Open Systems Research Group Seminar Series:
Systemic Research and Social Action

Systems and Climate Change 3*:
Public Attitudes towards Climate Change
Phil Downing, IPSOS-MORI

Date: Tuesday 13th May 2008
Time: 12.30-2.30pm
Venue: Systems Seminar Room (S0049), Venables Building

Description: Many debates and suggestions for tackling climate change are dominated by calls for changing the behaviour of ‘the public’. Understanding the complexities of public attitudes to climate change is an essential part of developing a more systemic appreciation of climate change issues.

In this seminar*, Phil Downing, Head of Environmental Research at IPSOS-MORI will present some recent findings on public attitudes towards climate change. Drawing on recent Ipsos MORI research, the focus will be on the perspectives of the British public - the way they think and behave in relation to climate change, as well as their values and aspirations. What signs are there already of a transition to low carbon lifestyles? And how far are we really willing to go? The prospects for effective behaviour change policy will be explored.

Bio:
Phil Downing is Head of Environmental Research at Ipsos MORI. Phil has a wide background in environmental and sustainability research, conducting surveys on behaviour change, consumer segmentation work and organisational effectiveness for Government departments such as DEFRA and the waste reduction agency WRAP. Phil co-authored Ipsos MORI’s 2007 report Tipping Point Or Turning Point? Social Marketing & Climate Change. He holds a degree in Environmental Science from UEA.

*This is the third in a series of lunchtime seminars on Systems and Climate Change. Contact Kevin Collins k.b.collins@open.ac.uk for further details of this and the previous seminars in this series.

The Open Systems Research Group (OSRG) is based within the Communication and Systems Department http://systems.open.ac.uk/osrg/open.cfm