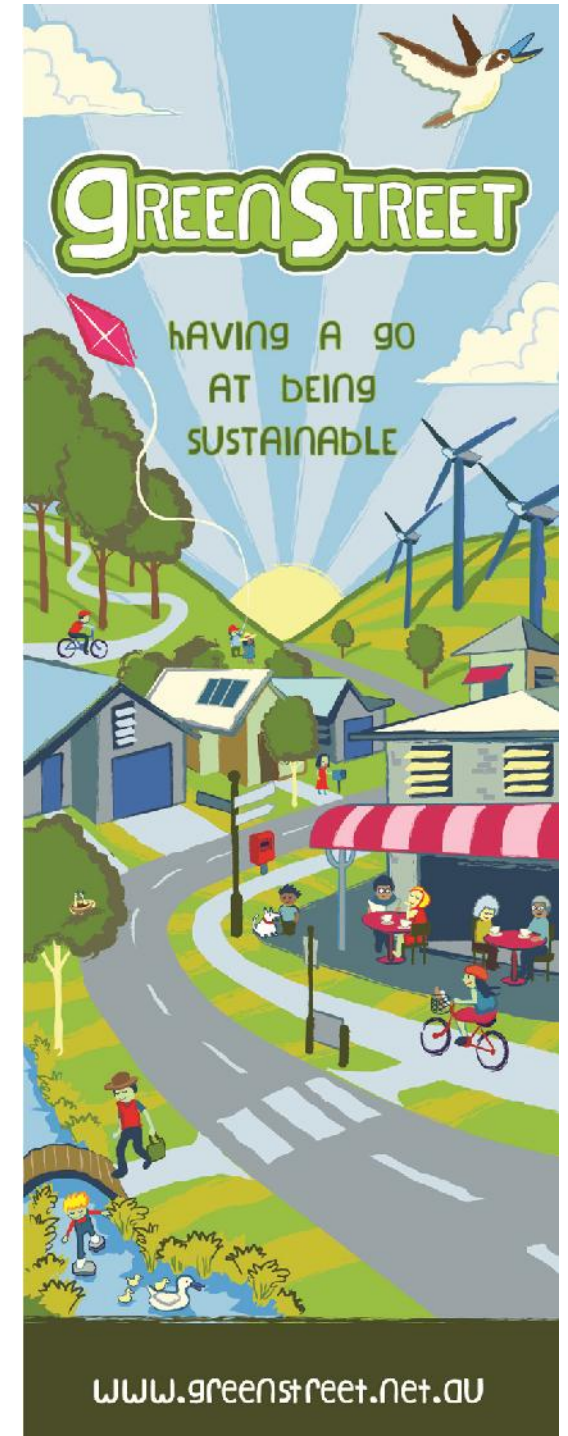
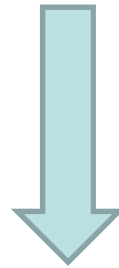


# Green Street as a way to access knowledge and change behaviour

Howard Nielsen  
Asia-Pacific Climate Change Adaptation Forum  
Incheon, Republic of Korea 2013

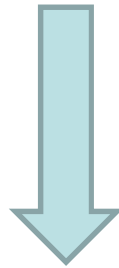


# The issue?



The mainstream in so called 'developed countries' is addicted to material goods and unsustainable living.

# The flow-on issue?



The aspirational mainstream in so called 'developing countries' is addicted to being like 'developed countries.'

This addiction comes from our aspirations to be 'successful and progressive'

... and our belief that success and progress are judged by growth and our ownership of material goods

If we are to change our behaviour around climate change we will challenge some of the very beliefs and values which we have spent our lives developing.

Our criteria for success will need to be reworked.

**How will this happen?**

# What works in changing the behaviour?



A major **catalyst**

**Appreciate** what is already being done – don't judge

Appeal to **higher order** human aspirations

**Support and reinforce** changed practice

**Create space to talk and connect**

**Provide consumable information on sustainability**

**S**tatus

**C**ertainty

**A**utonomy

**R**elatedness

**F**airness

# Types of interventions

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- One-to-one conversations with people
- Green Street Café process
- Sustainable Business Precinct
- Community Group Café process
- Green Street Schools Challenge
- Green Street social networking

[www.greenstreet.net.au](http://www.greenstreet.net.au)

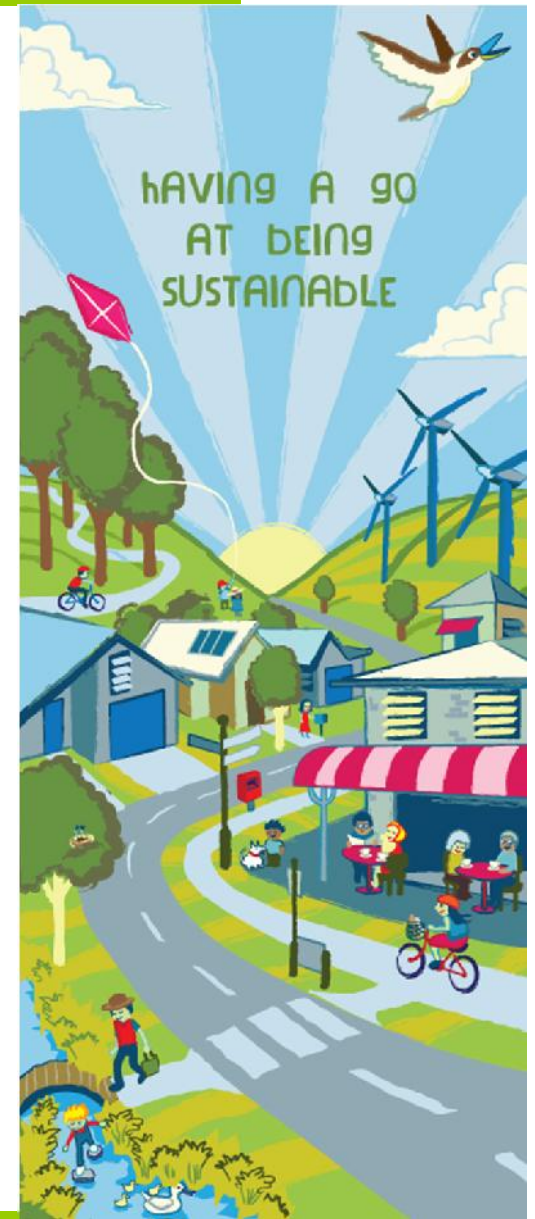
- Cold calling – door knocking
- Local media
- Local Sustainability Hub





# Some basics in approach

- Appreciate good things
- Use optimistic language
- Design great ‘yaps per minute’
- Observe servant leadership
- User friendly and social
- Quality information
- Build confidence
- Promote ‘having a try’
- Trust the process of conversation and story telling



## About Green Street

Green Street is designed and sponsored by people who believe grassroots community action is needed so that we can live more sustainably. Go to **Sponsors** to find out more about who's behind Green Street.



### My Profile

Welcome Joe Bloggs

**Personal Details** (edit)

Username: joey1  
Email: scott@or  
Display Name: Joe Bloggs  
Address: Cliff Salis  
Suburb: Samford  
City: Brisbane  
Country: Australia  
Postcode: 4520

**My Street**



Friends

**My Green Street Score**

### Section 3 WASTE



20 hours or more

**Q4 HOW MUCH HOUSEHOLD WAS NOT RECYCLED?** (More info)

- Zero – we recycled everything
- Up to half of a wheelie bin per week
- About one wheelie bin per week
- More than one wheelie bin per week

**Q5 HOW MUCH OF THE FOOD EITHER PROCESSED, PACKAGED**

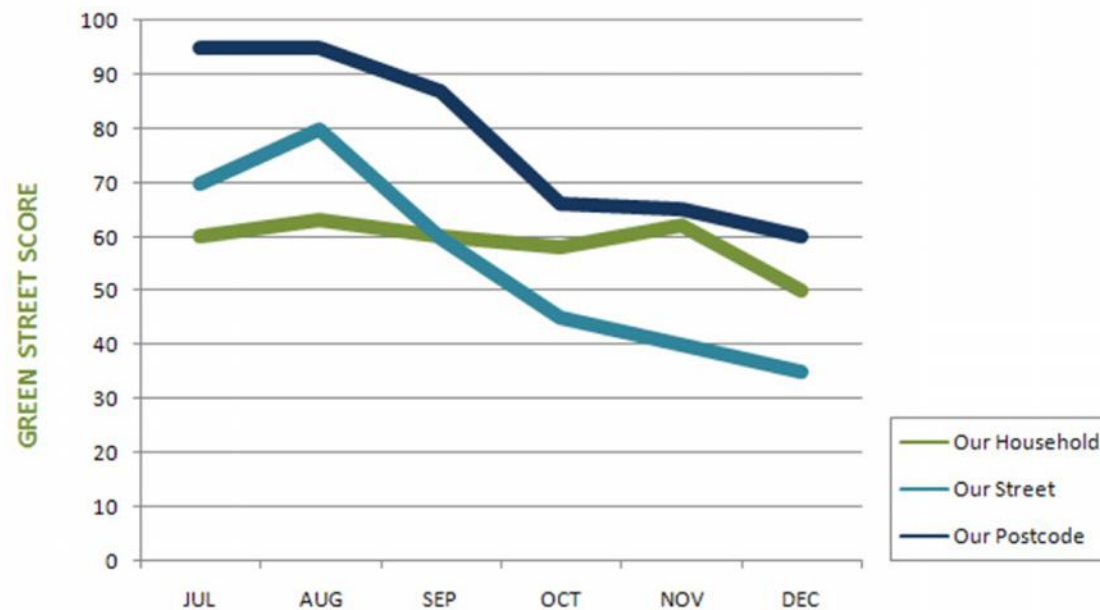
- Virtually none (0-10%)
- Some (11-40%)
- About half (41-60%)
- Quite a bit (61-80%)
- Almost all (81-100%)

**Q6 HOW MUCH DID YOU SPEND**  
eg: furniture, CD's, clothing, books etc

To play your part you could **Join a Green Street**. You might like to go to Green Tips for practical ideas on how to reduce your dependence on carbon.

## Progress in Green Streets

Most people are curious about how much progress is actually being made in other neighbourhoods to reduce carbon emissions. We do all the complicated calculations to arrive at your Green Street Score (GSS). We show this with simple graphs where you can see at a glance how you and others are going.



## Calculate your Green Street Score (GSS) June, 2009

By answering these few questions we will be able to calculate your Green Street Score (GSS) which reflects the level of your carbon emissions.

This will enable you to focus on areas of action that are most likely to reduce your GSS in the future...and will help your street and the community generally to create a more sustainable future.

### Section 1 ELECTRICITY



**Q1 YOUR ELECTRICITY ACCOUNT WILL TELL YOU THE TOTAL OF GREENHOUSE GAS EMISSIONS FOR THAT BILLING PERIOD. WHAT WAS THE TOTAL OF EMISSIONS SHOWN ON THAT ACCOUNT?** [\(More Info\)](#)

(Note: Enter 0 if you do not use electricity at all)

Tonnes

My bill is

### Section 2 TRANSPORT



**Q2 HOW MUCH PETROL WAS USED LAST MONTH BY VEHICLES IN YOUR HOUSEHOLD?** [\(More Info\)](#)

- 0-10 Litres
- 11-50 Litres
- 51-150 Litres
- 151-250 Litres
- 251-400 Litres

## Your results

You have a total score of **38** points!

### MODERATE CONTRIBUTOR!

It looks like your score of 38 places you in the moderate contributor category (between 21 and 60 points) - so good on you for already taking action to reduce greenhouse gas emissions. Of course there are still quite a few areas where you could take action so check below so that you can improve your GSS for next time.

The orange highlighted areas below, show possible areas of improvement based on your survey responses. However, you may choose to place other items on your list instead.

Suggested Improvement	Estimated Reduction	Add to my list
Use green energy - Instead of buying coal-fired power from the standard electricity grid, sign up to a provider which generates power from renewable resources such as wind, sun, bio-mass.	Up to 2 tonnes saved per year on a medium sized household.	<input type="checkbox"/>