

## GLOSSARY OF KEY TERMS

**Climate citizenship** A sense of collective responsibility for meeting or exceeding national carbon targets, and a process of reflection on what they mean for people's lives, are the central components of climate citizenship.

**Environmentalism** A philosophy, ideology, or movement centred on protection of the natural environment. Although a concern for the natural environment has been a feature of systems of thought for millennia, our use of the term in this book is mostly with reference to the popular environmentalism that developed in Western culture in the 1960s and 1970s.

**Frames** The same information, when given a different label or title, or when linked to a particular theme or idea, can be perceived very differently. Frames bring certain elements of a complex issue to the fore, allowing people to make sense of it.

**Narrative** Narratives are stories and a key method by which people make sense of the world, learn values, form beliefs, and give shape to their lives.

**Nudge** A popular form of the discipline of behavioural economics, the nudge approach is based on making small changes to the environment in which choices are made, 'nudging' behaviours in the right direction as a consequence. An example of a nudge is changing the default choice for consumers, for example, being automatically 'opted-in' to a green energy tariff, rather than the default setting being 'opt out'.

**Public engagement** What people think, feel, and do about climate change. The ideas in this book are principles for widening and deepening public engagement.

**Rebound effects** A rebound effect describes the phenomenon where savings in energy use generated by one energy-saving behaviour are offset, reduced, or eliminated entirely through increased energy use elsewhere. A good example of a ‘rebound’ effect would be individuals deciding to ‘treat themselves’ to a foreign holiday with the money they had saved on their energy bill through insulation measures.

**Sceptics/scepticism** Climate change sceptics are people who dismiss or downplay the reality or seriousness of human-caused climate change.

**Social marketing** Social marketing involves the application of advertising and marketing techniques to achieve specific behavioural and social goals.

**Spillover** ‘Spillover’ is a word used to describe the idea that people who adopt one environmental behaviour are more likely to adopt other environmental behaviours. An example of spillover might involve someone applying behaviours practised in the workplace to their personal life.

**Values** A ‘guiding principle in the life of a person’, values are distinct from beliefs or attitudes, in that they are relatively stable constructs that people bring to bear on many different situations.

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