

# Behaviour Change and the Net Zero Carbon Programme

An update for Environment and Regeneration Scrutiny Committee

# Behaviour change and the net zero carbon programme

- Identified as a key element of our engagement approach in Vision 2030
- Scrutiny Review in 2020/21 made recommendations for the programme which have informed our approach
  - Consider how behaviour change can support delivery of council priorities and outcomes, and cross-departmental opportunities
  - Allocate funding for behaviour change work
  - Commission pilot projects
  - Share findings of pilot projects with E&R scrutiny committee
  - Facilitate internal capacity building
  - Deliver more localised and targeted communications
  - Seek funding to support long-term implementation

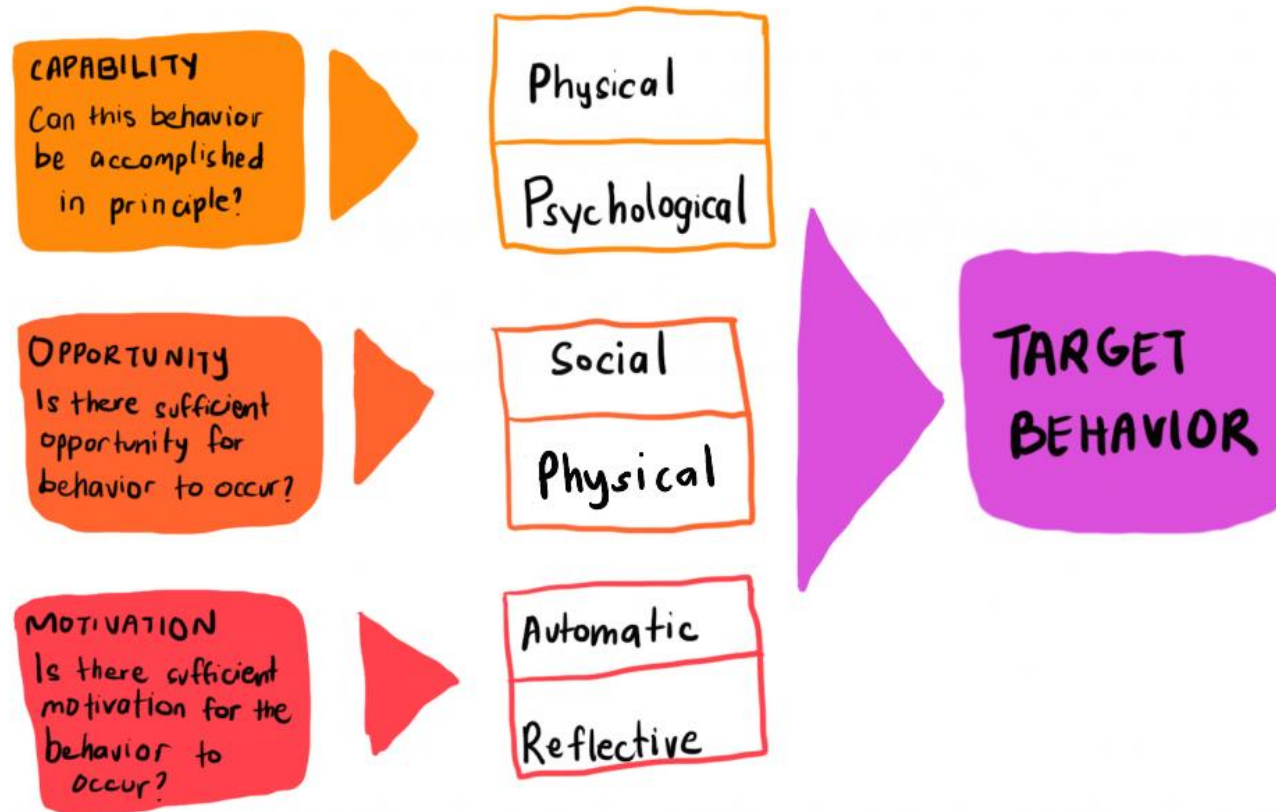
## What we did next

- Workstream staff surveys and stakeholder mapping to identify topics and key audiences for a pilot project commission
- Convened workshops with 11 London boroughs to discuss shared priorities and potential for collaboration on a commission
  - These identified a disparate range of topics, but it was difficult to achieve consensus on priorities
  - Further discussions via London Councils suggested that many didn't feel ready/informed enough to commission any specific pilots.

## Other challenges

- Staff capacity – key lead officer left in February 2022 and has only been replaced in August 2023
- Restructure of key services required to establish a better provision to support campaigns and engagement
- Development of new Corporate Plan with a new set of missions/outcomes to be established and embedded across the council
- Energy price and cost of living crisis provided a new, more challenging context and alternative opportunities in which to promote behaviour change
- Stakeholder mapping across a programme and organisation of this scale proved unwieldy
- Lack of internal understanding of behavioural change programmes (vs communications campaigns) and therefore buy-in to commission pilots.

# Establishing the foundations to introduce behaviour change



- Evidence based, systemic approach to understanding and targeting behaviours through carefully designed interventions and evaluation.
- Recognizes that behaviour is influenced by many factors, and that behaviour changes are induced by modifying at least one of these components on the left.
- Information and comms is not enough. Think campaigns, incentives, penalties, physical constraints or environmental changes, service re-design

The Net Zero Carbon programme was still finding its feet and we simply weren't ready to commission a new programme of projects in 2022

# How we have adapted our approach

- Developed a Logic Model approach for the NZC Programme, currently underway, to:
  - Support an evidence-based approach to workstream action plans
  - Focus on impact and outcomes
  - Prioritise interventions and inform priorities for engagement.
- Allocated £40k funding and commenced procurement for a Behaviour Change specialist organisation to:
  - work with workstreams, anchor institution partners and the wider council to identify and scope priority behaviour change initiatives and develop an initial programme for delivery.
  - Meetings held and correspondence with potential providers to complete soft market testing.

# How we have adapted our approach

- Delivered a winter 2022 staff campaign in response to the Energy Price crisis and achieved a cost avoidance of c. £2m through our cross-departmental Corporate Energy Saving Programme
- Commissioned a series of workshops exploring the “Barriers to Net Zero” over the summer of 2023:
  - 4 sessions on retrofit to inform the development of the NZC Supplementary Planning Document
  - 1 session on encouraging active travel
  - 1 session on encouraging re-use and repair
  - Findings to inform the Engaging, Empowering and Partnering strategy and plan.

Save energy  
**TURN OFF YOUR  
COMPUTER**  
when not in use

A green and yellow poster for Islington's energy-saving campaign. The top section is green with the Islington crest and the text "LET'S WORK TOGETHER AND SAVE ENERGY AND MONEY". The bottom section is yellow with the text "Find out about the changes we are making, and what you can do. Search 'Net Zero Carbon' on izzl for easy tips you can follow". There are also logos for "MAKE SMALL CHANGES EVERYDAY" and "ISLINGTON For a more equal future".

**LET'S WORK TOGETHER AND SAVE ENERGY AND MONEY**

Find out about the changes we are making, and what you can do.  
Search 'Net Zero Carbon' on izzl for easy tips you can follow

ISLINGTON For a more equal future

# How we have adapted our approach



**Delivered introductory staff training for key teams to support awareness of the value of behavioural science and its use in engagement activities:**

- Engaging the public in climate action
- Encouraging sustainable choices using behavioural science

22 staff trained across NZC, Comms and Campaigns, Inclusive Economy, Waste and Recycling, Energy, Transport, Housing, Planning and Finance



**Developed proposals for culture change within the council including**

a re-brand of the NZC Programme team to Climate Action

commitments from senior leadership to undertake Climate Literacy training

progressing initiatives to strengthen and embed low carbon decision-making across the council



## Other delivery

- Improved access to information including:
  - Promotion of the Together Greener website, particularly during Go Zero
  - enhanced support through the duty planning service for those seeking to retrofit their homes
  - Business directory developed and promoted through shop local campaign
- Financial incentives to our SMEs through the Energising Small Business grants and our Circular Economy work
- Continued delivery of our Active Travel programme and People Friendly Streets, maximising available funding for initiatives such as TFL Travel for Life and working with public health and our leisure service to develop a campaign to encourage physical activity.
- Repair cafes and upcycling workshops



Developed joint action plan with our Anchor Institutions which includes engagement and behaviour change as one area for collaboration – launched this in April 2023 with a 6 week Go Zero campaign which focused on opportunities to make sustainable choices

**Go ZERO**

Our energy advice service provides brilliant, free guidance on how you can save energy at home.



Find out how you can reduce your carbon footprint, and save money: [togethergreener.islington.gov.uk](https://togethergreener.islington.gov.uk)



**Go ZERO**

Choosing to walk and cycle more often can help reduce emissions, on the way to creating a net-zero carbon Islington. Our Dr Bike experts can provide great tips on looking after your bike!



Find out how you can get involved at [islingtonlife.london/EarthDay](https://islingtonlife.london/EarthDay)




**Go ZERO**

Planting in your home, park, or local community space is a healthy way to relax, meet new people, and create a greener Islington.



Find out more about local planting initiatives: [togethergreener.islington.gov.uk](https://togethergreener.islington.gov.uk)



**Go ZERO**

By shopping local, you can ensure your community thrives, support businesses that care about the environment, and save money.



Find out more about reducing your carbon footprint: [togethergreener.islington.gov.uk](https://togethergreener.islington.gov.uk)



**Go ZERO**

We offer brilliant, free bikeability courses, which allow residents of all ages to learn to be safe, competent cyclists.



Find out more about how you can make greener choices about the way you travel: [togethergreener.islington.gov.uk](https://togethergreener.islington.gov.uk)



**Go ZERO**

Thinking carefully and planning your meals can help reduce food and plastic waste, save money, and lower your carbon footprint.



Find out how can you reduce your impact on the planet: [togethergreener.islington.gov.uk](https://togethergreener.islington.gov.uk)



# Cally Fest in partnership with the Archway Upcyclers and ISN



## Next steps

- Select specialist organisation to work with workstreams over next 6 months to develop a behaviour change programme and scope priority projects for delivery
- Consider the role of the planned Citizen's Panel in helping to shape our climate action engagement work and priorities
- Staff survey to understand perceptions / motivations on climate action
- Develop improved climate awareness training for all staff, in collaboration with other boroughs.
- A review of the Together Greener site and pledge tool to further develop its use.
- Build on Go Zero and co-design a new campaign for 2024

# Summary

- Although we have had to adapt our approach as we have developed the programme, we remain committed to delivering against the recommendations:
  - Consider how behaviour change can support delivery of council priorities and outcomes, and cross-departmental opportunities:
    - As part of the logic model process and action planning
    - Aligning with the Together 2030 corporate plan and five missions
  - Allocate funding for behaviour change work
    - £40k allocated this year to deliver Barriers to Net Zero workshops and to commission specialist support
  - Commission pilot projects
    - to be scoped with the support of the commissioned behaviour change organisation
  - Share findings of pilot projects with E&R scrutiny committee
    - we will report back again next year to the committee on our progress

# Summary

- Facilitate internal capacity building
  - underway through staff training and awareness and will be built into the commission
- Deliver more localised and targeted communications
  - underway
- Seek funding to support long-term implementation
  - ongoing as part of our financial strategy to support climate action

# Questions?