

2011-2014

Climate Change and Sustainability Communication and  
Engagement Strategy

DRAFT for consultation - January 2011



## Table of Contents

1. Executive Summary .....	1
2. Introduction .....	2
3. Aims and objectives .....	2
4. Sustainability Challenges and Opportunities .....	2
5. Scope .....	3
6. How will we benefit from the strategy? .....	3
7. Approach to Behaviour Change .....	5
8. Approach to Communication .....	6
9. Sustainable Behaviour Goals .....	8
9.1. Reducing environmental impact .....	8
9.2. Mitigating climate change .....	9
9.3. Adapting to climate change .....	10
9.4. Summary of sustainable behaviour goals .....	10
10. Priority Audiences .....	14
11. Communication Channels .....	15
12. Monitoring and Evaluation .....	15
13. Annexes .....	16

Feedback, comments and enquires on this document should be sent to:  
[environmental.action@rbk.kingston.gov.uk](mailto:environmental.action@rbk.kingston.gov.uk)

This strategy has been developed in partnership with Kingston Environment Group (KEP) a sub-group of Kingston Strategic Partnership (KSP).  
Kingston Environment Group is made up of:

Save the World Club [www.savetheworldclub.org](http://www.savetheworldclub.org)

Kingston University Sustainability Hub [www.kingston.ac.uk/sustainability](http://www.kingston.ac.uk/sustainability)

Transition Town Kingston [www.ttkingston.org](http://www.ttkingston.org)

St Paul's Church [www.stpaulskingston.org.uk](http://www.stpaulskingston.org.uk)

Kingston College [www.kingston-college.ac.uk](http://www.kingston-college.ac.uk)

Greener Kingston [www.e-voice.org.uk/greenerkingston](http://www.e-voice.org.uk/greenerkingston)

Kingston Permaculture Group

Kingston Cycling Campaign

Kingston Sustainable Gardening Group

Climate Change & Sustainable Travel Group (RBK)

## 1. Executive Summary

Climate change and other environmental issues are caused by a combination of millions of decisions made by individual people, so action is required from all. It is important for everyone in the borough to take responsibility for themselves and reduce their impact on the environment as well as their own vulnerability to climate change. This strategy is based on the premise that lifestyles, attitudes and behaviour must change in order to live sustainably.

The purpose of the Climate Change & Sustainability Communication and Engagement Strategy is to develop a systematic and effective approach to communicating the desired behaviour changes that will protect and enhance the environment and quality of life in the Royal Borough of Kingston upon Thames.

The strategy has been developed with key stakeholders and community groups in the borough and provides a middle term framework (3 years) for delivering key messages on climate change and other environmental issues to priority audiences: *'shared sustainable behaviour goals'*.

It is aimed at organisations that have the capacity to reach and influence individuals in the borough, these include businesses; education institutions; third sector organisations such as churches, charities and community organisations; as well as umbrella organisations such as federations, chambers and associations.

The strategy considers the actions required to raise awareness of climate change and its impacts, as stated in the Council's Energy Strategy, and the communication of these actions. It looks at how to communicate both the mitigation and adaptation agendas of climate change as well as general sustainability issues, which are addressed following the ten principles of One Planet Living. Special focus is on those activities/actions that have the greatest impact on the borough's Ecological Footprint including:

- reducing transport and buildings' carbon emissions
- reducing the impact of shopping habits
- reducing the impact of eating habits
- adapting to climate change including flooding, high temperatures and droughts.

The strategy covers four fundamental aspects of communications and provides specific recommendations under each of the following headings: approach to behaviour change, approach to communications, priority audiences and sustainable behaviour goals.

It is anticipated the plan will educate and empower stakeholders to deliver environmental activities and behaviour change initiatives. The idea is that organisations become signatories of the strategy and therefore, co-implementers of it. The Council is committed to using the strategy in its own engagement work and will take a proactive role in supporting signatories in the design, implementation, monitoring and evaluation of projects and campaigns.

Finally, the council will have a leading role in monitoring and evaluating the implementation of this strategy. Information from signatories will be collected on a yearly basis and public progress reports will be produced at the end of each year. At the end of year 3, shared sustainable behaviour goals will be reviewed and the strategy will be updated.

## 2. Introduction

The purpose of the strategy is to develop a systematic and effective approach to communicating the desired behaviour changes that will protect and enhance the environment and quality of life in the Royal Borough of Kingston upon Thames.

The strategy has been developed with key stakeholders and community groups in the borough. It aims to create a shared framework that sets priorities and guides actions to tackle climate change and other environmental issues. It is anticipated the plan will educate and empower stakeholders to deliver environmental activities and behaviour change initiatives.

The idea is that organisations from the private, public and third sectors become signatories of the strategy and therefore, co-implementers of it. The Council is committed to using the strategy in its own engagement work and will be responsible for monitoring and evaluating progress.

## 3. Aims and Objectives

- 2.1. To increase awareness of environmental issues and climate change and to change attitudes and behaviours accordingly.
- 2.2. To create 'agency' for combating climate change. *Agency is created when people know what to do, decide for themselves to do it and understand that their contribution is important.*
- 2.3. To identify priority audiences to be engaged with the messages.
- 2.4. To identify and promote shared sustainable behaviour goals as key drivers of environmental actions.
- 2.5. To provide advice and examples of best practice for how to communicate climate change mitigation and adaptation.
- 2.6. To develop, facilitate and support a network of signatories to deliver the communication strategy.

## 4. Sustainability Challenges and Opportunities

Kingston Council is committed to protect the environment as stated on Theme 1 of The Kingston Plan, Kingston Vision for 2020 (March 2009) "A Sustainable Kingston: protecting and enhancing the environment for us and for future generations". In this context, Kingston Council produced an Energy Strategy (2009) and is working on its adaptation agenda. The Energy Strategy seeks to build community knowledge and understanding of energy issues and its direct linkages with greenhouse gas emissions and climate change.

Climate change is caused by a combination of millions of decisions made by individual people, so action is required from all. It is important for everyone in the borough to take responsibility for themselves and reduce their impact on the environment as well as their

own vulnerability to climate change. This strategy is based on the premise that lifestyles, attitudes and behaviour must change in order to live sustainably.

Climate change presents a huge challenge to humankind. It also presents a significant communications challenge as it affects everyone. Reaching the audience in the borough effectively and within a realistic budget is, therefore a considerable task. To meet this challenge, this strategy intends to engage every active member of the borough in enabling and promoting sustainable behaviours.

Climate Change will also bring opportunities to improve our quality of life. We need to get better at communicating the benefits certain changes in lifestyle can bring to our life such as walking, cycling, healthier eating habits, more effective use of resources, and better sense of community from eco-friendly living, amongst others.

## 5. Scope

The strategy provides a middle term framework (3 years) for delivering key messages on climate change and other environmental issues to priority audiences: *'shared sustainable behaviour goals'*.

It considers the actions required to raise awareness of climate change and its impacts, as stated in the Council's Energy Strategy, and the communication of these actions. It looks at how to communicate both the mitigation and adaptation agendas of climate change as well as general sustainability issues, which are addressed following the ten principles of One Planet Living. Special focus is on those activities/actions that have the greatest impact on the borough's Ecological Footprint. This aspect is discussed later under *'sustainable behaviour goals'*.

The body of the strategy covers four fundamental aspects of communications and provides specific recommendations under each heading.

- Approach to behaviour change
- Approach to communications
- Priority audiences
- Sustainable behaviour goals.

## 6. How will we benefit from the strategy?

The Climate Change & Sustainability Communication and Engagement strategy, as a planning tool, is aimed at organisations that have the capacity to reach and influence individuals in the borough. These include businesses; education institutions; third sector organisations such as churches, charities and community organisations; as well as umbrella organisations such as federations, chambers and associations.

The chart below shows how this strategy could benefit you and how your participation could improve the environmental performance of the Borough.

## How will we benefit from the strategy?

	Businesses	Education Institutions	Third sector and umbrella organisations
What can I do with the strategy document?	<ul style="list-style-type: none"> <li>Identify priority behaviour goals that fit your organisation's mission and objectives.</li> <li>Learn about your target audience so messages and actions are tailored.</li> <li>Learn methods and tips on how to communicate your environmental messages.</li> </ul>		
What support is available?	<ul style="list-style-type: none"> <li>Technical support in campaign designing and implementation facilitated by the partners.</li> <li>Technical support in setting targets, monitoring and evaluation.</li> <li>Sharing of best practices and approaches.</li> <li>Promotion and facilitation of partnership working.</li> </ul>		
What are the shared benefits?	<ul style="list-style-type: none"> <li>Be part of a pioneer group of organisations in the borough working towards a sustainable future.</li> <li>Benefit from local and national PR as a signatory of the strategy.</li> <li>Reduce your organisation's environmental impact and exposure to risk.</li> <li>Gain access to a range of environmental credentials and accreditations.</li> <li>Take opportunities through proactive engagement with future realities.</li> </ul>		
What are the benefits to my organisation?	<ul style="list-style-type: none"> <li>Contribute to the implementation of your business's Corporate Social Responsibility plan.</li> <li>Gain more clients as demand for environmentally responsible services increase.</li> <li>Save money, reduce risk and improve the business's bottom line.</li> </ul>	<ul style="list-style-type: none"> <li>Help implement environmental frameworks.</li> <li>Improve engagement and performance from staff, pupils and stakeholders.</li> <li>Improve engagement with local community and groups.</li> <li>Improve pupils' preparedness for the future.</li> <li>Save money</li> </ul>	<ul style="list-style-type: none"> <li>Bring further benefits to the community your organisation engages with.</li> <li>Gain access to new funding opportunities.</li> <li>Further fulfil your organisation's role in society as we all have a role to play in tackling environmental threats.</li> </ul>

## 7. Approach to Behaviour Change

There are several aspects we need to understand if we want to change behaviours:

- the behaviour we would like people to maintain (*behaviours goals as referred to in this strategy*)
- establish what people are currently doing
- establish what people are willing and able to do
- address people's motivations and barriers
- identify the right tools/interventions
- understand which organisations need to act and how.

Our approach to behaviour change will focus on the need to create 'agency'. We have 'agency' when we know what to do, understand the consequences of our actions, think our contribution is important, decide for ourselves and have access to the infrastructure to act.

In the context of sustainability and climate change and, from a communications point of view, 'agency' can be improved by:

- making environmental issues and climate change personally relevant
- giving people a sense of control
- recognising 'self-motivated' change above all else, that is encouraging and supporting those already taking action
- linking to things people CAN and WANT to do something about (e.g. home improvement).

We will adopt DEFRA's model for creating 'agency'. The model looks at changing behaviour through policy making, the 4Es (Enable – Engage – Exemplify – Encourage), **see annexe 1** for details of the model. This model aims to establish new and more sustainable ways of living, working and producing and for them to become a social norm.

**Enable** – making it easier

**Encourage** – give the right signals

**Engage** – get people involved

**Exemplify** – show what you and others are doing.

The model covers a whole range of actions necessary to change behaviour in a sustainable manner. Communications is just an aspect of it but it is required that any communication strategy is developed with the awareness of all the dimensions of this model in order to design coherent communication plans that contribute to orchestrated behaviour change outputs. For example, **enabling** is mostly about providing infrastructure but this won't produce the desired change in behaviour if people do not understand how it might affect them, **encouraging**; or don't know how they can access it and how it benefits them, **engaging**; or if there are people/organisations already engaged, **exemplifying**. As we can see, communication cuts across all the four aspects of this model.

Attention also needs to be paid to external influencers of behaviour (eg. interpersonal relationships, social norms and social systems). Understanding these factors can make it easier to help individuals make choices. See table below where main internal and social factors shaping individual behaviour have been highlighted:

Factors	Description	Examples
Social proof	People often look to those around them, including strangers, for guidance on how to behave. This is especially so under conditions of uncertainty, where people look for cues in the environment and others around them on how to behave. Mobilising this 'social proof' can therefore play a key role creating new social norms.	People are more likely to reuse hotel bath towels if told others have done so.  People are twice as likely to litter if their environment is dirty because of perceived group norms.
Collective efficacy	In order to participate in solving collective problems, people often need to feel part of a wave of change, rather than an isolated and powerless individual. Our sense of others' behaviour can transform how we regard our own actions.	A MORI polling found that over 50 percent of people say that they would do more to stop climate change if others did the same.
Social commitment and social standing	Making use of common social norms which value loyalty, commitment and reciprocity is another way of addressing gaps between attitudes and behaviours.	Once individuals express beliefs or commitments publicly, they exhibit a strong tendency to act in a way that is consistent with these commitments.

## 8. Approach to Communication

Effectively communicating environmental issues requires careful understanding of people's motivations and barriers as well as thoughtful planning. This strategy builds on aspects of some of the most robust and relevant approaches and methodologies currently available, including FUTERRA and DEFRA's approach.

FUTERRA is an agency specialized in sustainability communication and has been on the forefront of climate change communications since creating 'The Rules of the Game Principles of Climate Change Communications', as part of the UK Climate Change Communications in 2005 (see **annexe 2**). In 2010 they launched a new report for communicating climate change called 'Sizzle the new climate message' (see **annexe 3**).

The approach for communicating climate change and environmental issues adopted by this strategy follows 4 principles:

1. CREATE A POSITIVE VISION OF THE FUTURE	
DO	DON'T
Identify the behaviour we would like people to maintain. Behaviour goals.	Do not rely on people's concern about children's future or human survival.
Make it desirable by reflecting people's personal positive values and aspirations, e.g. <i>tackling climate change will lead to home improvement, self-improvement, national pride, etc.</i>	Create a catastrophic scenario as fear can create apathy - people believe they can't act upon the threat.
Make it visual and use emotions.	Emphasise dates and figures.  A 20% cut by 2020 isn't a vision, it's a target.
Make it as local as possible; refer to places and spaces people know.	Don't set people on a mission to 'save the world'

## 2. OFFER CLEAR ALTERNATIVES

DO	DON'T
Be clear and specific about what is the behaviour you are suggesting people to take.	Attack or criticised home or family. It is unproductive to attack that which people hold dear.
Be clear about the linkage between problem and solution. <i>High atmospheric carbon levels are the problem, and cutting carbon is the solution.</i>	Confront people with the difference between their attitude and their actions on climate change, as this is more likely to change their <i>attitude</i> than their <i>actions</i> .
Make clear that change won't wait, and that the decision moment is now.	Try to change everything; focus on 3 or 4 key messages.
Make the solution <b>specific, realistic</b> and <b>affordable</b> . <i>Use numbers here. If you're promoting specific policies, initiatives or schemes then don't be afraid of detail. How many homes will be insulated? How much will the energy meter cost? Exactly when will the community turbine start paying back? Embrace the numbers.</i>	Rely on general idealistic general messages
Raise the status of sustainable behaviours; make it "cool" and mainstream.	Make sustainable behaviours the luxury of a minority alternative group.
Give everyone something to do right now. Always answer the question: 'what's in it for me?'	

## 3. CHOOSE THE RIGHT MEANS OF COMMUNICATION

DO	DON'T
Think of your audience and specific message	Rely just on providing information. <i>Providing information is not wrong; relying on information alone to change attitudes is wrong. Remember also that money messages are important, but not that important.</i>
Work with organisations trusted by your target audience.	Pretend you are able to reach every audience on your own.
Use peripheral messages, e.g. a snapshot at a bus station, a signature message, can help to reinforce mainstream messages.	Rely on one approach.
Use transmitters and social learning (community leaders). <i>People learn through social interaction, and some people are better teachers and trendsetters than others. Targeting these people will ensure that messages are transmitted effectively.</i>	

## 4. MONITOR AND EVALUATE

DO	DON'T
Focus your campaign so you are able to measure change.	Pretend to change specific behaviours with general awareness raising messages.
Create a base-line around the behaviour you want to measure.	Create loose campaigns for the general public as progress is difficult to measure.
Ask your target audience for feedback.	Make assumptions about whether or not you're succeeding.
Be systematic and disciplined.	

## 9. Sustainable Behaviour Goals

Sustainable behaviour goals are those actions we would like people to maintain. The plan explores three priority areas for the borough, under which a set of sustainable behaviour goals are identified:

- Reducing environmental impact
- Climate change mitigation
- Climate change adaptation.

### 9.1. Reducing environmental impact

The strategy approach to sustainability follows the 10 principles of One Planet Living (OPL), developed by the WWF and Bioregional. There are 10 principles as described below:

<b>Zero carbon</b>	Making buildings more energy efficient and delivering all energy with renewable technologies.
<b>Zero waste</b>	Reducing waste arising, reusing where possible, and ultimately sending zero waste to landfill.
<b>Sustainable transport</b>	Encouraging low carbon modes of transport to reduce emissions, reducing the need to travel.
<b>Sustainable materials</b>	Using sustainable products that have a low embodied energy.
<b>Local and sustainable food</b>	Choosing low impact, local, seasonal and organic diets and reducing food waste.
<b>Sustainable water</b>	Using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution.
<b>Natural habitats and wildlife</b>	Protecting and expanding old habitats and creating new space for wildlife.
<b>Culture and heritage</b>	Reviving local identity and wisdom; support for, and participation in, the arts.
<b>Equity, fairtrade and local economy</b>	Inclusive, empowering workplaces with equitable pay; support for local communities and fair trade.
<b>Health and happiness</b>	Encouraging active, sociable, meaningful lives to promote good health and well being.

Within this framework, Kingston Council uses the Ecological Footprint methodology in order to understand how the way we use resources in the borough impacts on the environment.

The Ecological Footprint measures how much nature we have, how much nature we use and who uses what. It represents the amount of biologically productive land and water (lakes, rivers and sea) we use to live our life in global hectares. We use land for the natural resources it can provide, such as food and timber, for its ecological services, such as absorbing waste, and to build and live on.

Two main reports on Ecological Footprint, containing detailed information for each local authority in the country, have been published by the Stockholm Environment Institute, in 2004 and 2008; see reports on [www.kingston.gov.uk/eco\\_footprint](http://www.kingston.gov.uk/eco_footprint). These reports have been used as 'baseline guides' for Kingston in terms of identifying priority areas where Kingston's Ecological Footprint is higher (see tables 1, 2 and 3 for details of Kingston's Ecological Footprint).

Four priority themes have been identified as key contributors to Kingston's ecological footprint. Within each theme, key areas have been chosen as drivers of behaviour goals for this strategy:

- **Food** - reducing the impact of eating habits
- **Shopping** - reducing the impact of shopping habits
- **Buildings and heating** - reducing buildings emissions
- **Transport** - reducing transport emissions.

## 9.2. Mitigating climate change

The Council's Energy Strategy recognises that the solutions for reducing greenhouse-gas emissions from Kingston's direct energy use can be guided by four approaches:

- Reduce demand by reducing the unnecessary use of energy
- Reduce demand by using energy efficiently
- Conserve natural resources by using renewable and cleaner energy
- Reduce the wastage of resources during energy generation and distribution by using more conventional supplies such as combined cooling, heating and power or local heat networks.

The energy strategy identifies priorities in three core areas:

- **Domestic sector.** The majority of emissions are generated by gas consumption, representing approximately 55% of emissions from the domestic sector in 2005 (See table 4). The main use of gas in the home is for heating and hot water. Therefore, improving the ability of a house to retain heat and have more energy-efficient heating systems is an important area for action in the borough.

- **Industry and Commerce sector.** Unlike the domestic sector, the majority of emissions are generated from electricity consumption representing 72% of emissions from Industry and Commerce in 2005 (**see table 5**), as electricity generates more CO<sub>2</sub> emissions than gas. Therefore it is important to consider how the electricity demand can be managed and how supply can be decarbonised – generate less carbon per unit of energy produced.
- **Road and Transport.** In terms of the fuel consumed, personal transport consumes the most representing approximately three quarters of fuel consumed by the transport sector (**see table 6**). Therefore, personal travel by residents, commuters and visitors to the borough are core behaviour groups to be targeted.

### 9.3. Adapting to climate change

The Mayor of London is developing a climate change adaptation strategy for London; it identifies the key risks to London and Londoners and prioritises the actions necessary to manage current changes in climate, such as warmer and wetter winters, and hotter and drier summers.

According to the UK Climate Projections Weather Generator, the Royal Borough of Kingston could be facing up to 6 heat waves a year and increased flooding.

Kingston Council seeks to work in partnership to ensure that all environmental, social and financial risks and opportunities from a changing climate are understood and acted upon to:

- ensure that Kingston's thriving local economy continues to prosper
- safeguard its infrastructure and ensure it is fit for purpose
- protect the health and wellbeing of its residents and visitors
- protect its natural and manmade assets
- ensure service delivery.

The communication strategy will focus on three major issues related to climate change adaptation:

- Flooding
- Overheating
- Droughts.

### 9.4. Summary of sustainable behaviour goals

Based on priorities identified from Kingston plan 2020, the borough's ecological footprint and energy strategy and climate change adaptation priorities, a draft list of behaviour goals to be promoted during the next three years (2011 – 2014) have been produced as a framework for everyone in the borough to use, see summary below.

## Food – reducing the impact of eating habits

Sustainable Behaviour Goal	Description
Eat less red meat	Raise awareness of the environmental impact of red meat. Raise awareness of health issues related to high intake of red meat. Increase vegetarian meals in the diet. Increase awareness about sustainable labels such as: organic, Fairtrade, free range and sustainable sourcing (marine stewardship, etc)
Eat seasonal	Increase awareness of seasonal fruit and vegetables. Get to know and cook non conventional seasonal vegetables. Encourage food growing at all levels (individual, community, schools) Encourage more home cooking.
Eat less cheese and dairy products	Raise awareness of the environmental impact of dairy products Link to health issues Educate about the alternative to cheese
Enjoy home-prepared food	Promote home cooking by increasing cooking skills (information, training) Link to enjoyment of family life and health.
Reduce food waste related	Raise awareness about food packaging Raise awareness around health issues related to fast food and low quality takeaways. Reduce food waste by encouraging better food planning and fridge management.
Drink tap water instead of fizzy and other bottled drinks	Encourage tap water at all levels: restaurant, travelling, work, etc. Discourage fizzy drinks, highlight health and waste issues.
Buy sustainably produced food products	Raise awareness about sustainable labels such as: CO2 label, energy efficient rating, Fairtrade and organic

## Shopping – reducing the impact of shopping habits

Sustainable Behaviour Goal	Description
Buy good quality items, keep them for longer	Educate about cost, quality and product lifespan, particularly around items such as: clothing, furniture, furnishings, carpets, audio visual, photo and IT. Encourage, when possible, tool share schemes around expensive DIY equipment.
Repair, renovate, reinvent your clothing and furniture	Encourage people to explore repairing and renovating before they decide to replace furniture, clothing and any other item described above.
Reduce pets' footprint	Raise awareness about the environmental impact of keeping big pets. Educate around how to reduce pet food footprint e.g: by replacing some of the pet's fleshy fare with grain-and-vegetable-based meals, by enlisting your pet in your own food recycling efforts.
Pass items on to charity or community redistribution initiatives	Give your furniture, clothing and other stuff a second life. Promote local reuse schemes such as: community furniture, freecycle, KUTLETS.

## Building and Heating – reducing buildings emissions

Sustainable Behaviour Goal	Description
Improve home insulation	Up-grading loft insulation, up-grading single to double glazed windows, draft proofing doors and windows and insulate external walls.
Install micro-generation systems where suitable	Encourage the installation of clean energy systems such as solar panels, water heating, wind power, source heating pumps, amongst others.
Swap to green energy tariff	Encourage switching to a green tariff.
Manage home energy	Use heating at home more effectively (control individual radiators, keep an eye on your thermostat, programme your boiler so it goes off when you don't need it). Upgrade boilers (if they are more than 12 years old). Check for special energy tariff and use energy when it is cheaper. Don't keep stuff on standby. Check for dual tariffs and use energy when it's cheaper.
Better use of space	Consider downsizing if your home has become too big for you and enjoy smaller bills and less maintenance cost. E.g. if living alone or with your partner in a family house, consider moving to a smaller house.

## Transport – reducing transport emissions

Sustainable Behaviour Goal	Description
Avoid flying for holidays	Encourage local holidays -Britain and/or Europe -where people could travel by train or coach. Avoid the car unless travelling with full passenger capacity.
Reduce car use	Promote train or bus to commute to work. If commuting distance is about an average of 7 miles, cycling could be an alternative. Always walk or cycle journeys shorter than 2 miles. Join a car share scheme. Encourage children to cycle or walk to school.
Reduce car size	Smaller cars are more energy efficient. Encourage swapping big cars for newer and smaller ones, particularly for single people or childless couples.
Drive energy-efficiently	Information, awareness and training about the subject.

### Adapting to Climate change - Flooding

Sustainable Behaviour Goal	Description
Maximise natural drainage around the house	Raise awareness about the role of green areas around the house (drainage, biodiversity) Discourage front garden paving. Encourage sustainable practices around the garden.
Make building resistant to flooding	Raise awareness of required measures, amongst those properties in high risk flood areas, to stop water entering buildings.
Make buildings resilient to flood	Raise awareness of required measures to reduce flood damage costs and recovery time. This could apply borough wide as the risk of flash flood is more unpredictable and could happen anywhere. This includes messages such as: raise electro domestics and electrical sockets, replace carpets with solid wood above flood level, use waterproof paint on exposed walls, store valuables and important documents upstairs or on a high shelf.
Put together an emergency flooding bag	

### Adapting to Climate change – High Temperatures

Sustainable Behaviour Goal	Description
The windows rule	Use windows, vents, curtains and awnings wisely
Reduce external heat around the house	Use of selected trees on green areas around the home, reduce paved areas around the house
Create a cool room	Improve insulation and ventilation in highly used rooms in the house. Turn off unused appliances and lights that might be generating heat.

### Adapting to Climate change – Droughts

Sustainable Behaviour Goal	Description
Implement water saving measures at home	Upgrade taps and showers for water efficient mixers. Make sure appliances such as dishwashers and washing machines are used efficiently.
Water harvesting	Install water butts to water the garden.
Adapt your garden to dry weather	Choose drought tolerant plants, apply mulch and water retaining cover to exposed areas, reduce the size of your lawn.

**NOTE: sustainable behaviour goals table is under construction. Behaviours goals will be consulted with stakeholders in the borough including strategic partners. The idea is that final goals are agreed and shared, so everyone is committed to act upon them.**

## 10. Priority Audiences

The strategy aims to engage with people living, working, studying and visiting the Royal Borough of Kingston upon Thames. Although it is often not practicable to target different sub-groups independently, identifying them is still a useful exercise as it gives an appreciation of how diverse the audience is and how all-encompassing the messages and communication channels employed must be.

The strategy identifies specific target audiences following DEFRA's environmental segmentation model which divides the public into seven clusters: 1-positive greens, 2-waste watchers, 3-concerned consumers, 4-sideline supporters, 5-cautious participants, 6-stalled starts and 7-honestly disengaged. Each segment shares a distinct set of attitudes and beliefs (towards the environment, environmental issues and behaviours). The model looks into how environmental attitudes, values, current behaviours, motivations and barriers are packed together for defined segments of the population, (see **annex 4**).

The model plots each segment against their relative willingness and ability to act. It is apparent that segments 1 (positive greens 18%), 3 (concerned consumers 14%) and 4 (sideline supporters 14%) offer the most potential in terms of their ability and willingness to act. These three segments make approximately 45% of the population, which in turn will be able to influence friends and relatives from segments such as 2 (waste watchers 12%) and 5 (cautious participants 14%), potentially reaching 71% of the population. On this basis, the strategy will focus actions on those three segments: 1-positive greens, 3-concerned consumers and 4-sideline supporters.

A table containing detailed characteristics of each of the segments to be targeted by this plan has been developed as a tool to help partners develop a deeper understanding of the segments and facilitate the design of targeted campaigns, (see **annex 5**). This tool will help us to identify the issues and opportunities, based on our understanding of each segment's attitudes, barriers, motivations and current behaviours. It means, for example, we understand which groups are most sceptical about their behaviour contributing to climate change or where most people are already actively seeking to influence their friends and family to be more environmentally friendly.

A Kingston specific environmental MORI research in 2006 developed a useful analysis by dividing number of respondents according to their level of concern and interest for the environmental and the pro-environmental actions they take. A scale of activism was constructed whereby an 'activist' is someone claiming to do at least five pro-environmental activities, a 'semi-activist' does three or four, and a 'passivist' does less than three of the activities, see **annexe 6**. The data shows that those most likely to undertake environmental activities are female and those living in Kingston Town, Surbiton and Malden and Coombe. Those not working and those living in the South of the Borough are least likely to do so.

## 11. Communication Channels

Kingston Council has comprehensive and established channels of communications including print, media, electronic and social media.

It is envisaged that the behaviour change communications will utilize as many different channels as possible but the focus will be mainly on social media, electronic communications and importantly, peer to peer and social networking.

At the time of writing, all Council Communications are under review and the communication channels will be updated following this review and the stakeholder workshops.

## 12. Implementation

- **Final strategy document launched**

The strategy will be launched with the support of initial partners, who ideally will become the first signatories. The aim of the launch is to raise the profile of the strategy and open invitation to organisations from the private, public and third sector to become signatories.

- **Design and implement supporting initiatives**

The Council, with the support of partners of this strategy and based on initial signatories' requirements, will design a set of specific initiatives to support signatories in the development, implementation, monitoring and evaluation of projects and campaigns to work towards behaviour goals agreed.

Each signatory should develop a 3 years plan stating the behaviours goals they will be working towards and defining, as best as possible, realistic targets.

- **Increase number of signatories**

The Council, with the support of partners and signatories, will work to engage new organisations as signatories of the strategy.

- **Monitoring and evaluation**

The council will have a leading role in the monitoring and evaluation of the implementation of this strategy. Information from signatories will be collected on a yearly basis and public progress reports will be produced at the end of each year.

At the end of year 3, shared sustainable behaviour goals will be reviewed and the strategy will be updated.