



**Sydney, Australia: Behaviour Change for Sustainability (11-12 Oct. 2010)
National Congress — Doltone House Sydney**

Conference background: This congress explored the strategic challenges of personal, organisational and societal behaviour change. It featured leading international speakers, including Paul Stern (Director Committee on Human Dimensions of Global Change), Jeremy Rifkin (President Foundation of Economic Trends and author of Empathic Civilization), and Sam Graham-Felsen (Chief Blogger and New Media Advisor for Obama Presidential Election Campaign 2008). The congress was attended by a multi-sectoral mix of 256 people interested in exploring change for sustainability. Organisers: 3 Pillars Network, NSW Government Department of Environment, Climate Change and Water.

The following pages are my scanned handwritten notes taken during the conference.

DAY 1



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3 Pillars: Environment, Social, Economic

Introduction to Behaviour Change for Sustainability

In numerous areas behaviour change has been possible (Smoking, road deaths, measles, recycling, storm water pollution reduction, per capita water consumption)

Momentum for change!

Growing urgency to change behaviour swiftly and comprehensively.

Needed:

- leadership across nations
- integrated approaches
- multidisciplinary models
- cross-cutting change

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GET ENGAGED AT THIS CONFERENCE

Fish Bowl Concept

Paul Stern: (National Research Council)

Will central governments take the lead?
Both the U.S. and Australian Governments
have stalled.

Environmentally significant behaviours need
to be changed.

- Environm. Activism
- Household consumer behaviour
- Support for movements + policies
- Organisational behaviour change
- Community action

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Financial incentives are important:
(issues - price elasticity - not fixed values)

Example: Bonneville Weatherization
Program, Oregon, USA, 1982

Lessons learnt: non-financial factors
are significant, and money
is still a major influence

Non-financial barriers to change:

* beliefs

* values

* personal capabilities + constraints
(e.g. knowledge,
time, ...)

* cognitive effort

* habit or routine

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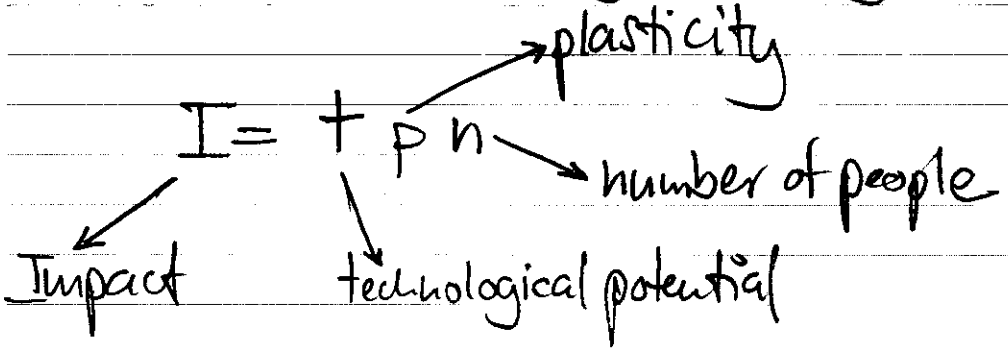
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Needed: Short list for high impact behaviours

Yes: Change all your light bulbs

But: What car are you driving?



INERTIA: it takes time to change (eg. habits, routines, etc.)

Research: single factors rarely account for behaviour

Address patterns of behaviour!

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Address multiple barriers to change
eg. at the organisational/behaviour level
where non-financial barriers persist:

- * Leadership (or lack thereof)
- * Mission-Vision definitions
- * Capabilities (or lack thereof)

Hurdle rates / quick pay-back times and
transaction costs can also be disincentives

Address multiple barriers:

1. Prioritise high impact actions
2. Provide financial incentives
3. Keep it simple (few hurdles to jump)
4. Provide quality assurance (energy audit)
5. Strongly market the programme

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extra travel
catering etc.

Learn from Kermit the Frog:

IT'S NOT EASY BEING GREEN

Don't wait for central governments. There are other (closer) actors, e.g. NGOs, energy companies, environmental groups, etc.

- Opportunities:
1. Develop SLOW lists
 2. Revise Standard Operating Procedures (SOPs)
 3. Engage community organisations

Fundamental change happens in communities:

- eg:
- * Universities
 - * Towns
 - * Work places

CHANGE PATTERNS OF BEHAVIOUR
CHANGE SOCIAL NORMS
CHANGE LABOUR ISSUES
LIFESTYLE CHANGE

(eg. recycling) venue + catering collection

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CONTRADICTIONS,
CONFLICTS



CONTRASTS,

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Australia: 1% Annual carbon intensity drop
BUT: 3.6% Annual economic growth
WITH: 2.5% Annual emissions growth

AVERAGE HOUSEHOLD SIZE DECREASING
BUT AVERAGE SIZE OF HOUSEHOLDS INCREASING

more disposable income at household level.

Foot-in-the-door effect cuts both ways:

* Small things can lead to bigger things

BUT * Small things can convince us we need to do no more!

Sometimes you can have changed behaviour (eg. social normative peer pressure) before you get changed attitudes.

RESEARCHERS: rational approach.

MARKETERS: appeal to the irrational/emotive

↳ disconnect!

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Marketers: People buy products for "emotional" reasons (choices are from "the heart")

Only later on when asked to give a reason for their decision they substantiate the irrational choice with rational reasoning.

Is there a message here for how we have communicated the climate change message?

CHANGE: DRIVEN BY AN IRRESISTIBLE VISION OF A BETTER FUTURE!

→ less scare mongering / guilt-based messaging?

MEASURE!
TAKE - EXTRACTION (RESOURCES)
MAKE - PRODUCTION (GOODS)
BREAK - DESTRUCTION / DEGRADATION (ENVIRONMENT)
CAKE - ALLOCATION (FAIR SHARE FOR EVERYBODY)

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Diffusion of responsibility: Emergencies

- ① People have to see it
- ② People have to understand it
- ③ People have to feel responsible
- ④ People have to decide to act

It is possible to see, understand, feel responsible and still not act

CHANGE FROM MARKETING PERSPECTIVE:

make everyone believe that everyone else is already doing it!

Lower cognitive effort!

Make it simple to see, understand, do.

SYSTEMIC CHANGE: AUSTRALIA BIGGEST EXPORTER OF CO₂ EMISSIONS (COAL!!!)

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We need smarter organisations, societies, cultures.

Creating a culture of change:

- * Authenticity (not the "party line")
- * listening / teachable
- * time creates community (But: people have less and less time and sense of community)
- * reciprocity
- * commonality
- * initiative
- * BUILDING TRUST

Dealing with ambiguity is part of communities.

Most change does not form from the top down but grows from the bottom up.

- * forced reports
 - * go for hearts and minds
- ⇒ "de-shame" people; welcome them.

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What is in your organisation you can change?

Who are your (internal) allies who can help you?

What are you passionate ("unreasonable") about?

UNREASONABLE PEOPLE CREATE CHANGE!

- inform change
- engage in change
- legislate change
- demand change
- INSPIRE change

INSPIRE

Raffi Plarre: "in the battery context, after you heat stuff up and cool things down, turn stuff off." (save energy)

reach hard for low hanging fruit.

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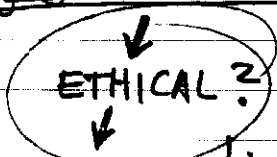
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ETHICAL ISSUES:

Balancing outcomes - vs - respecting autonomy

Right to impose? Different positions

eg. James Lovelock: put democracy on hold because it takes too long to play out and yield results?



However: Wouldn't it be unethical not to change behaviour first? Wouldn't it be "unethical" from the point of view of the "collective" (e.g. future generations) even if autonomy is curbed?

Swift actions needed ↓ debate goes on.

Principles: Fairness + Reciprocity

People are prepared to "change" if other people are legislated to change with them.

Level playing field!

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Not either economic health
or environmental sustainability

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WE CAN AND MUST HAVE BOTH doltone house

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JOHN DEE: drowning in plastic water bottles.

It's backward

→ EVIAN ⇒ NAIVE

Sustainability: doing a lot more with a lot less.

Examples: light bulbs, greenvehicleguide.gov.au
water bottles, ... community level change attracted national + international following.
Schools are moving to ban water bottles.

Electric cars are really exciting
The future is really exciting (much cleaner)

Make "heroes" of people + businesses
Hold them up as "sexy" role models.
dosomething.net.au

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Robert Swan:



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2041: Mining moratorium runs out in Antarctica.

YOU CAN'T INSPIRE OTHER PEOPLE UNLESS YOU ARE LIVING YOUR DREAM.

CELEBRATE SUCCESS, SHOW LEADERSHIP.

Leadership: Count the cost, but once made, stick to your commitments even when it hurts.

No one is inspired by negative emotion. You have got to be positive.

Speak to climate change cynics/skeptics like an insurance agent: insure "just in case."

Take action just in case

SUSTAINABLE INSPIRATION: all of us must inspire and

constantly re-inspire over and over again. (People "leak" venue + catering collection → inspiration)

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We don't need anymore information.
What we need is more inspiration.

"The greatest threat to our planet is the belief that someone else will save it."
(Robert Swan, OBE)

FISH BOWL :

"Treat the Earth well: it was not given to you by your parents, it was loaned to you by your children."
(Indigenous Quote)

"Everyone who thinks the Earth's resources are inexhaustible, is either a madman or an economist."
(Anonymous)

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DAY 2:



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Sam Graham-Felsen: OBAMA-Campaign

Message: This campaign is about you!

[SHOWED US OBAMA VIDEO: WHAT IS MISSING?]

↳ OBAMA NOT SHOWN ONCE IN THE VIDEO!

Rather than elevating the one person (ie Obama) the message was: you (ie people) can change America.

"Yes, we can!" People-powered campaign.

Being part of a movement, people organising themselves.

Question was: how to harness the energy?

Context: Obama by traditional politician - he was a community organiser, so everybody was told to become a "micro-Obama!"

10 Principles follow:

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PRINCIPLE # 1: AUTHENTICITY MATTERS

He spoke frankly, truthfully, no clichés

Story: father realised: my black daughter could become President

Authentic stories about ordinary people.

YouTube! Online videos

Someone you trust sends you the link: fun!
Better than campaign commercial during a movie!
Even 37-minute "race" speech worked (more than 10mio. views to date).

Game has changed: END DIRECT MAIL

Traditional Media ← vs → New Media

TV commercials

Direct mail

Press releases

One-way communication

Aimed at the press

Online videos

E-mail

Blogs

Two-way communication

Empowering supporters

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Building a movement!



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PRINCIPLE #2: MAKE IT PERSONAL

eg. Latinos/Women/Muslims/Jews/Christians
for Obama "communities"

Think of yourself as a story teller.

PRINCIPLE #3: ACCESS MATTERS

don't speak to the press but to your supporters
Build trust with your supporters.

Journalists had to sign up to e-mail lists to
get information the moment the supporters did.

PRINCIPLE #4: LISTENING MATTERS

Embrace good content that others produce.
(eg. HOPE poster)

Don't be obsessed with controlling content
And don't shy away from internet criticism

Group grew to 20000 people strong, airing their
discontent about Obama's plans on his campaign
website. This listening (letter) caused them to listen up.
People impressed.

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PRINCIPLE #5: VIRAL IS A MYTH

most videos don't get viral. Don't chase the notion of "viral". Instead, build a network (3 mio e-mail list) and work on the strategy behind the distribution. Engage communities.

PRINCIPLE #6: FIGHT BACK

People spread lies really fast. "Fight the smears" Don't let accusations sit and metastasise.

Give supporters ammunition to fight back.
Rapid response = debunked tax lies - paused YouTube after each lie, then responded.

PRINCIPLE #7: PEOPLE AREN'T ATMs

Never make asks about money but about people.

PRINCIPLE #8: RESPOND FAST

Don't take days/weeks
Be flexible, agile, nimble

made attacks about the people being attacked.

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PRINCIPLE #9: LET THEM ORGANISE

Build grassroots movements.
Distributed campaign!

Other campaigners also used "new media" but it was new media with old methods! (i.e. using facebook, twitter, etc. to post messages instead of engaging in a conversation).

PRINCIPLE #10: TEST EVERYTHING

Sam thought the "speech video" was most powerful. But it turned out that the Obama family photo worked better.

"You campaign in poetry.
You govern in prose."

(Source?)

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END SAM'S

TALK

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FISH BOWL

21.

* Key moments of influence

* Think of change as "I":

- I need to post on twitter
- I need to convince my friends
- I need to educate my peers

DON'T think of change as "we":

- Whenever you wait for the others to be ready change stalls!

"I" need to write to my local politician to demand a price on carbon, etc.

FISH BOWL

22.

BE UNREASONABLE: Your change
(my change) will inspire others to change

When the people lead
The politicians will follow.

BE ENTHUSIASTIC ☆

This is what mobilises change.

→ Galvanise change through
influence and inspiration
rather than through manipulation.

Don't allow marketers to reduce you
to a consumerist. Being human
is about more than money. The
vast majority of people want to
live sustainably!

CHANGING THE WORLD

When I was young and free and my imagination had no limits, I dreamed of changing the world. As I grew older and wiser, I discovered the world would not change, so I shortened my sights somewhat and decided to change only my country. But it, too, seemed immovable.

As I grew into my twilight years, in one last desperate attempt, I settled for changing only my family, those closest to me, but alas, they would have none of it. And now, as I lie on my deathbed, I suddenly realize: If I had only changed myself first, then by example I would have changed my family. From their inspiration and encouragement, I would have then been able to better my country, and who knows, I may have even changed the world.

(Anonymous Anglican Bishop around 1100AD,
from the crypt of Westminster Abbey, London)

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FISH BOWL

Instilling corporate values:

eg: customers: "best service provider"

Culture: "vibrant work place"

Environment: working within the carrying capacity of nature

SUSTAINABILITY IS ONLY ACHIEVED IF ALL OF YOUR STAKEHOLDERS ARE SERVED.

Try new messaging (tongue-in-cheek).
Post your messages on the inside toilet doors. Everyone gets there eventually, and when they do, they have time to read it.

Day 2:



①

JEREMY RIFKIN NOTES

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Yesterday: The Problem (relationships)
Today: Perhaps not the "solution" but the connection

Today: Application ! Dinner wraps - record observations

Jeremy Rifkin =

WINDOW: networking

Possibility
Close to die off of human race by the end of century

Statistic: He teaches CEOs
Human economy of the world:
photosynthesis!

Now 6.8 bio }
0.5% of biomass } we're devouring the planet

~~\$140~~ barrel oil (2008) prices through the roof (food) riot

We're a petrochemical civilization

→ purchasing power plummeted

economic earthquake
the financial crisis
falling oil prices
take: off rocks

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\$147, - peak globalisation ⁽²⁾ - end game
peak oil - 2025/2035 (concerned among geologists)
previous projections: (2010-2020)
1979 China/India one ~~last~~ authority: last year

demand pressure
engine will shut off again at \$150,
Dent Bank Study
2016 - oil to decline

Dec. 2009 Copenhagen
2nd Law of Thermodynamics
Entropy Game

IPCC: 2007 AR4 : possible 3°C temp. rise
Pleocene = 3 mil. yrs. ago.

2-3°C : 70% of species lost

biological extinctions : 5 extinctions

1°C = 7% hydrological cycle goes up = storms, etc.



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9:50pm by 2050

↳ 6°C rise according to Hansen

feedback loops

Q: What's wrong with us?

Global financial crisis? Copenhagen? No deal!

Problem deeper: We're living off old ideas

European enlightenment

These ideas are toxic

Economic End Game:

1500 yrs. Church world views: born in sin

John Locke: "Clean slate babies"

but: predisposition to acquire property.

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Old ideas about (4) human nature
Charles Darwin, Sigmund Freud → inevitable sexual
hunger to reproduce
Human nature!

1992 laboratory
"mirro" ^(?) neurons - ^{empathy} ~~mirror~~ neurons
we're "homo empathicus"
we can repress or encourage it

↳ it repressed: aggression, narcissism, etc.

2 yrs. - see themselves in mirror

8 yrs. - "death" (life unrepeatable)

↳ empathy: ability to celebrate life
"feeling others' struggle to be"
transcend ourselves,
feeling the ache of life on Earth

Empathic Civilization (his book)

Q: Can empathy change over history?

Happiness: the Blank Pages of History
(Heep) German Philosophers



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Great moments in history:

change in energy regimes

- ① Energy Revolution
 - ② Comm. Revolution
- } when together, they change "habitat"

Fruit, berries, hunts (honey + honey) create language to coordinate

Mesopotamian Civilization

↳ Writing happened to manage new energy regimes

manage

Abrahamic era / Theological consciousness
all religions formed

19th century: Public school, print literature

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society to manage

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20th Century: national empathy

Psychological consciousness / introspection

brood
religion
national } Can we

myth.
theor.
ideol.
psychol. } consciousness

We are on the verge of a new revolution
15 yrs.: internet + flat open source

key term: distributive + collaborative

2 bio people can collaborate
(happened in 15 yrs.)

now: convergence of energies

NOW: 3rd ind. revolution



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organise energy - military organisation

coal, oil, gas, uranium,

prices go up up up

Distributed energies: Wind, Sun, Geothermal, hydroelectricity, forests, tides,

EU: lead economy

5 Pillar infrastructure:

1. 20% renew. energy by 2020 (mandate)

2. Buildings (1. Buildings, 2. Beef prod. + consumption, 3. Transportation)

191 mio - mini power plants building in EU transform to collect energy "positive power"

→ construction boom: jump start new boom

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③ 800 investment to store energy ⑧
Storage! (Hydrogen)
Technologies

④ Transmission Intergrid Share
1 billion € in 10 years

⑤ Transport Electrics
plug in to power charges

5 pillars of 3rd industrial revolution

GRID IT: Illness

↳ take to transmission lines

Distributive Power ↘

- ① Music sharing (music labels dead)
- ② Blogging (Newspapers dead)

Biosphere Consciousness

↳ everything has a "footprint"
how we can connect ourselves fast

Small potatoes



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Haiti Earthquake

Can we get there?

Shorts: Disconnected between ground + attached

- (1) Knowledge
- (2) Showing is creating
- (3) Productive ~~workers~~

Human Race: FAMILY!

Apr 1969 Spaceship 13 Earth in living colour

look from the outside in and inside out

Now: change in narrative **NEEDED**

How to change human consciousness / narrative?

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Shifting narrative

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Are we home empathetic?
Who would the numbers id!

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DNA

National Geographic DNA test \$100,-

170000 yrs. ago in North Africa woman ~~same~~
200000 yrs. ago came from one man - ~~same~~ same gene

We came from two people, we're family

There is no guarantee we will survive
Species come and go all the time.

We need 2nd enlightenment test
We must get to post carbon era

Euphoric Neurons