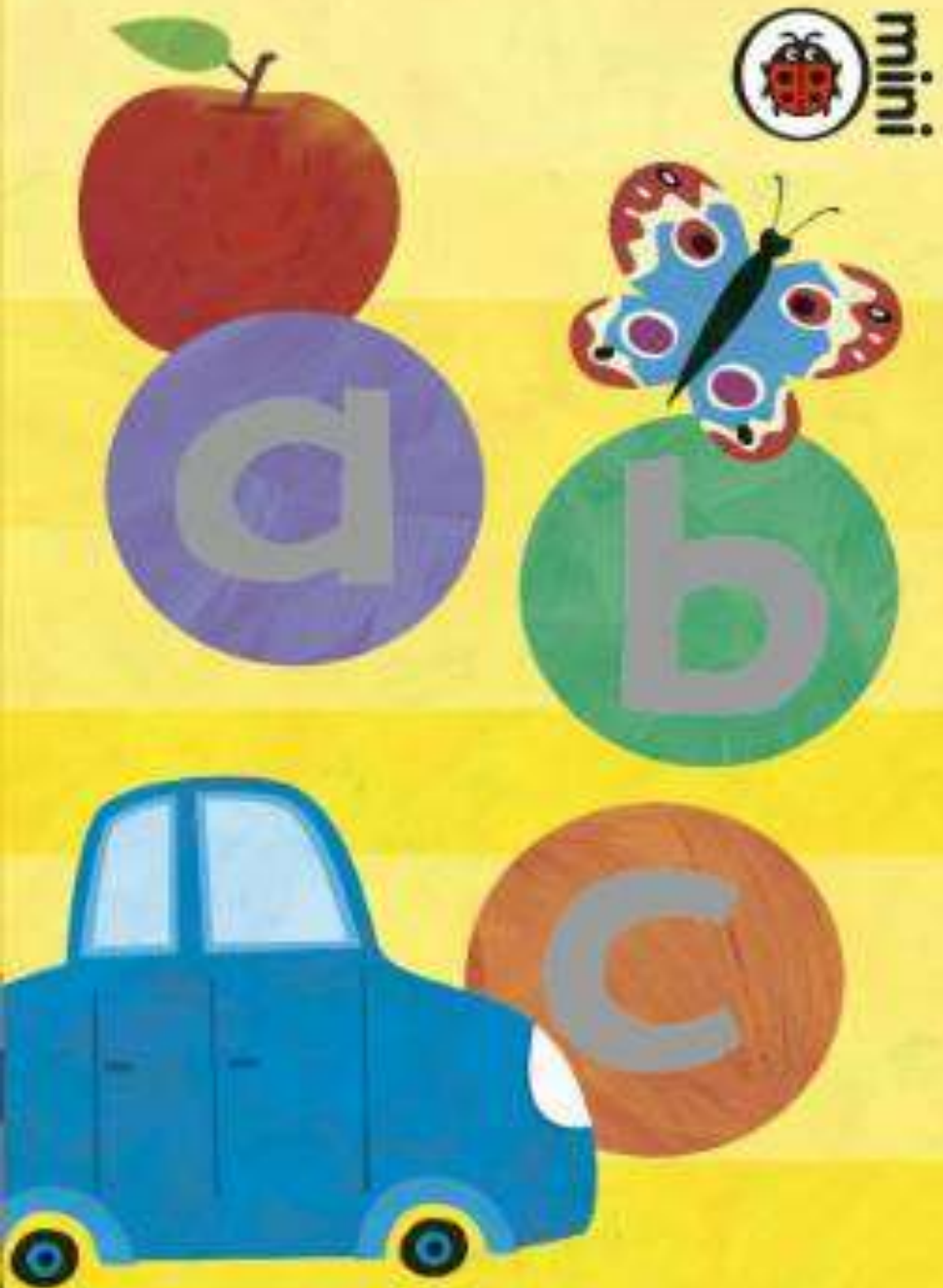


TRANSITIONS IN PRACTICE

climate change and everyday life

Elizabeth Shove, ESRC climate change leadership fellowship





*Beyond
the
ABC of
sustainable
behaviour*

A

is for Attitude

Individuals have attitudes.

Attitudes towards personal consumption, waste and responsibility need changing

Attitudes are changed by persuasion and information.

Attitudes drive behaviour.



apple

B

is for behaviour

Behaviour is what individuals do.

Behaviours need changing.

*Behaviours are driven by attitudes
and prices.*

People choose how to behave.



balloon



C

is for choice

Choices are made by individuals.

If individuals chose not to use so much energy, water and other natural resources we'd not be in the fix we are.

Policy makers need to encourage individuals to make different choices.



cake



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

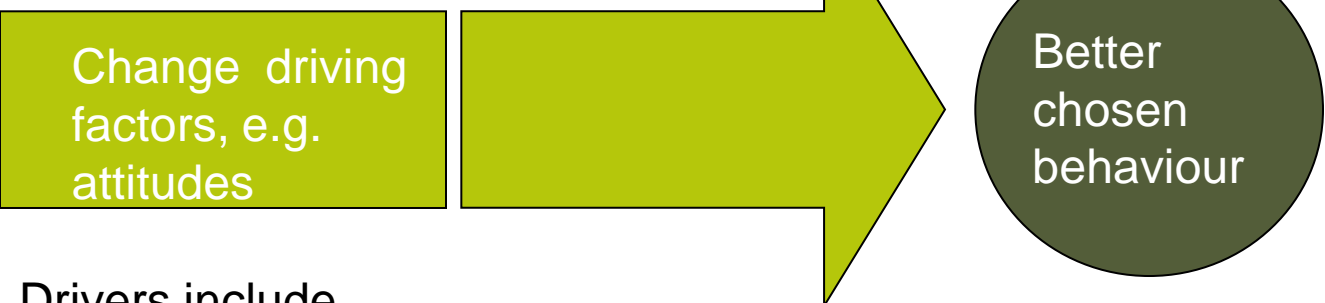
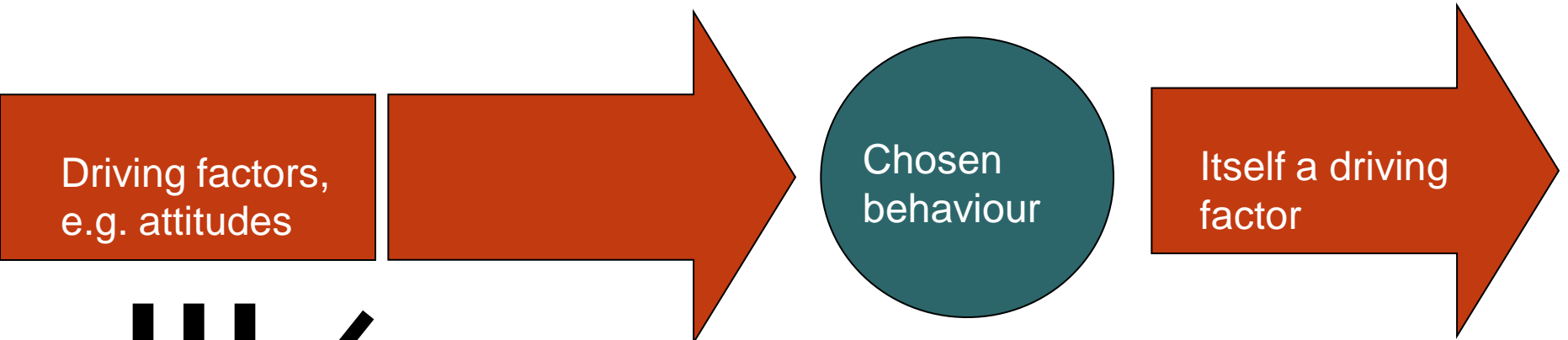
The headline behaviour goals

-**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



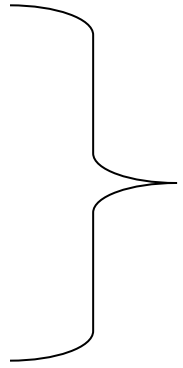
cake

Representation of social change



Drivers include

- Attitudes
- Society
- Economics
- Other people
- Habit



Externalise pretty much anything, including own role

Individual attitudes, behaviour, choice
price and persuasion

Where most
effort is
focused

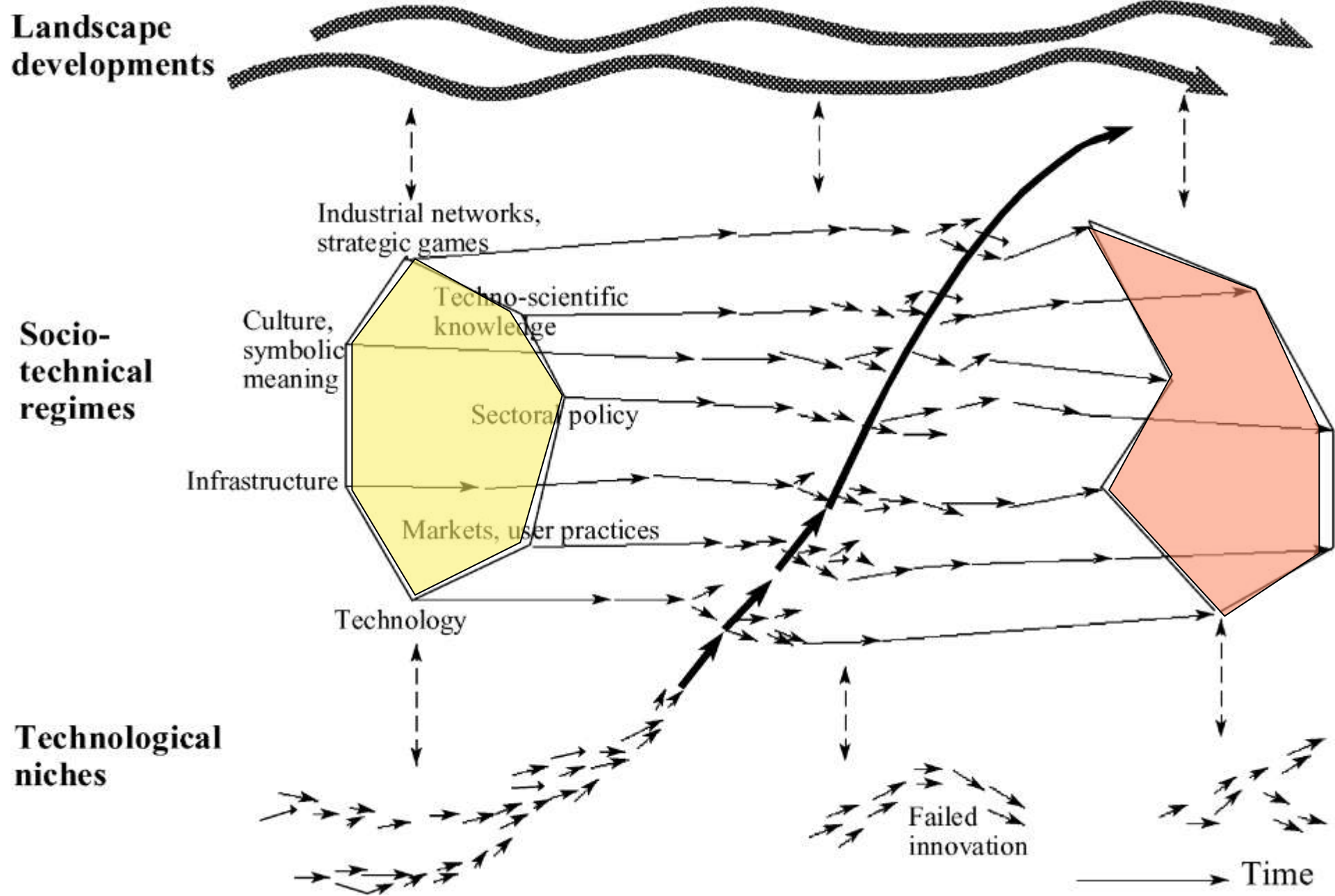
Dynamic regimes of
everyday life;
changing definitions
of normal practice
generate changing
patterns of demand
for energy, water, and
other resources.

Where the
real issues lie

Transitions in practice



version of “Spaargaren’s ears” : practices as outcomes; domains of behaviour; lifestyle choices

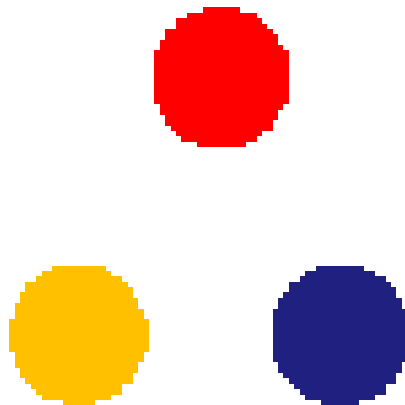


Geels 2002.

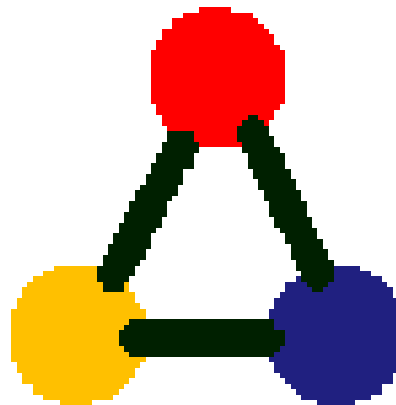
‘the existence of a practice depends upon the specific inter-connectedness of many elements – forms of bodily activities, **mental** activities, **things** and their use, background knowledge in the form of understanding, know-how and notions of **competence**, states of emotion and motivational knowledge’
Reckwitz 2002

“Strong” theory of practice: dynamics – elements and carriers

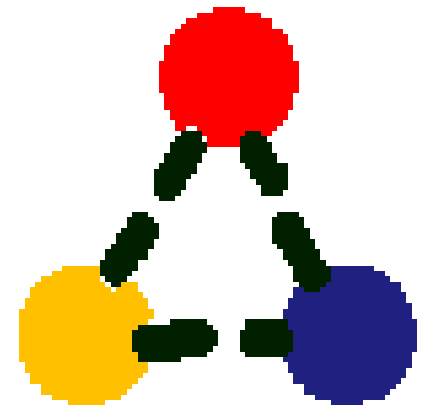
proto-practices
(pre-formation)



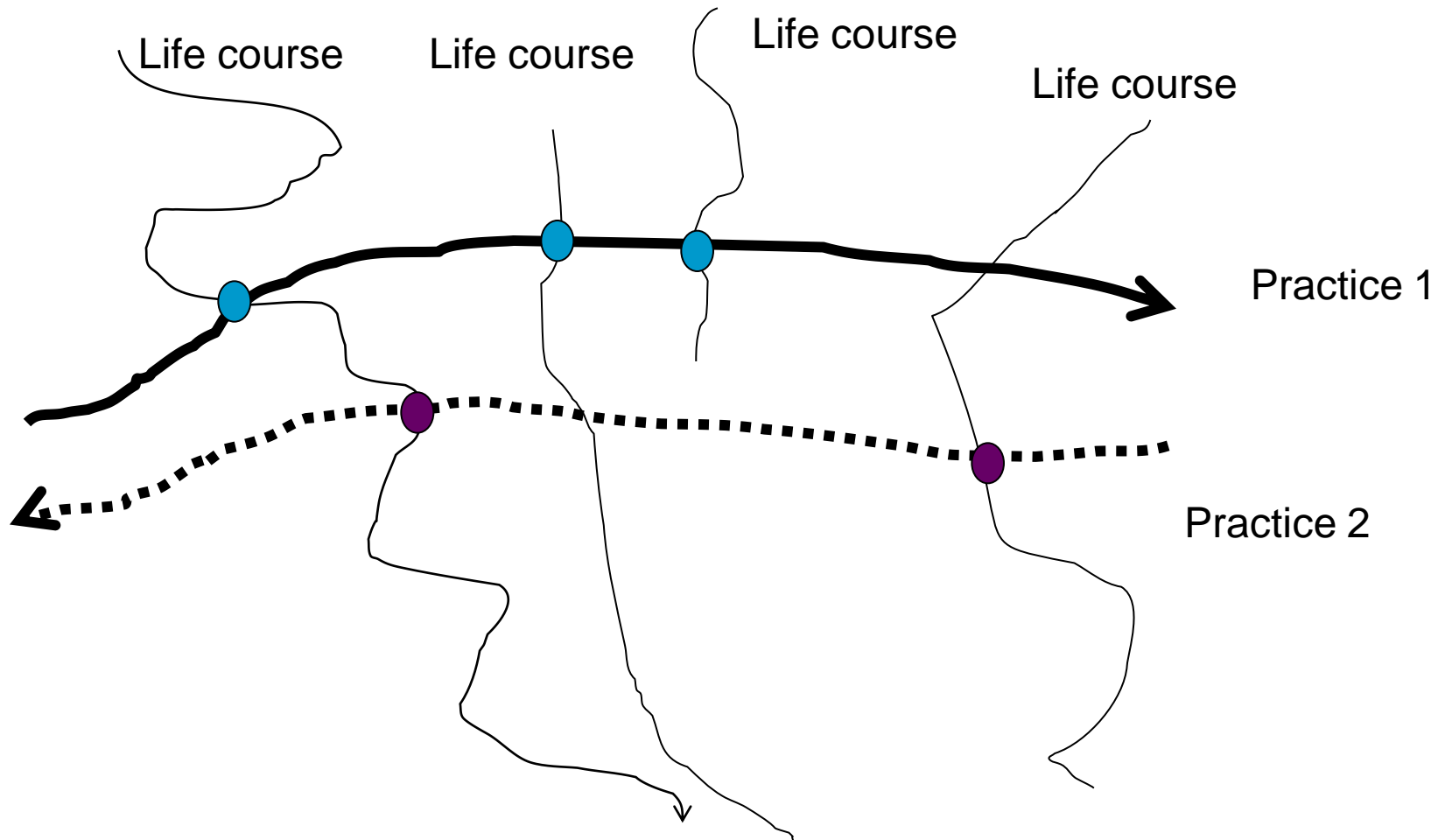
practices
(re-formation)



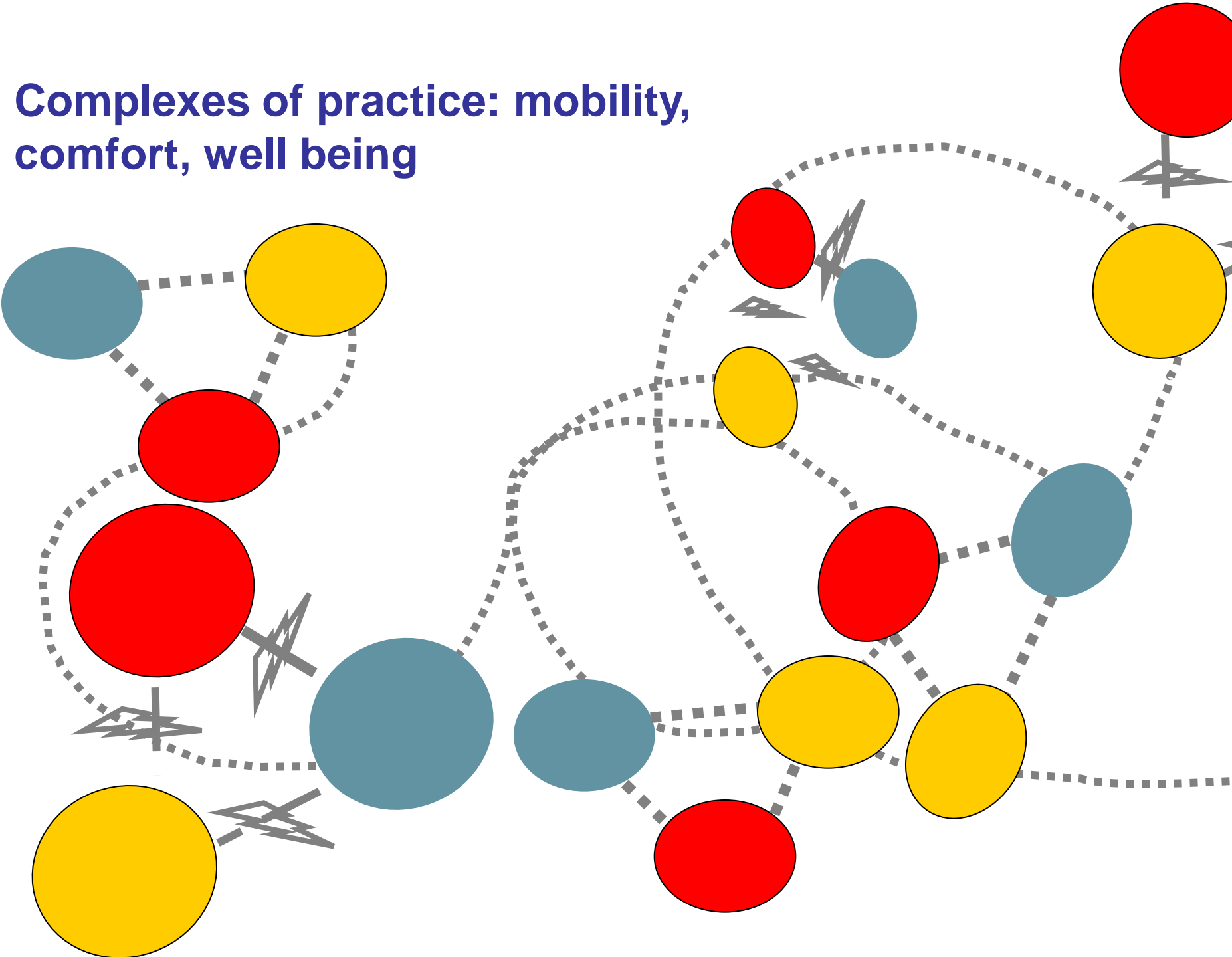
ex-practices
(de-formation)



The single individual – as a bodily and mental agent – then acts as the ‘carrier’ (*Träger*) of a practice – and, in fact, of many different practices which need not be coordinated with one another. Thus, she or he is not only a carrier of patterns of bodily behaviour, but also of certain routinized ways of understanding, knowing how and desiring. (Reckwitz 2002: 250)

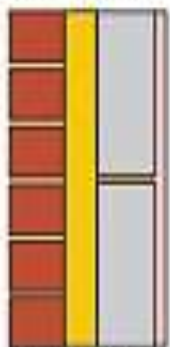


Complexes of practice: mobility, comfort, well being



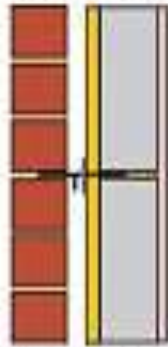


filled cavity



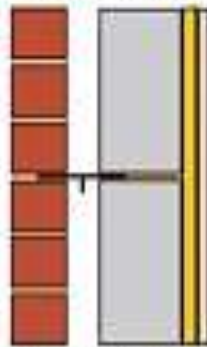
50mm cavity batts
100mm aerated block
13mm lightweight plaster

partial fill

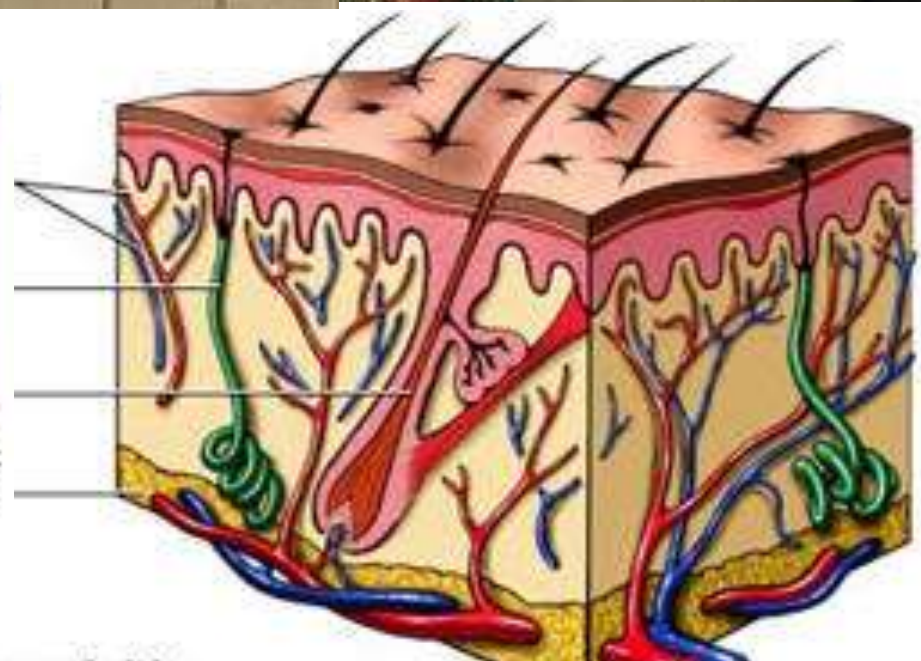


25mm cavity boards
100mm aerated block
13mm lightweight plaster

clear cavity



125mm aerated block
25mm thermal board



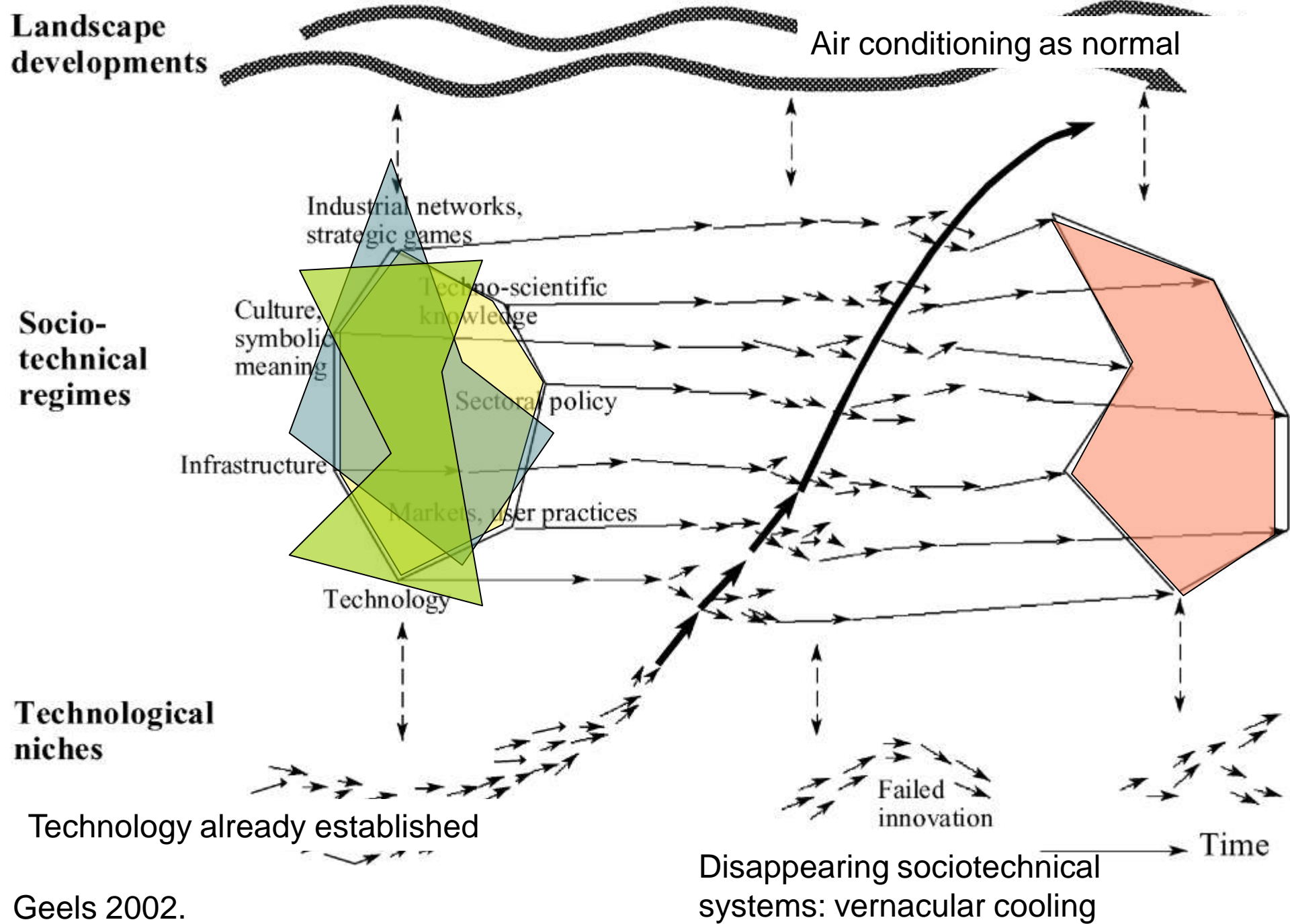
Air conditioning in...

USA: post war house building, 1950s onwards

Japan: symbol of westernisation, 1980s

Australia: retrofitting existing stock, 2000





Geels 2002.

Suburbia

Severe under-crowding,
extreme energy and water intensity and
high mobility burden



Making the
material
infrastructure

Hardwiring of
everyday life

As an outcome
of planning and
policy;
embodied
visions of the
good life

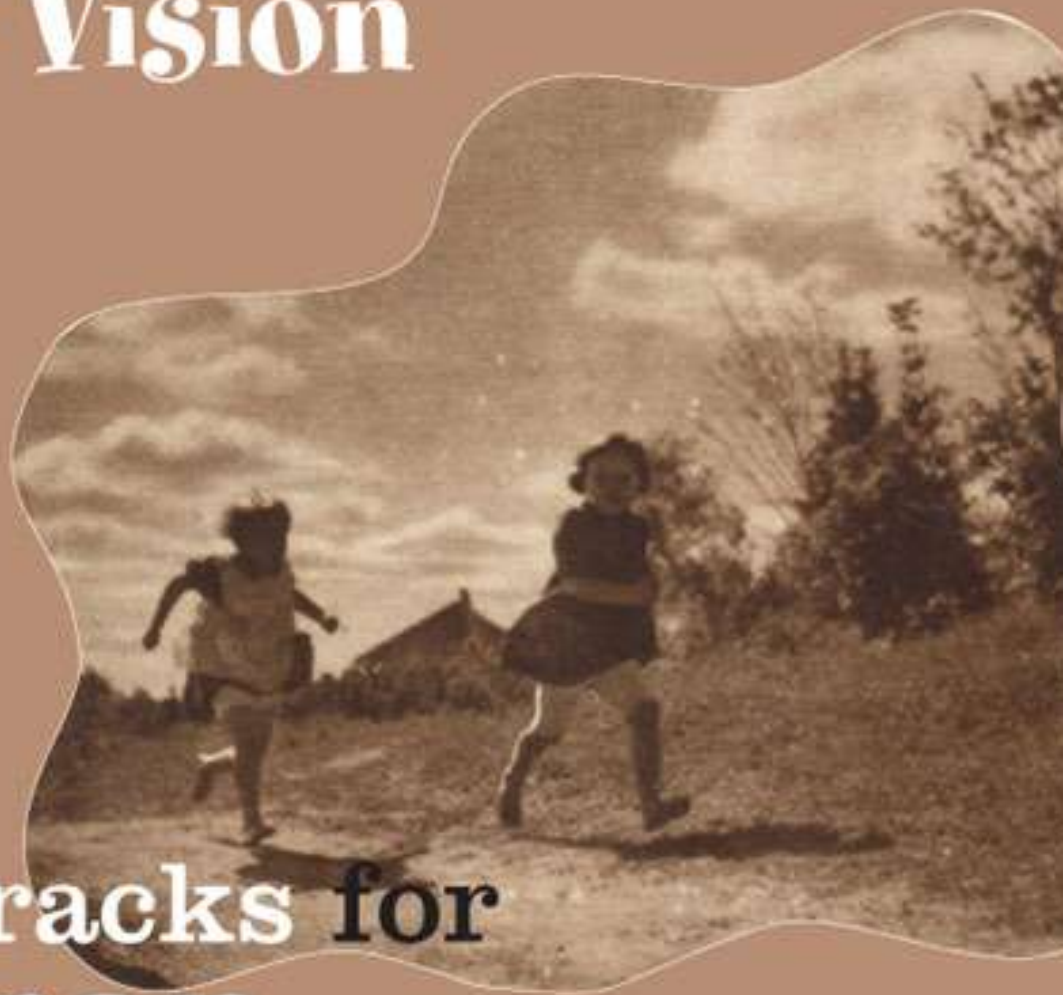


Making the ideological infrastructure

Family and childhood : playing outdoors



Heikki von Hertzen's Vision



Home or Barracks for
our **Children**

Re making childhood and nature

No community

Inconvenience

Unsustainable

Indoor isolation

New virtual networks

The good life
in full view

Parkside living
by Meletis Homes

Visit the Discovery Pavilion



Stunning 4 bedroom
homes on sale now



The new standard of living.

aurora
by McUrban

Remaking suburbia

24 hour society

Children travelling

Women working

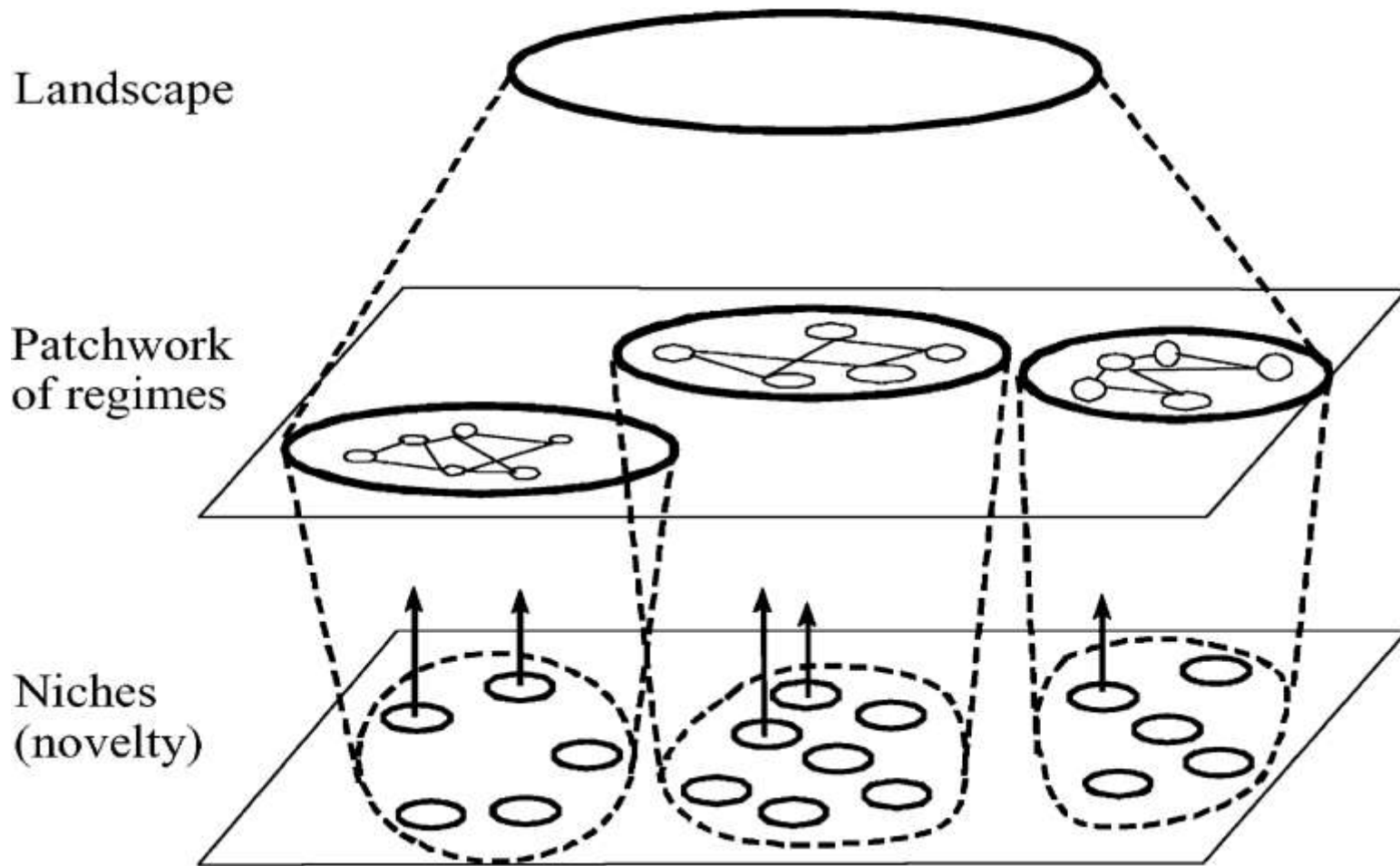
Empty dormitory

New demands: comfort; space, efficiency; CO2



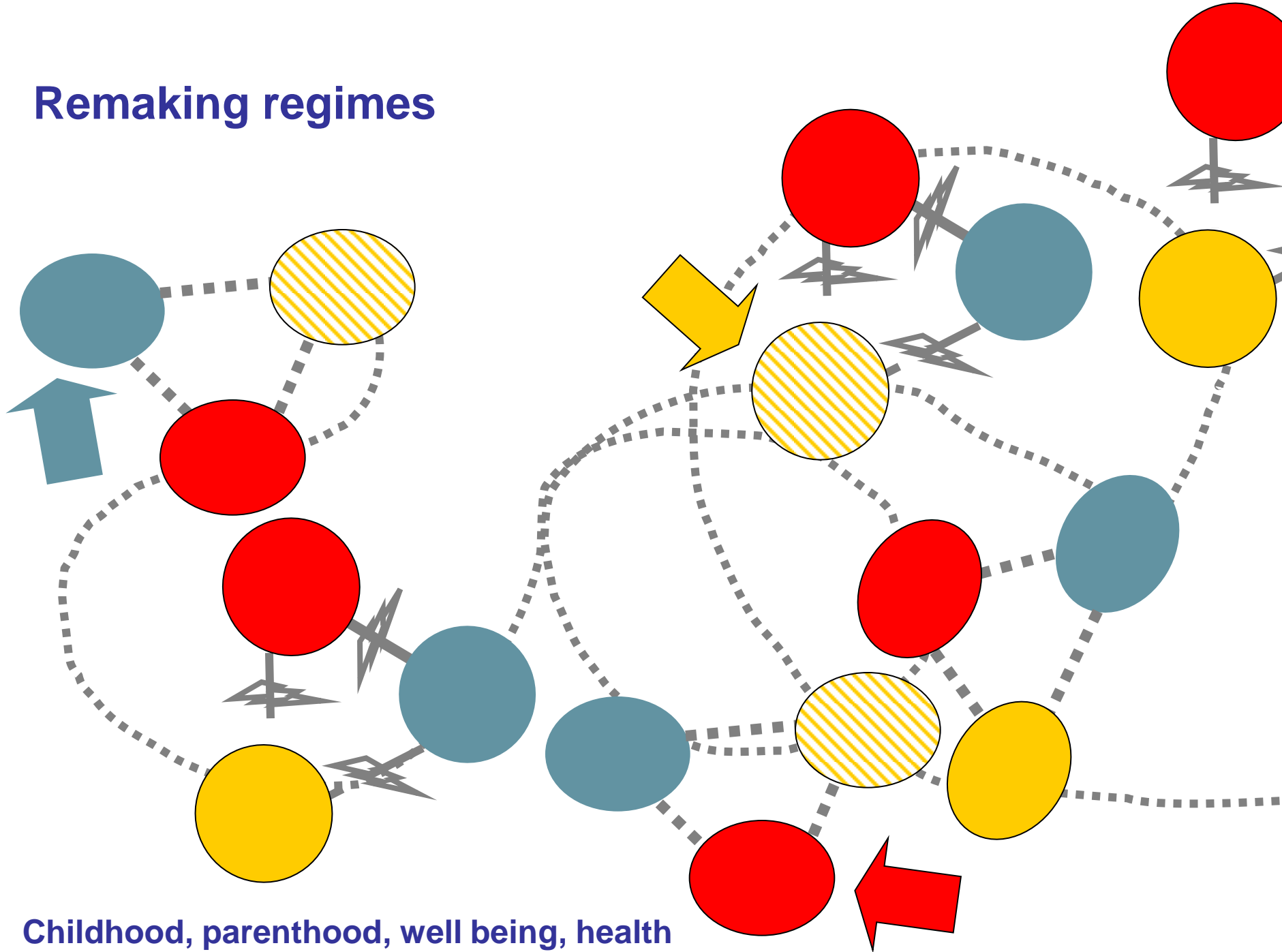
Breaking links: unmaking unsustainability
infrastructure, image, way of life





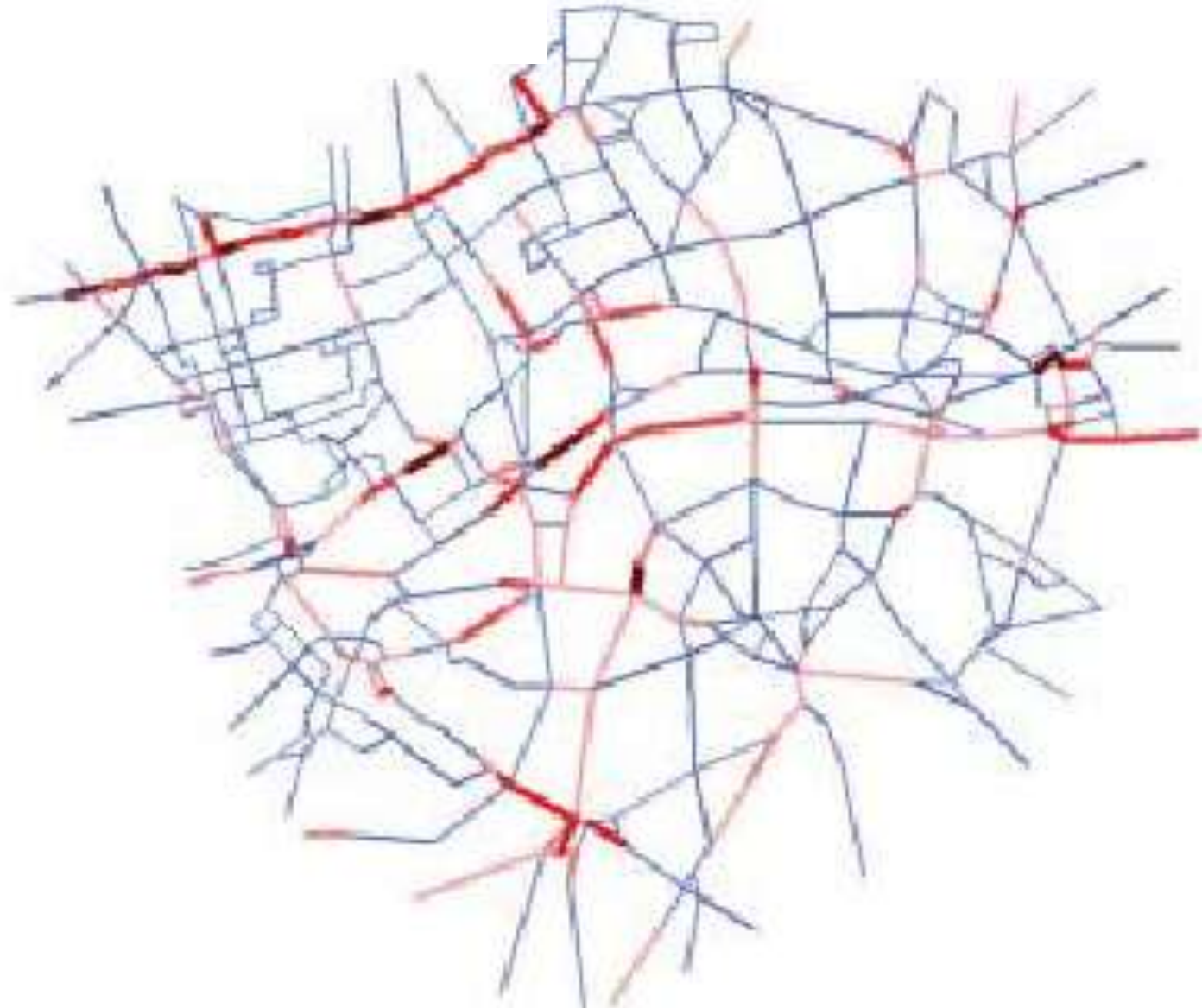
Multiple levels as a nested hierarchy. Geels 2002

Remaking regimes

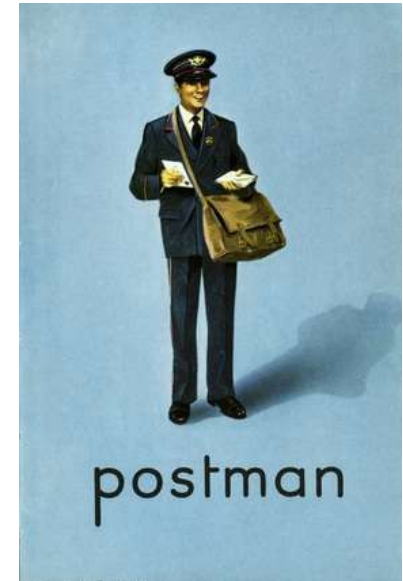
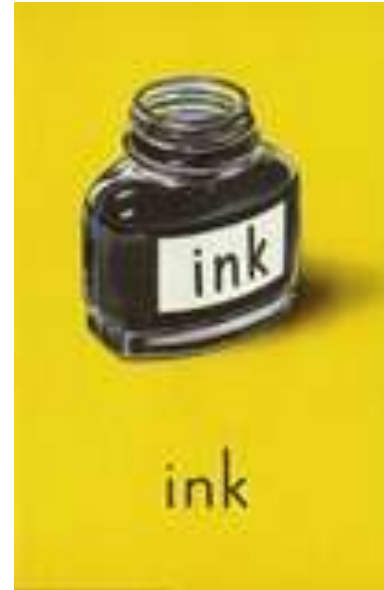
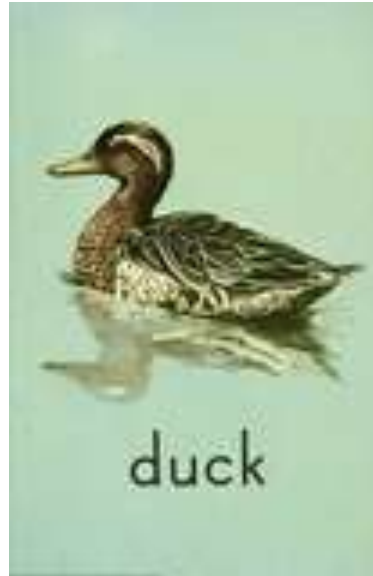


Childhood, parenthood, well being, health

Dynamic hot and cold spots



*Requires an
extended
vocabulary*



Dynamics

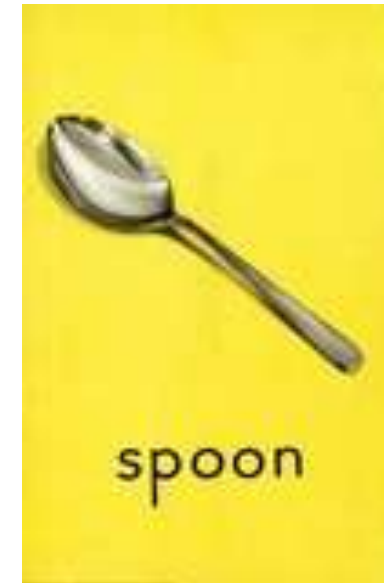
Infrastructures

Practices

Routines

Systems

Transitions



*Going beyond
the ABC*

*The role of
climate change
policy*

Responding to

Enabling

Configuring



*Consumer
choice*

Planning and intervening

*Circulating elements of
practice – infrastructure,
image, competence*

*Unmaking unsustainability
(removing elements)*