

CIE-MAP

Centre for Industrial Energy, Materials and Products

Opportunities and Barriers to Achieving Transitions in UK Energy and Materials Use The Role of Publics, Society and Decision-Makers

CIE-MAP Stakeholder Event – May 12th, 2016

The challenge



1/3 global energy use to make products and services on which modern lifestyles rely.

Growing concerns over:
Climate change, Energy security,
Resource scarcity and Affordability

A radical reduction in the UK's material footprint is needed.

Resource efficiency strategies:

- 1) Increasing product longevity
- 2) Move from ownership to service provision
- 3) Collaborative consumption networks

The Public(s)

People are deeply implicated in systems of production and consumption

Energy producers
and consumers



Consumers of
products

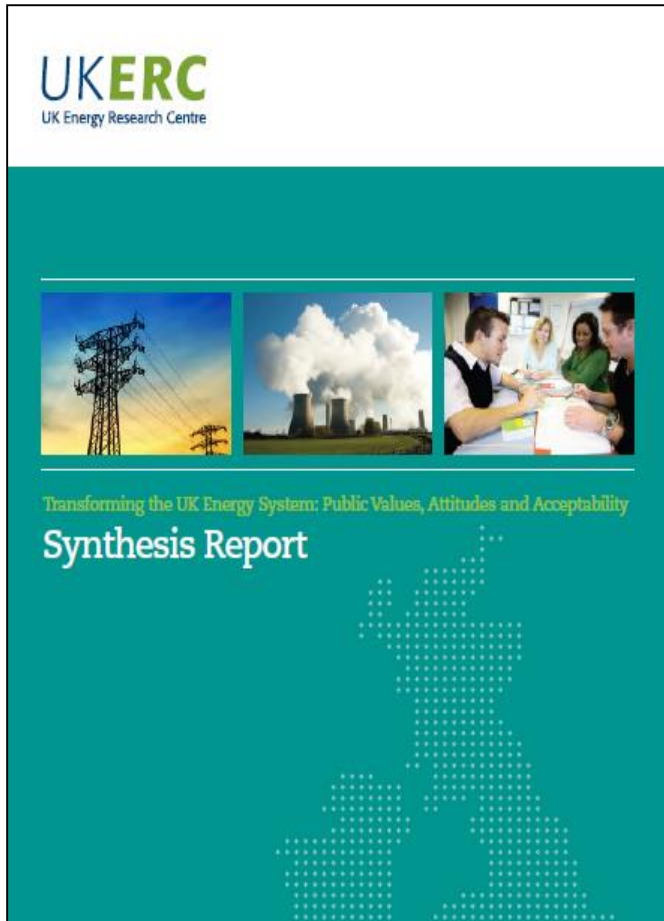


Active citizens:
voters, proponents
and protesters



Waste producers
and managers





UKERC Project – Public VALUES for Energy System Change

Reducing the use of
finite resources

Reducing overall
levels of energy use

Avoiding waste

Efficient

Capturing
opportunities

Environmental
protection

Naturalness and
Nature

Availability and
Affordability

Reliability

Safety

Social Justice

Fairness, Honesty
& Transparency

Long-term
trajectories

Interconnected

Improvement
and quality

Autonomy and Freedom

Choice and Control

Research Aims

- **Identify assumptions made about the role of various publics in low material futures in policy, industry and research.**
- **Explore public perceptions, values, meanings and emotions surrounding resource efficiency strategies and broader low material futures.**
- **Engage with decision makers.**

Project phases

WP1:
*Low Material
Scenarios*

Stakeholder interviews
(n=20)

WP2:
*Deliberating
Scenarios*

Deliberative workshops
(n=60)

WP3:
*Public
Preferences*

National survey
(n=1000)

WP4: *Engaging Decision-makers*

led by Green Alliance

Discussion Points

- **What is the role of various publics in achieving material efficiency strategies?**
- **Will citizens welcome, oppose, or drive resource efficiency innovations?**
- **How might resource efficiency strategies influence everyday lives?**
- **What is needed in order to implement these strategies?**

