



Department
of Energy &
Climate Change

Public engagement and opinion poll research with UK My2050

Kerenza McFaul – DECC





- ❑ What is My2050?
- ❑ Why is it good for engaging people?
- ❑ What insights can we get from it?





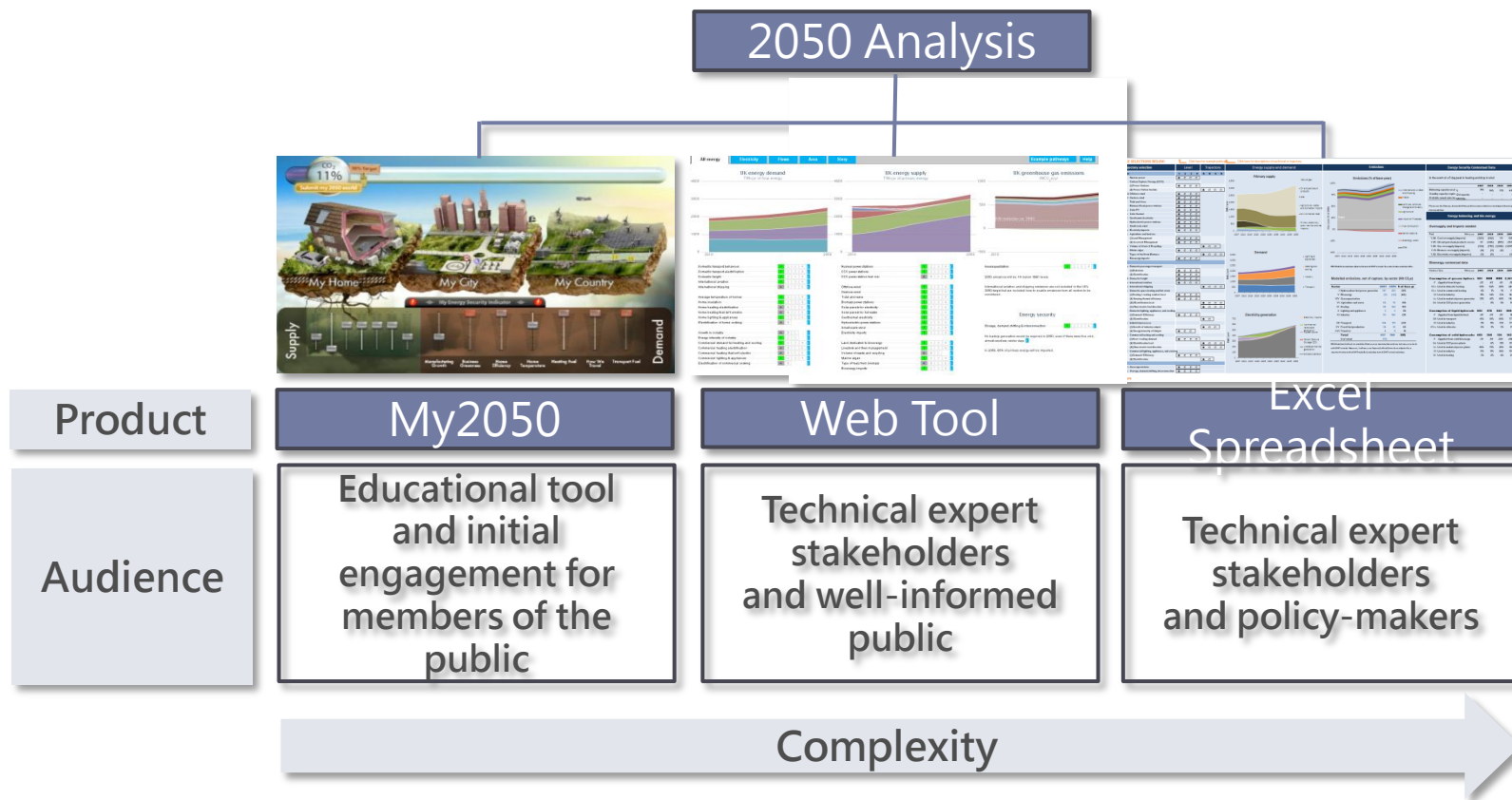
What is the My2050 Simulation?

As part of the effort to engage the public with the UK's 80% emissions reduction target, the 2050 team at DECC, (with the support of Science wise-ERC) commissioned Delib to create an interactive Simulation.



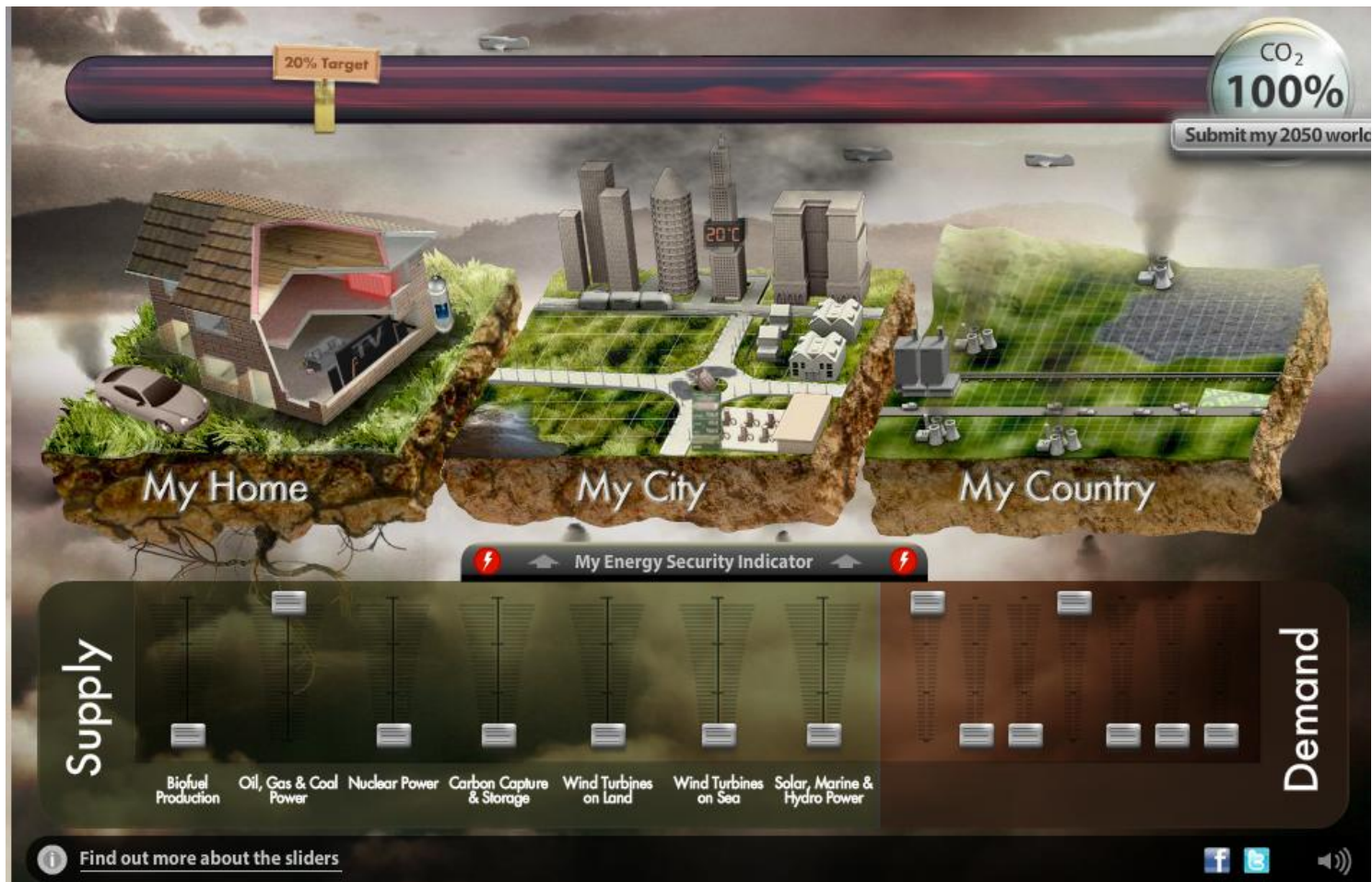


My2050 supplements more complex 2050 calculators





Department
of Energy &
Climate Change



Website Address: <http://my2050.decc.gov.uk/>

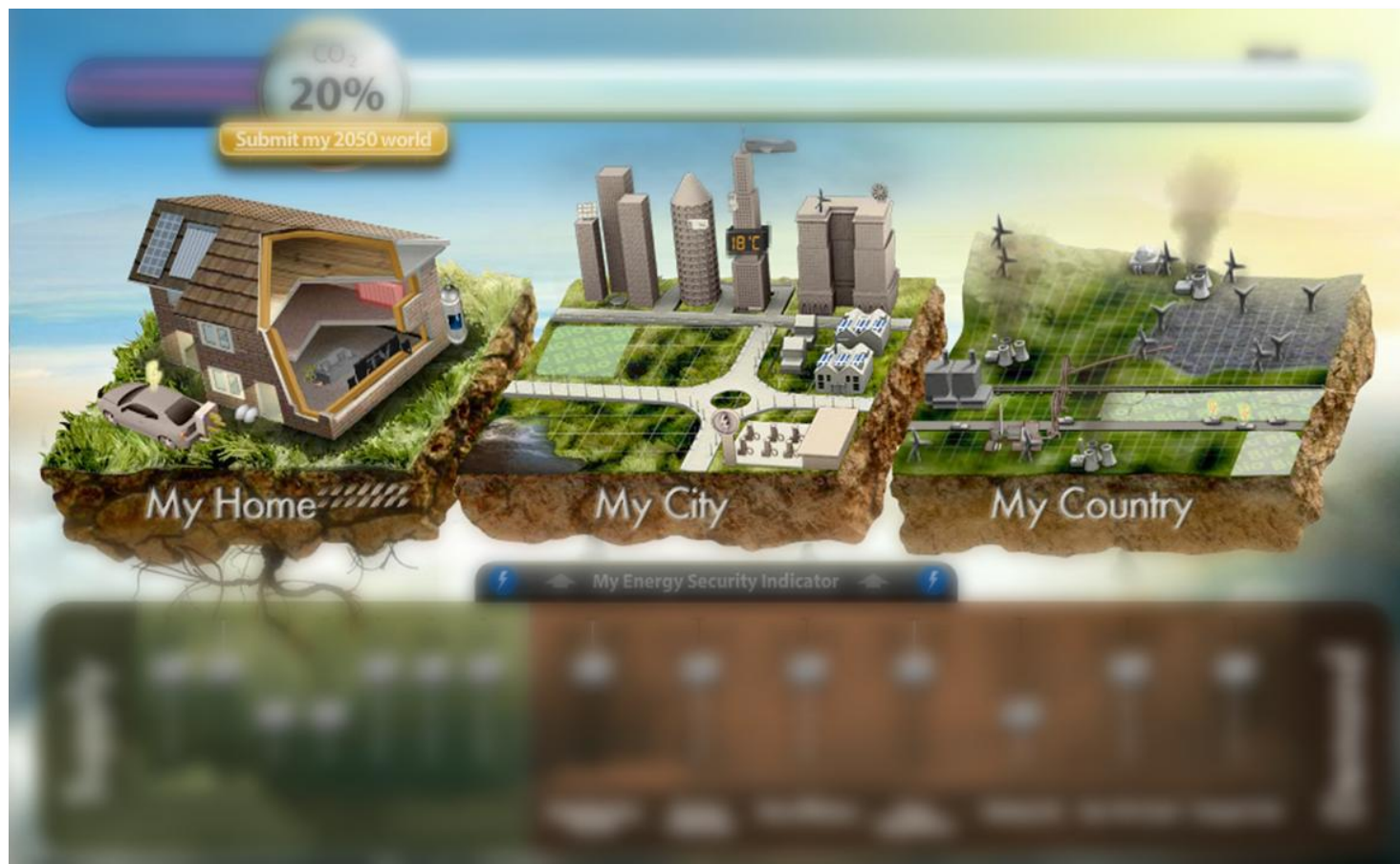


Department
of Energy &
Climate Change



Examples of level choices. Supply/Demand.





Example of background visualisation.



Example of feedback at completion.



Why is it good for engaging people?

- ☐ Simple

- ☐ Educational

- ☐ Immediate Feedback



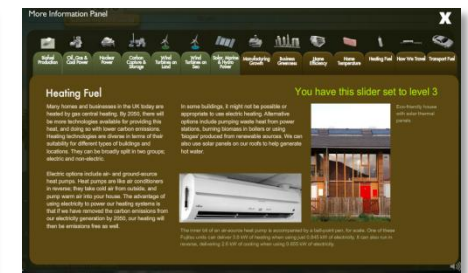


Department of Energy & Climate Change

- ❑ Match supply and demand as you make changes across both sectors.



- ❑ Embedded learning material.



- ❑ Feedback from the tool.





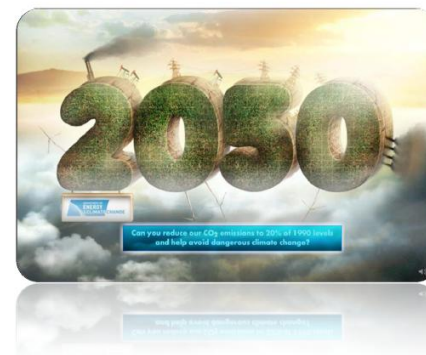
My2050 is perfectly suited for young people

We developed a schools toolkit to make it easy for teachers to use My2050 in the curriculum:

- ☐ Suggests a lesson plan for teachers for a 1 hour session to engage students in debates about climate change and energy
- ☐ Provides resources for Citizenship, Geography, Science and Maths
- ☐ Designed for high school students (ages 11-16)

The My2050 Schools Toolkit

A guide for teachers wanting to engage students in the energy and climate change debate

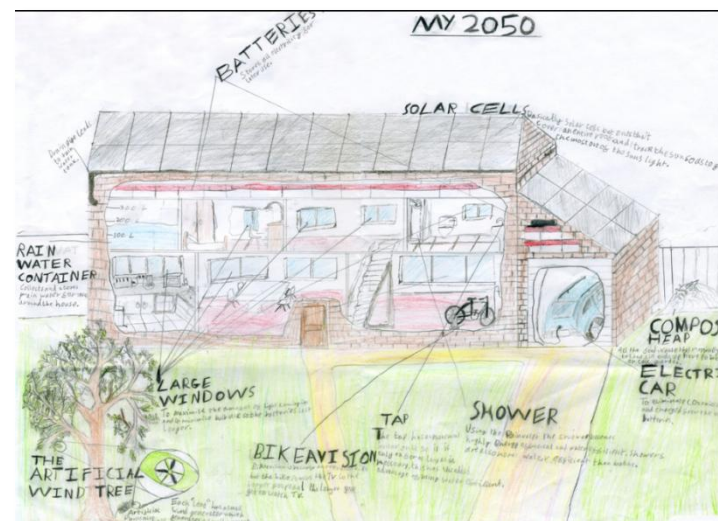


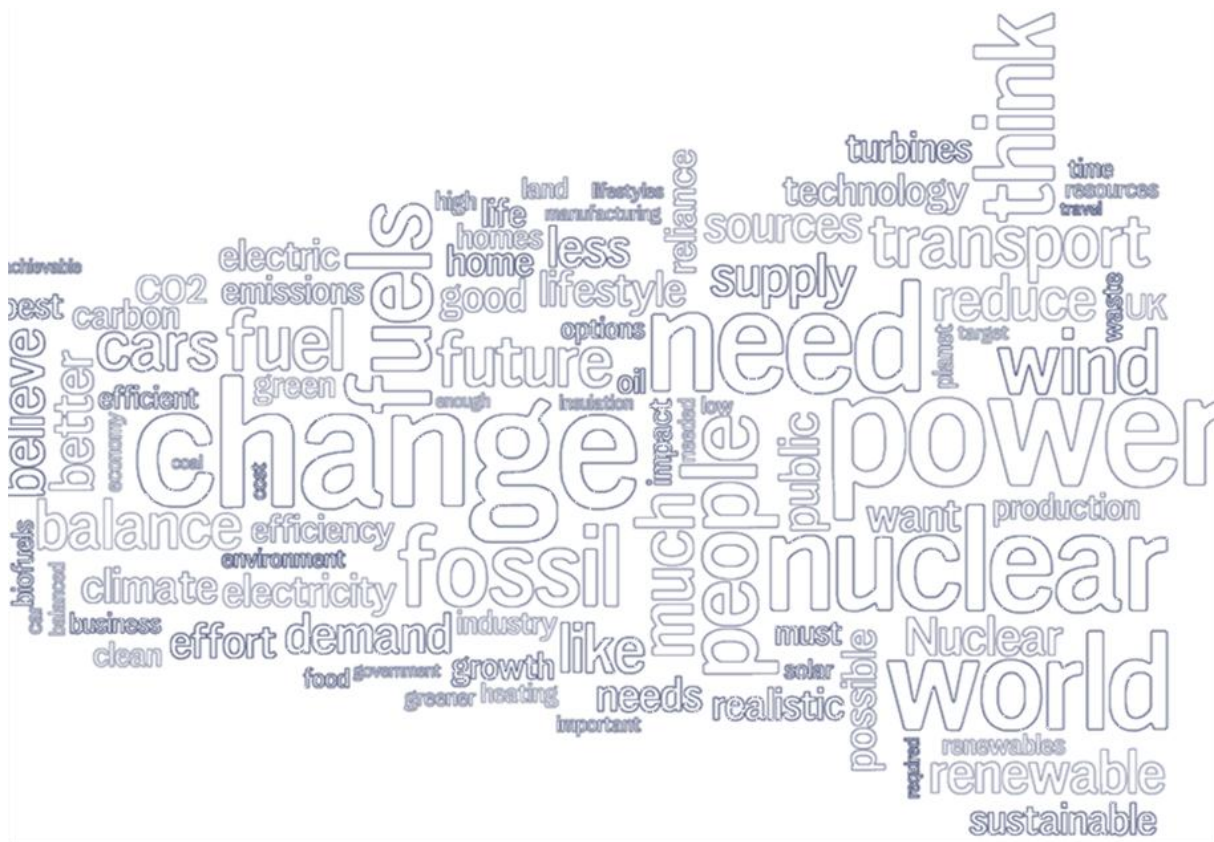
This toolkit for KS3 and KS4 teachers has been developed by DECC in conjunction with Involve, Think Global and Sciencewise-ERC



Educational Tool - Outreach

- ❑ My 2050 Simulation rolled out to schools and universities and public opinion testing
- ❑ The My2050 schools toolkit, launched December 2011, continues to help students explore individual, community and national changes needed to tackle climate change.
- ❑ 2050 Picture competition with National Geographic Kids.







Comments on my 2050

"I would like to see ... more intervention (and assistance) from government in new homes - i.e. ALL new buildings to be energy-neutral with very high insulation, electricity generation built in (e.g. use solar roof tiles, ground pumps, triple glazing, heat exchangers, etc)."

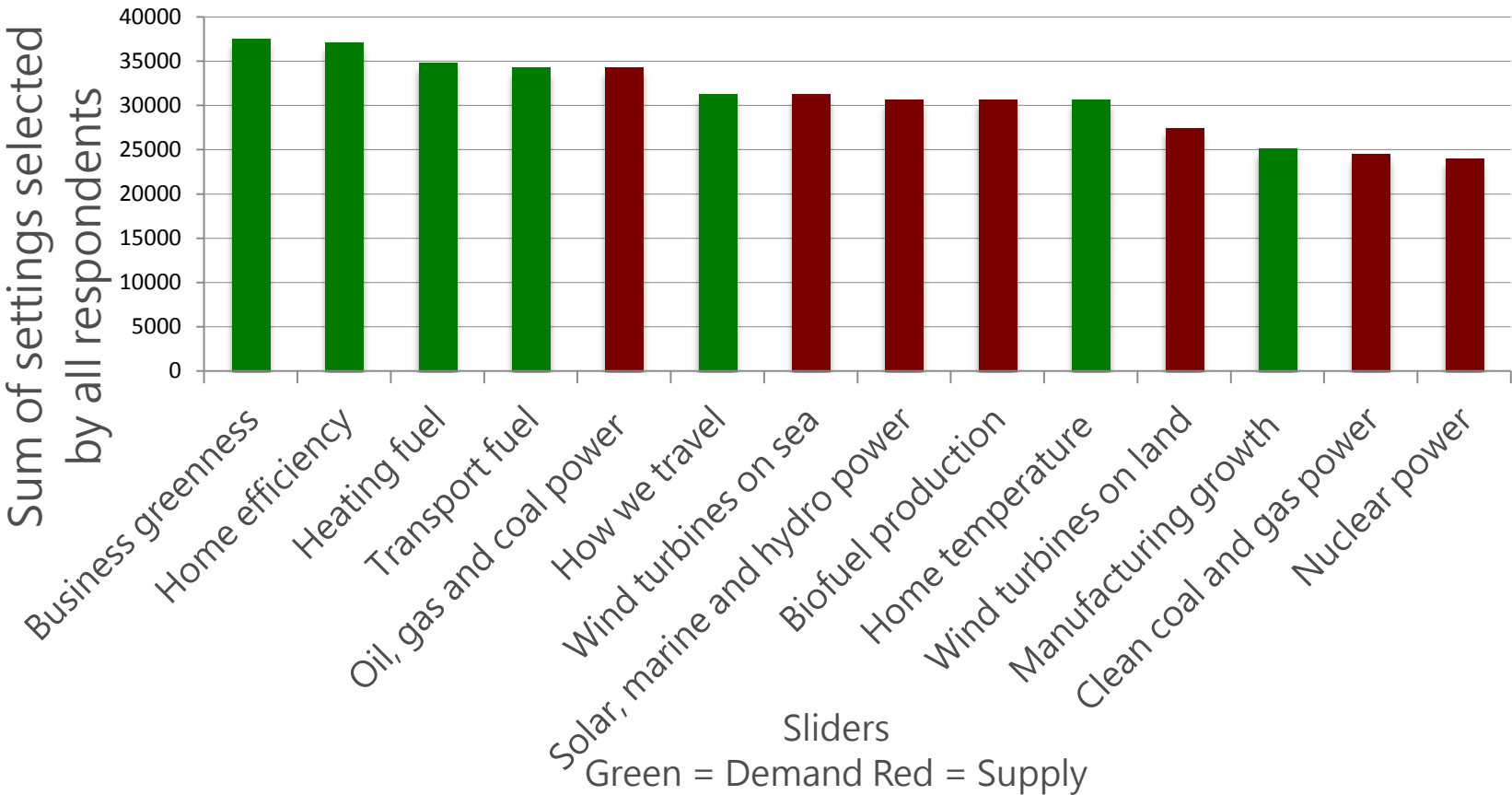
"Encouraging different lifestyle choices such as cycling rather than driving would make for a cleaner [and] more pleasant, less stressful day-to-day life."

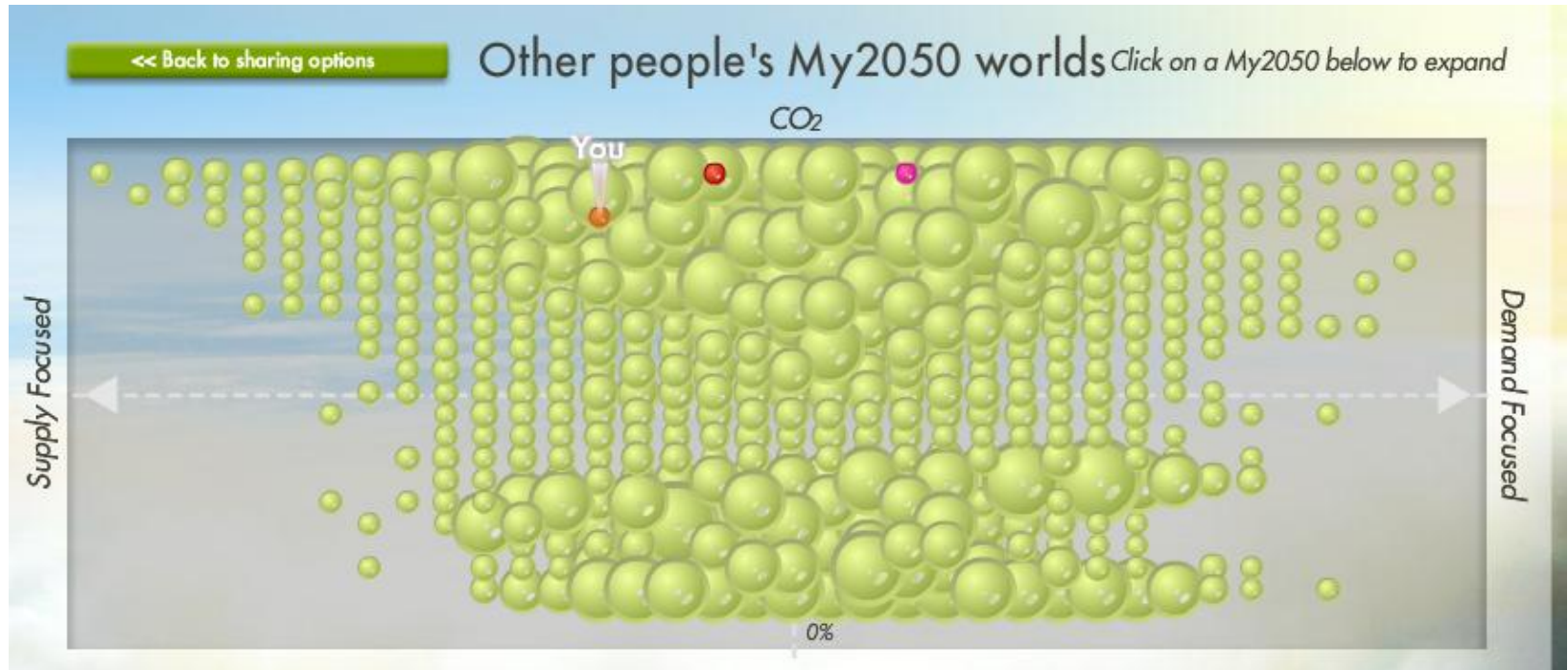
"Using fossil fuels is archaic... I choose more wind power as solar is not as efficient as wind for the UK and wind is less intrusive than harnessing tidal energy."





UWE (Bristol) research on My2050 pathways





- ❑ The unique visitor numbers to My2050 are: 126,863.
- ❑ My2050 submitted pathways – 19,501.



Department
of Energy &
Climate Change

MY 2050 CALCULATOR



<http://my2050.decc.gov.uk/>