Sean

Year 11, likes psychology, geography and taking environmental action

Sean is an active member of his school's eco-club but is a bit bored of talking about recycling. He cares about environmental issues and is interested in why people behave the way they do.

He wants to understand how individuals and communities can be encouraged to make more sustainable choices. He wants to go to university to do journalism or communications.

His starting point:

Sean explores his school's energy data and discovers that some of the biggest opportunities for saving energy might not require new technology at all. He is interested to know if people's behaviour or attitude can change and if that could impact the school's energy use.



What outcomes could this lead to:

- A report on environmental behaviour change and motivations.
- A campaign and resources to improve school energy-saving action.
- An investigation of students' energy consumption.

What could an investigation look like?

Data could help identify areas of consumption that can be reduced. This could allow Sean to focus on how the school community's behaviour can be changed to help reduce energy use. This might mean exploring different methods of encouraging behaviour change, or testing approaches that might motivate students or staff.

Learning from other subjects could help give insight to this project and/or creation of campaigning resources. Through the project, Sean should gain an understanding of the real-world challenges of messaging and motivating change that policy-makers and communications experts have to address in their work.