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Interreg
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ENERGY TRANSITION
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Latviski

Materiāls ir pieejams arī

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Polski

Materiał jest również dostępny w

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Community Engagement and Behavioral Change

Outlines

- ◆ The Importance Of Behavioral Change
- ◆ What Is The Aim Of This Presentation?
- ◆ How Does The Sustainable Transition Contribute To A Positive Future?
- ◆ How to Educate Citizens on Individual Contributions to Community-wide Impact?
- ◆ Wrap Up!

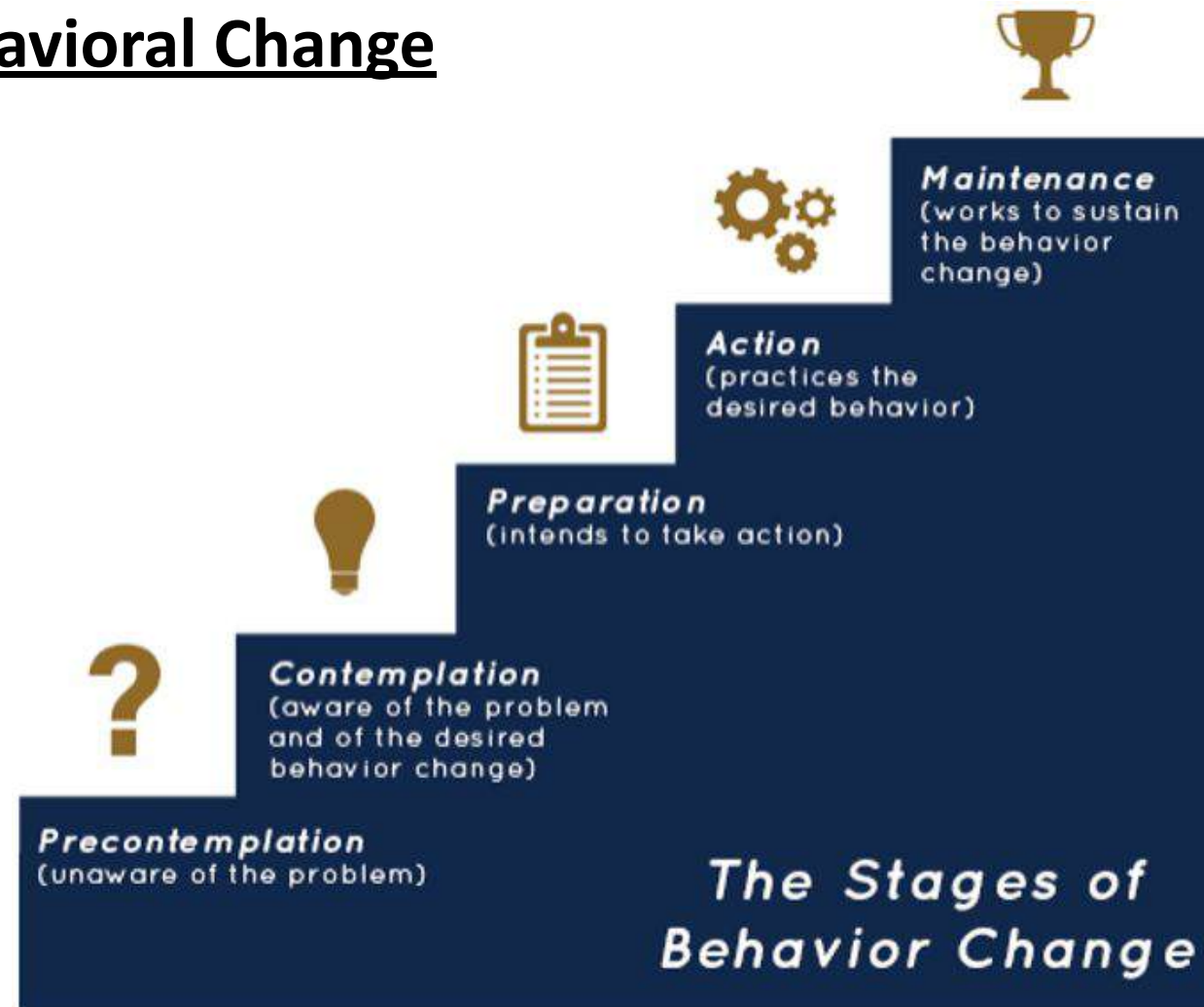
The Importance Of Behavioral Change

“Behavior change tools and techniques are vital resources for councils to work with their local communities to sustain or change residents' behaviors to reduce climate change.”

A variety of mechanisms including economic policies, legal frameworks, and physical infrastructure cause behavior changes.

Human behavior is the cause of most environmental challenges we face today, and widespread behavioral change is urgently needed across actors and scales. Even though the public perception of the current ecological crisis has changed drastically in recent decades, a corresponding shift in behavior is lacking.

The Importance Of Behavioral Change



The Importance Of Behavioral Change

Information alone won't change behavior. Humans – and human societies – are complex, with different dynamics, feedbacks, and structures in place that are not easy to change.

The Intergovernmental Panel on Climate Change has recognized, **40-70% of emissions cuts will come from people changing their habits.**

Recommendations from behavioral science:

- Appeal to consumers' 'selfish sides'.
- Empowering individuals is a key element in mobilizing behavior change for sustainable living.
- Provide accessible information.
- Foster a sense of collective responsibility.
- Leveraging social influence can be a powerful driver of behavior change.

The Importance Of Behavioral Change

ADDRESS CLIMATE CRISIS



EAT MORE PLANTS

Moderate meat consumption and eat mostly plant-based foods.



BE ENERGY SMART

Conserve energy and use renewable energy sources where possible.



THINK DURABLE

Purchase durable, reusable products and use fewer disposable ones.

PRESERVE RESOURCES FOR LIFE



REDUCE WATER + FOOD WASTE

Use only what you need and find ways to reduce water and food waste.



GO CIRCULAR

Choose products made with recycled content and recycle, rent, share and buy used over new products.



CHOOSE NATURE-FRIENDLY

Buy products with clean ingredients and products that protect habitats and biodiversity.

FOSTER RESILIENT SOCIETIES



SUPPORT WOMEN & GIRLS

Support causes and products that support women and girls, that includes purchasing from women-owned businesses.



EXPAND EQUITY & OPPORTUNITY

Support brands offering inclusive and equitable products, policies and practices.



SHOW UP

Actively participate in organizations, buy from companies that support sustainable living, and vote.

What Is The Aim Of This Presentation?

This presentation aims to give the municipalities a roadmap, a blueprint they can follow to create strategies that match their society's unique needs, culture, and behaviors.

Rather than providing municipalities with a solution or a detailed action plan, this presentation will demonstrate the HOW to address their issues. The municipalities will learn how to determine the best course of action, formulate a solution-focused strategy, and adjust their plans for maximum impact.

As the old saying goes, "Give a man a fish, and you feed him for a day; teach a man to fish and you feed him for a lifetime".

Let's learn how to fish!

How Does The Sustainable Transition Contribute To A Positive Future?

The resources in this section are meant to help local municipalities by sharing the possible benefits of the sustainable transition. The best use case of these benefits is the marketing frontier of the strategy that was put together based on the materials in the previous section. It's suggested that the municipality pick one or two of the possible benefits listed below and use them as the marketing frontier while creating their strategy to fulfill the benefit after implementation.

Let's look at an example to better understand!



How Does The Sustainable Transition Contribute To A Positive Future?

The following is a short example that helps the municipality better grasp the concept suggested in the previous slide.

One of the economic advantages of the sustainable transition discussed in this section is the creation of jobs. A municipality can designate this advantage as one of its strategy's marketing fronts and inform the public of how its plans will result in the creation of more jobs. This idea is based on the well-known fact that while municipalities, environmental organizations, activists, and scientists recognize the importance of a sustainable transition and will work hard to make it possible, average citizens are solely concerned regarding their immediate needs, hence, will take actions only if they comprehend how the outcome will impact their quality of life in the short term. Therefore, the municipality needs to promote the benefits that are directly related to the citizens' urgent needs in order to get the citizens on board and conduct an impactful call to action.

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Now let's start with the possible options...

□ Environmental Impact

Reduced Carbon Footprint:

Transitioning from fossil fuels to renewable energy sources significantly reduces harmful emissions such as carbon dioxide (CO₂), methane, and nitrous oxide. This reduction in greenhouse gas emissions helps mitigate climate change and contributes to cleaner air and a healthier environment for current and future generations.



□ Environmental Impact

Preservation of Natural Resources:

Sustainable energy sources like wind and solar power are abundant and inexhaustible. By shifting to these renewable resources, the town can reduce its dependence on finite fossil fuels, preserving natural resources for future use and minimizing environmental degradation associated with extraction and combustion.



□ Economic Benefits

Job Creation:

The transition to renewable energy sources creates new job opportunities in sectors such as renewable energy installation, manufacturing of solar panels and wind turbines, energy efficiency consulting, and green construction. These jobs not only provide employment but also stimulate local economies and contribute to economic growth.



□ Economic Benefits

Economic Stability:

Investing in renewable energy infrastructure and energy efficiency measures enhances the town's economic resilience. By reducing energy costs, improving energy security, and attracting investment in sustainable industries, the town can achieve long-term economic stability and prosperity.



□ Social Well-being

Improved Health:

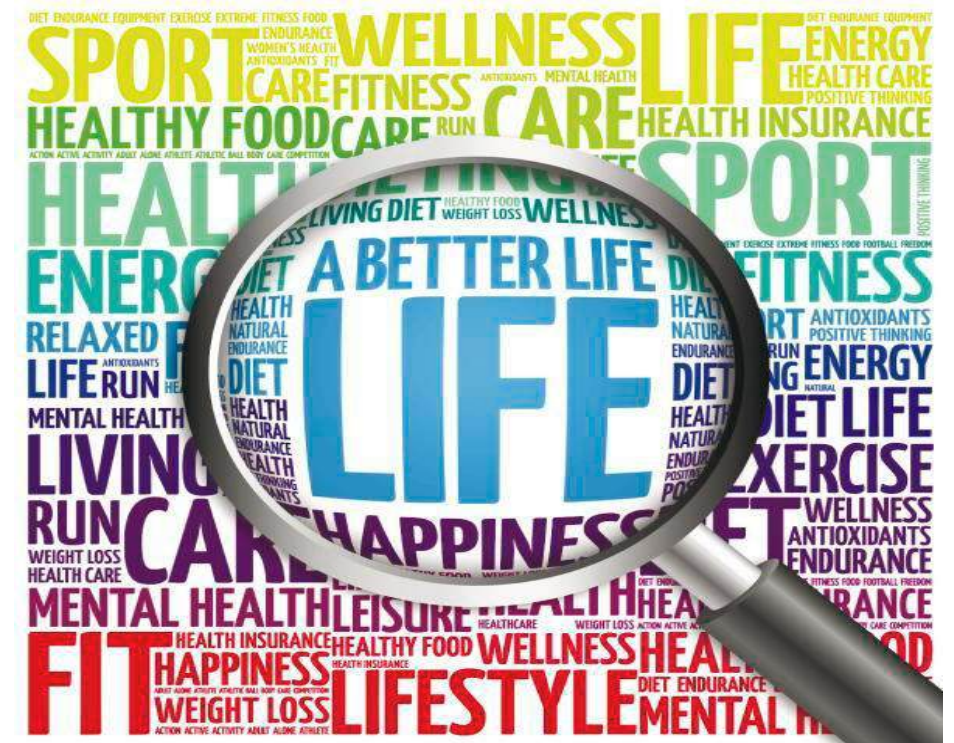
Transitioning away from fossil fuels leads to cleaner air and water, reducing the prevalence of respiratory illnesses, cardiovascular diseases, and other health problems associated with air pollution. Improved public health outcomes contribute to higher quality of life and well-being for residents.



□ Social Well-being

Enhanced Quality of Life:

Sustainable practices promote community resilience and cohesion. By investing in renewable energy projects, energy-efficient buildings, and green spaces, the town can create a more livable environment with access to clean energy, safe neighborhoods, and recreational areas, enhancing residents' overall quality of life.



□ Role of Citizens

Energy Conservation:

Citizens can contribute to sustainability efforts by adopting energy-efficient practices in their daily lives, such as reducing energy consumption, using energy-saving appliances, and practicing eco-friendly transportation options like biking, walking, or carpooling.

Advocacy:

Empowering citizens to advocate for sustainability initiatives and policies within their communities can amplify the impact of individual actions. Encouraging residents to participate in community-led projects, share sustainable practices with neighbors, and engage in dialogue with local leaders fosters a culture of environmental stewardship and collective action.

□ Community-Wide Impact

Collective Action:

While individual actions are important, collective efforts have the power to drive significant change at the community level. By mobilizing residents, businesses, schools, and community organizations to work together toward common sustainability goals, the town can achieve greater impact and accelerate progress toward a sustainable future.



□ Community-Wide Impact

Strengthened Community Bonds:

Collaborative sustainability initiatives create opportunities for residents to connect, collaborate, and build relationships based on shared values and goals. By fostering a sense of belonging and shared purpose, the town can strengthen social cohesion and resilience, building a more inclusive and resilient community.



□ Communities Driving Change

Grassroots Movements:

Empowering local communities to lead sustainable initiatives is key to driving meaningful change. By providing resources, support, and opportunities for grassroots organizing, the town can harness the creativity, expertise, and passion of its residents to implement innovative sustainability solutions tailored to local needs and priorities.



□ Communities Driving Change

Inclusivity:

Ensuring that diverse voices are heard and represented in decision-making processes is essential for building equitable and sustainable communities. By promoting inclusivity and diversity in sustainability efforts, the town can create more resilient, vibrant, and thriving communities that leave no one behind.



How to Educate Citizens on Individual Contributions to Community-wide Impact?

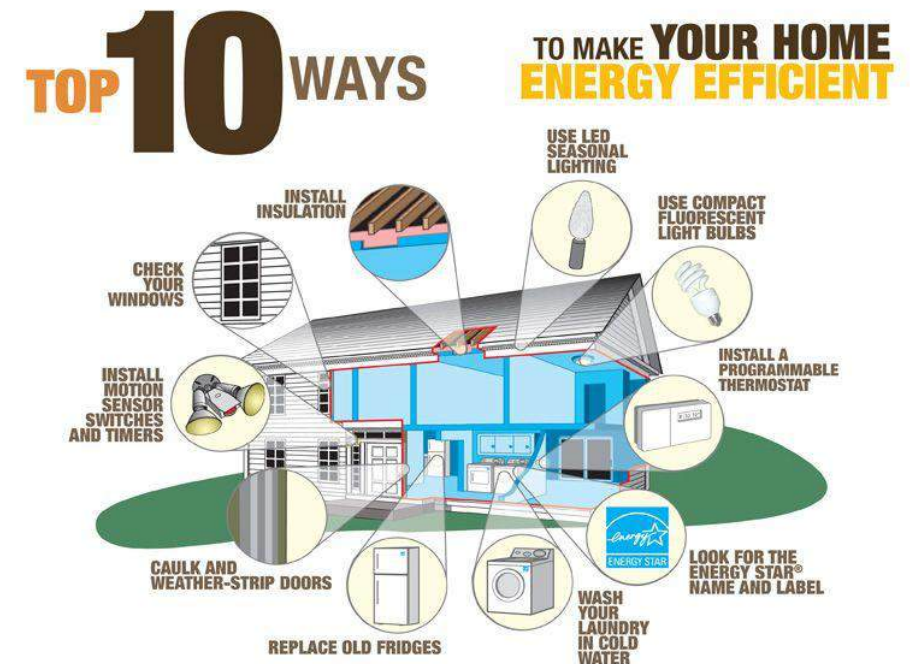
This section's resources are meant to assist the municipality in educating the public about ways that each individual can support the sustainable transition. These sections outline workable options; however, the municipality must determine which options are legally and culturally appropriate and implement the teaching strategies for its residents.

It's critical to remember that selecting the appropriate call to action is an essential component of a strategy and that it significantly depends on local customs, culture, laws, and regulations. For instance, installing solar panels is one of the options presented in this section. However, many municipalities are unable to incorporate this call to action into their strategies due to local regulations that prohibit individual residents from installing solar panels on rooftops.

It is recommended that municipalities review the underlying cultural understanding and the laws and regulations to determine the most appropriate call to action.

□ Energy Conservation at Home

By adopting energy-saving practices within their households, citizens can significantly reduce their carbon footprint and contribute to overall energy conservation. Simple actions such as turning off lights when not in use, unplugging electronics, using energy-efficient appliances, and adjusting thermostat settings can lead to substantial energy savings over time.



□ Exploring Renewable Energy Options

Consideration of installing solar panels on rooftops or investing in other renewable energy technologies can play a pivotal role in transitioning to a sustainable energy future. Citizens can explore available incentives, grants, and financing options to make renewable energy installations more accessible and affordable.



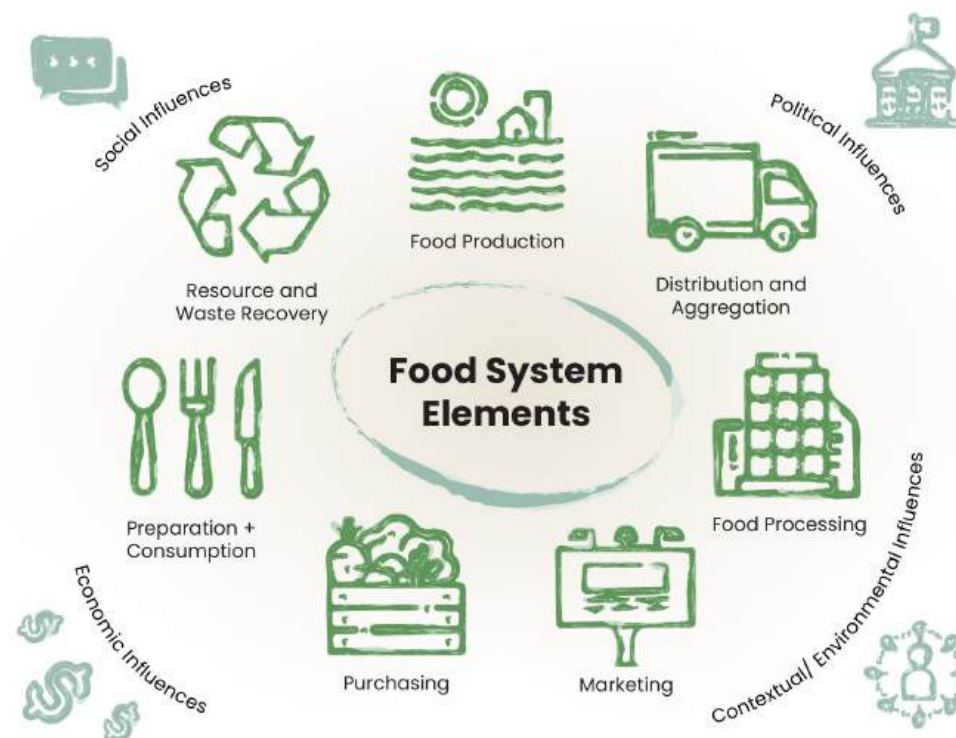
□ Promoting Sustainable Transportation

Encouraging the use of public transportation, carpooling, biking, or walking for daily commutes and errands can help reduce greenhouse gas emissions associated with transportation. Citizens can also advocate for the expansion of bike lanes, pedestrian-friendly infrastructure, and public transit options within the community.



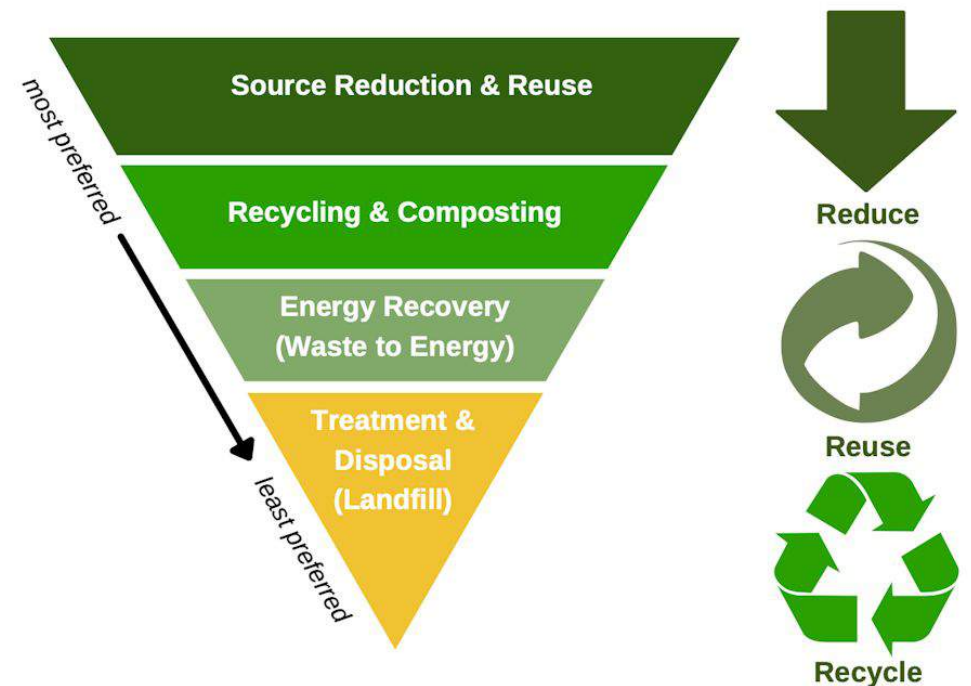
□ Supporting Local Food Systems

Choosing locally sourced, seasonal, and sustainably produced food items can reduce carbon emissions associated with food transportation and support local farmers and producers. Citizens can also explore options such as community-supported agriculture (CSA) programs, farmers' markets, and urban gardening initiatives to promote sustainable food systems.



□ Waste Reduction and Recycling

Adopting practices such as reducing single-use plastics, composting organic waste, and recycling paper, glass, and metal can minimize waste sent to landfills and conserve valuable resources. Citizens can also participate in community clean-up events and advocate for policies that promote waste reduction and recycling at the local level.



□ Becoming Sustainability Ambassadors

Citizens can play an active role in spreading awareness and promoting sustainable practices within their social circles and communities. By sharing information, resources, and success stories related to sustainability initiatives, individuals can inspire others to take action and become engaged participants in the sustainability project.



□ Participating in Community Engagement Activities

Engaging in community-led events, workshops, and educational programs focused on sustainability can deepen citizens' understanding of environmental issues and empower them to take meaningful action. By actively participating in discussions, sharing ideas, and contributing to collaborative projects, individuals can drive positive change at the grassroots level.



Wrap Up

After gaining a solid grasp of the fundamentals, it's time to delve deeply into the components that make up a strategy and how to evaluate it. Let's dive right into the upcoming presentation to learn how a strategy is developed.

Thank You for your attention!

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