

A law rather
than suggestion.



Looking Beyond Copenhagen: Understanding citizens' views of climate change

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December 2009

UNSPARENCY

→ Green tables





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The Copenhagen climate change talks will attract some of the most powerful people in the world. Ironically the conference is likely to show the limits of their power, even if a strong agreement is reached. If any of the solutions discussed are to succeed they must have the tacit support, and in many cases the active participation, of citizens across the world. While governments, businesses and global NGOs are well represented at Copenhagen, the voice of citizens is hardly heard at all.

In September 2009 Involve ran the UK WorldWideViews (WWV) event. This sought to explore how individual citizens could engage in a global debate and decision-making process on climate change. In our recent report on the WWV's UK and global results¹ we noted that, when presented with the best scientific evidence, the majority of citizens around the world want to see urgent action tackling climate change.

However, we felt some findings required further investigation. For example, despite an overwhelming agreement that urgent action must be taken to reduce carbon emissions, 45% of UK citizens (compared to 20% of citizens in the rest of the world) do not want to see fossil fuel prices increased. This report attempts to get behind the polling data generated during the dialogue, as this qualitative information is crucial for better informed policy making.

The findings clearly show the value of allowing citizens the time for in-depth deliberation on complex topics such as climate change. They suggest, for example, that in principle, citizens are not against raising the price of fossil fuels; but that much of the resistance to doing this is down to issues of equity and trust. If policy makers are able to better understand these views it could change both the government's policy options and its presentation of the choices available.

Despite this, governments should not believe that policies alone will deliver citizen consent and action on climate change. We believe that our results show a totally new relationship is required between government and citizen. They illustrate that citizens care deeply about climate change and want to be engaged with government in solving the problem, not spoken to from a distance.

This is not a simple change for government to make. It will require politicians and civil servants to radically change their relationship with the public; it will require a totally different way of doing government.

Changing the government-citizen relationship is not optional; climate change is not an issue that any government can solve by itself. The conference in Copenhagen is important because effective action on climate change requires concerted global action by all the world's governments. However, even if they were able to act as one, the governments of the world still need to work with their citizens to implement the policies and actions necessary to reduce the impact of climate change. The WWV process has therefore been important because it has demonstrated that a new way of engaging the public is possible, regardless of how complex the issues might be. The question is whether governments are brave enough to follow this lead.

Simon Burall, Director of Involve

involve

¹ The first report, *The road to Copenhagen: Citizens shaping global debate* (available for download at www.involve.org.uk) was published in November 2009.



Findings

The WorldWideViews dialogue shows that it is possible for members of the public to discuss the complex issues surrounding climate change. At present, however, levels of understanding about climate change are relatively low among the UK public. The Kettering debate suggests that there is an appetite for further information and engagement; citizens want their voices to be heard.

Once provided with information and space to deliberate, the majority of UK participants recognise that climate change is a serious issue that needs to be tackled urgently. They want world leaders to take firm action in Copenhagen, and they want the UK government (along with the international community) to move further than its current commitments to reduce carbon emissions. The Kettering event suggests that increased public deliberation on climate change can help citizens develop a more nuanced appreciation of the difficult choices facing policy-makers.

People find it hard to relate the global challenge of climate change to their everyday lives. They are doubtful that their individual actions can have an impact. They feel that climate change is primarily affected by the decisions and actions taken by governments and businesses around the world, and they feel that not enough action is currently being taken by these actors.

At present, there is a gulf between the tough targets citizens want to have set at Copenhagen and the extent to which citizens themselves are willing to pay more to achieve them. Whilst UK citizens are concerned about climate change, they are especially resistant to the idea of increased taxation on fossil fuels. In part, this resistance is rooted in the perception that UK citizens already pay higher prices than other countries. It is also rooted in a suspicion that government will use the issue of climate change as an excuse to increase taxation for its own financial gain.

Nevertheless, after exploring the issues in some detail, participants appeared to gain a new appreciation of the difficult choices that politicians currently face. This suggests that engaging citizens in deliberation can potentially increase levels of public trust in policy makers.

Although participants want world leaders to secure a meaningful and ambitious deal on climate change, the majority want a deal that is equitable and won't unduly harm less developed countries. As such they believe that the least developed countries should not have the same carbon reduction targets as their richer counterparts. They also believe that there should be a global fund to help the developing world pay for carbon emission reductions.

As well as financial support, participants argue the case for an international transfer of technology and knowledge as a means of mitigating climate change, and addressing the scientific inequities between the first and third world. They stress the need for Annex I countries to prioritise the funding and development of green technologies, whilst also calling for them to share and subsidise the adoption of these technologies elsewhere.



Recommendations

The UK government has strong support from its citizens for a firm negotiating position in Copenhagen. However, the UK government will find it difficult to deliver on commitments made at Copenhagen unless it is able to engage its citizens, and create a sense of individual ownership over the tough measures necessary to combat climate change.

Government needs to embark on a substantial and long-term programme of public education and engagement. As a crucial first step, it needs to provide accurate and accessible information about climate change and its impacts. However, providing information is not enough; it is only a first step. Beyond that, government needs to articulate a clear, honest and compelling narrative about the ways forward, including the serious choices and compromises that we all, as a society, need to make to shift towards a low-carbon economy.

Government needs to bridge the sense of disconnect that people feel between their own lives and the global challenge of climate change. It can do this by explaining the steps citizens can take to reduce their own carbon emissions whilst highlighting the contribution these everyday actions will make towards meeting the UK's overall targets.

Government needs to keep the public informed about the ongoing measures being taken, by the state and businesses, to meet UK carbon emission targets. It could also provide information about the targets and progress made by other countries. Locating individuals' actions within a wider, joined-up picture will help to shift the public mindset from a sense of disengagement ("What difference can I make?") to an increased sense of connection and communal action ("We're all in this together – citizens, government and business – and we're all pulling in the same direction").

Government needs to consider incentives and to communicate positive messages about the benefits of taking action, rather than making people feel that they are being punished or penalised. In this vein, government should aim to increase the uptake of green technologies and public transport, fund their research and development, and reduce their costs. At the same time it should be bold enough to explain that in order to pay for these benefits there may have to be increased taxation on fossil fuels.

There is public support for the idea of an international fund to help developing countries meet their carbon emission targets. The Kettering debate suggests that there would be public support for a policy focus, by BIS and DFID, on technology-based mitigation. This would involve sharing technology and knowledge with less developed countries in pursuit of a global green economy.



On the 26th September 2009, one hundred citizens from the Midlands town of Kettering arrived at their local conference centre. Their purpose was to take part in a global process of dialogue and deliberation on climate change. The event in Kettering was one of 44 worldwide, spanning 38 countries including China, the USA, Bangladesh and Uganda.

The UK organisers were keen that this dialogue took place in a fairly “typical” UK town that would not usually have been host to such a global process. Kettering has a demographic broadly representative of the rest of the UK, and the participants in this event were selected to roughly reflect the demographic makeup of the town. (See Appendix 2 for pie charts illustrating who was in the room.)

The participants in Kettering and the other 43 towns and cities across the globe had the opportunity to deliberate on the same issues and themes to be discussed at the much anticipated 2009 Copenhagen Climate Change Conference (COP15). The results of this global engagement process will be delivered to the policy makers attending COP15.

The process was developed with a steering group of international experts and coordinated by the Danish Board of Technology; pioneers in the field of science and engagement. In order to be in line with the COP15 negotiations the process was designed to be closely linked to the issues that will be negotiated in December, which are:

- **The impact of climate change on communities and future generations**
- **The urgency and strength of commitment to tackle global warming**
- **The level to which emissions should be reduced**
- **How money should be raised to pay for managing emissions**

To begin with participants were provided with information (written material and several videos) about climate change, its impacts and proposals for mitigation. Over the course of a day, they were encouraged to discuss the issues in small groups of 5 to 8 people, with the assistance of an independent facilitator steering them through a series of questions and topics. (In order to allow for comparisons and assumptions about the data, all 44 of the worldwide events used the same format in all cases, provided participants with the same information, and asked them all the same questions.)

During the day participants were given the opportunity to vote on key questions using electronic keypad equipment. The results from these polling sessions were presented, alongside data from some other countries, in our recent report: *The road to Copenhagen: Citizens shaping global debate* (available for download at www.involve.org.uk). The polling results are reproduced in Appendix 1 of this report.

In addition, the Danish Board of Technology has produced a policy report, drawing on all the results from around the world: *World Wide Views on Global Warming: From the world’s citizens to the climate policy-makers* (available for download at www.wwviews.org).

This new report looks beyond the headline figures from the polling results and explores the detailed discussions held by the citizens of Kettering. It then draws out the policy implications for the UK government during and after the Copenhagen negotiations.



Public engagement on climate change is possible – and is welcomed by the public

The Kettering event, along with the other WorldWideViews events around the world, demonstrates that it is possible to engage members of the public in an in-depth discussion about climate change. It also shows there is an appetite among the public for further information, engagement and for their voices to be heard by government.

By their own admission, many participants arrived at the Kettering event with low understanding of the issues surrounding climate change. This was confirmed by the processes' initial polling results, where only a fifth (19%) claimed to know a lot about climate change and its consequences before attending WorldWideViews. This, compared to a European average of 35%, suggests that knowledge levels about climate change may be lower in the UK than in many countries across Europe.

However, when participants were provided with accessible, up-to-date and unbiased information, and were given plenty of time to consider the information in depth, they were able to discuss climate change in a reasoned and nuanced manner. Talking to participants afterwards we discovered that, despite an initial wariness, they had enjoyed the opportunity to find out more and to have their voices heard.

Their own experience has led many participants to argue the need for a substantial programme of public education and engagement on climate change. They feel that, at present, the public are not given enough information and are exposed to unclear and contradictory messages. For instance, many said that they had not previously understood the scale or urgency of the problem, and they had previously been unsure whether climate change was due to human activity or natural weather cycles.

Increased understanding about the need for hard choices

Participants were not necessarily able to come to firm conclusions on all issues, either as individuals or as a group. For instance, they wrestled with deciding the appropriate balance of targets for carbon reduction among Annex 1 countries and non-Annex 1 countries. It is hardly surprising that they felt unable to resolve all the matters at hand, given that they only had a day for discussion and these are issues that governments around the world are struggling to agree upon. Nevertheless, participants were able to explore the issues in some detail and appreciate the difficult choices that needed to be weighed up. Indeed, participants reported that the day's discussion increased their understanding of the difficult policy choices surrounding climate change, and the daunting task facing world leaders at Copenhagen. This suggests that engaging citizens in this way can actually strengthen the position of, and increase levels of public trust in, policy makers who are making the hard choices.

It is important to note that a process of deliberative public engagement does not involve a simple one-way shift of opinion. The Kettering event was not an exercise in green brainwashing. In fact, some participants felt that some of the information they were given actually alleviated their concerns to some degree. Most notably, they expressed considerable surprise at the idea that global warming might actually, in the short term, have a beneficial impact on certain regions of the world.



Support for tough measures

Once provided with information and space to deliberate, most participants argued that climate change is a serious issue that needs to be tackled urgently. This contributed to a strong feeling that world leaders need to take firm action in Copenhagen. However, participants expressed concern that the international community might shy away from agreeing sufficiently tough targets for carbon emission reduction. Participants sent out a clear message that they want the UK government, along with other governments, to go further than its current commitments.

- In the polling, 88% of the Kettering citizens said they thought it was urgent to make a global climate deal and that the deal should be made at COP15
- 93% believed UK politicians should give high priority to joining any new climate deal that is made at COP15
- 23% were in favour of higher than 40% reductions for Annex 1 countries; and 72% were in favour of reductions between 25 – 40%. (This compares with the EU's current target to cut emissions by 20% by 2020)

Participants' recommendations for Copenhagen

The participants at Kettering were asked to put forward the key recommendations that they would like to pass on to the negotiators at COP15. Each table discussed and agreed the wording for its own recommendation. Everyone then came together and voted on which of all the recommendations they felt were the most important for the COP15 negotiators to hear. A complete list of the recommendations made by participants is provided in Appendix 3. Below are the three recommendations that received the most support:

Education for a better tomorrow

National governments must be responsible for funding education programmes which bring about a greener lifestyle. This vital change will guarantee our children's futures.

Less talk – more action

Set specific targets, dates, with incentives and penalties:

0 – 5 years: Increase energy efficiency

5 – 10 years: UK carbon capture

10+ years: Replace fossil fuels with alternative energy

Corporate responsibility pays for new economy

We all want urgent action but not everyone can afford it. Companies profiting from fossil fuel emissions should contribute more than individuals to the move towards a carbon free economy.



The gulf between local lives and the global challenge of climate change

As well as providing information, the Kettering debate points to the need for government to articulate clear messages on climate change mitigation; explicitly linking individual actions and the wider initiatives taking place at a national and international level.

The day's discussion showed that if people are provided with sufficient information and time to consider the issues surrounding climate change, then they recognise the seriousness and urgency of the problem. However, the event also points to the danger that people find it hard to relate such a global challenge to their everyday lives. Participants said that they could not see how they, as individuals, could have an impact when the problem is so large.

"It's out of my control. What difference can I make?"

Participant at Kettering

Many participants felt that climate change was primarily an issue to be addressed by governments and businesses. They argued that it was the role of government to take the lead by setting targets for carbon emission reductions, enforcing these targets and stimulating the uptake of low carbon initiatives and technologies. Participants felt that government is not doing enough to ensure businesses meet their responsibilities, and that significant countries, notably the US and China, weren't pulling their weight in terms of addressing climate change. They felt, therefore, that the impact of their own individual actions is insignificant when weighed in balance with the slow pace of progress made by governments and businesses around the world.

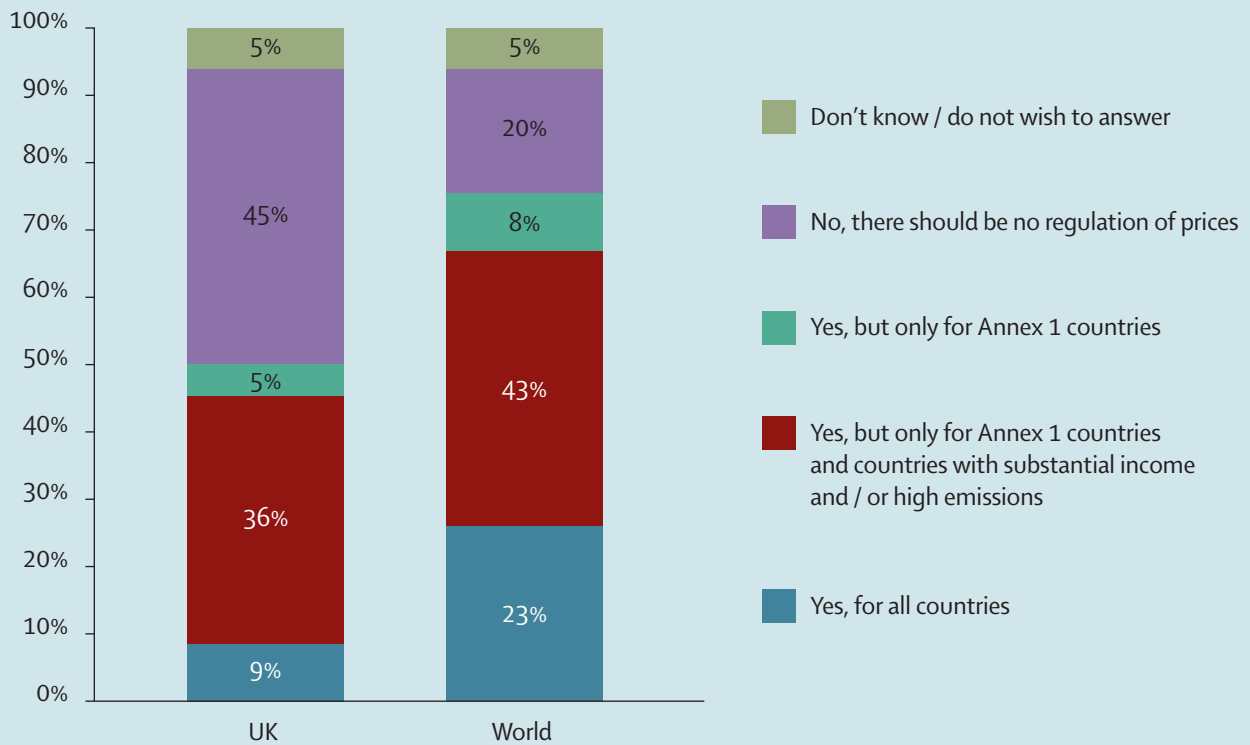
The challenge of encouraging individual ownership

The Kettering event highlights that the UK government will find it difficult to deliver on commitments made at Copenhagen, unless it is able to engage its citizens and encourage a sense of individual ownership over the tough measures that will need to be taken.

At present there is a gulf between the tough targets that citizens want to see set by governments at Copenhagen and the extent to which citizens themselves are willing to pay increased prices. This is illustrated by the fact that many of the Kettering participants argued strongly against the idea of increased taxation on fossil fuels. Their reluctance was reflected in the events' polling: 46% of UK participants felt that there should be no increase in the price of fossil fuels, compared with a world average of 20% (Chart 1). Participants recognised that this reluctance was inconsistent with their expressions of concern about climate change. In part, the inconsistency reflects the sense of disconnect that people feel between their own everyday actions and the global scale of the climate change problem. For many, climate change feels like a distant, abstract issue – something that will mainly affect future generations and populations in other parts of the world – compared with the immediate, tangible threat of price rises.



Chart 1: The economy of technology and adaptation
Question: 4.1 Should the price of fossil fuels be increased?



The Kettering participants' resistance to price rises was also rooted in their perception that UK citizens already pay higher fossil fuel prices than other countries. In particular, they had in mind the low cost of petrol in the US. They felt that UK citizens shouldn't be further penalised and instead, in the interests of fairness, other countries should raise their own taxation on fossil fuels to UK levels.

Furthermore, they argued that fuel price rises would be an unfair tax because many people had no realistic alternative to using their cars. They argued that there was not sufficient provision of public transport. Some participants raised the concern that such taxation had the biggest impact on low-income groups who were least able to afford it.

Another crucial factor is that UK citizens expressed particularly high levels of distrust about the governments' motives for raising taxation. (It should be born in mind that the Kettering event took place during September 2009, in the aftermath of the Westminster expenses scandal; when criticism and cynicism about politicians were at heightened levels in the UK) Although participants recognised that climate change is a real and serious problem, they were suspicious that government would use the issue of climate change as an excuse to increase taxation for its own sake and also to curb people's freedoms.

"If there were additional taxes, I don't believe the income would be used responsibly by our government. They would use it for other things, not for offsetting climate change."

Participant at Kettering



Support for clear and accountable taxation

During the discussion, some participants did shift from their initial resistance to increased fuel prices. They conceded that increased taxation might be necessary. However, they were keen to set rigorous criteria for any such increase. Participants wanted to ensure that increased fuel prices were not simply another arbitrary revenue stream for government coffers. Instead they were keen that any revenue from increased fuel prices should be set aside for developing and promoting technologies and initiatives that help to tackle climate change: for instance, researching and developing alternative and green technologies, subsidising the domestic uptake of green technologies, and increasing the provision and reducing the cost of public transport.

It should be noted that participants did not express blind faith in alternative technologies as a panacea for all environmental ills and energy needs. Several people voiced scepticism about the effectiveness and potential of wind and solar power. However, in part, participants felt that significant increases in investment in these alternative energy sources would increase their viability and attractiveness to consumers.

“We don’t have alternatives yet. We don’t have a choice. If they made it cheaper to put solar panels or mini turbines on the roof, we would have more choice.”

Participant at Kettering

Incentives, not punishment

In terms of the steps that individual citizens can take, the Kettering participants highlighted the need for government to communicate positive messages about the benefits of taking action, rather than making people feel that they are being punished or penalised.

Partly this is a matter of educating people about the serious and urgent challenges and explaining the measures that can be taken. But it also requires government to explain the positive consequences of any hard choices. For instance, building on the discussion that the Kettering participants had about fuel prices, the negative impacts of a price rise would need to be balanced by a positive consequence: for instance, the revenue from increased taxation being ringfenced for developing and promoting low-carbon technologies and initiatives.

“Government should make it cheaper for people to do their bit. Make solar panels cheaper, for instance.”

Participant at Kettering

“We need stronger market and consumer incentives for recycling and recycled materials.”

Participant at Kettering

As much as possible, government should seek to work with people, helping them to take positive steps towards carbon emission reduction, rather than impose on them. In this vein, the Kettering participants expressed the importance of providing citizens with incentives to adopt low-carbon measures: for instance, by subsidising the cost of domestic solar installation and reducing the cost of public transport. They argued that government should promote green technologies by directly supporting consumer uptake, not just by supporting research and development.

“Appeal to our pockets. People are more motivated by saving money than saving the planet.”

Participant at Kettering



Technology and equity

The Kettering debate indicates that there is public support for a climate change policy that seeks to reduce the substantial imbalances that exist between richer countries and less developed countries. Issues of equity and fairness were an important component of the participants' discussion about Copenhagen and measures to tackle climate change. Participants were not necessarily able to come to firm conclusions about all the issues – especially the complex topics of emission targets and enforcement – but a sense of global fairness was a key criterion that guided their deliberations.

Many participants in Kettering said that finding out more about climate change had led to a heightened awareness of their connectedness to the rest of the world. This fuelled a belief that any deal in Copenhagen must be equitable for those least developed countries. Although participants want world leaders to secure a meaningful and ambitious deal on climate change, the majority don't want a deal that will unduly harm countries that have not yet developed to their full potential. With this in mind, many participants felt that the least developed countries should not have the same carbon reduction targets as the richer countries.

Participants were keen to ensure that all countries abide by their Copenhagen agreements, and they want to see punishments for those countries that fail to meet those commitments. However, participants also recognised that it would be more difficult for the poorest nations to meet their targets, and so they wish to see a global fund to help these countries pay for carbon emission reduction. This is in line with Prime Minister Gordon Brown's proposal for an international fund to help developing countries with mitigation and adaptation; raising money from private and public sources, with developing countries applying for funds for specific projects. During the polling, 79% of the Kettering participants supported such an idea. However, there were concerns expressed that the funding process should be subject to careful scrutiny to ensure that money wasn't wasted or subject to corruption.

As well as financial support, participants argued the case for an international transfer of technology and knowledge. This would act as a means of mitigating climate change and addressing equity issues between the richest nations and less developed nations. They stressed the need for Annex I countries to prioritise the funding and development of green technologies but also for them to share and subsidise adoption of these technologies in other countries. This was seen as a way of balancing the fact that the richer countries have long ago benefitted from industrial development that has contributed to climate change; whereas the less developed countries are now seeking to develop their economies but at a time when international agreements are placing increased restrictions on carbon emissions. The Kettering debate suggests that there would be public support for a policy focus on technology-based mitigation, which involved sharing technology and knowledge with less developed countries in pursuit of a global green economy.

“We should give [developing countries] the technology and show them how to use it, instead of talking about what other countries should do.”

Participant at Kettering



The need for meaningful public engagement

The Kettering event suggests that government needs to spend more time engaging the public in a meaningful dialogue about the serious choices and compromises that need to be made in order to shift to a low-carbon economy. Although, when given information, UK citizens are able to understand the urgency of the issues and the huge commitment to tackle climate change, they find it difficult to relate the global challenge to their own everyday lives. The government needs to address this sense of disconnect by articulating clear messages about how we all, as a society, can work towards achieving the ambitious carbon reduction targets that the public wants. Without this engagement, there is a danger that government will struggle to secure the public buy-in necessary to deliver on any commitments made at Copenhagen.

The government must develop and maintain a long-term campaign to provide clear and accessible information to the public through mainstream channels such as TV, radio, the internet, leaflets and outdoor advertising.

As a first step, there is a need to explain more clearly the underlying evidence about climate change and its impacts. The Kettering event, along with the WorldWideViews events across the world, demonstrates that a better understanding of the issues leads to an increased sense of urgency and engagement among the public.

The participants in Kettering made some suggestions about how the evidence surrounding climate change might best be communicated:

- **Some participants argued that the dissemination of information would be most effectively carried out by sources of authority, such as academics and international bodies (e.g. the UN) who are perceived to be independent and trustworthy. This would help to address the suspicion that people feel towards Westminster politicians who speak out about climate change; people doubt the sincerity of these politicians and suspect a hidden agenda to raise taxes and curb freedoms.**
- **There was also a feeling expressed by some participants that, at present, there is not an open debate about climate change; they perceived that sceptical views on the issue are suppressed and not given a platform in the mainstream media. This suggests the need for public information about climate change to acknowledge the existence of sceptical views and address them directly. This would engender an increased sense of trust in the messages being given, although it raises a communications challenge in ensuring that the central messages are not muddled by taking alternative perspectives into account.**

Providing information is a crucial first step. However, it is not enough. Beyond explaining the causes and impacts of climate change, there is a need for government to set out a clear and compelling narrative about the ways forward, including the hard choices that are needed to shift to a low-carbon economy. The Kettering debate shows that, when given information and time to deliberate, members of the public are better able to appreciate and engage with the hard choices raised by climate change. This indicates the need for government to engage the British public at both a local and national level in a genuine dialogue about how society reaches the ambitious carbon reduction targets that the public wants.



Government needs to explain the targets for reducing carbon emissions and the key initiatives that are required to meet those targets. Moving forwards, government then needs to provide clear and regular reporting on the ongoing progress that is being made in meeting those targets. The public should also be informed of the targets and progress of other countries, providing them with an international perspective and point of comparison. Participants in Kettering argued that governments must lead by example on renewable energy applications and efficiencies, with clear country performance metrics and regular and transparent reporting.

Crucially, government needs to bridge the sense of disconnect that people feel between their own lives and the global challenge of climate change. It can do this by explaining the steps that members of the public can themselves take towards reducing carbon emissions and explaining the contribution that these everyday actions will make towards meeting the UK's overall targets. Government needs to engender a sense that individuals can actually make a difference, and it can do this by locating people's everyday actions within the wider context of national and international activity.

At the same time, it also needs to make clear that the general public are not being left to carry an unfair share of the burden. Citizens need to be reassured that government itself and businesses are pulling their weight: there needs to be regular and transparent reporting on the progress made by government and businesses to meet the UK's targets. Beyond this, citizens need to know what progress is being made across the world and how other countries are measuring up against their Copenhagen commitments. Locating individuals' actions within a wider, joined-up picture will help to shift the public mindset from a sense of disengagement ("What difference can I make?") to an increased sense of connection and communal action ("We're all in this together – citizens, government and business – and we're all pulling in the same direction").



Questions/Response	UK	World Average	Brazil	China	Malawi	USA
1.1 To what extent were you familiar with climate change and its consequences before joining WWViews?						
I knew nothing	3%	1%	3%	1%	4%	1%
I knew little	19%	17%	27%	32%	44%	9%
I knew some	58%	53%	46%	57%	36%	53%
I knew a lot	19%	28%	23%	8%	16%	37%
Don't know / do not wish to answer	1%	0%	1%	0%	0%	0%
1.2 Having been presented with various assessments of climate change and its consequences, to what extent are you concerned about climate change?						
Very concerned	46%	62%	37%	65%	96%	74%
Fairly concerned	40%	28%	45%	31%	3%	21%
Slightly concerned	11%	9%	14%	2%	1%	4%
Not concerned	3%	1%	2%	0%	0%	2%
Don't know / do not wish to answer	0%	0%	2%	0%	0%	0%
2.1 How urgent do you think it is to make a global climate deal?						
It is urgent, and a deal should be made at COP15	88%	91%	98%	51%	92%	90%
It is important, but it can wait a few years	9%	6%	1%	11%	7%	5%
A deal can wait until serious effects of climate change occur	1%	1%	0%	2%	0%	2%
I do not want a global deal	2%	1%	0%	4%	1%	2%
Don't know / do not wish to answer	0%	2%	0%	29%	0%	1%



Questions/Response	UK	World Average	Brazil	China	Malawi	USA
2.2 If a new climate deal is made at COP15, should the politicians in your country give high priority to joining it?						
Yes	93%	90%	91%	89%	92%	90%
No	6%	6%	9%	1%	8%	5%
Don't know / do not wish to answer	1%	4%	0%	8%	0%	5%

2.3 What should be the long-term goal for limiting temperature increase?

A goal is not necessary	6%	3%	16%	1%	0%	4%
A larger increase than 2 degrees Celsius is acceptable	2%	4%	1%	4%	7%	9%
Limiting the increase to 2 degrees Celsius	31%	35%	17%	67%	33%	34%
Limiting the increase to the current level	36%	34%	43%	17%	10%	27%
Returning to the pre-industrial level	18%	19%	20%	4%	48%	21%
Don't know / do not wish to answer	7%	4%	2%	4%	2%	6%

2.4 Should countries that do not meet their commitments under a new climate deal be subjected to punishment?

Yes, and the punishment should be so severe that no benefit can be gained by not meeting the commitments	51%	48%	67%	30%	32%	30%
It is important, but it can wait a few years	30%	35%	25%	60%	5%	41%
A deal can wait until serious effects of climate change occur	8%	10%	3%	2%	62%	14%
I do not want a global deal	3%	4%	2%	1%	1%	8%
Don't know / do not wish to answer	8%	4%	3%	4%	0%	7%



Questions/Response	UK	World Average	Brazil	China	Malawi	USA
3.1 Do you think the short-term reduction target for Annex 1 countries should be						
Higher than 40%	23%	31%	23%	14%	31%	31%
Between 25% and 40%	72%	58%	57%	60%	67%	56%
Lower than 25%	5%	7%	17%	18%	2%	6%
There should be no targets	0%	2%	2%	0%	0%	4%
Don't know / do not wish to answer	0%	2%	1%	6%	0%	3%

3.2 What do you think the short-term target should be for Non-Annex 1 countries with substantial economic income and/or high emissions?

The same targets as for Annex 1 countries	22%	27%	24%	4%	26%	33%
Their emissions should be somewhat reduced and increasingly so the richer they are and the more they emit	54%	49%	54%	41%	46%	49%
Their growth in emissions should be somewhat limited and increasingly so the richer they are and the more they emit	20%	21%	19%	52%	27%	13%
They should not be committed to control their emissions in any way	3%	2%	2%	0%	1%	3%
Don't know / do not wish to answer	1%	2%	1%	1%	0%	2%



Questions/Response	UK	World Average	Brazil	China	Malawi	USA
3.3 What do you think the short-term target should be for lower-income developing countries?						
The same targets as for Annex 1 countries	3%	13%	10%	0%	24%	13%
Their emissions should be somewhat reduced and increasingly so the richer they are and the more they emit	27%	28%	41%	19%	51%	26%
Their growth in emissions should be somewhat limited and increasingly so the richer they are and the more they emit	46%	48%	40%	70%	21%	48%
They should not be committed to control their emissions in any way	21%	8%	8%	8%	4%	8%
Don't know / do not wish to answer	3%	3%	1%	1%	0%	5%

4.1 Should the price of fossil fuels be increased?

Yes for all countries	9%	23%	22%	20%	20%	22%
Yes, but only for Annex 1 countries and countries with substantial economic income and / or high emissions	36%	43%	45%	53%	43%	42%
Yes, but only for Annex 1 countries	5%	8%	15%	5%	7%	5%
No, there should be no regulation of prices	45%	20%	16%	15%	30%	26%
Don't know / do not wish to answer	5%	5%	2%	6%	0%	5%



Questions/Response	UK	World Average	Brazil	China	Malawi	USA
4.2 Should a global financial system be installed in order to generate funds for mitigation and adaptation in developing countries?						
Yes	79%	87%	90%	95%	93%	71%
No	14%	9%	9%	0%	6%	21%
Don't know / do not wish to answer	7%	4%	1%	5%	1%	8%

4.3 Which countries should be committed by a new climate deal to pay?

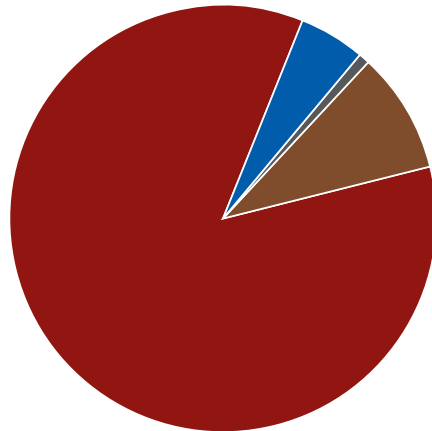
All countries	26%	29%	38%	28%	31%	26%
All countries (except the least developed countries)	58%	55%	46%	48%	52%	53%
Annex 1 countries	4%	10%	13%	23%	14%	7%
No commitments should be determined	9%	4%	3%	0%	1%	9%
Don't know / do not wish to answer	3%	3%	0%	0%	2%	6%

The report refers to Annex 1 and non-Annex 1 countries. Signatories to the United Nations Framework Convention on Climate Change are divided into categories. Annex 1 (industrialised) countries are: Australia, Austria, Belarus, Belgium, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Monaco, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Russian Federation, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom, United States of America.

Non-Annex 1 countries are all other developing countries. Participants in the dialogue on climate change were made aware of these different categories. For more information see <http://unfccc.int/2860.php>

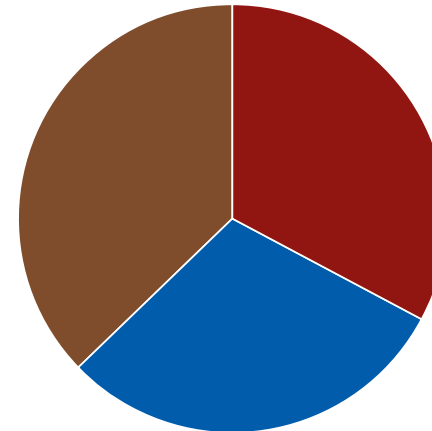


UK Participants by Ethnicity



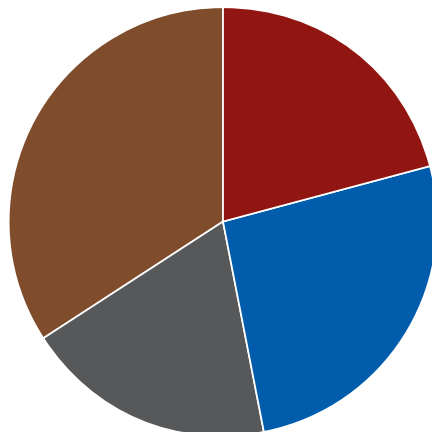
- 85%** White British
- 9%** Asian British
- 5%** White Other
- 1%** Black British

Age of UK Participants



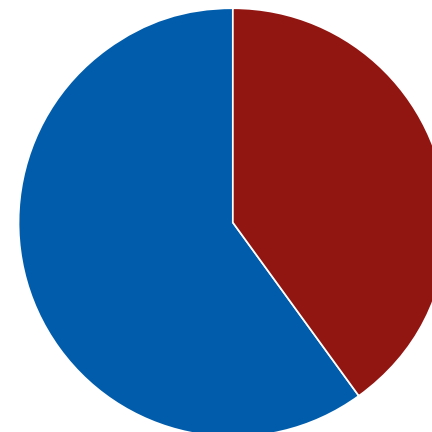
- 37%** 35-54
- 33%** 55-75
- 30%** 18-34
- 0%** 75+

Education Level of UK Participants



- 34%** GCE A Level
- 26%** Degree
- 21%** Other Qualification
- 19%** Higher Education

UK Participant Gender



- 60%** Female
- 40%** Male



Participants' own recommendations for COP15

The participants at Kettering were asked to put forward some key recommendations they would like to give to the negotiators at COP15. Each table discussed and agreed the wording for its own recommendation. Then everyone came together and voted on which of all the recommendations they felt were the most important for the COP15 negotiators to hear.

Here we reproduce all the recommendations made by the Kettering participants. We have retained the exact wording that the participants themselves agreed. The recommendations are listed in order of the support that they received, with the recommendation that received the most votes at the top of the list.

Education for a better tomorrow

National governments must be responsible for funding education programmes which bring about a greener lifestyle. This vital change will guarantee our children's futures.

Less talk-more action

Set specific targets, dates, with incentives and penalties:

0-5 years: Increase energy efficiency

5-10 years: UK carbon capture

10+ years: Replace fossil fuels with alternative energy

Corporate responsibility pays for new economy

We all want urgent action but not everyone can afford it. Companies profiting from fossil fuel emissions should contribute more than individuals to the move towards a carbon free economy.

Local becomes global. We need global solutions

The world needs to unite against threats caused by global warming. All countries have responsibilities to work together to develop and input efficient technologies and support to save our planet.

Unify, Educate, Invest

It is the responsibility of ALL countries in unity to enable their citizens to build a sustainable future through investment in new technologies and education.

Money = climate change

Research, educate and develop carbon neutral industries funded by a sliding scale based on emissions per country not per head. Implement financial sanctions and rewards to motivate nations and businesses.

Collective responsibility

All countries, poor or rich, should unite and contribute politically and economically to reducing climate change. We support a global green energy fund, NOT and increase in global fossil fuel prices.

Unite the world

Annex 1 countries must take the lead in keeping to below the 2 degrees increase. Set an example and adhere to it. And developing countries must take some responsibility



Unite for the future

Countries unite and commit to sustainable and equitable green house gas reductions with consequences relative to wealth and non-compliance. And raising awareness to citizens of responsibilities and opportunities for change.

Tomorrow's too late

Act now on global warming, on a global scale, by everyone, for everyone.

Education

Renewable energy

Public green transport

Plant trees

Green new deal today

Take responsibility save our planet

Don't Panic!

Investment in the development of new technology is key. Time must be taken by government and corporate business partnerships to ensure an environmental future which is sustainable.

Get off the gravy train and get on the green bus

Investment in green public transport in major urban centres worldwide. Prohibit private motor vehicles in these areas with a view to making annex 1 countries fossil fuel free by 2050

'The public planet'

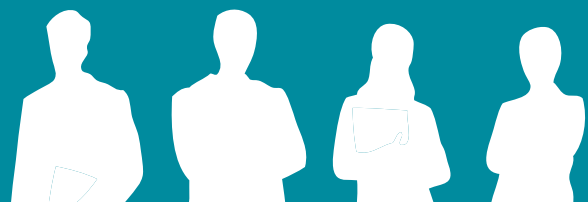
Public awareness must be heightened to the urgency of implementation of cost effective alternative technologies to fossil fuels.

Govt. lead by example

Governments must lead by example on renewable energy applications and efficiencies, clear country performance metrics, transparent and regular reporting. Immediate capping on non-renewables usage in domestic and industrial usage.

Share the knowledge, and share the world

Set clearer goals and deadlines for all to achieve 2 degrees maximum increase. Incentivise sharing of knowledge and resources globally. Stop the offsetting.



The World Wide Views UK project has been generously supported by:



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