

**SOUTH EAST ENGLAND REGIONAL ASSEMBLY
SOUTH EAST ENGLAND DEVELOPMENT AGENCY
JOINT EUROPE COMMITTEE**

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Subject: **ChangeLAB**

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- 1.1 This short paper provides background and latest information on the Interreg IIC project "**ChangeLAB: changing lifestyles, attitudes and behaviour**".
- 1.2 The ChangeLAB project is led by Surrey County Council with partners from the Netherlands, Sweden, Italy, Estonia, Hungary and Greece. Hampshire County Council is the second UK partner.
- 1.3 Over three years the partners have worked in close collaboration' sharing experience and knowledge on how to promote sustainable patterns of consumption in order to help solve increasingly serious environmental problems both locally and worldwide. The project is now at its final reporting stage.
- 1.4 Work is based on the premise that lifestyles, attitudes and behaviour must change in order to be sustainable. Bringing about this change is a huge challenge to authorities and individuals alike, how it is done is the focus of the project.
- 1.5 At the heart of the project work has been the develop of a "knowledge base" of 150+ examples of successful pieces of work designed to change lifestyles, attitudes and behaviour with regard to energy, water, waste and transport.
- 1.6 In tandem with developing the evidence base described above, a piece of software has been developed designed to help policymakers to put together an effective mix of techniques to influence the behaviour of their target groups in a more sustainable way.
- 1.7 This "Technique Planner" identifies the techniques and instruments that fit the needs and desires of a particular target group and is intended as a project planning tool. It can be accessed online at www.changelabproject.com
- 1.8 As the final project report is being prepared, plans and discussions are in place as to how this work might be taken forward in the UK and elsewhere in 2008 and beyond.
- 1.9 For further details please contact Vincent O'Connell at vincent.oconnell@surreycc.gov.uk or 00 44 (0) 208 541 8087