

SOLIHULL'S YOUTH CLIMATE ACTION RESEARCH REPORT

"Solihull is a clean and great place to be so I can not mention the rubbish.....one thing we know is that we need to act quickly but just saying that we need to act doesn't mean we are. So seriously start now like as soon as you read this. Everyone knows that even one person doing something right/wrong can change something a lot. So I'm urging you to act quickly."

Survey respondent, 13 years old



What's it all about?

Bringing youth voices into net zero strategy

In response to the Climate Emergency Solihull Council has set the aspiration to be a net zero Borough by 2041. To help achieve this aim the Council has developed a Net Zero Action Plan, which identifies the actions that we can take: [The Action Plan for Net Zero in Solihull | Net Zero Solihull](#)

As a Council, we feel it's important to empower young people and to give them the confidence to share their voice to elected representatives. Today's young people face a future which will be far more impacted by climate change than those of their parents and the current generation of political and industrial leaders. They both need, and want, to have meaningful participation in the major transition taking place across our society. As such, **Solihull Council want young people to work with the Council to positively influence climate action locally and support the delivery of Solihull's Net Zero Plan.**

The resulting Climate Action Survey has seen over 500 young people respond between October and December 2021. The survey's high return rate provides a depth of understanding of young people's climate perspectives, and notably it offers insights into how we can support young people and involve them in our net zero journey. This report summarises the findings and implications from this research.

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Key findings from Solihull's Youth Climate Action Survey

Solihull Council, in partnership with InterClimate Network, gathered insights on the climate crisis from over 500 young people, aged 10 to 25, from across Solihull (October to December 2021). The Council will be using the views expressed to positively influence our approach to delivering our Net Zero Action Plan, importantly advising how we engage with young people.

8/10

young people are concerned about climate change.

Young people believe the government, including local councils, has the most power to change the course of climate change for the better.

81%

think Solihull Council should take action on climate change, 17% were unsure and only 2% were against.



1 in 2 want Solihull Council to focus on the natural environment.



1 in 3 want to see more energy efficiency in homes and have support to make more sustainable choices.



1 in 5 would like the Council to support their action and advocacy.



Causing less damage to the environment is a priority for young people.



2 in 3 young people are already choosing to act on climate change.

Working together is a strong motivator for youth climate action, with families having a significant influence on involvement.



What is preventing youth climate action?

- 1 2 in 3 are unsure or don't know anything they can personally do to help.
- 2 Young people expressed strong views that governments and businesses are not doing enough, and this can lead to disempowerment.
- 3 Young people don't have enough opportunity or support to take action.



What would further motivate young people to act?



Track results and showcase the positive impact of actions.



Install more equipment that make it easier to undertake action.



Stronger rules/laws to ensure climate friendly behaviour by everyone.



Linking climate action to other campaigns that make life better, such as improving health.



Schools are where young people hear climate change talked about the most. Yet they want schools to provide more knowledge on how to tackle climate change and more time to take action.

Four enablers for climate action



Opportunity



Community



Knowledge



Being Positive

Introduction to the Climate Action Survey

In 2021 Solihull Council, in collaboration with InterClimate Network, conducted an online survey with young people as part of the Net Zero Action Plan consultation.

The purpose of the survey is to provide a deeper understanding of young people's beliefs and motivations regarding the climate crisis, which Solihull Council can use to both support youth action and help inform our own climate initiatives. At its core is an established behaviour-change premise that in order to bring about long-lasting change, it is important to understand:

- Who you are talking with;
- Why some people haven't already made changes;
- What barriers are preventing them from adopting any new behaviour, and;
- What are relevant motivations for more action.

The survey took place between October and December 2021 and was an opportunity to engage schools and young people during COP26, held in the UK in November 2021. To maximise awareness and ensure that everyone had the opportunity to take part the consultation was publicised on the Council website and via schools, press release and social media. A Solihull Schools Climate Conference was held at the Council Chambers during COP26 and students attending were asked to take part in the survey.



About InterClimate Network

The research was conducted, and report written, in partnership with InterClimate Network (ICN).

ICN is a registered charity with a mission to inspire young people in the UK to become leaders and advocates for action on climate change. We do this by working collaboratively to deliver programmes that engage young people (primarily aged 11 to 18) with the complexities of climate change, inspire and encourage their climate action, and promote their voices in their own sustainable future.

Please contact us at info@interclimate.org or tweet us at [@InterClimate](https://twitter.com/InterClimate).

[InterClimate Network - Inspiring the next generation of climate leaders](#)

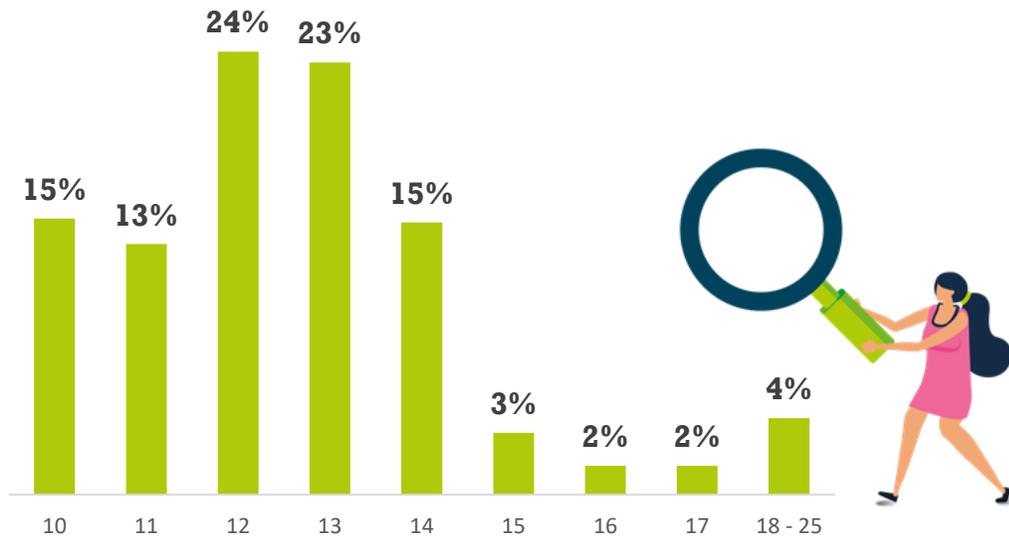
Who participated?

556 young people responded to the Climate Action Survey.

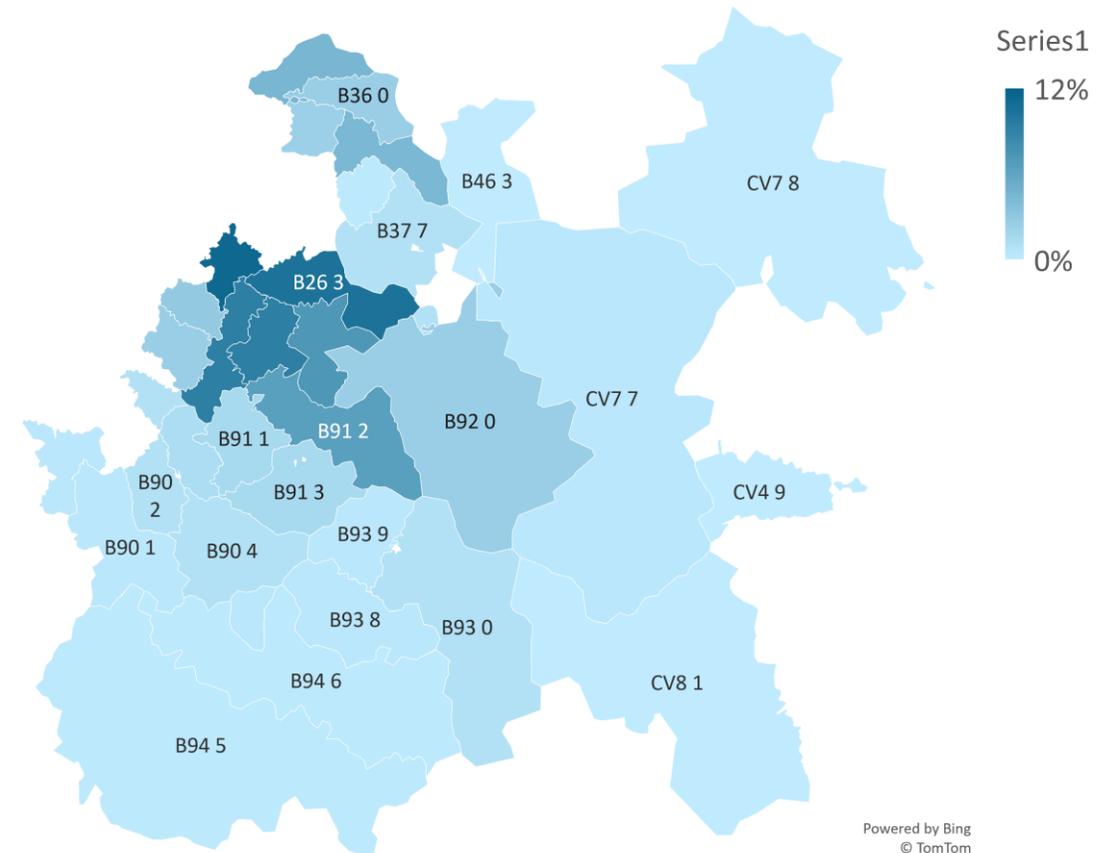
Of the respondents 95% were in school or college, 2% were in Higher Education and 3% were not in education or training.

We are grateful to all those who promoted and undertook the survey. The high response rate is a testament to young people's commitment to engaging with the climate crisis, even in the midst of the COVID pandemic.

Age breakdown



Breakdown of respondents by postcode



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Section A

YOUTH VIEWS, BEHAVIOURS, AND MOTIVATIONS AROUND THE CLIMATE CRISIS

The online survey uses a series of questions to explore and build on key climate change themes. The resulting data provides in-depth and unique perceptions of Solihull youth on:

- Supporting Net Zero Solihull
- Youth action
- Climate awareness
- Trusted sources
- Power to effect change
- Motivating action
- Climate action in school.

This section sets out the themes and young people's responses (provided between October and December 2021) to the questions under each heading.

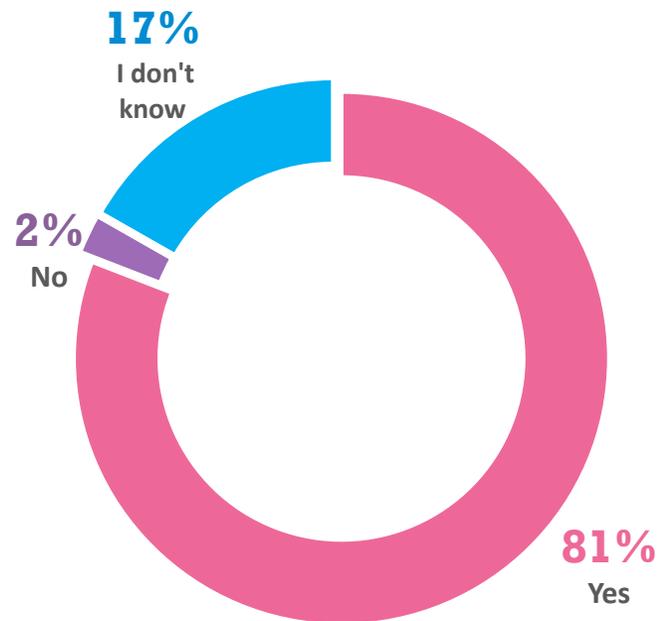


Supporting Net Zero Solihull

8 in 10 young people think Solihull Council should take action on climate change. The top two responses, chosen by around 1 in 2 respondents, shows a concern for the natural environment both in planting trees and bee-friendly plants, and in keeping it free from litter. Larger scale initiatives were thought to be important and around 1 in 3 young people want to see Solihull Council focus on energy efficiency in homes and offer help to make more sustainable choices. **1 in 5 would like the council to support young people's action and advocacy.**

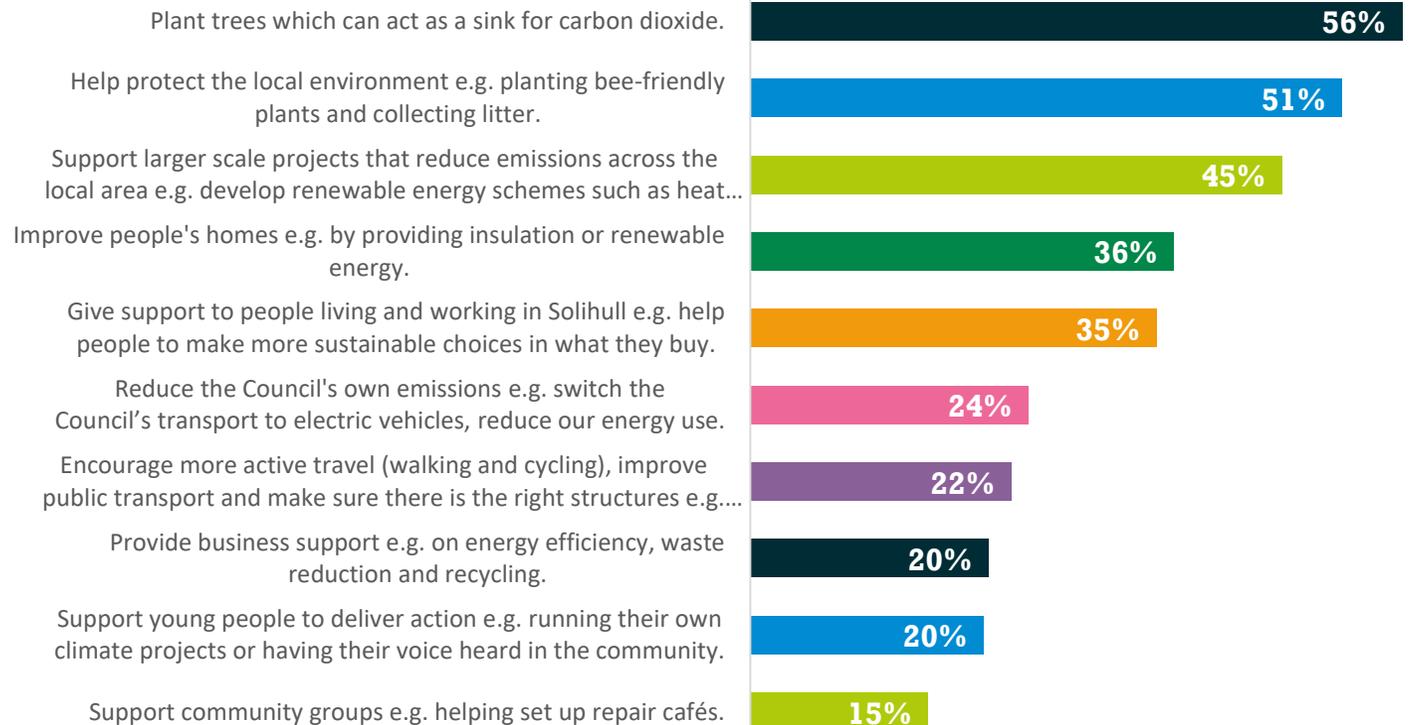


Do young people think Solihull Council should take action on climate change?



What do young people think Solihull Council should focus on?

See Appendix 1 to see the open responses to this question.



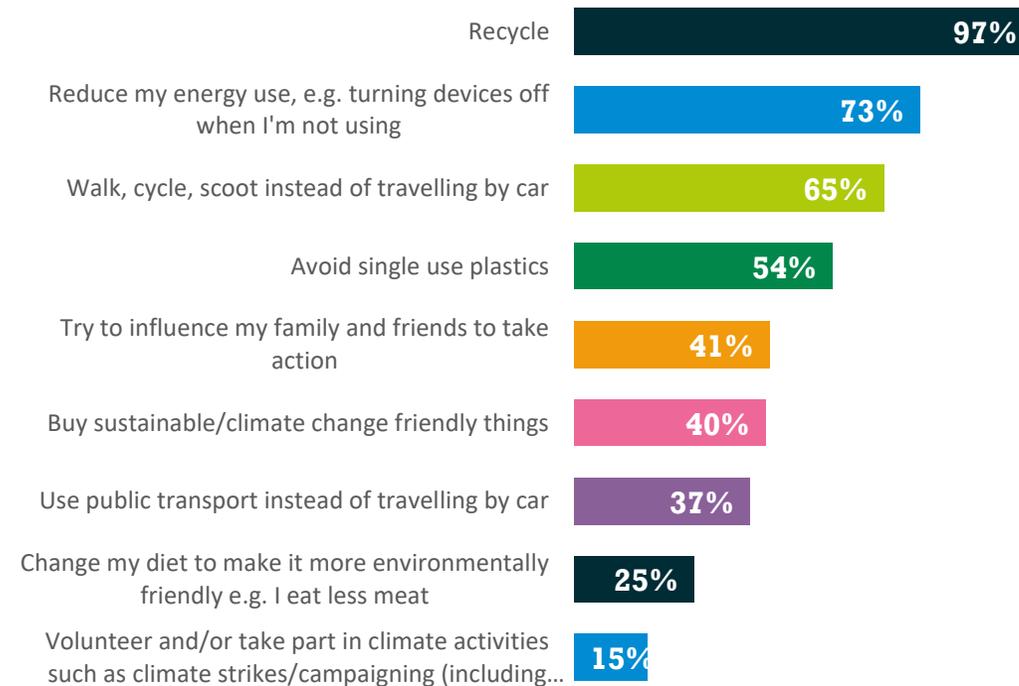
Youth action

Over 6 in 10 young people are already taking some climate action, and almost all of these respondents say they are recycling. 3 in 4 of these young people are acting to reduce energy use and are choosing alternatives in how they travel and what they buy and use. Further detail in Appendix 2 shows that being part of a group activity that places an emphasis on climate-friendly actions is a strong motivator for young people at school, in the community or notably at home, with **families having a big influence on involvement**.



Of the 66% of young people who are already taking climate action what are they doing?

See Appendix 2 to find out who respondents are taking action with, what further action they would like to do, and what they feel is preventing them from this further action.



What do the 34% who are not yet acting say is preventing them?

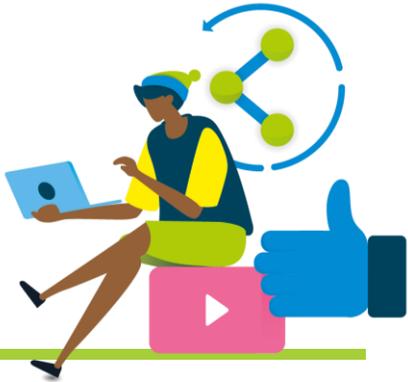


Are young people acting on climate change?

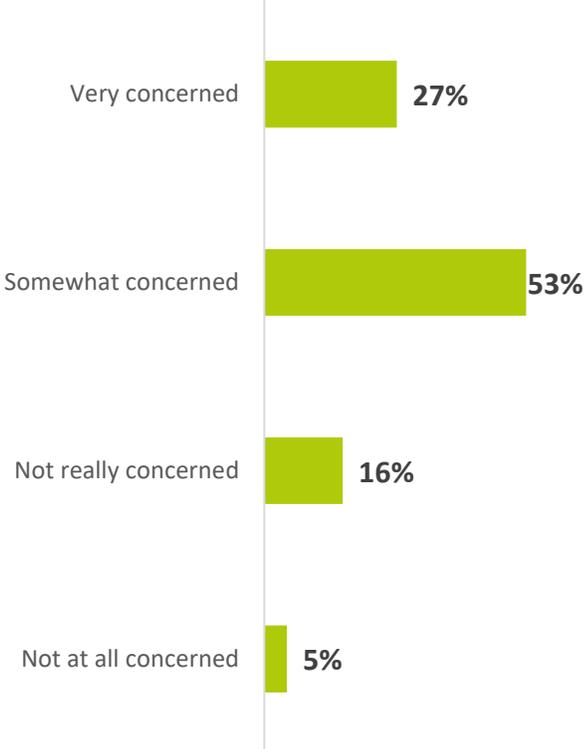
66% Yes
34% No

Climate awareness

8 in 10 young people (80%) expressed concern regarding climate change. Whilst their education and friends and family come out top in terms of priorities, causing less damage to the environment shows as the fourth priority. Young people in Solihull believe this to be a higher priority than the average ranking in our 2021 national survey of 3,800 young people where it was shown as sixth place priority (16%).



Are young people concerned about climate change?

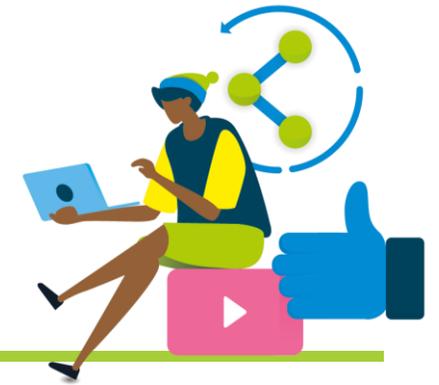


Young people's priorities: where does climate change fit?

- 
1 **Education (70%)**
- 
5 **Social life (22%)**
- 
9 **Gender, sexuality and race (13%)**
- 
2 **Friends and family (68%)**
- 
6 **Fitness (18%)**
- 
10 **Religious beliefs (12%)**
- 
3 **Health and wellbeing (41%)**
- 
7 **Injustice on our world (16%)**
- 
11 **Finances (7%)**
- 
4 **Causing less damage to the environment (39%)**
- 
8 **Job opportunities (14%)**

Climate awareness

The vast majority of young people believe climate change is happening now and that it is a global climate crisis, and they acknowledge a human component in climate change. Over 6 in 10 young people believe climate change will affect their life in the future. However, almost 2 in 3 respondents say they are unsure or don't know anything they can personally do to help mitigate climate change.



Do young people have an awareness of...

...our impact on climate change?

85% thought emissions are caused by human activity and contribute to climate change.

55% feel their everyday choices have an impact on climate change.

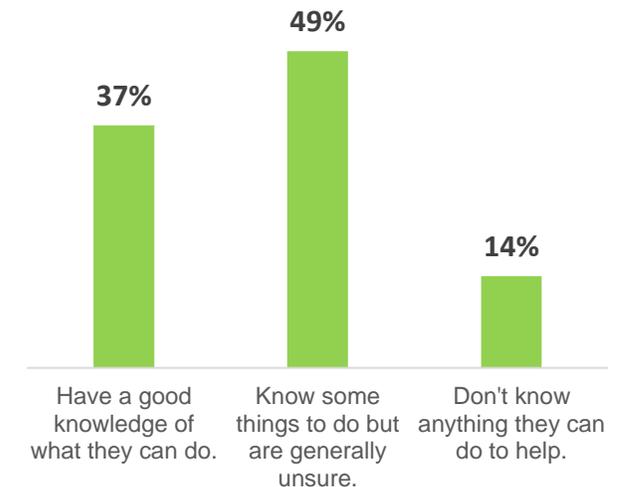
...how climate change affects people?

81% thought climate change is already having a negative effect on people's lives around the world;

29% thought climate change is already affecting their own life;

66% thought climate change will affect their life in the future.

... the individual actions they could take to help combat climate change?



Trusted sources

Young people take inspiration as much from their school and families as TV and social media. For young people, school comes out strongly as the foremost source of trusted information, and where they hear climate change talked about the most, so presenting both a responsibility and an opportunity. *Further details about information sources can be found in Appendix 4.*



Where do young people hear climate change talked about the most?

-  **1** School and college (88%)
-  **2** TV (78%)
-  **3** Charities (77%)
-  **4** Family (74%)
-  **5** Social media (71%)

Who most inspires young people to get involved in climate action?

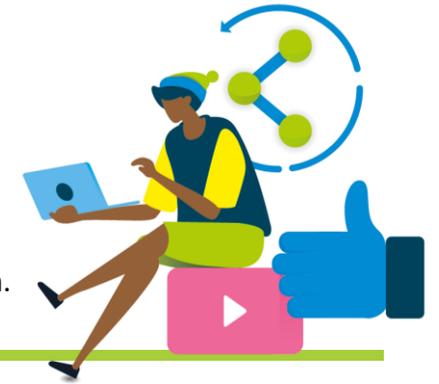
-  **1** TV
-  **2** Family
-  **3** Social media
-  **4** Charities
-  **5** School and college

Which information sources do young people trust?

-  **1** School and college
-  **2** Charities
-  **3** Family
-  **4** TV
-  **5** My community

Power to effect change

Whilst the Government is seen as having the most power to change the course of climate change for the better, many advocate that we all, from large businesses to every individual, have a part to play. There are however perceptions of inadequate action by governments and businesses. Many feel that a lack of government action is hindering the mass-adoption of climate-friendly practices in the general population. Such feelings are leading many to feel both disenchanted and, crucially, disempowered.



Who do young people believe has the most power to change the course of climate change for the better?

- | | |
|---|--------------------------------------|
| 1 Government (including local councils) (73%) | 6 Fuel suppliers (20%) |
| 2 Every individual (49%) | 7 My community (20%) |
| 3 Businesses and Corporations (44%) | 8 Families (17%) |
| 4 Schools and places of work (33%) | 9 Other (4%) |
| 5 Young people (28%) | 10 No-one (2%) |

Respondents were given the opportunity to openly reply in more detail and a sample is showcased here....



“If governments take action people will start to listen.”

“The government are well known and if they speak up about it people will most likely listen.”

“I think everyone can take part in changing the climate, I also think that schools can change it as they are a large community of people. However I think the government has a bigger say as they are getting money from the causes of climate change e.g. power stations. So I think that they need to be more active on climate change as they are more powerful instead of thinking about profit.”

“I feel every individual has the right to be able to take action and try to stop climate change. Young people could speak up about it to try to show that it is effecting people that don’t usually have a say in things and that they have an important opinion/say that can effect and help people take action.”

“I think anyone can make a change if they want to do it and if they have the courage and the confidence to do it.”

“Its pointless me recycling for example if there is no route for this to happen so in the end its the government.”

“If everyone takes responsibility to do little activities each day to reduce their impact then it will have a bigger impact on climate change.”

“The government does not care they haven't taken any action so why should we.”

“I do what I can but businesses need to do more and stop avoiding their part.”

“I believe that it is more large corporations that need to be held responsible more than individuals.”

Motivating action

This part of the survey is based on **recognised behaviour change approaches*** that could support communities to become more sustainable. Young people rated highly: approaches that gave positive messages around the difference we make and how these changes can improve life in other ways; structural changes that may be in the background; and policies and rules that reinforce climate friendly actions. Many ideas were expressed in their comments and a common view came across strongly that **actions should be taught in school** (overleaf).



What do young people say would motivate them to act?

The survey asked respondents the extent to which they felt each behaviour change approach would influence their behaviour and motivate them to take climate action. Below are the top 5 choices selected and see Appendix 5 for the full list of results.

-  **81%** Track results and showcase the positive impact of our actions.
-  **80%** Install more equipment that make it easier to undertake action, e.g. more recycling bins, cycle lanes.
-  **80%** Stronger rules/laws to ensure climate friendly behaviour by everyone
-  **78%** Linking climate action to other campaigns that make life better, such as improving your health.
-  **76%** Introduce changes that we are not really aware of e.g. creating natural spaces designed to be brilliant for birds and insects, or improving the quality of the buses.

What would help young people tackle climate change?

More knowledge about how best to tackle climate change was clearly called for, so that it is easier to take incremental steps (see overleaf for details). Young people were concerned that choices such as more sustainable products or transport should be **accessible and affordable for all**. Also reflected is change at systems level and putting incentives (and fines!) in place.



“Make environmentally friendly products and equipment affordable and easily accessible. Most eco-friendly products like shampoos, makeup, shaving cream, vegetables, etc are not affordable or accessible locally.”

“System change! Everyone joining the fight. A removal of blame on the individual.”

“Have more responsibility and power as an individual.”

“A list of possible things we could do as a family and see if we could change and do at least one more thing to help each other.”

“I think that local regulation could help our local emission output. Regulation such as the vehicle emission regulation around Birmingham’s city centre.”

“Petition for laws for eco friendly packaging in supermarkets / incentives to businesses who support these positive changes.”

“To have more groups set up around supporting this. To have more spare time to support this.”

“More financial support to help people who cant fully afford to use eco friendly things, and more, safer production of reusable/eco friendly products.”

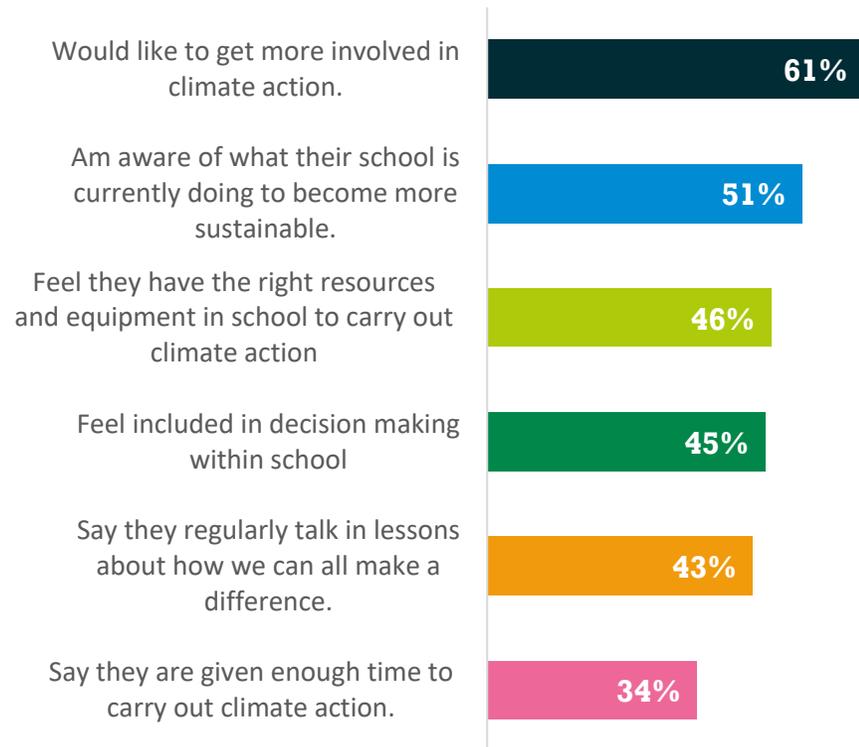
“More fines for people who fly tip or drop litter.”

Climate action in school

Schools are ideally situated to develop knowledge and skills regarding climate change and facilitate young people’s involvement in climate action. Yet a clear gap exists between knowledge, shown on page 10, and engaging young people in climate action. Crucially **2 in 3 students say they have little or no time in school to support the transition towards Net Zero** and over 1 in 2 don’t feel included in their schools decision making. There is, however, a clear desire by young people, and many ideas about how to get more involved.



How do young people see climate action in their school?



What would help young people tackle climate change?

More knowledge on how to tackle climate change was seen as key by young people, and they thought this should be taught in school. Over 151 respondents gave considered comments and a sample is showcased here....



- “Make climate change a priority in primary school, senior school and college curriculum.”
- “My school should focus on it more and show people have important it is.”
- “Teaching it in schools ALL CLASSES!”
- “I would like some specific advice on how I can be carbon positive. How can I, as an individual, help tackle climate change, how can I be proactive. “
- “More information about how you can actually help stop it instead of just telling us how bad it is.”
- “I would like to not only learn in school but do something about it such as litter picking in school.”
- “I would like to learn more on climate change and I would like to do it in a group as you can have many ideas from other people's perspective.”
- “I think there should be more education about climate change in school. I am not sure that I understand what to do and what the danger of climate change is and I want me and my peers to do what we can.”
- “I would like to learn more about climate change in geography and the history of climate change in history.”
- “To be better educated on what I personally need to do to help.”
- “Climate change lessons in form time.”
- “I would like to learn about what everyone is willing to do about climate change and if I can learn ways to help fix it.”

Section B

BARRIERS TO YOUTH CLIMATE ACTION

In order to determine the best approach to enabling more young people to carry out climate action, and involve them in the Council's Net Zero journey, we need to make a diagnosis of the current barriers to action.

- ICN's analysis* of the Climate Action Survey data revealed four common barriers that might be stopping young people from carrying out climate-friendly action. These are outlined in **Table 1: Common barriers to youth climate action in Solihull.**
- The level of detail in the data analysis also allowed us to segment the responses of young people into broad groups according to their beliefs on climate change, alongside how motivated and involved in climate action they already are. These are outlined in **Table 2: Young people can be grouped into core segments.**
- Going forward, understanding the different starting points helps us to engage these different groups of young people in the most effective way.

**We analysed responses and applied the COM-B Model, as outlined in the Behaviour Change Wheel by UCL, Centre for Behaviour Change: Authors: Susan Michie, Maartje M van Stralen, Robert West*



Table 1 Common barriers to youth climate action in Solihull

Not enough opportunity to carry out action

An inference from the survey is that young people lack sufficient opportunity to engage in action. We define opportunity as access to actions that are accessible and affordable (in both a monetary and time sense). Notably:

- **8 in 10 respondents stated that they would be more motivated to act if their community ‘installed more equipment that makes it easier to undertake action.’**
- Of those who are already taking some climate action:
 - Around 1 in 10 say they don’t have the right equipment to recycle or to walk, cycle, scoot instead of travelling by car.
 - **1 in 3 would like to buy more sustainable items.** However, the cost of doing so is seen as a barrier by **1 in 10 who don’t feel they or their family can afford to do so.**
- A strong implication from the survey is that young people lack sufficient opportunity to engage in action within their school (yet 61% would like to do more). **Tellingly, 2 in 3 reported they were not given enough time to carry out climate action in school.**

Lack of a supportive community of action

Being part of a group activity that places an emphasis on climate-friendly actions is shown to be a strong motivator for young people. This holds true whether at school, in the community or at home. Such networks often feature effective leadership from trusted role models and help young people to see the positive differences resulting from their decisions and climate actions. Yet, many respondents do not seem to have access to a supportive community of action. Without such networks, many are left to act alone or not at all.

- **Within homes, of the 34% of respondents not yet acting, only 13% reported that their families were engaged in climate action.** Comparatively, of the 66% of respondents who are already taking action 74% reported that their families were also engaged in climate action. From such data we may draw an inference that **without familial support it is difficult for young people to become involved.** For those already acting, a lack of family support can hinder further action with around 1 in 10 stating their family is not supportive of: changing diets; using public transport; walking, cycling or scooting instead of travelling by car; and buying sustainable items.
- **Within schools, over 1 in 2 feel excluded from decision making** and that they do not regularly talk in lessons about how they can make a difference.
- **Within wider society** many feel let down by government and business who, they believe, are not providing effective leadership on the climate crisis. These feelings can act as a barrier, hindering engagement with climate action.



Continued

Lack of knowledge about actions and their impact

Most young people in the survey recognise the need for collective action to combat climate change. This is informed by a comprehensive awareness and generally sound scientific understanding of the causes and effects of climate change.

However, far fewer respondents (45%) understood how their own everyday choices have an impact on climate change, and over **1 in 2 respondents were uncertain about what they could do at an individual level to mitigate contributions.** The survey clearly indicates that:

- **A tendency for action rests on robust climate knowledge.**
- Yet, **possession of such knowledge does not automatically prompt climate action.** This was demonstrated by those respondents that *are not yet engaged in action* as 1 in 4 reported that they already had a 'good knowledge of what I can do.'
- The provision of information and advice is vitally important, but if other enablers are missing it does not appear to be enough to significantly drive climate action amongst this demographic.

Difficulty in feeling positive that individual action can make a difference to the climate crisis.

Numerous intrinsic and interlinked behavioural factors play a role in young people's lack of motivation to take individual action to help mitigate climate change. Notable observations from the survey (which are further explored in Table 2) are:

- **Feeling concerned:** concern and prioritisation clearly affect young people's engagement in climate action. There was a clear correlation between the more concerned a respondent was with the more likely they were to be acting on climate change: **91% of those young people already taking climate action expressed concern about climate change, compared to 60% of those not yet acting.**
- **Habitual processes:** Whilst the respondents who are acting showed they have long-formed habits at home such as recycling, climate activity outside the home is not yet an 'everyday' habit that is part of young people's common social narratives.
- **Confidence to act:** Significantly, many young people do not have confidence in their capability, competency and agency to effect change or in the efficacy of their actions. This includes intuitive feelings about the potential ineffectiveness of individual actions – that they will not make a difference. For example, when those not yet engaged were asked what is preventing them from acting 1 in 3 either felt individual actions won't make a difference or powerless to make a difference.



Table 2 Young people can be divided into four core groups



Acting

These young people, who are already carrying out climate action:

- Are the most concerned about climate change.
- Strongly see the human impact on climate change, including their own personal impact.
- See 'causing less damage to the environment' as more of a day-to-day priority than the other segments.
- Are more aware of what they can do to address the Climate Emergency.
- Feel they can make a positive impact on climate change and influence others.
- Are much more likely to feel they have support from others to carry out action.

66% of respondents were in this segment



Ready for action

These young people, who are not yet carrying out any climate action:

- Are concerned with climate change, but do not feel as strongly as the 'acting' segment.
- Strongly see the human impact on climate change, however they do not define their own personal impact as clearly as the 'acting' segment.
- Put less of a day-to-day priority on causing less damage to the environment than the acting group.
- Would like to undertake climate action but are often unsure of what to do or have not gotten round to it yet.

14% of respondents were in this segment



Not yet ready for action

These young people who are not yet carrying out any climate action:

- Are concerned with climate change and do recognise the human impact on climate change.
- Have a more limited understanding of how climate change is affecting people right now, and how our everyday choices are contributing to climate change.
- Are more likely to feel climate change is not their responsibility.
- Often feel powerless to make a difference. They think their individual actions will not make a difference and that they have little influence on others.

19% of respondents were in this segment



The sceptics

These young people say they are not yet carrying out action because they do not believe in climate change.

This is a much more difficult group to engage with.

1% of respondents were in this segment

Section C

ENABLING CLIMATE ACTION

In this concluding section we set out how to overcome the barriers to climate action (explored in Table 1) by 'flipping' them into positive ways (enablers) that help to get young people involved in climate action. These are outlined in [Table 3: Enablers for Action](#).



Table 3 Enablers for action



Opportunity

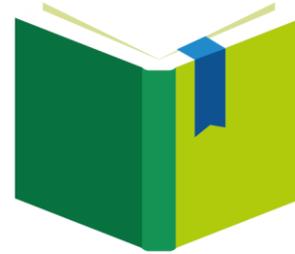
Young people need more structures in place (time, resources etc) so that they have the opportunity to do things differently, and importantly that it becomes easy to do so.

What comes across strongly is the need to create clear opportunities to get involved in action, and to have sufficient time to be able to carry them out, notably in school (in class, and extra-curricular).



Community

Young people need a community that supports them to undertake climate friendly activity, and importantly a 'culture' and expectation of sustainability should run through communities (councils, schools, homes etc). Young people need to see what others are doing, to learn from, and encourage each other.



Knowledge

Young people need to have a greater understanding of the potential impact of climate change, but more importantly, to be clear about the everyday actions that will make the most difference, and then have the skills to do them.



Being Positive

More young people need to establish climate action as a priority that they 'want' to do, and feel positive and stay motivated because of the difference they are making.

Section D

APPENDICES



Appendix 1: Supporting Net Zero Solihull

Respondents were given the opportunity to openly reply in more detail to what they think Solihull Council should focus on, and a sample is showcased here....

"Home energy is a real concern at the moment with the "energy crisis" affecting a lot of people, including young and new home owners, such as myself. I would like to see the council offering specific advice on how to turn homes into sustainable and maybe energy independent homes, so that people can invest in their homes' energy future. I've done some research but I still don't know what I can do to achieve a sustainable home - I'm not an expert! And the information out there is too generic. I think it would help if the council offered a home inspection and planning services, either free or charged, so that people can make informed choices on their property, and help with their energy bills."

"Could council pedestrianise Shirley and Solihull town centres and offer electric vehicles for people who make the same journeys everyday like school."

"Help to promote reusable/renewable packaging, advertise more eco friendly ways to travel, find and advertise ways to encourage and protect the local environment and spread awareness on the severity of damage that is being done."

"Encouraging more active forms of transport, walking/cycling instead of using cars etc. Being careful with our carbon footprint, planting more trees for carbon dioxide to be reduced."

"Support local people in doing better with their recycling habits and providing more recycling points."

"I would like lots more flowers and trees so there is lots more wildlife."

"Have the council or schools create a group where everyone can go to talk about what can be done."

"I would like to volunteer but I'm not sure where."

"Raising more awareness and showing people what they can do to help."

"Planting more plants what will attract more bees and bugs."

"Help promote and produce more forms of public transport like trains which produce less carbon emission than multiple cars on the roads. Not many people, especially young people, even know you can get the train to places like town or Sutton Coldfield etc and only believe it's for long journeys. Help promote the idea that trains and public transport (other than busses) are for everyday use not just long distance journeys."

"Including climate education as essentials in schools, both the causes and how communities can help fight for climate justice."

"Reducing litter to the environment. Reducing pollution."

"Solihull is a clean and great place to be so I can not mention the rubbish. I just wanted to say that Every one has a similar thing to say, but one thing we know that we need to act quickly but just saying that we need to doesn't mean we are. So seriously start now like as soon as you read this. There are many things above we could improve on one of the main is reducing our waste and planting trees for oxygen. Everyone knows that even one person doing something right/wrong can change something a lot. So I'm urging you to act quickly."

"I Think we should plant more trees .And we should make separate recycling bins per street or even house."

"I would like more energy efficient ways to get energy like wind turbines available locally for a whole road to use the energy."

"More public recycling bins along with signs saying to use a bin."



Appendix 2: Youth action

2 in 3 respondents are taking action on climate change, and of this group, over 7 in 10 said that their families are also acting. For the respondents not yet acting, those with families engaged in climate action fell to just over 1 in 10. The details below point to a conclusion that **working together is a strong motivator for youth climate action.**

Of the 66% of young people who are already taking climate action who are they acting with*?

97% Recycle

- Doing with: **family (87%)**, friends (16%), alone (16%), organisation in school (12%), other (3%) organisation outside of school (2%).

73% Reducing energy use

- Doing with: **family (78%)**, alone (28%), friends (13%), other (8%), organisation in school (5%), organisation outside of school (2%).

65% Walk, cycle, scoot instead of travelling by car

- Doing with: **family (51%)**, friends (38%), alone (33%), other (12%), organisation in school (3%), organisation outside of school (1%).

54% Avoid single use plastics

- Doing with: **family (68%)**, alone (22%), friends (11%), other (12%), organisation in school (7%), organisation outside of school (2%).

41% Try to influence family and friends to act

- Doing with: **family (46%)**, alone (40%), friends (20%), other (18%), organisation in school (6%), organisation outside of school (4%).

40% Buy sustainable/climate change friendly things

- Doing with: **family (64%)**, alone (25%), other (16%), friends (9%), organisation in school (4%), organisation outside of school (1%).

37% Use public transport instead of travelling by car

- Doing with: **family (49%)**, friends (30%), alone (25%), other (19%), organisation in school (3%), organisation outside of school (2%).

25% Changing their diet to make it more environmentally friendly

- Doing with: **family (54%)**, other (26%), alone (20%), friends (5%), organisation in school (4%), organisation outside of school (1%).

15% Volunteer and/or take part in climate activities such as climate strikes/campaigning (including online).

- Doing with: **Other (42%)**, family (29%), alone (22%), friends (15%), organisation in school (11%), organisation outside of school (7%).

Are young people's families engaged in climate action?

74% of young people who are already taking climate action said their families are also taking action.

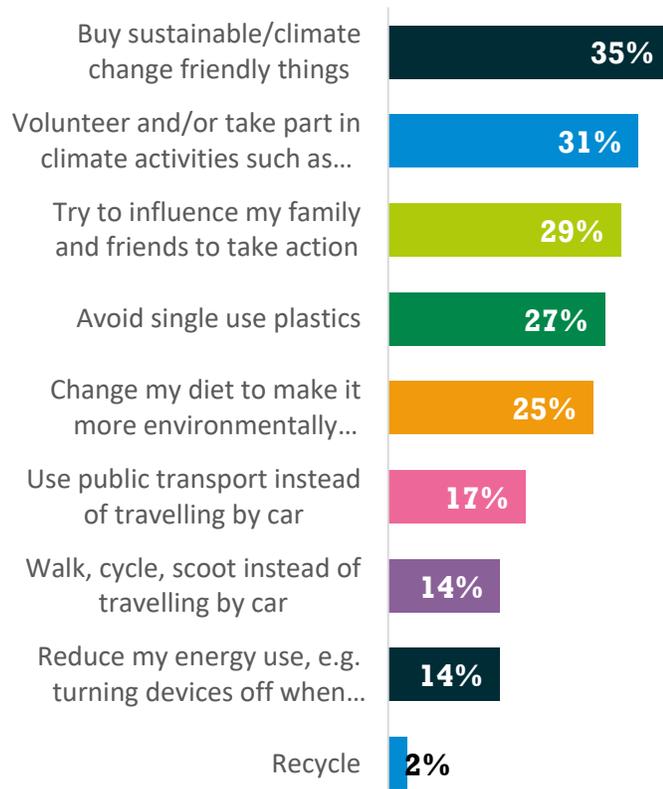
This is compared to respondents *not yet acting*, where only 13% reported that their families were engaged in action on climate change.

From such data we may draw an inference that **families offer inspiration and support: young people who are already involved are far more likely to have family that are also taking action on climate change.**

Appendix 2 continued

Of the 66% of respondents who are already taking climate action.....

...What further action would they like to do?



...What do they feel is preventing them from this action?

	I don't know how to do this activity	I don't have the right equipment (e.g. no recycling bins)	I (or my family) can't afford to do this activity	My family are not supportive of this activity	It's not important to me	Other reason
Buy sustainable/climate change friendly things	28%	7%	11%	9%	10%	44%
Volunteer and/or take part in climate activities such as climate strikes/campaigning.	28%	3%	3%	6%	20%	42%
Try to influence my family and friends to take action	26%	2%	1%	7%	19%	45%
Avoid single use plastics	27%	8%	8%	8%	8%	45%
Change my diet to make it more environmentally friendly	16%	5%	7%	10%	23%	44%
Use public transport instead of travelling by car	8%	3%	5%	11%	16%	62%
Walk, cycle, scoot instead of travelling by car	9%	13%	6%	12%	10%	57%
Reduce my energy use, e.g. turning devices off when I'm not using	11%	2%	3%	8%	10%	71%
Recycle	16%	16%	4%	4%	8%	57%

Appendix 4: Trusted sources



Where do young people hear climate change talked about the most?

1. School & college (88%)
2. TV (78%)
3. Charities (77%)
4. Family (74%)
5. Social media (71%)
6. My community (64%)
7. Friends (62%)
8. Celebrities (57%)
9. Religious setting (44%)
10. Print press (39%)

Who inspires students to get involved in climate action?

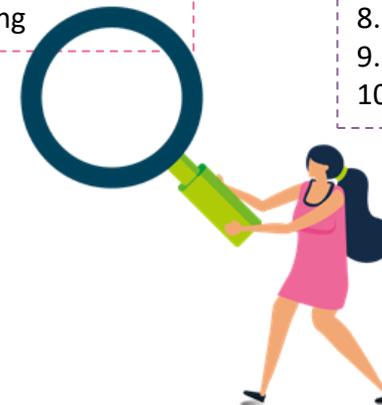
1. TV
2. Family
3. Social media
4. Charities
5. School & college
6. Celebrities
7. My community
8. Friends
9. Religious setting
10. Print press

Which information sources do young people trust?

1. School & college
2. Charities
3. Family
4. TV
5. My community
6. Social media
7. Friends
8. Print press
9. Celebrities
10. Religious setting

Which information sources do students see as the most representative (age, gender, race)?

1. Social media
2. Friends
3. My community
4. Celebrities
5. School & college
6. TV
7. Family
8. Religious setting
9. Charities
10. Print press



Appendix 5: Motivating action

This is the full list of results for responses to the extent to which different behaviour change approaches would influence respondents' behaviour and motivate them to take climate action. The top 5 choices shown in Section A above combine results from Columns 1 and 2. It is notable that **there are few approaches to motivating actions that young people say they would ignore.**

	This would motivate me	This might motivate me	I would ignore this approach	Don't know
Policy and rules that ensure climate friendly behaviour				
Stronger rules/laws to ensure climate friendly behaviour by everyone	43%	38%	6%	14%
More opportunities for young people to feed in and influence rules and targets, e.g. surveys like this, debates	40%	36%	8%	15%
More positive communication around climate change				
Track results and showcase the impact of our actions, for instance how much energy or waste we have saved.	38%	42%	6%	14%
Linking climate action to other campaigns that make life better, such as improving your health.	42%	38%	5%	14%
Social influence				
Rewards and competitions to encourage action.	41%	33%	10%	15%
Access to more groups and activities to discuss and carry out action.	33%	37%	12%	17%
Hear from inspiring people about the positive difference they are making.	40%	38%	7%	15%
Structural changes that make it easier to do the right thing				
Install more equipment that make it easier to undertake action, e.g. more recycling bins, cycle lanes.	50%	30%	8%	12%
Introduce changes that we are not really aware of e.g. creating natural spaces designed to be brilliant for birds and insects, or improving the quality of the buses.	51%	27%	7%	15%