

# Communicating from Values

- Anthropocentric or ecocentric?
- Pro or sceptical about growth?
- Capitalism as saviour or problem?
- Pro or sceptical about technology?
- Big plans or organic change or small projects?
- Who should do what, when, and how?
- Geographies of responsibility

# Cultural theories of risk

- Big, immediate problems vs long term issues. Lions vs famines.
- Low risk, catastrophic problems scare us more than high risk, manageable problems. Flying vs crossing the road.
- The values/action gap.
- Do your solutions resonate with how we want to live/everyday practices?
- Nudge theory?

# Understanding the policy process

- Do policy makers take any notice of scientists, even about what are quite explicitly scientific issues (such as climate change)?
- “(r)arely is policy change a process of simply providing technically correct answers ... What is always at issue ... is political will”. Massey (2002:646)
- Economists create policy, everyone else (may) get to analyse it post hoc.
- Policy analysis focuses on the evaluation of a policy in its own terms, irrespective of its contribution to wider questions of science/social justice (Turok 1991).
- Policies doomed to succeed. “How do we know it works? Only the whole history of the entire world”

# Reality check



“When we talk about sustainability, people usually think of the environment and the future of the planet and all things green. But to me, sustainability simply means the ability to keep going, to do what we do and that for me also means providing the services this City and its people need.

Everyone knows by now that our financial problems are as serious as they can be. Because of grant and funding cuts from this coalition government, we have some tough choices ahead. ... In simple terms if we do nothing we will be spending significantly more on services than we receive through council tax and other income. This scenario will be upon us within two years so it is vital we address the issue now.”

Mayor Joe Anderson, September 2013

<http://liverpoolmayorjoeblogs.wordpress.com/2013/09/09/making-our-city-sustainable/>

# Science does not tell us what to do on climate change

- Science is not doing what we want it to do. We are confused about healthy debates, what is science.
- We have different values and objectives.
- We have different views about our responsibilities.
- We evaluate risks differently.
- We get mixed messages, and interpret them differently.
- We have different views about human development.
- We have different views about what to do.  
(Hulme 2009)

“Stop beating us around the head with high taxes and dubious facts and statistics, kicking the airlines, they account for just over two per cent of all carbon emissions. Stop beating them around the head and just tell us what’s in it for us and you might get a better hearing. ... We’ll see.”

“I’m not convinced by the, tree-hugging champions who think we’ve all got to go off and live in caves”

“Politicians and policymakers, particularly those who have the comfort of living off the fat of other people’s taxable efforts, you’ve got to be very careful (saying that from) a point of comfort and luxury.”

“It’s the right thing to do, waste is not morally acceptable is it? It’s a waste of scarce resources, secondly ... it’s part of the culture of efficiency that we want here. Waste isn’t free. We pay for waste so it follows if we have less of it, we save more money. So, yeah, waste aint free. You wouldn’t stand on the corner giving out fivers to a stranger would you? So why should you do that as a business just by being *sloppy*?”

“I think it was in the newspapers occasionally and then once you read an article about something like that you then, it provides you with a thread and then you feed in the name on the internet and you read some more and then you find other websites that are of interest, and so it's that virtuous circle of starting to read stuff. ... I think it sparked something. I was interested in it. I was really, I just thought that it was something that just needed to happen.”

“I can remember talking to other people about it at the time and I thought they thought I was a complete nutter. ... The glazed look, kind of a wan smile and you know, “when you growing a beard and getting some wellies I guess.”



# Starting from values: Communicating to SMEs

- Profit orientated businesses (“this saves you money”)
- Quality orientated businesses (“this keeps you ahead of the game”)
- Lifestyle or green orientated businesses (“this is doing the right thing”)
- Compliance orientated businesses (“this is like health and safety – do it”)

(From Parker et al 2009)

# War stories: the importance of *autonomously directed* catalytic individuals or 'mavens'

"Business people share 'war stories' all the time. We've got six business people as our guests around the table and, and they're good lads, there'll be loads of banter but there will be loads of war stories, you know, 'how are you doing, what's on the agenda, what's working, what's not working?' And in context like that where you can say well, 'hey guys, this works for us, have you thought of that?'"

# Mobilising events: 'it can't go on like this' - Sandy

*This shit's real.*

That's what Sandy told America this week. And that's what New York Mayor Michael Bloomberg told us, more decorously.

It has long looked like the 2012 election season would go down in history as 'The Election That Didn't Talk About The Climate'. This week, the planet stepped in and said, in no uncertain terms, that attention must be paid. Climate change isn't a graph or a number; it's a storm and a flood. It's not in Greenland or Vanuatu; it's in New York and New Jersey.



**Emerging norm: "my fuel bills are too high"**



**Long term changing  
values?**

