

Behaviours and the ISM Tool in the Climate Change Plan

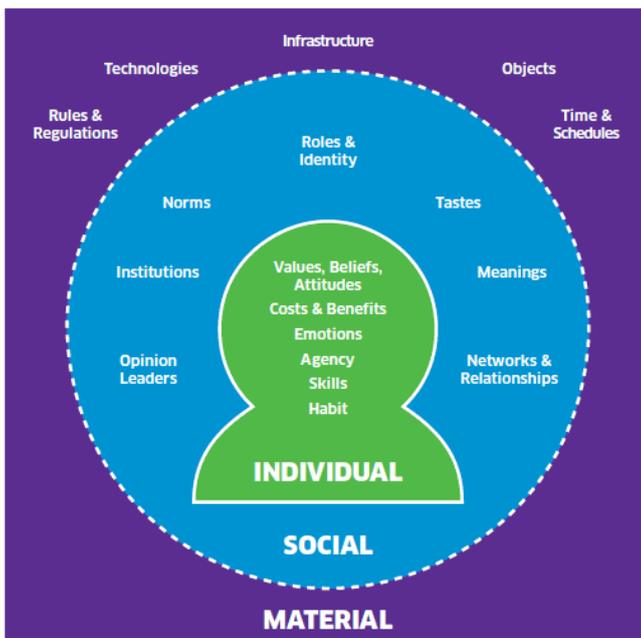
Transformational change across all sectors of society is necessary for the achievement of climate change targets and associated objectives, such as the reduction of fuel poverty. Infrastructural and technological measures are crucial for our transition to a low carbon Scotland, but the impact of many of these measures depends heavily on the extent to which people adopt and use them. It is therefore vital that policy makers understand how and why people behave the way that they do in order to design cost-effective interventions. Incorporating behaviours into policies requires particular insights and understanding. Officials and analysts developed the ISM (Individual, Social, Material) tool to make these insights and understandings more accessible for policy makers.

Why use ISM?

- In order to successfully influence behaviour it is crucial to recognise that all behaviour is contextualised within the values and attitudes that we hold; the habits we have; the people around us; and the tools and infrastructure available to us in our day-to-day lives. For this reason, a package of interventions will generally be more successful in influencing behaviour than one element alone. The ISM tool can be used to see where interventions need to be targeted.

How to use ISM?

- This is a practical tool, that shortcuts complex theory and can be used throughout the policy process.
- ISM starts from a 'live' challenge and identifies the relevant factors and influences in their context (individual, social or material). When used in a workshop setting, it is an effective engagement tool, with all of the people involved in a specific challenge participating. This approach means that issues are identified which may not emerge through a desk-top approach. Progress can be measured over time by looking at changes in the key factors and the end behaviour.
- It is often described as 'a head, in a circle, in a square' as shown below. Each shape represents a context, and within each shape there are the factors that influence each context.



- The **individual context** includes individuals' values, attitudes and skills. Influencing behaviour change at the individual level involves making the sustainable choice the easy, default choice.
- The **social context** includes social norms, people's networks and relationships, and the influence of opinion leaders. Influencing behaviour change at the social level involves building common cause (shared values) and supporting the development of positive social norms.
- The **material context** includes infrastructure, technology and regulations, and the times and schedules of everyday life. Influencing behaviour change at the material level involves supporting the development of technology and infrastructure, considering regulation where appropriate and influencing softer factors such as people's schedules.

Our ISM approach

- We are embedding the ISM approach across policy development work in the Scottish Government and other public bodies. We: held two launch events in June 2016 (internal and external audiences); are integrating ISM into policy training material; and the Sustainable Scotland Network (SSN) is supporting its use with public bodies.
- A contractor will deliver up to 20 ISM workshops across the draft Climate Change Plan policy areas to inform policy development and implementation. A number of workshops have already taken place, and more detailed information will be provided to the Scottish Parliament when the draft Climate Change Plan is laid in January 2017.