

# **Green Communities Conference**

**The Nightingale Centre, Great Hucklow**

**Friday 6<sup>th</sup> May 2011**

# Capitalising on the climate of change

Pete Spriggs

Green Communities Conference

6 May 2011



*“Those who expect moments of change to be comfortable and free of conflict have not learned their history.”*

Joan Wallach Scott

# What's coming up?

- Dealing with change
- Positive environmental change
- Tools for planning change

On your sheet of paper

Write your top tip for getting someone  
to do something different

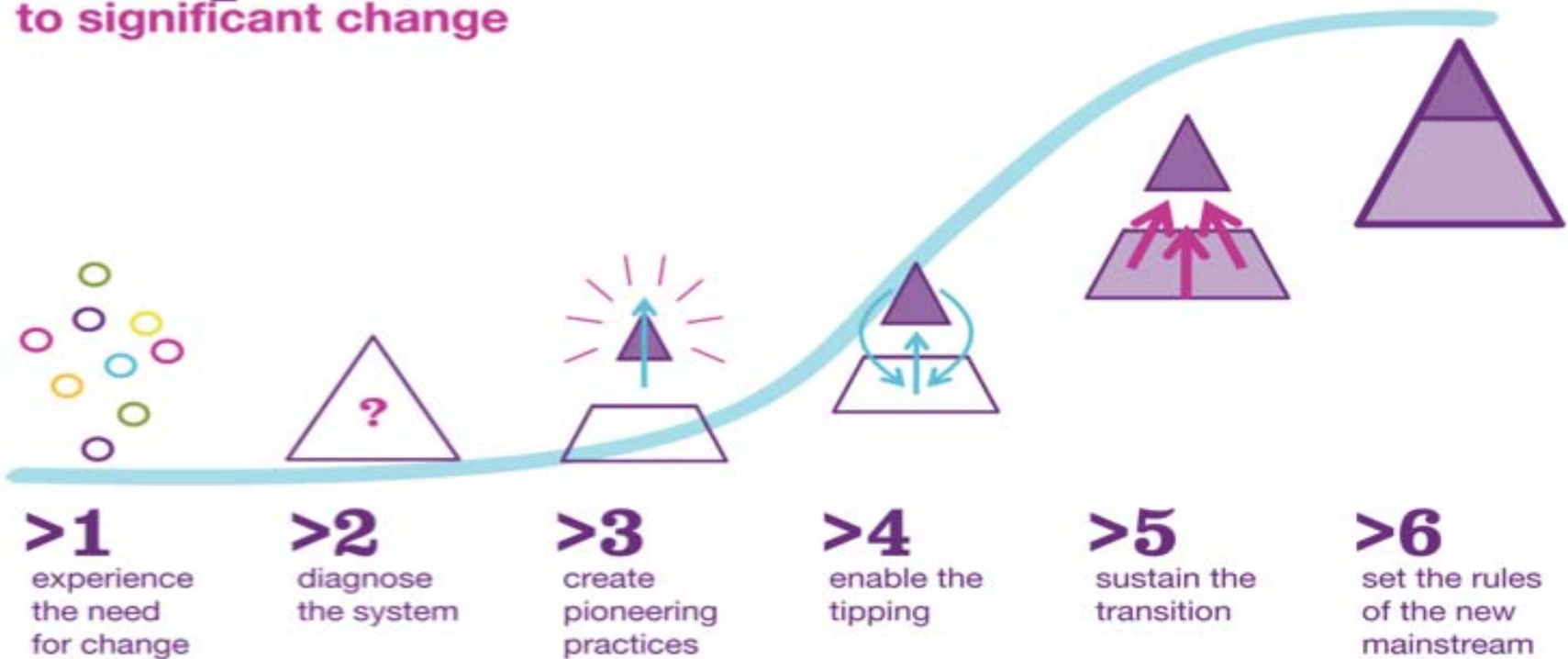
# Dealing with change

- Establish where you want to go / get to
- Explore your ideas and options
- Prioritize
- Make your decisions
- Reflect
- Implement
- Review progress



# The journey – all change please?

## 6 steps to significant change



See: [www.forumforthefuture.org.uk](http://www.forumforthefuture.org.uk)

# Positive environmental change

# New rules; new game

Some of the ideas and techniques...

1. Catch me when I'm open to change
2. Change groups
3. Keep it personal
4. Feedback is crucial
5. Make it a pleasure

[www.futerra.co.uk](http://www.futerra.co.uk)



# Catch me when I'm open to change

- There are times of big changes in our lives – people are far more open to change in these ‘transition zones’ because their habits are all in flux.
- Change people when they are already changing.

# Change groups

- People don't learn or change alone. The only way to change behaviour is to change what is socially acceptable: the so-called 'social proof'.

# Keep it personal

- People's individual circumstances still matter. Once you have made behaviours 'socially acceptable', you'll need to make those behaviours relevant to individuals.

# Feedback is crucial

- Feedback reduces anxiety, helps to reinforce behaviour and increases the belief that action makes a difference.

# Make it a pleasure

- People are constantly trying to minimise time spent on ‘personal admin’ or chores. If positive behaviour is in the ‘chore’ bracket, there’s a lot less time/attention available than if it can be seen as leisure, or pleasure behaviour.

# Tools for planning change

	Control	No Control
Hard to action		
Easy to action		

Control

No Control

Hard to  
action

Solid wall  
insulation

Solar PV on  
south facing  
roof

New build

Easy to  
action

Thermostatic  
radiator valves

Movement  
sensors on  
lights (PIRs)

Switch to a  
renewable  
energy  
electricity tariff

# Sharing some great ideas

- If you don't like something change it; if you can't change it, change the way you think about it. ~Mary Engelbreit
- Change is inevitable - except from a vending machine. ~Robert C. Gallagher
- Those who expect moments of change to be comfortable and free of conflict have not learned their history. ~Joan Wallach Scott
- If you want to truly understand something, try to change it. ~Kurt Lewin

# Capitalising on the climate of change

Pete Spriggs

Green Communities Conference

6 May 2011

**Thank you**