

Sea Scotland Conference 2019

Workshop Session Report:

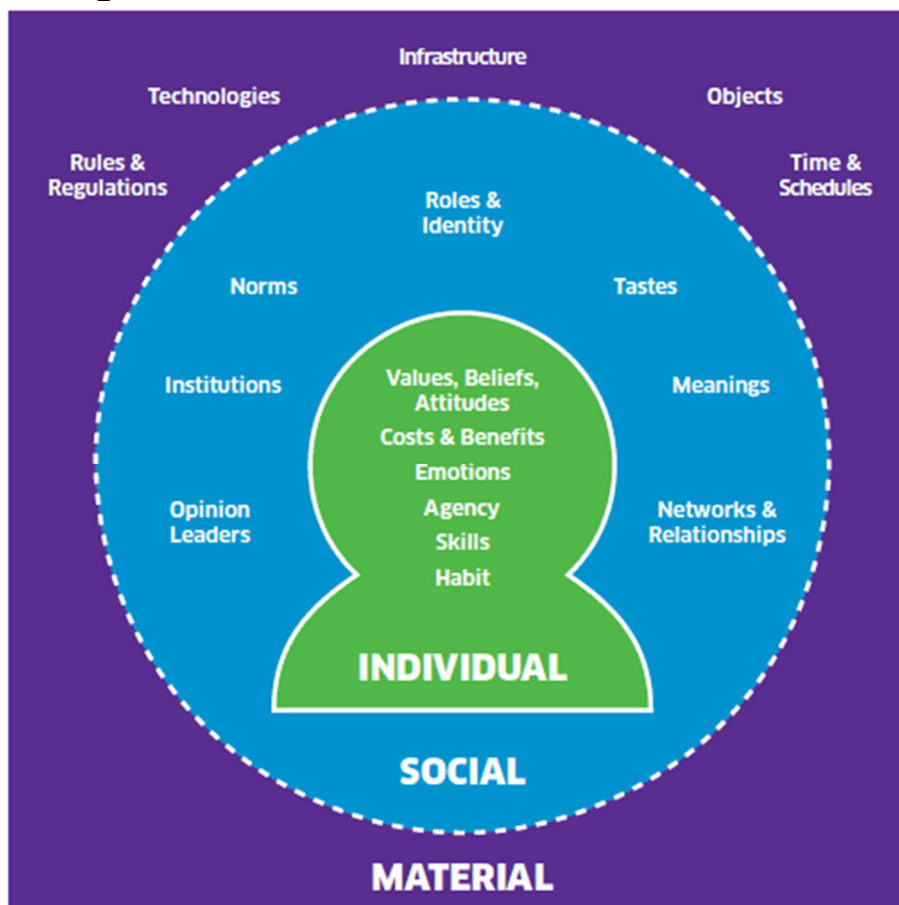
#Scotland Adapts: changing behaviours for a changing climate (Scottish Government Climate Change Adaptation team)

Adaptation behaviours enhance climate change adaptation by asking individuals and organisations to alter their behaviour to increase resilience, and reduce the severity of potential climate change impacts.

Lorraine Gormley (SG) presented an introduction to the second Scottish Climate Change Adaptation Programme outlining the policy context and legislation of climate change adaptation work. Alex Hilliam (Hilliam Research) followed with a summary of adaptation behaviours, the Individual, Social and Material (ISM) behaviours tool and then introduced the workshop structure.

We utilised the Individual, Social, Material (ISM) tool to address marine and coastal climate change risks and to discuss with workshop participants current and future behaviours and actions that will address the challenges of a changing climate.

The ISM Tool Diagram



ISM is based on theory and evidence which shows that three different contexts - the Individual, Social and Material - influence behaviours.

<https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/pages/2/>

The workshop discussion focussed on behaviour change to address the climate change risks set out by the Committee on Climate Change in the Climate Change Risk Assessment. Participants were asked to identify some of the behaviours that need to change in light of these risks, covering, for example, industry, conservation and research. We also explored the factors that influence these behaviours and the severity of potential climate change impacts.

Part 1: Behaviours – which behaviours are important to you/your organisation?

The discussion centred on the increase in knowledge of climate issues in the general public including:

- What is Adaptation?

How does it differ from and relate to Mitigation?

How climate change will impact people directly.

Ecosystem Services approach – how are we connected to the natural world around us.

Engage with communities to increase understanding of what an increase in coastal flood risk may mean for them.

Normalise the idea that adaptation needs to happen.

Include adaptation in forward planning for businesses and buildings.

- Communication

Better communication.

Presentation of information and risks in a way that brings it home for people.

Encourage people to be curious about how climate change will impact them.

Increase collaboration between different actors/organisations.

- Direct changes – marine and coastal

Reduction of single use plastics.

Changing what fish/seafood we catch and consume.

Normalise researching your own ways to adopt low-carbon behaviours.

More guidance and direction on what to do on an individual level.

Part 2: ISM Analysis of Chosen Behaviours

Behaviour: Diversification of fish species for consumption

- Individual:

Perceptions of animals to be eaten (sentience, etc.).

Knowledge and skills of fishers in terms of how to catch new species.

Knowledge of consumers.

Health of new products to consume.

Carbon footprint of different fish.

Consumer confidence.

- Social:

Changing the perception of different seafood.

Perceptions of peers – people’s place within their fishing communities.

Cultural identity.

- Material:

Product labelling.

- Market:

Will I be able to sell it? Justify it in the business model.

Does the consumer want it?

Does the fisher know if the consumer wants it?

New/Different fishing equipment.

Rules and regulations – adaptive on quicker scales.

Just transition for fishing industry – opportunity to transition fishing into tourism for example.

Behaviour: Getting curious – raising the knowledge base of adaptation

- Individual:

Access to information.

Non-priority or social stigma.

- Social:

Not wanting to talk about adaptation – people do not want to feel like they are “giving in” to climate change.

Shift norms through incentivising/interventionist approach.

- Material:

Access and time to learn information.

Social perception – people have “bigger problems”.

Misuse of language.

No integrated approach; we need better collaboration and sharing of information..

Better governmental cohesion.

Behaviour: Encouraging businesses to include adaptation in forward planning

- Individual:

People do not understand the problem.

- Social:

Business awards for ‘Low Carbon’ also need ones for adaptation.

Legislation focuses business attention on GHG emissions not adaptation.

Business Standards focus on GHG emissions should include adaptation.

- Material:

No Resource Efficient Scotland for adaptation – need climate risk assessment for businesses.

Consider public bodies reporting duties regulations – could these include more specific adaptation considerations.

Resources – cannot afford the new infrastructure.

Outputs

Climate change adaptation behaviours is an emerging area of climate change policy and delivery. This workshop has provided interesting material for taking the work forward. Key messages from the discussion include the need for awareness raising to aid understanding of what adaptation means and also the importance of working with individual sectors to tailor relevant policy drivers. The second Scottish Climate Change Adaptation Programme will be published in September 2019 and will be the first adaptation programme to consider behaviours.