

## Net Zero Innovation Programme



**‘Energetic Lifestyles’: Engaging young people in energy efficiency initiatives**

## Key Challenges

- Understanding of ‘end-user’/homeowner behaviours and perceptions around energy
- Effective engagement of young people in discussions around energy use and efficiency
- Improved engagement of ethnically diverse communities in energy and climate change related initiatives

## World Café Method

- Six World Cafés
- 130+ participants
- Brought people together to discuss matters that are meaningful to them





## The World Café Method

1. Clarify the context
2. Hospitable space
3. Questions that matter
4. Everyone's contribution
5. Connect diverse perspectives
6. Listen for patterns/insights
7. Share discoveries



## Project Findings

### Knowledge

- Understanding of global climate change issues
- Focus on what ought to be done
- Uncertainty around effective action
- Limited use/understanding of smart meters
- Limited family discussions

### Action

- Sustain current lifestyles
- Use of technology & increased use of renewables preferred to change in behaviour
- Priority - drive down cost
- Listen to parents
- Saving planet a “nice” bonus to saving money – not main driver

## Lessons learned

- Utilising existing networks for community engagement and research integration
- Flexible and highly adaptable (research) approaches required for effective engagement with young people
- World Café method dependent on non-directive facilitator approaches – discussions should focus on issues that participants really want to talk about, rather than on topics that facilitators perceive to be important

## Impact

- Myth busting – pester power, quick adoption of technology (like smart meters) by young people
- Influenced council's approaches to communication/engagement with young people
- Strengthen relationships with local colleges and community networks
- Further joint research and funding bids
- Collaboration on University course development
- Support for strategic civic agreement between the University and council
- The power of conversation in post-Covid engagement

KNOWLEDGE



**Luton 2040**  
A place to thrive

# A CIVIC AGREEMENT FOR LUTON





Building an inclusive economy that delivers investment to support the growth of businesses, jobs and incomes.



Improving population wellbeing and tackling health inequalities to enable everyone to have a good quality of life and reach their potential.



Becoming a child-friendly town, where our children grow up happy, healthy and secure, with a voice that matters and the opportunities they need to thrive.



Tackling the climate emergency and becoming a net-zero town with sustainable growth and a healthier environment.



Supporting a strong and empowered community, built on fairness, local pride and a powerful voice for all our residents.

# Any Questions?

Project Case Study:

<https://www.local.gov.uk/case-studies/energetic-lifestyles-engaging-young-people-development-and-implementation-carbon>

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