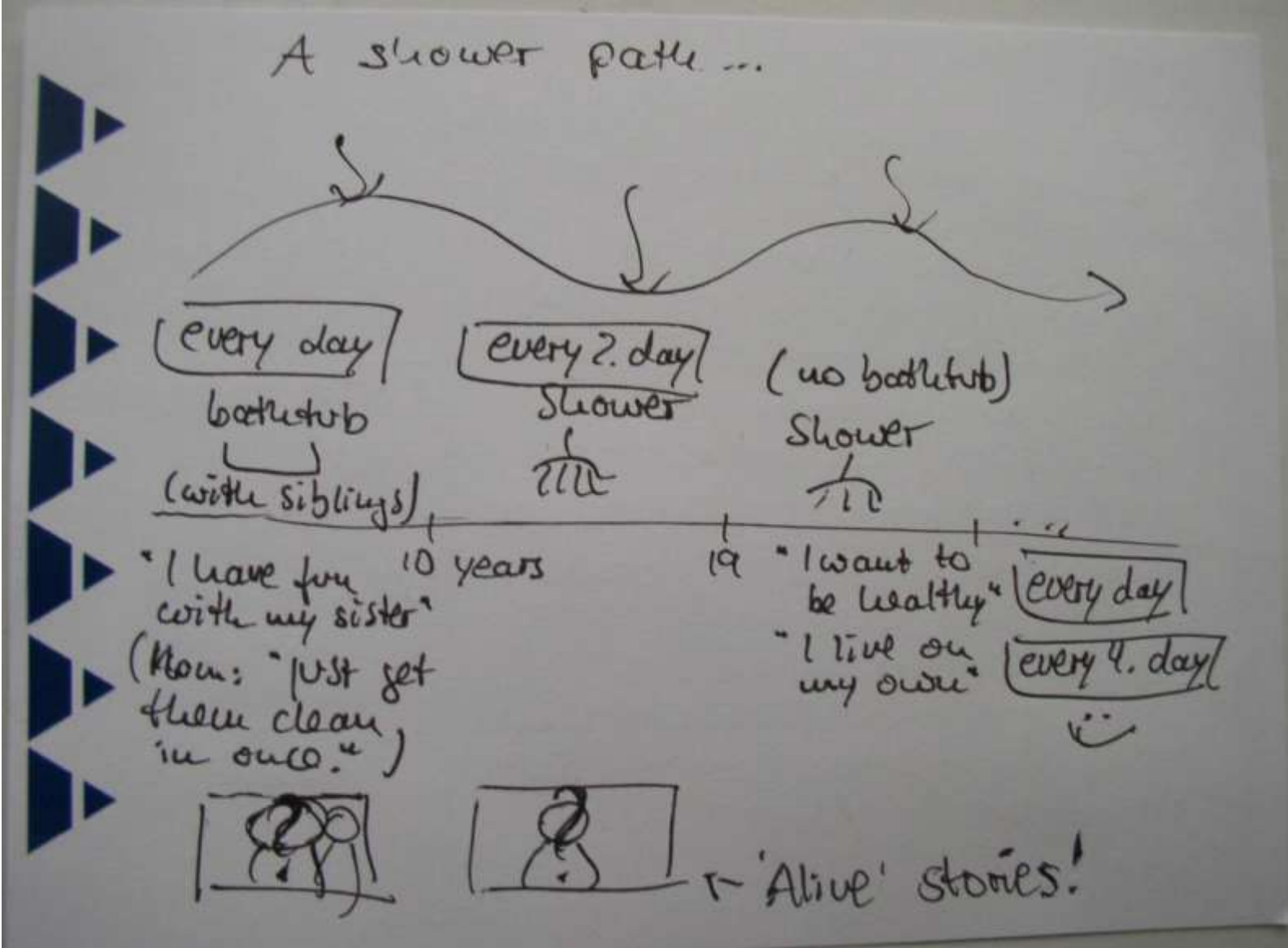
**4: Sideline supporters**  
*I think climate change is a big problem for us. I know I don't think much about how much water or electricity I use, and I forget to turn things off..I'd like to do a bit more.*  
14%

*Self fulfilling research agendas*

*Requires an  
extended  
vocabulary*



It becomes difficult to make a change if these practices are not looked at. I and others would really profit from your view.

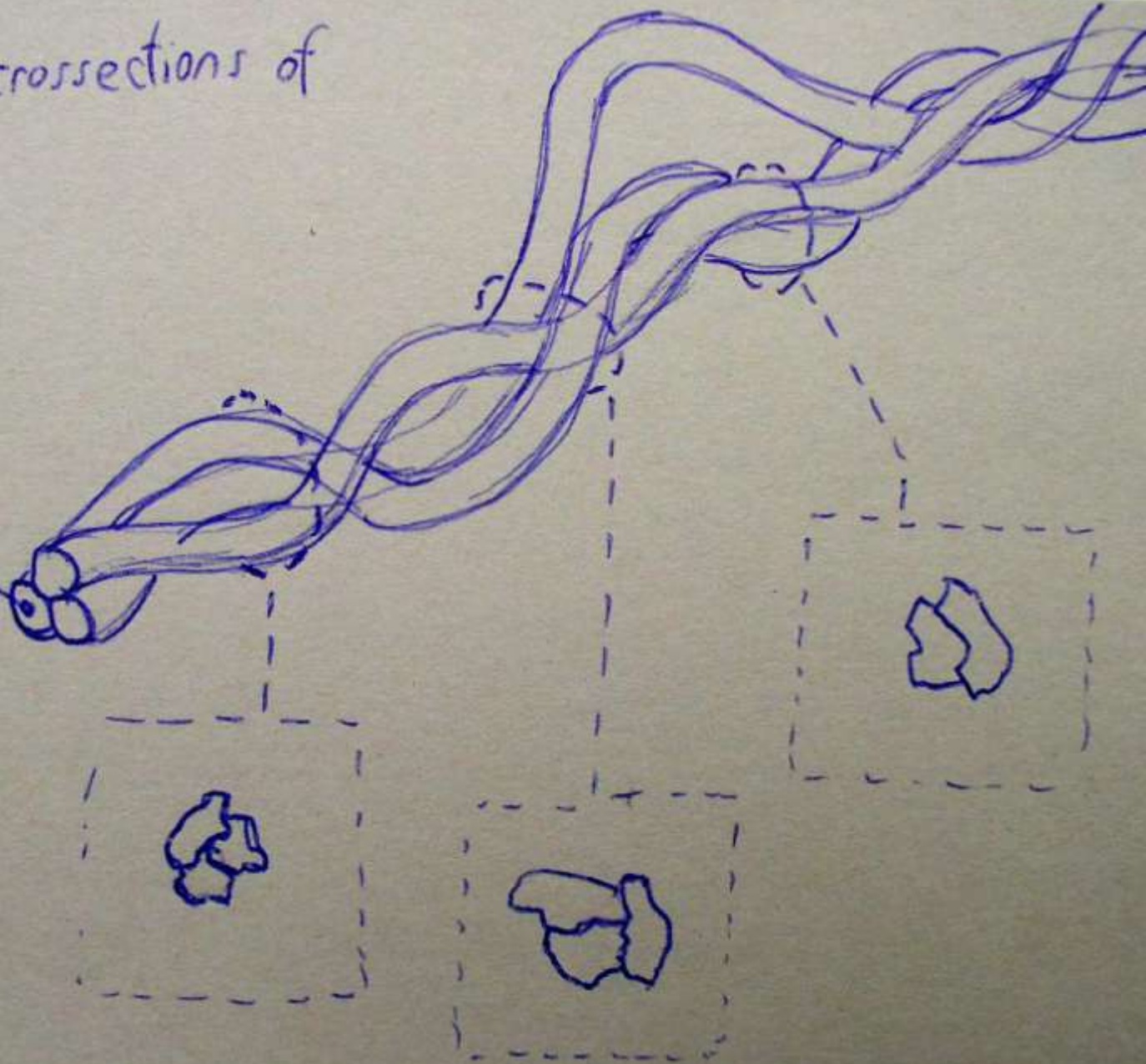


We took the example of showering to discover how different the experience is and how much it depends on your life history/path and eg. infrastructure provided to you.



Paths and crosssections of  
practice

elements of  
practice



McHardy

**Landscape developments**



Industrial networks,  
strategic games

Culture,  
symbolic  
meaning

Techno-scientific  
knowledge

Sectoral policy

Infrastructure

Markets, user practices

Technology

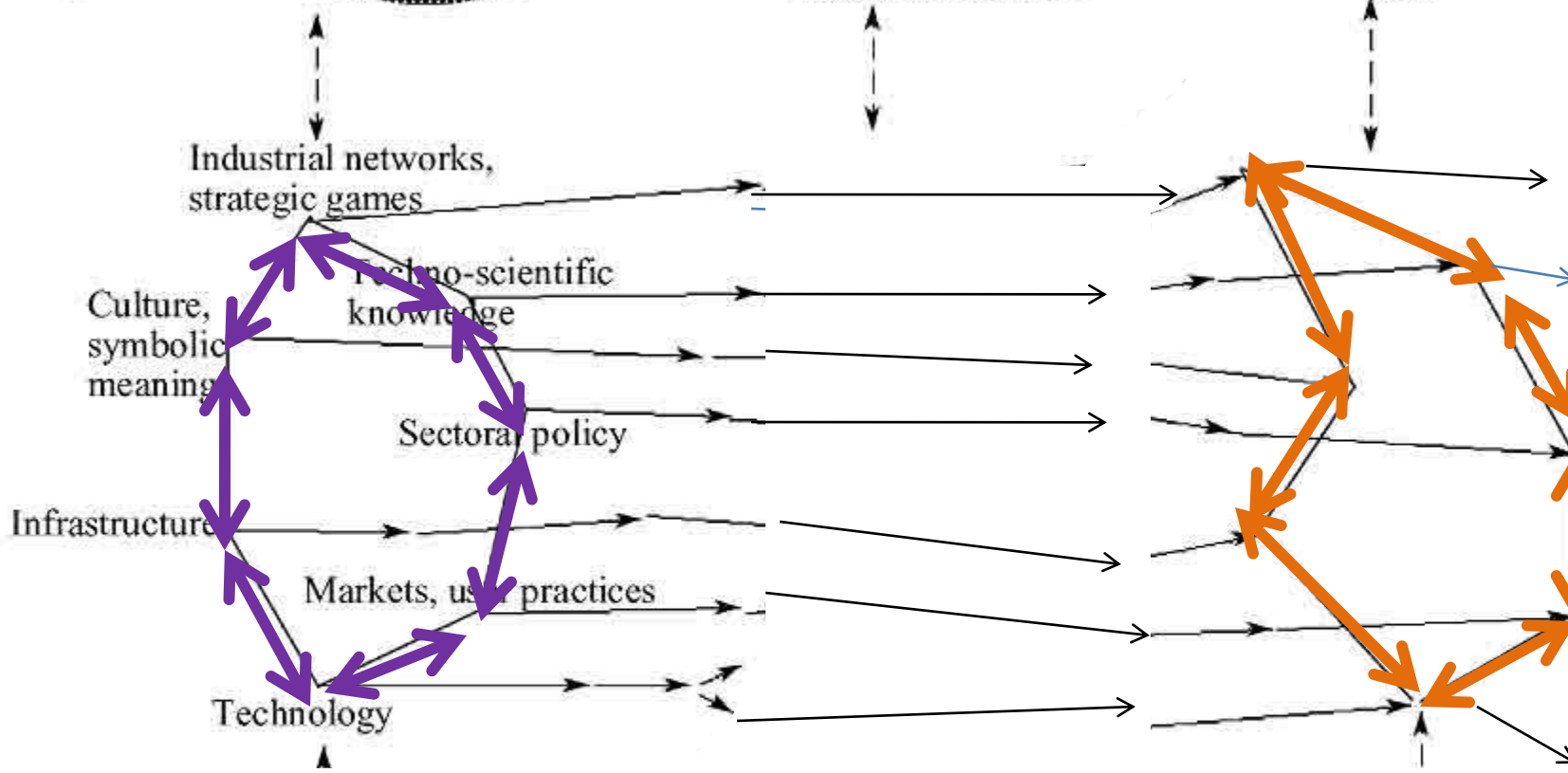
**Socio-  
technical  
regimes**

Endogenous change


Not necessarily prompted by technology

Not necessarily hierarchical

Time



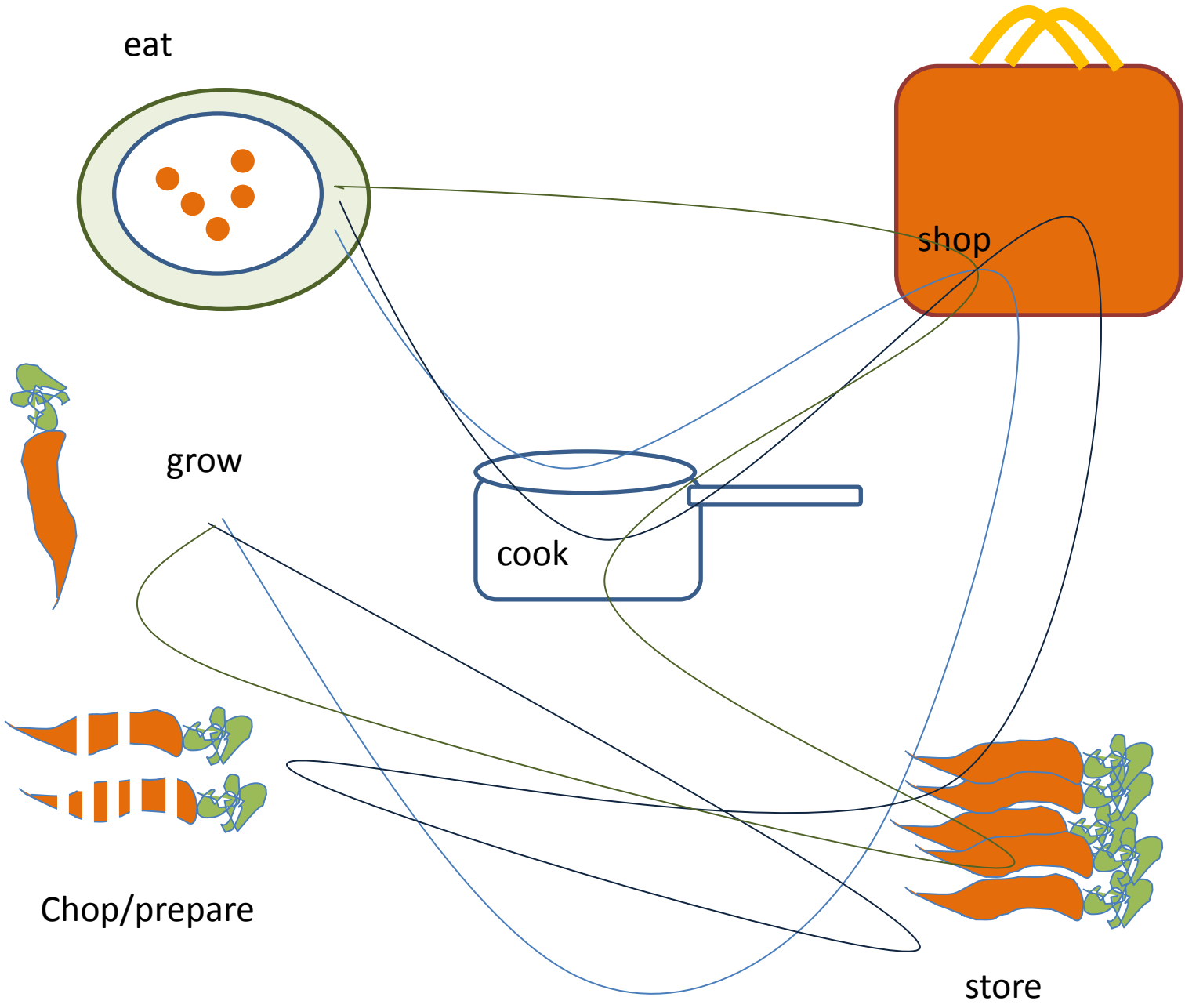


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Having a great time here with you all. I think it is fascinating to understand how our practices have evolved, the history and how and why we do what we do, BUT I'm missing the link as to how this can change practices in a more sustainable direction. In practice, how does understanding how we got here help change where we are headed, QUICKLY?

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To the  
SCCC  
Working  
party

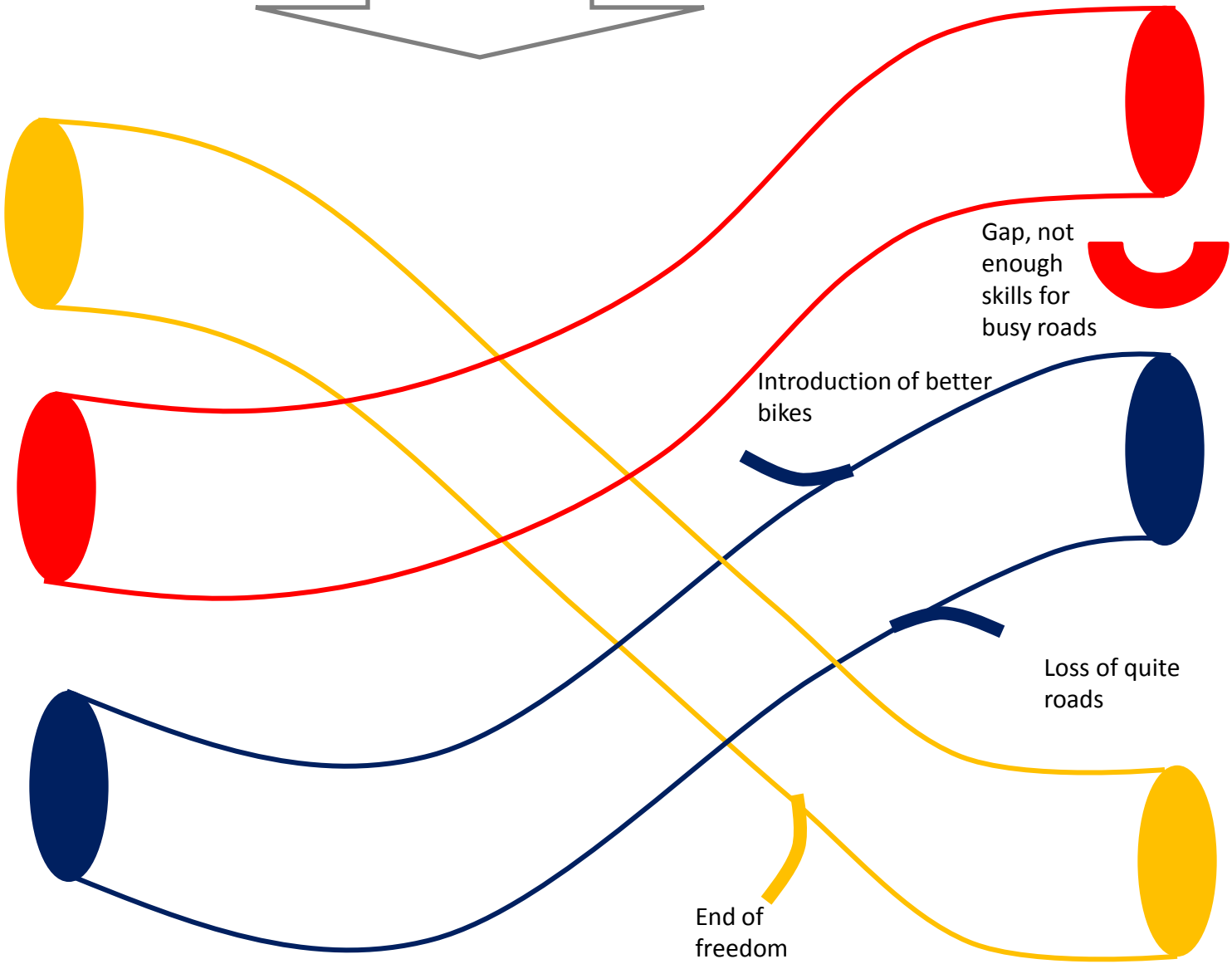


Macro economics, car centric transport and land use, lifestyle

Low CO2 living/intervention

1950s mainstream

1990s niche



Gap, not enough skills for busy roads

Introduction of better bikes

Loss of quiet roads

End of freedom



Racing, commuting,  
touring



Helmet, bike, clothing



Traffic, navigation, repair

Identi-kit cycling combinations

Innovations in practice through new combinations of  
existing elements



...So, if the stuff of physics/biology is genuinely outside, does this mean that in the beginning there was stuff? That stuff was the first (proto)element of practice, circulating in the blobby soup all on its own, until the overlaying of stuff with images and skills led to the formation of practices? So, practices captured stuff....







The  
conceptual  
landscape is  
definitely  
changed



## Careers and carriers- communities of practice

Sarah Hards, Tom Hargreaves, Nic Spurling, Lenneke Kuijer, Sam Brown

## Systemic transitions – bikes, cars

Nicky Ison, Geoff Gardner, Rachel Howell, Julien McHardy, Matt Watson

## Beyond averages, difference and diversity – water

Martin Green, Allison Hui, Rose Timlett, Glenn Watts, Alison Browne

## Reconfiguring systems of provision– food/waste

Dan Calverley; Alexia Coke; Jess Paddock, Inge Ropke

## Introduction, Ending

Elizabeth Shove, Greg Wallenborn, Stan Webster, Sara Pasquier, Russell Hitchings

## Reading groups

Elizabeth Shove, Martin Green, Rachel Howell, Sarah Hards, Jess Paddock  
Greg Wallenborn, Sara Pasquier, Sam Brown, Matt Watson, Alexia Coke  
Rose Timlett, Nic Spurling, Lenneke Kuijer, Dan Calverley  
Allison Hui, Glenn Watts, Julien McHardy, Alison Browne, Inge Ropke  
Stan Webster, Russell Hitchings, Geoff Gardner, Tom Hargreaves, Nicky Ison