



Centre for **Climate Change**
and **Social Transformations**

We need to put people at the heart of effective climate policies

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UNIVERSITY OF
BATH



Economic
and Social
Research Council



Centre for **Climate Change**
and **Social Transformations**

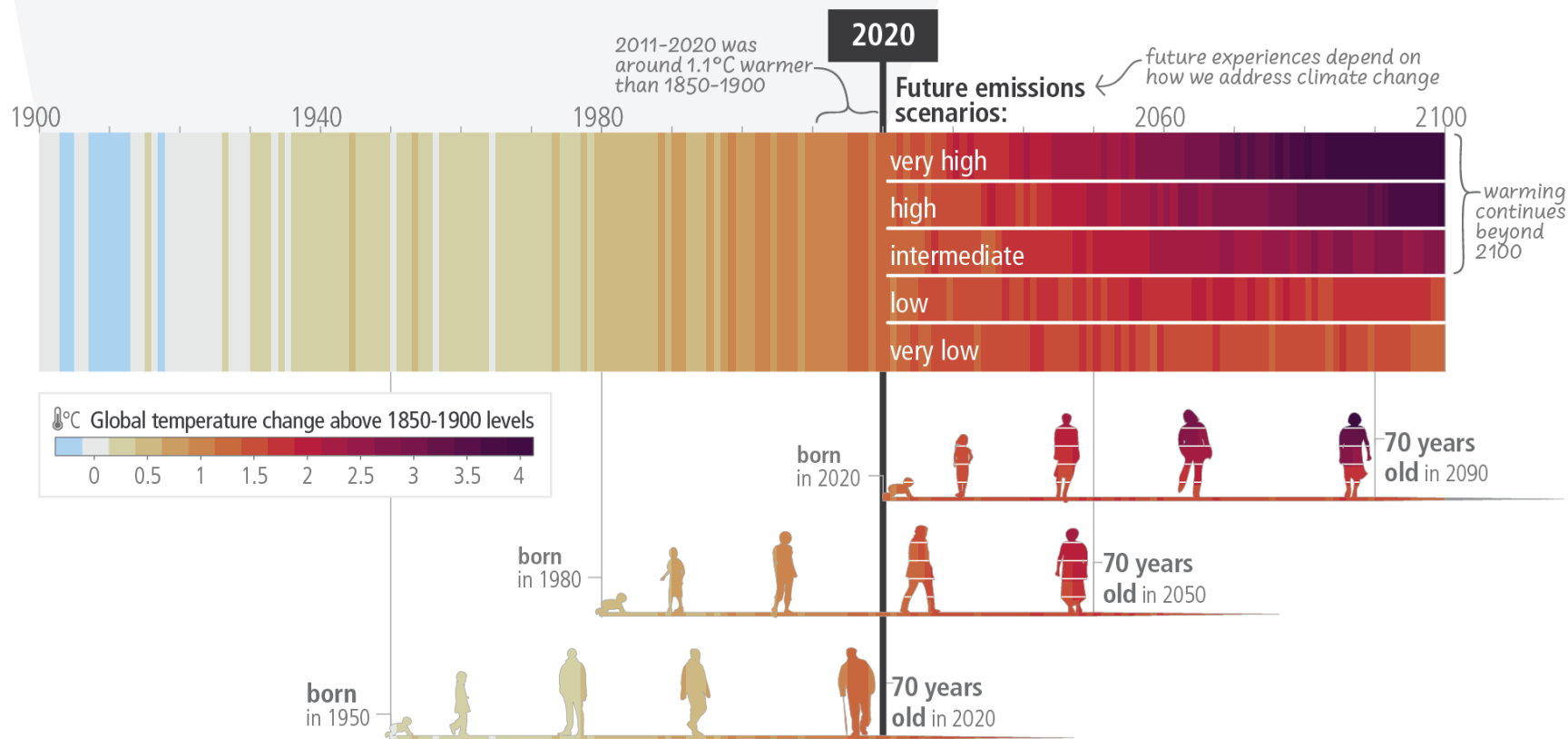
Why we need to **put people at the heart** of
effective climate policies?

Findings from Welsh Government workshops about
the future of tree planting with Welsh farmers

Reflections on **policy fellowships as a vehicle for**
co-production

Why we need to put people at the heart of effective climate policies

c) The extent to which current and future generations will experience a hotter and different world depends on choices now and in the near term



Biggest environmental threat world is facing

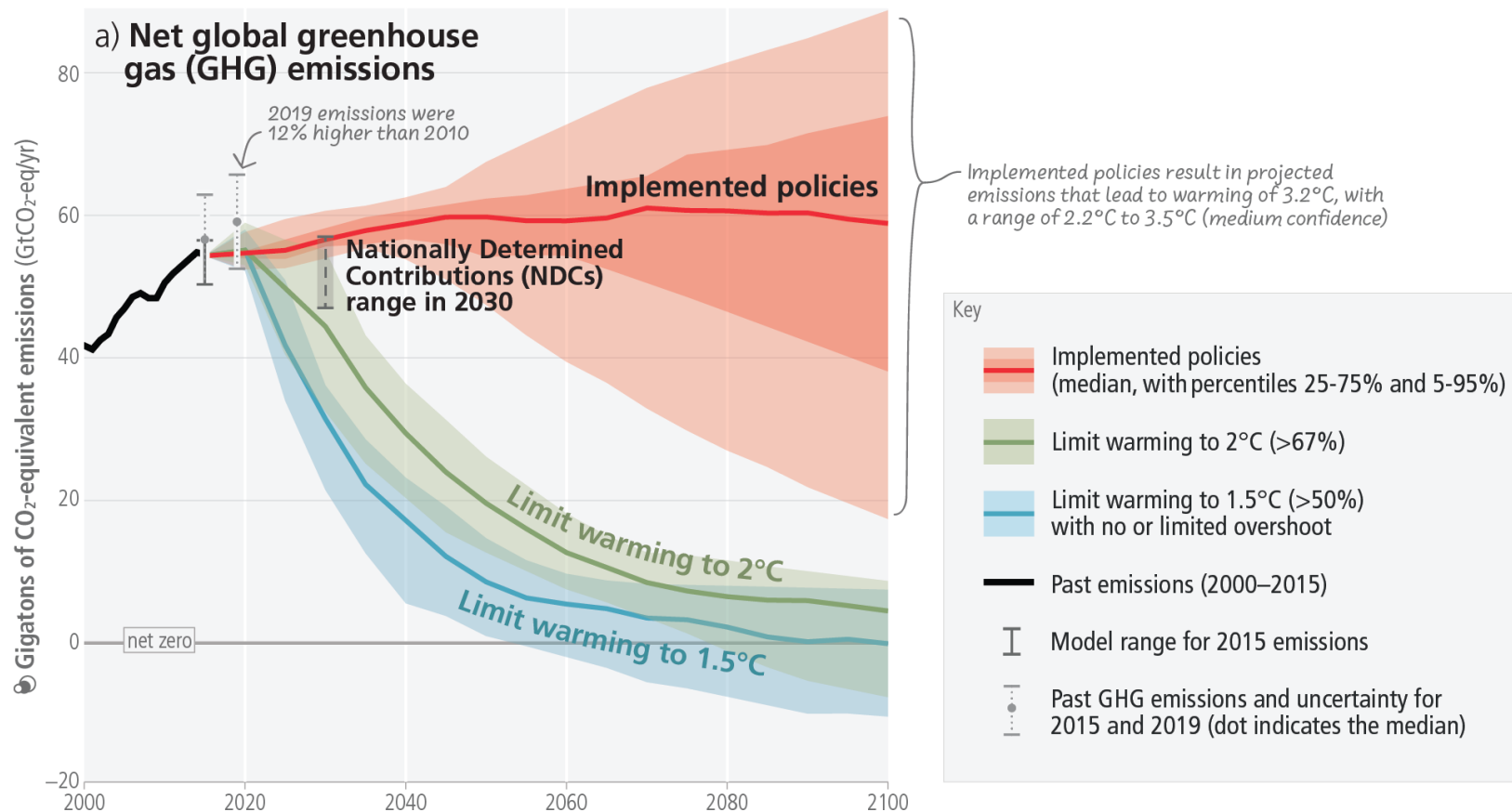
Ambitious (Net Zero) policy needed to reduce impact of climate change

IPCC report 2023, AR6

Why we need to put people at the heart of effective climate policies

Limiting warming to 1.5°C and 2°C involves rapid, deep and in most cases immediate greenhouse gas emission reductions

Net zero CO₂ and net zero GHG emissions can be achieved through strong reductions across all sectors



One-third of emissions reduction from consumer behaviour change alone

(House of Lords, 2022)

IPCC report 2023, AR6

Why we need to put **people** at the heart of effective climate policies

5

- Social/behavioural change is not just about citizen/consumer action
- Individual and collective action across a **range of contexts and roles**



Why we need to put people at the heart of effective climate policies

Fairness: policies are fair for all.

Public engagement: two-way flow of information between policy makers and the public.

[A people-centred approach is needed to meet net zero goals | The British Academy](#)



Journal of the British Academy, 11(s4), 97–124
<https://doi.org/10.5871/jba/011s4.097>
Posted 28 September 2023

A people-centred approach is needed to meet net zero goals

Caroline Verfuërth, Christina Demski, Stuart Capstick, Lorraine Whitmarsh and Wouter Poortinga

Abstract: To meet net zero goals, more drastic action is needed than is acknowledged by most policymakers, posing a major social challenge that will impact many aspects of people's lives. This paper emphasises the importance of a people-centred approach for policy makers to achieve net zero effectively and rapidly while being alert to citizens' needs and concerns. We advocate a comprehensive and inclusive public engagement strategy, discussing insights on four key questions to guide policymakers in developing successful engagement strategies. (1) How do climate-friendly social transformations happen?, (2) How can behavioural change for net zero be supported? (3) How can people be involved in decision-making on net zero?, and (4) How does climate change intersect with other societal challenges? We conclude with clear policy recommendations: government leadership at all levels (national, devolved, local), underpinned by a public engagement strategy for net zero, is needed in addition to fair and consistent policies that are transparent about the scale of action needed.



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Evidence: Findings from Welsh Government workshops with Welsh farmers

[Workshops to discuss the future of tree planting
with Welsh farmers](#) | [GOV.WALES](#)



Llywodraeth Cymru
Welsh Government

PUBLICATION DATE:
22/11/2023

Workshops to discuss the future of tree planting with Welsh farmers

Full Research Report: Verfuerrth, C., Jones, G. and Roberts, L. (2023).
Workshops to discuss the future of tree planting with Welsh farmers. Cardiff:
Welsh Government
Available at: <https://www.gov.wales/workshops-discuss-future-tree-planting-welsh-farmers>



Net Zero: 180,000 trees by 2050

Trees and Timber Deep Dive:
Policies underpinned by social
science

Revised and new schemes to
support tree planting

Farmers play a central role



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Sources:

Welsh Government (2021). [Net Zero Wales Carbon Budget 2](#)
Trees and Timber Deep Dive: <https://www.gov.wales/trees-and-timber-deep-dive>
Welsh Government (2022) [Farming Facts and Figures, Wales 2022](#)



Woodland creation requires changes
in some farming practices

Deliberative approaches increase:

- legitimacy
- perceived fairness of policies
- Improves relationship

Meet Sustainable Development
Principles in the Wellbeing of Future
Generations Act.



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Sources:

Demski, C. for BEIS (2021). [Net zero public engagement and participation: A research note](#)

Verfuert et al. (2023). [A people-centred approach is needed to meet net zero goals](#)

Cherry et al., (2021). Citizens' climate assemblies: [Understanding public deliberation for climate policy](#).



Deliberative workshops & backcasting

(1) Deliberation phase

(2) Backcasting phase

(3) Feasibility & Desirability

Desired future:

Net Zero Wales in 2050 with 180,000 hectare more trees

The agriculture sector in Wales has been net zero since 2040. The climate has already changed, and we are all having to adapt to more regular droughts, floods and heat waves during the summer months.

In the process of achieving net zero, people in Wales, the UK and around the world have adopted a range of low-carbon strategies, including flying less frequently, improved, more efficient public transport, and people are buying less and wasting less. Businesses have also changed the way they operate. Fossil fuel free production of goods is now the norm. Goods across the country are being transported on hydrogen or electric trucks. Supermarkets have required all of their suppliers to be net-zero since 2030. New homes are built from Welsh home-grown timber and are heated without fossil fuels.

The countryside has changed and looks a bit different now. Wales has more tree cover across the nation, and the landscape is more mixed. Local people and tourists enjoy spending time in Wales's woodlands. A national forest network and trail is stretching from Snowdonia to South Wales and cities have more tree lined streets.

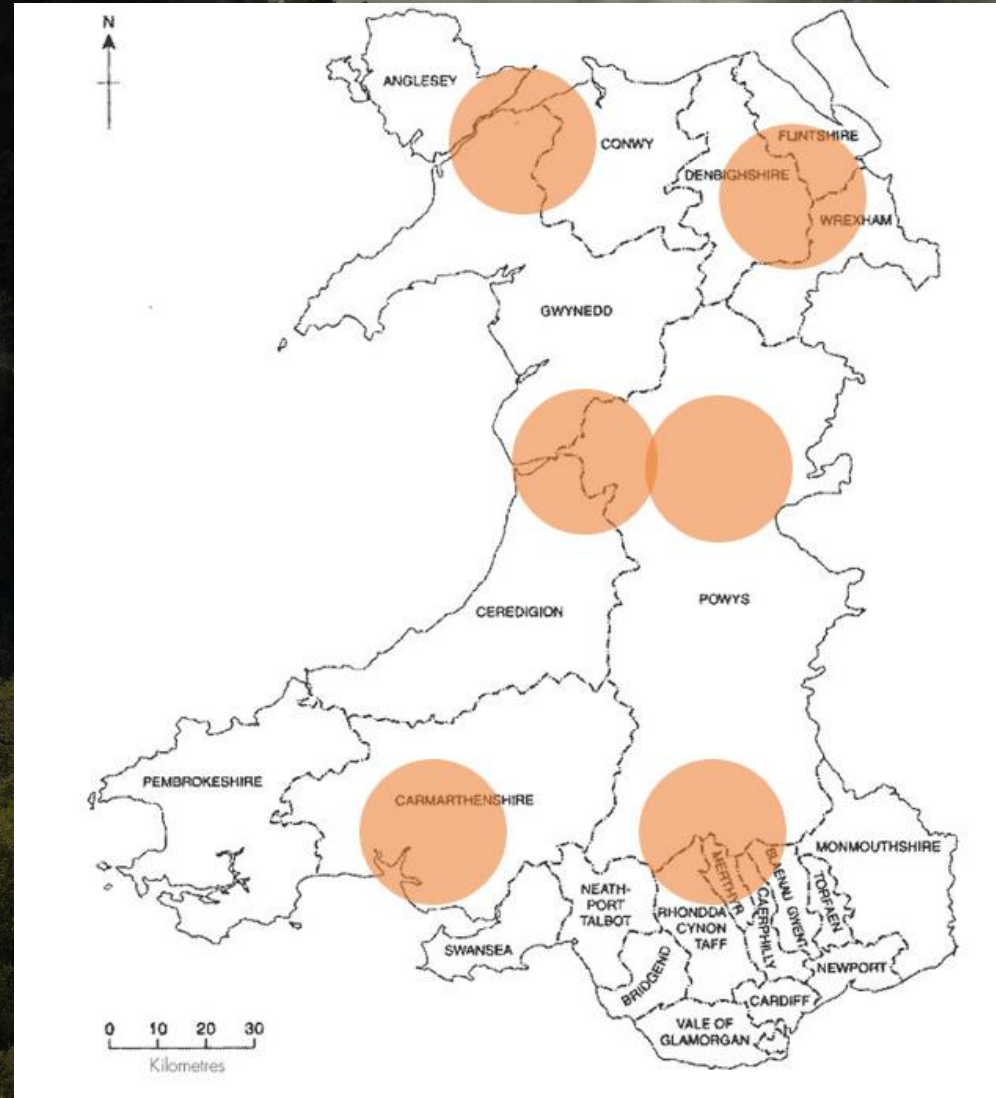
Farming in Wales has also changed to mitigate against and adapt to climate change and promote biodiversity while still providing food for the nation. Rural communities in Wales are thriving. A number of challenges have had to be overcome and changes made along the way to achieve this, including finding fair ways to pay for tree planting, getting the process right and ensuring we have the right skills and knowledge to support these changes.



- February-March 2023
- 6 workshops + 1 pilot

Sample:

- 55 farmers
- Full- and part-time farmer
- Mix of farm size, economic size, and farm type (upland, hill, lowland).
- Mostly beef & sheep





Key findings

- The future of farming will be challenging
- Farmers are food producers
- Confidence and trusted support to plant trees
- Concern about loss of small farms and impact on communities
- Opportunity to diversify income through tree planting



Reflections on deliberative approach

- Detached from the 'here and now': more relaxed & constructive discussion
- Findings align with previous research **but** allowed deeper insight into farmers' experiences
- Highlighted need to build trusted and collaborative relationship between farmers and the Welsh Government
- Valuable step towards public engagement on Net Zero policies



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Sources:

Natural England (2021): [Encouraging woodland creation, regeneration and tree planting on agricultural land: A literature review](https://www.naturalengland.org.uk/publications/encouraging-woodland-creation-regeneration-and-tree-planting-on-agricultural-land-a-literature-review) (naturalengland.org.uk)

Reflections on **policy fellowships** as a vehicle for co-production

14



16-months Fellowship: Welsh Government



Advising on research commissions



Increasing capabilities around using social science evidence



Project: Community Food Strategy



Project: Farmers' engagement with woodland policies



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Reflections on **policy fellowships** as a vehicle for co-production

Engagement opportunities across the policy cycle

15



PROBLEM STATEMENT



EVIDENCE ASSESSMENT



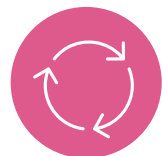
POLICY LEGITIMISATION



POLICY IMPLEMENTATION



POLICY EVALUATION



POLICY TERMINATION OR CHANGE

De Vito et al. (2023). **Policy fellowship schemes as a vehicle for co-production - insights from Welsh Government fellowships.** *Centre for Science and Policy Working Paper Series*. Cambridge: University of Cambridge.

Reflections on **policy fellowships** as a vehicle for co-production

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16



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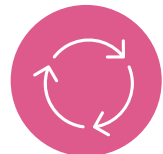
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Access to cross cutting evidence

Early involvement: co-produce evidence-based policy agenda

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17



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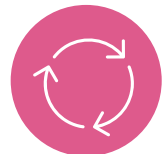
POLICY LEGITIMISATION



POLICY IMPLEMENTATION



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POLICY TERMINATION OR CHANGE

Research input: e.g. evidence synthesis

Note: often sensitive & guarded process but co-production can improve evidence base

Reflections on **policy fellowships** as a vehicle for co-production

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18



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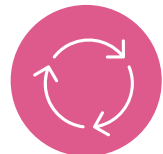
POLICY LEGITIMISATION



POLICY IMPLEMENTATION



POLICY EVALUATION



POLICY TERMINATION OR CHANGE

Co-production of processes, e.g. consultation,
stakeholder engagement

Researchers can be invited to discuss policy draft

Example: Woodland project

De Vito et al. (2023). **Policy fellowship schemes as a vehicle for co-production - insights from Welsh Government fellowships.** *Centre for Science and Policy Working Paper Series*. Cambridge: University of Cambridge.

Reflections on **policy fellowships** as a vehicle for co-production

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19



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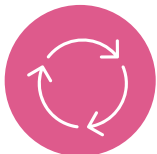
POLICY LEGITIMISATION



POLICY IMPLEMENTATION



POLICY EVALUATION



POLICY TERMINATION OR CHANGE

Co-design implementation pathways through use of research tool-box: pilot study, interventions

Advising on implementation: drawing on other research & evidence

Reflections on **policy fellowships** as a vehicle for co-production

Engagement opportunities across the policy cycle

20



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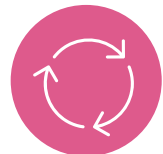
POLICY LEGITIMISATION



POLICY IMPLEMENTATION



POLICY EVALUATION



POLICY TERMINATION OR CHANGE

Co-design evaluation framework

Advise on data collection and interpretation of evaluation

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Engagement opportunities across the policy cycle

21



PROBLEM STATEMENT



EVIDENCE ASSESSMENT



POLICY LEGITIMISATION



POLICY IMPLEMENTATION



POLICY EVALUATION



POLICY TERMINATION OR CHANGE

Synthesise evidence on policy

Advise on scaling and improvement opportunities

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Reflections on **policy fellowships** as a vehicle for co-production

22

Challenges

- Different roles and expectations
- Different language and priorities
- Different institutional pace



Policy fellowship schemes as a vehicle for co-production - insights from Welsh Government fellowships

Date: 16/06/2023

**Laura De Vito, University of the West of England, Bristol
Sophie Wynne-Jones, Bangor University
Elke Heins, University of Edinburgh
Caroline Verfuherth, Cardiff University**



We need to **put people at the heart** of effective climate policies

Policy fellowships are a vehicle to build capacity and co-produce evidence

Example: Woodland project



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Diolch yn fawr

Thank you

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