

27<sup>th</sup> June 2019

# Green Alliance

## Understanding the public mandate for climate action

### Final Report

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# 1

# Background and approach

## Background & objectives

**Green Alliance commissioned BritainThinks to conduct qualitative research that would show where there is a public mandate for climate action**

A deliberative approach was required to provide:

- An in-depth sense of the trade-offs and difficult choices
- A real understanding of what people are willing to do

# Methodology and sample

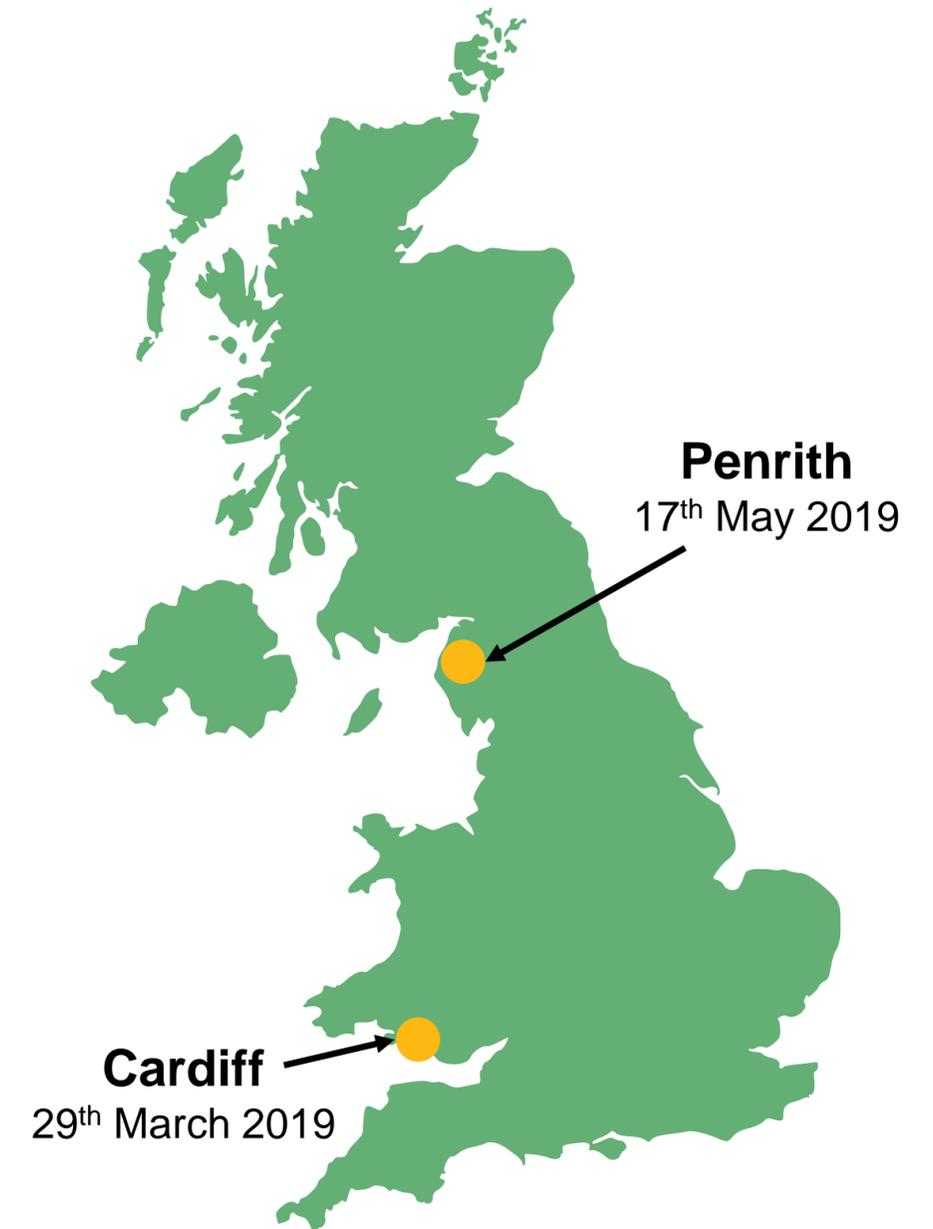


## Two day-long Citizens' Juries



- **Locations:** One urban location (Cardiff) and one rural location (Penrith)
- **Sample size:** 15-17 participants per Jury (32 overall)
- **Duration:** 6 hours
- **Demographics:**
  - Reflective spread of age and gender for each location
  - Reflective spread of socio-economic groups, life stage, and vote in the 2017 general election
- **All screened on attitudes towards Climate Change to ensure neutrality on issues of climate**
  - No climate activists or climate change deniers

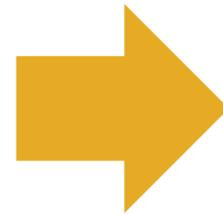
The two Jury locations were selected as the constituencies of a Labour MP (Cardiff) and a Conservative MP (Penrith) who had agreed to attend the Juries (though due to unforeseen circumstances, this wasn't possible in Cardiff)



## A note on Citizens' Juries

Citizens' Juries provide an opportunity to understand where members of the public get to on a topic when they are given the time, space and information to consider an issue or policy debate in real depth. This is a particularly useful approach on complex topics – such as climate change – where the public may have low levels of detailed knowledge.

**The spontaneous participant view**



**The informed participant view**

Using a Citizens' Jury approach enabled us to explore participants' spontaneous awareness and perceptions of climate change, before providing additional information about climate action policies and their relative carbon savings. With this information, participants then came to an informed view about their support for each policy and the benefits and drawbacks to implementation, before reaching an overall verdict on their mandate.



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# 2

## Key findings

## The challenge

1

Whilst climate change is something participants are aware of and worried about, there is confusion about the issue and no real sense of urgency or agreement about what's at stake.

2

The lack of political leadership feels at odds with the messages people are receiving from the media, leaving them confused and feeling the problem is too big and too complicated to tackle.

3

Without any overarching strategy or cross-sector commitment to climate action in place, people are demotivated to do anything personally – they feel their contribution would be pointless.

4

In this mindset, participants were not in the mindset to make big lifestyle changes and think that Government and big business need to show commitment to change and do their bit first.

# The mandate

**Overall, there is a strong mandate among the public for climate action and a clear desire to see Government doing more on this issue.**

**This mandate supports an approach to climate action which:**

## 1. Has a clear strategy

- Participants want to see a comprehensive plan for climate action
- They want policies to be well thought-through and to this end would support a town/region pilot trying to achieve net zero as a pilot that could be replicated
- They want to know that infrastructure will be in place before new policies are introduced, to guarantee success

## 2. Is consistently implemented

- Participants want a clear lead to follow – if this is a serious issue, they expect substantial and continued efforts from Government, business, and from other countries
- They don't want to see major contradictions in policy e.g. introducing a frequent flyer levy whilst building a new runway at Heathrow

## 3. Shows national leadership, but with local action

- Participants want a national overarching strategy, but they want to see tangible and locally-relevant change e.g. 'a wind turbine for your village'
- They also want the opportunity to 'do their bit' and feel pride in their local efforts

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# 3

## The context

## Climate change was a relatively salient issue for participants

- Climate change was a topic already on participants' minds
  - This was evident in the first conversation of the day prior to any briefings/discussion on the solutions
- Participants had picked up a multitude of stories and examples from the media, such as:
  - Melting ice-caps, rising sea levels, food shortages, habitat destruction
  - David Attenborough documentaries
  - And, in the Penrith jury, Greta Thunberg and climate change protesters were mentioned
- They had also noticed things firsthand that they attributed to climate change
  - Fewer insects/bees/types of fish (from an avid fisher!)
  - Odd weather/seasonal change

*“The David Attenborough programme recently pointed out how many millions of species we’ve lost as a result of climate change, and that really made me try and get back into recycling and doing things that can help.”*

**Penrith**

*“The ladybirds have come of hibernation and then we get a cold snap and they die.”*

**Penrith**

N.B. None in our sample pushed back on the credibility of scientific consensus on climate change

## But it is often confused with other environmental problems and the link to human activity is not always understood

- There was some confusion over what caused climate change/global warming and how it is affecting the environment
  - Some issues were raised as ‘examples of climate change’ without much understanding of how they related e.g. plastic waste, air pollution, the ozone layer
- Participants did not always have a clear account of the link between human activities and climate change
  - Only car exhaust fumes and aerosols were spontaneously mentioned (rather than burning fossil fuels more widely, air travel etc.)

*“I think of it [climate change] from a pollution perspective, when I moved down to London, I developed asthma, the pollution is so bad.”*  
**Cardiff**

*“[When thinking of climate change] I thought about the Ozone layer. It’s dangerous.”*  
**Cardiff**

## Participants generally felt like the problem is getting worse but few see it as an 'emergency'

- They express concern about the changes they see and do have a sense that they're getting more pronounced/serious
- But there is no sense of a critical 'moment' in global warming that should be heeded
- Or that there's a need to galvanise around a set of significant lifestyle changes

*"I do see more news about things getting worse, wildfires and things. But those all seem to be in far away countries."*

**Penrith**

*"To be honest, I've heard that we're the ones that are going to be hit last with all of this. It's other countries that will be hit the hardest."*

**Cardiff**

*"People are apathetic and resistant to change, I think people are just happy with their lives and they don't want to get involved and change things that will cost them money."*

**Penrith**

## Participants had seen no political leadership/interest on climate change which is at odds with messages they're getting from the media

- Participants had not seen politicians leading on climate action or setting out a plan/vision for achieving net zero
  - UK politicians' time is seen to be occupied by Brexit
  - But they're not seen to treat it seriously anyway
  - And there are some politicians (e.g. Donald Trump) who are viewed as climate change deniers, pushing back on taking action
- Participants are confused because they see no consistent messaging on climate change or climate action – it just feels like a very complex problem with no solutions
  - It's not clear to them what the role of citizens could be
  - There is some confusion over which sectors impact climate change, and therefore who needs to act
  - And there's no sense that anything they did would be worthwhile or part of a bigger movement/strategy

*"It seems to be that it's the businesses who are implementing this sort of thing. The government aren't doing anything to tell us how we can tackle climate change."*

**Penrith**

*"I'm really pleased to see that the local supermarket has replaced the plastic bags with paper."*

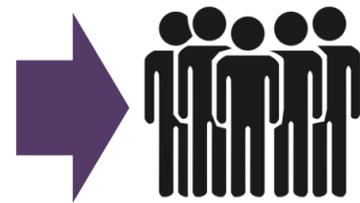
**Penrith**

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# 4

## Overview of responses to the policy solutions

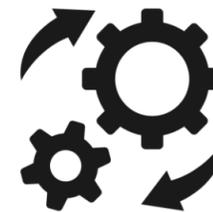
# To achieve a public mandate, policy solutions need to demonstrate their impact and how they will be implemented



**Impact on individuals**



**Impact on the UK**



**Implementation**

# The impact on individuals was an important consideration for participants



## Impact on individuals

To receive a public mandate, policies needed to show that:

- ✓ There are tangible benefits to the consumer e.g. reduced heating costs, improved health
- ✓ It will be applied fairly so that no one is asked to make a sacrifice whilst others are able to exploit loopholes
- ✓ Any action required will be convenient to take and not result in a significant rise in the cost of living (especially for low income groups)

**For example:** Making homes more energy-efficient was regarded as a 'no brainer' by participants, due to strong consumer benefit of lower heating bills

**For example:** There was significant concern that the frequent flyer levy would make little difference to the richest, but prevent the poorest taking holidays – it was strongly disliked for this reason

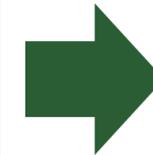
## Participants were interested in understanding the wider economic and environmental impact of policy solutions



### Impact on the UK

To receive a public mandate, policies needed to show:

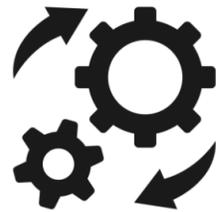
- ✓ How it might create job opportunities/benefit the economy
- ✓ How it might increase the UK's self-sufficiency
- ✓ A clear and easily understood environmental benefit
- ✓ That it will make a difference to CO<sub>2</sub> emissions/climate change, (even if other countries do something different)



**For example:** Some participants spontaneously referenced that more investment in on-shore wind and solar energy could create new employment opportunities, with was seen as an ancillary benefit of the policy.

Simultaneously, participants wanted to ensure that employees in higher-carbon forms of energy production were not made redundant and wanted to see a 'just' transition.

## Finally, reassurance on the way in which policies would be implemented was key to building credibility and support



### Implementation

To receive a public mandate, policies needed to show:

- ✓ There is an implementation plan that has been fully thought-through
- ✓ There is a clear plan for how it will be funded, that limits the financial impact on the public
- ✓ There is a commitment to sufficient levels of investment in supporting infrastructure



**For example:** Uncertainty that there is sufficient infrastructure in place was one reason why making all new car and van sales electric or plug-in hybrid by 2030 was not universally supported.

Participants suggested that a 'pilot town' could be created, with all residents using electric vehicles. It was felt that this could:

- a) help identify any challenges to be overcome before roll-out nationally; and
- b) Reassure the public that moving to electric vehicles is possible

## While some policies received a clear public mandate, for others the picture was more complex or mixed

- A nationwide programme of tree-planting and habitat restoration
- Make recycling the same for every household and food waste collections mandatory in England



**A clear public mandate**

- Make all new car and van sales electric or plug-in hybrid by 2030
- Make industry more energy efficient
- Make all homes energy efficient by 2035



**A public mandate could exist in certain circumstances**

- Increase use of onshore solar and wind power



**Opinion is polarised around this**

- Introduce a 'frequent flyer levy'



**No public mandate**

## Policies with a clear public mandate were easy to understand and require little lifestyle change from the public

**Clear public mandate**

A public mandate could exist in certain circumstances

Opinion is polarised

No public mandate



- Tree-planting and habitat restoration
- Recycling and food waste collections

**These are policies that participants supported in their current form. They tend to:**

- Be easy to understand/visualise
- Have a simple and easily understood environmental benefit
- Have a personal benefit
- Not require a significant lifestyle change from the public

## Policies without a clear public mandate often failed on lack of clarity, lack of credibility and/or worries about personal impact

Clear public mandate

A public mandate could exist in certain circumstances

Opinion is polarised

No public mandate



**These are policies where there are reservations, but evidence that these could be overcome. These tend to:**

- Be perceived as a good idea *in theory*

**But in their current form:**

- Feel unfeasible/lack credibility
- Are difficult to visualise
- Generate concerns about the impact on the public

## Where the public mandate was split, participants simply had different perceptions of the balance of benefits/drawbacks

Clear public mandate

A public mandate could exist in certain circumstances

**Opinion is polarised**

No public mandate



**A policy that polarises public opinion.  
This policy:**

- Is received very well by some, who think the benefits clearly outweigh the drawbacks
- But for others, the personal impact was seen as unacceptable and outweighed the benefit as they saw it

# The policy that was opposed lost the mandate because participants felt they were being unfairly asked to make a lifestyle change

Clear public mandate

A public mandate could exist in certain circumstances

Opinion is polarised

**No public mandate**



**A policy that the public would not currently support because it:**

- Requires a lifestyle change that people aren't willing to make
- Feels unfair because some people (i.e. them) would be affected more than others (i.e. wealthy people)

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# 5

## Detailed responses to the policy solutions



# The benefits of tree-planting and habitat restoration were seen as an easy win for climate action, with no real downsides

- The benefits to the environment were easy to understand
  - Habitat restoration was seen as a solution for the negative effects of deforestation (which is a top of mind concern for many)
  - (Although it's worth flagging that environmental benefit was discussed in the broadest sense, not just relative to climate change)
- Participants were able to visualise the effects of this policy
  - They thought it would benefit the public, with exposure to nature being linked with improved physical and mental health, and improving urban and suburban areas aesthetically
- Most participants perceived no lifestyle change to this policy
  - There was little concern expressed about the need to reclaim farmland or the impact on food prices

*“This one is an easy win and we’re giving back to the planet more than any of the other ones. We can put them everywhere too.”*

**Penrith**

*“We see a lot of afforestation programmes in Africa and places like that and it would just be nicer to see trees being planted across the UK as well so we can see some of the oxygen benefits too.”*

**Cardiff**



## Although some noted that the impact of this policy would have a relatively small impact on carbon emissions

- Participants were briefed on the impact this would have on CO<sub>2</sub> levels and so recognised it does not tackle the bigger problem of reducing carbon emissions
  - Some worried that the effects of this policy would be minimal, and insufficient to make a dent on the current climate situation
  - They still wanted to see the government/business push for *reduction* in carbon emissions, alongside this policy
- A few people also wanted to know where these trees would be planted
  - They wanted to make sure the policy was fair to farmers who might be asked to turn over some of their farmland
  - They also wanted reassurance that the policy wouldn't lead to an increase in food prices

*"I'd rather we targeted companies that cause deforestation for their businesses rather than planting new ones as a cure to this."*

**Cardiff**

*"Why are the farmers the ones having to give up their land to plant trees? Don't we have the space to implement this on the roofs of buildings in towns."*

**Penrith**



## Recycling was seen as a ‘no brainer’ – easy to implement and requiring minimal behaviour change

- This policy was easily understood as having an environmental benefit and a good way to connect people to a ‘greener way of life’
- Recycling was already part of most people’s lives and so building on this requirement was not seen to cause any real inconvenience
  - This policy was well supported in Cardiff where recycling policies are already strong
  - But even for those not already separating food waste, most could easily imagine how it would work in practice and were happy to shift their behaviour
  - Some are frustrated that their local authority does not support better recycling already
- If the policy can be seen to create job opportunities for local people it would garner further support

*“It’s difficult for some people to adjust to it but it’s really good for people slowly getting used to wanting to do better for the planet, there’s a general atmosphere around being green when you get into the rhythm of doing it.”*

**Cardiff**

*“As long as it’s kept simple and it makes it easy for us to do in terms of not being complicated, then I’m happy to do more food waste recycling.”*

**Penrith**



## But participants wanted more detail on how new recycling systems would be introduced in practice

- A minority of participants had concerns about this policy, centring around:
  - Wanting to know that the system would run smoothly and there would be sufficient waste collections to account for greater recycling
  - How failure to comply would be met – on balance, most accepted that a small fine for failing to recycle could be effective at enacting behaviour change
- Some also raised a concern that the policy does not tackle society's attitudes towards waste, with many thinking that this is the larger issue which must be addressed

*“This might be a lot harder for people who don't have the space to store their recycling at home. You can see some families who produce so much waste that they have hanging around all the time and probably don't have the space for it. We have to change our attitudes towards waste first.”*

**Penrith**



## This policy was seen as an effective way to reduce carbon emissions – and seen to carry environmental and health benefits

- Carbon emissions from vehicles (particularly cars) were very ‘front of mind’ for many participants
  - Levels of pollution in their local area were perceived as a key ‘sign’ of environmental damage that participants had picked up on
- Accordingly, it was easy for people to understand and visualise how this policy would benefit the environment
  - As well as clear health benefits of doing so
- Learning that vehicle sales are already set to become electric or plug-in hybrid by 2040 meant the policy of ‘doing this earlier’ felt like less of a significant ask

*“The number one thing is reducing air pollution, but following on from that – it’s also the impact on health. I have asthma and this would definitely improve that.”*

**Cardiff**

*“11 years seems like a short time to get to this standard, but look at how mobile phones have changed in 11 years. I’m absolutely fine with this, but the technology needs to be better and it needs to be affordable for people on lower incomes.”*

**Penrith**



## However, there was a need for reassurance around infrastructure and battery life before this policy can achieve a public mandate

- While there was support for the idea in theory, there were concerns the UK is not ready for the implementation date to be brought forward
- Participants did not think it credible that charging infrastructure is the UK is sufficiently advanced to support an earlier roll-out of electric vehicles
  - Many felt that there aren't sufficient charging points locally (especially in Penrith)
- There were also concerns over the battery life of electric vehicles
  - Many expected that the charge time would be inconveniently long (e.g. 30+ mins) and the battery would not cover long-distance journeys
  - Until these concerns are addressed, many expect electric vehicles to add significant inconvenience to day to day life
- This policy was also seen to disadvantage low income groups, who would be unable to afford a new car or one with a long battery life

*"It always seems to be that poorer people suffer the most from these policies, richer people can afford to upgrade their cars...but we end up penalising poorer people who can't afford electric vehicles."*

**Penrith**

### **In order to receive a public mandate there would need to be:**

- Significant reassurance that there is sufficient infrastructure in place to bring the implementation date forward
- Greater investment in charging technologies to extend battery life
- Support for those who cannot afford to buy an electric vehicle



# There was widespread demand for industry to be more accountable for their emissions and industrial processes

- Much of the support for this policy was born of a sense that businesses are not currently doing enough to reduce their carbon emissions
  - And if the public are being asked to make changes such as buying an electric vehicle or recycling more, it is felt to be only 'fair' that business acts too
- The idea of products lasting longer as a result of making industry more efficient resonated strongly for many participants
  - And particularly among older participants, who believe that the longevity of products has declined in recent years and would like to see this reversed

*"I'm concerned that industries haven't been thinking long term enough when they've been acting in the past. They've just been interested in making more money."*

**Penrith**

*"I think this is far more important than the cars because us as people and businesses being able to reuse stuff more is really going to impact our lives a lot more, we've just become so used to our consumer culture."*

**Penrith**



# However, there was felt to be a lack of clarity around what this policy means *in practice* for businesses and consumers

- Participants wanted greater detail about the impact of this policy on their own lives before they would endorse it
  - They struggled to visualise how products would change (and therefore what the personal impact would be) if industry became more efficient
- Participants were clear that they didn't want products to become prohibitively expensive
  - And there were also concerns that low income groups would be disadvantaged if products became much more expensive
- Some felt that moving away from a 'throw-away culture' would be difficult to achieve
  - And some push back on the idea they would personally have to hold onto 'old versions' of electrical goods without getting upgrades
- Finally, some participants felt the policy would be undermined as consumers would be free to buy cheap goods from energy inefficient businesses outside the UK

*"I think the issue is how are we going to get global businesses onboard with this as well, so many of our cheap products are manufactured in China."*

**Penrith**

### **In order to receive a public mandate there would need to be:**

- Greater clarity over what this policy would mean in practice for businesses and consumers
- Reassurance that it would not result in significant price increases
- International cooperation so that other countries also make their industry more energy efficient



## Improving energy efficiency in homes was linked to cheaper energy bills and better living standards for vulnerable members of society

- On first discussion, there was strong public support for this policy. This was driven by:
  - A clear perceived benefit to the consumer of cheaper energy bills
  - Broader societal benefits around keeping older and more vulnerable people warmer were also well-received
- The fact that other countries' housing stock have better EPC-C ratings was perceived as evidence that these changes can be made
  - And for participants who had already had insulation installed, it felt like a very achievable policy
- Some participants also mentioned opportunities for employing and training young people in the work needed to bring houses up to EPC-C rating

*"It's amazing how much little changes to energy efficiency can improve the lives of elderly and vulnerable people. People could possibly live longer."*

**Penrith**

*"There could be more jobs and training for young people if the government supported an installation programme across the country."*

**Cardiff**



# But participants wanted a clear account of how this policy would be funded, and assurance that it would be affordable to all

- People wanted to know who would be paying for home adaptations
  - If the policy were to be government funded, people wanted to know where that money will come from
  - If changes to houses were to be funded privately by residents, people would like to be sure that they would see a return on their investment from reduced energy bills
- There was some concern that landlords won't be motivated to make the changes, given the energy bill saving would be seen by tenants
- There was also significant concern amongst those living in older houses (or in areas with older houses) that it would not be possible to adapt their home sufficiently without significant structural or cosmetic changes – this was highly undesirable

*“Who covers the cost? Less and less people own their homes and there’s no incentive for landlords to upgrade their properties.”*

**Cardiff**

### **In order to receive a public mandate there would need to be:**

- Clarity over the funding model for this policy
- And a guarantee that consumers would see a long-term benefit if they have to foot the bill
- Alternative options or exemptions for older houses



# For the majority, an increasing onshore sustainable energy sources was seen to have clear benefits and no real drawbacks to the public

- For those in favour, this policy offered easily understood benefits to the environment – with the negative impacts of burning fossil fuels being fairly well recognised
- Thinking more widely, people were tempted by the potential for job creation in rural areas to manage the onshore wind farms
- And in the context of Brexit they were positive about the opportunity for the UK to become more energy self-sufficient
  - Some participants felt that onshore energy could result in more investment in some areas of the country
  - One participant even suggested the idea of having ‘a wind turbine for every village’
- Those in favour simply didn’t see any drawbacks i.e. they said they liked/didn’t mind how they looked in the landscape

*“When you go abroad, you can see places that have loads of them and they’re actually quite sleek and really aren’t that noisy at all. I wouldn’t want to see them absolutely everywhere, and there’s got to be limitations but there’s got to be a lot more.”*

**Cardiff**

*“We can frame these solar panels and wind turbines as jobs for people in rural areas that would last forever. It’s not like coal where it would run out, it’s actually something that we’ll need forever.”*

**Cardiff**



## While for a vocal minority, the idea of more wind turbines in the countryside represented a significant issue

- There was a significant minority of people who felt strongly opposed to this policy, citing:
  - A sense that wind turbines look bad and ruin the landscape
  - And that there might be hidden costs to the consumer of creating new solar and onshore wind farms

*“The problem is the aesthetic – it’s their size. People go to the countryside to relax – not to look at wind turbines.”*

**Cardiff**

*“You’ve got to think about the financial implications. The government gets a huge amount of money from fuel duties. That money would disappear. They’re going to have to make it back somehow!”*

**Cardiff**

This policy appears unlikely to ever receive a mandate from all members of the public - the minority who were negative held very strong views.

Emphasising that increasing use of solar and onshore wind power would increase the UK’s self-sufficiency for power made the policy more appealing to some – though not to all.



# A levy on flying was roundly rejected on the grounds of being unfair

- Whilst there was support for the public becoming more conscious of the effects of their flying, this policy was very badly received
- There was a strong sense of ‘unfairness’ around this policy – it is assumed to have most affect on:
  - ‘Ordinary people’ who work hard through the year to be able to go on holiday
  - Plus: people with family abroad, international students, poorer members of society
- And wealthy people / business people are expected to be able to afford a cost increase so they would not be forced to alter their travel habits
- There was a widespread view that such a policy (which felt punitive) could reduce positivity towards climate action more broadly, therefore resulting in the opposite effect to that desired
  - None wanted to see this happen

*“Business flights must take up a huge percentage, but they might be able to game this system by sending a different person on the flights each time.”*

**Cardiff**

This policy is unlikely to achieve a public mandate unless it is significantly reworked.

Incentivising train travel instead, and improving infrastructure for this, was felt to be a more fruitful direction to take.

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# 6

## Views on the role of government and citizens

## After deliberating climate action, there was a strong mandate for leadership and action from Government

- Having engaged with information about climate change, all participants wanted to see decisive action on the issue
- Having considered the evidence, many felt that this issue is urgent, and action should not be delayed
  - Many felt it was inexplicable as to why the Government is not taking significant action already
  - And some believe that if the Government does not act now, it will have to confront a larger problem further down the line

*“I urge you to move forward before it’s too late, with actions on energy saving/climate change. Our country cannot sustain its current pattern of consumption which are impacting negatively on the planet.”*

**Cardiff**

*“We currently see the government so focussed on Brexit that they’re so unwilling to do anything about the issues currently affecting us such as climate change. I’m so sick and tired of both sides when we really want action on this.”*

**Penrith**

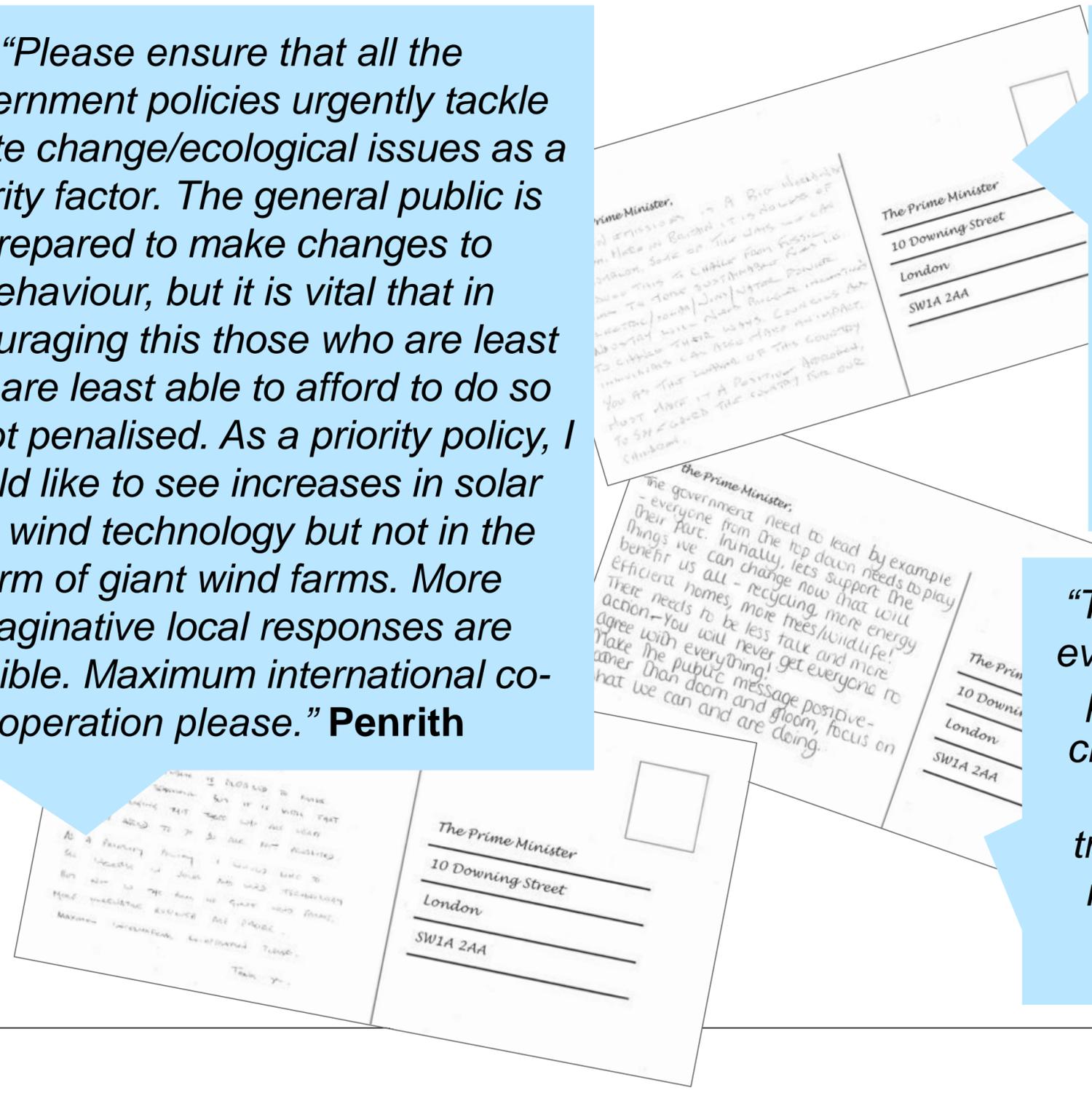
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**When asked to write a postcard to the Prime Minister with their recommendations on climate action, participants called for Government action and pledged to match this with personal efforts**

*“Please ensure that all the Government policies urgently tackle climate change/ecological issues as a priority factor. The general public is prepared to make changes to behaviour, but it is vital that in encouraging this those who are least able are least able to afford to do so are not penalised. As a priority policy, I would like to see increases in solar and wind technology but not in the form of giant wind farms. More imaginative local responses are possible. Maximum international co-operation please.” **Penrith***

*“Carbon emissions is a big worldwide problem. Here in Britain, it is no less of a problem. Some of the ways, we can reduce this are to change from fossil fuels to more sustainable fuels i.e. electric/solar/wind/water power. Industry will need bigger incentives to change their ways... You as the leader of this country must have positive approach to safeguard the country for our children.” **Cardiff***

*“The Government needs to lead by example – everyone from the top down needs to play their part. Initially, let’s support the things we can change now that will benefit us all – recycling, more energy efficient homes, more trees/wildlife! There needs to be less talk and more action - you will never get everyone to agree with everything!” **Penrith***



## Participants voted on the personal actions they would take to reduce carbon emissions, in particular:

I would separate my recyclable waste from my regular waste

I would support the introduction of a fine for people who can but don't recycle

I would buy items made/packaged in recyclable or non-plastic materials (even if that meant paying a little bit more)

I would pay a little bit more for food grown in this country, if farmers had to give up some of their land for tree-planting

I would pay a little bit more for electrical items that lasted for much longer

I would accept seeing more wind farms scattered around the country

*"It would of course be good to have things that last a lot longer. We live in a society that is far too wasteful."*  
**Penrith**

*"There are plenty of things the council does that we wouldn't necessarily choose, but which we've just got to get on with. And actually, these other things are often way worse than just having a few wind turbines! This is just another thing we need to get on with. It's completely fine."* **Cardiff**

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# 7

## Recap: Key findings

## The challenge

1

Whilst climate change is something participants are aware of and worried about, there is confusion about the issue and no real sense of urgency or agreement about what's at stake.

2

The lack of political leadership feels at odds with the messages people are receiving from the media, leaving them confused and feeling the problem is too big and too complicated to tackle.

3

Without any overarching strategy or cross-sector commitment to climate action in place, people are demotivated to do anything personally – they feel their contribution would be pointless.

4

In this mindset, participants were not in the mindset to make big lifestyle changes and think that Government and big business need to show commitment to change and do their bit first.

# The mandate

**Overall, there is a strong mandate among the public for climate action and a clear desire to see Government doing more on this issue.**

**This mandate supports an approach to climate action which:**

## 1. Has a clear strategy

- Participants want to see a comprehensive plan for climate action
- They want policies to be well thought-through and to this end would support a town/region pilot trying to achieve net zero as a pilot that could be replicated
- They want to know that infrastructure will be in place before new policies are introduced, to guarantee success

## 2. Is consistently implemented

- Participants want a clear lead to follow – if this is a serious issue, they expect substantial and continued efforts from Government, business, and from other countries
- They don't want to see major contradictions in policy e.g. introducing a frequent flyer levy whilst building a new runway at Heathrow

## 3. Shows national leadership, but with local action

- Participants want a national overarching strategy, but they want to see tangible and locally-relevant change e.g. 'a wind turbine for your village'
- They also want the opportunity to 'do their bit' and feel pride in their local efforts

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# 8

## Potential areas for future activity

## Potential future activities

**Message-test successful framing, language and spokespeople for talking about climate action with the public**

**Negotiate and promote priority asks of big players and reward success**

**Co-create a joined-up approach and ask of the public (similar to 5-a-day or 10,000 steps)**

**Work with the public to demonstrate progress on the issue, demonstrating positive momentum – e.g. co-creation of a progress report**

# Thank you

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