



the institute for advanced studies  
“... ideas for a better world”

## Transforming Attitudes to Energy Consumption and Supply: Enhancing Development of a Secure Low-carbon Energy Economy

### Five events: February to June 2009

Developing a society and economy based on the availability of secure, affordable, low carbon energy is an aspiration widely shared across the developed world. Key to achieving this is delivering a transformation in existing attitudes and behaviours.

Individuals and organisations have complex and sometimes contradictory attitudes and behaviours in relation to energy that make it difficult to develop energy infrastructure, and achieve the changes in attitude and behaviour necessary to tackle climate change and ensure security of energy supplies.

This programme will stimulate creative and radical thinking, and develop new approaches, through a range of techniques including novel application of concepts from other disciplines, scenario analysis, and dialogue between stakeholders.

To achieve this we are involving talented participants with a wide range of skills and backgrounds in a series of workshops that will stimulate debate, capture new ideas and develop imaginative solutions. Participants will include leading academics, government, the energy industry, NGOs, business leaders, regulators, post-graduate students and consumer organizations.

By pooling your expertise and insights with others we aim to:

- Identify and explore attitudes and apparent contradictions in behaviour at government, business, stakeholder and consumer levels and explore how government, industry, regulators, individuals and communities could work together to transform attitudes and behaviours in order to achieve climate change targets, maintain security of energy and deliver affordable energy prices.
- Assess the effectiveness of existing methods of influencing/changing organisational and individual behaviour and explore how the attitudinal/behavioural barriers identified might be overcome using new approaches.

The programme consists of five main events that will run from **February 2009 till June 2009**. Numbers at each event are restricted to 25. Each event will last 4 days (you are also welcome to attend for part of an event). Sessions 2<sup>nd</sup>-4<sup>th</sup> introduce a sectoral approach - a day in each session being dedicated to one particular topic (transport, energy consumption, energy production). The final day in each session takes a holistic approach. Participation in the events is free and travel grants may be available to a small number of participants.

If you have a strong interest and can add value to new thinking in this area please contact the organisers: Richard Bellingham ([richard.bellingham@strath.ac.uk](mailto:richard.bellingham@strath.ac.uk)), Peter Booth ([p.h.booth@strath.ac.uk](mailto:p.h.booth@strath.ac.uk)), Ian Thomson ([i.h.thomson@strath.ac.uk](mailto:i.h.thomson@strath.ac.uk)), Eugenia Shevtsova ([yevgeniya.shevtsova@eee.strath.ac.uk](mailto:yevgeniya.shevtsova@eee.strath.ac.uk)).

Theme	Dates			
	February 10-12 2009			
Interdisciplinary Concepts				
	<b>March 16</b>	<b>March 17</b>	<b>March 18</b>	<b>March 19</b>
Exploring and Identifying Key Problems	Transport	Energy consumption	Energy Production	General Discussion
	<b>April 13</b>	<b>April 14</b>	<b>April 15</b>	<b>April 16</b>
Development of Solutions	Energy Production	Transport	Energy consumption	General Discussion
	<b>May 18</b>	<b>May 19</b>	<b>May 20</b>	<b>May 21</b>
Testing of Solutions against Scenarios	Energy Production	Energy consumption	Transport	General Discussion
Inter-Disciplinary Student Competition	June 2009 TBA			

The **Institute for Advanced Studies** is a place for unconstrained thinking, where ground-breaking concepts can be developed and explored, with the aim of enhancing the culture and society of Scotland and the UK, and their future scientific and technological capabilities. The Institute funds programmes of research that bring together key participants from around the world to a physical location in central Glasgow. By crossing disciplinary boundaries, and with knowledge exchange with the public at their heart, research programmes aim to inform public policy and practice. Research programmes in the Institute are free to all participants.

The Institute launches with a series of high-profile and timely research programmes, connecting with issues of public concern and relevance to Scotland and the UK, in January 2009.

For further details on this and other programmes please visit [www.instituteforadvancedstudies.org.uk](http://www.instituteforadvancedstudies.org.uk)