“Behaviour change and personal empowerment: A study of the application of mindfulness training in the development of pro-climate behaviours"

Rachel Lilley, BA (Hons), PGCE, MPhil

Or......its hard to do the right thing...........
George Marshall - COIN

Andrew Darnton – consultant

Douglas McKenzie Mohr – Community based social marketing

Tom Crompton - WWF

Jayne Cox - Brooklyndhurst
“The true barrier to sustainability is about six inches wide – the space between our ears. Most of the problems and the solutions can be found there.”

Gareth Kane, author – Green Jujitsu
2004
D'oh, the donuts are wayy over there.
Think I'll have fruit.

My cunning choice architecture will soon have Homer eating healthy.
Mindfulness

“the awareness that emerges through paying attention in a particular way: on purpose, in the present moment, and non-judgmentally”
Mindfulness is........

Attending **externally** in the present moment through the five senses of
- Hearing
- Touching
- Tasting
- Smelling

As well as attending **internally** in the present moment through
- Bodily sensations
- Thoughts
- emotions
Mindfulness is........

Paying attention with an attitude of:

- Curiosity
- Inquiry
- Investigation
- Openness
- Compassion
How we pay attention

“The world arises according to how you pay attention; its one of the fundamental insights of the Buddha. It is not fixed, it is not a world where there is satisfaction or dissatisfaction. The world arises according to how you attend.”
Yanai Postelnik, meditation teacher and interviewee
“I can actually make conscious and intentional choices about where I put my attention. It’s the underlying, transforming capacity that mindfulness gives.”
“Most of our acquired behaviour is habitual in that we habitually act without consciously thinking about what we are doing. Our individual and collective success and well being depends upon managing or changing bad habits and forming, maintaining and spreading good ones.”
NHS recognises that mindfulness meditation is good for depression

Scientists have now discovered how mindfulness meditation can give patients control over levels of depression, anxiety and chronic pain, says Mia Hansson
Could Mindfulness hold the key to unlock a sustainable future?
23 April | Feature | written by Michael Townsend, Earthshine Solutions Ltd

In the fifth and final part in the Sustainable Business Strategy series, Mike Townsend explores how mindfulness might help us unlock the transformation within ourselves - and in our businesses.

The Sustainable Business Strategy Series
by Michael Townsend

PART 5: GRACE UNDER PRESSURE?

“As human beings, our greatness lies not so much in being able to remake the world – that is the myth of the atomic age – as in being able to remake ourselves.” Mahatma Gandhi

The further we progress on our journey towards sustainable business, the more fundamental are the constraints and challenges that we encounter. We may improve compliance, and optimize our eco-efficiency initiatives, but then find we need to address our business models, our organizational and
Action Research Groups and Semi Structured Interviews
Some conclusions

• Mindful practitioners see their own and others “bounded rationality”

• Mindfulness develops skills to support the change process

• Mindfulness gives insight into the internal motivators for behaviour

• The emergence of compassion and empathy through mindfulness practice compels people to ‘do the right thing’
“Mindfulness has shifted my awareness as to why I do things and why other people do things and has made me less ratio centric.”

“I am more conscious of myself and my interactions with the world.”

“Enables me to see and be aware and change myself. This is not something that can happen from the top down.”
Mindfulness gives insight into the internal motivators which support unsustainable behaviours (emotional, habitual)

“I realised I wanted to be distracted, and I think that fuels consumerism – it’s a distraction. But I had a glimpse that being more ‘present’ would be more fulfilling: there would be less need for distraction.”

“Less consumption, being happy with who I am and not needing to prove myself.”

“It makes me very aware of where I am coming from and it makes me aware of my motivations for doing things.”
Mindfulness develops skills which support group change (self awareness, non judgement, flexibility of approach)

“The Working with a group of mindfulness practitioners. They are less likely to be carried away with talking, more present, more self aware. I am more aware in the group of how my moods are changing, when I am getting paranoid, when I am getting angry. More to the forefront is an awareness of other people as other people. More to the forefront is interacting in a friendly way. More to the forefront is an interest in hearing other peoples point of view and finding consensus – that is more at the forefront. I think that’s probably true of most people in the group.”
The emergence of compassion and empathy through mindfulness practice mean people want to do ‘the right thing’

“I think that’s the bit that has changed (through mindfulness). I am more willing to put myself out. Almost feel an urge to put myself out, it’s the opposite of what you might expect. I think a lot of people think that but by putting myself out I am going to put myself at a disadvantage or that its not going to serve me. But actually something weird happens – you do get nourished by that because you are making a connection.”
Mindfulness-based Therapy

Motion made, and Question proposed, That this House do now adjourn.—(Nicky Morgan.)

7.43 pm

Chris Ruane (Vale of Clwyd) (Lab): I wish to make a speech about mindfulness and unemployment. I have given up a lot to be here tonight, according to my hon. Friend the Member for Dunfermline and West Fife (Thomas Docherty). I could have gone to the Irish ambassador’s Christmas party. That is how important my speech is. [Interruption.] I think that my hon. Friend is going there now.
The future – mindfulness climate change campaign?
Mind Full, or Mindful?