

# Low Carbon Scotland: A Behaviours Framework

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# Climate Change (Scotland) Act 2009

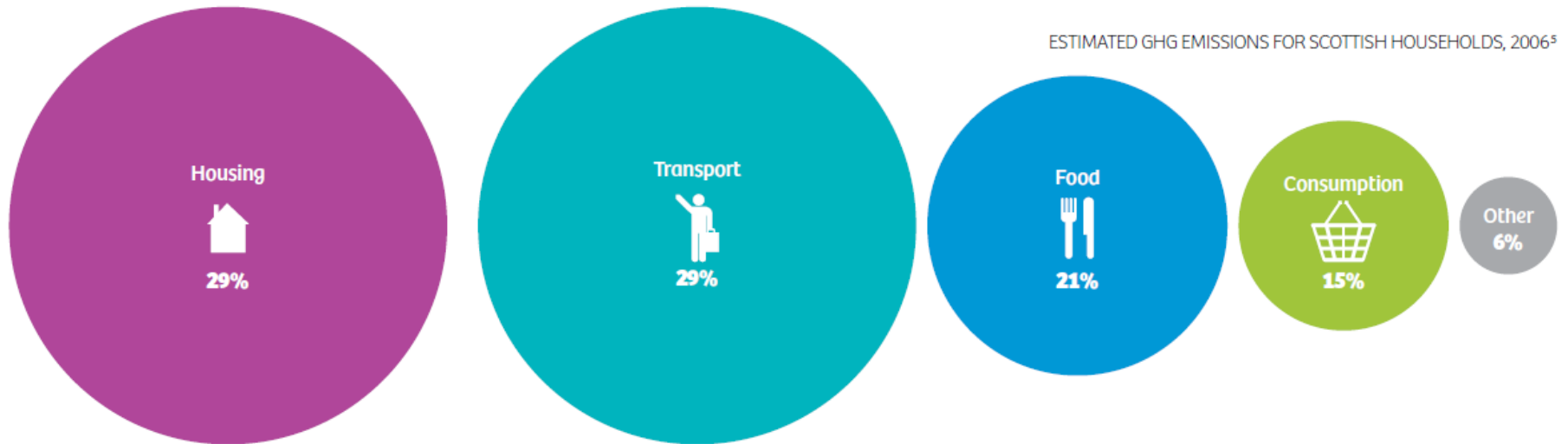
- Act passed unanimously
- Emissions reductions
  - 42% by 2020
  - 80% by 2050

“publish a public engagement strategy setting out the steps they intend to take to:

- inform people in Scotland about the climate change targets specified by the Act,
- encourage them to contribute to the achievement of those targets, and
- identify actions people in Scotland may take to contribute to the achievement of those targets”.

# What should people be doing differently?

Individuals and households account for **70%** of Scotland's consumption emissions. These break down into **four key themes**:



<sup>5</sup> [www.scotland.gov.uk/Publications/2009/10/28101012/0](http://www.scotland.gov.uk/Publications/2009/10/28101012/0)

## ✚ Consumption vs. production emissions

**Production-based emissions** are the emissions we generate domestically. These have gone down in Scotland over the past couple of decades because we have become more efficient in the use of energy and because the share of manufacturing in production has decreased.

**Consumption-based emissions** take into account all the emissions we are responsible for as consumers of the goods and services we buy including those we import in Scotland. These emissions have not decreased to the same extent as production-based emissions despite generally improving energy efficiency across the world because we are consuming more.

# Ten Key Behaviour Areas

1. Keeping the heat in (insulation, draught proofing, double glazing) 
2. Better heating management (turning down heating thermostat to between 18° and 21°, reducing the hours the heating is on, and turning down hot water thermostat to a maximum of 60°)
3. Saving electricity (buying energy efficient appliances, lightbulbs, TVs and other products when they need to be replaced, washing clothes at low temperatures)
4. Installing a more energy-efficient heating system or generating your own heat by replacing inefficient boilers with condensing boilers and/or microgeneration (e.g. solar water heating, biomass boiler, heat pump)
5. Becoming less reliant on the car (walking, cycling, using public transport and/or car-sharing instead of driving) 
6. Driving more efficiently (using a low carbon vehicle (fuel efficient, hybrid, alternative fuel or electric), and/or following fuel-efficient driving principles)
7. Using alternatives to flying where practical (e.g. train or teleconferencing for business)
8. Avoiding food waste 
9. Eating a healthy diet high in fruit and vegetables, in season where we live
10. Reducing and reusing in addition to the efforts we already make on recycling 

# Low Carbon Behaviours Indicators – Key Behaviour Areas (KBAs)



## Home Energy

Percentage of households who monitor their energy use

47% of people monitor their energy use (very or fairly closely), an increase of 3 percentage points since 2008.



## Personal Transport

Percentage of journeys to work made by public or active transport

30% of Scots walk, cycle or use public transport to get to work.

Scotland Performs - Performance maintaining.



## Food: Diet & Food Waste

Percentage of people who consume 5 or more portions of fruit & veg per day

20% of Scots eat the recommended 5 or more portions of fruit and veg per day, unchanged compared to 2008.



## Consumption: Reduce, Reuse, Recycle

Waste generated: local authority municipal solid waste

3.06 million tonnes.

Scotland Performs - Performance improving.

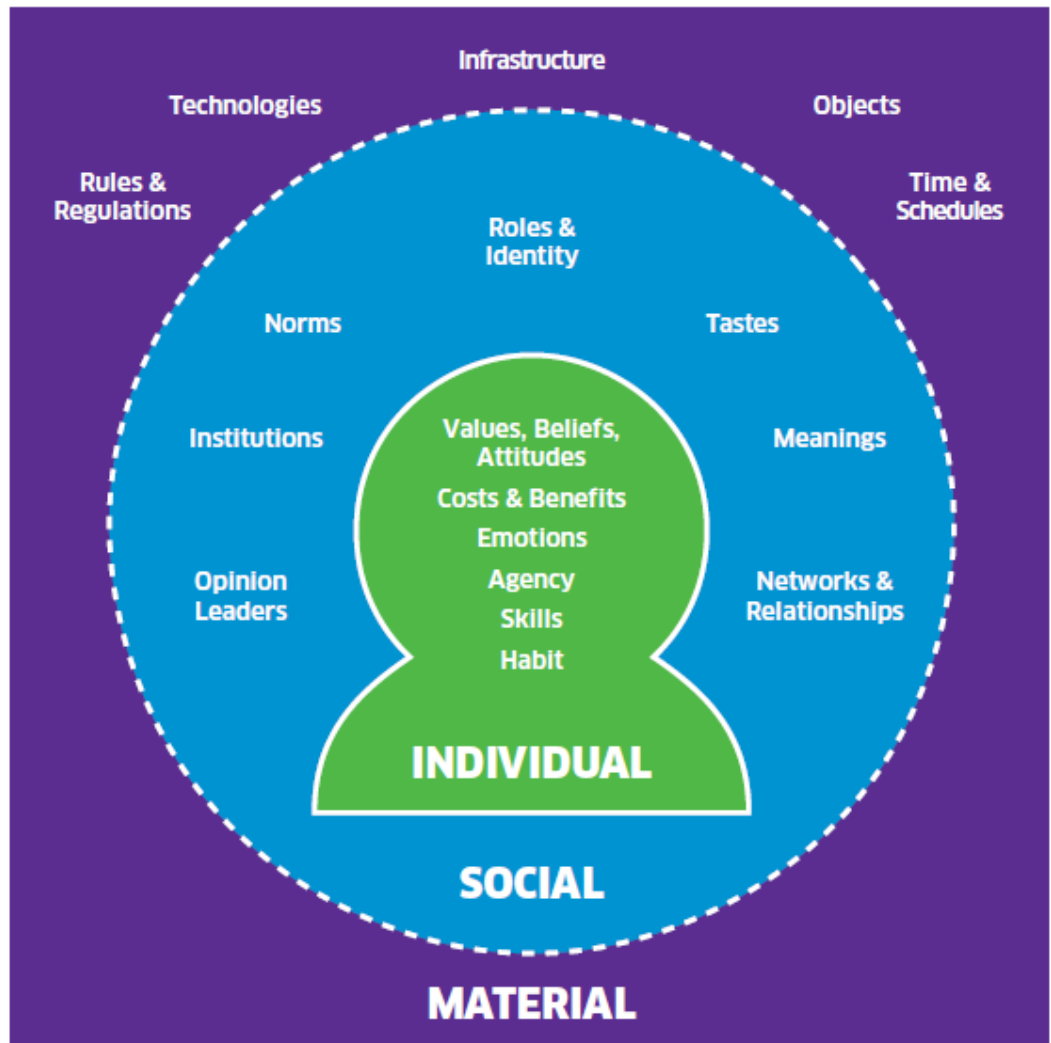


# What Works in Changing Behaviours

**Individual:** make it easy (AND/OR make the sustainable choice the default choice)

**Social:** build common cause (values) and support positive social norms

**Material:** help in the creation of technology and hard infrastructure (e.g. energy efficiency products, cycle lanes) and reconfigure soft infrastructure (e.g. policy, services) to drive change forward.



# Going Forward

- Starting a public conversation on climate change
  - What works in communicating climate change
  - Values / attitudes of public
- Delivering a series of seminars on the options / scenarios for meeting the climate change targets
  - Priorities for public
- Using the ISM to influence policy

# Low Carbon Behaviours Framework

[www.gov.scot/Publications/2013/03/8172](http://www.gov.scot/Publications/2013/03/8172)

## Key Behaviour Areas – Data for Scotland

[www.gov.scot/Publications/2013/10/3267](http://www.gov.scot/Publications/2013/10/3267)



**The Scottish Government**