

Background

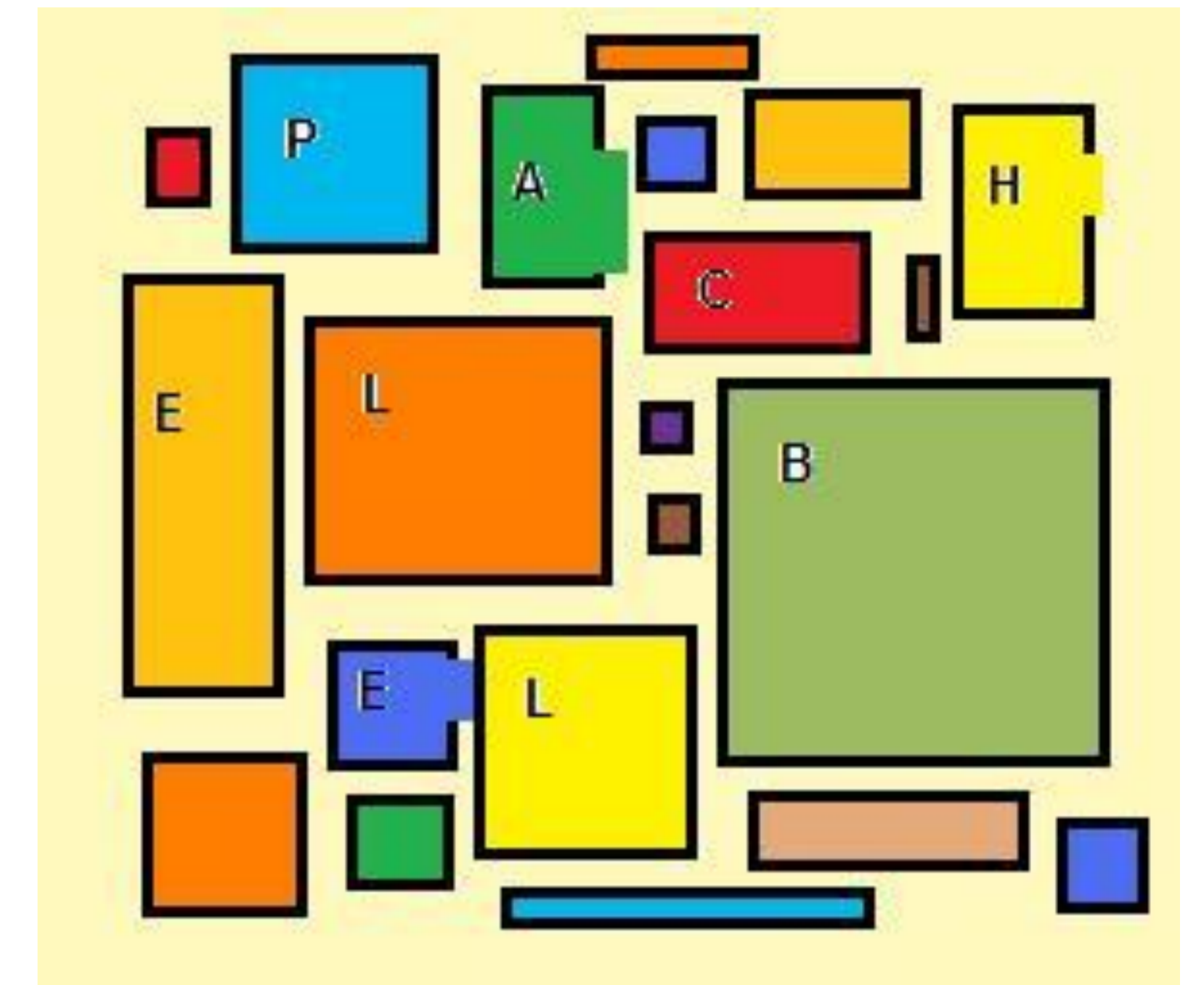
In recent years, the urgent need to develop practical ways to address anthropogenic climate change has become increasingly clear. However, it is not sufficient to simply tell people 'the facts' and expect them to behave 'sensibly'. Policy initiatives now tend to take a more sophisticated form than being simply about 'public education', and include elements of communication, advertising, incentives, and citizen engagement. How policy-makers draw upon different sources about human behaviour in developing policy to promote sustainable consumption is not well understood. There is a clear need to better understand these processes, and to develop tools that support such work, and make more effective use of the available sources of knowledge.

Overall objective

The main objective of PACHELBEL is the development, trialling and operationalisation of a tool called STAVE, which will be designed to support the work of policy-making for sustainability in real-world settings. The tool will support processes of knowledge brokerage, promoting the appropriate application of existing research findings, and the generation of new knowledge which is focused on specific policy objectives.

Specific objectives

- To develop, trial and operationalise the STAVE tool in the context of concrete policy-related interventions.
- To implement a systematic evaluation of the development and performance of the STAVE tool.
- To produce guidance on how best to use the STAVE tool across a range of policy environments.
- To fully disseminate the findings of the project.

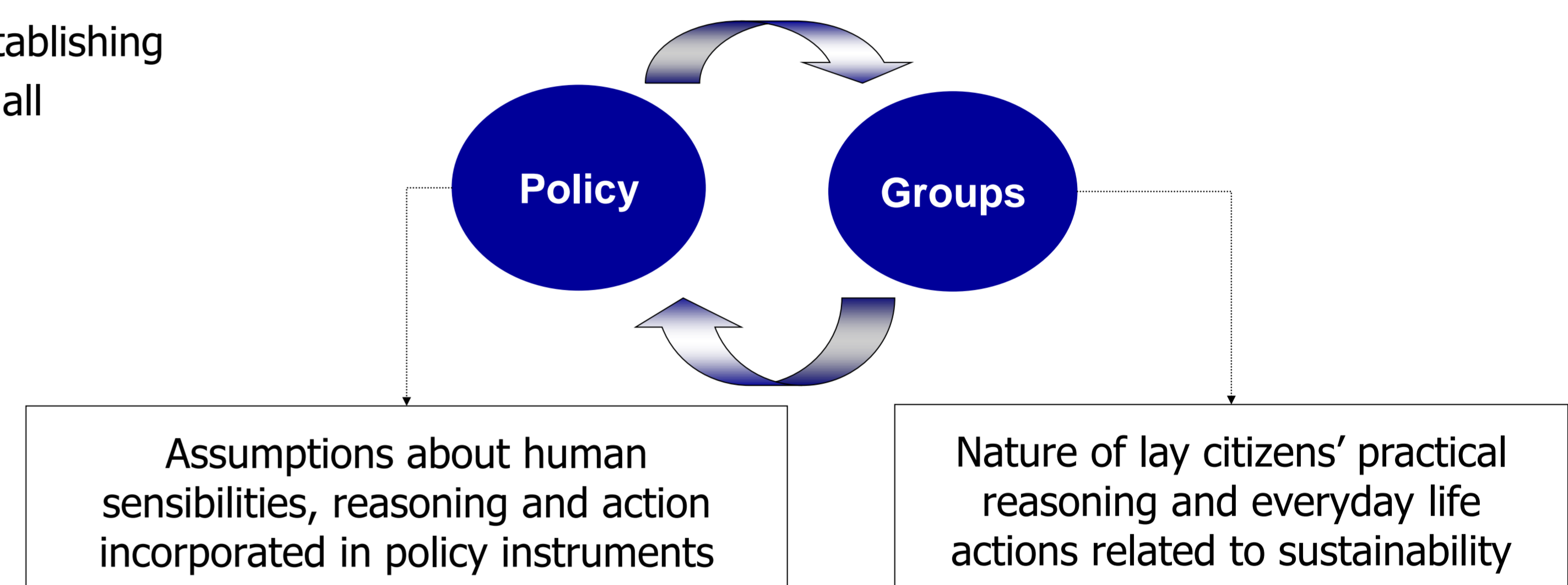


General Information

The project will address these linked issues by means of action research interventions, i. e. establishing collaborative working relationships with a range of governmental and voluntary organisations, all concerned with policy development and implementation.

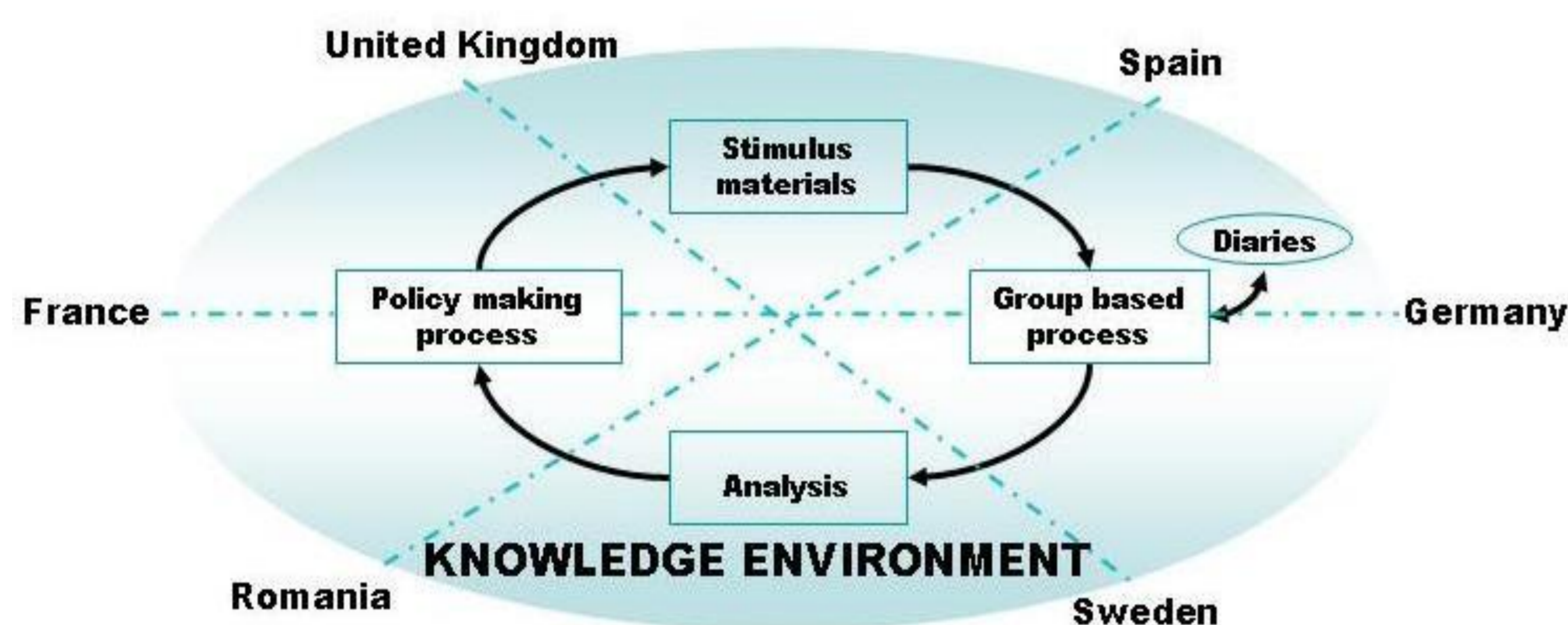
The project is concerned with two themes:

- The validity of assumptions about human behaviour that are incorporated into policy initiatives and instruments designed to address anthropogenic climate change and sustainable consumption.
- The efficient and effective use of knowledge in policy-making practices.



Methodology

The key methodological theme is **ENGAGEMENT**.



STAVE (Systematic Tool for Behavioural Assumption Validation and Exploration).

- We will engage with the policy-making process by means of collaborative action research interventions with our policy partners.
- We will also implement a process of engagement with lay citizens, by means of a group-based research /deliberation/ engagement process.
- The latter will tap into features of the everyday lives of lay groups, their practical reasoning and learning processes, and the likely impact on their lives of a range of climate change-related policy initiatives.
- Further stages of the work will establish linkages between these two processes of engagement, and which will complete the interconnected set of practices constituting the STAVE tool.

Partners

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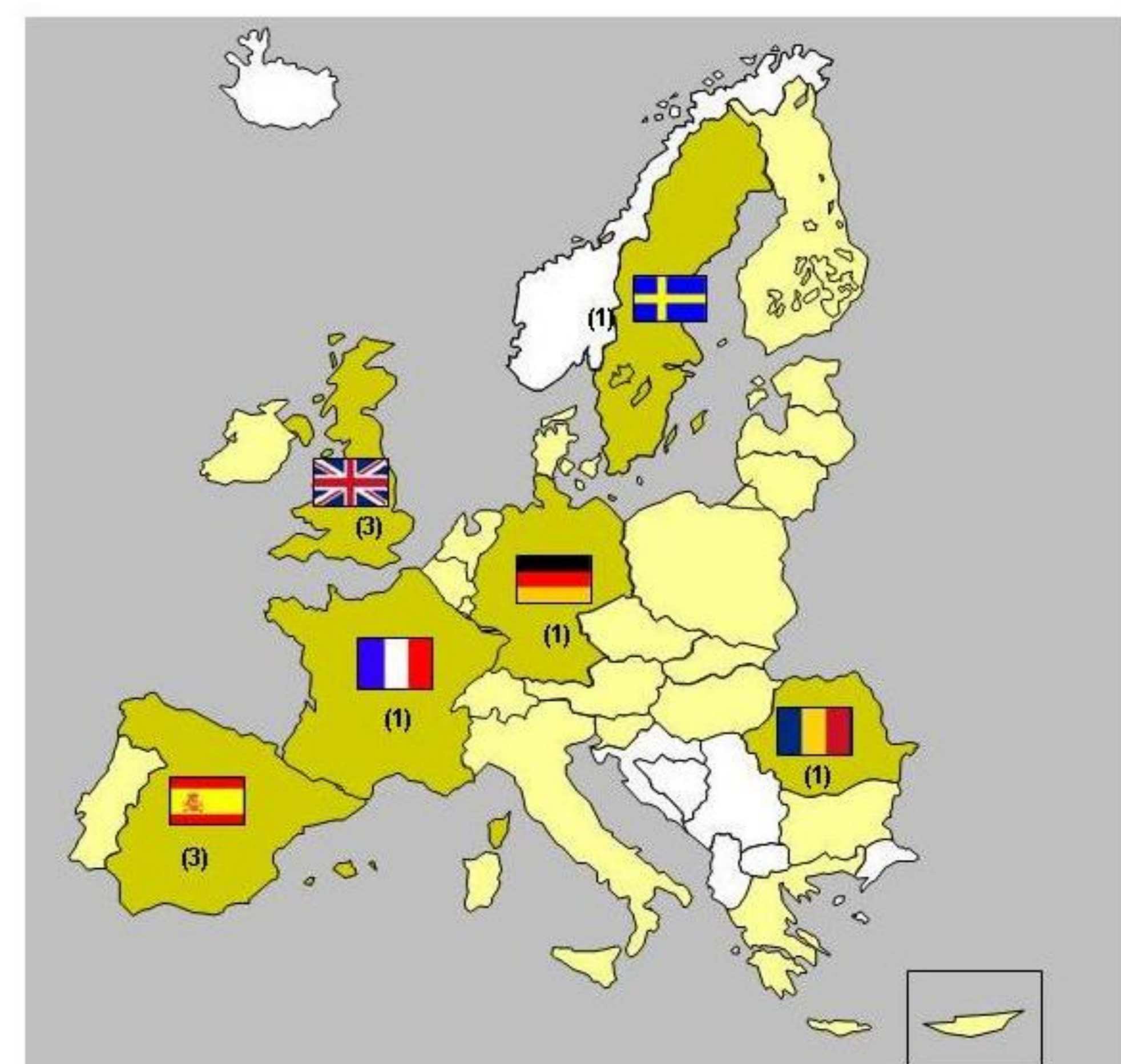
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