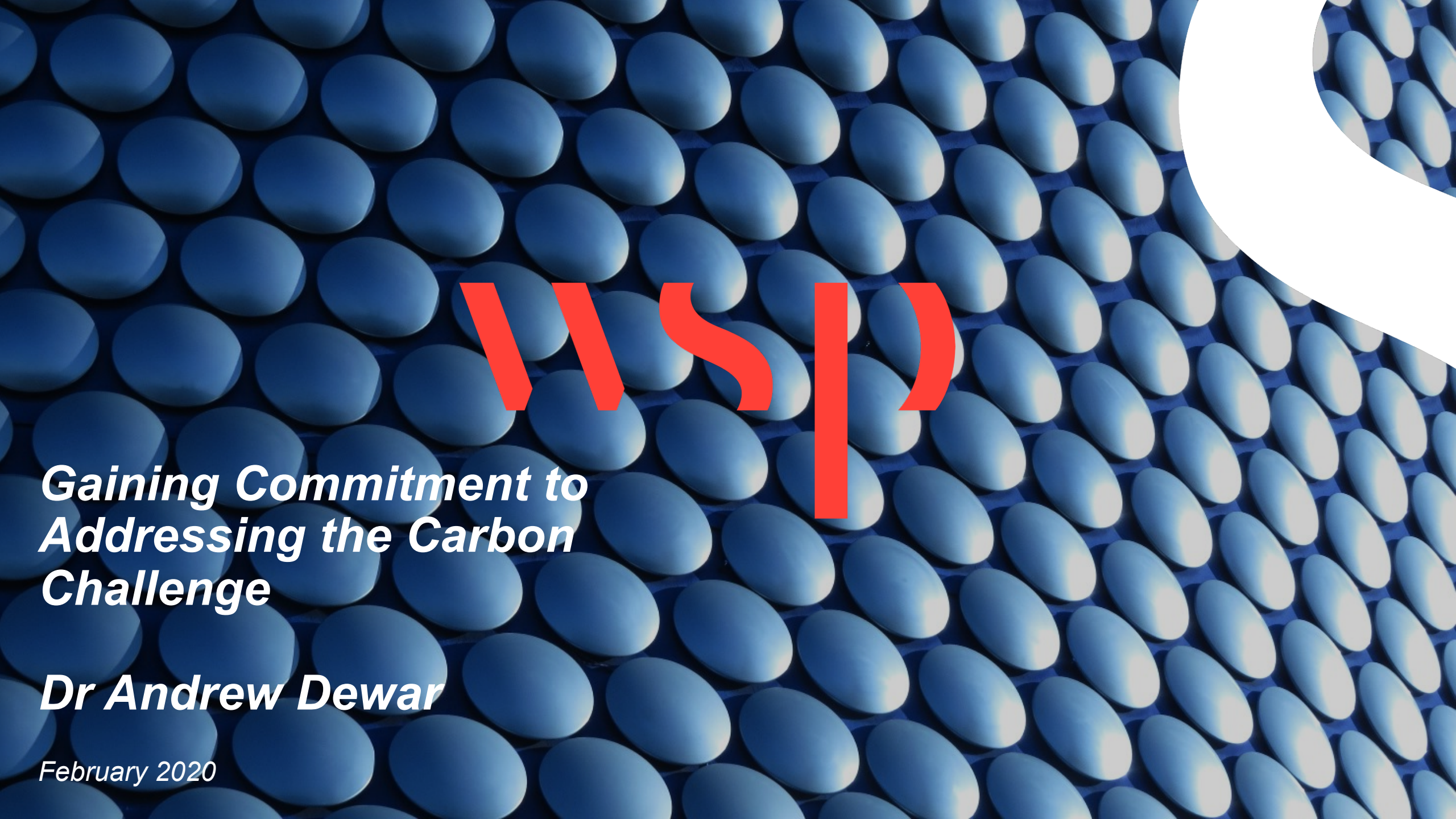
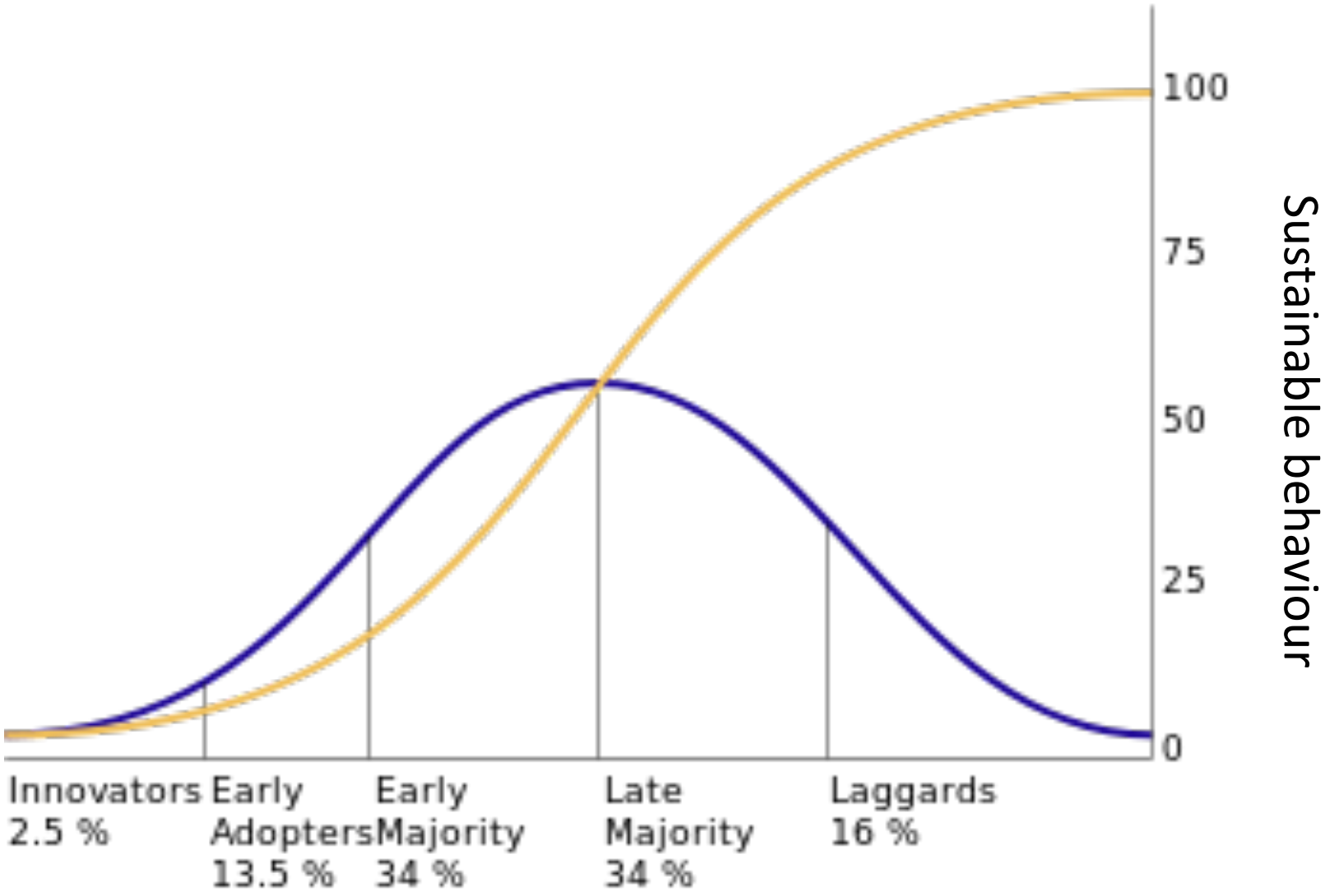


Gaining Commitment to Addressing the Carbon Challenge

Dr Andrew Dewar

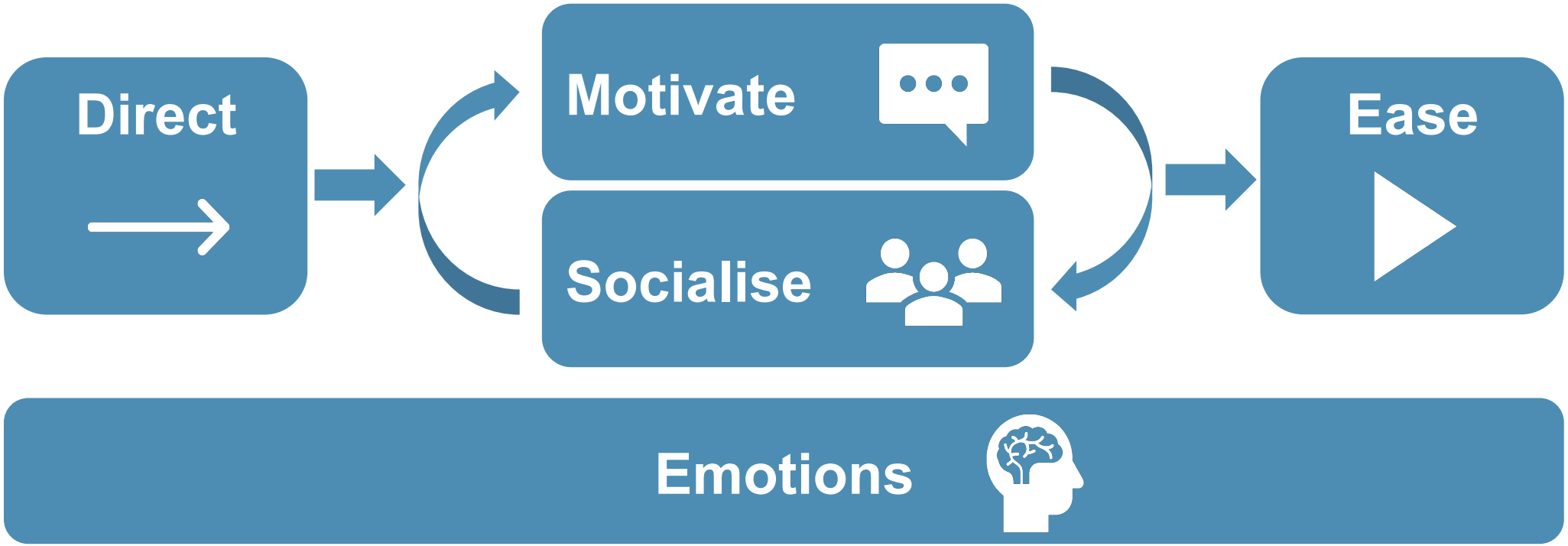
February 2020

Preaching to the choir



Intention behaviour gap

Behaviour change model



Emotions

MOTIVATION
Sometimes Fear Can Be Motivating

Direct
Motivate
Socialise
Ease
Emotions

Direct

#WM2041

Our Action to Meet the Climate Challenge

We are clear we need to take action to limit the impact of climate change and prepare for the changes we cannot prevent.

We have set a target for the West Midlands to be carbon neutral by 2041 – an ambitious target that will support the delivery of the Government's national target to be carbon neutral by 2050 while ensuring no one is left behind.

The West Midlands has a long history of industry and manufacturing – any action must take account of this history and the people involved in it. We will balance our commitments to climat change with our commitments to developing a strong economy.

We have produced a green paper that sets out a number of possible actions we can take to limit the impact of climate change. These are underpinned by five principles:

1. We will make the journey to 2041 without leaving anyone behind
2. We will boost our resilience to locked-in climate change
3. Our future will respect our heritage
4. We will build more places and more connectivity between places
5. We will save energy and resources without reducing prosperity

A selection of our proposed actions are overleaf. We want to know:

- Whether the principles fit with the needs and character of the West Midlands?
- Which are the most important actions to overcoming climate change?
- What actions could be added to those we have identified?
- How can we make it easier for people to take those actions?

To find out more and to be part of this conversation visit **wmca.org.uk/climatechange**

West Midlands Combined Authority

RIBA 2030 CLIMATE CHALLENGE

Sign up to take the RIBA 2030 Climate Challenge at www.architecture.com/2030challenge

RIBA Architecture.com

EXETER CityFutures

BLUEPRINT FOR A **CARBON NEUTRAL EXETER BY 2030**

NET ZERO EXETER

Motivate

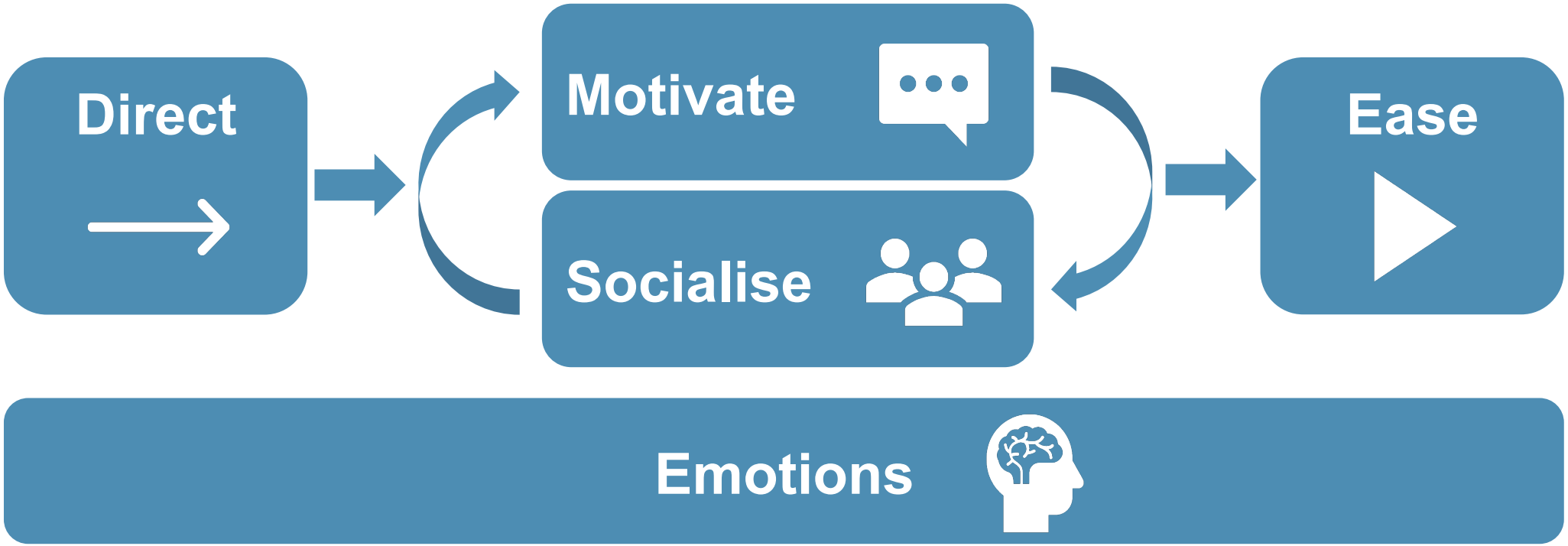
Field Grown Breakfast

Meat Free Breakfast

Socialise

Ease

Behaviour change model



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