

Sustainable Households

Influencing consumer behaviour
regarding sustainability



Outline

- Context
- WAPC project
 - Objectives
 - Findings
 - Emerging model
 - Implications
 - Recommendation
- Subsequent reflections
- Conclusions



Context

- Emerging sustainability agenda
 - Role of business, government & community
 - Climate change a key driver
 - Al Gore visit significant
 - Important vs urgent
- Role and contribution of households
 - Emerging priority for WA Government & others



WAPC project - objectives

- Review current household sustainability programs & initiatives
- Develop collaborative relationships
- Develop scope for an 'integrated' pilot project
- Develop implementation plan for pilot project

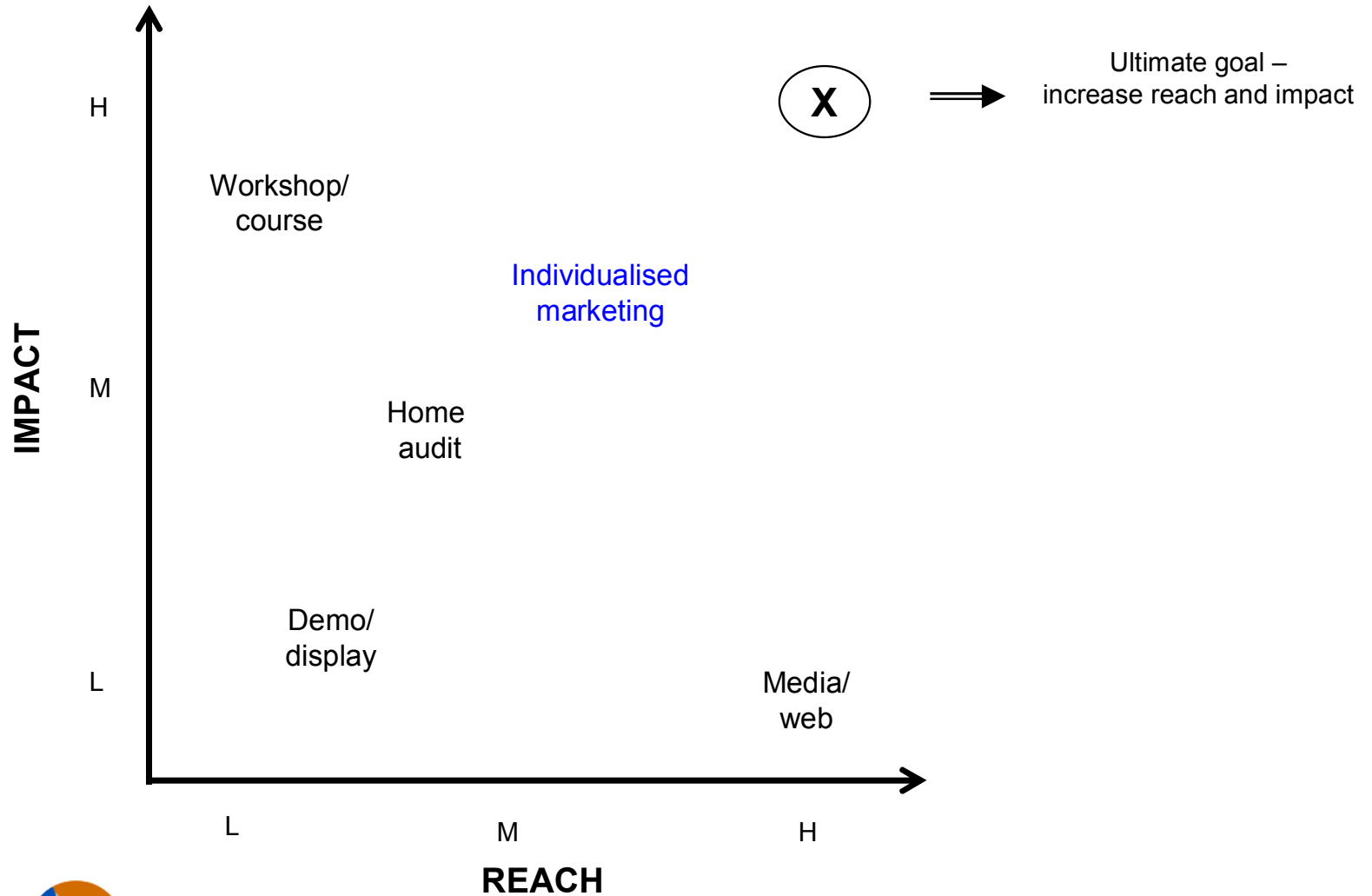


WAPC project - key findings

- Human behaviour is complex
 - Intent vs action gap
- Collective action & shared responsibility is critical
 - Governments, businesses, consumers
- Information alone is not enough
 - Different behaviours have different barriers
 - Messenger credibility is important
- Programs and techniques vary considerably
 - Different levels of reach and impact



WAPC project - key findings

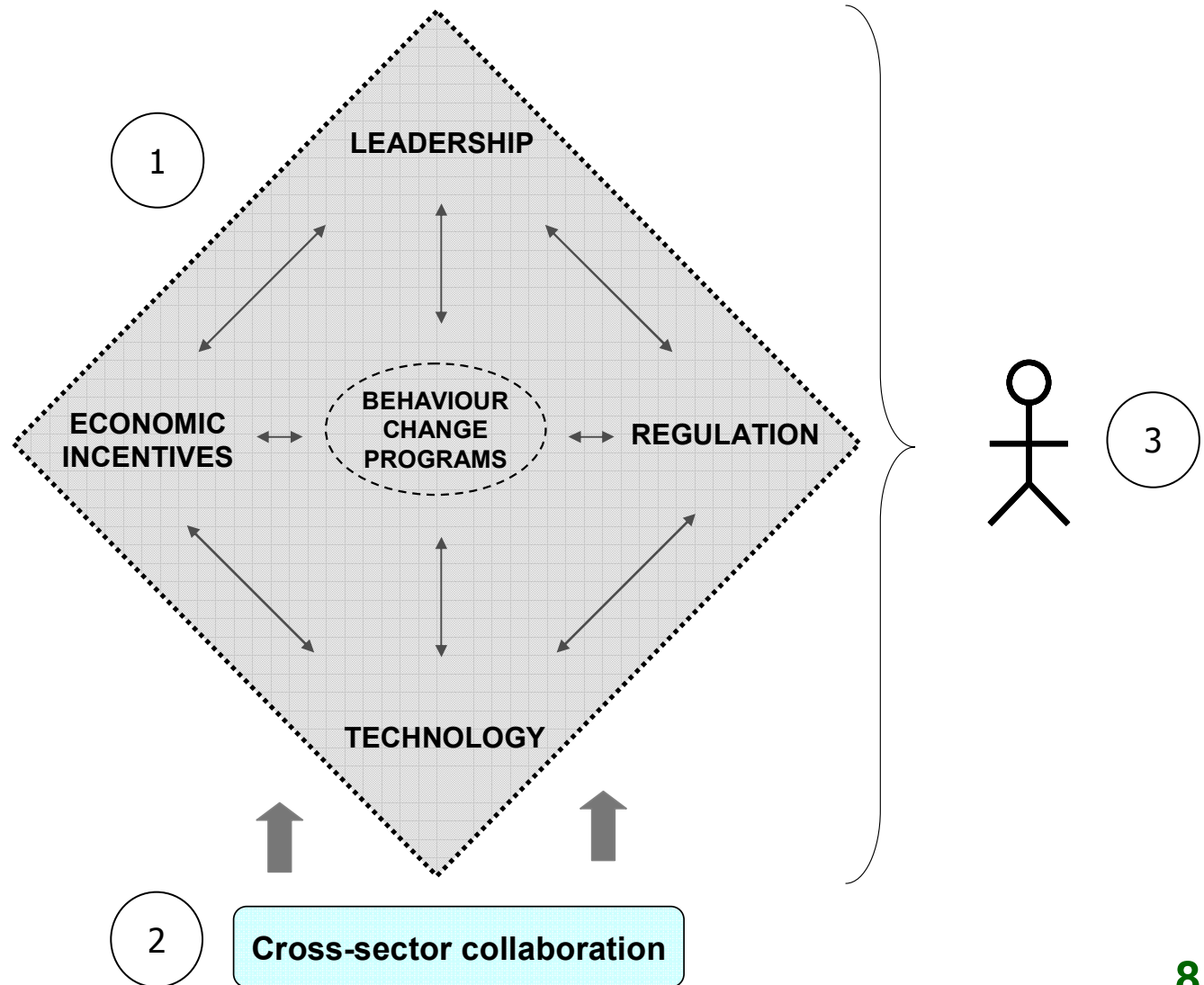


WAPC project - key findings

- In WA, individualised/personalised approaches have been highly effective
 - ‘One-on-one, one-at-a-time’
 - e.g. TravelSmart, WaterSmart
 - Combined with other approaches - powerful
- Behaviour change programs are clearly important
 - Lots of energy & initiatives
 - But not the only way to influence behaviour



WAPC project – emerging behaviour change model



Emerging model – implications

1. Adopt a systematic approach

- Combine the drivers to optimise the ‘system’

2. Work together across organisations & sectors

- The ‘system’ doesn’t belong to any one organisation

3. Help users experience the system as an integrated whole

- Seamless interface



WAPC project – recommendation

- Establish a pilot project:
 - Using an individualised approach
 - Customised assistance, motivation and support
 - Capable of optimising existing programs & techniques
 - Addressing energy, water, waste & travel simultaneously
 - Supported by appropriate governance structure
- Helped inform Premier’s ‘Household Audit & Education Program’
 - Climate Change Action Statement initiative
 - 10,000 households in 2008



Subsequent reflections

Most people want to do 'the right thing' they either:

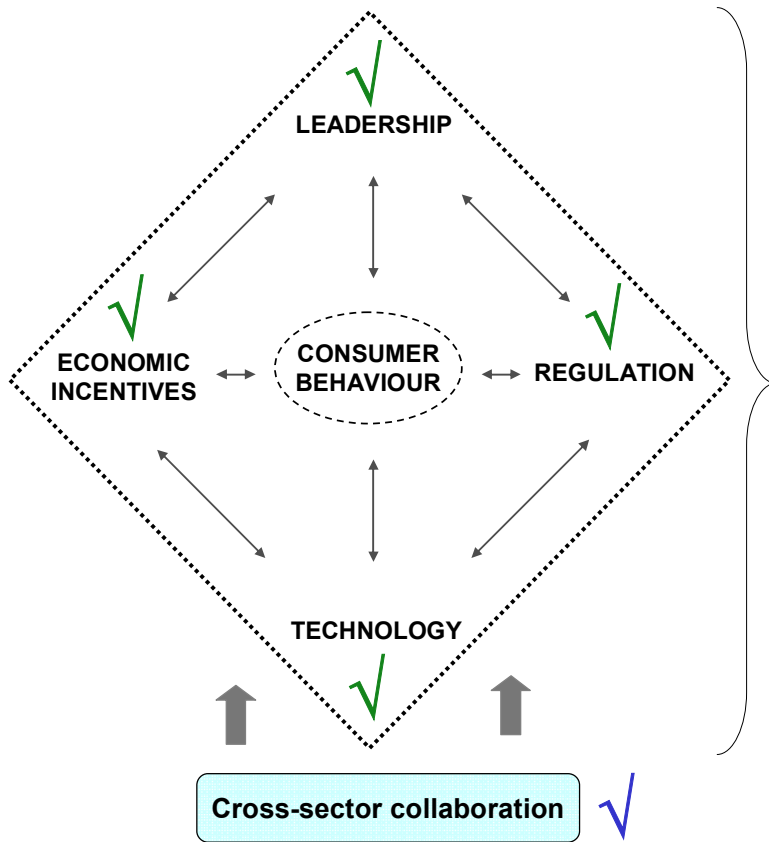
- Haven't thought about it and/or
- Don't know where to start

-
- Influencing behaviour is not easy
 - A long-term view is required
 - All components of the system exist in some form *but:*
 - Not owned by any one organisation, and
 - Not operating as an integrated whole
 - Collaboration is therefore critical



Conclusions

Business can play a significant role



- Can & do show leadership
- Can & do help shape economic incentives
- Can & do help develop & implement technology
- Can & do influence regulation
- Are well-equipped to lead collaboration
- Can & do build direct relationships with consumers



Overall conclusion



We have world-class musicians...

....with an audience ready to hear beautiful music...

....we just need someone to
conduct the orchestra



End

Thank you for your time.

More info?

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- Anything else?
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