

What makes us act green?

The Distribution and Dynamics of Environmental Attitudes & Behaviours

And Implications for Energy Demand

Tuesday 17th Dec 2013 10am-4pm: BIS Conference Centre, 1 Victoria Street, London SW1H 0ET

Energy overuse at the national level is both a direct and an indirect result of the millions of decisions made in homes across the UK. Direct effects are driven by individual and household energy and transport choices how much gas and electricity we use, whether we take the car or travel by public transport and indirectly through the consumption of goods and services provided by the industrial and service sectors.

The Department for Energy and Climate Change (DECC) aims to reduce UK greenhouse gas GHG emissions by 80% by 2050 and in order to do so 'energy efficiency will have to increase across all sectors to the extent that energy use per capita is between a fifth and a half lower than it is today'. To achieve this, people living in the UK will have to radically and permanently change the way they live in order to *both* reduce overall energy demand *and* use significantly less carbon-intensive energy sources, products and services. In this context the distribution and dynamics of the values, attitudes and behaviours related to such 'choices' and also the normative social habits, routines and contexts that constrain them are key to understanding society's ability to respond to such targets.

In January 2013 a new research project funded by the ESRC began looking at attitudes and actions of the British population towards environmental issues - looking at our changing behaviours towards recycling in the home, green energy and energy consumption. This day-long event will bring together researchers from different disciplines and will discuss some of the findings of this ground-breaking research project which will help local and national government, energy providers and environmentalists to understand the motivations and actions of the British population.

This workshop will bring together researchers with policy and industry stakeholders to share and discuss recent research results with a view to developing a sustained research and evidence-based intervention agenda. The workshop is supported by the ESRC Research Centre on Micro-social Change (MISOC) and the ESRC Secondary Data Analysis Initiative.

To register go to <http://whatmakesusgreen.eventbrite.co.uk>