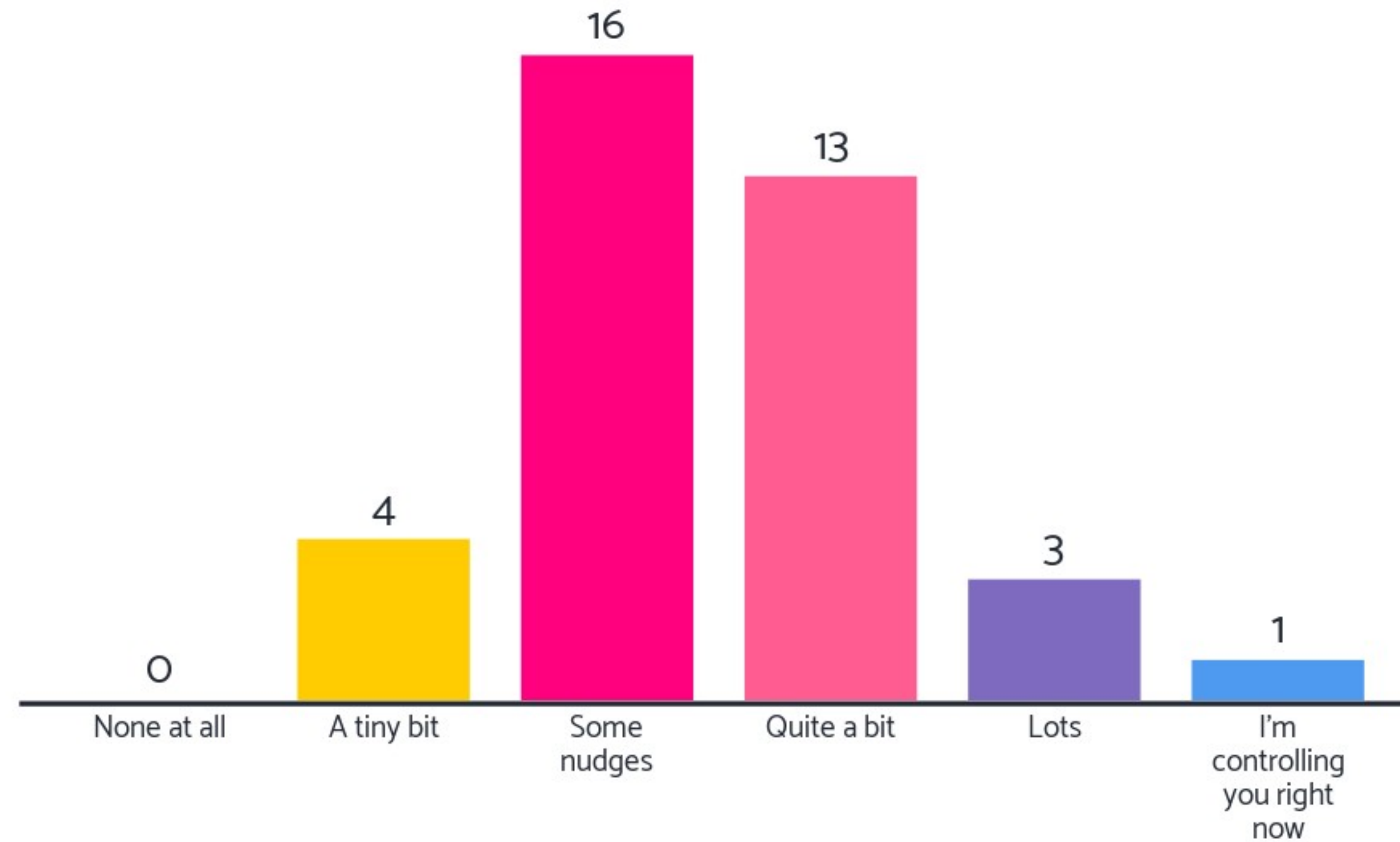


# In your role, what influence do you feel like you have over influencing others' behaviour?



## What are the key components of behaviour change, in your opinion?

86 responses





# Where have you seen successful behaviour change take place over the last few years?

Re-engagement with the environment.

Advertising does it all the time

Grass roots

Improved household waste practices

reducing plastic bag usage in supermarkets

Reduce energy use

Plastics

having presented clear evidence

# Where have you seen successful behaviour change take place over the last few years?

Seat belts

Staying away from work if you are ill.

In response to covid but people are tired now

Wales - recycling rates!

Covid

recup circular cup scheme in Berlin

Covid-19 travel behaviour change

Huge rise in interest in fixing and mending - numbers of people attending our restart parties.

# Where have you seen successful behaviour change take place over the last few years?

Seat belts

hybrid working

owning decisions more  
clearly main stream media tv  
shows

fewer plastic bags used

Bottom up changes for staff

Community  
engagement/networks  
during lockdown

covid behaviours

Smoking



# Where have you seen successful behaviour change take place over the last few years?

Smoking

introducing peoples'  
assemblies

Daily Mail and the relentless  
pushback on climate issues

repairing and re-using

reusable bottles

Smoke free environemnts

Greening of supply chains  
and waste segregation

helmets now worn as standard  
in all pro-cycling races - I hope  
this bodes well for more  
sustainable cycling race  
changes in time.

# Where have you seen successful behaviour change take place over the last few years?

Cigarettes, vapes and smoking cessation

vegetarianism

resumption of student sit ins

Me too

recycling

Recycling (but not actually consuming less!)

Social media

repair cafes

# Where have you seen successful behaviour change take place over the last few years?

heat awareness

non-dairy in cafes

Active Travel in Cardiff

reducing plastic

More wildflowers

20mph (some areas)

library of things

journey planning



# Where have you seen successful behaviour change take place over the last few years?

Buy nothing rather than black Friday

Refill schemes

Trans acceptance.... Still some way to go

sharing of goods on whats app groups

After years of banging on about remote working for years Covid shifted everything overnight

You tube how to videos

Switch to mobile phones

Young activists in climate change movement, Cities around the world are doing good job in cutting down GHG emissions. Plastic pollution

# Where have you seen successful behaviour change take place over the last few years?

No mow May

Loss of landlines

vested interests

Switch to streaming music

Linear thinking :)

accessibility to digital

inert power structures

reuse

# Where have you seen successful behaviour change take place over the last few years?

access to communities

The infrastructure we live within

Fatigue

Convenience

elitism

other pressures/distractions

Asking people to go against the easy choice

rich and powerful companies/individuals who don't want change



# Where have you seen successful behaviour change take place over the last few years?

better incentives

# What do you see as the main barriers to behaviour change?

Daily Mail

Time & resources

cost

Fear

cost

time

misinformation

Distrust

# What do you see as the main barriers to behaviour change?

lack of knowledge

money

Right wing press

Behavioural change

Misinformation

Money

making it simple and  
convenient enough for people  
that it feels like an easy switch

Distrust of experts



# What do you see as the main barriers to behaviour change?

Cost

culture

Entrenched opinions

lack of good supportive  
network

Politicians

nostalgia

governance

Media refusal to cover  
climate change

# What do you see as the main barriers to behaviour change?

Lack of understanding of  
the need

Beliefs

climate anxiety

Distrust

Vocal minority

habits

Current norms and values

access to timely  
communication resources

# What do you see as the main barriers to behaviour change?

lack of awareness

lack of resources

Social media

Vested interests

Oil and gas lobby

Knowledge on how to  
change

Linear thinking :)

Individualism



# What do you see as the main barriers to behaviour change?

Fear of change

org culture

Fear of change

vested interests

motivations that align with  
values

politicians

Infrastructure

Nationalism

# What do you see as the main barriers to behaviour change?

Funding tailored toward  
status quo

power structures

cognitive dissonance

Social norms (perception of)

cost of living

differing messages from  
'official' people

Financial impacts of  
changing to greener  
projects

disinterest.

# What do you see as the main barriers to behaviour change?

Neoliberalism

Interests of the rich such as  
in cop 28

Apathy

Carbon based culture

peer pressures

an environment that does  
not enable/empower

Affordability

Relentless urgent priorities  
(healthcare) overwhelm  
important long-term issues.



# What do you see as the main barriers to behaviour change?

disbelief in the need.

Cultural beliefs

political will, fossil fuel  
companies

'keeping up with the Jones'

People's circumstances and  
access to choices

lack of vision/understanding  
of future state

Ruling class hegemony

difficulty in changing whole  
systems.

# What do you see as the main barriers to behaviour change?

Don't trust messenger

Thinking we're separate  
from nature

physical barriers - i.e. can't  
switch things off

If you are green the weirdo not buying  
anything, wearing hemp and eating  
veg then you are excluded and  
people are put off from even making  
moderate change

Capitalist visions

Don't want to change  
standard of living

Scare, not look at  
opportunities

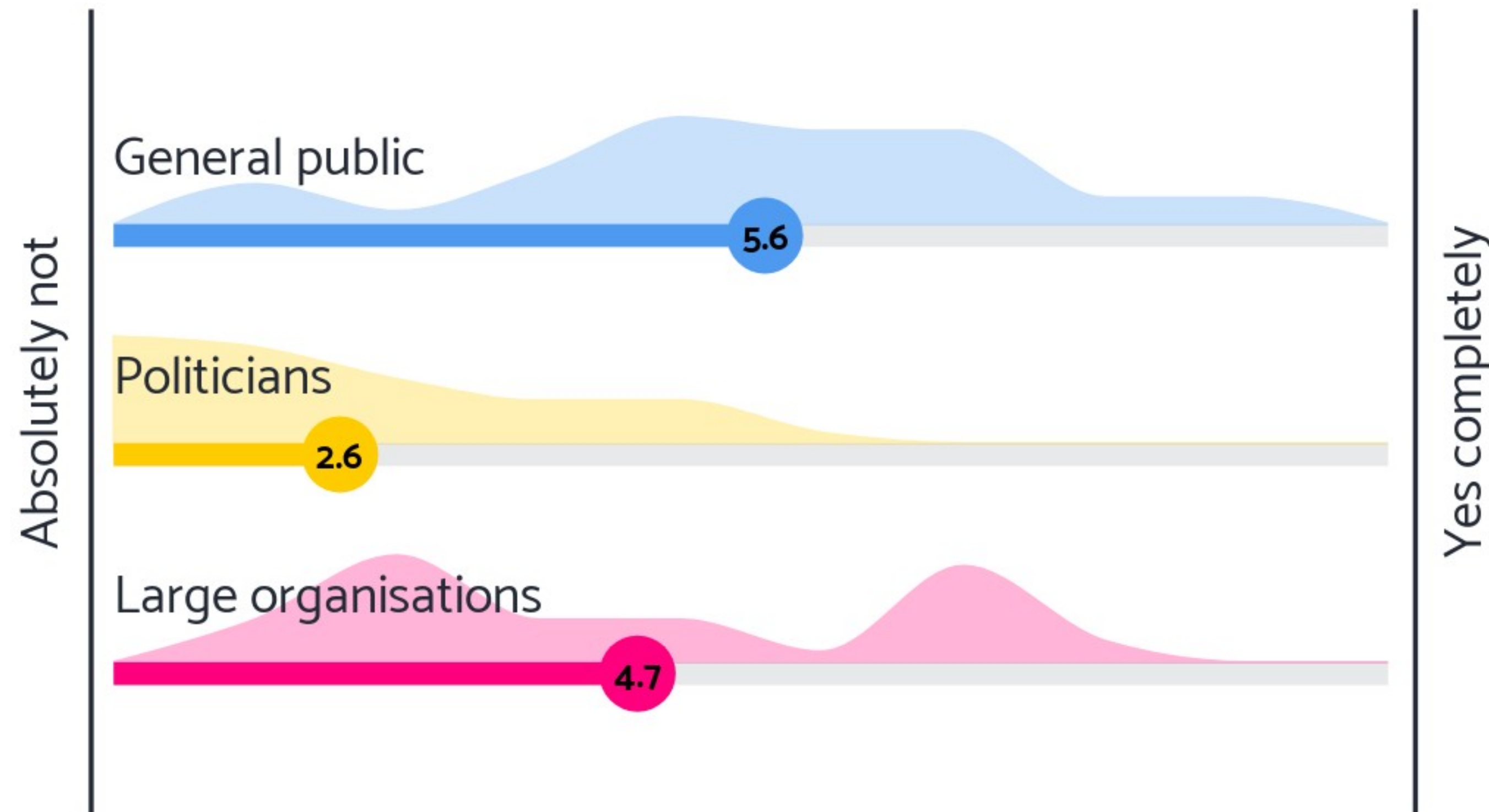
Capitalism

# What do you see as the main barriers to behaviour change?

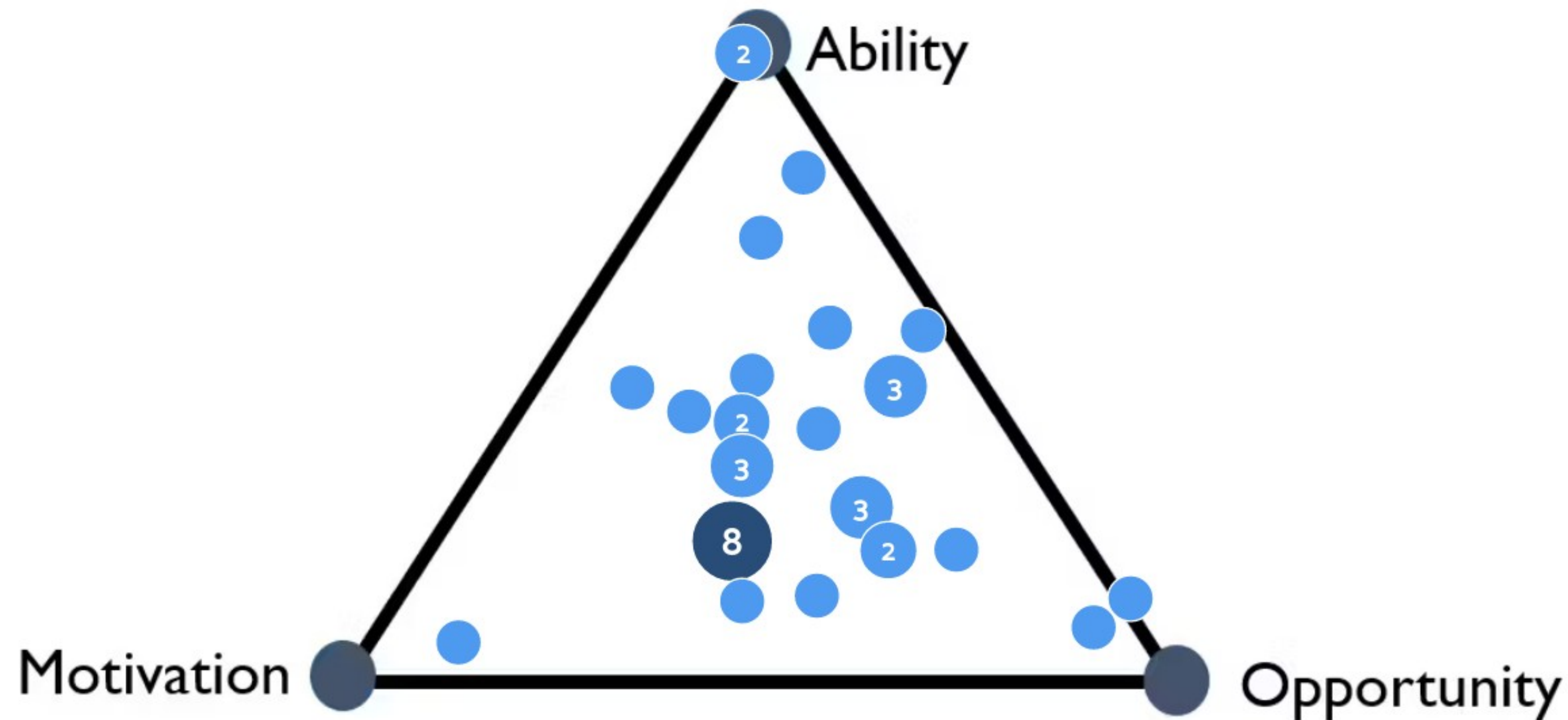
Conspiracy theories



# Overall, do you think attitudes and opinions are ready for the behaviour change required for adaptation?

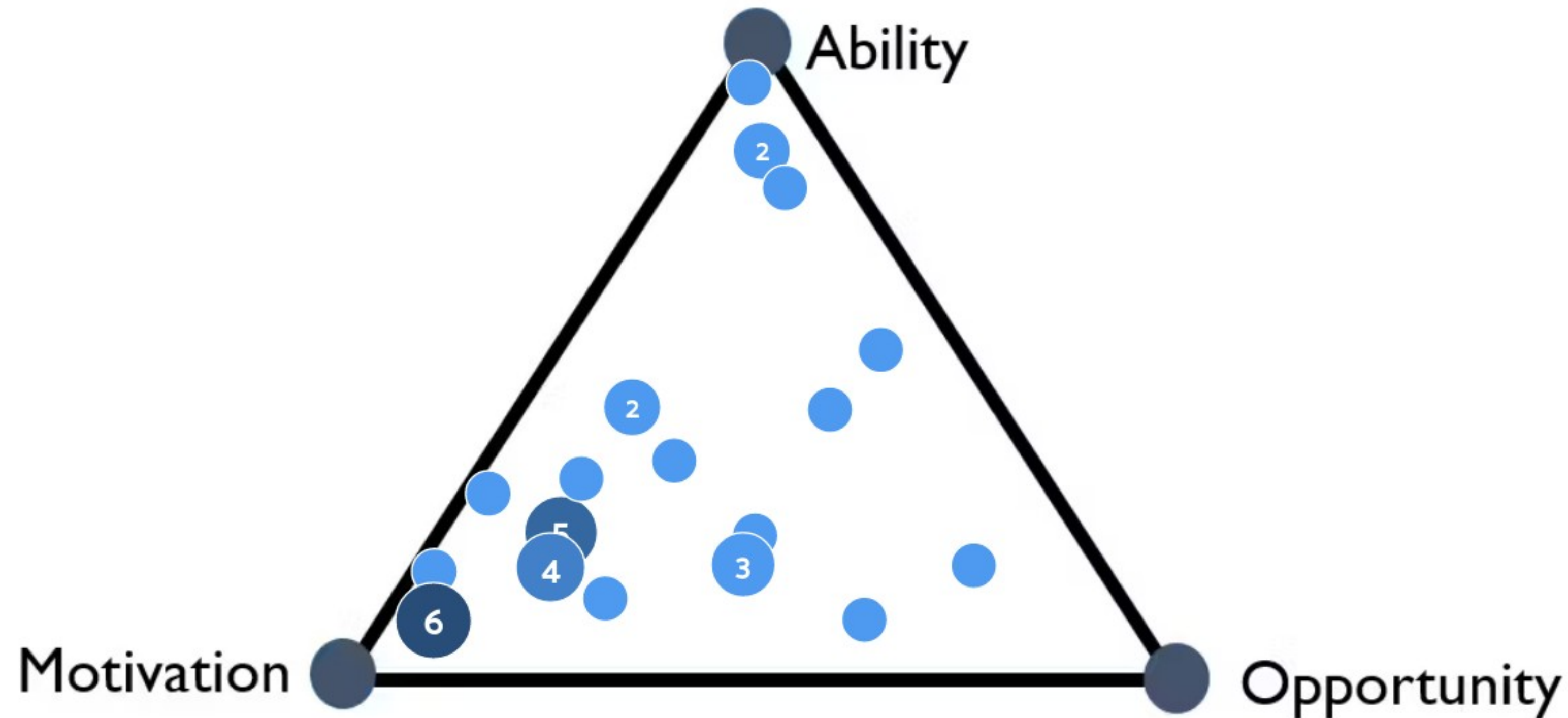


# Where should we prioritise our efforts for adaptation-related behaviour change?





# Where do you think we are closest to for adaptation-related behaviour change?





# What behaviour change would you most like to see (relating to adaptation)?

Climate Adaptation Act  
2024

people taking ownership

adaptation built into  
planning applications

Not building on flood plains

collective action

mutual aid

Carbon emission reductions

easier routes

# What behaviour change would you most like to see (relating to adaptation)?

Paradigm shift in human-nature relationships and identity

Inclusion of different types of knowledge

Behaviour change supported by every policy

Understand the risk is real

Enabling adaptation to coastal change

Community buy in and working together to make change happen

Planning facilitation of community energy and embedding biodiversity net gain

individuals seeing adaptation as their responsibility



# What behaviour change would you most like to see (relating to adaptation)?

Less flying

Officers across a local authority  
tuned in and motivated to  
utilise opportunities for  
adaptation

politicians believing that the  
public want change and  
supporting them to do it

buy in / ownership from  
large organisations  
/politicians

Equal emphasis from  
government

Ban on single use plastic

Planning

People really getting and  
valuing nature - not just on  
the TV



# What behaviour change would you most like to see (relating to adaptation)?

Top-down governmental  
mandate

Climate thinking placed  
foremost in all aspects of design  
(products, building, town  
planning)

People and biodiversity at  
the heart of planning  
decisions

Knowledge databases for  
people to act

A genuine shared vision and  
intent to drive action  
together

acknowledgement

open-mindedness to SuDS

more heat resilient buildings

# What behaviour change would you most like to see (relating to adaptation)?

Enable active travel

Positivity

commitment for the  
medium long term beyond  
current restrictions

preparation

Retrofit to homes and  
businesses and infrastructure to  
include adaptation to climate  
impacts

Improved leadership

Bogart 20 percent or higher

Community resilience



# What behaviour change would you most like to see (relating to adaptation)?

Finance flow and training in the field for our decision markers

Lift people out of poverty to give them agency

huge behaviour change to reduce climate emissions and moving away from the coast

People DOING ... supporting adaptive work and restoring nature

End to end thinking

Commitment across the community from grassroots to leaders

Not continue business as usual building further problems

more open to long term benefits thinking as opposed to short term benefits



# What behaviour change would you most like to see (relating to adaptation)?

Economic understanding of  
benefits

Improvements to  
democratic processes.

number ten introduce  
compost loos

Massive improvement in bus  
services

Action

Thinking about the next  
generation

A national understanding of  
the risks and implementing  
adaptation