

CRC

FOR LOW CARBON LIVING

Innovations for a Sustainable Australian Built Environment

Program 3 “Engaged Communities” Workshop

Pathways to built environment emissions reductions

Stephen White & Susan Thompson

WORKSHOP CONTENTS

- **What are the research focus areas of Program 3 ?**
- **What are we trying to achieve ?**
- **Group discussion**
 - **Can our research focus area credibly impact on what we are trying to achieve ???**

ENGAGED COMMUNITIES

Applying complex social, technical & economic system science to achieve a sustainable and liveable society

COMMUNITY

Health
Amenity
Belonging
Liveability

GOVERNMENT

Building codes
Subsidies
Regulation
Education
Ratings
Planning permission

TASK - TRANSFORMING CONSUMPTION (?)

Shwom & Lorenzen, "Changing household consumption to address climate change: social scientific insights and challenges", *WIREs Climate Change* 2012

Homo-Economicus

Consumers rationally reflect on narrowly defined self interests and consume accordingly to maximise satisfaction

Predictably Irrational

Consumers are influenced by cognitive, social and emotional factors that shape how consumers define and maximise utility

Locked-in

Focuses on circumstances that constrain consumption, such as the work spend cycle and corporate and government decisions on technological infrastructure and investment

Socially Organized

Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns

TASK - TRANSFORMING CONSUMPTION (?)

Shwom & Lorenzen, "Changing household consumption to address climate change: social scientific insights and challenges", *WIREs Climate Change* 2012

Homo-Economicus

Consumers rationally reflect on narrowly defined self interests and consume accordingly to maximise satisfaction

Individual Decisions

Predictably Irrational

Consumers are influenced by cognitive, social and emotional factors that shape how consumers define and maximise utility

Locked-in

Focuses on circumstances that constrain consumption, such as the work spend cycle and corporate and government decisions on technological infrastructure and investment

Community Decisions

Socially Organized

Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns

TASK - TRANSFORMING CONSUMPTION (?)

Shwom & Lorenzen, "Changing household consumption to address climate change: social scientific insights and challenges", *WIREs Climate Change* 2012

Homo-Economicus

Consumers rationally reflect on narrowly defined self interests and consume accordingly to maximise satisfaction

Techno-economic
Decisions

Locked-in

Focuses on circumstances that constrain consumption, such as the work spend cycle and corporate and government decisions on technological infrastructure and investment

Predictably Irrational

Consumers are influenced by cognitive, social and emotional factors that shape how consumers define and maximise utility

Social-Cultural
Decisions

Socially Organized

Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns

MAPPING PROGRAM 3 ACTIVITY AREAS

Homo-Economicus

Program 1

Consumers rationally reflect on narrowly defined self interests and consume accordingly to maximise satisfaction

**Program 3
Incentives
Information**

Predictably Irrational

Consumers are influenced by cognitive, social, behavioral factors that shape how consumers define and maximise utility

**Preferences/barriers
Marketing/messaging**

Locked-in

Program 2

Focuses on circumstances that constrain consumption, such as the work spend cycle and corporate and government decisions on technological infrastructure and investment

**Program 3
Community
consultation**

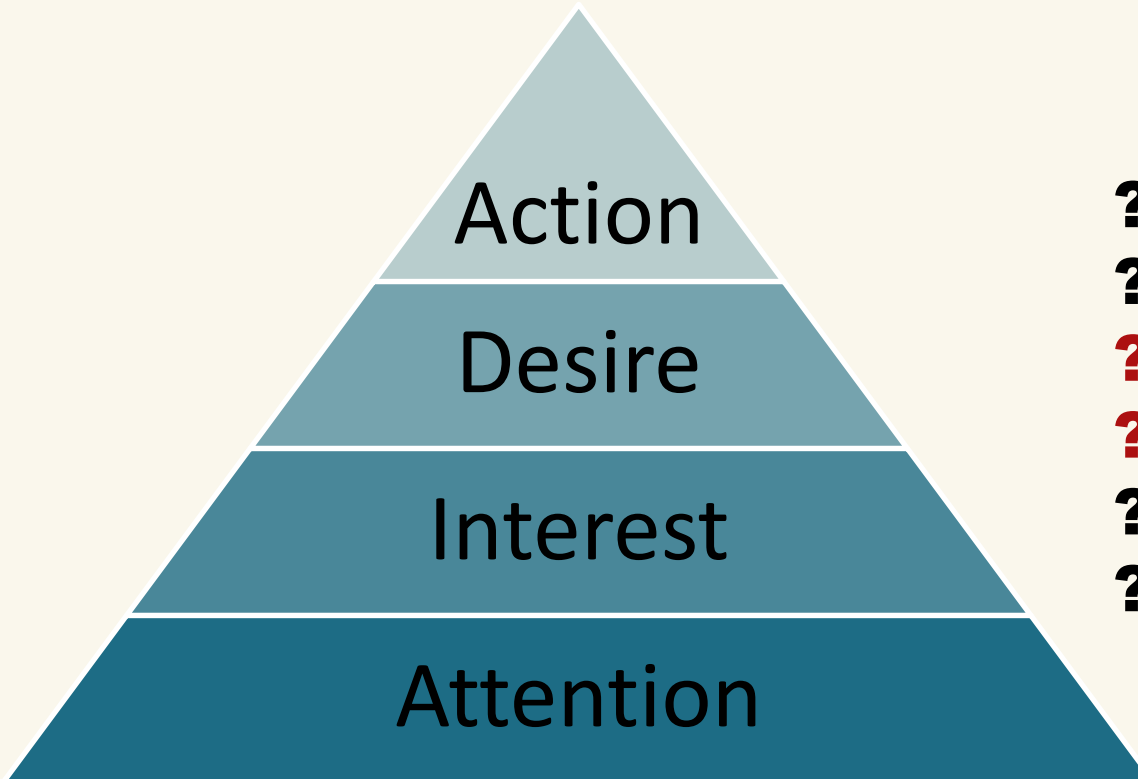
Socially Organized

Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns

**Cultural values norms
Public discourse
Awareness**

PERSUASION 101

– WHAT DIRECTION FOR MASS TRANSFORMATION ?



- ? cognition-affect-conation
- ? cognition-conation-affect
- ? affect-conation-cognition
- ? conation-affect-cognition
- ? conation-cognition-affect
- ? affect-cognition-conation

Conation: The aspect of mental processes or behavior directed toward action or change and including impulse, desire, volition, and striving

WHAT DOES CRC SUCCESS LOOK LIKE ?

- ✓ **Attributable MT CO₂-e/yr of greenhouse gas abatement**
- ✓ **Adoption of tools, techniques or advice by government, industry and/or community around Australia**
- ✓ **Research virtuosity**
 - Ideas that grab the imagination and solve intractable problems
- ✓ **Visibility**

Think big.... Think “hearts and minds of Australians”.... Think national institutions...

ROOM FOR OPTIMISM ?



? A marketing task

? A technology task

? A policy task

? A culture transformation task

? Other

GROUP TASK –

WHAT ARE THE PATHWAYS TO LARGE SCALE BUILT ENVIRONMENT CARBON REDUCTION ?

Putting on your 2030 historian hat, fill in the following.....

- Australian greenhouse gas emissions began to decrease when ...[insert actor]..... decided to ...[insert action]
- The Low Carbon Living CRC ...[insert research result]... enabled them to [insert need of actor]

Note: no expectation that there's an easy silver bullet !!

Thankyou

Stephen White

Program Leader “Engaged Communities”

stephen.d.white@csiro.au

Ph: 0408 487 664