



Stop Climate Chaos Scotland

Work on low carbon behavioural change

March 2013

Stop Climate Chaos Scotland does a great deal of work, with limited staff time and resources, to increase public awareness of climate change and related issues and to encourage low carbon behaviours. We have been involved in a range of activities including:

- Organising and supporting a number of public lectures and events on climate change and related issues.
- Organising the largest ever climate change event – The Wave – in Glasgow in the run up to the UN climate talks in Copenhagen in 2009.
- Taking part and contributing to Scottish Government’s Behaviour Change Research Programme.
- Providing information about low carbon behaviours on our website and to our member organisations’ staff and volunteers.
- Initiating and then supporting the publication of a book of new short stories about climate change by leading Scottish and UK authors: [Beacons: stories for our not so distant future](#).
- Meeting with civil servants to discuss the Scottish Government’s public engagement strategy and how we can best support that work.
- Planning and developing Stop Climate Chaos activities on low carbon behaviour change for 2013 and beyond.
- Sitting on and supporting the work of the 2020 Climate Group’s Public Engagement Group.
- Promoting the Scottish Government’s Greener Together initiative.

Since May 2011, Stop Climate Chaos Scotland has had a dedicated behaviour change working group focusing on this area of work. Our member organisations are also involved in a wide range of initiatives to inform their own members and supporters about climate change issues and about the steps they can take to reduce their carbon footprint. A few examples are detailed below:



Changeworks is a leading environment charity and social enterprise. They provide individuals and organisations with practical, expert and impartial support to live and work more sustainably. More info on Changeworks’ range of activities promoting low carbon behaviours is available on their [website](#).

Changeworks behaviour change service is for organisations that want to significantly reduce their environmental impact but need help with getting their staff to think and do things differently. An example of this work is the support offered to The Real Action on Carbon Emissions team at the Scottish Parliament. Changeworks was commissioned in 2012 to deliver a two year project to support the Parliament’s ambitious carbon reduction targets through designing and supporting staff engagement for behaviour change. This has involved reviewing activities and shaping engagement to change behaviour and deliver savings.

Another example is the award winning Kitchen Canny project which Changeworks launched in April 2009. They partnered with community groups to find participating households. Being Kitchen Canny is about following four simple principles: 1) Buying what you need; 2) Cooking what you need; 3) Buying and cooking seasonal foods; and 4) Using leftovers.



The associated changes in participants' attitudes and behaviours generate an average food waste reduction of 37%. This corresponds to 91kg per household per year of food and drink waste that would otherwise need to be disposed of (based on [The Food We Waste in Scotland 2009](#)). Follow-up surveys show that carbon savings and associated behaviours are broadly maintained, with only a 10% drop-off in the new behaviours over a year.



Eco-Congregation Scotland is a growing ecumenical movement of churches from Shetland to Dumfries, and from Iona to Aberdeen. They are urban and rural, small and large, Protestant and Catholic, traditional and cutting-edge. They share the conviction that our society's wholesale exploitation of the natural world is a dishonour to God the Creator; and that to do nothing in the face of environmental destruction is to fail in our duty to worship God and care for the poor.

Eco-Congregation Scotland offers a programme to enthuse and equip churches to weave environmental issues into their life and mission in an enjoyable and stimulating way. This is done by: making the link between environmental issues and Christian faith; take practical action in the church; and influence attitudes and take action in the local or global community.

Eco-congregations send out materials, maintain contact with churches, provide resources on their website and newsletter, arrange for churches to be assessed for awards, assist regional networks and equip volunteer promoters and co-ordinators to develop the programme at local level. In addition they represent Eco-Congregation to national church bodies and environmental organisations.

The Energy Agency successfully bid for a contract to establish and manage the Energy Saving Scotland advice centre for the South West, part of a Scotland-wide network of advice centres funded by the Scottish Government and managed by the Energy Saving Trust. The advice centre provides free, impartial energy efficiency, renewable energy and sustainable transport advice to householders, community groups, businesses and the public sector.



Education lessons and games have been delivered to primary and secondary schoolchildren since the year 2000. Aimed primarily at P6/P7 pupils, the Energy Agency has delivered lessons that cover fossil fuels, global warming, the greenhouse effect, renewable energy, saving energy in the home and waste minimisation. During that time, over 58,000 pupils have participated in these interactive lessons.



The award-winning **Fife Diet** is a consumer network of people passionate about local food. Fife Diet works to, among other things, enhance environmental protection and the development of sustainable development practices by creating a low carbon food culture and develop a strong community of interest around food and climate change.

Between October 2007 and October 2008 the Fife Diet asked people to sign-up to eating food from the region of Fife, for a year, monitor their progress and share their experience. The project has developed from a voluntary network into a funded body and in its development has changed from a small amount of people dedicated to eating 'from Fife' for a year, to a much larger network of people trying to re-localise more generally and to explore what sustainable food might be.

RSPB Scotland works with decision makers and campaigns for better legislation on low carbon initiatives. The organisation also encourages low carbon behaviours in its communications with supporters and the public. For example, there is a whole [section of their website](#) providing advice on green living, including ideas for the home, garden and workplace as well as green travel.



Transition Linlithgow formed in 2008 primarily on the issue of climate change and the lack of local action. Since then, they have become a registered charity and official members of the global Transition network focusing on efforts which boost community resilience and sustainability.

Transition Linlithgow has created allotments, planted orchards, encouraged home insulation, raised the profile of local food, given energy advice to residents, project managed installation of hundreds of solar panels, assessed the need for improved sustainable travel infrastructure, operated an eco-advice centre and worked with local organisations to raise awareness of climate change, peak oil and economic contraction.

Unison Scotland actively promotes Green Workplace policies and uses a number of resources to do so. They run a Green Workplace project in the South Lanarkshire Unison branch and have been involved in TUC projects in Scotland. Unison highlights that under the Climate Change (Scotland) Act 2009 all public bodies in Scotland have statutory duties to reduce emissions, help deliver adaptation programmes and to act in the way they consider most sustainable.



Greening the workplace and engaging staff can play a key role in the success of public bodies' work on climate change. Unison have provided a range of [resources](#) which have excellent examples for action. While aimed at trade unionists, the toolkit and handbook they have developed provide practical ideas that everyone can use to take forward workplace action.



WWF Scotland works with individuals, businesses and governments in different ways to make the changes needed to build a One Planet Future where people and nature thrive within their fair share of the Earth's natural resources.

WWF is involved in a range of behaviour change initiatives and has been a key driver in the [Common Cause](#) network which has inspired current Scottish Government thinking on [low carbon behaviours](#). WWF's [footprint calculator](#) provides a simple way for people to understand their carbon footprint, how it is made up and what they can do to reduce it.

WWF Scotland was also involved in the [Natural Change project](#), which works with people who hold positions of influence in society, offering them potentially life-changing experiences of wild places. It then goes on to support the growth of these personal experiences into leadership and social action for an ecologically sustainable future. The stories of transformation that emerge from this process are published in real-time on the internet and are intended to inspire others.

WWF's global annual 'lights out' event, Earth Hour, is an awareness raising tool for people around the world to come together and show their concern for climate change. A recent [advertising campaign](#) in key Scottish cities also rewarded positive low carbon behaviour by encouraging people to leave the car and take the bus. More info on WWF's range of work to promote low carbon behaviours can be found on the [WWF website](#).