



Public Values for Energy System Change

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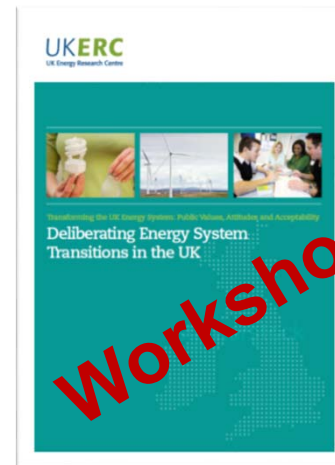
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Reports 2013

Parkhill, Demski, Butler, Spence,
& Pidgeon (2013)



Butler, Parkhill,
& Pidgeon
(2013)



Demski, Spence
& Pidgeon
(2013)



Available from 'Reports' section at www.understanding-risk.org

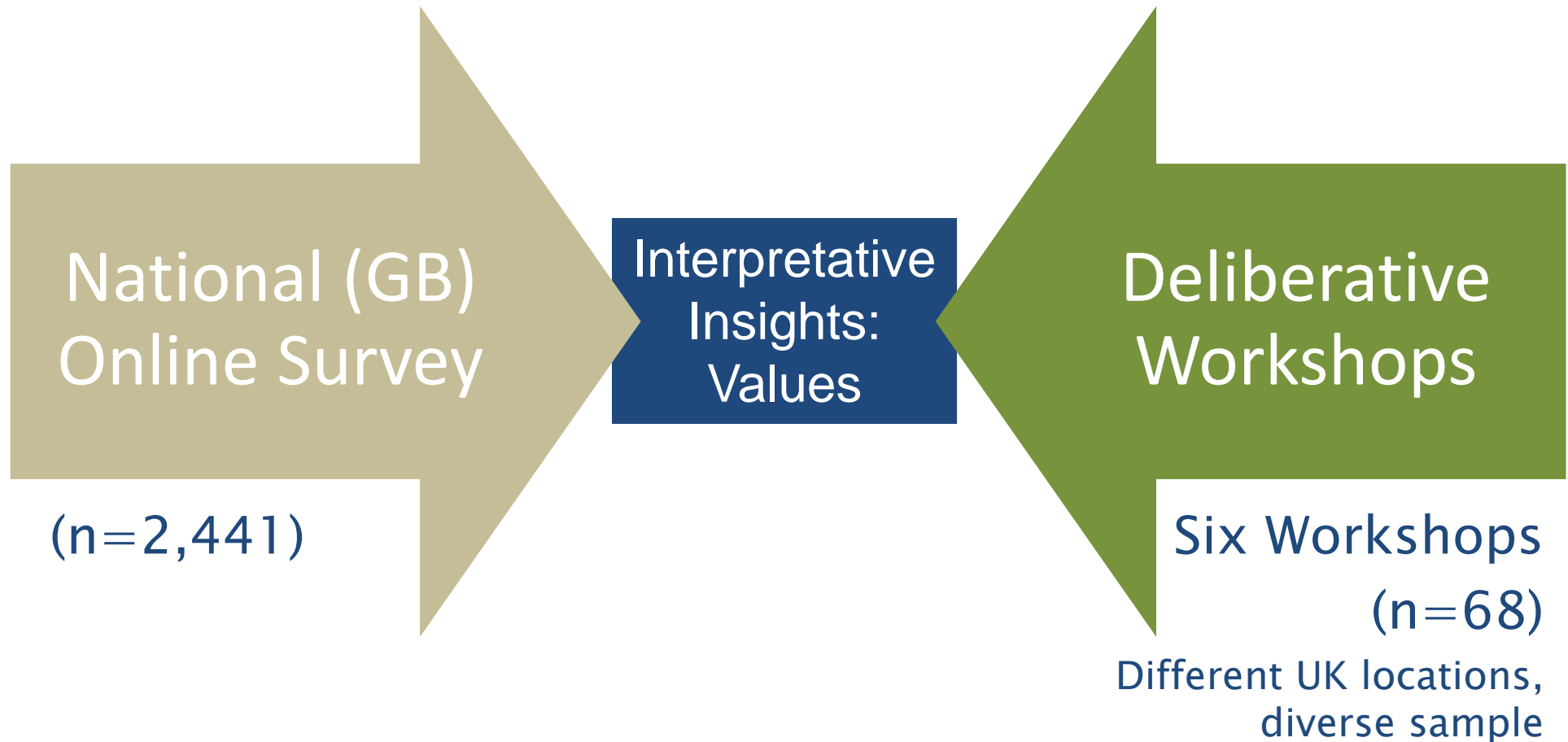
Project Background



- National policy goals driving energy system transformation: Climate Change, Energy Security, Cost Effectiveness
- Publics are deeply implicated in how energy systems are configured
- Scenarios have limited social dimensions
 - 'Imagined Publics'
 - Lack of empirical research



Synthesis Analysis



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Public Vision

The public vision of the future energy system is one that contributes to a broader vision of a sustainable future



strong commitment to renewable forms of energy production and a corresponding shift away from fossil fuels.



overall improvement in energy efficiency and reductions in energy demand.

The importance of values

Examining what UNDERLIES preferences and views

- Public perceptions and acceptability as highly complex
- Preferences may shift and change
- Especially important for topics of low-salience in everyday life, new and emergent issues, and views that are not yet fully formed.

Formulation of a preference or perception occurs through connecting up new information and experiences with existing values and ideas

What we mean by values

Society NOT individual as the unit of analysis: i.e. shared set of social values (Hechter, 1993)

Expressions of ideas circulating within society as cultural discourses (Douglas & Wildavsky, 1982; Hards, 2011).

Values are 'guiding principles for people, groups and other social entities' (Schwarz, 1992; Chan et al., 2012)



Public VALUES

EFFICIENT
and NOT
WASTEFUL

ENVIRONMENT
and
NATURE

SECURE
and
STABLE

JUST
and
FAIR

PROCESS
and
CHANGE

AUTONOMY
and
POWER

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Efficient and not Wasteful

Avoiding waste and waste products, being more efficient and capturing opportunities

1/3 or the 73% of respondents that agreed Britain needs to reduce the amount of energy it uses thought that a lot of energy is currently being 'wasted', 'used unnecessarily' and 'taken for granted'

"If you walk around a major city at night the buildings are ablaze...there's nobody in them but they're all lit up and that's a waste of energy"

"That's a new sources of jobs [developing tidal energy...So if that is our future it's going to be clean, safe and create jobs..."

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Environment and Nature

A system that uses and produces energy in an environmentally conscious way and does not unnecessarily interfere with or harm nature

79% of respondents believe the UK should reduce its use of fossil fuels.

“Hydrocarbons should not be used – not as a source of energy. Burning stuff to make energy is the wrong thing to do.”

“[renewable energy]...nobody’s getting hurt. The planet’s not getting hurt...”

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Secure and Stable

Ensuring access to energy services both in terms of availability and affordability. A system that is reliable and safe in the production and delivery of energy services.

83% of respondents are fairly or very concerned that in the next 10-20 years electricity and gas will become unaffordable for them.

“[About using public transport] I live in the middle of nowhere so I have to have a car. I work in various places; I couldn’t get to any of them without my own transport.”

Just and Fair

Being mindful of implications for people's abilities to live healthy lives; a system that is fair and inclusive, where actors are honest and transparent.

54% of respondents think the national governments should be mainly responsible for ensuring that appropriate changes are made to the UK energy system over the next 40 years.

“Part of the problem is that they have opened up the market place and the market place now dictates what we pay whereas before it was centralised and government-led and a fair price for all...”

Autonomy and Power

Being mindful of the importance of autonomy and freedom at national and personal levels.

82% of respondents are very or fairly concerned about the UK becoming too dependent on energy from other countries

“I’d quite object if somebody else had that control...I find that a bit draconian actually...It’s a bit like George Orwell, that...’it has decreed you must have’ – that really annoys me.”

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Process and Change

Thinking in terms of long-term trajectories, interconnections; and ensuring changes represent improvement in terms of socio-technical advances and quality of life

TODAY



“Well, all the installation of electric and solar panels, the bio fields, it is not going to happen overnight, all of this is gradually going to come into our lives, but it is a really good vision”

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Key Messages

- Values are applicable to emergent components of the energy system.
- Values can give insight into ambivalent preferences.
- Values relate to how publics think the world SHOULD be...
 - need evidence that values are being strived for.
- One value cluster cannot be used to offset/ignore/prioritise another.
- Opportunity to create policies responsive to citizen's values.