PARTICIPANT INFORMATION PACK

Shake up the System: How do we achieve meaningful change in society for a fair climate future? 21 -22 September 2021, 2:00 – 5:00 pm

Shake up the System is a virtual conference, exploring how behavioural, societal, and cultural changes can link to achieve meaningful systems change in the UK to address the climate crisis and develop a fairer society. The conference will bring together learning and experience from across sectors – identifying common barriers and enablers to help all actors move forward in their work.

Academics, activists, artists, communicators, community groups, companies, policy makers, regulators and others will share their insights and experiences of how change happens at these different levels, how social movements develop, and their ideas for the systems changes needed for a fair climate future. The conference will highlight major areas of focus for the UK in the lead up to the UN International Climate Conference COP26 in November 2021.

Taking an interactive format, participants will be encouraged to share ideas and examples from their own work and collaborate with other participants from across sectors to problem solve and work together to identify actions for enabling change for a fair climate future (i.e. for addressing the climate crisis and building a fairer society) in the UK.

The conference will take place over the course of two afternoons (2:00 – 5:00pm BST) on 21 – 22 September 2021. Participants are strongly encouraged to join for both sessions, as presentations, workshops, and activities will build on each other, culminating in learnings, actions, and commitments for the future at the end of day two.

This event is part of Sustainability First's Together for a Fair Climate Future project, focusing on how action for the climate crisis and social justice can come together and how to recover from the pandemic in a way that's fair and positive for the environment. Thank you to National Grid, Principal Partner for Cop26, for sponsoring this project.

The conference will be highly practical, responding to issues and challenges currently faced by participants in their areas of work. We therefore want to make sure as much of the conference discussions are captured so that we can all think about how to take forward those ideas and put recommendations into practice. We will be taking written recordings of discussions that take place throughout the conference and will share summary notes with conference participants after the event. These notes will inform future Sustainability First briefings, which we will seek to share with our networks of key decision makers in government, regulators, and businesses, and civil society groups. Sustainability First are also producing a Virtual Book, summarising contributions from across the Together for a Fair Climate Future programme, which will be shared at COP26 through our partnership with National Grid. Key ideas and recommendations from the conference will inform and be included in this Virtual Book. We also hope to record the panel sessions and art and writing prize announcement and share these on our YouTube channel.

In advance of the conference, we highly recommended you look through this information pack and the full conference programme, on the Sustainability First website. There will be three interactive, breakout sessions during the conference and you will get the most out of these sessions if you have had sight of the context stimulus material and conference programme content in advance.

Before the conference, we invite all participants to:

- Read through the participant information pack, which sets the context for the conference and issues we'll be discussing

- Make sure that you can log into the conference pages on the Sustainability First website via https://www.sustainabilityfirst.org.uk/login-event – this is how you will join the conference on the day and access all the conference materials. **Your log in details can be found on page 10.**

- Test out the EasyRetro platform if you haven't used it before. You can use this test board: https://bit.ly/3n3pE9c. Password: f456a1. Instruction on how to use EasyRetro can be found on page 13.

- Think about the following questions. These questions will guide the three breakout room activities.
    - From your perspective, what does meaningful systems change look like in the UK for a fair climate future?
    - What is one challenge or barrier to change you are currently trying to overcome in your own area of work and that you could troubleshoot with conference participants?
    - Is there one crucial step change for societal change that you would like the activities at this conference to touch upon?

This information pack contains:

1. A pre-conference paper that sets out the context and scope of the conference
2. Conference Agenda – an overview of what to expect from the conference
3. How to access the conference (Website log in and Zoom joining instructions)
4. How to use EasyRetro

The full conference programme (including details of speakers and activities) can be found on Sustainability First's website. Please see page 10 for log in instructions.

Please note that all panel sessions, including any Q&As will be recorded and may be published on the Sustainability First website and YouTube channel. Interactive breakout sessions with not be recorded.

Pre-Conference Paper: Setting the Context for Shake up the Systems

Shake up the System is a virtual conference, exploring how behavioural, societal, and cultural changes can link to achieve meaningful systems change in the UK to address the climate crisis and develop a fairer society. The conference will bring together learning and experience from across sectors – identifying common barriers and enablers to help all actors move forward in their work.

The purpose of this document is to set the context for the conference. It is merely a starting point to stimulate further discussion. Experts and practitioners in systems change and how it takes place at different levels will be sharing insights, experience, and practical recommendations during the conference.

This conference is part of Sustainability First's **Together for a Fair Climate Future** project, focussing on how action for the climate crisis and social justice can come together, and how to recover from the pandemic in a way that's fair and positive for the environment. As part of this project, Sustainability First held a series of discussion events looking at different aspects of climate justice, from the unequal impacts of the climate crisis to building leadership for change. Ideas raised through these events has informed the conference programme. Of particular relevance, the 'What do we value in society?' event looked at what values we need live more sustainability and how these can be put into practice, from in our local communities, to policy and legislation, to examining the economic models that underpin society. In addition, the 'How can we live more sustainably?' event, looked at how we balance taking action as individuals to live more sustainably with wider actions needed by business and governments to support this change.

In addition, the theme of the Sustainability First Art and Writing Prizes 2021 was 'Together for a Fair Climate Future', and asked entrants to respond to the question: How do we achieve meaningful social changes in the UK to tackle the climate crisis and develop a fairer society?

One for the main and recurring recommendations that has come out of the project is: in order to build a fairer climate future and respond to the climate emergency before it's too late, fundamental systems change is needed.

"We can't just change one small part of the system to solve the problem. In fact, we need to change the whole goal of the system" – Jack Barrie, Zero Waste Scotland.

Shake up the System

A system, put simply, is an organised collection of components that work together as part of a network to achieve an overall goal[1]. Systems are complex and they are made up of multiple and often interdependent parts. These parts can be tangible, such as technology, resources, people and organisations, or intangible such as values and relationships[2].

[1] Jack Barrie (2020) Sustainability First Event: How can we live more sustainably?

[2] R. Abercrombie et al. (2015) System change: A guide to what it is and how to do it

A system can therefore mean different, or very specific things, in different contexts. A technical example of a system might be an energy system – the sum of the parts through which energy is produced, distributed, stored, and used within a geographical or otherwise defined boundary. But even discrete energy systems are both connected to other systems (such as housing systems or water systems) as well as embedded in wider, intersecting social, cultural, economic, political, and ecological systems.

The climate crisis and our responses to it both result from and act upon these intersecting systems. Climate change is not a purely environmental issue existing only within atmospheric and ecological systems. Environmental issues do not exist in a vacuum. Climate change is also a social issue, an economic issue, a political issue, a fairness issue and more. And in order to tackle climate change, we need to understand the systems that have both caused and enable it to continue at pace, as well as the systems it is affecting and acting upon. Given the interconnected nature of these challenges, action in just one part of the system will have limited impact. To be effective, climate responses must simultaneously also tackle related inequalities, poverty, environmental degradation, vulnerability to climate impacts, health and wellbeing, amongst others, as well as carbon emissions.

It is these wider, intersecting systems in society that this conference will be looking at. It will be asking what shifts are needed at societal and systems levels to achieve meaningful changes that address the climate crisis and build a fairer future.

Young people across the world have been striking online and taking to the streets to calls of *'systems change, not climate change'*. They have demanded that the emphasis of urgent climate action move away from the small changes we can make as individuals, towards systems level change on a mass scale and at a sufficient pace to tackle the emergency.



Image source: Joe Brusky

But what might systems change look like in practice, how does it happen, and what does this mean for different stakeholders acting within these systems?

Systems change is the process of shifting the end goal of a system and the way it functions (the 'game being played' and the 'rules of the game') through intentional interventions[3]. This means assessing both its tangible and intangible components and their influence on the whole. It means going beneath the surface to look at deeper patterns, assumptions, power dynamics, social norms, values, and behaviours[4].

This necessitates collective action involving multiple stakeholders in the system. It not only needs to be both top-down and bottom-up, but it needs to be collaborative with solutions co-produced between actors at all levels of the system.

This includes at government levels, city levels, institutional and organisational levels, community and neighbourhood levels, and individual and household levels. But these levels aren't independent from each other - individuals are

[3] R. Abercrombie et al. (2015) System change: A guide to what it is and how to do it

[4] Anna Birney (2020) Unlocking Potential for Deep Social Transformations Towards Sustainable Lifestyle

embedded within neighbourhoods, and organisations within communities for example[5]. They affect and are affected by change at and across other levels in complex webs of relationships that evolve over time. In addition, cutting across these levels are the different types of change, such as: behavioural, cultural, social, and structural.

To date, a large proportion of conversations about climate action, and what needs to be done to tackle the climate crisis, has been focussed on **individual, behavioural level changes**. For example: As an individual, what change can I make in my life to live more sustainably? As a company, how can we encourage our customers to make changes at home? As a local council, how can we inspire pro-environmental behaviours in our constituents? Individual behaviour change is undoubtedly important. As well as using hard economic measures such as prices and taxes to change peoples' consumption patterns, there are many different approaches to behaviour change that are highly context specific. Popular models include Nudge Theory - small changes made in the choice architecture that changes behaviours in a predictable way[6], such as making eco-settings default on appliances[7]. And the COM-B Model - which looks at how the combination of capabilities (i.e. the knowledge, skills and ability to engage in a behaviour), opportunities (i.e. the external factors that make engaging in a behaviour possible), and motivation (i.e., the internal processes that influence decision making) lead to particular behavioural choices[8].

However, individual choices and behaviours are inevitably shaped by the systems in which they are made, and individual, behaviour change alone is not sufficient to deliver the changes at the scale and pace needed to respond to the climate emergency. Although behaviour change models do look at the role of social influence and social norms on the choices we make as individuals[9], more holistic understandings of behaviour might see it as just one step in a process of change that connects the individual and systemic[10]. We also need to consider "the role of behaviour change that is more political and social, that brings questions power and social justice to the fore" and how "responsibility and agency are unevenly distributed" within societies[11].

"You can ask people to change their habits and to change their lives in order to tackle the climate crisis, but we can't do that if we are not given the correct facilities that we need in order to do so. You can't ask communities to change without enabling that change from a higher place" – Sunita, Climate Assembly Member

If consumers and citizens are to change their behaviours, so too must policy makers, regulators, and companies, recognising their roles within interconnecting systems and the levers they have to enable and support change. Policymakers, regulators, and companies need to bring groups together through meaningful and collaborative stakeholder engagement, centring previously marginalised voices and those currently underrepresented in decision making if we are to ensure a fair climate future. Stakeholder engagement and collaboration can break down siloes within a system and ensure that the needs of different actors are met through any change.

In order to bridge the individual and systemic, this conference will also look at social and cultural changes. To date, essential services sectors such as energy and water have not given 'culture' significant attention. The conference will therefore consider how change can happen through conversations about cultural values, about what's important, and how values can be put into action. Values are the things that we, as individuals but also as communities and

[5] Anna Birney (2020) Unlocking Potential for Deep Social Transformations Towards Sustainable Lifestyle
[6] Thaler and Sunstein (2008) Nudge: Improving Decisions about Health, Wealth, and Happiness
[7] UNEP, Behavioural Insights Team (2020) The Little Book of Green Nudges
[8] Britain Thinks (2020) Event: Using Insight to Effect Behaviour Change
[9] K. White et al. (2019) How to SHIFT Consumer Behaviours to be More Sustainable: A Literature Review and Guiding Framework
[10] Cambridge Sustainability Commissions (2021) Changing our ways? Behaviour Change and the Climate Crisis
[11] Cambridge Sustainability Commissions (2021) Changing our ways? Behaviour Change and the Climate Crisis

society, believe are most important or desirable in our lives[12]. Values can achieve meaningful social changes because they are motivators of change and of action[13]. This is true at an individual behaviour level but also the level of communities, institutions, and policy making. Values can help shift foci towards the structural causes of ecological, economic, and social injustices and thus help visualise goals for a fairer climate future[14]. They can also guide decision making when things are complex, deeply uncertain and moving quickly. The conference will look at the role of art, storytelling, and narratives in creatively engaging with our values, tackling challenges in society, and in promoting social and cultural change.

How do we link these different components together and make it meaningful?

Sustainability First has put together a framework offering five steps to link behavioural, social, and systems change together for a fair climate future, specifically for utility sector actors (in water, energy, and communications) and aimed at policy makers, regulators, and companies. We appreciate your feedback and comments on the framework before, during, or after the conference.

1	**Make change real and tangible** 'Start from where people are'	• Engage, identify co-benefits and co-create solutions • Understand the outcomes people want and the values driving their behaviour • Treat people in the round – as citizens not just consumers • Understand and value lived experience • Focus on place and recognise the role of communities
2	**Make it inclusive** 'All in it together'	• Recognise difference and intersectional issues • Explore and discover shared and common interests • Provide support and build social capital • Give people a sense of agency • Ensure governance balances social, environmental and economic outcomes and fairly shares risk and reward • Raise awareness through education and communications • Show connections between individual and systems change
3	**Start at the drawing board** 'Fair first-time planning and design'	• Use art, creative approaches and scenarios to envisage different solutions and reimagine and rethink problems • Use planning to enable and drive sustainable choices • Make it simple, un-noticed and automatic - or fun, desirable and attractive • Consider how change will work in practice and address implementation challenges • Keep testing and iterating
4	**Be bold – show leadership** 'Story tellers rule the world'	• Develop visions and stories • Properly measure social and environmental outcomes to demonstrate beneficial impacts and build hope and positivity • Show leadership at the systems level around climate and fairness – not just in terms of individual behaviour change • Forge long-term collaborative partnerships • Be comfortable with ambiguity and work across silos

[12] Common Cause Foundation (2010) The case for working with our cultural values

[13] Common Cause Foundation (2015) A Toolkit for Charities

[14] Elena Blackmore et al. (2013) Common Cause for Nature: Values and frames in conservation

		• Build momentum on positive tipping points (identifying hot-spots for change and linking grassroots and national action) • Share lessons of what has and hasn't worked and create an open, learning culture • Show compassion: utilities like energy are essential services that many struggle to afford
5	**Make the most of the moment** 'Catalysts for change'	• Make the most of malleable moments: life events; global, national and local crises; significant dates/times of year; closures and openings of businesses etc • Plan-ahead and be ready to quickly respond in a timely way • Use procurement and supply chains to drive change at pace and scale and practice what you preach

Further reading

If you'd like to read more about some of the themes and topics that will be discussed at the conference, please find some suggested content below from our speakers:

- Blogpost: Protecting the rights of workers, communities, consumers and citizens in the low-carbon transition (Share Action, 2021)
- Article: Collapse, Renewal and the Rope of History: What you do makes a difference and you have to decide what kind of different you make (Angus Hervey, 2021)
- LinkedIn Article: Seaspiracy: What does ocean conservation look like now? (Hugo Tagholm, 2021)
- Article: Time to Act (Surfers Against Sewage, 2021)
- Article: A deposit return scheme would halt the tide of plastic (Hugo Tagholm, 2021)
- Article: Achieving low-carbon and equitable lifestyle change (CAST, 2021)

1. Conference Agenda (Overview)

Day 1: 21 September 2021, 2:00 – 5:00 pm

What is Systems Change and How Does it Happen: Barriers and Enablers

Time	Dur	Session Title
14:00	10 min	Welcome and introduction from Sustainability First
14:10	30 min	What is 'systems change' and how does it happen? A panel discussion and Q&A. Speakers: • Dr Anna Birney – Director, School of System Change • Rachel Haworth - Policy Manager, ShareAction • Dr Nazmiye Ozkan - Head, Centre for Energy Systems and Strategy, Cranfield University • Max Wakefield - Director of Campaigns, Possible
14:40	25 min	What does meaningful systems change look like in the UK for a fair climate future? An interactive session in breakout rooms.
15:05	10 min	*Comfort break*
15:15	55 min	The different levels of systems change - sharing knowledge. A panel discussion and Q&A. Speakers confirmed so far: • Dr Claire Forbes – Senior Director of Corporate Communications, Ofwat • Jean-Matthieu Gaunand – Project Coordinator, Edinburgh and Lothian Regional Equality Council • Joycelyn Longdon – Founder, Climate In Colour • Serayna Solanki – Climate Justice Consultant • Kennedy Walker – Lead Campaigner and Researcher, Platform • Prof. Lorraine Whitmarsh - Director, Centre for Climate Change and Social Transformations
16:10	45 min	The barriers and enablers of systems change - learning from each other. An interactive session in breakout rooms.
16:55	5 min	Conclusions
17:00	-	End

Day 2: 22 September 2021, 2:00 – 5:00 pm

How to Make Change Happen: Recommendations for a Fair Climate Future

Time	Dur	Session Title
14:00	15 min	Introduction from Sustainability First
14:15	55 min	How to make change happen. A panel discussion and Q&A. Speakers: • Dr Jacob Ainscough – Senior Research Associate, Lancaster Environment Centre • Polly Billington - Chief Executive, UK100 • Samia Dumbuya – Climate Justice Activist • Greg Jackson - CEO, Octopus Energy • Hugo Tagholm - Chief Executive, Surfers Against Sewage
15:10	10 min	*Comfort break*
15:20	50 min	Shake up the system - key actions for change. An interactive session in breakout rooms.
16:10	35 min	Feedback from Shake up the System interactive session.
16:45	5 min	Conclusions and next steps.
16:50	25 min	*Comfort break*
17:15	60 min	Art and writing prize announcements.
18:15	-	End

The full conference agenda can be accessed at: https://www.sustainabilityfirst.org.uk/conference-agenda

For more information on our speakers, please visit: https://www.sustainabilityfirst.org.uk/meet-the-speakers

To access the above information you will need to log in as a conference participant. **Your login details can be found on page 10.**

2. How to Access the Conference (Website Log in and Zoom Joining Instructions)

Website Log in

To access the conference you will need to log in via the Sustainability First website. On the website you will find a detailed agenda, including materials for the interactive sessions and more information on each of our speakers and your fellow conference participants.

To log in, please visit https://www.sustainabilityfirst.org.uk/login-event

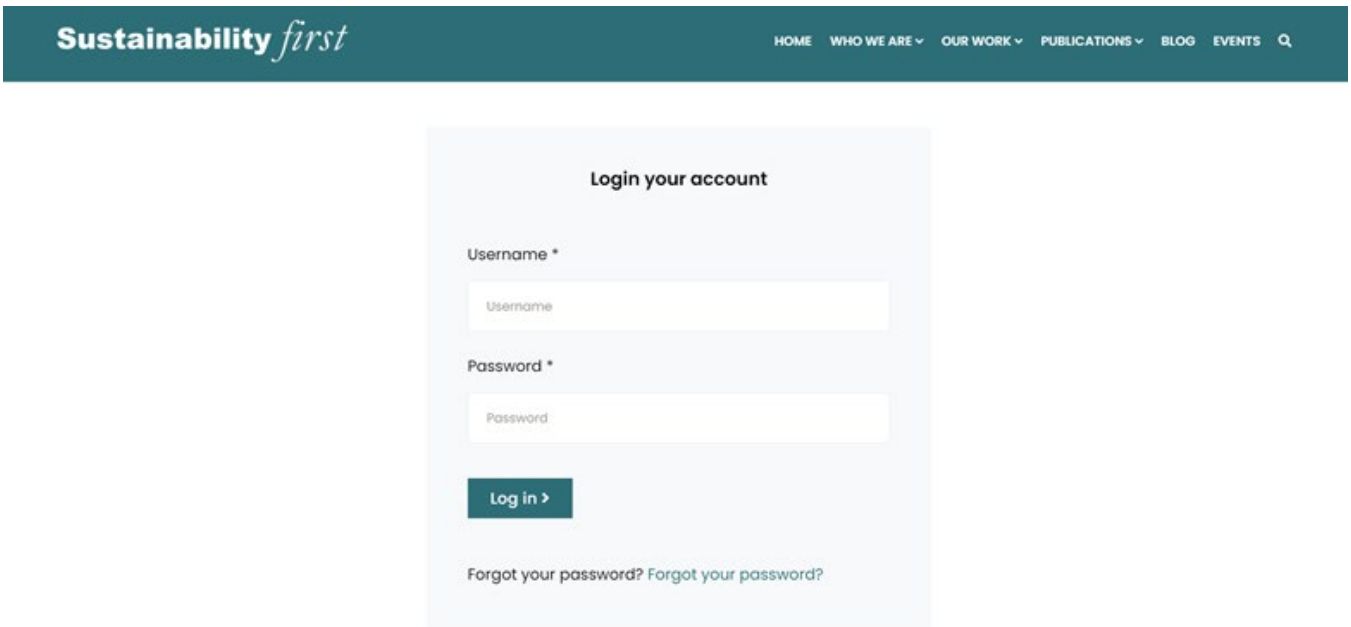
Here you will need to enter the following username and password

Username: shakeup
Password: system2021##

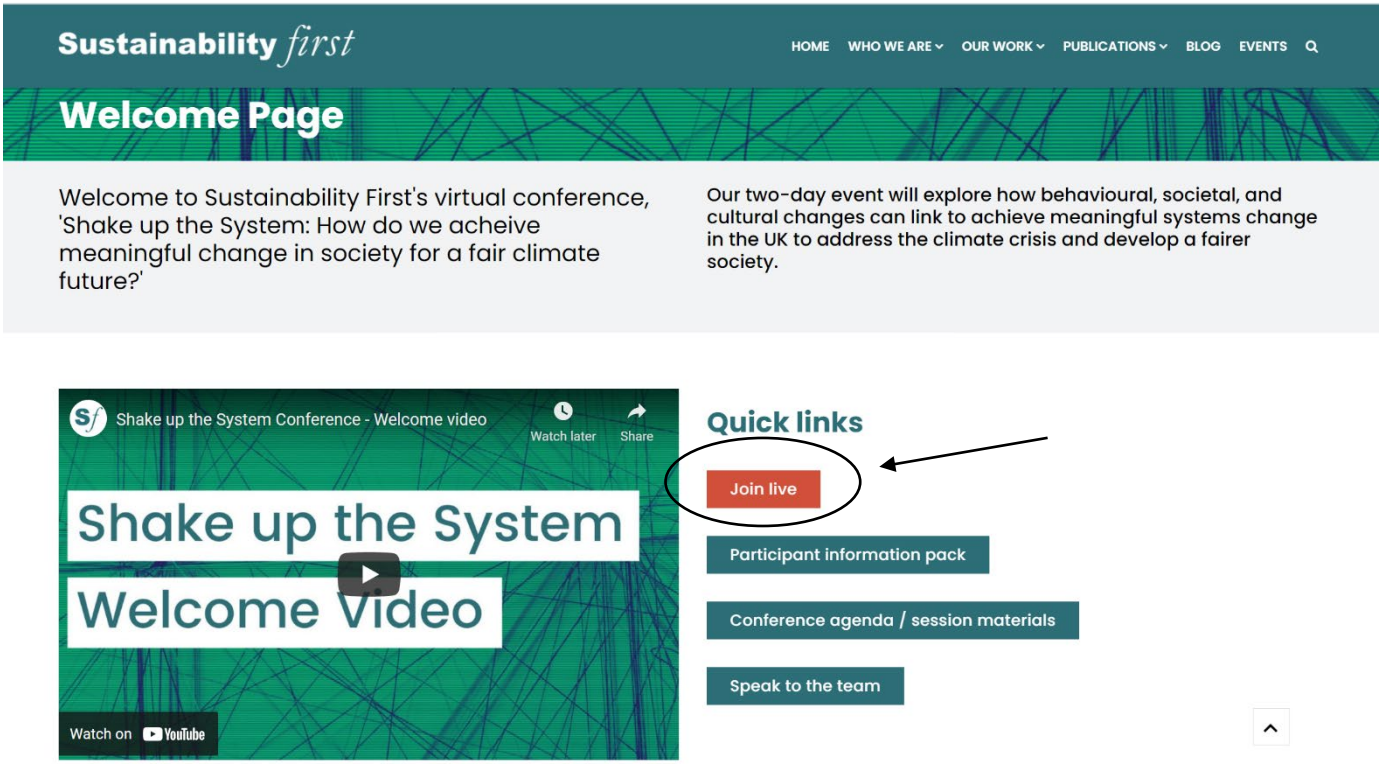
To join the Zoom meeting, **click on the 'JOIN LIVE' button on the website welcome page.**

Visuals of the log in pages are shown below.

Should you have any issues logging into the website, please contact Janine Duffy
Email: janine.duffy@sustainabilityfirst.org.uk
Phone: +447510836411



Once you have successfully logged in you will be taken to the main landing page for the Shake up the System conference (shown below). Once logged in, you can explore the site. To join the Zoom meeting, click the orange 'JOIN LIVE' button.



Zoom Joining Details

The conference will be held on Zoom. All conference participants (including speakers) will join through the zoom link accessed through the Sustainability First website (see above). The format of the conference will be a zoom meeting – this means that all participants can their own camera and sound on and off and fully contribute in the sessions. We advise you access the conference on laptop for full functionality and recommend that you have Zoom downloaded.

If at any point you need to leave the zoom call, you can re-join the session at any point using the link on the website. You may be held in the waiting room for a short period of time.

If you are experiencing technical issues, please contact Janine Duffy
Email: janine.duffy@sustainabilityfirst.org.uk
Phone: +447510836411

Panel Sessions

The panel sessions will be held in the main zoom meeting. The panel will be spotlighted so you can see the speakers. If you would like to ask a question, please use to zoom function to 'raise your hand'. The chair will then come you to

ask your question to the speakers. You will need to unmute yourself and turn on your own camera. If you would prefer, you can also ask questions using the chat box.

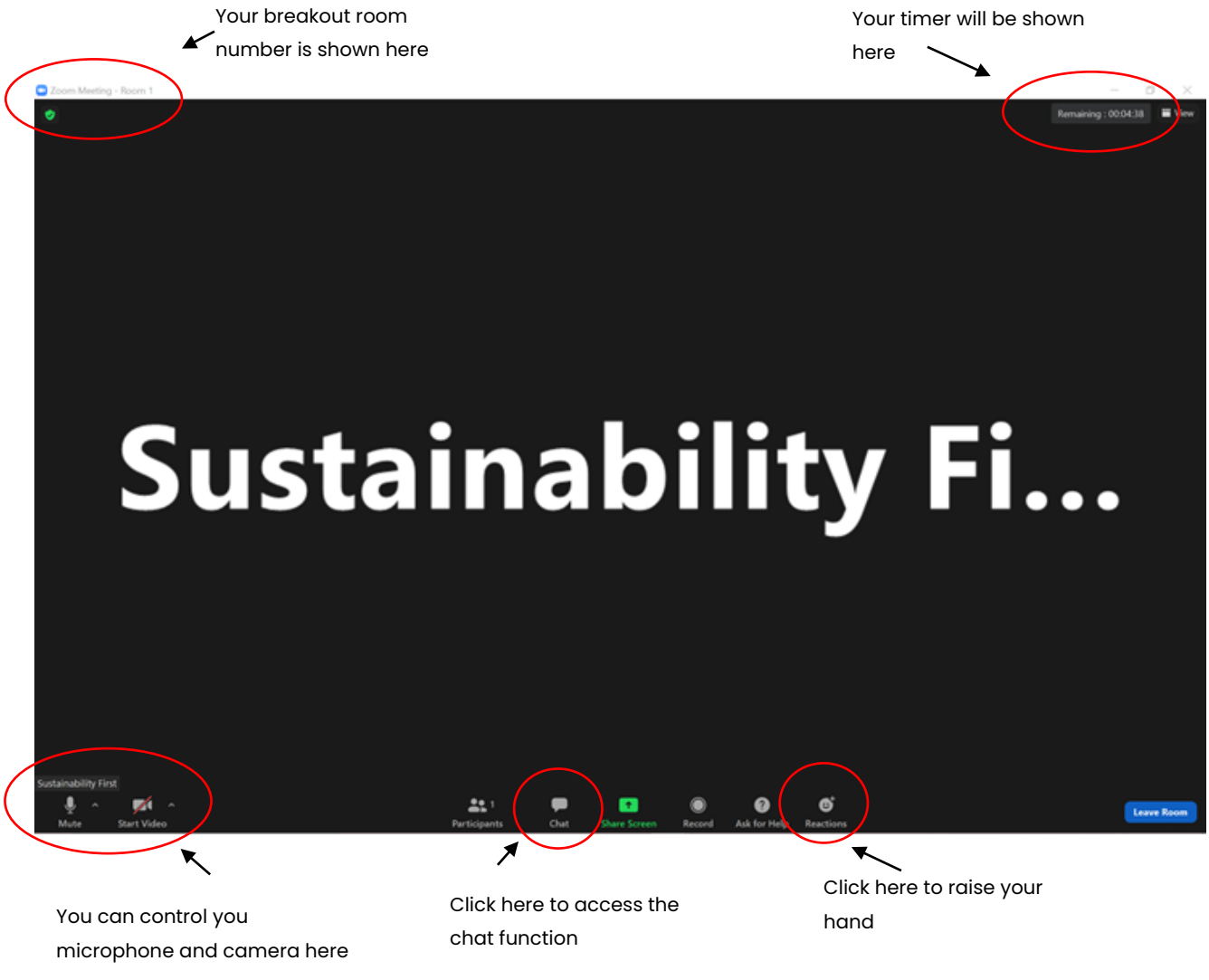
Breakout Rooms

The interactive sessions of the conference will involve joining breakout rooms in small groups (up to ~ 6 people). Sustainability First will assign all participants to automatically join a breakout room at the start of these sessions.

As you join your breakout room, Zoom will tell you which number breakout room you are in (e.g. breakout room 1, breakout room 2, etc.). Once you are in your breakout room, Zoom will also display this information at the top left of the screen (see below). Make a note of this number, as it will correspond to specific materials you will need to access in your breakout room for that session.

There will also be a timer at the top right of the screen (see below), counting down how much time is left in your breakout group.

If you are experiencing any difficulties in your breakout group, one person should leave the group to join the main conference session. A member of the Sustainability First team will be in the main session to answer any of your questions.



3. How to use EasyRetro

We will be using the EasyRetro platform for this session. If you haven't used this before, we recommend you spend 2 minutes testing it out before the conference. We've shared some instructions below on how to use it, but please get in touch if you are having any issues.

Note: You do not need to create an account to use EasyRetro during the conference

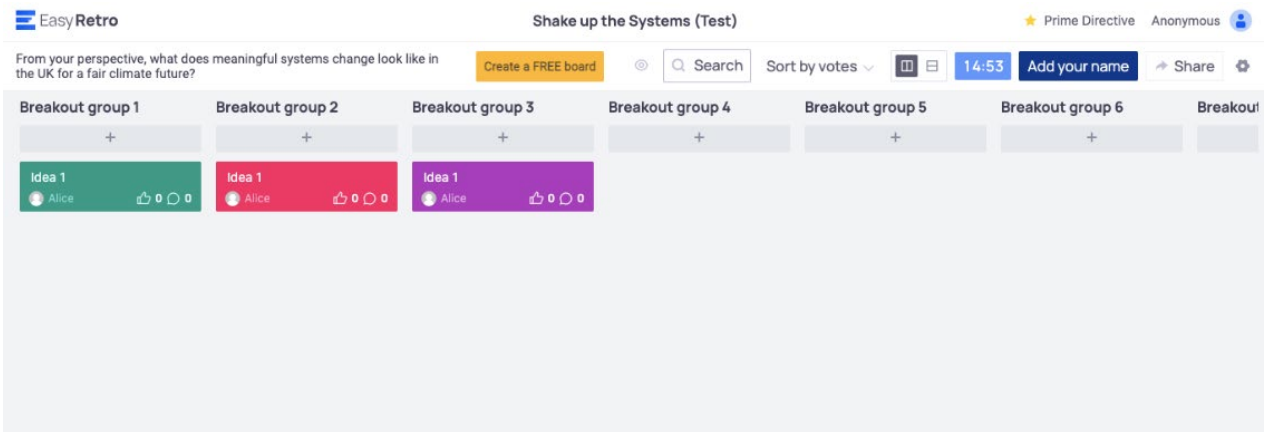
If you would like to practice using the EasyRetro platform before the conference, please use **the test board which can be access via this link:** https://bit.ly/3n3pE9c. You will be asked to enter a password to access the board. **The password is: f456a1.** Please note that some of the functionalities (e.g. timer) won't be active on the test board.

EasyRetro will be used during our introductory session on day 1.

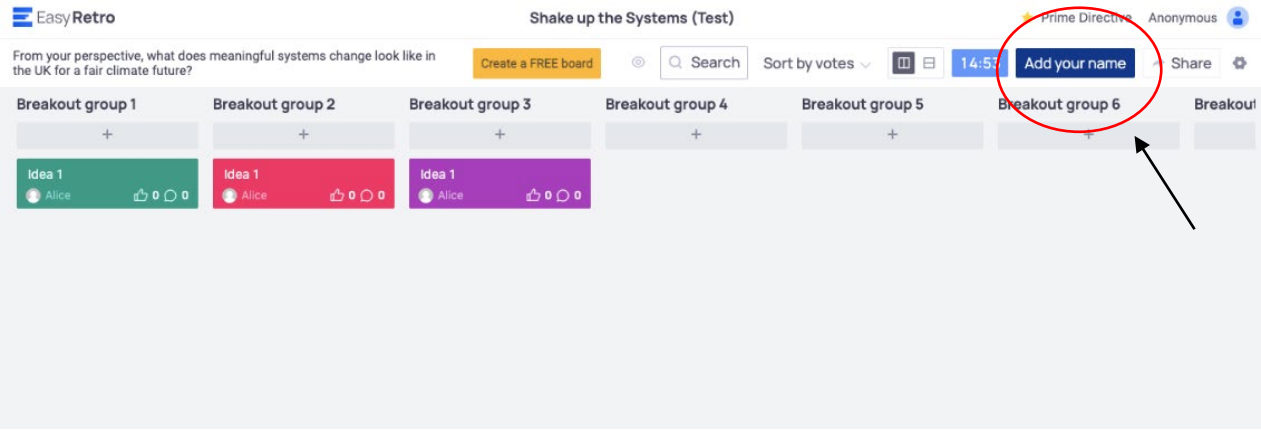
- You will have 15 minutes for this session
- You will be put into breakout rooms of 4-6 people through Zoom
- In your breakout room, you will have 15 minutes to brainstorm ideas in response to the question, 'What does meaningful systems change look like in the UK for a fair climate future?'.
- In the last 3 minutes of your breakout room, you will be asked upvote the 3 ideas you think are most important in terms of meaningful systems change in the UK for a fair climate future.

Using the EasyRetro platform:

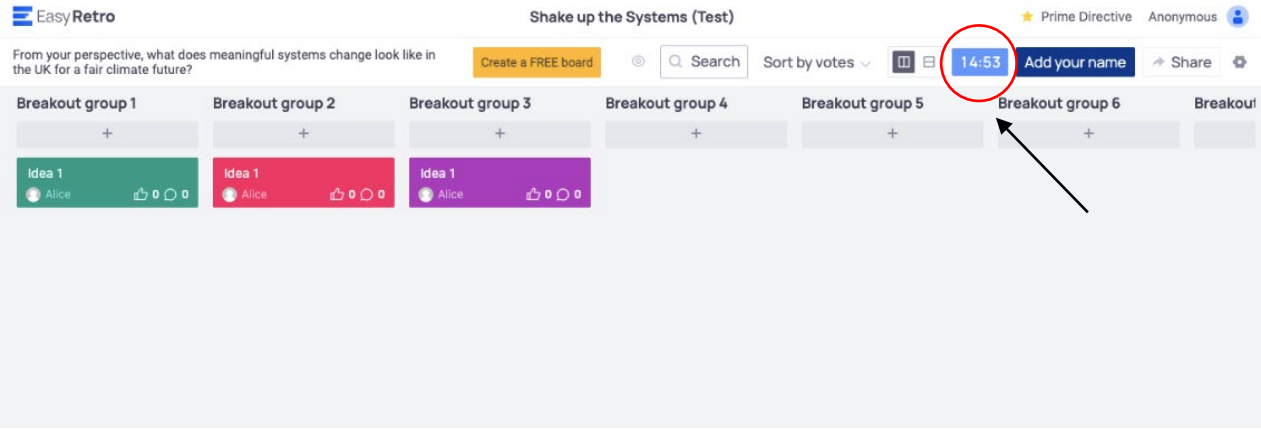
- On the board, you will see a number of columns entitled "Breakout rooms 1 – 20". During the live session you will be asked to find the column for your room, and only input cards into your room's column. Zoom indicates which number breakout room you are in at the top left side of the zoom screen (see page 12).



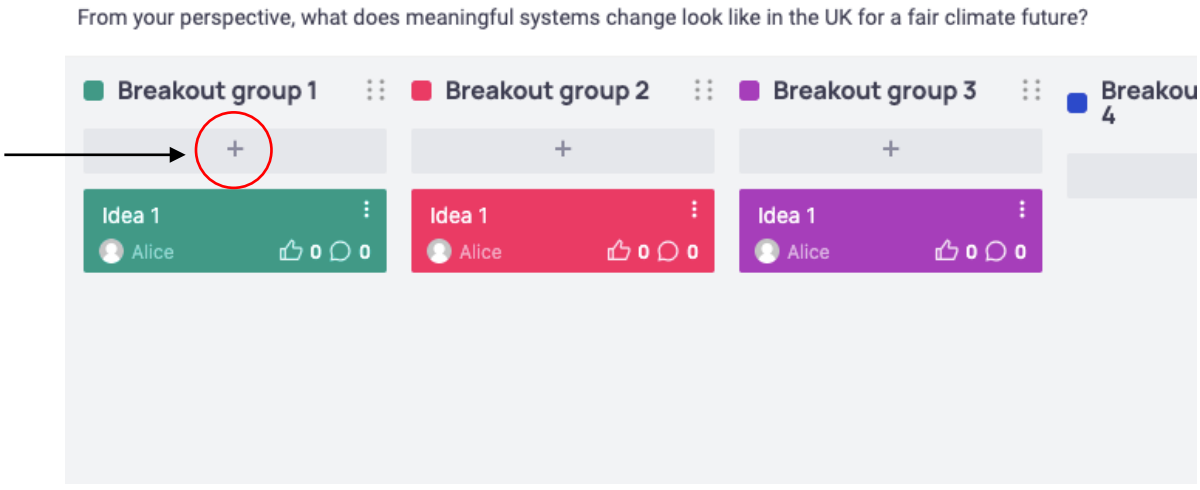
- Start by clicking the blue "Add your name" button at the top right-hand side of the screen. If you would like your contributions to remain anonymous, just leave this blank.



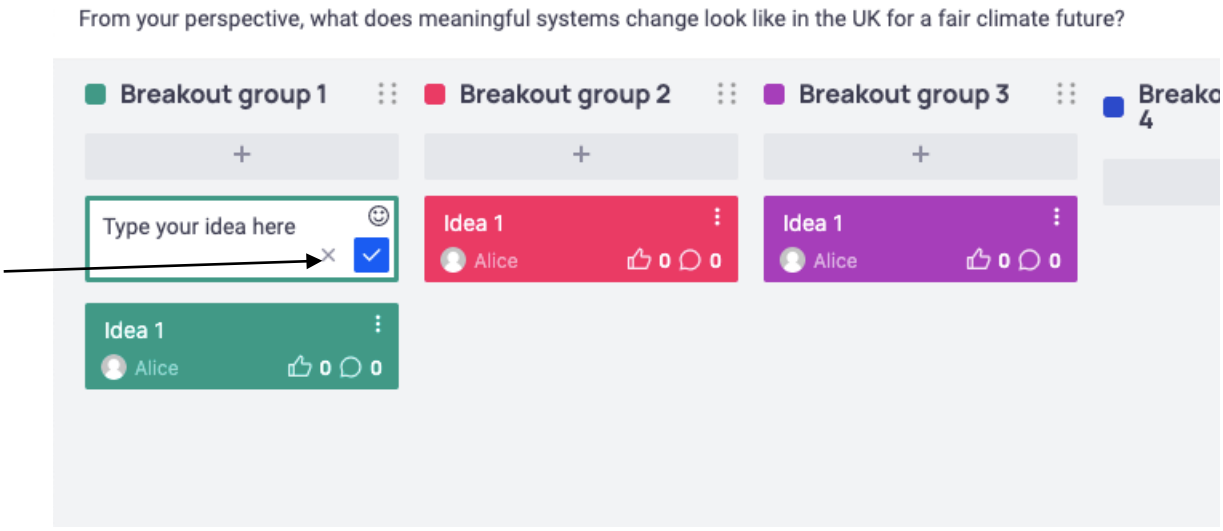
- Next to the 'Add you name" button, you will see a timer counting down. The is the time left you have for this activity.



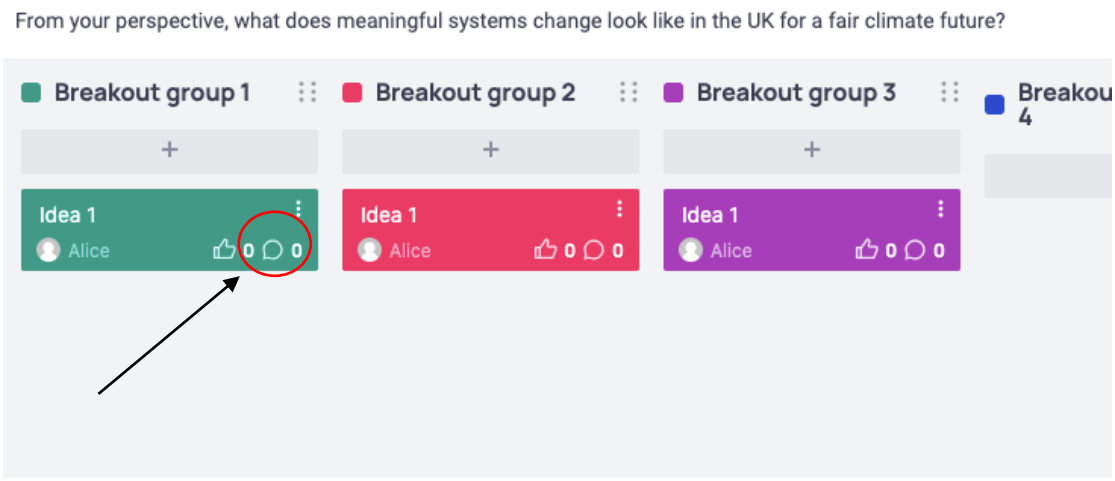
- You can add cards to your column by clicking the grey **+** button at the top of the column.



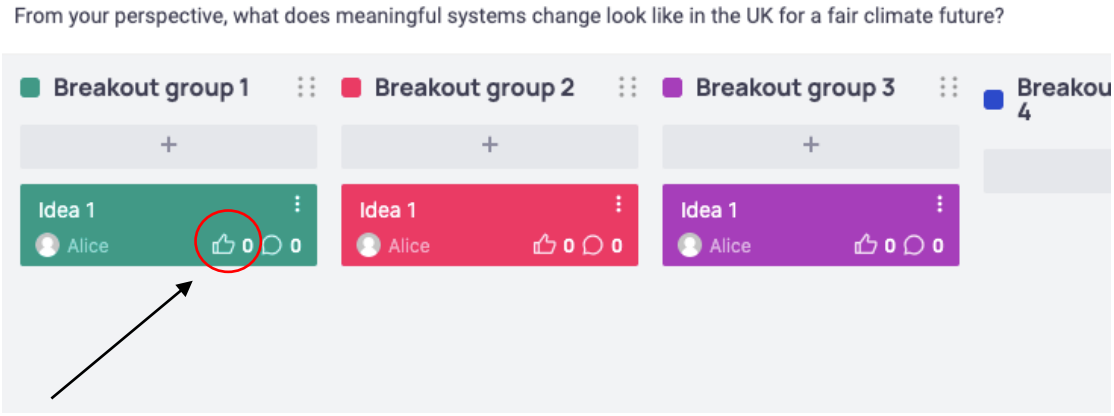
- After pressing ✚, a new blank card will appear, and you will be able type your idea onto the card. Click the tick to add the card to the board. Please only add one idea/response per card. You can add as many cards as you like to your column. Your cards will be visible to everyone who has access to the board.



- You can comment on or add details to other people's cards, by clicking the speech bubble at the bottom right of their card.



- You can upvote your own or other people's cards by clicking the thumbs up button at the bottom right of the card. Remember you only have 3 votes, and please only vote on cards in your room's column.



- To reorder the cards in your column by the most upvoted (rather than recently added), click the "sort by votes" from the drop down at the top of the screen.