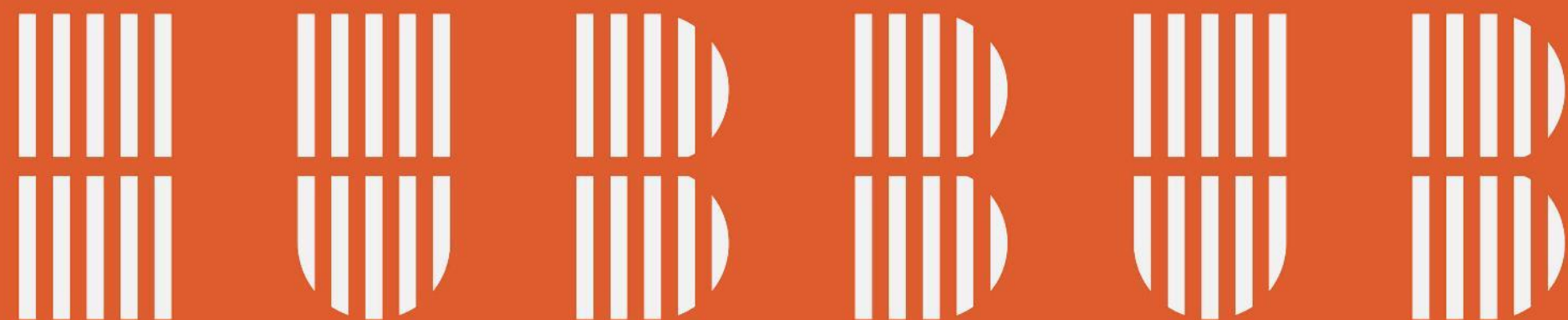


**Hello,
we're**





**We're Hubbub,
an environmental charity
making sustainability
second nature.**





To achieve 2035's emissions reductions targets, **32% directly depends upon decisions by individuals** and households and 63% involves the public in some way.

(The House of Lords and Committee on Climate Change, 2022)



**Yet 43% think that
climate change is a
huge issue, but aren't
sure their actions
make much
difference** (and many
wrongly cite which
actions make the
biggest difference)

(Hubbub polling, April 2024)



EAST Framework (Behavioural Insights Team)

MAKE IT EASIER ✓

MAKE IT MORE ATTRACTIVE ★

MAKE IT MORE SOCIAL 😊

MAKE IT TIMELY 🕒



Plastic Fishing

If the audience feel part of the story, they are more likely to change their behaviour



A group of five people are working in a community garden. In the background, there is a large greenhouse with a white frame and translucent plastic covering. Inside the greenhouse, various plants are visible, including tall green stalks and some hanging plants. Outside the greenhouse, a man in a grey t-shirt and a tan cap is standing on the left, holding a black bag. A woman in a black t-shirt and shorts is walking towards the right, carrying a large orange bucket. A man in an orange t-shirt is crouching down, working on the plants. A woman in a pink t-shirt and sunglasses is crouching down, working on the plants. A man in a light blue t-shirt and a black cap is crouching down, working on the plants. The ground is covered with dirt and some green plants. There are some yellow flowers in the foreground. The overall scene is a community garden with people working together.

Community Nature Network

Enabling grassroots organisations to share learnings and collective scale impact



Access to Nature: Barriers

**Access
to
Nature**

**Fear of
the
unknown**

**Nature
isn't a
priority**

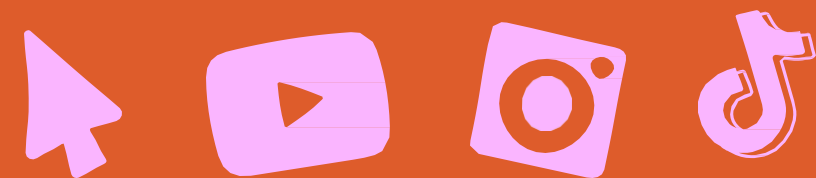


OUTSIDE IS
WHERE IT'S AT
THIS SUMMER

**TAKE IT
OUTSIDE**

Thank you

hello@hubbub.org.uk



Registered Charity No. 1158700