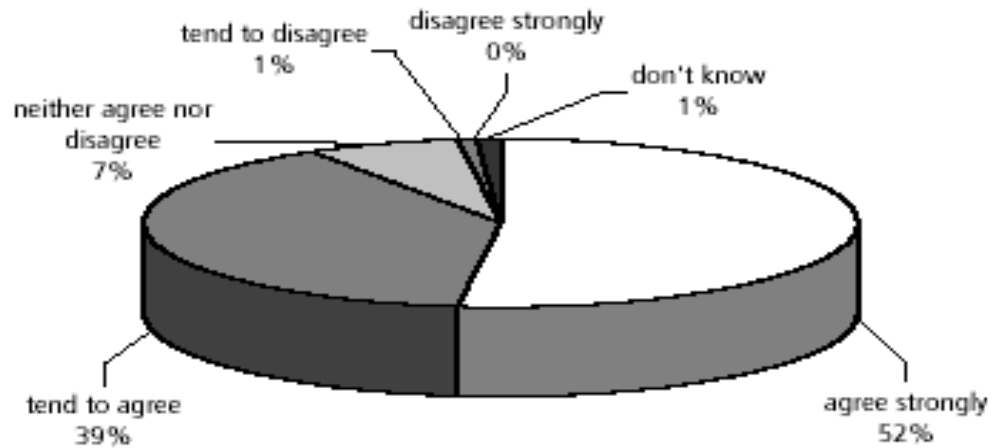


# NCC

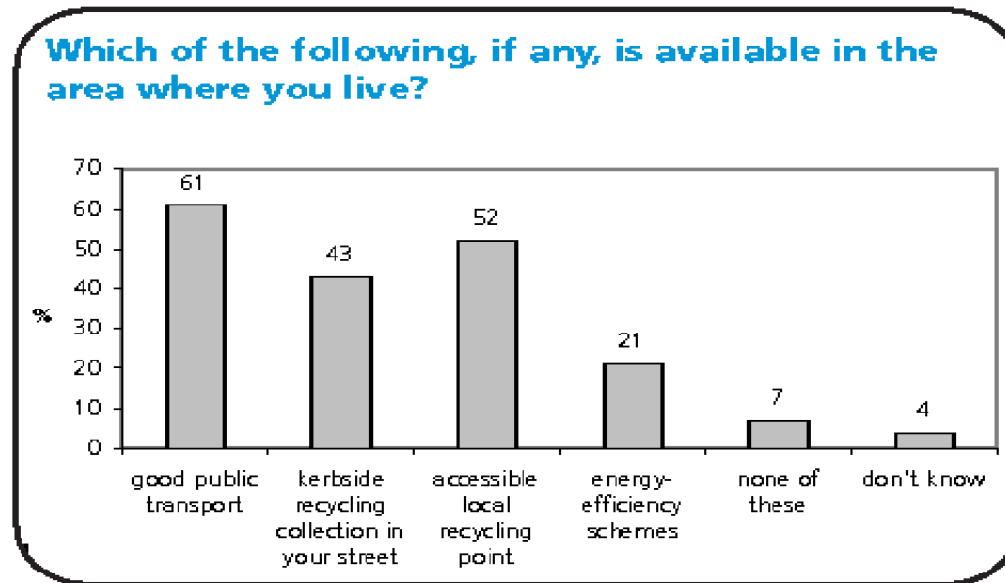
- Set up by government in 1975 to give an independent voice to UK consumers
- Special remit to focus on the needs of disadvantaged consumers
- Research, policy analysis & publications
- Lobbying and campaigning

# Understanding inaction

To what extent do you agree or disagree with the statement 'I am happy to do my bit for the environment'?



# 79% know how to cut down on household bills. but..



## Barriers - Life priorities

***“..as soon as we go home we’re going to live a normal life”***

- Close to home
- Household budget
- Hand-to-mouth
- Time

## Barriers that can change?

- Habit
- Perception of cost
- Lack of awareness and information
- Lack of access to facilities
- Lack of trust

# Responsibility

*“don’t see council workers taking the bus..”*

**Power:** Government and industry can operate on a grander scale

- **Mistrust** on public spending and implementation
- **Dialogue:** People don’t want to be “talked at”

## Implications

- Minimise inconvenience
- Deliver tangible benefit
- Better implementation
- More choice
- Education and information

# The case for positive incentives

- Sustainable behaviour seen as inconvenient and expensive
- People rarely rewarded for sustainable behaviour
- UK consumer policy limited to awareness campaigns and labelling
- Sustainable consumption shift not happening



# Norwegian recycling lottery



# London Congestion Charge

