When thinking about how to promote more sustainable ways of life, climate change policy makers rely on a handful of theories about attitudes, individual behaviour change and choice.

The social sciences have very much more to offer...

including social theories of consumption, material culture, technology studies, cultural theory, theories of practice, histories of socio-technical change, transitions, innovation studies and more.

Only a few ideas drip into business, government and climate change policy

Transitions in practice: climate change and everyday life

Elizabeth Shove, Climate Change Leadership Fellowship and the social-change climate- change working party

http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm   **Reservoir of intellectual resources**

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Further reading on this theme:
- Shove, E. (2010) "Beyond the ABC: climate change policy and theories of social change",
  Environment and Planning A 42(6): 1273 – 1285.
- Rip, A. (2006) "A co-evolutionary approach to reflexive governance and its ironies", in Voss, J. P., Bauknecht, D. and Kemp, R. (eds). *Reflexive Governance for Sustainable Development* , Cheltenham:Edward Elgar, 82-100.
- Southerton, D., Chappells, H., and van Vliet, B. (2004) *Sustainable consumption the implications of changing infrastructures of provision.* Cheltenham: Edward Elgar.

Social science contains an untapped reservoir of ideas for climate change policy.

What goes on behind the bathroom door?

Transitions in practice: climate change and everyday life

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http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm.   **Even private habits are shared**

Further reading on this theme:

- Hand, M., Shove, E. and Southerton, D. (2005) "Explaining showering: a discussion of the material, conventional, and temporal dimensions of practice." *Sociological Research Online* 10 (2). http://www.socresonline.org.uk/10/2/hand.html
- Pred, A. (1981) "Social Reproduction and the Time-Geography of Everyday Life." *Geografiska Annaler. Series B. Human Geography* 63(1): 5-22.
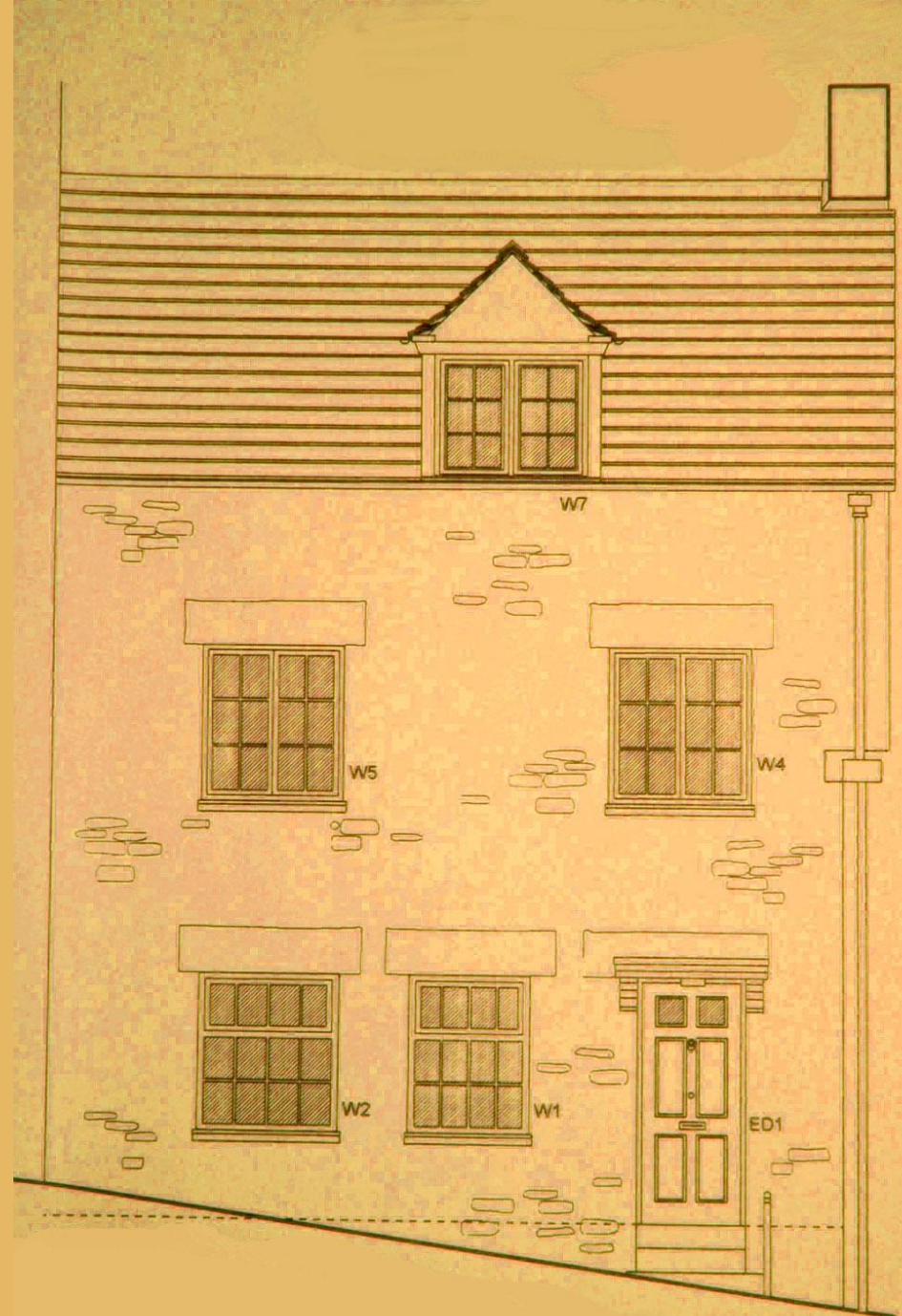- Spurling, N. and McHardy, J. (2010) "Paths, Landscapes and Rhythms" http://vimeo.com/12342374

Private habits are not as private as they seem.

They are shaped by collective conventions, infrastructures and shared routines.

Glenn's House

1800	Collect water from a pump
1920	Water from a tap in the yard, outside toilet
1930	Indoor water in kitchen lean-to, outside toilet
1960	Indoor bathroom, ground floor
1970	Plumbed in washing machine, outside tap for garden
1970	Central heating
2006	Upstairs bathrooms, dishwasher
2010	What will the owners add next?

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http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm   **Infrastructures of Consumption**
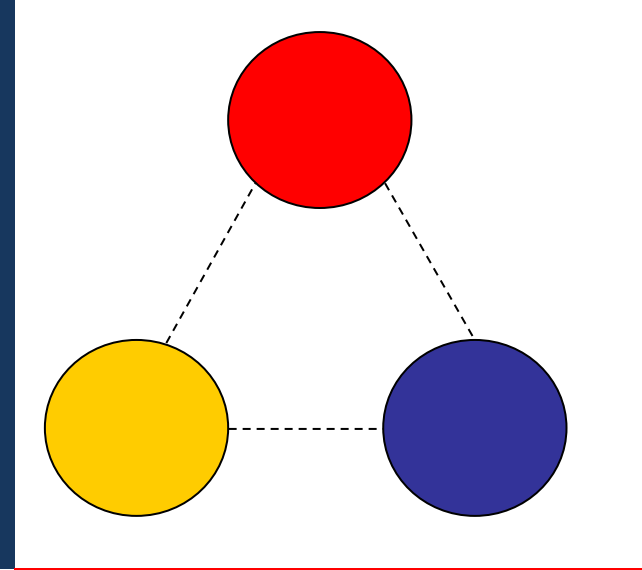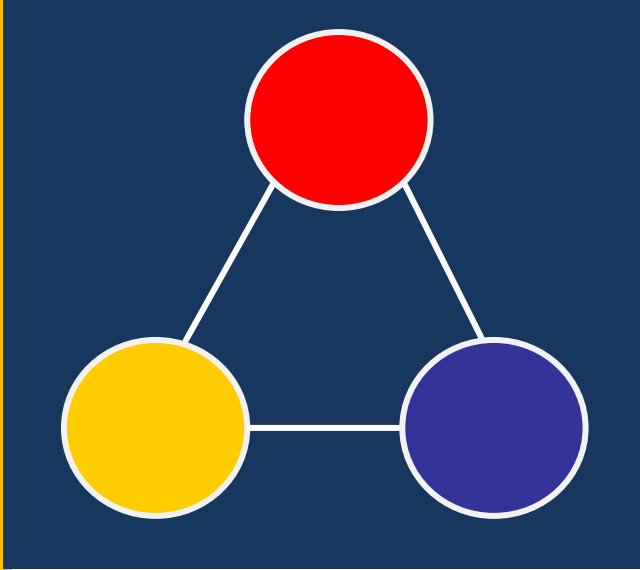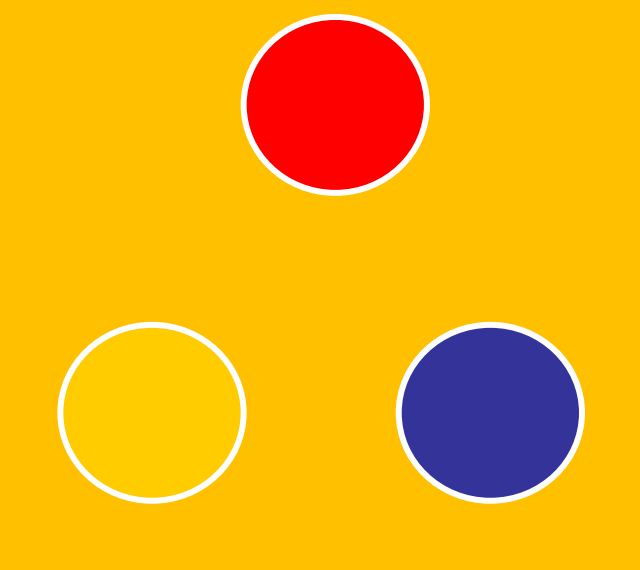
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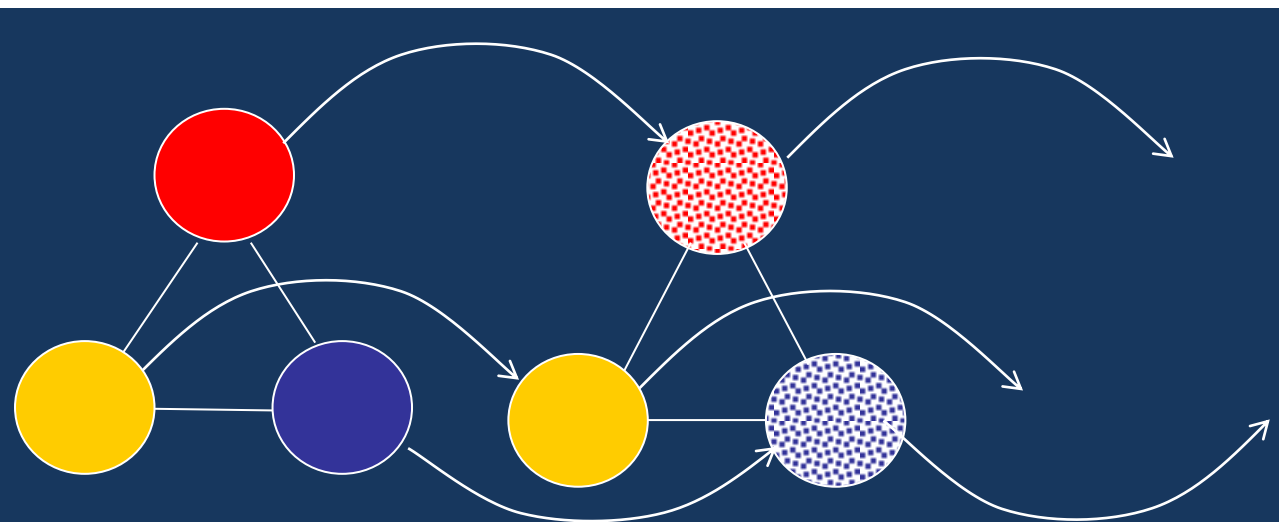
Further reading on this theme:

- van Vliet, B., Chappells, H., and Shove, E. (2005) *Infrastructures of consumption : environmental innovation in the utility industries*. London: Earthscan.
- Ogle, M. (1996) *All the Modern Conveniences: American household plumbing 1840-1890*, Baltimore: Johns Hopkins University Press.
- Hand, M. Shove, E. and Southerton, D. (2007) "Home Extensions in the United Kingdom: space, time and practice", *Environment and Planning D.* 25: 668-681.

Most of Glenn's capacity to consume energy and water has a history that is not of his own making.
In renovating his home he changes the infrastructure of the future.

A practice "consists of several elements, interconnected to one other: forms of bodily activities, forms of mental activities, '**things**' and their use, a background knowledge in the form of understanding, **know-how,** states of **emotion and motivational** knowledge." (Reckwitz 2002: 249).

"Social practices ordered across space and time" constitute "the basic domain of study of the social sciences" (Giddens 1984: 2).

Further reading on this theme:

- Reckwitz, A. (2002) "Toward a Theory of Social Practices: A Development in Culturalist Theorizing." *European Journal of Social Theory* 5(2): 243-263.
- Warde, A. (2005) "Consumption and Theories of Practice." *Journal of Consumer Culture* 5(2): 131-153.
- Shove, E. and Pantzar, M. (2005) "Consumers, producers and practices: understanding the invention and reinvention of Nordic Walking." *Journal of Consumer Culture* 5(1): 43-64.

Policy makers would do well to focus on the elements of practice.

This delicatessen opened and "suddenly everybody had access to things like salami and cheeses that they hadn't heard of before, and something called okra, which is a very weird slimy green vegetable which used to come in a huge jar. I can remember that."
(Barbara, 59)

"Roast Sunday, cold meat Monday, mince on Tuesday, Wednesday was sausages, Thursdays was whatever was left over, and then Friday you had fish and Saturday, you know, whatever, you know something different."
(Margaret, 75)

Making a meal of practices:
consumption, production and systems of provision are intimately related.

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http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm   **It is the meal that matters**

Further reading on this theme:
- White, E., Uzzell, D., Gatersleben, B. and Räthzel, N. (2011) "Changing Tastes: Meat in Our Life Histories" RESOLVE Working Paper. University of Surrey.
- Food climate research network: http://www.fcrn.org.uk/
- Fine, B. and Leopold, E. (1993) *The world of consumption*. London: Routledge.
- Hand, M. and Shove, E. (2007) "Condensing Practices: Ways of living with a freezer." *Journal of Consumer Culture* 7(1): 79-104.

Credits: interview extracts from White et. al (2011). Images from http://www.freedigitalphotos.net

Routines and patterns of food consumption reflect dynamic systems of provision, technology and competence.
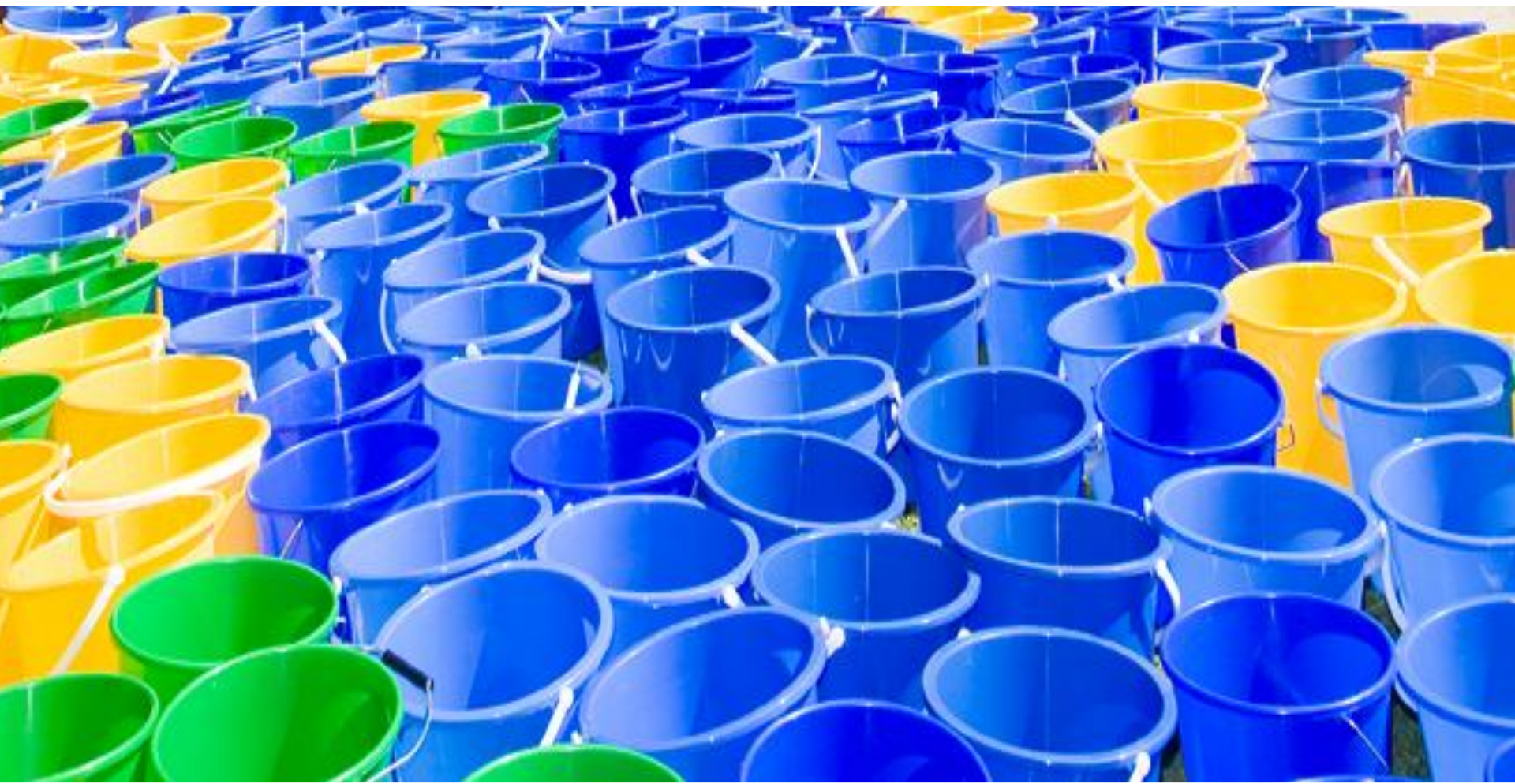
economy

Daily Routine

Freedom

FUN

Further reading on this theme:

- de la Bruheze, A. (2000) "Bicycle use in twentieth century Western Europe: the comparison of nine cities."
  http://www.velomondial.net/velomondiall2000/PDF/BRUHEZE.PDF
- Pucher, J. and Buehler, R. (2008). "Making Cycling Irresistible: Lessons from The Netherlands, Denmark and Germany." Transport Reviews 28(4): 495-528.
- Notes on cycling – from the social change climate change working party
  http://www.lancs.ac.uk/staff/shove/transitionsinpractice/workingparty2/Fragments%20of%20the%20cycling%20exercise.pdf

The elements of which cycling is made are themselves dynamic.

Rose's buckets: How much water is enough?

274 buckets represent an average household's weekly water consumption. What aspects of daily life would be different if this average was halved?

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http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm   **How much is enough?**
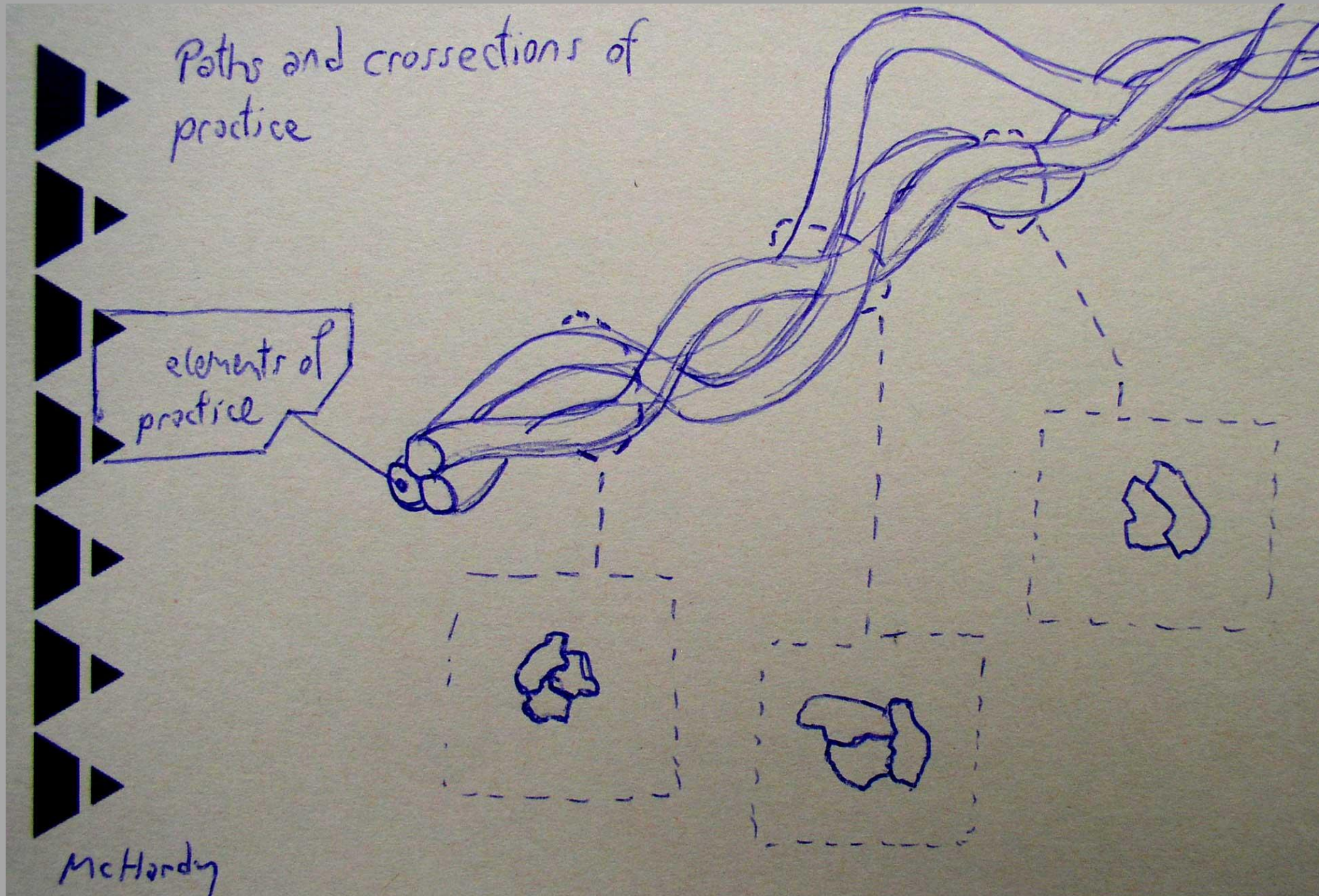
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Further reading on this theme:
- Taylor, V.; Chappells, H.; Medd, W. and Trentmann, F. (2009). "Drought is normal: the socio-technical evolution of drought and water demand in England and Wales, 1893–2006." *Journal of Historical Geography* 35 (3): 568-591.
- Shove, E. (2003). Comfort, cleanliness and convenience : the social organization of normality. Oxford, Berg.
- Wilhite, H. and Lutzenhiser, L. (1999), "Social Loading and Sustainable Consumption" *Advances in Consumer Research* 26: 281-287.

How far can policy makers go in challenging contemporary conventions of normality?

Paths and crossections of practice

elements of practice

McHardy

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http://www.lancs.ac.uk/staff/shove/transitionsinpractice/tip.htm   Re-framing agendas

Further reading on this theme:

- Darnton, A. (2010). "EVO502: Unlocking Habits / Reconfiguring Routines: Final Report to DEFRA.
- Uzzell, D. (2010). Psychology and Climate Change: Collective Solutions to a Global Problem, Joint British Academy/British Psychological Society Annual Lecture 2010
- Shove, E. (2010) "Social theory and climate change: questions often, sometimes and not yet asked," *Theory, Culture and Society*, 27 (2-3): 277-288.

Theories of practice re-frame climate change policy agendas: they generate new questions and consequently point to new forms and methods of intervention.