DECC CLIMATE CONVERSATIONS 2023

Online Public Consultation Topline Findings

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INTRODUCTION

Background and Methodology

The Department of the Environment, Climate and Communications partnered with Ipsos to conduct the Climate Conversations 2023, a core component of the annual National Dialogue on Climate Action (NDCA) programme. The objective is to strengthen the social contract between the Government and the Irish people around climate action. This webinar provides an introduction to some of the key findings from the work to-date. There are two sources for the findings in today's presentation with a third study–CCIM–as a reference.

Workshops and In-Depth Interviews	An Online Public Consultation	Climate Change in the Irish Mind (CCIM) 2021
12 Workshops and 18 In-Depth Interviews amongst citizens of Ireland and other key stakeholders in the area.	The online survey ran from 26th June to 8th September 2023 hosted on www.gov.ie. A total of 4,061 interviews were completed.	CCIM has a nationally representative sample and interviews adults aged 18 and over by phone.

THEMES EMERGING FROM WORKSHOPS & IN-DEPTH INTERVIEWS

1

Citizens and their views on Climate Change

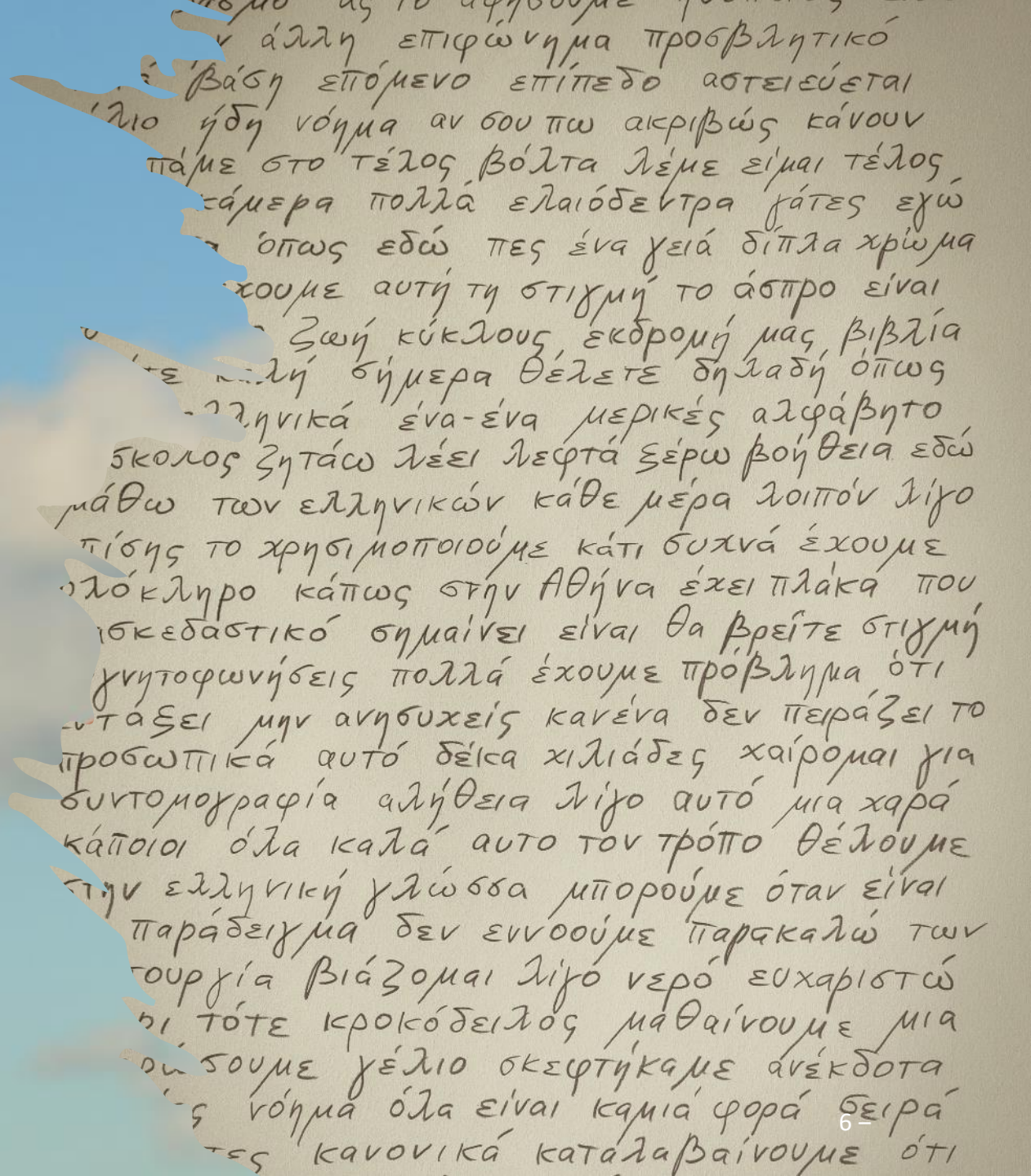
CLIMATE CRISIS IS HAPPENING SOMEWHERE ELSE, TO SOMEONE ELSE AND/OR AT SOME TIME IN THE FUTURE.

CLIMATE ACTION HAS AN IMAGE PROBLEM – IT IS FOR AFFLUENT, WELL-EDUCATED PEOPLE LIVING IN DUBLIN

"If we don't understand (the language), we think the message isn't for us."

Women's Workshop

THE LANGUAGE OF CLIMATE ACTION IS COMPLEX, UNCLEAR AND ALIEN TO CITIZENS




ACTION...
NOT EDUCATION

FOCUS ON THE RAFT, NOT THE SHORE

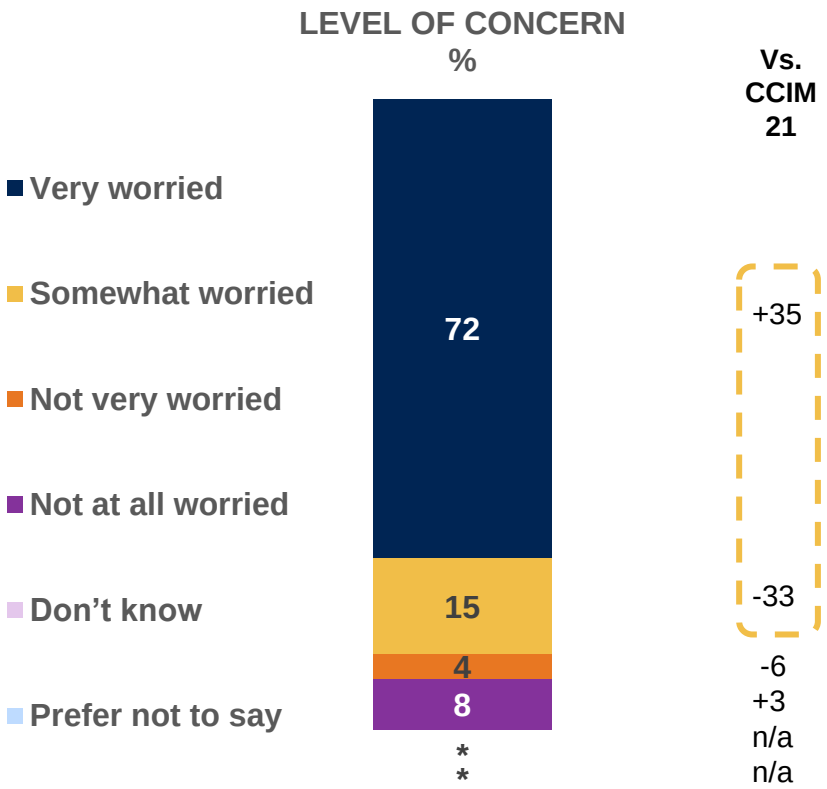
ONLINE CONSULTATION

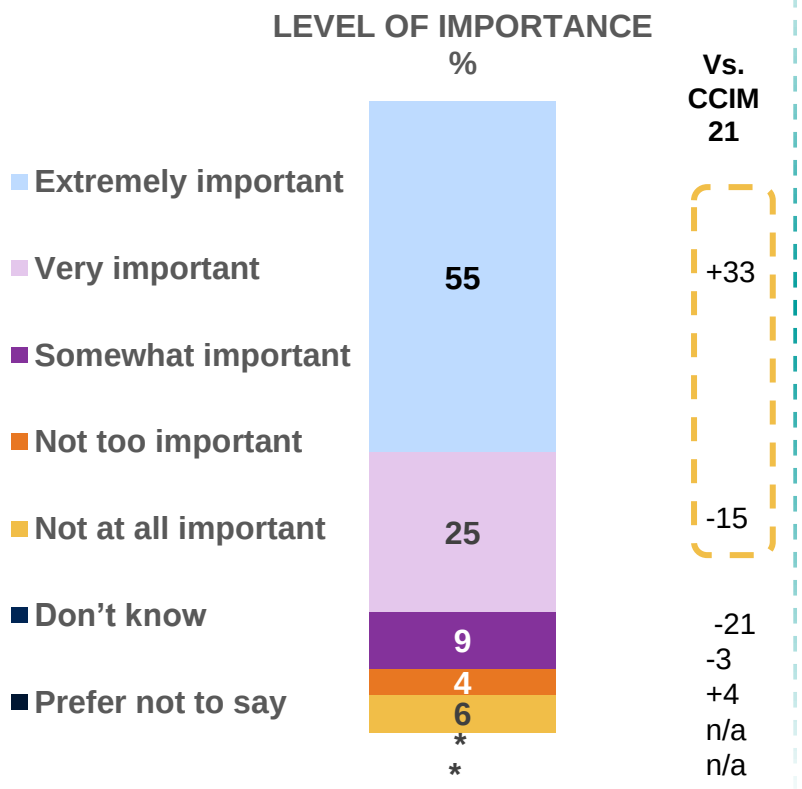
2

Measure Of Climate Anxiety & Individual/Collective Gap

VIEWS ON CLIMATE CHANGE

This sample has a higher proportion of those very worried vs. CCIM 2021



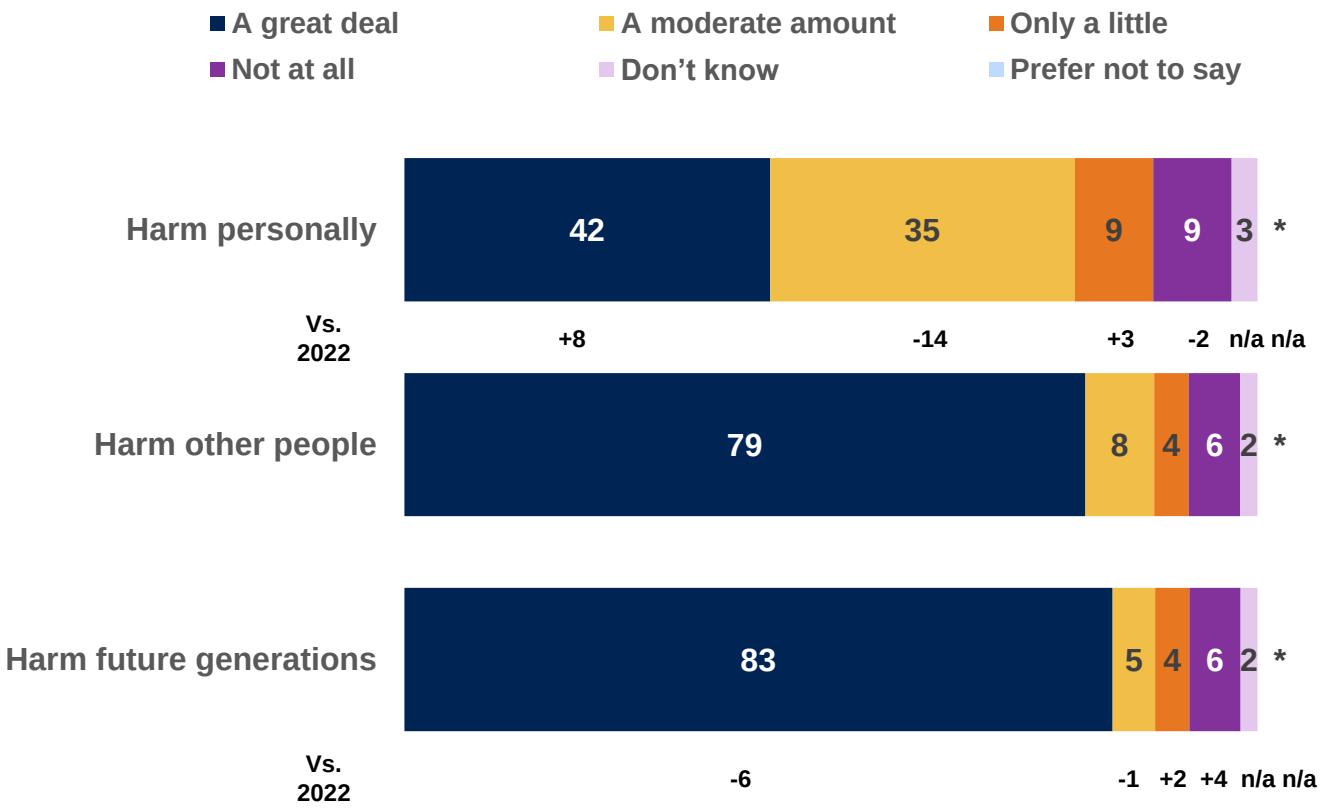


- Those who say they are very worried highest amongst
  - Those living in a city (83%),
  - Women (80%),
  - Those aged 25-34 (79%)
  - Those living in the suburbs of a city (79%)
- This compares to those
  - Those living in an isolated rural area (61%)

Q.1 How worried are you about climate change?
Q.2 How important is the issue of climate change to you personally?
Base: All Respondents: 4,061

VIEWS ON CLIMATE CHANGE

Harm to other people and future generations is more evident than harm to self.



- Just over a third (35%) of the male respondents say that climate change will harm them a great deal while almost half (47%) of the female respondents say the same.
- Those renting an accommodation are the most likely to say climate change will harm them a great deal (54%).
- Perception of how climate change will harm future generations is high across all age groups, reaching 88% among the younger group aged 19-24.
- 91% of female respondents believe climate change will harm future generations a great deal while 74% of male say the same.

Q.3 How much do you think climate change will harm you personally?
Q.4 How much do you think climate change will harm other people?
Q.5 How much do you think climate change will harm future generations?
Base: All Respondents: 4,061

Comparisons applied where possible (not possible for new or revised questions).

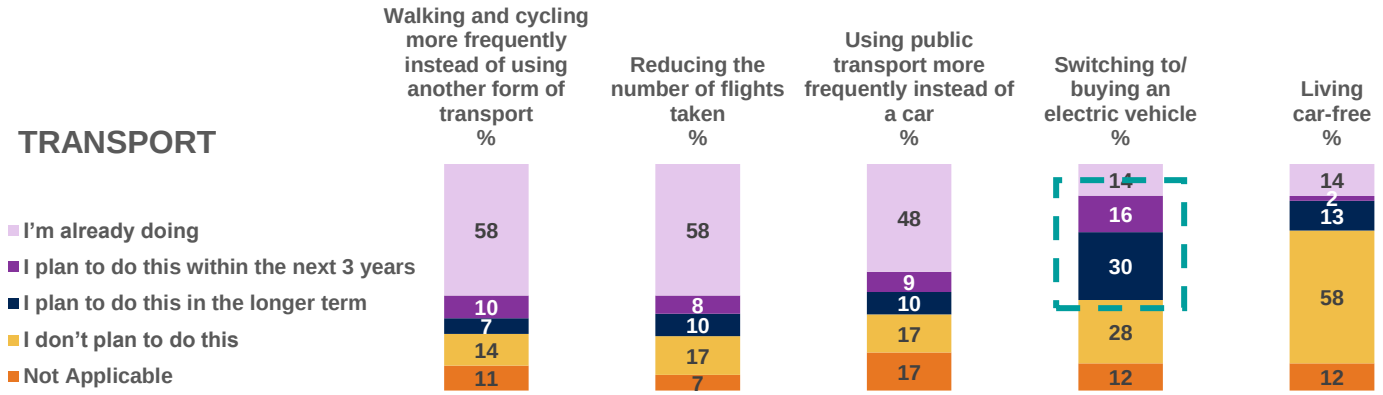
CURRENT ACTION ON CLIMATE CHANGE 2.0

3

Current actions, planned actions, and actions people don't plan to take.

CLIMATE IMPACT REDUCING BEHAVIOURS: CURRENT VS. PLANNED (1)

People are currently taking action. Where are the next opportunities for action?



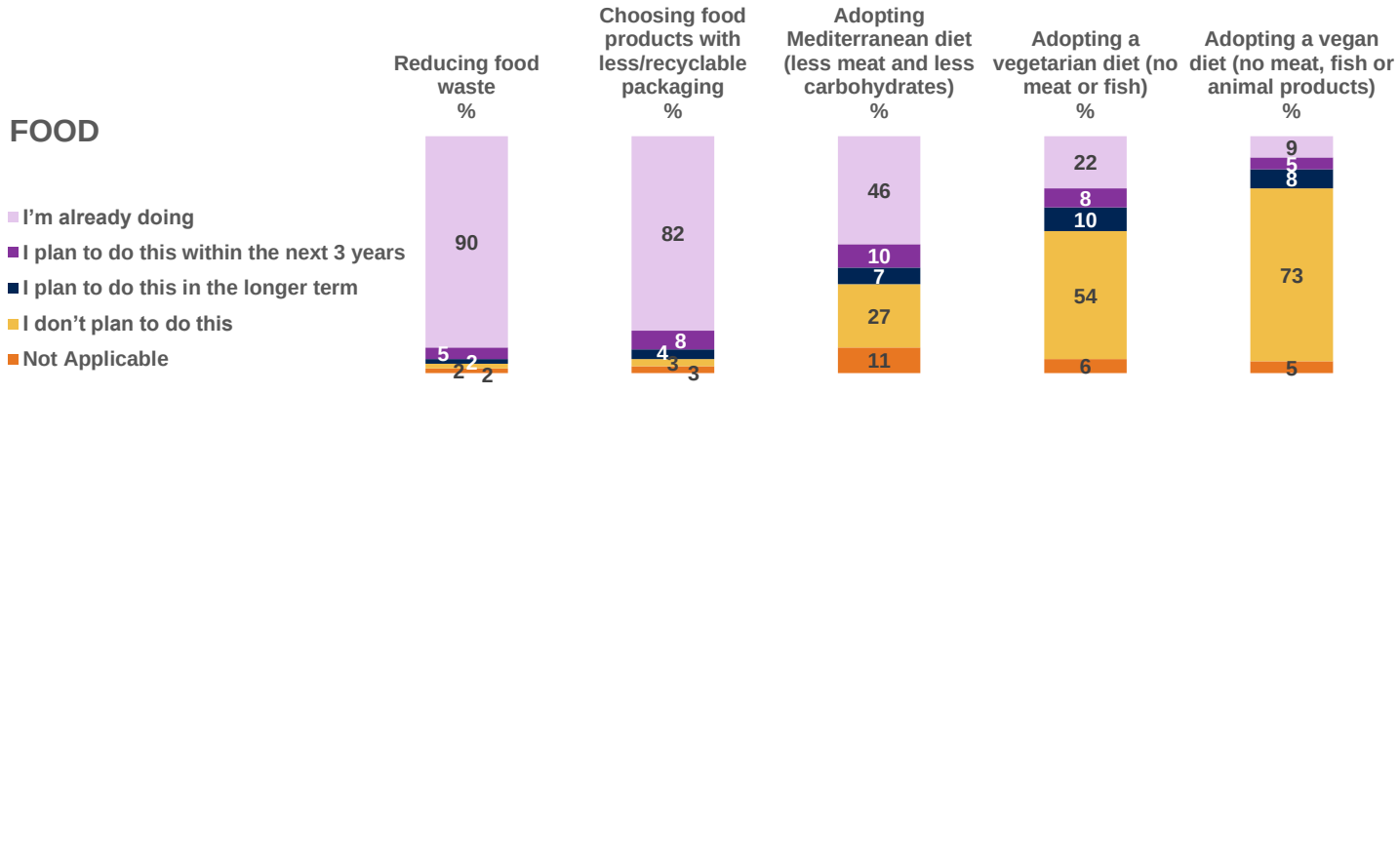
- There are three views to consider here:
- Actions people are already doing
  - Active travel, reduce flights taken, and public transport predominate.
  - Better use of appliances, central heating feature readily.
- Actions that people don't plan to do – these suggest deep seated behaviour that are difficult to change.
  - Living car-free and heat pumps are most commonly referenced.
- Actions people plan to do
  - Switching to electric vehicles, solar and retrofitting predominate.
- It is this final category that represents the most significant opportunities.

Q.21 *Thinking about the following actions you can take to reduce climate impact from [INSERT KEY AREA: TRANSPORT/THE HOME/FOOD/OTHER DAY-TO-DAY ACTIVITIES], please indicate how you would describe your approach to each.*

Base: *All Respondents: 4,061*

CLIMATE IMPACT REDUCING BEHAVIOURS: CURRENT VS. PLANNED (2)

A limited window in terms of those planning to make changes in these areas



- This slide highlights the challenge of changing behaviour in relation to food and diet and the degree to which respondents feel that are already taking action in other areas such as recycling etc.
- In relation to changing diet, it is clear that a sizeable proportion of this population do not plan to change their diet significantly.
- It also clearly shows the extent to which areas such as reducing food waste, choosing products with less packaging, recycling and buying more durable items are already being practiced by these audiences.

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Base: All Respondents: 4,061

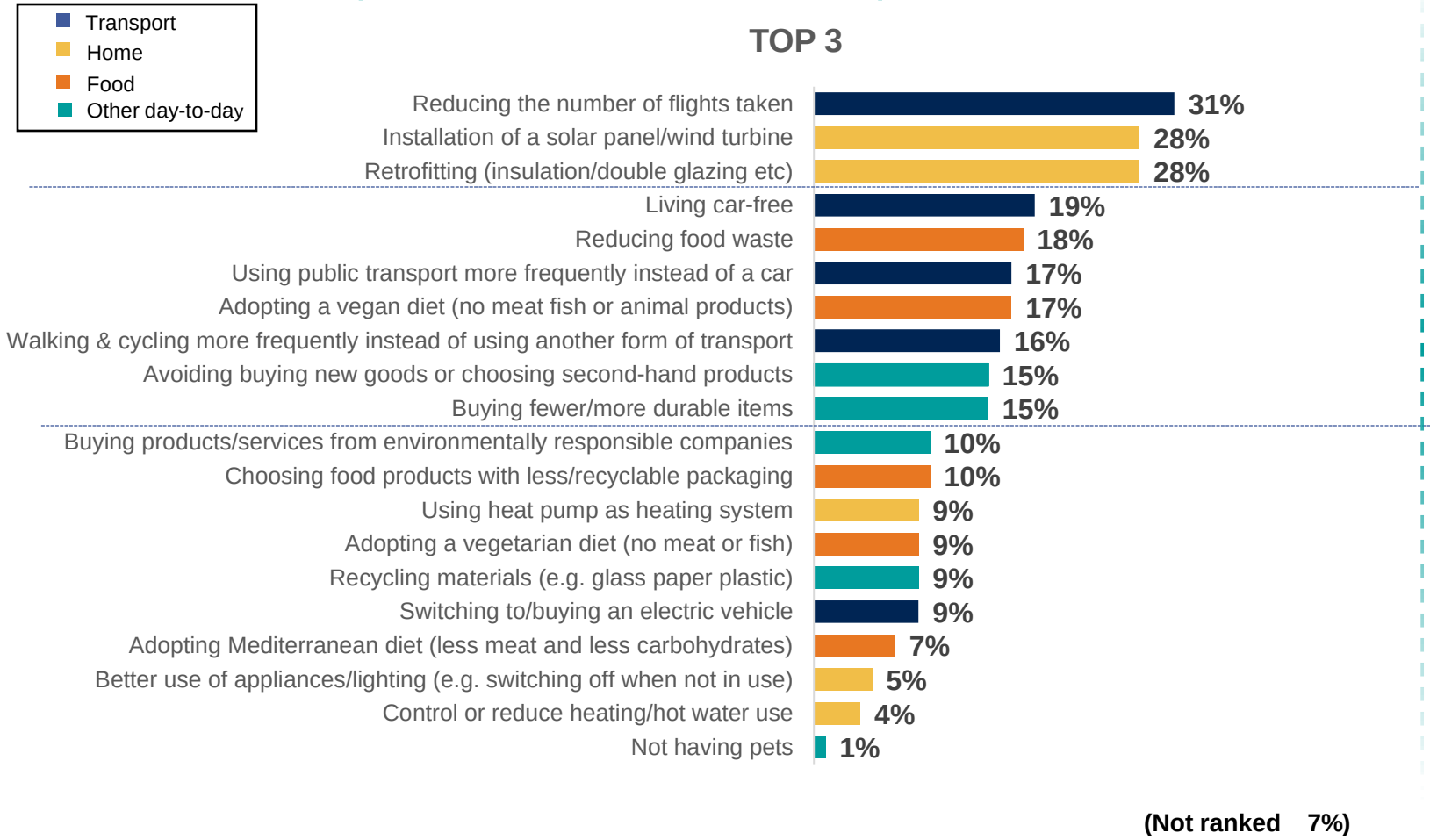
THE BELIEF/REALITY GAP

4

The actions we believe have the most impact vs. the reality

ACTIONS PERCEIVED TO HAVE MOST IMPACT ON REDUCING CARBON EMISSIONS

Reducing number of flights taken and making changes to their homes (solar panels and retrofitting) are the actions perceived as the most impactful.



(Not ranked 7%)

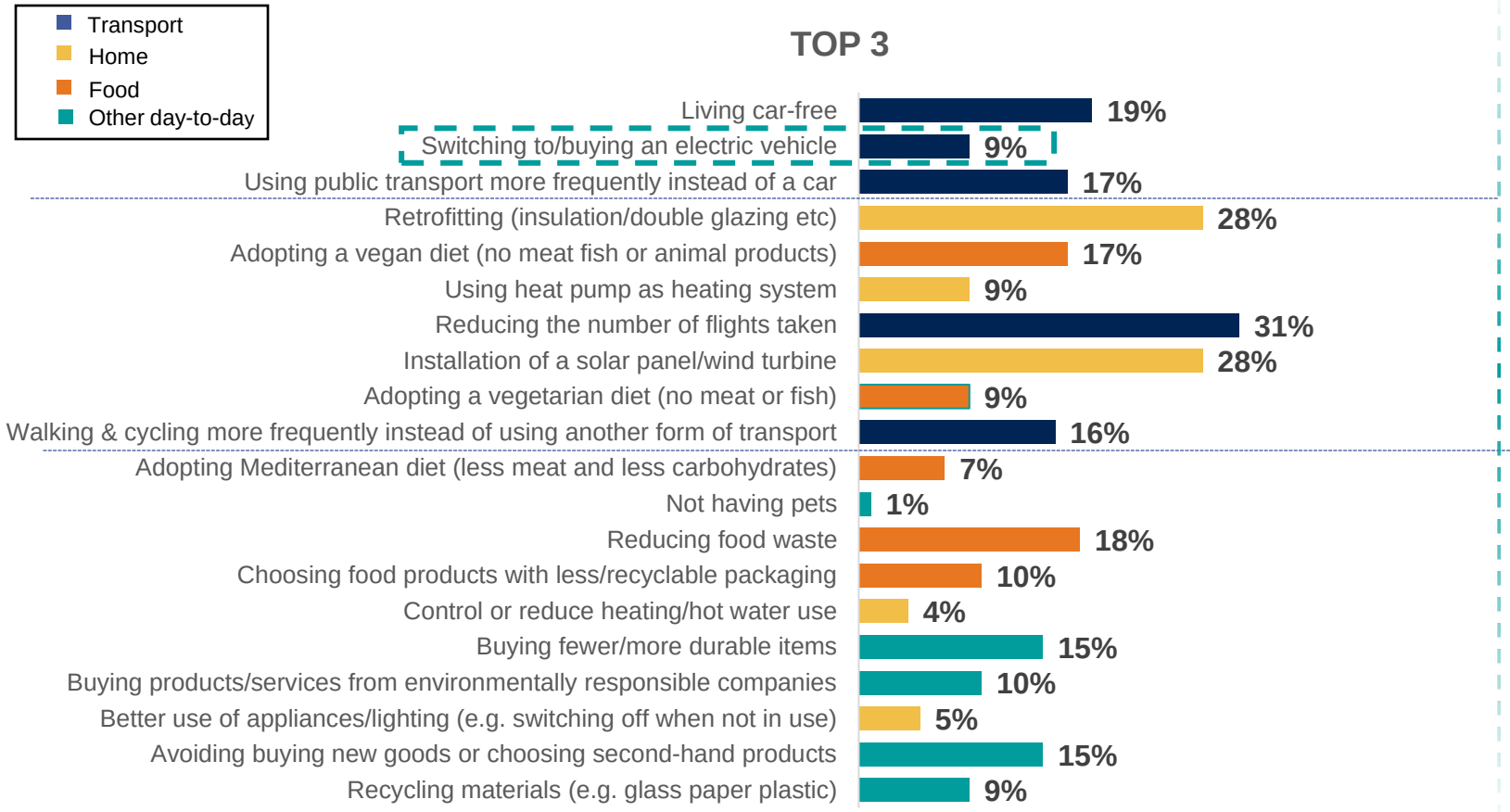
- A combination of transport and action in the home dominate the activities that are believed to have the most impact.
  - Actions relating to reduced number of flights, living car-free, increased use of public transport and active travel predominate with travel.
  - Retrofitting and solar/wind turbines feature strongly in relation to the home/heat environment.
- Actions relating to food/food waste and other household actions such as the purchasing of more durable items are also evident in the top 3 of respondents.

Q.19 Among the actions you just chose, please rank the top 3 actions you think are the most impactful for you to take.
Base: All Respondents: 4,061

***< 1%**

ACTUAL ACTIONS THAT HAVE THE MOST IMPACT ON REDUCING CARBON EMISSIONS – RANKED

Impact of Electric Vehicles demonstrates the largest belief vs. reality gap



- Re-ranking the account impact of actions* demonstrates some significant gaps in the beliefs vs. the reality.
- The most significant gap relates to the benefits associated with the purchase/switch to EVs.
- The switch to an electric vehicle ranks overall as the second most impactful measure yet ranked joint 13th in terms of belief about the impact.
- The overall impact of flights and solar are somewhat overstated but have sufficient impact to warrant consideration as an area of emphasis.
- The impact of actions such as ‘using heat pump as heating system’ and ‘adopting a vegetarian diet’ are understated/poorly understood.

Q.19 *Among the actions you just chose, please rank the top 3 actions you think are the most impactful for you to take.*
Base: *All Respondents: 4,061*

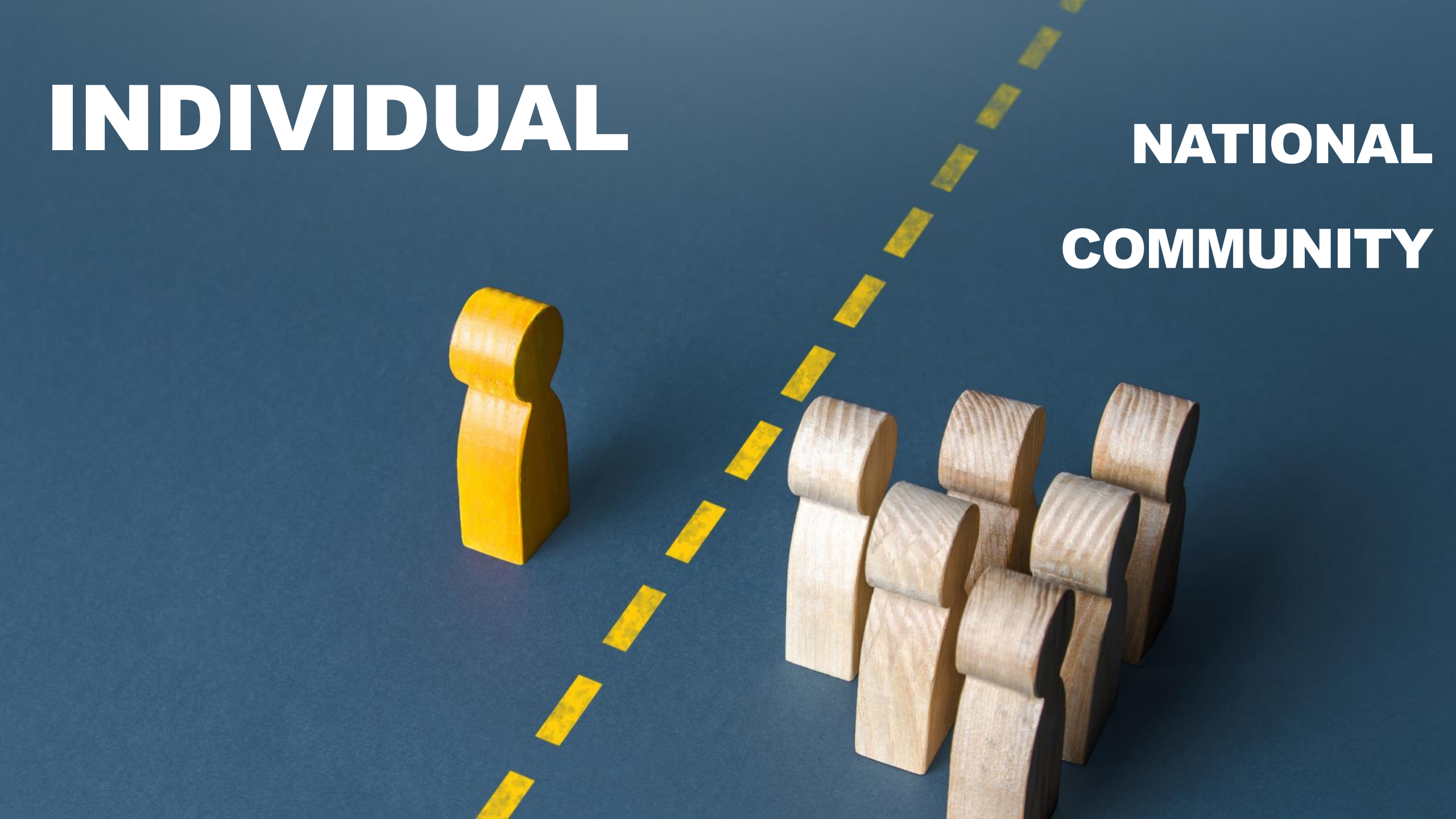
**Quantifying the potential for climate change mitigation of consumption options* - Ivanova, Barrett, Wiedenhofer, Macura, Callaghan and Creutzig. Environ. Res. Lett. 15 (2020) 093001

< 1%

MAPPS

Understanding the barriers to behaviour change

5


INDIVIDUAL
NATIONAL
COMMUNITY

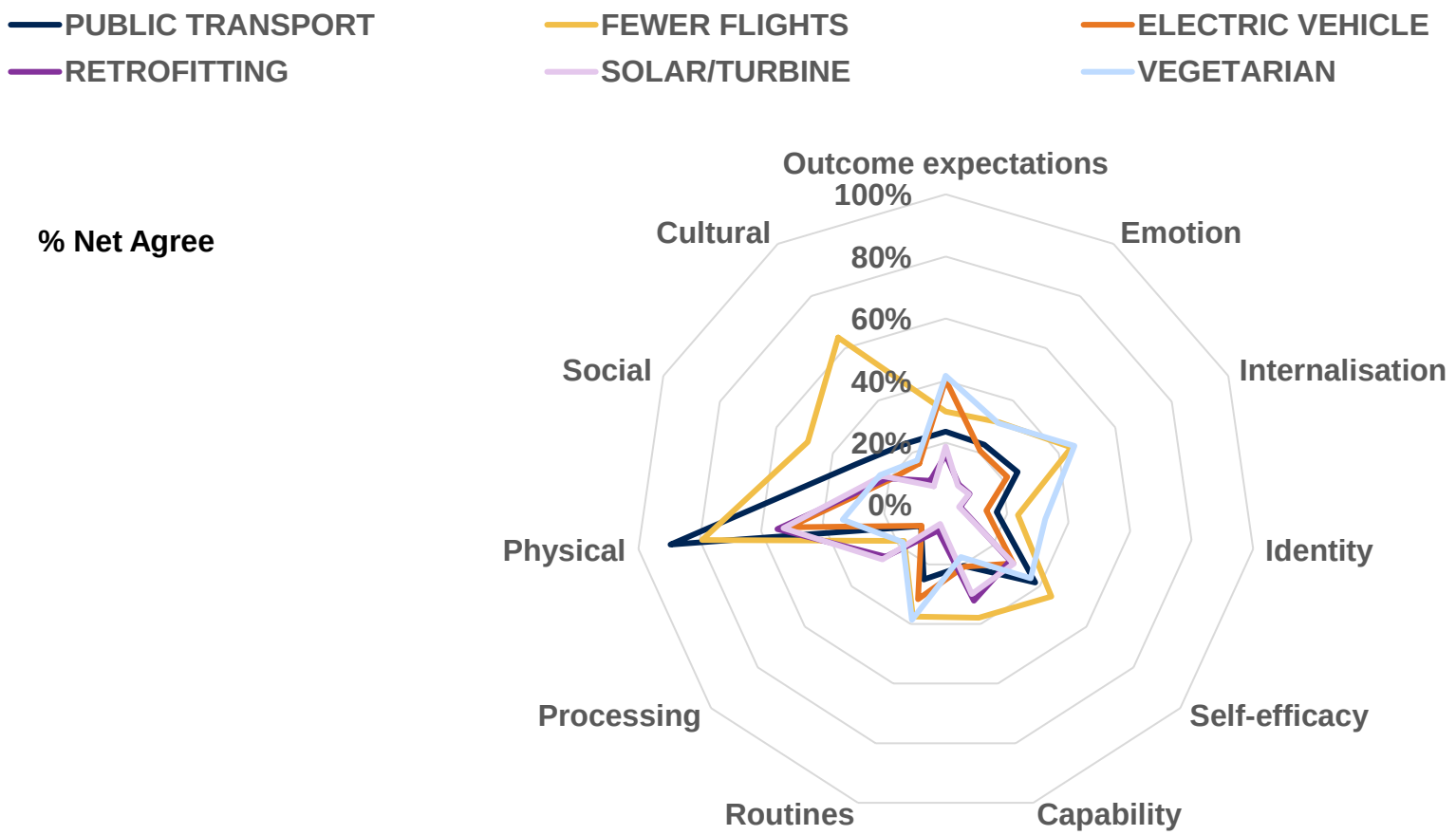
UNDERSTANDING BARRIERS TO BEHAVIOUR CHANGE

Utilising the MAPPS model to guide policymakers to diminish barriers to behaviour change.

- We asked respondents to identify barriers to acting across eight specific climate actions.
- Utilising MAPPS as the foundational tool for reporting, the emphasis is understanding the barrier, which in turn enables us to address those barriers and enable climate action.
- The following slides outline barriers to six climate actions.

MAPPS DIMENSION	MAPPS CATEGORY
Motivation	Outcome expectations
	Emotion
	Internalisation
	Identity
	Self-efficacy
Ability	Capability
	Routines
Processing	Decision forces
Physical	Environmental factors
Social	Social norms
	Cultural norms

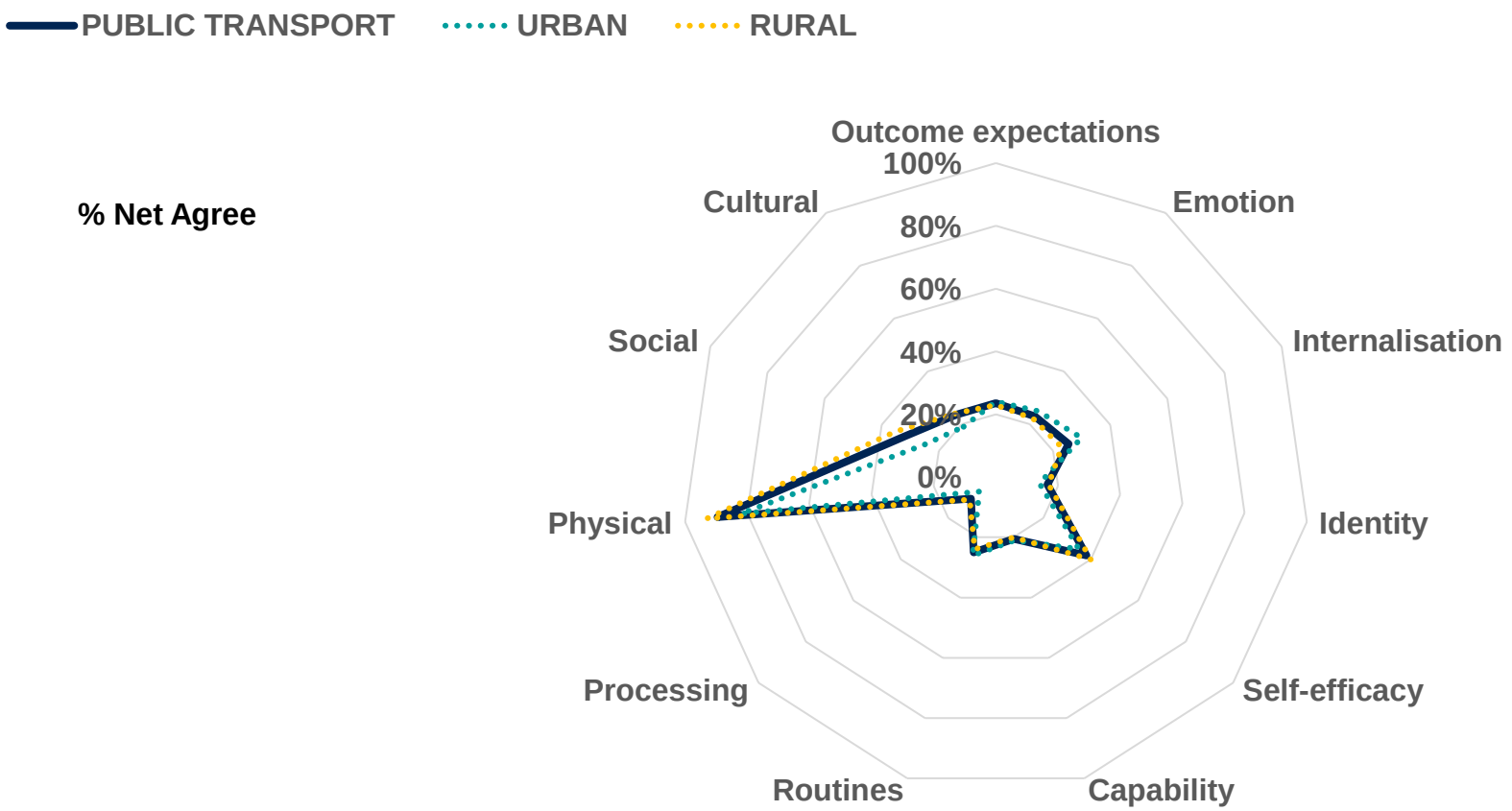
UTILIZING THE MAPPS FRAMEWORK WE HAVE IDENTIFIED BARRIERS ACROSS SIX KEY CLIMATE ACTIONS



Q.22 *There are mixed opinions and reasons people have that mean they may not wish to [ADD RELEVANT ACTION OUT OF THE PRIORITY LIST ABOVE]. To understand your attitudes and opinions about this, please state to what extent do you agree or disagree with the following statements.*

Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS USING PUBLIC TRANSPORT MORE FREQUENTLY INSTEAD OF A CAR



- The most significant barrier is a belief that the schedules relating to public transport (physical) don't suit respondents.
- Perhaps unsurprisingly, this is more pronounced with rural respondents but is also evident among those living in urban areas.
- Internalisation – a sense that they will only change if they have to – was higher amongst those living in the suburbs vs. the overall sample.
- Those driving diesel cars and driving more than 100km per week scored higher on social and cultural values – reflecting a broader societal challenge with public transport.

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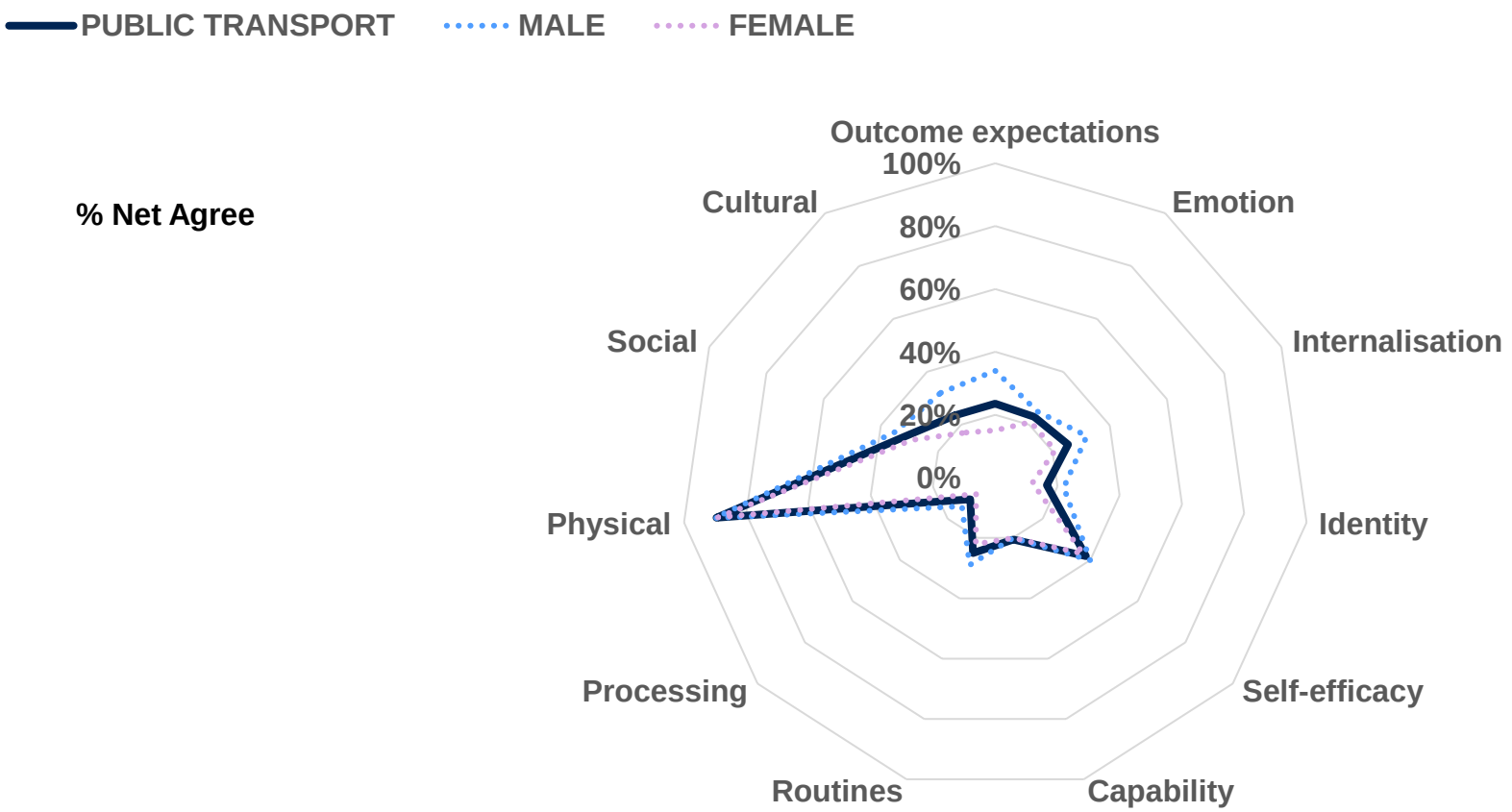

- Those who never use public transport were far more likely to find more barriers to its usage.
- Overall, male respondents were found to be more likely to agree with more barriers than women in relation to public transport.
- This was most pronounced in relation to outcome expectations, cultural values, internalisation and identity.
- This range of motivational, physical, and social barriers is a significant challenge to behaviour change, particularly amongst men.

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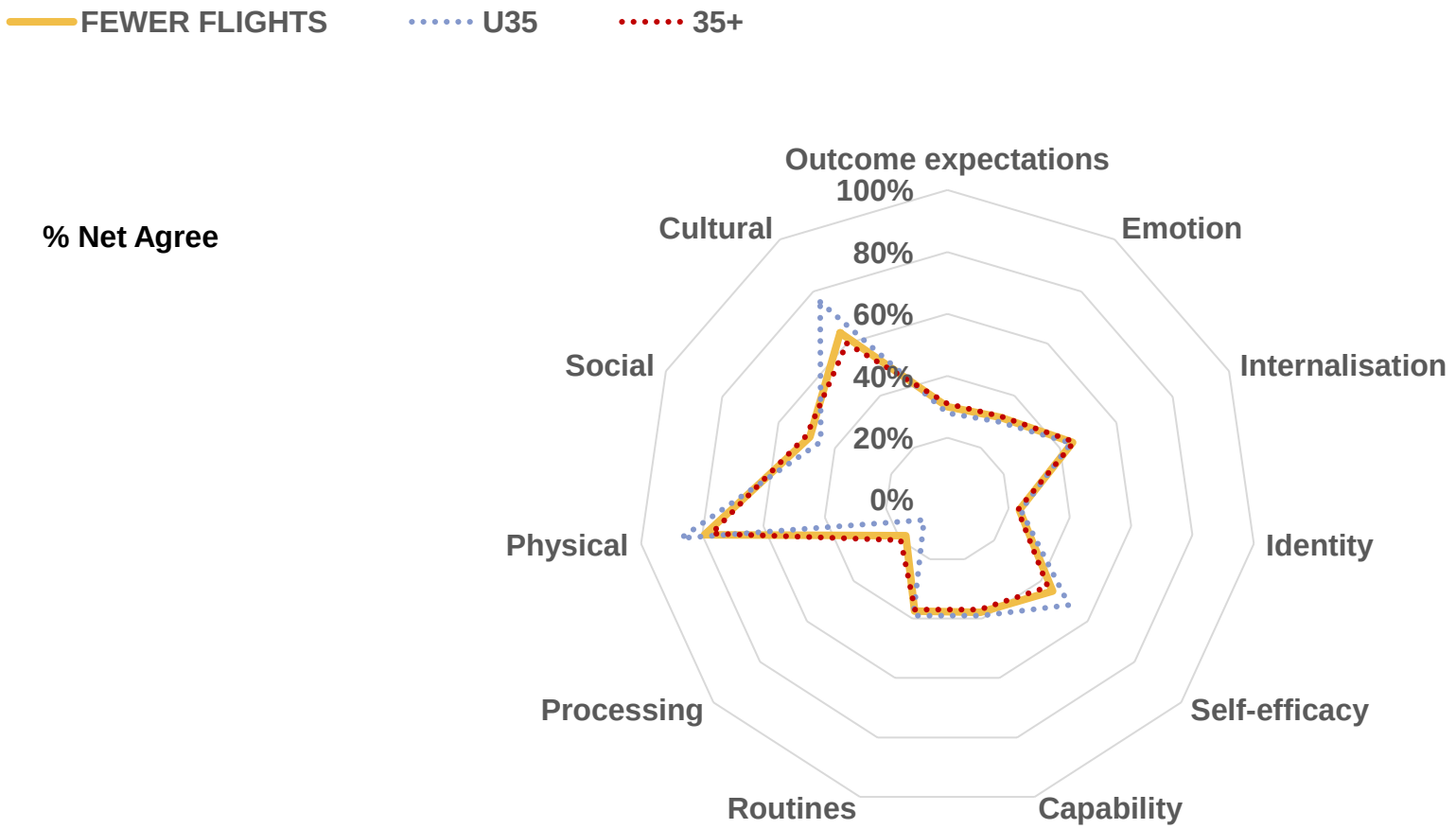
Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): REDUCING THE NUMBER OF FLIGHTS TAKEN

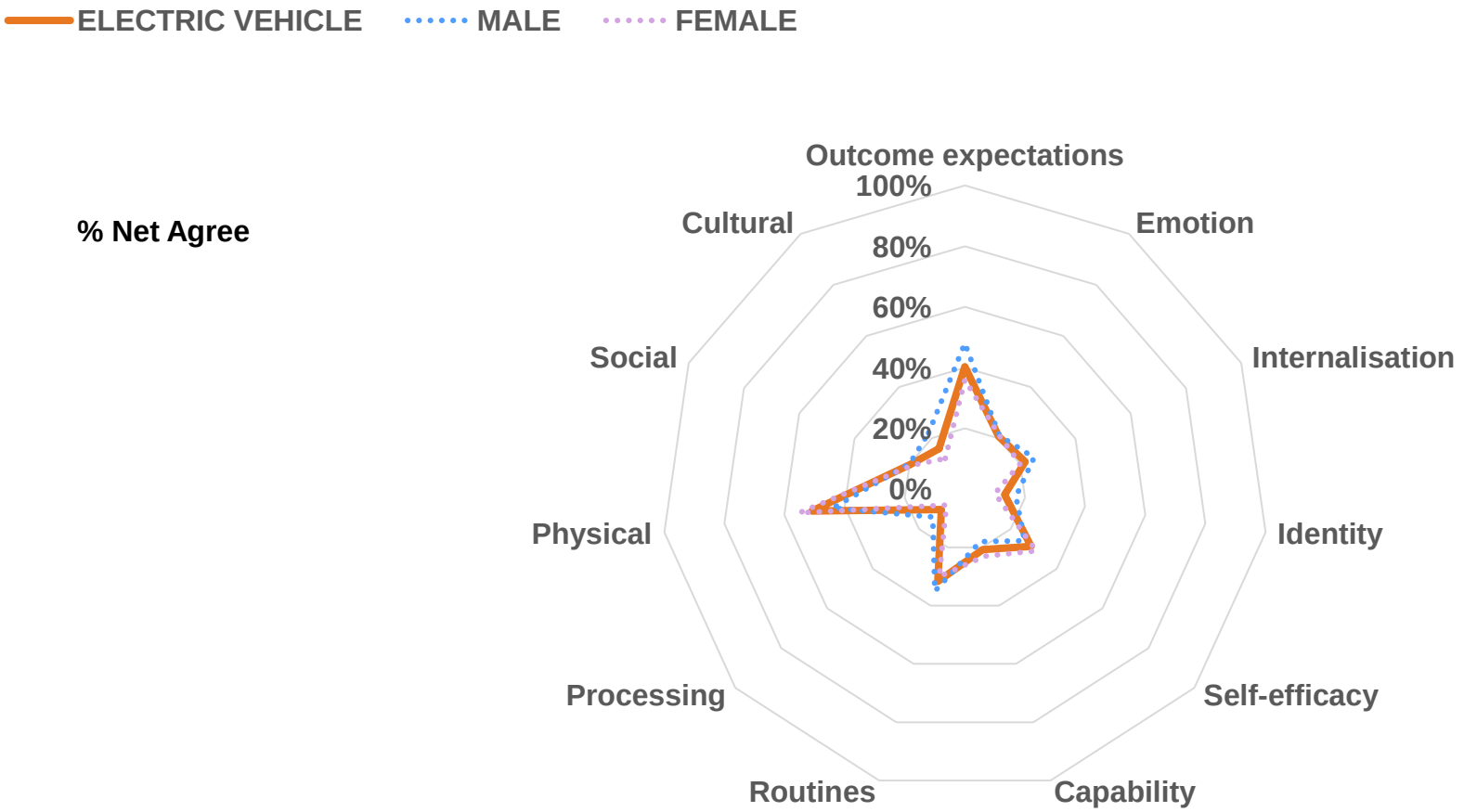


- The challenges of changing behaviour in relation to flying can be seen in this chart.
- Barriers were viewed in terms of physical barriers but also a range of other barriers including
  - The lack of alternatives (Physical)
  - I like flying and would be difficult to fly less (Cultural)
  - Not something I want to do (Internalisation)
  - Not knowing how to fly less (Capability)
- Those under 35 were more likely to find barriers relating to cultural and self-efficacy i.e. enjoying traveling and lacking confidence in flying less.

Q.22 *There are mixed opinions and reasons people have that mean they may not wish to [ADD RELEVANT ACTION OUT OF THE PRIORITY LIST ABOVE]. To understand your attitudes and opinions about this, please state to what extent do you agree or disagree with the following statements.*

Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): SWITCHING TO/BUYING AN ELECTRIC VEHICLE (1)



- The lack of preparedness of the physical environment ranks as an important factor – respondents believe that they don't have access to facilities to make them viable.
- A sense that the benefits of EVs won't beneficially impact the environment and/ or won't work for their needs can be seen in the barrier related to outcome expectations.
- Barriers relating to outcome expectation and impact on their routine are most commonly referenced amongst male respondents.
- Female respondents are slightly more likely to have concerns relating to the physical environment for EVs.

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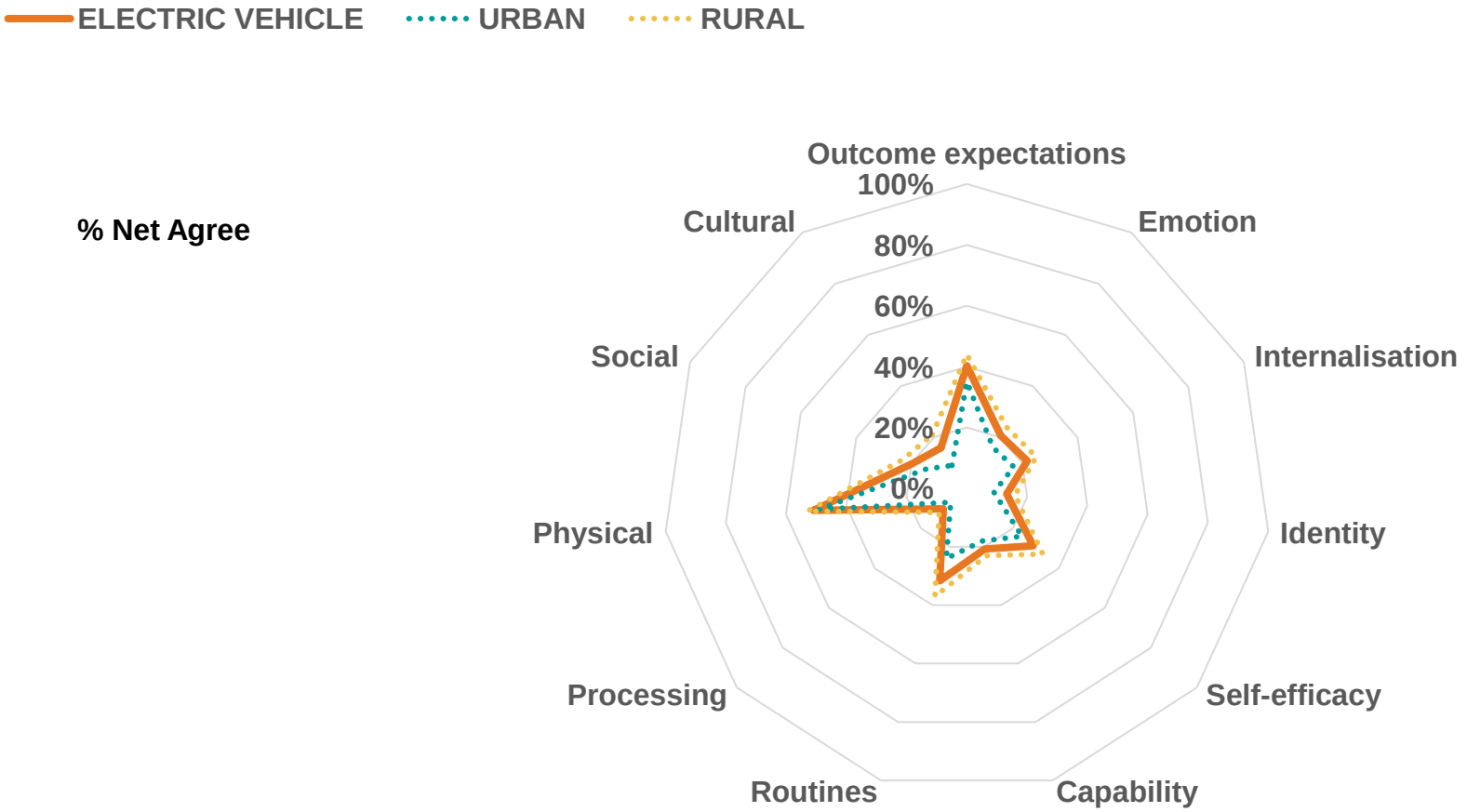
Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): SWITCHING TO/BUYING AN ELECTRIC VEHICLE (2)

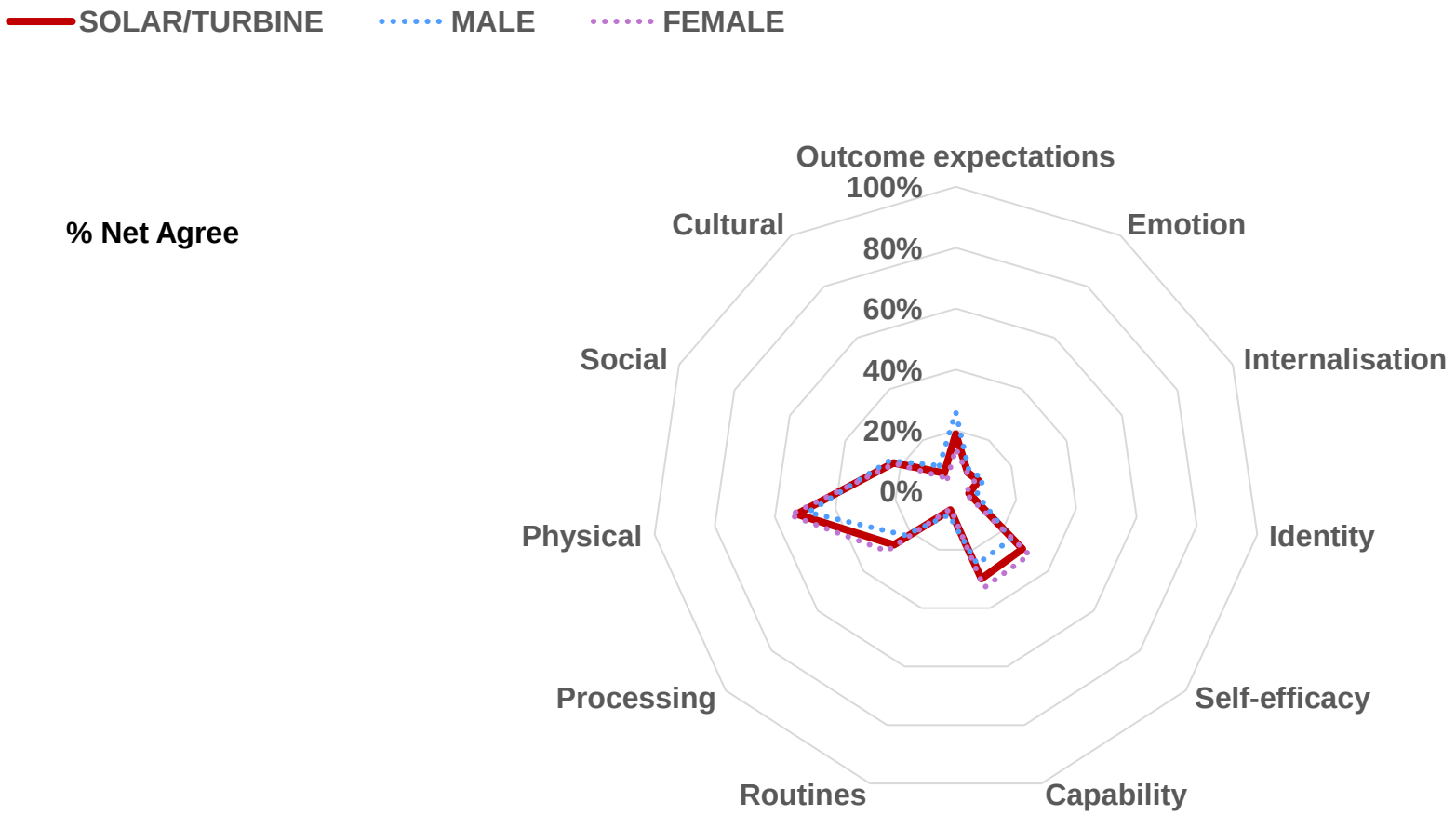


- When looking at urban and rural responses, there is a consistent pattern.
- The types of barriers evidenced in both geographical locations remain similar but rural respondents tend to be more likely to cite these barriers more frequently.

Q.22 *There are mixed opinions and reasons people have that mean they may not wish to [ADD RELEVANT ACTION OUT OF THE PRIORITY LIST ABOVE]. To understand your attitudes and opinions about this, please state to what extent do you agree or disagree with the following statements.*

Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): INSTALLATION OF A SOLAR PANEL/WIND TURBINE (1)



- Respondents to this survey were most likely to agree with the statement relating to the physical environment – that solar/wind isn't suitable for where they live.
- Men are most likely to agree with statements relating to not believing there will be a positive outcome to the change and a preference for more traditional forms of energy.
- Women were more likely to agree to barriers relating to their home not being suitable (physical) and an absence of confidence in being able to act to installation these services.
- Those earning less than €40,000 were more likely to cite physical barriers.

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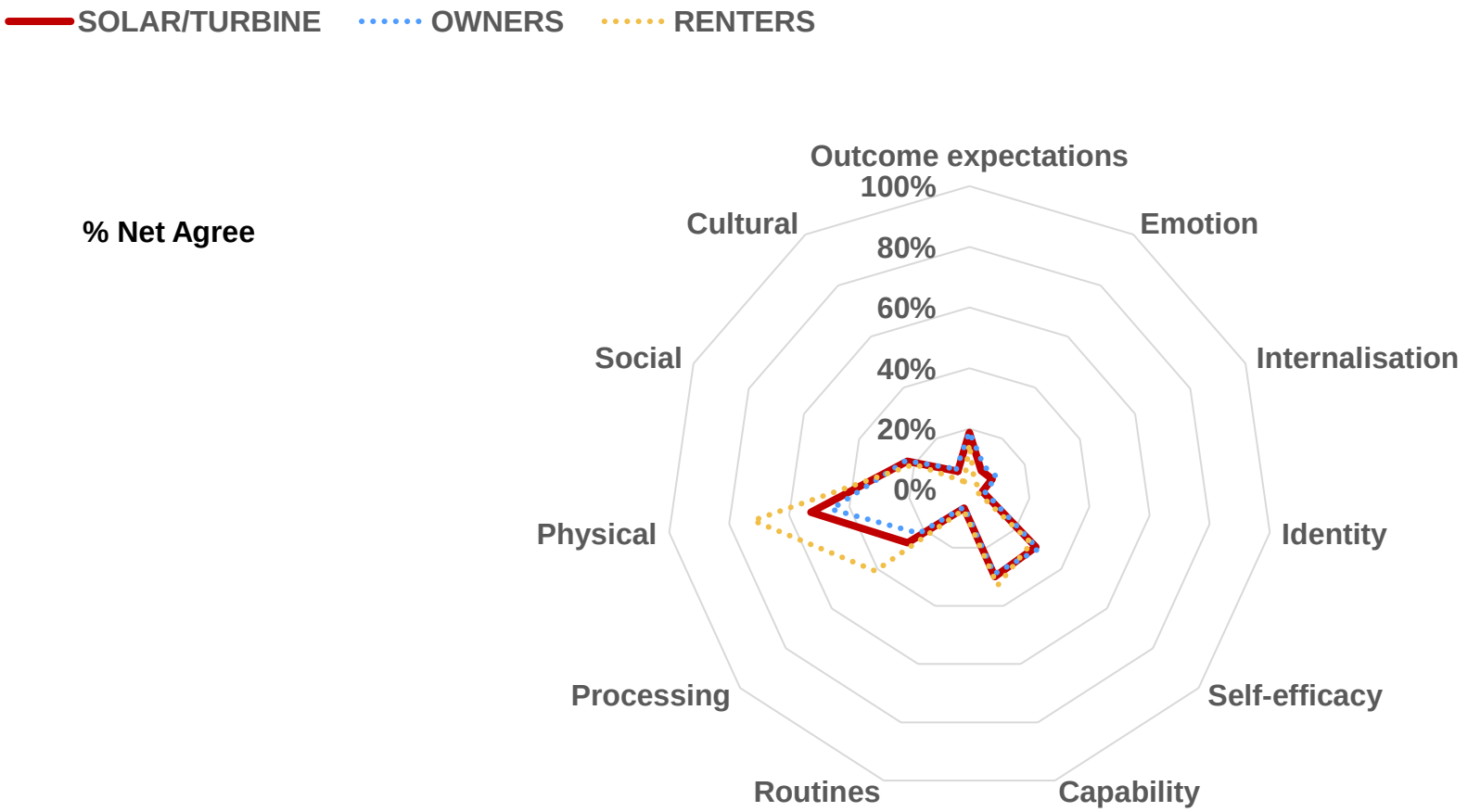
Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): INSTALLATION OF A SOLAR PANEL/WIND TURBINE (2)



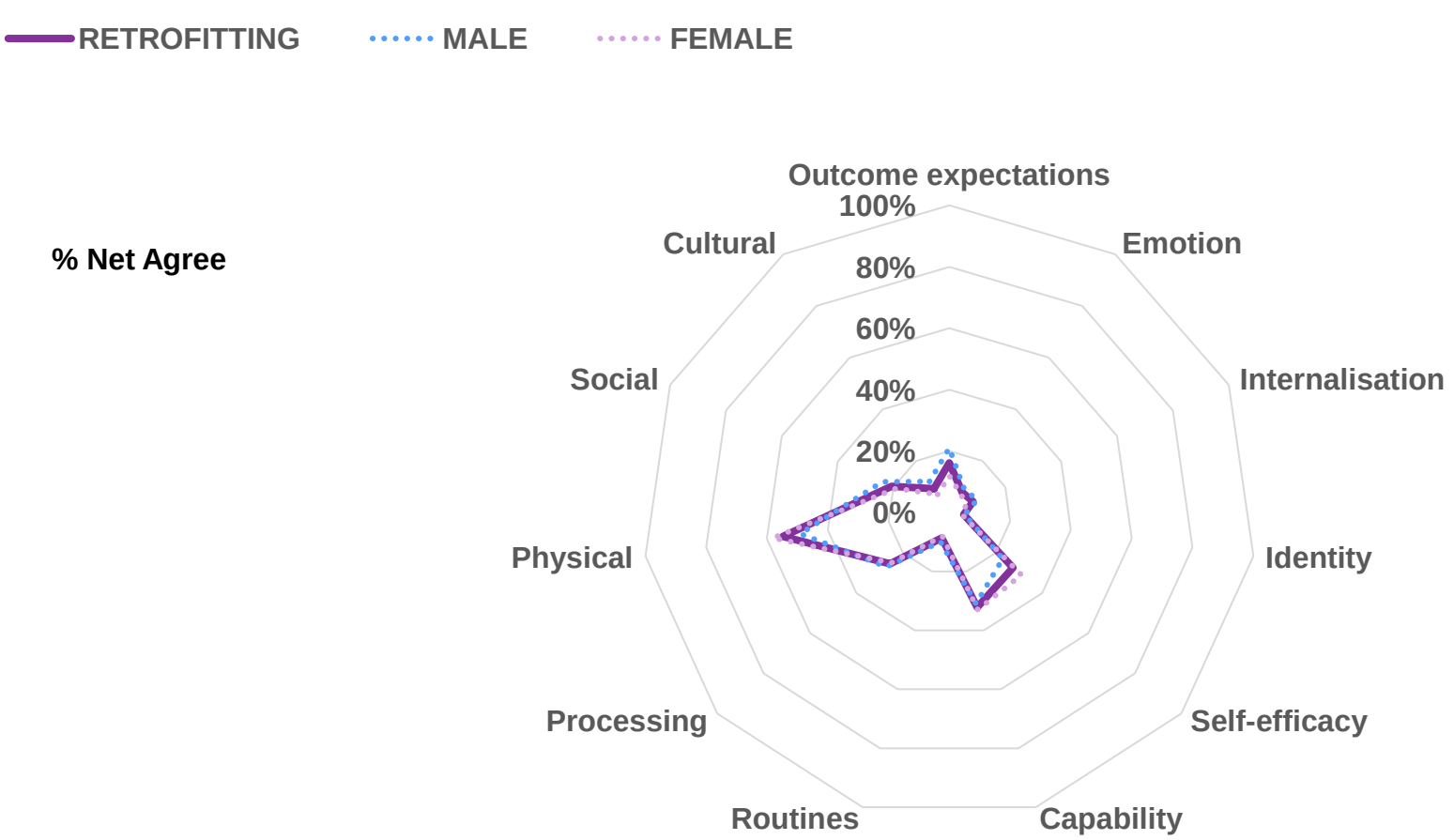
- The barriers associated with this action are distinct for renters and homeowners.
- For renters the biggest barriers are physical – their environment isn't set up for this option and processing – it isn't something they think about (given their circumstances).
- They are also more likely to agree with the statement relating to capability – that they don't have the capacity to act.

Q.22 *There are mixed opinions and reasons people have that mean they may not wish to [ADD RELEVANT ACTION OUT OF THE PRIORITY LIST ABOVE]. To understand your attitudes and opinions about this, please state to what extent do you agree or disagree with the following statements.*

Base:

***Incl. live rent free**

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): RETROFITTING (INSULATION/DOUBLE GLAZING ETC) 1



- Barriers to retrofitting are very closely aligned with solar/wind turbine barriers.
- The physical barrier – that it is too much effort/organisation of the home required was dominant.
- As with solar/wind turbine actions, there is a question about the extent to which it will result in the outcome that they are looking for (Outcome Expectation)
- Younger populations (single/renters) are move likely to identify issues relating to their environment not being suitable and the absence of capability.

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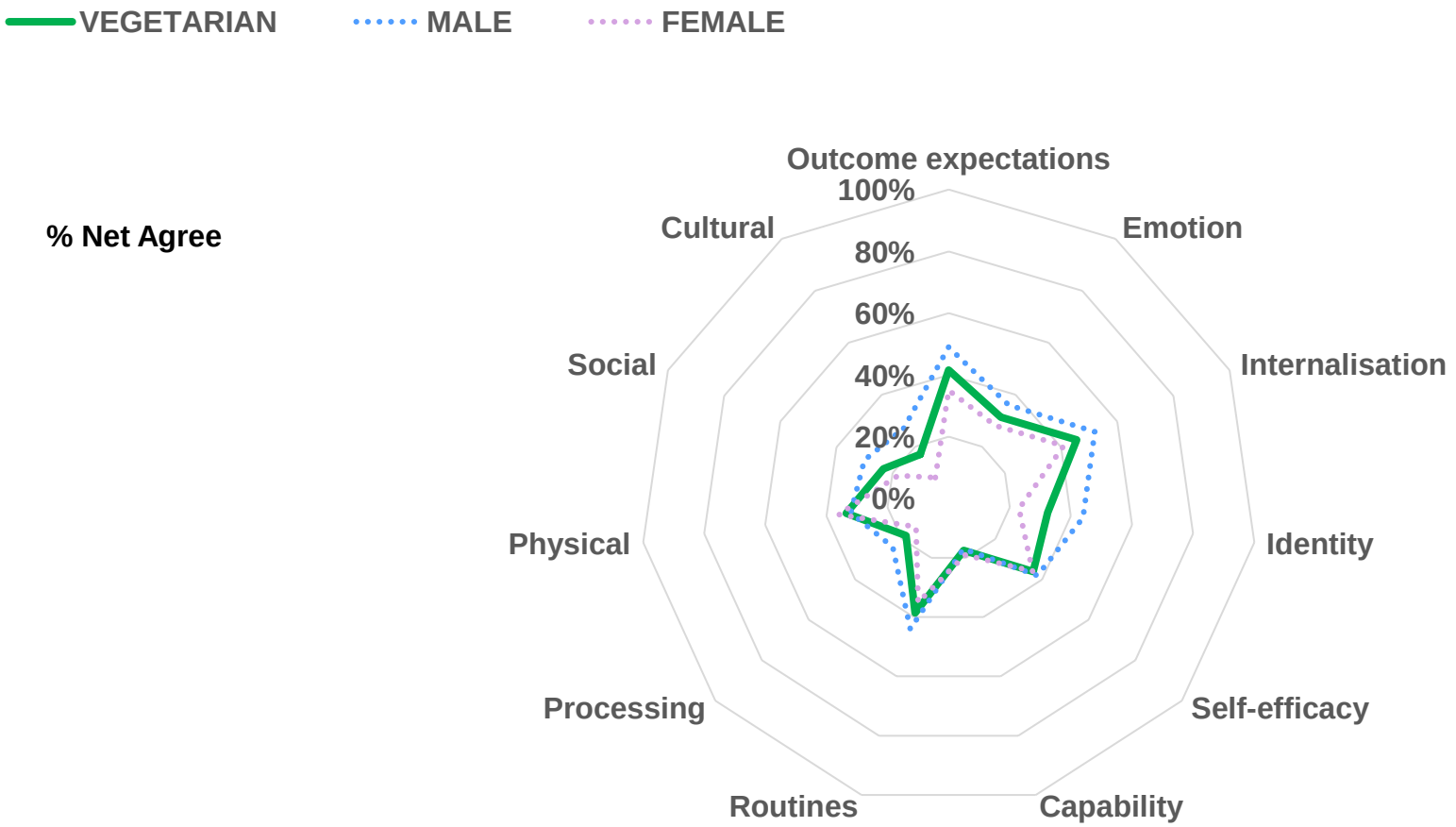
Base:

BARRIERS TO ADOPTING CLIMATE IMPACT REDUCING ACTIONS (PROMPTED): ADOPTING A VEGETARIAN DIET (NO MEAT OR FISH)



- A range of barriers relating to culture, capability, and motivation were evident in relation to changing diet.
- This was particularly pronounced amongst male respondents.
- This was most pronounced in relation to cultural values, routine, identity and self efficacy.

Q.22 There are mixed opinions and reasons people have that mean they may not wish to [ADD RELEVANT ACTION OUT OF THE PRIORITY LIST ABOVE]. To understand your attitudes and opinions about this, please state to what extent do you agree or disagree with the following statements.

Base:

MAPPS AND CLIMATE ACTION BARRIERS

Understanding the barriers leads to design guidance to overcome these barriers

BARRIERS	Motivation	Ability	Processing	Physical	Social
DESIGN GUIDANCE	Encourage	Guide	Disrupt / Reframe	Simplify	Share

- This begins to give us the building blocks to create or adapt policy to take steps to remove these barriers for specific cohorts.

MOVING FORWARD

Pulling together the findings

5

SIMPLIFYING THE MESSAGE TO CUT THROUGH THE RECYCLING FOG – TRANSPORT AND HEAT AND BUILT WORLD

CONSIDER...
NUDGE PLANNED BEHAVIOUR
UTILISE BELIEF-REALITY GAP
UNDERSTAND THE NUANCE OF BARRIERS

DON'T FORGET THE IMPORTANCE OF IDENTITY


RECOGNISE THAT THE CURRENT ONE-SIZE-FITS-ALL APPROACH HAS LIMITATIONS.

REFRAMING BEHAVIOURS TO ALIGN WITH CITIZENS' NEEDS

MOVING FORWARD

Implications for Policy Stakeholders – CAP Chapters

Governance of the Challenge

- Creating buy-in and co-operative aspect to change in the community is needed to underpin momentum.
- Differentiated strategies rather than a one-size-fits-all all approach has potential power – reduce Dublin centrism.
- What can be changed whilst citizens' and communities' identities remain intact?

Heat and Built Environment

- The journey from solar to retrofit to a heat pump is a journey that needs to be reflected in grant supports – deep retrofits are enormously disruptive. Solar is the gateway.
- Reframing the benefits of solar away from long-term payback to reduced bills has the potential to drive impact notably among older cohorts.

Land Use / Agriculture

- Farming is a community that is poorly understood, even in rural communities
- Language such as rewetting is potentially counterproductive.
- Issues with scepticism about previous plans and initiatives.
- A consistent economic-based approach to policy can draw mainstream farming along a journey.

Industry

- Small businesses can struggle with the capability to change – cost, tenancy etc. all act as barriers.
- Utilising co-operative approaches to change helps to increase buy-in for communities.

Transport

- The benefits of EVs on emissions are poorly understood.
  - TOC benefits do engage those open to EVs.
- Differentiated strategies based on the availability of public transport provide the potential to unlock climate action.
- Telling people in rural areas to use public transport more is a significant potential irritant.
- Urban examples of 2050 already exist but aren't highlighted.

Marine Environment

- Energy security appears to be more congruent than the prospect of significant benefits to local communities.
- Marine Protection Area structure offers the potential for greater alignment.

Energy

- Enormous development is required in off-shore infrastructure and capacity across the electricity network to tap into the potential for power generation across the country.
- Anaerobic Digestion is challenging but has potential across sectors including transports, land use and community benefits.

Circular Economy

- The alignment of transport, energy, land use, agriculture, and planning is essential to unlock aspects of electrification and renewables.

Just Transition

- An integral part of every aspect of the journey to carbon neutrality but an element that is virtually invisible to citizens of the country.
- A Just Transition lens and implications must be considered across all aspects of climate action.

THANK YOU