CRC
FOR LOW CARBON LIVING

Innovations for a Sustainable Australian Built Environment

Program 3 “Engaged Communities” Workshop
Pathways to built environment emissions reductions

Stephen White & Susan Thompson
WORKSHOP CONTENTS

- What are the research focus areas of Program 3?
- What are we trying to achieve?
- Group discussion
  - Can our research focus area credibly impact on what we are trying to achieve???
ENGAGED COMMUNITIES

Applying complex social, technical & economic system science to achieve a sustainable and liveable society

COMMUNITY
Health
Amenity
Belonging
Liveability

GOVERNMENT
Building codes
Subsidies
Regulation
Education
Ratings
Planning permission

LOW CARBON LIVING CRC
Homo-Economicus

Consumers rationally reflect on narrowly defined self interests and consume accordingly to maximise satisfaction

Predictably Irrational

Consumers are influenced by cognitive, social and emotional factors that shape how consumers define and maximise utility

Locked-in

Focuses on circumstances that constrain consumption, such as the work spend cycle and corporate and government decisions on technological infrastructure and investment

Socially Organized

Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns
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**TASK - TRANSFORMING CONSUMPTION (?)**
Shwom & Lorenzen, “Changing household consumption to address climate change: social scientific insights and challenges”, WIREs Climate Change 2012
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**Techno-economic Decisions**

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**Social-Cultural Decisions**
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Program 3
Incentives
Information

Predictably Irrational
Consumers are influenced by cognitive, social and emotional factors that shape how consumers define and maximise utility

Preferences/barriers
Marketing/messaging

Locked-in
Focuses on circumstances that constrain consumption, such as the work-spend cycle and corporate and government decisions on technological infrastructure and investment

Program 2
Community consultation

Socially Organized
Emphasizes how social institutions and social meanings organize consumption and lifestyle patterns

Cultural values norms
Public discourse
Awareness

Program 1

LOW CARBON LIVING CRC
PERSUASION 101
– WHAT DIRECTION FOR MASS TRANSFORMATION?

Conation: The aspect of mental processes or behavior directed toward action or change and including impulse, desire, volition, and striving
WHAT DOES CRC SUCCESS LOOK LIKE?

- Attributable MT CO$_2$e/yr of greenhouse gas abatement
- Adoption of tools, techniques or advice by government, industry and/or community around Australia
- Research virtuosity
  - Ideas that grab the imagination and solve intractable problems
- Visibility

Think big.... Think “hearts and minds of Australians”.... Think national institutions...
ROOM FOR OPTIMISM?

- A marketing task
- A technology task
- A policy task
- A culture transformation task
- Other
Putting on your 2030 historian hat, fill in the following......

- Australian greenhouse gas emissions began to decrease when ...[insert actor]..... decided to ...[insert action]

- The Low Carbon Living CRC ...[insert research result]... enabled them to .... [insert need of actor]

Note: no expectation that there's an easy silver bullet !!
Thankyou

Stephen White
Program Leader “Engaged Communities”
stephen.d.white@csiro.au
Ph: 0408 487 664