

# HEF ISM Workshop March 2018

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# Workshop Overview

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- Background and context
- Introduce behaviour change theory and different approaches to understanding
- Introduce 'ISM': The Scottish Government's Individual, Social, Material model
- Practical exercise using ISM:  
understanding engagement (or lack of) with the Highland environment

# What is Behaviour Change?

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## For policymakers:

*“An intervention to encourage individuals to change their behaviour in a way that will help Government achieve its policy goals...” (National Audit Office 2011)*

## For practitioners:

*“A way of working based on the understanding of behaviours and audiences which results in learning and change” (Darnton 2012)*

## For meaningful & lasting behaviour change we should:

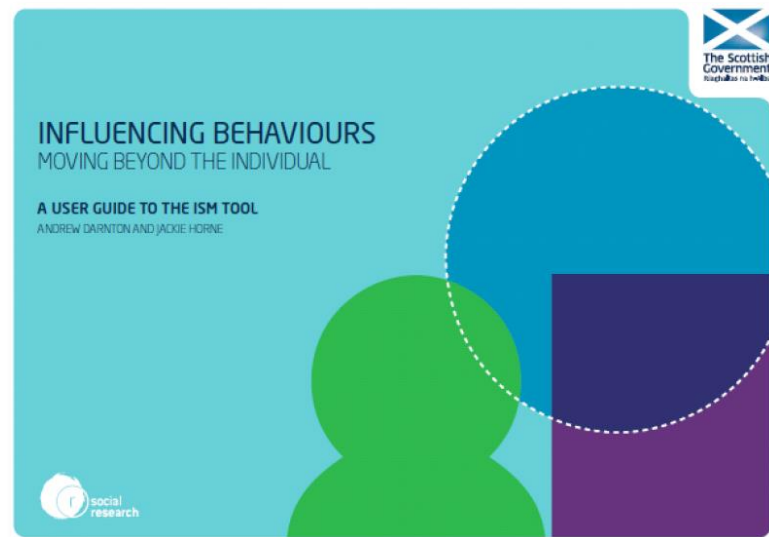
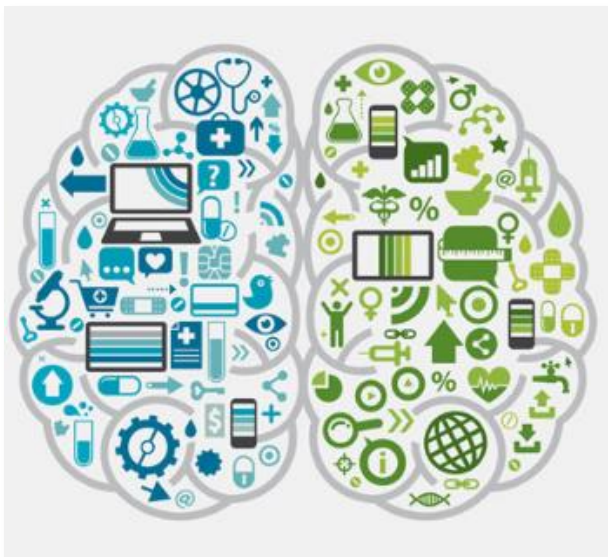
*Work across multiple contexts*

*Involve multiple stakeholders*

*Combine into a package of interventions which mutually reinforce each other*

# ISM – Behaviour Change Model

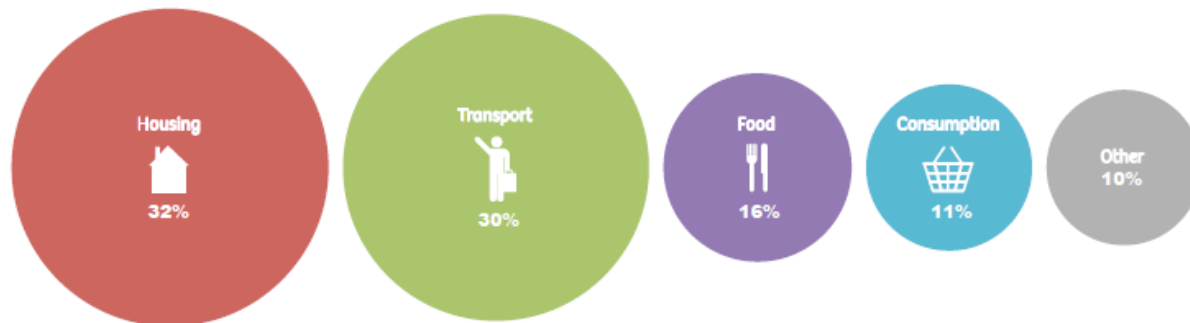
- Based on theory & evidence – 3 different contexts which influence people's behaviours.
- Developed as a practical tool to aid policy and practice thinking on behaviours:
  - Greater understanding, new insights, ideas and action
  - Interventions should take account of influences across multiple contexts to deliver lasting change.



# ISM & Climate Change

- Public understanding, engagement & action are critical to social / economic transformations required.
- Over 50% of adults in Scotland recognise Climate Change as “immediate & urgent” problem.
- Most people also acknowledge that behaviour & lifestyle contribute to climate change.
- HOWEVER – there is often disconnect between knowledge & action. To achieve Scot Gov targets, we need to better understand barriers to change & how these can be bridged. But HOW?

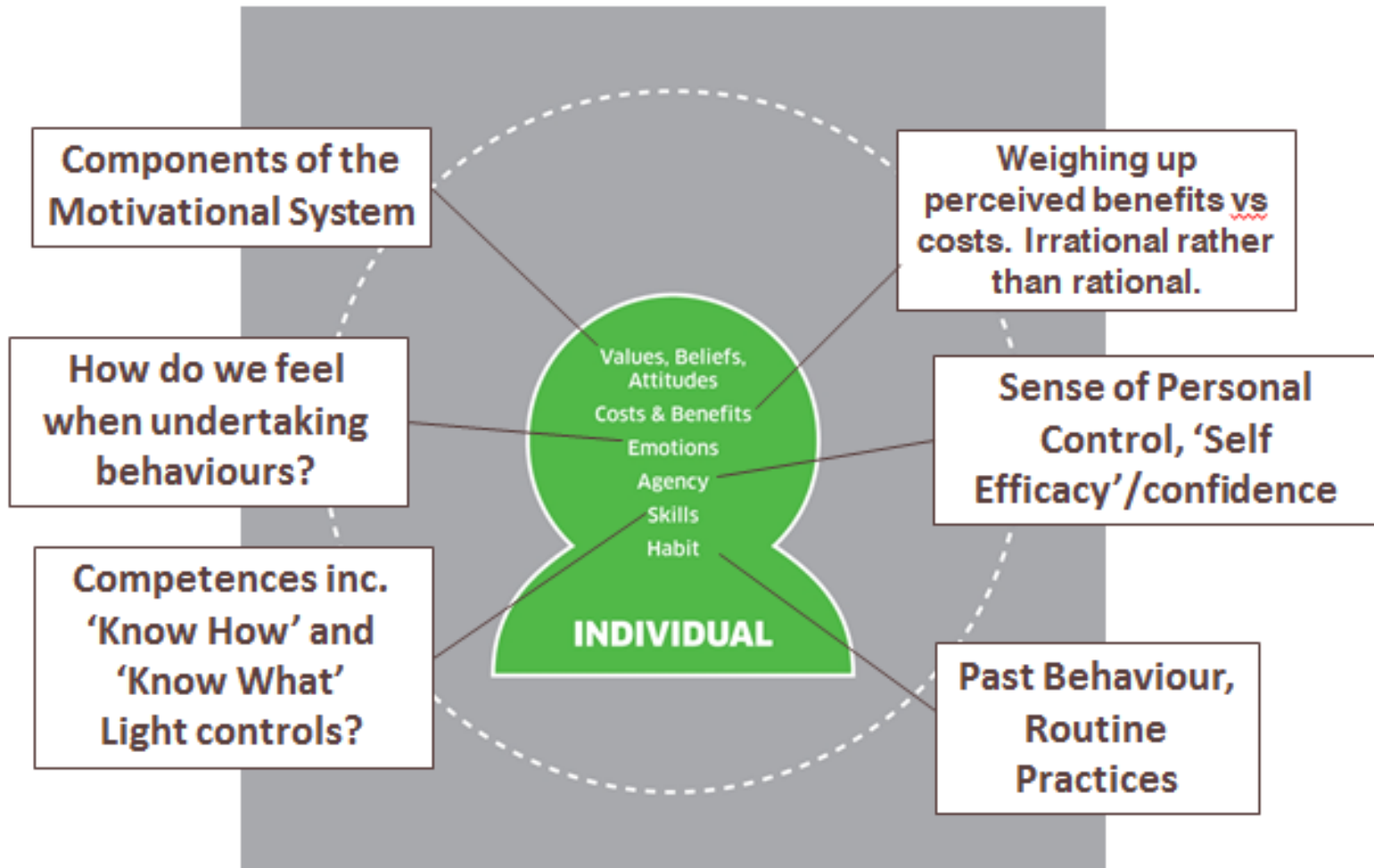
Consumption emissions associated with individuals and households by theme



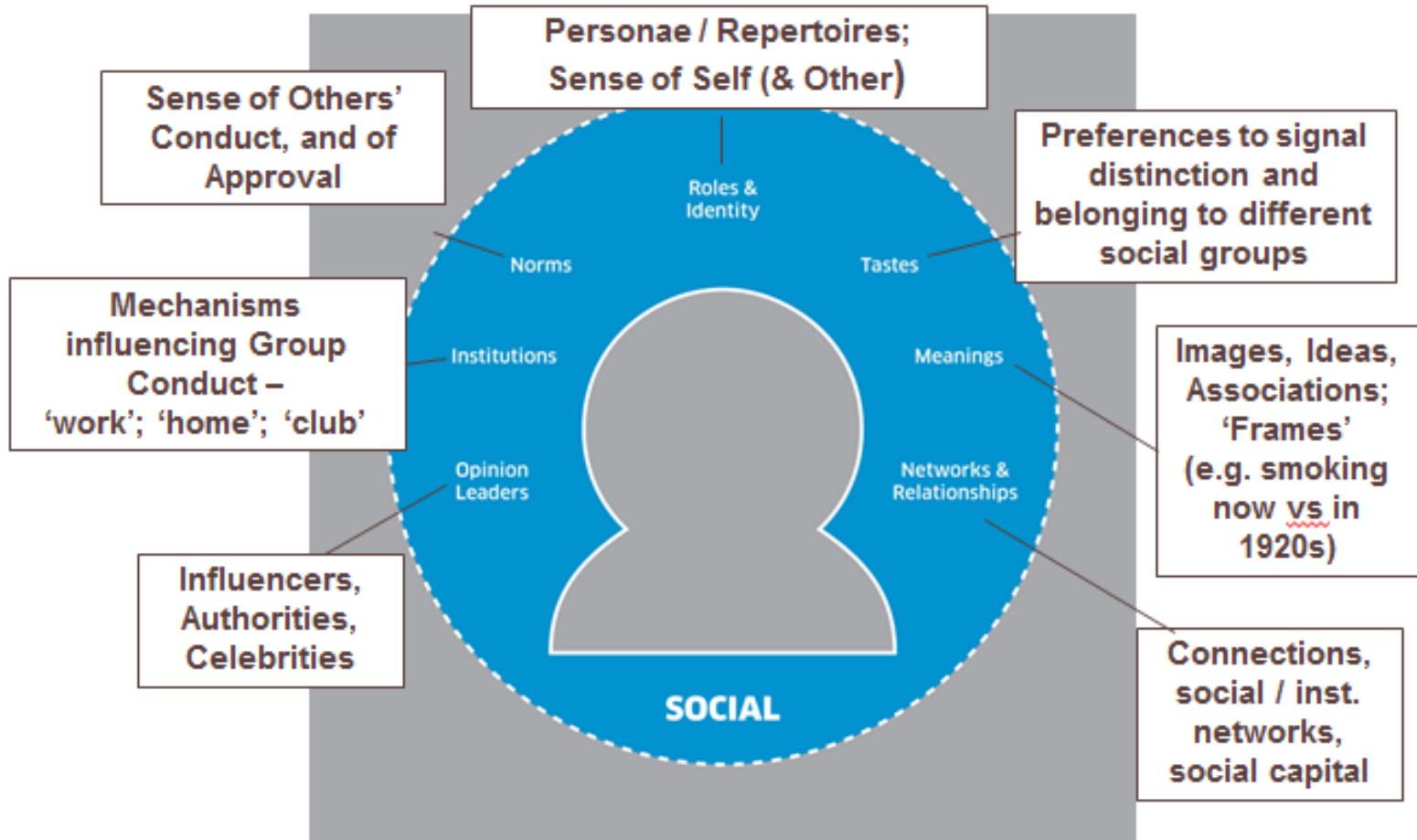
# The ISM Model



# Individual Context

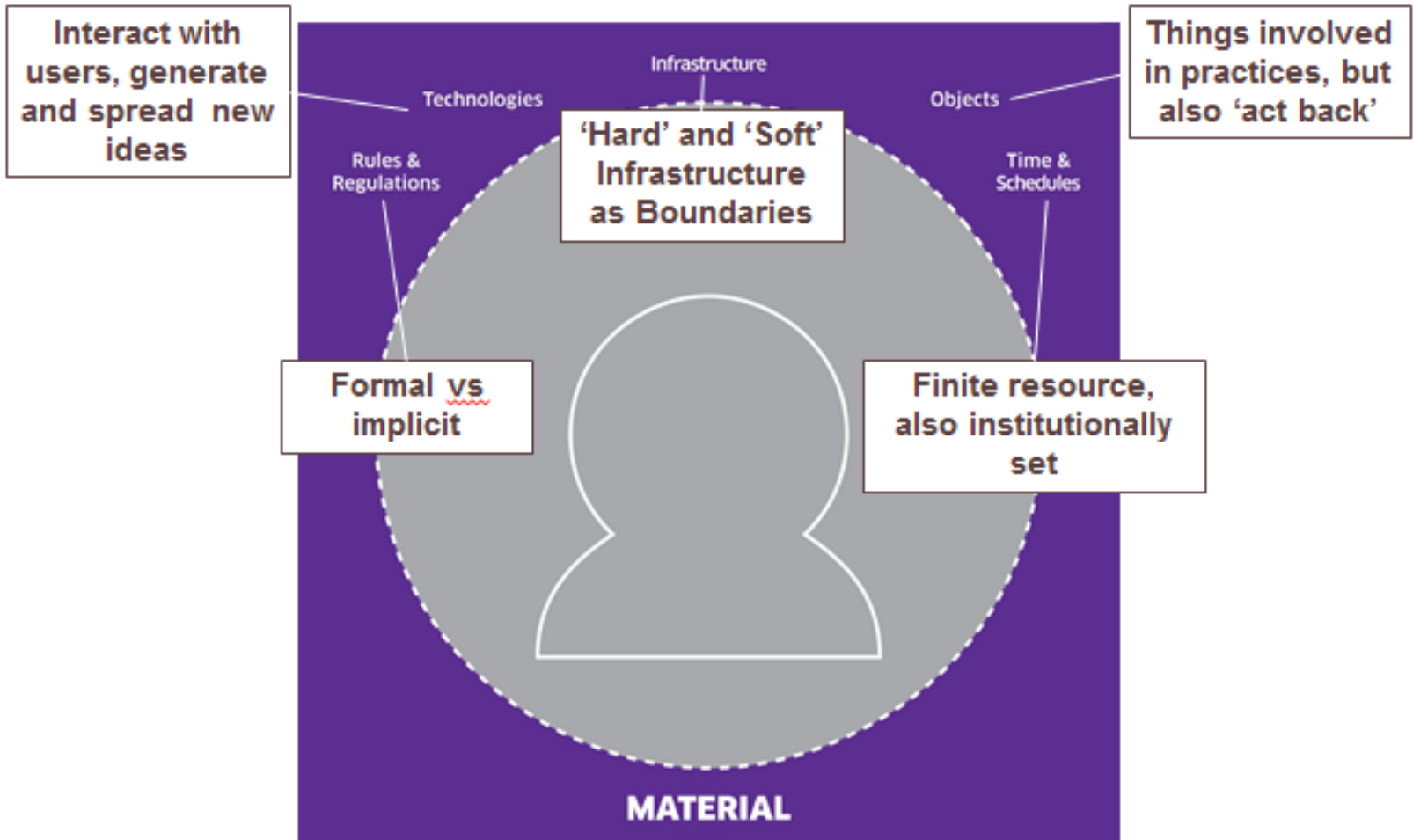


# Social Context





# Material Context



# Engagement with the Natural Environment

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- Highland as area of outstanding natural beauty & heritage.
- Tourism and external appreciation of the region is booming.
- However, is there an issue with local engagement?
- Can behaviour change models help to address this?



# Today's Workshop

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- Explore current levels of engagement with natural environment in Highland and identify opportunities to positively increase this.
- **Question:**  
**What would success look like in terms of increasing engagement with the Highland environment?**  
**OR**  
**Why don't more people engage with the Highland environment, and does this reduce our ability to tackle climate change?**
- Map the current situation & behaviours.
- What are the **barriers** & enablers?
- Identify potential interventions.

# The ISM Model

