

What helps change happen?

Most people wish to reduce their climate footprint but are held back by a range of factors.

Sometimes this goodwill can be tapped very dramatically, as with the successful solar bulk purchase projects.

From our discussions and observations, the 'triggers' at right can elicit strong responses to behavioural change.

Role modelling

Participants agreed that they are positively affected when they notice respected community members demonstrating sustainable behaviour.

- Recommend that sporting and other well known Tasmanian identities are approached with a view to them becoming role models.

Commitment

Pledging a commitment and demonstrating that commitment provides a strong affirming message that is inductive to behavioural change.

- This was the basis for our 'pledge' forms & 'home' signs. 'Normalisation' is also aided by visible signs such as roof top solar systems.

Confronting ourselves

Studies show that when *behaviour* contradicts *belief* and this is brought to attention, the person feels impelled to change that behaviour accordingly.

- This worked particularly well for us, as shown by the positive response to the climate survey.

Community involvement

Surveys conducted in the US have shown this to be the most powerful supporting agent for bringing about improved sustainable living.

- It is very important to build and strengthen community groups that are focussed around sustainable living.

Making it dead easy

Owing to 'time poverty' constraints, any resources that simplify taking action are invaluable.

- This fact prompted us to provide a ready list of 'where to obtain green products'.

Making things visible

Electricity and greenhouse gases being invisible, lack of tangible feedback is a common barrier.

- This prompted us to provide a range of templates and measuring devices.