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STEP 2

First conversations

Exploring the issues

These two pages are designed to help you and your new Carbon Buddy to **ease yourselves into the project** you're about to undertake. They will enable you to stake out some of the territory, and become aware not only of the broad issues but also of what the pair of you have in common and where you are different.

Don't try and do this quickly. It needs time, and breaks in between conversations. It's to be savoured, reflected on, chewed over and perhaps amended after further consideration. It's about dipping your toes in the water. Time will allow both of you to begin to get a handle on

where there might be scope for change, and where change might be more difficult. This relaxed preparation time together will pay dividends later.

There are two groups of questions here:

1 This page helps each of you explore your favourite activities and pastimes across aspects of your lifestyle. These aspects will crop up again and again throughout the manual.

2 The page opposite helps you explore your reactions to some relatively simple actions – most of them saving money – that you could take to kick-start your emissions reduction plans.



Organising a 'bauble' market before Christmas. Take your decorations and swap them for others. Everyone ends up with 'new' decorations!

Exploring the issues: your favourites	
Food What are your favourite foods ... and where do they come from?	Recreation What about leisure time? What are your favourite ways to relax?
Personal transport What are your main means of transport? What is your preferred method?	Heating How warm do you like to keep your house/flat?
Events What events have you been to in the last couple of years? Which were your favourites?	Packaging What do you like about packaging? Any particular favourites?
Nature and the outdoors What sort of contact and experience do you have of being close to nature and wild places?	Medicines and personal care What are the main products you use regularly? Which are essential? Which are your favourites?
Household energy What fuels do you use for heating, cooking, lighting, cleaning and home entertainment?	Fashion and clothing How often do you buy new clothes? And do you have favourite places to buy them?
Holidays and travel If you have taken any holidays in the last few years, which were your favourites?	Hot water Are you a shower or a bath person? How often do you bath, and how long do you stay in the shower?

Exploring the challenges

Some quick wins:

Save MONEY by...	Heating your water at no more than 55°C	Substituting ONE holiday away with a holiday at home	Freezing, drying or bottling summer seasonal fruit and vegetables when they are cheap rather than buying them from abroad in the winter
Save TIME by...	Stopping doing some things, in order to free up an hour a week to work with your Carbon Buddy Manual	Reducing the time you spend shopping	Getting a circle of friends involved in the Carbon Buddy Project so that you can share the research
Save ENERGY by...	Turning down your heating thermostat to max 19°C, and wearing warmer clothes indoors	Getting thermal interliners for your curtains, and always closing them at night when it's cold	Ensuring all lights, and equipment on standby, are turned off when a room's left empty
Save WASTE by...	Downloading the water tap map at refill.org.uk (this could be replicated all over the world)	Starting small-scale composting if you're not already doing it	Politely returning all non-recyclable packaging to the shop where you bought it

- For most people some of these will be really easy and some will be more difficult. Score them from 1 (very easy) to 10 (very difficult).
- Don't beat yourself up about those you find difficult.

- Instead, with the help of your Carbon Buddy try to figure out why the difficult ones seem to be so difficult. Don't worry if the answer doesn't seem to come quickly. It will probably emerge in time.



Listing all the internal combustion engines used in your garden

We need to mourn what is lost, value what remains. And not just the natural world; we need to mourn the end of the fossil fuels age, which, for all its dirt and danger, was also exceptionally affluent, mobile, and exciting. The low-carbon world will have new pleasures, but no longer the sweet roar of the Ford Mustang V8.

GEORGE MARSHALL

Interlude

INTRODUCTION

► Reflections on change

In this section we take a well-earned break on our ride. It's time for a change of pace, a different viewpoint, time to reflect. We talk about climate change. **But to change the climate we are going to have to change ourselves.** And that's not always as simple as it may seem because it's asking us to change some of our behaviours, our values, our habits, and our ways of solving problems. And many of those are deeply ingrained.

The psychology of behaviour change

The psychology of behaviour change is a well-established academic topic. Trouble is that a lot of what is written is impenetrable to most of the population! Much of my professional life was spent trying to sift out the valuable and useful ideas in the field and to translate them into

more understandable language. So here goes. I'm arrogant enough (or stupid enough) to believe that I can give you **all you need to know about the psychology of change in just 14 short pages!** My cunning plan is to introduce you to the psychology of change without your even realising it!

Helping and hindering forces

The section is divided broadly into two parts. The first five topics talk about psychological processes that seem to help us to change. The second six topics talk about factors that hinder the process of change. The simple secret is to focus on **reducing or overcoming the hindering forces** whilst quietly building the helping forces.

Making the invisible visible ... again

Much of what I'm talking about here lies within ourselves. To many it is invisible. Although invisible, it has profound effects and consequences which I hope I can throw some light on. Another problem is that, because it isn't exactly everyday conversation, **many people don't really have a vocabulary to talk about it.** And what you can't talk about you can't understand. And what you can't understand you can't begin to think about changing. I see this section as being about providing a basic change management toolkit.

I suggest, as you go through, that at each stage you reflect with your Carbon Buddy on how each topic relates to each of you and your own behaviour. If you can get a better handle on your own reactions to change, not only will that help you to change, but also begin to help you to help 'them' to change. So, sit back in the saddle, and enjoy this different view.



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Reflections on change

Helping factors ...

Hindering factors ...

Reflection 4