



Mobilising Action on Climate Change: The Role of the Third Sector and Local Government

Report for Participants in Stakeholder Workshops

London & Manchester, 22 & 23 May 2007

Report to Defra

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This report does not represent the views of the Government or any Government department, and should not be interpreted as a statement of current or future policy.

1 Introduction

This document is a report of the *Mobilising Action on Climate Change* stakeholder workshops held in London and Manchester in May 2007. The workshops formed part of the Government's examination, led by Defra, of the role of the third sector (voluntary and community organisations and social enterprises) and local government in mobilising individual behaviour change to tackle climate change.¹

The workshops had a particular focus on how Government policies and programmes can encourage and enable communities and local government to fulfill their potential in helping achieve low-carbon communities. In particular, the purpose of the workshops was to provide an opportunity for key stakeholders to inform Government directly what they think is needed from Government and how they experience climate change policies on the ground: what works and what doesn't and what else would help.

The outputs of these workshops form the basis of practical advice and recommendations to be taken to Defra ministers by the end of June 2007.

The workshops follow on from the first phase of the Government's study into this issue. This was a limited review carried out by the Centre for Sustainable Energy (CSE) in partnership with Community Development Xchange (CDX) in January and February of this year. It looked at community initiatives and how they can encourage individuals to change their behaviour.

The study concluded that:

- The Government needs to define more clearly the role it expects the third sector to take in addressing climate change and how this fits into broader action to curb emissions;
- Community initiatives are unlikely to treat climate change as a priority without intervention, even if efforts are made to make climate change "locally relevant." They will need to be led and supported to action, if they – and the individuals within them – are to be mobilised successfully to change behaviour;
- A key requirement for future success is to establish a clear and realistic sense of collective agency which motivates and justifies individual and group action to cut carbon emissions. While this should honestly reflect the scientific insignificance of such actions on their own, it should also make explicit the political significance of many people starting to take action in concert, and demonstrate the way in which this underpins the legitimacy of UK leadership in seeking a global solution.

The report is available at

www.defra.gov.uk/environment/climatechange/uk/individual/index.htm

These workshops contribute directly to one of the study's recommendations; that the Government should review programmes and funded organisations to assess whether they are jointly creating the conditions required for successful community-based initiatives on climate change.

¹ The Energy Review announcement last July included a commitment for Defra, Communities and Local Government, Department of Trade and Industry, Department for Transport and HM Treasury to undertake a joint study looking at the "role of "community level" approaches to mobilising individuals, and the role of local authorities in particular in making them work effectively" (Section 2.84; p53).

The workshops were designed and facilitated on behalf of Defra by Simon Roberts and Mark Letcher of the Centre for Sustainable Energy (CSE)². This report has been prepared by Zoe Redgrove and Simon Roberts of CSE.

2 Purpose and Structure of this Report

This report is designed to provide a factual record of the outputs of the workshops for three purposes:

- To provide Government with documented outputs from the workshop to underpin its policy development process
- To provide workshop participants with a record of the two workshops which includes not only the outputs reviewed during plenary sessions but also the greater detail from group work sessions
- To enable other stakeholders and interested parties to review the workshop outputs.

The report is structured to follow the structure of the workshops themselves (both workshops followed the same structure) so that outputs could be presented fully with minimal interpretation.

The workshops involved three group work sessions enabling participants to examine issues associated with the workshop purpose. Each group consisted of 6 – 8 members, with a pre-arranged mix of community sector, voluntary sector, local authority and central government representatives.

Defra commissioned the Energy Saving Trust (EST) to prepare an overview of climate change policy that impacts on the third sector and local government as background reading for the group work session 3 to help participants be more aware of the range of policies on climate change and how they are relevant to both sectors (see Annex 4 for the full report).

Conclusions from the group work were shared with other workshop participants, in part to stimulate discussion but mainly to enable consistent input to later group work sessions. The content of the group work sessions was as follows:

Group Work Session 1

- Consider what third sector and local authorities do best to mobilise positive individual behaviour change
- Reflect on what this would look like if the focus for that activity was individual behaviour to curb climate change

Group Work Session 2

- Examine barriers to action and conditions required for action to flourish

Group Work Session 3

- Examine Government policies & programmes
- Assess their effectiveness and identify opportunities for improvement

² See www.cse.org.uk for more information

3 Workshop Participants

A full list of workshop participants for London and Manchester is included in Appendix 1. The 84 participants included representatives of local community initiatives, community development organisations and umbrella groups, community-based energy and sustainability organisations, voluntary sector organisations and umbrella groups, local authorities, parish councils, national agencies and government officials. A specific effort was made to ensure that participants had a wide range of backgrounds and included a significant number of representatives from organisations with priorities other than climate change or sustainability.

4 Effective Roles of Third Sector and Local Government: Output from Group Work Session 1

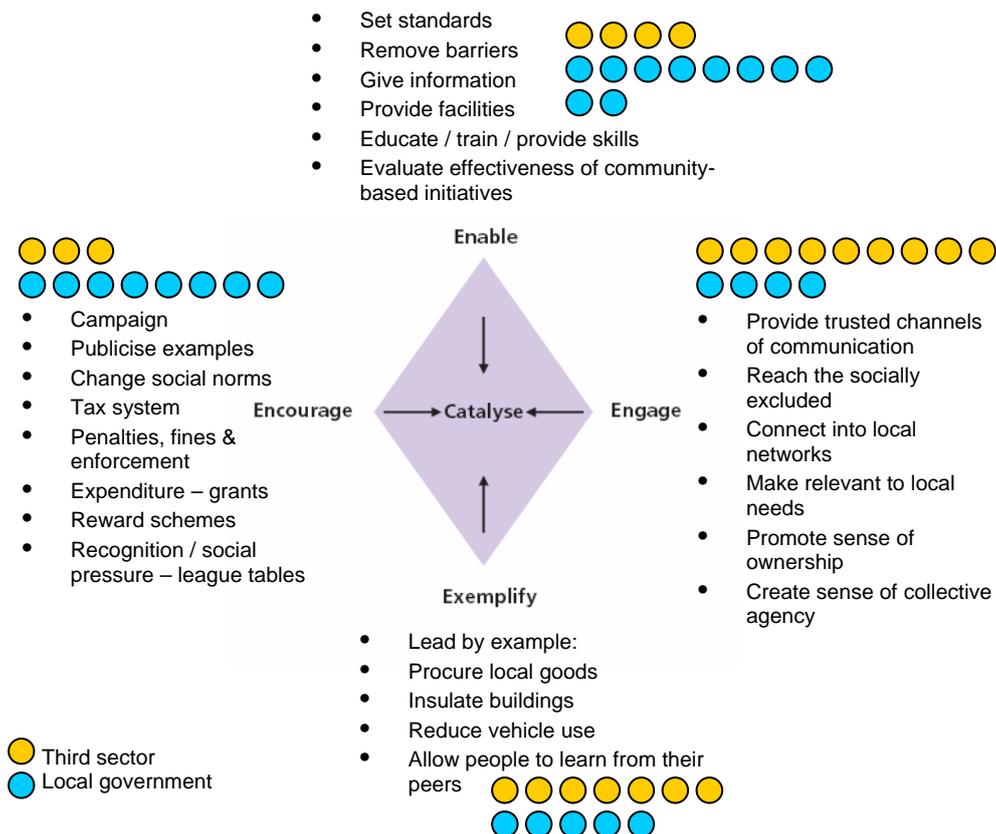
The first group work session of the workshop aimed to elicit participants' views on what third sector organisations and local government can do to help achieve low carbon communities, with a particular focus on securing individual behaviour change.

First, participants were asked to think about what the third sector and local government do best *at present*, not specifically related to climate change or the environment, but in general in their core areas of work. Clearly, these reflect a perspective on what works best rather than a description of the roles every third sector organisation or local authority is actually playing at present.

Participants were then asked to think about these roles in relation to climate change. Each group decided on the three most important general roles for the third sector and the three most important for local government. They then thought about what each sector would be doing if it was performing a similar role in relation to changing individual behaviour around climate change; for example, if the general role was 'reaching hard-to-get-to parts of the community', the climate-change related role could be 'promoting energy efficiency measures to hard-to-get-to parts of the community'.

In order to get a wider range of responses, participants were told to imagine that the conditions were in place to allow them to perform these roles, even if they are not in place at present. In a plenary session participants fed back what they considered to be the most important of these roles in relation to mobilising individuals to change behaviour to tackle climate change. The detailed results of this exercise can be found at Appendix 2.

Participants were asked to place the key climate change roles for each of the sectors on the most appropriate segment from the 4E's model (Engage, Exemplify, Encourage, Enable). This shows that participants think that local authorities are more suited to encouraging and enabling behaviour change and the third sector is more suited to engaging and exemplifying, in terms of what each sector does well.



The exercises produced lists of key roles for each sector which can be categorised as follows:

Third Sector: Priority Roles for Mobilising Behaviour Change on Climate Change

- **Communication and trust**
 - Advocacy for sustainable energy;
 - Provision of credible information through trusted channels; for example, a partnership; between an organisation with channels into a community and a mission-led organisation with knowledge to pass through those channels;
 - Volunteers doing outreach work on sustainable energy.
- **Local knowledge**
 - Consulting to find out what's relevant to climate change and build it in (to local plans, projects, strategies, etc);
 - Making national programmes work at local level; for example, Energy Efficiency Advice Centres.
- **Collective change**
 - Community CO₂ saving scheme, providing feedback on how many tonnes have been saved by their actions, thereby giving the community a sense of achievement;
 - Integrate climate change into work that's already going on in communities;
 - Use community buildings as sustainable energy exemplars;
 - Recruit volunteers to monitor their own climate change impact.
- **Resources**
 - Bidding for funding for climate-focused projects;
 - Directing knowledge, skills, and training towards these projects.
- **Leadership**
 - Championing action on climate change.
- **Partnerships**
 - Bringing together groups with different skills and interests to increase impact.

Local Authorities: Priority Roles for Mobilising Behaviour Change on Climate Change

- **Link between local and national level**
 - Identify local implications of national policy / strategy and local actions flowing from these (for e.g., the Nottingham Declaration).
- **Policy**
 - Set an integrated local carbon planning strategy;
 - Have a Cabinet member with a portfolio for climate change, which would help to link up strategies and services;
 - Take a strong policy / strategy lead on planning and buildings;
 - Set targets and initiate action on CO₂, with monitoring and feedback.
- **Service delivery**
 - Provide and publicise services and facilities to enable local people to reduce their carbon impact.
- **Education**
 - Stimulate work on climate change and energy saving in schools, as pester power can take this into households.
- **Staff behaviour**
 - Training for staff and councillors on impacts and costs of climate change (e.g. showings of An Inconvenient Truth in staff time);
 - Employ a Climate Change Officer; someone working on making all the links and getting things moving in the authority. For example, looking at the authority's own use, instigating car sharing, and leading by example.
- **Leadership**
 - Visible leadership (e.g. setting clear CO₂ targets, putting solar panels on council buildings) and communications (local authority publications reach every household in the area);
 - Exemplar buildings, especially public and school buildings (which links back to education).
- **Project delivery**
 - Enable / deliver local projects, such as a climate change and energy helpline
 - Information campaigns;
 - Proactive area-based, face-to-face offers of, for example, free insulation.
- **Incentives, disincentives, and enforcement**
 - Use powers (e.g. charging regimes) to encourage certain behaviours;
 - Offer incentives to promote behaviour change, such as subsidies or council tax rebates. 'Make the reward rewarding' – council tax rebates would be popular and visible;
 - Provide incentives and support for energy saving. For example, no-interest loans accompanied by good information saying what measures have been put in place and why.
- **Local intelligence**
 - Data which local authorities hold can be aligned with data sets held by other organisations in order to work out how to target energy efficiency measures, for example;
 - Find out local priorities through surveys or projects.

5 Creating conditions for action to flourish: Output from Group Work Session 2

The second Group Work Session focused on what would be needed to allow the third sector and local authorities to start to perform the roles identified in Group Work Session 1, or to perform them better.

As groups, participants divided up the climate change-focused roles into ones which are happening already, and ones that are not yet happening. They were asked to think about what would be needed from Government, either to help them perform the roles more effectively or to remove the barriers to starting to perform them. Participants discussed this in their groups, voted on which were the most important actions, and then in a plenary session fed back their table's five most important of those actions. The full list of actions fed back was as follows. The list covers both workshops, and where duplication occurred between workshops, the actions have been merged.

The Important Actions For Government – including 5 from each group

- Change the performance framework for local authorities, with specific targets and a statutory duty on climate change.
- Make CO₂ reduction a requirement or duty on local authorities.
- Government should show / publicise how it is leading.
- Both best and worst practice should be disseminated:
 - With the caveat that best practice can be time- and place- reliant;
 - Don't put too much emphasis on innovation – if a project is good and repeatable, it should be able to get funding;
 - Better appraisal of projects and programmes would make it easier to know what really is best practice.
- Improved the 'joined-up-ness' of policy across government, for example on procurement.
- Join up disparate but similar initiatives within government – for example, greater collaboration between EAGA and EEC.
- Simplify policy to connect climate change with education, health, etc.
- Make CO₂ policy more consistent. For example, the current situation of airport expansion vs. CO₂ reduction targets is contradictory.
- Encourage better and more honest appraisal of what works, in policies, programmes and projects.
- Ensure that local authorities are taking CO₂ emissions into account in their policy work, for example by using the REAP (Resource and Energy Analysis Programme) model.
- Require travel planning for all of the public sector and new build.
- Remove unsustainable behaviour choices such as excess packaging.
- Bring smaller companies into EU ETS.
- Pilot innovative approaches.
- Introduce a lottery climate fund or other VCS funding.
- Provide consistent funding and more long term support for both third sector organisations and local authorities.
- Introduce CO₂ criteria into all funding streams.
- Provide incentives and tax breaks for CO₂-cutting products and services.
- Make sure there is flexibility in funding and targets.
- Look at ways of providing feedback so that people know that others are changing their behaviour to be more climate-friendly and that they can see the results of their actions.
- Develop government relationships with third sector organisations so that they are more strategic in respect of CO₂, in order to provide sustained resources.
- Reach cross-party agreement on climate change, in order to allow long-term planning and policies that are resistant to a change of government. (There was debate about this, with others saying they preferred disagreement among the main parties because this leads to the parties trying to outdo each other on who is the 'greenest').
- Develop a more strategic or sophisticated funding relationship with the third sector, such as core funding to enable the groups to 'be'. There was debate about this, with the main points being:
 - This would ignore smaller initiatives;
 - It might put these organisations 'in the pocket' of government, although some participants

- thought that the third sector is already good at handling the relationship with funders;
- There is a need to allow 3rd sector orgs the freedom to do what is demanded locally.
- Ring-fence funding for CO₂ reduction projects, to ensure priority, and ring-fence the money saved from these measures in order to re-invest it.
- Run more networking, communications and feedback events like today's workshop.
- Don't be short-sighted.
- Use policy to stimulate local food links.
- Introduce VAT reductions and other fiscal measures to support energy efficient goods and services
- Leaders must show what they have done to reduce their emissions, and show commitment in their own lives.
- Learn from other EU country's successes, such as Sweden, and if this requires that local authorities use more resources, make sure they have them.
- Incentivise the dissemination of knowledge in funding streams.
- Introduce a single national authority or agency for climate change: there was dissent about whether this would work.
- Introduce a small grants fund which VCS organisations can apply to for projects for climate change action and awareness projects.
- Introduce a standard approach to lifecycle analysis and carbon labelling, which will stimulate understanding and demand.
- Provide sustained funding for human resources capacity to make CO₂ a priority in VCS groups
- Resource 'advocates' and 'champions', to win over the 'unconverted', with various messages depending on the sector / segment.
- Introduce accreditation for local authority good practice on engaging communities with regard to CO₂, to encourage local authorities to do so.
- Require Local Strategic Partnerships (LSPs) to address CO₂ or require CO₂ to be included in Local Area Agreements (LAAs).
- Defra, DTI and others should identify and remove barriers to renewables, especially infrastructure.
- Be open to new ideas and innovation.
- Make behaviour change easier.

When all of the top actions had been fed back, there was a plenary discussion about which were the nine most important, driven principally by the number of mentions each action had received. These were identified as:

Priority actions for government to create conditions for action on climate change by third sector & local authorities to flourish

London workshop:

1. Change performance framework for local authorities
2. More joined up policy across government
3. Consistent CO₂ policy (e. g. airports vs CO₂)
4. Make behaviour change easier
5. Lottery climate fund or other VCS funding
6. Government to show how it's leading
7. Incentives and tax breaks for CO₂- cutting services
8. Government ensures CO₂ scenarios for local policy work
9. Cross-party agreement and long-term commitment

Manchester workshop

1. Ring-fence funding for (and savings from) CO₂ projects for third sector and local authorities
2. Sustained funding for advocates, capacity and networking (VCS)
3. CO₂ reduction requirement / duty on local authorities
4. Funding for LA's CO₂ reduction
5. Single national authority / agency
6. Defra, DTI and others to work more closely on removing barriers to renewables
7. VAT (fiscal) reductions on energy services
8. Standard approach to CO₂ life cycle analysis and labelling
9. Leaders showing what they've done

6 Evaluating Government performance and identifying improvements: Output from Group Work Session 3

Taking these nine most important actions, participants discussed, first in pairs and then as tables, what the current rating of government performance would be for each action. Using a scale of 0 to 4 stars, each table agreed on a rating for the extent to which what Government is doing appears to meet what the workshop group thought was needed. Then they were asked to think about what Government would need to be doing to increase its rating by one star. All of the responses in this section have been included, as in the workshop they were not filtered to identify what the majority of participants saw as the most important, and so there is some repetition.

London Workshop

	Policy need of government	Range of Star Ratings	What is needed to improve the rating by at least 1 star?
1	Change performance framework for local authorities	1-3	<ul style="list-style-type: none"> • Put in place targets and reporting mechanisms • Mandatory climate change target in new performance framework (included in LAAs) • Target must be matched with resources from central government • Ensure that it is properly measured and avoid perverse incentives • Statutory duty to include CO2 reduction in LAAs • Beef up targets • Honest appraisal / feedback • Statutory duty • Ensure that Defra outcomes for local authority corporate and community are fully integrated in the final framework • Stronger monitoring with better feedback - and with a greater sense of urgency • Referring all policy through climate change committee • Include community-wide CO2 indicator in set of 200
2	More joined up policy across government	1.25	<ul style="list-style-type: none"> • Climate impact assessment of policies through Regulatory Impact Assessment • Joined-up cross-departmental climate change PSA for key departments including HM Treasury • Energy responsibilities to be put in with climate change, e.g Defra to be responsible for energy, or new Climate Change Department • Have a department for climate change / energy • Senior drivers • Climate change embedded in all departmental activity • Senior officials personally assessed on climate change performance • One minister in charge • Scrutiny by outside organisations • Enforcement on integrating climate change mitigation / adaptation into government procurement (rather than simply guidelines) • Move Office of Climate Change to the Treasury • Consistent energy efficiency strategy at LA level (new office to lead this) • Investment in public transport and supporting local travel change (sustainable local transport plans)

	Policy need of government	Range of Star Ratings	What is needed to improve the rating by at least 1 star?
3	Consistent CO2 policy	0-1	<ul style="list-style-type: none"> • Include airports UK / EU International • Carbon costing of transport linked to development • Independent commission (SDC) to assess departments' performance on climate change (commission to be given powers to hold departments to account) • Have more positive alternatives, e.g. cheaper train travel, more cycle lanes • Higher taxes for aviation and spend on improving rail infrastructure • Video conferencing facilities • Integrated transport policy • Make it permanent secretary's objective • Give SDC teeth • Office of Climate Change: needs a policing role to ensure consistency of policy. Include all CO2 emissions • <i>Simple</i> CO2 policy that all can understand / engage with • Subsidies and fiscal incentives
4	Make behaviour change easier	1-2	<ul style="list-style-type: none"> • Publicise role models • Tougher regulation for public transport • Significant incentives for good behaviour: energy efficiency / renewables • Pilot personal carbon allowances • Extend London-style integrated transport outside of capital • Be more bold with tax incentives, e.g. congestion charge • Payments for microgeneration sold back to grid, as in Germany • Marketing • Make it cheaper • CO2 calculator • Extend ETS to smaller companies so goods and services incorporate environmental costs • Financial incentives (including public transport) • Core funding for third sector partners with fewer, smarter targets • Better communication of good practice /action
5	Lottery climate fund or other VCS funding	1-2	<ul style="list-style-type: none"> • Specific climate change linked funding • Embed in existing funding • Communications with third sector / local authorities • Create climate change lottery fund • Assess all key funds against climate change criteria (based on local needs) • Create a lottery fund with a specific climate change focus, making application process quicker by cutting red tape • Long term • Pump priming funding for community schemes • Make the process easier (reducing red tape and bureaucracy) • More funds

	Policy need of government	Range of Star Ratings	What is needed to improve the rating by at least 1 star?
6	Government to show how it's leading	1-3	<ul style="list-style-type: none"> • Translate talk into 'demonstrables' / deliverables and performance indicators • Financial incentives/fines for meeting/missing SOGE targets (Sustainable Operations on the Government Estate) • Good example-setting abroad needs to be backed up with real action at home • Spending review to have focus on climate change • Marketing • Branding • Cut air travel for ministers • Politicians need to acknowledge that changes in behaviour will be necessary • Improve communication of (simple) best/worst practice / case studies (and localise it) • Evaluate and demonstrate success and time to take effect
7	Incentives and tax breaks for CO2- cutting services	1-2	<ul style="list-style-type: none"> • Incentives for manufacturers • Private landlords, Houses in Multiple Occupation • Local authorities link with Sir Peter Gershon's review of public sector efficiency • Smart metering • Loyalty scheme for public transport users • Equalise VAT for refurbished buildings/ new buildings • Need bigger fund for micro renewables with a clear objective (e.g. demonstration or technology advancement) • Ban patio heaters • Tax on aviation including internal • Packaging / plastics reduction • Personal Carbon Allowances • More and stronger 'carrots' - rather than pointless revenue generating green taxes that simply annoy people • Disincentivise some behaviour (e.g. cars) • Must be large enough to effect real change
8	Government ensures CO2 scenarios for local policy work	1	<ul style="list-style-type: none"> • Need to be provided at local level and disseminated • Make climate change policy the norm in every project • Need a methodology for benchmarking within the sector to know what emissions are • Include in performance framework • Create standing parliamentary committee on climate change
9	Cross-party agreement and long-term commitment	0-4	<ul style="list-style-type: none"> • Visible signed-up agreements • Shared priorities • Comprehensive Area Assessment to assess CO2 impact of local government policies/ services • Question of how local members are also part of any cross party agreement • The targets and means of reaching them need to be aligned • Cross party agreement on Climate Change Bill • Climate Change Commission • Need to get on with sectoral targets more quickly • Cross-party agreement may reduce competition on policy between parties • Cabinet member leading on climate change

Manchester Workshop

	Policy need of government	Range of Star Ratings	What is needed to improve the rating by at least 1 star?
1	Ring-fence funding for (and savings from) CO2 projects	0-2	<ul style="list-style-type: none"> • Ten-fold increase in money (government and commercial) • Monitored by an intermediary • Extend scope • Increase awareness and clarify purpose • Prevent duplication • Monitor effectiveness • Provide loans or funds • Expansion of Salix (or Salix-type schemes) into third sector, with broader remit and less restrictions on what it will and won't fund • Communicate better with local authorities finance departments • Make ring-fencing a Local Area Agreement priority • Make climate change an Local Area Agreement priority
2	Sustained funding for advocates, capacity and networking (VCS)	0-1.5	<ul style="list-style-type: none"> • Money for action and positive steps - no longer just awareness-raising (e.g. Climate Challenge Fund money - next steps) • Plan for longer-funded schemes - enable local authorities to budget • Make sure it's sustainable! • Discussions between government and third sector • Government to give long (more than 5 years) commitment to 3rd sector • Longer timeframes on VCS and local authority budgets / funding
3	CO2 reduction requirement / duty on local authorities	0-2	<ul style="list-style-type: none"> • Monitoring of progress (locally agreed, ambitious targets linked to incentives) • Must show what steps they are taking - mandatory (opportunities then for local microgeneration) • Statutory obligation will improve status • HECA Beacon Council award • Requirement on local authorities needed • Training and examples • Need to ensure this is in the new Comprehensive Performance Review and is enforced stringently. • Need to be robust and achievable • Better information required by partners
4	Funding for LA's CO2 reduction	1-2	<ul style="list-style-type: none"> • Incentives • Set ambitious but achievable targets • Double E-target • Introduce Climate Change Officer • Funding for CO2 reduction projects in local authority estate, community, and service provision • Better information and access
5	Single national authority / agency	0-1	<ul style="list-style-type: none"> • Would lead to joined-up skills and information which is already available • Unworkable? Better cross-departmental working is a preferred option • Could EST engage more with 3rd sector? • Could merge Carbon Trust and EST? • Not a good idea, not sure • Regional agencies preferable

	Policy need of government	Range of Star Ratings	What is needed to improve the rating by at least 1 star?
6	Defra, DTI and others to work more closely on removing barriers to renewables	1-2	<ul style="list-style-type: none"> • Joined-up thinking • Remove obstacles in current planning rules • Public engagement and enthusiasm for local generation - a 'can do' approach • Planning, including DCLG • Supply chain • Trained installers • Clear collaborative forum with outside representation • Feed-in tariffs • Talk to each other! And with one voice. Talk to us. • Look at local appropriateness • Needs to be robustly scrutinised
7	VAT (fiscal) reductions on energy services	1	<ul style="list-style-type: none"> • Would show real commitment to action if UK 'fought our corner' in Europe • Introduce lower or zero rate to related services, not just product • Penalise inefficiency, wasteful users with higher rate. Climate Change Levy! • Increase greenfield VAT, decrease brownfield VAT • More fiscal measures • Vehicle Excise Duty is good: distance x engine size x fuel type fairer • Involve Treasury more closely
8	Standard approach to CO ₂ life cycle analysis and labelling	0-2	<ul style="list-style-type: none"> • New legislation • Deepening analysis and extending to more products • Labelling of key goods: food, electrical goods, clothing, furniture, etc • Ensure travel carbon costs in the rating • Ensure consistency • Greater publicity and awareness • Cover more products
9	Leaders showing what they've done	1	<ul style="list-style-type: none"> • Media exposure • Leadership programme: what they can do, what others have done • Leaders at all levels demonstrate commitment in their personal life - making a difference • No attention paid / causes antagonism • Better with community (not political) leaders

7 Conclusions and key findings

- The strongest roles of third sector groups, from the perspective of the workshop participants, are strong links into communities, a trusted position in those communities, and an ability to communicate with parts of the community that are difficult for government to reach. They can also access resources as they are experienced in applying for or raising funds, recruiting volunteers, and disseminating specialist knowledge (e.g. debt advice). They can find and fill the gaps between the public and private sector, and can be creative and flexible in the way they work. They can also catalyse individual and collective action by providing structured opportunities to volunteer and making people feel part of a common effort.
- The strongest roles for local authorities, from the perspective of the workshop participants, are their position as a link between the local and national level, their service delivery responsibilities, their ability to design, fund, and deliver pilots, projects and programmes, and their access to resources, including funding, staff expertise, and facilities, and to all homes in their area. Also mentioned was their ability to establish and manage partnerships, both with other organisations within the local authority area and with other local authorities in their sub-region. There was disagreement about whether local authorities inspired trust, with some participants saying that local authority 'branding' of a project can make people more trusting of what the project is trying to do, while other participants thought that sometimes local people distrusted their local authorities.
- In relation to climate change, the strongest role for third sector organisations was considered to be through communication of information about climate change and how to reduce emissions, making national programmes locally relevant, and encouraging collective action by bringing together volunteers and integrating climate change into work that is already happening in communities.
- For local authorities, there was more variety in the responses from participants as to their climate change role. As for the third sector, local authorities are considered important in making the link between national policy and the local situation. Setting incentives and disincentives for behaviour change, showing visible leadership, integrating climate change into all policies, and delivering projects, were all identified by several participants as potential roles for local authorities. Showing visible leadership in particular was seen as a key method for normalising pro-environmental behaviour.
- The suggestions for action needed from government were split between those that would make action easier for third sector groups and local authorities (and in the case of local authorities, actions that would make action on CO₂ mandatory or much higher priority in more areas) and those that would make it easier for individuals to change their behaviour. Several suggestions were general suggestions for government policy on climate change (for example, bringing smaller companies into the EU ETS), and these suggestions came from participant's identification of a need to show the public that companies and government are taking action on climate change, in order to inspire individuals also to do something.
- The themes coming out most strongly in terms of government actions were an increase in requirements on local authorities to take action on climate change, and the need for funding to increase third sector activity on climate change.

- In the top nine actions chosen in each of the workshops, there was a great deal of similarity. Common actions were:
 - Increase the requirement for local authorities to take action on CO₂ reduction, by introducing a duty on them or changing their performance framework to include CO₂ much more strongly;
 - Funding for the third sector to run more climate change related projects, especially regarding advocacy and networking;
 - Introduce more incentives for carbon reducing goods and services;
 - More joined-up policy across government;
 - Demonstration of leadership from government, council members, and community leaders (related to this was a disputed suggestion for a single national authority to tackle climate change and a plea for consistent national policy).

- One of the key participant reactions in the workshops was the surprise at the amount of Government activity in this sector. Perceptions prior to the workshop seemed to be that the Government was not doing enough to help tackle climate change. However, after reading the EST report and hearing the Government presentation on 'What is the Government doing and planning?', many participants expressed surprise at how much it was actually doing. They also anticipated that it would be valuable for the Government to communicate more clearly and vigorously what it is actually doing to reduce cynicism and encourage others. There was, however, still a general sense that there was much more for Government to do, particularly to engage communities and individuals and drive improvement in local authority performance on the issue of climate change.

Appendix 1: Workshop Participants

22nd May 2007 London

Sue Adams	Defra
Sam Balch	Global Action Plan
Andrew Bose	Kent County Council
Rachel Browne	WWF
Tracy Carty	Green Alliance
Sarah Coe	Local Government Association
Andy Deacon	Greater London Assembly
Richard Denyer	Independent
Richard Dunning	Centre for Sustainable Energy
Tom Eddy	Royal Commission on Environmental Pollution
Louise Enticknap	CLG
Belinda Fairbrother	National Federation of Women's Institutes
Joe Finlay	Department for Transport
Rachel Francis	Wasteless society
Jon Freeman	Royal Commission on Environmental Pollution
Rebecca Gill	Government Office West Midlands
Denny Gray	Sustainable Development Commission
Laura Hales	Islington Council
Jo Hamilton	Oxfordshire Climate Xchange
Kate Hathway	Urban Forum
Sharon Humphrey	The Hive – a Barnados project
Jackie Janes	Defra
Diana Jones	GreenSpace
Anurag Kher	Government Office - South East
Jane Laurie	South West Wildlife Trusts
Zoe Legrand	Constructing Excellence in the Built Environment
Dr Matthew Ling	Ipswich Borough Council
Jim Ludlam	West Ham NDC
Steven Lugg	Hampshire Assn of Parish and Town Councils
Susanna May	Defra
Oliver Myers	Camden council (also chair of HECA)
Arif Naqvi	Communities and Local Government/Groundworks
David Pickles	Newark and Sherwood District Council
Cat Reeby	Energy Saving Trust
Katherine Rooney	SUSTRANS
Helen Seymour	Co-operatives UK
Ben Simpson	Community Energy Plus
Liz Sutton	Women's Environment Network
James Tandy	Defra
Colin Timmins	Head of Sustainable Energy Network, Energy Saving Trust
Frances Truscott	Future Perspectives Co-operative Ltd
Heather Watkinson	Lewisham Council
Judith Watson	Hertfordshire Association of Parish and Town Councils
Kaye Welfare	Severn Wye Energy Agency
Steven Wong	Capacity Global
Nusrat Yusuf	Camden Council

23rd May 2007 Manchester

Tim Bissett	Church Urban Fund
Keith Boxter	Manchester Knowledge
Damien Burton	North West Development Agency
Daniel Carroll	Bradford Community Broadcasting
Helen Champion	Defra
Nicholas Cole	Government Office West Midlands
Mick Denness	BTCV
Mary Dowson	Bradford Community Broadcasting
William Edrich	Kirklees council
Sarah Fishbourne	Action with Communities in Rural England
Zoe Fleming	Institute of Energy and Sustainable Development, De Montfort
Steve Fowkes	Shropshire
Barrie Gribbin	Government Office North West
Rod Hawes	Devon Association of Parish Councils
Ann Hindley	Federation for Community Development Learning
Nicola Hopley	Defra
Chris Jacobs	Defra
Rina Jones	Nottinghamshire & Derbyshire Local Authorities' Energy Partnership
Angie Jukes	North West regional assembly
Debbie King	Lancashire County Council
Phil Korbel	Radio Regen
Sam Littlechilds	YHA
Pauline Lozoya Hocking	Rite2No
Mick Marston	Soil Association
Susanna May	Defra
Phil Morgan	Tenant participation advisory service (TPAS)
Anthony Rae	Calderdale Climate Challenge
Philip Stamp	Defra
Ellie Stoneley	UKVillages Ltd
Paul Stowers	Government Office North West
Fiona Swindell	Women Away
Tracey Todhunter	Ashton Hayes Going Carbon Neutral
Lucy Wallis	Soil Association
Gillian Wright	Notts/Derby Energy Efficiency Advice Centre

Appendix 2: Comparison of best roles on behaviour change and climate change

<i>Third Sector: what it can do best to mobilise individual behaviour change</i>	<i>Third Sector: priority roles for mobilising behaviour change on Climate Change</i>
Communication and trust	
<ul style="list-style-type: none"> • A close relationship with communities means that third sector groups can take a message to parts of the community that other organisations would struggle to reach. • They can also find out what is important to the communities they work in and feed that message back up to local and national government. • They have experience of campaigning and inspiring passion, in particular for single issues, and they can encourage debate and discussion. • Trust was mentioned numerous times by participants. They felt that third sector organisations were more trusted by communities than the public sector or business. • Third sector organisations are a 'trusted intermediary' which has community interests at heart, so their message is more credible to members of the community. 	<ul style="list-style-type: none"> • Advocacy for sustainable energy; • Provision of credible information through trusted channels; for example, a partnership between an organisation with channels into a community and a mission-led organisation with knowledge to pass through those channels; • Volunteers doing outreach work on sustainable energy.
Local knowledge	
<ul style="list-style-type: none"> • Third sector organisations can tap into local networks, know local interests and needs, and know how to engage with particular groups in their community. 	<ul style="list-style-type: none"> • Consulting to find out what's relevant to climate change and build it in (to local plans, projects, strategies, etc); • Making national programmes work at local level; for example, Energy Efficiency Advice Centres
Collective change	
<ul style="list-style-type: none"> • Another role that was mentioned repeatedly was third sector organisations' ability to catalyse collective action, give people structured opportunities to volunteer, bring people together, provide information, mentor, handhold, and encourage a sense of achievement 	<ul style="list-style-type: none"> • Community CO₂ saving scheme, providing feedback on how many tonnes have been saved by their actions, thereby giving the community a sense of achievement; • Integrate climate change into work that's already going on in communities; • Use community buildings as sustainable energy exemplars; • Recruit volunteers to monitor their own climate change impact.
Creativity	
<ul style="list-style-type: none"> • Several participants said that third sector organisations can be innovative, less constrained by processes (although it was not stated, it was implied that this meant less constrained than local authorities), flexible, able to change faster (again, it was not stated who this was in comparison to but the implication would be local authorities), and innovative. 	

<p>Resources</p>	
<ul style="list-style-type: none"> • Access to funding: third sector organisations are skilled at accessing government and non-government (trusts, donations, etc) funding; • Their ability to mobilise volunteers provides an extra resource; • Third sector organisations have specific skills and expertise in particular areas. This could be through their staff or their volunteers; • Another role that was noted was 'take-up of initiatives'; third sector organisations that are well-networked locally can 'signpost' people to various initiatives that they would otherwise not know about. For example, a community group that works with older people could link up with a scheme which provides free insulation to people on benefits; • They can help to build capacity by providing training 	<ul style="list-style-type: none"> • Bidding for funding for climate-focused projects; • Directing knowledge, skills, and training towards these projects
<p>Filling the gaps between the private and public sectors</p>	
<ul style="list-style-type: none"> • Third sector organisations provide services such as support for older people or new mothers, above and beyond what the state provides; • They are also able to take a stand on issues that are difficult for government to tackle, for example, encouraging debate about airport expansion. 	
<p>Leadership</p>	
<ul style="list-style-type: none"> • Third sector organisations can bring commitment, leadership and enthusiasm, and can inspire enthusiasm for an issue in others. 	<ul style="list-style-type: none"> • Championing action on climate change.
<p>Partnerships</p>	
	<ul style="list-style-type: none"> • Bringing together groups with different skills and interests to increase impact.

Local Authorities: what they can do best to mobilise individual behaviour change	Local Authorities: Priority Roles for Mobilising Behaviour Change on Climate Change
Link between local and national level	
<ul style="list-style-type: none"> Local authorities apply national policy at local level, making it locally relevant; They also feed back their experience and local knowledge to regional and national level; They can lobby government to change policy if they find it does not work well at local level. 	<ul style="list-style-type: none"> Identify local implications of national policy / strategy and local actions flowing from these (for e.g., the Nottingham Declaration).
Service delivery, policy setting, consultation and strategic overview	
<ul style="list-style-type: none"> As local authorities have responsibility for delivering a range of services, they have a strategic overview of their area; This overview enables them to provide leadership; Local authorities can use the services they deliver to encourage behaviour change – for example, adapting their methods of collecting recyclable materials; Local authorities have levers over some elements of local infrastructure; Being responsible for setting local policies, local authorities can use these to influence behaviour change. 	<ul style="list-style-type: none"> Set an integrated local carbon planning strategy; Have a Cabinet member with a portfolio for climate change, which would help to link up strategies and services; Take a strong policy / strategy lead on planning and buildings; Set targets and initiate action on CO₂, with monitoring and feedback Provide and publicise services and facilities to enable local people to reduce their carbon impact
Education	
<ul style="list-style-type: none"> Local authorities have influence over education through schools and youth work. 	<ul style="list-style-type: none"> Stimulate work on climate change and energy saving in schools, as pester power can take this into households.
Resources	
<ul style="list-style-type: none"> Local authorities can provide resources to both individuals and third sector organisations; Access to funding was mentioned repeatedly. Local authorities can provide funding for behaviour change projects, including measures that make it easier for people to change their behaviour such as home insulation; As well as funding, local authorities can provide facilities, infrastructure, skills, expertise, and guidance through red tape, or signpost people and organisations to other sources of all of these resources. 	
Partnerships and networks	
<ul style="list-style-type: none"> Local authorities can establish partnerships with other local authorities in their region or sub-region; They can also establish partnerships with local organisations and act as a hub for local activity. 	

Communication	
<ul style="list-style-type: none"> • The responsibility to involve local people in policy setting, for example through consultation, means that local authorities have an understanding of how local people feel about certain issues and have well-established communication channels with local people and organisations; • Local authorities often send out newsletters to their whole area. They can reach all households this way. 	
Staff behaviour	
<ul style="list-style-type: none"> • Local authorities employ many people, especially if they are the local education authority and therefore employ all school staff. If local authorities can influence their own staff to change their behaviour, this can have a ripple effect into the wider community. 	<ul style="list-style-type: none"> • Training for staff and councillors on impacts and costs of climate change (e.g. showings of An Inconvenient Truth in staff time); • Employ a Climate Change Officer; someone working on making all the links and getting things moving in the authority. For example, looking at the authority's own use, instigating car sharing, and leading by example.
Leadership	
<ul style="list-style-type: none"> • By 'putting its own house in order', a local authority can lead by example; • Local authorities can be 'authoritative', pushing change and looking at the bigger picture. 	<ul style="list-style-type: none"> • Visible leadership (e.g. setting clear CO₂ targets, putting solar panels on council buildings) and communications (local authority publications reach every household in the area); • Exemplar buildings, especially public and school buildings (which links back to education).
Project delivery	
<ul style="list-style-type: none"> • Local authorities can initiate, facilitate and enable local projects. 	<ul style="list-style-type: none"> • Enable / deliver local projects, such as a climate change and energy helpline; • Information campaigns; • Proactive area-based, face-to-face offers of, for example, free insulation.
Incentives, disincentives and enforcement	
<ul style="list-style-type: none"> • Local authorities can set incentives and disincentives to behaviour change; • They are also able to enforce behaviour change in some cases, for example by enforcing building regulations; • Local authorities can enact by-laws which can change behaviour. 	<ul style="list-style-type: none"> • Use powers (e.g. charging regimes) to encourage certain behaviours; • Offer incentives to promote behaviour change, such as subsidies or council tax rebates. 'Make the reward rewarding' – council tax rebates would be popular and visible; • Provide incentives and support for energy saving. For example, no-interest loans accompanied by good information saying what measures have been put in place and why.

Well-being powers	
<ul style="list-style-type: none"> Local authorities' new well-being powers can be used to encourage behaviour change. 	
Trust	
<ul style="list-style-type: none"> Local authorities can be a trusted source of advice, information and services, and local authority support of an initiative can give it an official 'branding' that lends credibility (though some workshop participants believe this is not universally true since many local authorities have not established trusted status with their local population). 	
Accountability	
<ul style="list-style-type: none"> Local authorities have a democratic mandate and can be voted out if they do not perform well. 	
Local intelligence	
<ul style="list-style-type: none"> Local authorities can collect data on their local areas, for example, levels of deprivation, enabling them to find out what are the locally important issues and understand the impact of policies. 	<ul style="list-style-type: none"> Data which local authorities hold can be aligned with data sets held by other organisations in order to work out how to target energy efficiency measures, for example; Find out local priorities through surveys or projects.

Appendix 3: Defra presentation to workshop

Mobilising action on climate change: the role of communities and local government

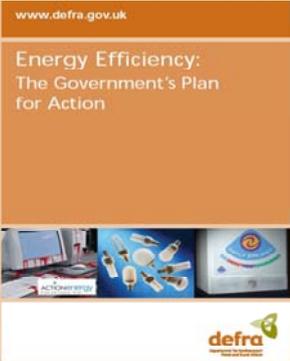
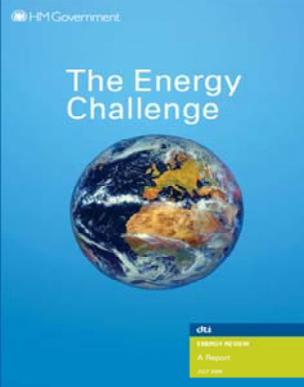
What is the government doing and planning?

Workshop, London/Manchester, 22/23 May 2007



TOMORROW'S CLIMATE
Today's Challenge

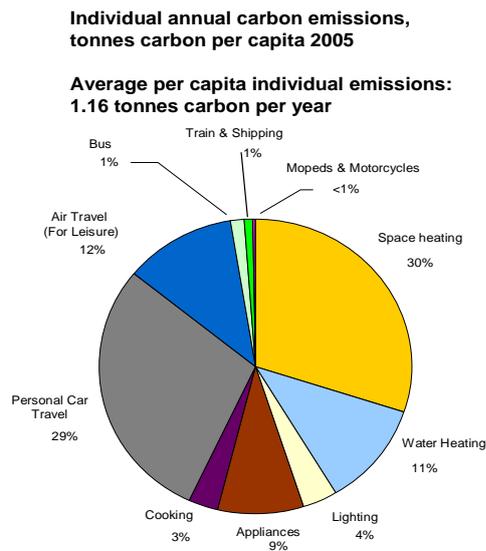
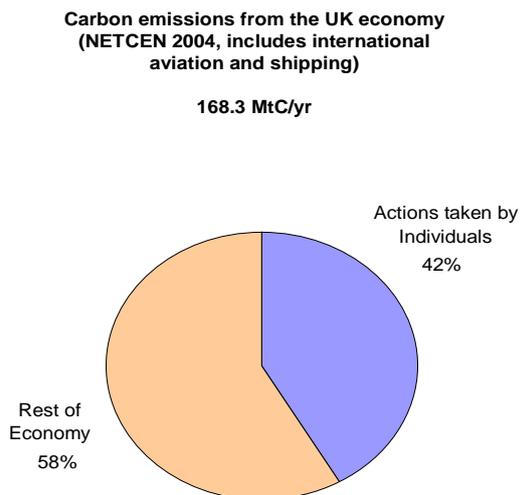
Policy Framework: Key Documents

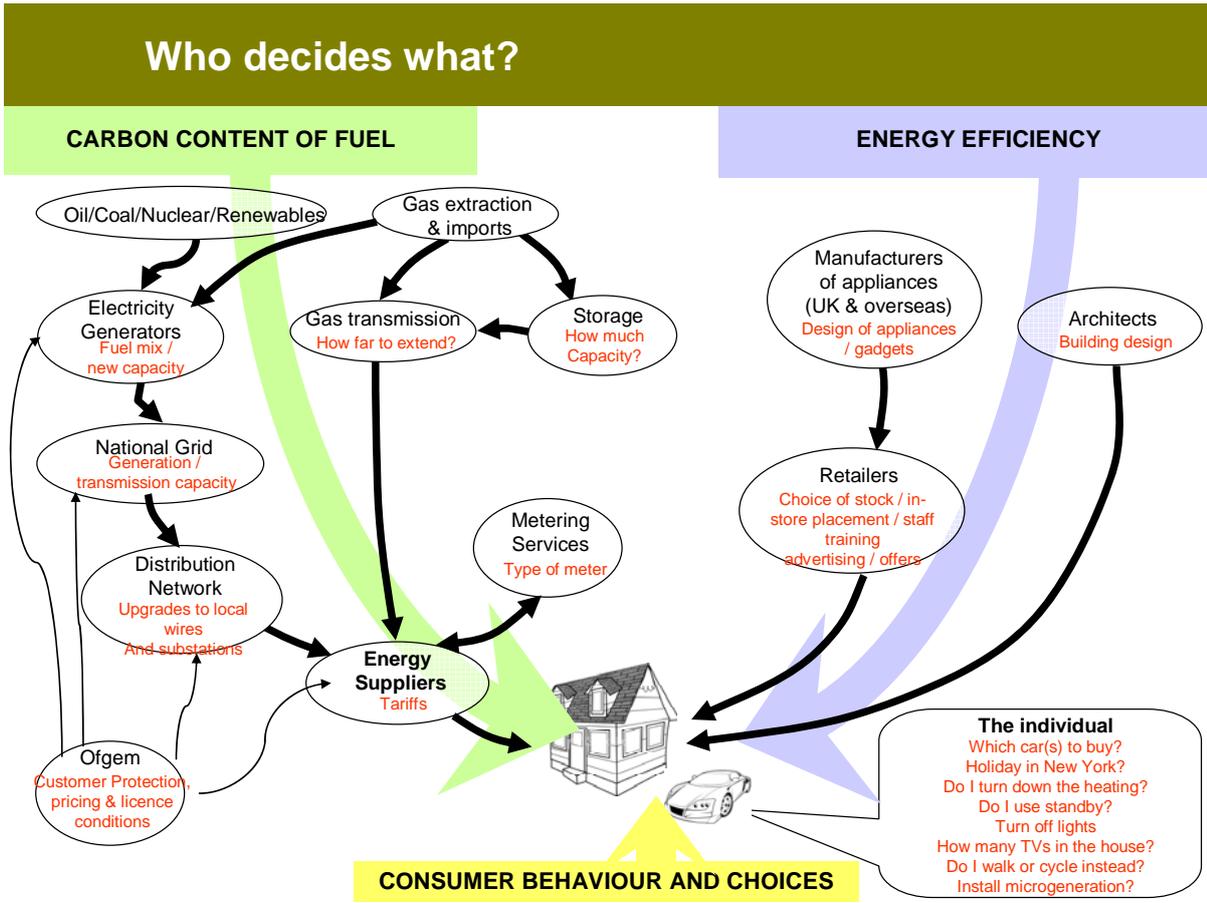
		<p>2000 1st Climate Change Programme 2003 1st Energy White Paper 2004 Energy Efficiency Action Plan 2006 2nd Climate Change Programme 2006 Energy Review 2006 Local Government White Paper 2007 2nd Energy White Paper</p>
		

Key Targets and Objectives

- **Cut GHG emissions by 12.5% below 1990 levels by 2010**
- **Cut CO2 emissions by 20% below 1990 levels by 2010**
- **Eliminate fuel poverty in vulnerable households in England by 2010**
- **20% improvement in household energy efficiency by 2010**
- **3.5MtC reduction in carbon emissions from households by 2010**
- **10% renewables by 2010**
- **10GWe of installed good quality Combined Heat Power by 2010**
- **Eliminate Fuel Poverty in all households in England by 2016**
- **Cut carbon emissions by 60% by 2050**

Household Sector: Contribution of Individuals





The rise of energy using products

Typical energy using products in the home (Source: EST)

30 years ago	Today	
Television	PlayStation/games console	Vacuum cleaner
Vacuum cleaner	Cappuccino maker	PC computer
Electric bar heaters	Digital clock/radios	Monitor
Hi-fi music system	Electric lawnmower	Printer
Hairdryer	Microwave	Scanner/fax
Electric kettle	Electric oven	Digital camera
Washing machine	Electric hob	Set-top box
Iron	Extractor fan	Electric shaver
Electric blanket	Large fridge/freezer	Steam iron
Radio	Drinks cooler	Home security system
Sewing machine	Portable fan	Broadband connection
Cooker	Juicer	Halogen bulb light fittings
Cassette player	Electric kettle	Personal care products
Fridge	Smoothie maker	Power tools
DIY appliance	Magimix	Electric blanket
Toaster	Ice-cream maker	Strimmer
Occasional lamps		Televisions
		Video players
		DVD player/recorder
		Portable music players
		Mobile phones
		Hairdryers
		Hair irons
		Electric toothbrushes
		Wireless telephone/ answering machine
		Slave portable phone handsets
		Digital radio
		Mini hi-fi systems
		Washing machine
		Tumble dryer
		Dishwasher

Both barriers and drivers affect the take-up of energy efficiency measures

Barriers	Drivers
High upfront costs – don't have the cash	Save energy, save money
Lack of knowledge - where to go to get information?	Making a difference – care about the planet
Hassle factor – too much trouble	Keeping up with the 'Joneses' – like whizzy technology
Split incentives – landlord pays for improvement but tenant benefits	Making home more sellable/rentable – Energy Performance Certificates
Lack of interest – don't care about the environment or next generation	Grants and subsidies

Overcoming Barriers – Some Examples

Mechanism	Sector		
	Individual / Household	Business Sector	Public Sector
Helping to Inform	Energy Saving Trust; Climate Challenge Fund; Environmental Action Fund; Every Action Counts	Carbon Trust, DTI	Energy Saving Trust; Carbon Trust
Overcoming Financial barriers	Energy Efficiency Commitment; Warm Front; Decent Homes; Low Carbon Buildings Programme	Revolving Fund (Salix); Climate Change Levy Discount; Enhanced Capital Allowances; Carbon Trust grants	Revolving Fund (Salix) Low Carbon Buildings Programme; Decent Homes Programme
Raising the Profile	Act on CO2 campaign; CO2 calculator; Climate Change Communications Initiative; Offsetting Standard; Pamphlets; website	Low Carbon Buildings Programme; EU Emissions Trading; Business reporting; Climate Change Agreements	Performance Framework; Local Area Agreements; Planning Policy; Carbon Neutral Govt offices by 2012
Helping to Promote Partnerships	Energy Saving Trust; Third Sector; Regional Government	Carbon Trust; We're in it together campaign;	Nottingham Declaration; Beacon Councils; Invest to Save Budget; Local Area Agreements

Household and Individuals: Key Instruments

Instrument	What is it?	What does it deliver?
Energy Efficiency Commitment	Subsidies - Obligates energy suppliers to promote improvements in household energy efficiency	Has generated in excess of £2 billion of investment in household energy efficiency measures
Fiscal Incentives	Subsidies - Reduced VAT rates are available for a variety of professionally installed energy-saving materials, notably insulation and microgeneration technologies. Vehicle Excise Duties linked to emissions.	Helps raise awareness and overcome lack of consumer interest. Landlord Energy Saving Allowance – landlord/tenant split.
Warm Front	Grants - Government's flagship programme for tackling fuel poverty - Provides grant funded energy efficiency measures to low income households	Spending £800m between 2005-2008
Low Carbon Buildings Programme	Grants - Provides £86m of grant funding for microgeneration installations in homes, communities, public & private sectors.	Aided over 2200 householders.
Energy Saving Trust	Information/advice - Promote energy efficiency through advertising programmes, advice centres and the endorsement of energy efficient products	Run the Energy Star product standards. EST currently has a network of some 52 Energy Efficiency Advice Centres.
Climate Change Communications Initiative	Information/tools - Provides a range of materials and funding to help community groups raise awareness of engage individuals and householders more actively in action to cut emissions	Provided grant funding to some 83 projects, and provides a website, two 2 minute filler films for TV and public use, radio ads, pamphlets with communications advice, regional Youth Climate Champions.

Household and Individuals: Key Instruments

Instrument	What is it?	What does it deliver?
CO2 Calculator	Information/tool - Tool for individuals to measure their carbon footprint and receive tailored recommendations on how to reduce it.	To be launched shortly.
Offsetting Standard & Green Tariffs	Information – Consumers better equipped to make informed decisions about offsetting schemes and green tariffs.	Under development. Consultation on Offsetting completed. Consultation on green tariffs due shortly.
Energy Performance Certificates	Legislation – requirement on sellers and landlords to provide information on energy efficiency of dwelling	Better information available to house buyers and renters.
Product labelling and standards.	Legislation - EU Directive to outlaw inefficient products. UK Building Regulations. UK standards and guidance.	Most inefficient products (fridges, washing machines etc) outlawed. Higher boiler standards and training of installers.
Code for Sustainable Homes	Voluntary Code – Encouraging developers build low carbon homes. Level 3 is mandatory for publicly funded homes.	6 Levels to Code. All exceed the standards in building regulations. Each is progressively harder. Level 6 is zero carbon. This will be the minimum in building regulations in 2016.
Every Action Counts & Environmental Action Fund	Funding/support – To assist the third sector mobilise individuals and communities.	Local and community action. Build capacity.

Household and Individuals: Key Instruments

Instrument	What is it?	What does it deliver?
Home Energy Conservation Act	Legislative framework – obligation on local authorities to improve energy efficiency in domestic sector	Targets & Reporting – but methodologies differ
Local Area Agreements	Strategic Partnership - between local authorities and local partners	Coordinated local action
Local Authorities Performance Framework	Performance framework - How to measures local authorities performance / indicators	Under development – will be decided this Autumn.
Beacon Council Toolkit	Information/toolkit – Draw together lessons and experience from best local authorities to disseminate to all local authorities.	Due to be launched in Summer 2007.
Guidance for Town and Parish Councils	Information – Guidance document being produced.	To issue in Summer 2007.
Policy Planning Statements	Direction/guidance – details on how climate change considerations should be dealt within the planning system.	Draft version issued for consultation. Final version due in Summer 2007.
Salix	Loans - Revolving Fund to stimulate investment in energy efficiency.	Action by local authorities, hospitals and schools in own estate. Supports exemplification - helps them lead by example.