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Nota di contenuto	Engaging the Public with Climate ChangeBehaviour Change and Communication; Copyright; Contents; List of Figures, Tables and Boxes; List of Contributors; Foreword; List of Acronyms and Abbreviations; Acknowledgements; Introduction: Opportunities for and Barriers to Engaging Individuals with Climate Change; Part 1Theories and Models How can different theoretical perspectives help us develop effective communication and behaviour change strategies, and understand the limits to public engagement?; 1 Old Habits and New Routes to Sustainable Behaviour 2 Carbon Budgets and Carbon Capability: Lessons from Personal Carbon Trading3 Public Engagement in Climate Action: Policy and Public Expectations; 4 Collective Self and Individual Choice: The Role of

Social Comparisons in Promoting Public Engagement with Climate Change; 5 Dismantling the Consumption-Happiness Myth: A Neuropsychological Perspective on the Mechanisms That Lock Us in to Unsustainable Consumption; 6 Public Engagement with Climate Adaptation: An Imperative for (and Driver of) Institutional Reform?; 7 Ecological Citizenship as Public Engagement with Climate Change Part 2 Methods, Media and Tools How can we more effectively communicate with the public about climate change and energy demand reduction? 8 Engaging People in Saving Energy on a Large Scale: Lessons from the Programmes of the Energy Saving Trust in the UK; 9 Keeping Up with the Joneses in the Great British Refurb: The Impacts and Limits of Social Learning in Eco-renovation; 10 Up-scaling Social Behaviour Change Programmes: The Case of EcoTeams; 11 The Role and Effectiveness of Governmental and Nongovernmental Communications in Engaging the Public with Climate Change 12 Communicating Energy Demand: Measurement, Display and the Language of Things 13 The Role of New Media in Engaging the Public with Climate Change; 14 Low-carbon Communities: A Grassroots Perspective on Public Engagement; Conclusion: What Have We Learnt and Where Do We Go from Here?; Index

Sommario/riassunto

Despite increasing public awareness of climate change, our behaviours relating to consumption and energy use remain largely unchanged. This book answers the urgent call for effective engagement methods to foster sustainable lifestyles, community action, and social change. Written by practitioners and academics, the chapters combine theoretical perspectives with case studies and practical guidance, examining what works and what doesn't, and providing transferable lessons for future engagement approaches. Showcasing innovative thought and approaches from around the world, this book is essential
