



# **Securing the future**

*delivering UK sustainable development strategy*

## **Influencing behaviour or why do so many Environmentalists smoke? Royal Society**

**Jill Rutter**, Director of Strategy and  
Sustainable Development, Defra

# Paradigm shift

## Old environmentalism

- Big point sources
- Amenable to command and control
- Infrastructure investment
- Clear QOL benefits



## New environmentalism

- Multiple diffuse sources
- Not amenable to command and control (in same way)
- Infrastructure only one element
- Interferes in lifestyle choices

# The SD strategy's behaviour change model

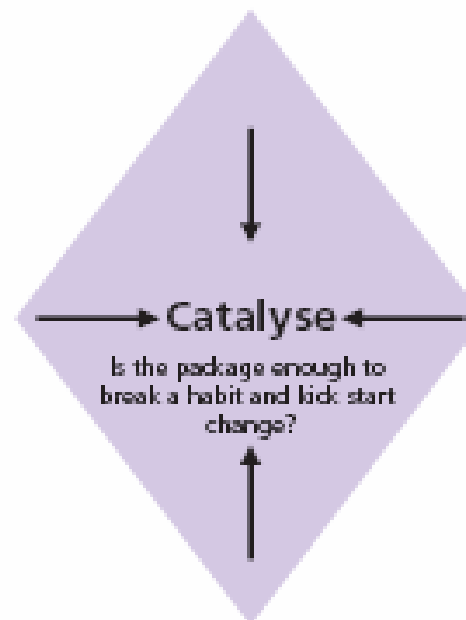
*Approach evolves as attitudes and behaviours change over time*

- Remove barriers
- Give information
- Provide facilities
- Provide viable alternatives
- Educate/train/provide skills
- Provide capacity

**Enable**

- Tax system
- Expenditure – grants
- Reward schemes
- Recognition/ social pressure – league tables
- Penalties, fines & enforcement action

**Encourage**



**Engage**

- Community action
- Co-production
- Deliberative fora
- Personal contacts/ enthusiasts
- Media campaigns/ opinion formers
- Use Networks

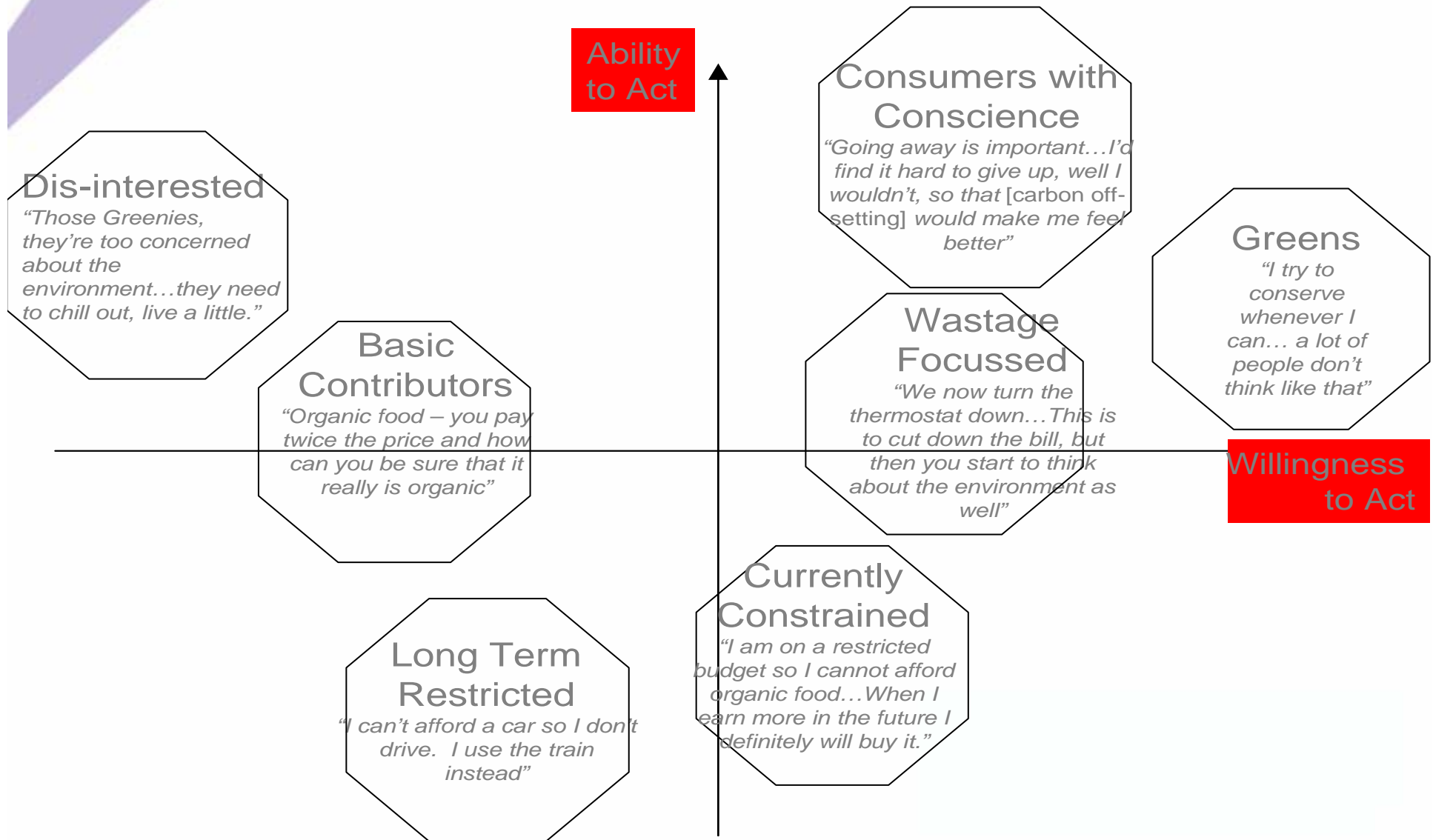
**Exemplify**

- Leading by example
- Achieving consistency in policies

# Communicating AND engaging



# Not all people are alike



# But it's about more than individuals

