

## Changing behaviour

### What we are doing at the Environment Agency

The way we work is changing and we need all staff at the Environment Agency to understand this, whether they work in finance or flood risk management. Climate change presents new challenges, because it is changing the scale of natural events.

Staff at the Environment Agency are naturally concerned about the environment. They know a lot. So we started our own internal campaign with a survey to find out what people were currently doing to adapt to climate change.



### Our staff survey 2008

We asked our staff three simple questions to find out if climate change was affecting their work or their home life. We wanted to do something different to encourage a good response and avoid the use of yet another email survey. Some of our staff do not have access to a computer and we wanted to use the same approach for everyone. We sent all staff a personalised leaflet with a packet of chilli seeds attached. We used this as an incentive to get people talking. It worked well, as we had a number of phone calls from people asking for some seeds when theirs had not arrived.

We also had a prize draw for a mini desk greenhouse to encourage people to return their forms by the deadline.

### Simon Hughes, Regional Strategic Unit Manager, draws the winning entry

#### The results

We had a fantastic response, with over 40 percent of staff taking part. We would normally expect 12-16 percent response rate to similar market research.

Two thirds of staff said climate change is already affecting how they do their jobs and over 80 percent said they were taking steps to adapt at home. However, on closer analysis we found that there is some confusion between adaptation and mitigation actions. We also gained lots of information about awareness and action in different staff groups and locations.

#### What we're doing next

The survey results will guide our next campaign. It will focus on the difference between mitigation and adaptation, and help staff act. We want 75 percent of our staff to know what they need to do at work and at home to adapt to a changing climate.

#### Find out what staff in your organisation think

If you want to replicate this campaign in your organisation we can provide you with the design work and you can adapt the text and survey questions for your own needs. Contact Joanna Hodgson for more information.