

**RCE Scotland**

**Communities with  
a Common Cause**



# SCOTLAND

**Population: 5,327,700**

**World's most ambitious Climate Change legislation**

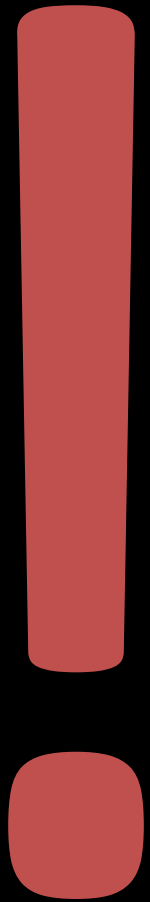
**42% cut in emissions by 2020**

**80% cut in emissions by 2050**

**A Zero Waste Scotland by 2025**

technology will  
only get us

half-way



**70% PEOPLE  
WORRY ABOUT  
CLIMATE CHANGE**



**WHY HAVEN'T WE  
CHANGED OUR  
LIFESTYLES?**





**INFRASTRUCTURE**



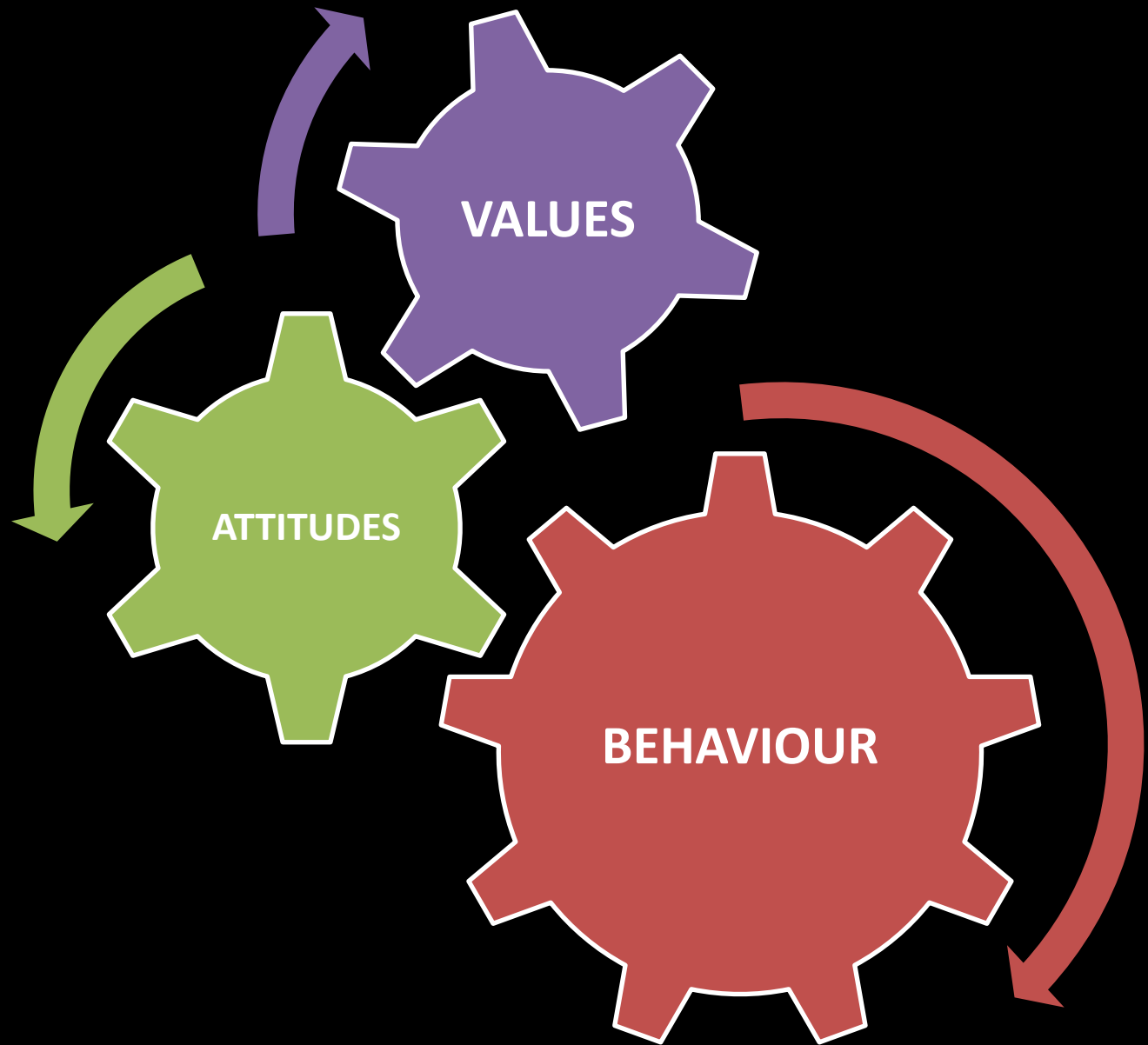
**AGENCY**



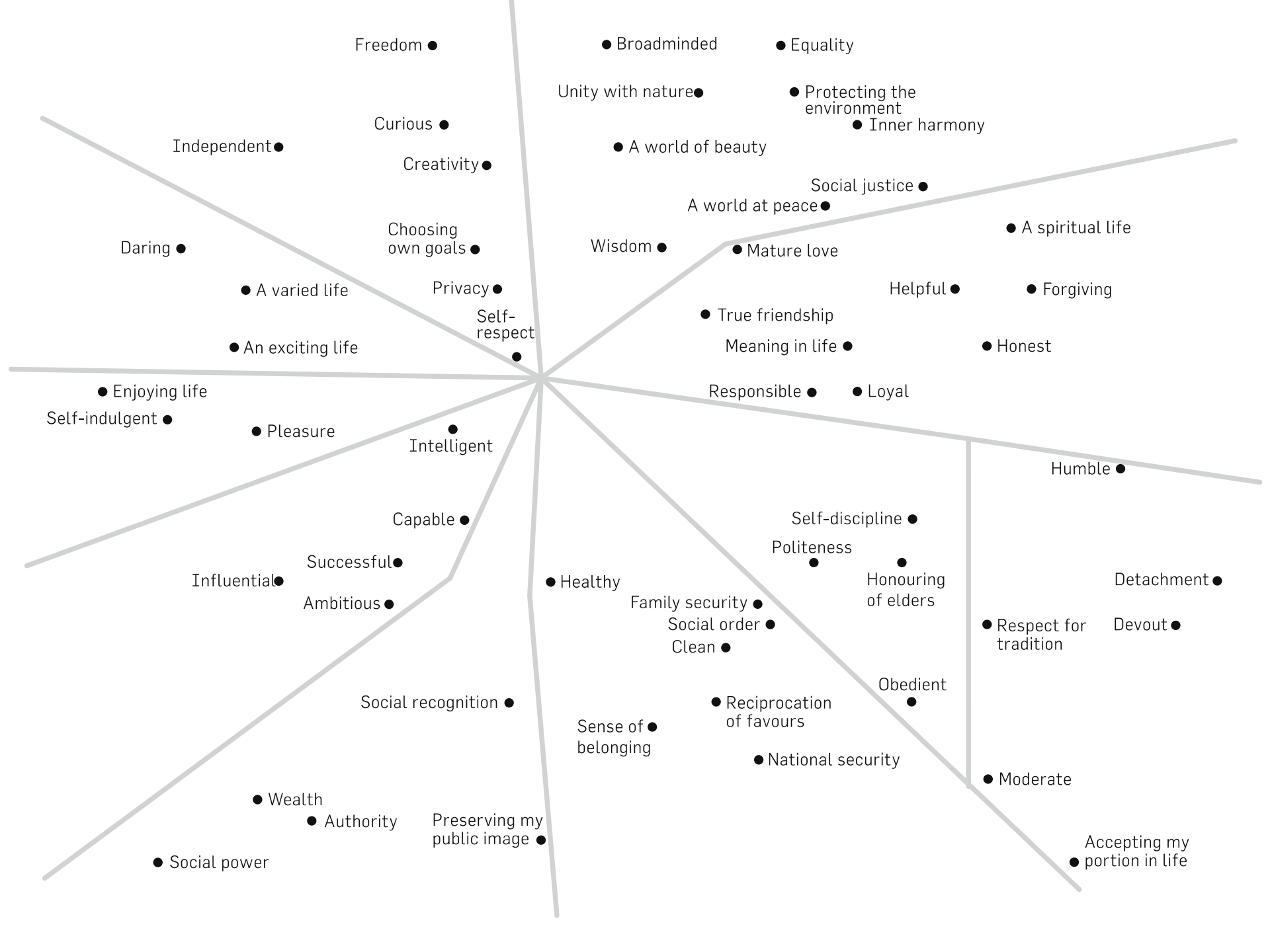
**SOCIAL MODELLING**



**VALUES**







● Freedom

● Broadminded

● Equality

● Unity with nature

● Protecting the environment

● Inner harmony

● Curious

● A world of beauty

● Independent

● Creativity

● Social justice

● A world at peace

● A spiritual life

● Daring

● Choosing own goals

● Wisdom

● Mature love

● A varied life

● Privacy

● Helpful

● Forgiving

● An exciting life

● Self-respect

● True friendship

● Meaning in life

● Honest

● Enjoying life

● Self-indulgent

● Pleasure

● Intelligent

● Responsible

● Loyal

● Humble

● Capable

● Self-discipline

● Influential

● Successful

● Politeness

● Honouring of elders

● Ambitious

● Healthy

● Family security

● Social order

● Clean

● Reciprocation of favours

● National security

● Obedient

● Respect for tradition

● Detachment

● Devout

● Wealth

● Authority

● Preserving my public image

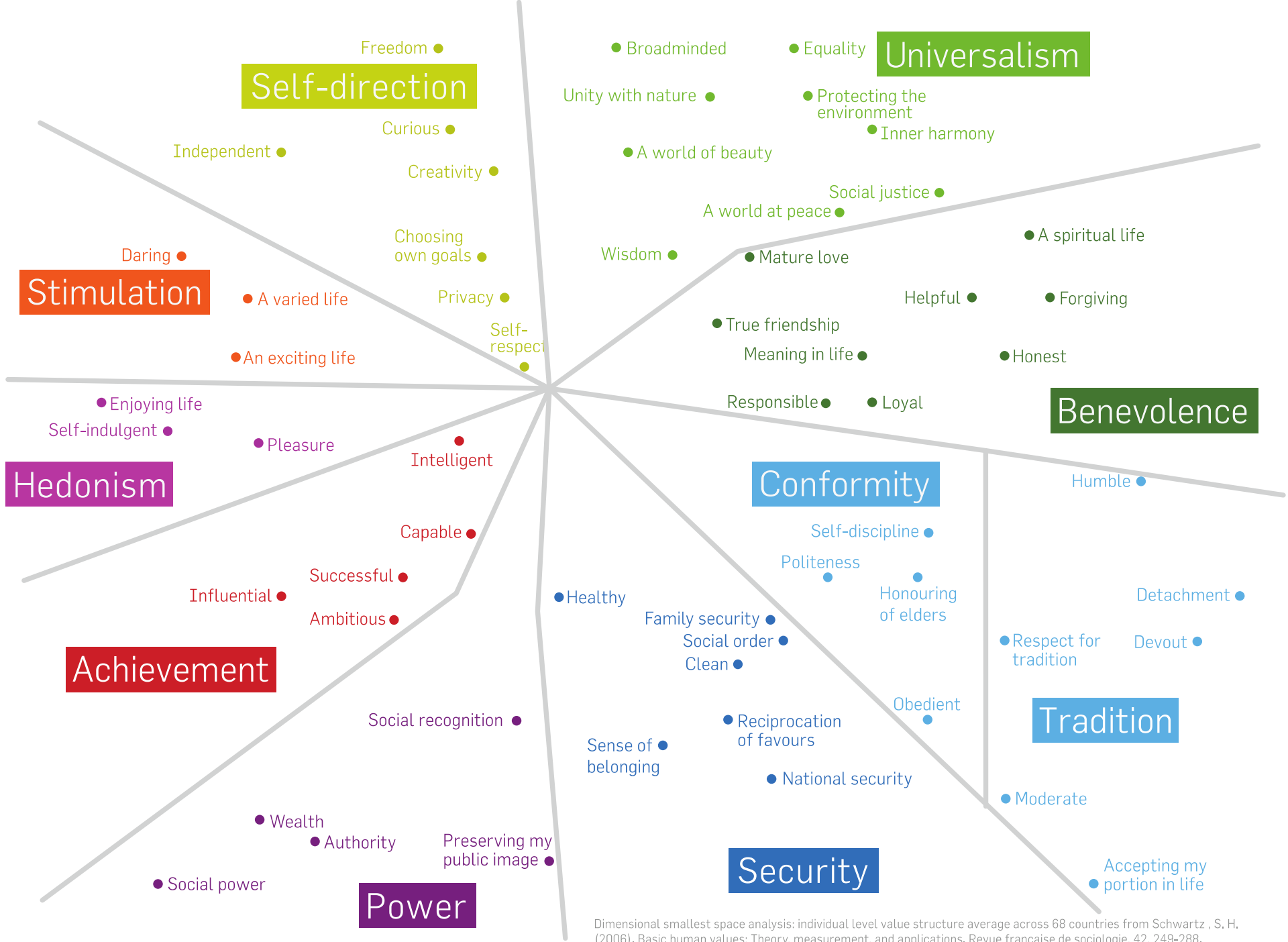
● Sense of belonging

● Moderate

● Social power

● Accepting my portion in life





Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: Theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.



**FAMILY**



**PEER GROUP**



**EDUCATION**



**POLICY CONTEXT**



**ECONOMIC CONTEXT**



**MEDIA**



- Bumblebee Conservation Trust
- Greener Kirkcaldy
- Keep Scotland Beautiful
- Scottish Environment Protection Agency

- Scottish Natural Heritage
- SNIFFER
- Stirling University Environment Society
- Sustaining Dunbar

**8 ORGANISATIONS**

**16 PARTICIPANTS**

**6 WORKSHOPS**

**6 MONTHS**

six

# RESULTS

months on

- ✓ **strengthen altruistic values**
- ✓ **sustainability commitment & action**
- ✓ **change in practice**
- ? **wider sectoral change**

## values research

[www.valuesandframes.org](http://www.valuesandframes.org)



## low carbon behaviours research

[www.scotland.gov.uk/Topics/Research/by-topic/environment/social-research/Behaviour-Change-Research](http://www.scotland.gov.uk/Topics/Research/by-topic/environment/social-research/Behaviour-Change-Research)



## project report

<http://groupspaces.com/CommonCauseScotland/>

