



Meeting Scotland's climate change targets calls for a transformation change across society. While infrastructural and technological changes will play an important role in this transition, the impact of many of these changes depends heavily on the extent to which people adopt and use them. It is therefore vital that people in Scotland fully understand these advances, and how to incorporate them into their everyday lives, to ensure everyone is willing and able to make the move to low carbon living.

Our current work programme focuses on:

Encouraging Low Carbon Behaviours

- Supporting key policy areas, local authorities and communities in developing their policies and initiatives using the [ISM toolkit](#).

Climate Change Engagement

- communicating what Scottish Government low carbon policies might mean in practice for individuals and households in 2030. Through this work we aim to continue the conversation on how Scotland can become a low carbon country, as well as highlighting the action people can take now to make this vision a reality.
- delivering the suite of Greener Together communications (website, TV, radio, 1-to-1 advice, social media).
- supporting a range of local carbon networks across Scotland.

Encouraging Low Carbon Behaviours

We undertake a range of work to support policy makers deliver policies that will contribute towards our climate change targets and aspirations to develop a low carbon society. We support policy makers in Scottish Government, local authorities and communities.

Low Carbon Behaviours Framework

The [Low Carbon Scotland Behaviours Framework](#), published on 4 March 2013, lays out what the Scottish Government will do to drive and support the move to low carbon living in the lead-up to the first key climate change target in 2020.

Individual, Social and Material (ISM) tool

Supporting the Low Carbon Behaviours Framework, [Influencing Behaviours – Moving Beyond the Individual: A User Guide to the ISM tool](#) was published on 5 June 2013. Using the latest social science research the new ISM tool was developed as a practical tool for policy makers and others to understand influencing people's behaviours. A [technical guide](#) to the ISM tool is also available. The [ISM Progress Report](#), published on 30 October 2013, is a short report highlighting progress to date in disseminating and using the ISM tool within the Scottish Government and its agencies, as well as other environmental organisations. It provides an update on the workshops that have taken place to date and those that are planned for the future to improve the behavioural aspects of [RPP2](#) policies, spanning transport, housing, waste and farming.

Shifting Normal

Shifting Normal is designed to help community groups tackling climate change maximise their success by taking account of how change happens when planning, carrying out and reviewing their activities.

Shifting Normal is based on the Individual Social and Material (ISM) Tool, and draws on the experience of community groups to help you understand better how change happens, and how you can use this knowledge as you work towards your aims.

- [Summary Guide](#)
- [Full Guide](#)
- [Workshop Plan](#)

Key Low Carbon Behaviours

[The Low Carbon Behaviours - Key Data for Scotland](#) report, published on 4 October 2013, provides trend data, where available, for the Scottish Government's 10 Key Climate Change Behaviours areas. The key areas span home energy, personal transport, food and consumption.