

## Net Zero Futures public dialogue – Workshop 1

### Aims:

- Support participants to explore their reactions to and how they feel about this scenario, with a particular focus on advantages, challenges, and why they feel this way.
- Explore what might need to be in place to realise advantages, make the most of opportunities, and address challenges.
- Consider implications for a range of experiences in society and from the perspective from a diverse cross section of British society.

**Dates/Times:** Monday 12<sup>th</sup> September 2022 6pm-9pm

Time	Activity	Questions and materials
17.30 - 17.50 Plenary	<b>Set-up: Facilitators check-in</b>  <b>25 mins</b>	<ul style="list-style-type: none"> <li>• Test link, mic and camera.</li> <li>• Test who has the host/co-host function and ensure it is allocated to the right team member(s) for recording breakout rooms. Make all moderators Co-hosts.</li> <li>• Change screen name to NAME – Org – Chair/Moderator.</li> <li>• Check everyone is on the WhatsApp group for facilitation team to be able to ask questions, etc.</li> </ul> <p>Meanwhile tech support is assigning participants who are in the waiting room, notetakers, moderators, experts and observers to break-out rooms.</p>
17.50 - 18.00 Plenary	<b>Participant check-in</b>  <b>5 mins</b>	<p><b>Participants log into the online session</b></p> <ul style="list-style-type: none"> <li>• Participants encouraged to join the zoom session early to check-in and check their video/mic.</li> <li>• Participants encouraged to get a pen and paper, and have their participant pack with them.</li> </ul> <p>Register as people join and change screen names as necessary to first name and first initial of surname (i.e. John H).</p>
18:00 – 18:10 Plenary	<b>Introduction</b>  <b>10 mins</b>	<p><b>Ipsos Chair to give a warm welcome to the first of four online workshop (10 mins):</b></p> <ul style="list-style-type: none"> <li>• Chair to explain who is here: people from rural areas / towns / cities across the United Kingdom, Ipsos moderators, any observers.</li> <li>• Explain that this is workshop 1 of 5, give a reminder of date and time of the next workshop (On Wednesday - 14<sup>th</sup> September 6pm-9pm)</li> <li>• Chair also to cover housekeeping <ul style="list-style-type: none"> <li>○ Please don't open the envelopes yet, we'll let you know when you can</li> <li>○ Homes – don't worry if your family/ pet comes into view, we're all in the same boat</li> <li>○ Keep your video on unless your internet connection becomes unstable</li> <li>○ We will be going into breakout rooms - we've set these up automatically so you don't need to do anything</li> <li>○ If we lose connection to you at any point in the session Sophie will call you to see if we can help bring you back in again</li> <li>○ We'll be recording for our own notes</li> </ul> </li> <li>• Show ground rules and nod to a few: <ul style="list-style-type: none"> <li>○ There are no silly questions/ comments. We're here to hear what you think</li> <li>○ You may not all agree with what you are hearing but please do respect each other's views and experience</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• Confidentiality: we are interested in what you say, not who said what. Your comments will not be attributed back to you in our report. Refer to the printed materials</li> <li>• We have shared materials with you, but please respect that these have been designed for the purpose of this exercise, and please don't post photos or content from these on social media or share otherwise</li>   <li>• Chair to remind participants why we are here</li>   <li>• What to expect from this workshop: <ul style="list-style-type: none"> <li>○ We are focusing on one of the four scenarios today: Scenario 1</li> <li>○ We will introduce you to the scenario in this big room, and then you will be moved into smaller breakout rooms where your moderator will guide you through discussions, and further information.</li> <li>○ Remind how scenarios were developed and why: The scenarios are not government policy nor are they options for the future that are being decided between. Instead, they were developed by experts as plausible different futures for UK society. They can be used to consider how possible changes in society will impact how we meet net zero.</li> </ul> </li> </ul>
<p><b>18:10 - 18:20</b></p> <p>Plenary</p>	<p><b>Scenario introduction</b></p> <p><b>10 mins</b></p>	<p><b>Introducing the scenario:</b> Scenario 1</p> <p><b>Chair to introduce overview of the scenario:</b></p> <p>Show the street scene rich picture developed by Ipsos Trends and Futures and summary bullet points of the scenarios, using the 'overview' section with icons to show:</p> <ul style="list-style-type: none"> <li>• <b>Living standards:</b> high/medium living standards for richest, low/medium living standards for poorest</li> <li>• <b>Technological progress:</b> high availability of advanced Net Zero tech, high/medium availability of advanced tech that drives public demand</li> <li>• <b>Where people live:</b> high urban population, low suburban population, low rural population</li> <li>• <b>Work and the economy:</b> high/medium localisation of economic activity, low reshoring of manufacturing, high automation of work</li> <li>• <b>Trust in national/international institutions:</b> high trust within the UK, high trust internationally</li> </ul> <p>Introduce the artefacts, as a way to get people to immerse themselves and imagine themselves within these scenarios.</p> <p><b>You will now be moved into your breakout rooms, where you will spend most of the session.</b></p> <ul style="list-style-type: none"> <li>• The moderators will walk through some additional details about this scenario: <ul style="list-style-type: none"> <li>○ The built environment (how and where people live)</li> <li>○ Travel and transport (how and where people travel)</li> <li>○ Manufacturing &amp; Service Industries (how people work and what they consume)</li> <li>○ Food Production &amp; Land Use (what people eat and how they use the land)</li> </ul> </li> </ul>
<p><b>18:20 – 18:45</b></p>	<p><b>Initial reactions</b></p>	<p><b>Introductions (5 mins)</b></p> <p>Before we get started, let's quickly introduce ourselves – we will be chatting in this small group for most of the session</p>

Breakout groups	25 mins	<ul style="list-style-type: none"> <li>Your first name</li> <li>Roughly where in the UK you live</li> <li>Which artefact caught your eye and why?</li> </ul> <p><b>Thinking about the information we just heard about Scenario 1 – What really stood out to you and why? (15 mins)</b></p> <ul style="list-style-type: none"> <li>How do you think your life would be in this version of 2050? <ul style="list-style-type: none"> <li>What appeals to you about this world? Why?</li> <li>What doesn't appeal to you about this world? Why?</li> <li>Is there anything that doesn't make sense to you?</li> </ul> </li> </ul> <p><b>Now take a few minutes to quickly look through the artefacts and people cards in your pack for Scenario 1. Then we're going to think about how this world might be from a few different points of view (5 mins)</b></p> <ul style="list-style-type: none"> <li>Before we talk about what you think, Is there anything in your pack that doesn't make sense?</li> </ul>
18:45 – 19:10  Breakout groups	Topic 1  (25 min)	<p><b>Refer to rotation guide for order of topics. All topics are included here, but will be spread across this and the following three sessions.</b></p> <p><b><u>Topic: The Built Environment</u></b></p> <p><b>Introduction to the built environment (5 mins)</b></p> <p><b>I'm going to quickly talk through how the built environment works in Scenario 1.</b></p> <ul style="list-style-type: none"> <li>This relates to how and where people live as well as the sorts of buildings they live in, work in and travel between.</li> <li>After we discuss this theme, we will have a comfort break.</li> <li><i>Facilitator shows relevant slides (including photo collage)</i></li> </ul> <p>Facilitator explains photo collage using the following narrative:</p> <ul style="list-style-type: none"> <li>Decision making remains largely centralised, with funding channelled towards urban areas to drive economic growth. There is significant investment in the 'greening of cities', designed to allow easy access to essential services within 15 minutes of homes. This attracts many to compact urban living often in smaller households, but those in rural areas feel that they have been neglected and are often living in older houses with less access to modernised services and amenities. Most urban and rural homes are served by good and effective digital infrastructure, with some working in hybrid from their homes and local hubs.</li> <li>Main points: <ul style="list-style-type: none"> <li>Many in the city, those in rural areas feel neglected</li> <li>Funding channelled to urban areas</li> <li>Compact living in small households</li> <li>Push for essential services within 15 minutes of home</li> </ul> </li> </ul> <p><b>Initial reactions (10 mins)</b></p> <p><b>From what we've just seen and the artefacts in your pack, what stands out to you about the built environment in this version of 2050?</b></p> <ul style="list-style-type: none"> <li><i>[Allow open discussion, but use prompts below if needed]</i></li> </ul>

- *What do you think the advantages or challenges would be?*
- *What do you think about the homes in this world? How would you feel living there? Why?*
- *What do you think about the workplaces in this world? How would you feel working there?*

### **Personas (10 min)**

*Facilitator puts persona slides on screen*

### **Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?**

- How do you these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Travel and transport**

#### **Introduction to travel and transport (5 mins)**

**I'm going to quickly talk through how travel and transport works in Scenario 1.**

- This relates to how and where people travel.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Investment in convenient and low-cost micro-mobility and public transport attracts urban dwellers to travel to meet in person, replacing many short car trips. CAVs are widely available in rural and urban areas and, although some private ownership remains, they tend to be used as on-demand shared services for domestic travel. Flying is still used, mostly internationally, with zero carbon technology, but is less competitive and socially acceptable for domestic travel. There are better integrated rail services, making travel cheaper and easier, although mainly within or between cities. Remote working and telepresence tech are available and used widely, but many people still value face-to-face interactions in both work and leisure.
- Main points:
  - CAVs available as on-demand shared travel
  - Zero carbon international flights, less domestic flying
  - Investment in low-cost urban public transport
  - Train travel cheaper and easier between cities

#### **Initial reactions (10 mins)**

**From what we've just seen and the artefacts in your pack, what stands out to you about travel and transport in this version of 2050?**

- *[Allow open discussion, but use prompts below if needed]*
  - *What do you think the advantages or challenges would be?*
  - *How would you feel travelling around your local area in this world? Why?*

- *How would you feel travelling to different parts of the UK in this world? Why?*
- *What do you think of holidays in this world? Why?*

### **Personas (10 mins)**

*Facilitator puts persona slides on screen*

### **Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Manufacturing and service industries**

### **Introduction to manufacturing and service industries (5 mins)**

### **I'm going to quickly talk through how manufacturing and service industries works in Scenario 1.**

- This relates to how these scenarios create jobs, develop skills and develop economies.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Consumption continues to drive economic growth, via a mixture of physical products and intangible services. Although repair and mend culture has not taken off, circular economy measures are widely in place behind the scenes. Products and services are data rich, and it is possible to track provenance and product lifecycles using innovative technology combinations such as blockchains, AI and the internet of things, reducing the environmental impacts of continued consumption. AI technology is now embedded across the economy to drive efficiency in resource usage and all new products are required to account for full lifecycle resource and emissions implication. People do not often make a consciously sustainable choice, but algorithms assist them in doing so.
- Main points:
  - Thriving competition based on a free market
  - Growing circular economy
  - Physical products and intangible services
  - Bigger focus on sustainability  
Tech assists people in making the sustainable choice

### **Initial reactions (10 mins)**

### **From what you've seen in your pack, what stands out to you about jobs and the economy in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*

- *What do you think about the range of jobs available in this world? Why?*
- *How do you feel about the role that technology plays in the economy? Why?*

### **Personas (10 mins)**

*Facilitator puts persona slides on screen, and invites people to refer to the personas in their packs if they prefer*

### **Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Food production and Land Use**

#### **Intro to Food Production & Land Use (5 mins)**

#### **I'm going to quickly talk through how food production and land use works in Scenario 1.**

- This relates to what we eat, how we eat it and how the food is made and gets to our plates
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Ecosystem services create virtuous circles between society and the environment. Diets have broadly adjusted for improved sustainability with increased uptake of more plant-based diets and lab-grown meat. Organically farmed meat is a rare, somewhat unaffordable, luxury item. There are concerns over the medium to long term implications of a shift to more synthetic diets, particularly around loss of micronutrients. Significant advances in agricultural tech, such as genome editing and agricultural robotics, have led to reductions in land and pesticide use. Organic farming has also seen some growth with the combination of low- and high-tech approaches improving food self-sufficiency. Progress with rewilding has been mixed, with tensions between supportive urban elites and rural communities who feel threatened by loss of what they see as 'their' assets.
- Main points:
  - Plant based diets and lab grown meat
  - Organically farmed meat a luxury GM crops, genome editing and robotics have reduced land and pesticide use
  - Improved food self-sufficiency
  - Ecosystem services values and recognised

#### **Initial reactions (10 mins)**

#### **From what you've seen in your pack, what stands out to you about food production and land use in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

		<ul style="list-style-type: none"> <li>• <i>What do you think the advantages or challenges would be? Why?</i></li> <li>• <i>What food looks appetising to you and what doesn't? Why?</i></li> <li>• <i>How do you feel about the way that land is used in this world? Why?</i></li> </ul> <p><b>Personas (10 mins)</b> <i>Facilitator puts persona slides on screen</i></p> <p><b>Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?</b></p> <ul style="list-style-type: none"> <li>• How do you these characters might feel about living in this scenario?</li> <li>• Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?</li> </ul>
19:10– 19:20  Breakout groups	<b>Comfort break (10 mins)</b>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> <li>• Moderators can use discretion to adjust break times if the group clearly do/don't need one at the scheduled times – as long as group activities conclude for the final plenary session.</li> </ul>
19:20 - 19:55  Breakout groups	<b>Topic 2 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
19:55 – 20:20  Breakout groups	<b>Topic 3 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
20:20 – 20:30  Breakout groups	<b>Comfort break (10 mins)</b>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> </ul> <p><i>Moderators consider using break to skim back and make some notes of key themes raised throughout session.</i></p>
20:30 – 20:55  Breakout groups	<b>Topic 4 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
20:55 – 21:00  Plenary	<b>Thanks and close (5 mins)</b>	<p><b>Chair thanks everyone for their hard work and interesting discussions, confirms date and time of the next session.</b></p> <ul style="list-style-type: none"> <li>-Reminder of next workshop date.</li> <li>- The next workshop will focus on another version of the future, where things have unfolded differently to the scenario we looked at today</li> <li>-Please keep the other materials un-opened until the workshop they relate to – we will always tell you when to open materials.</li> </ul>

## Net Zero Futures public dialogue – Workshop 2

### Aims:

- Support participants to explore their reactions to and how they feel about this scenario, with a particular focus on advantages, challenges, and why they feel this way.
- Explore what might need to be in place to realise advantages, make the most of opportunities, and address challenges.
- Consider implications for a range of experiences in society and from the perspective from a diverse cross section of British society.

**Dates/Times:** Wednesday 14th September 2022 6pm-9pm

Time	Activity	Questions and materials
17.30 - 17.50  Plenary	<b>Set-up: Facilitators check-in</b>  <b>25 mins</b>	<ul style="list-style-type: none"> <li>• Test link, mic and camera.</li> <li>• Test who has the host/co-host function and ensure it is allocated to the right team member(s) for recording breakout rooms. Make all moderators Co-hosts.</li> <li>• Change screen name to NAME – Org – Chair/Moderator.</li> <li>• Check everyone is on the WhatsApp group for facilitation team to be able to ask questions, etc.</li> </ul> <p>Meanwhile tech support is assigning participants who are in the waiting room, notetakers, moderators, experts and observers to break-out rooms.</p>
17.50 - 18.00  Plenary	<b>Participant check-in</b>  <b>5 mins</b>	<p><b>Participants log into the online session</b></p> <ul style="list-style-type: none"> <li>• Participants encouraged to join the zoom session early to check-in and check their video/mic.</li> <li>• Participants encouraged to get a pen and paper, and have their participant pack with them.</li> </ul> <p>Register as people join and change screen names as necessary to first name and first initial of surname (i.e. John H).</p>
18:00 – 18:10  Plenary	<b>Introduction</b>  <b>10 mins</b>	<p><b>Ipsos Chair to give a warm welcome to the second of four online workshop (10 mins):</b></p> <ul style="list-style-type: none"> <li>• Chair to explain who is here: people from rural areas / towns / cities across the United Kingdom, Ipsos moderators, any observers.</li> <li>• Explain that this is workshop 2 of 5, give a reminder of date and time of the next workshop. (On Monday – 19<sup>th</sup> September 6pm-9pm)</li> <li>• Chair also to cover housekeeping <ul style="list-style-type: none"> <li>○ Please don't open the envelopes yet, we'll let you know when you can</li> <li>○ Homes – don't worry if your family/ pet comes into view, we're all in the same boat</li> <li>○ Keep your video on unless your internet connection becomes unstable</li> <li>○ We will be going into breakout rooms - we've set these up automatically so you don't need to do anything</li> <li>○ If we lose connection to you at any point in the session Sophie will call you to see if we can help bring you back in again</li> <li>○ We'll be recording for our own notes</li> </ul> </li> <li>• Show ground rules and nod to a few: <ul style="list-style-type: none"> <li>○ There are no silly questions/ comments. We're here to hear what you think</li> <li>○ You may not all agree with what you are hearing but please do respect each other's views and experience</li> </ul> </li> <li>• Confidentiality: we are interested in what you say, not who said what. Your comments will not be attributed back to you in our report. Refer to the printed materials</li> </ul>



		<ul style="list-style-type: none"> <li>We have shared materials with you, but please respect that these have been designed for the purpose of this exercise, and please don't post photos or content from these on social media or share otherwise</li> <li>Chair to remind participants why we are here</li> <li>What to expect from this workshop: <ul style="list-style-type: none"> <li>We are focusing on one of the four scenarios today: Scenario 2</li> <li>We will introduce you to the scenario in this big room, and then you will be moved into smaller breakout rooms where your moderator will guide you through discussions, and further information.</li> <li>Remind how scenarios were developed and why: The scenarios are not government policy nor are they options for the future that are being decided between. Instead, they were developed by experts as plausible different futures for UK society. They can be used to consider how possible changes in society will impact how we meet net zero.</li> </ul> </li> </ul>
18:10 - 18:20  Plenary	<b>Scenario introduction</b>  10 mins	<p><b>Introducing the scenario:</b> Scenario 2</p> <p><b>Chair to introduce narrative of the scenario:</b></p> <p>Introduce the artefacts, as a way to get people to immerse themselves and imagine themselves within these scenarios.</p> <p><b>You will now be moved into your breakout rooms, where you will spend most of the session.</b></p> <ul style="list-style-type: none"> <li>The moderators will walk through some additional details about this scenario: <ul style="list-style-type: none"> <li>The built environment (how and where people live)</li> <li>Travel and transport (how and where people travel)</li> <li>Manufacturing &amp; Service Industries (how people work and what they consume)</li> <li>Food Production &amp; Land Use (what people eat and how they use the land)</li> </ul> </li> </ul>
18:20 – 18:45  Breakout groups	<b>Initial reactions</b>  25 mins	<p><b>Introductions (5 mins)</b></p> <p>Before we get started, let's quickly introduce ourselves – we will be chatting in this small group for most of the session</p> <ul style="list-style-type: none"> <li>Your first name</li> <li>Roughly where in the UK you live</li> <li>Which artefact caught your eye and why?</li> </ul> <p><b>Okay, so here's an overview for you on scenario 2 [facilitator to show slide with "high – medium – low arrows].</b></p> <p><b>Facilitator to read out:</b></p> <ul style="list-style-type: none"> <li><b>Living standards:</b> Low/medium living standards for richest, low living standards for poorest</li> <li><b>Technological progress:</b> low/medium availability of advanced Net Zero tech, low/medium availability of advanced tech that drives public demand</li> <li><b>Where people live:</b> low/medium urban population, high/medium suburban population, low rural population</li> <li><b>Work and the economy:</b> low/medium localisation of economic activity, low/medium reshoring of manufacturing, low automation of work</li> <li><b>Trust in national/international institutions:</b> low trust within the UK, low trust internationally</li> </ul>

		<p><b>Thinking about the information we just heard about Scenario 2, What really stood out to you and why? (15 mins)</b></p> <ul style="list-style-type: none"> <li>• How do you think your life would be in this version of 2050? <ul style="list-style-type: none"> <li>• What appeals to you about this world? Why?</li> <li>• What doesn't appeal to you about this world? Why?</li> <li>• Is there anything that doesn't make sense to you?</li> </ul> </li> </ul> <p><b>Now take a few minutes to quickly look through the artefacts and people cards in your pack for Scenario 2. Then we're going to think about how this world might be from a few different points of view (5 mins)</b></p> <ul style="list-style-type: none"> <li>• Before we talk about what you think, Is there anything in your pack that doesn't make sense?</li> </ul>
<p><b>18:45 – 19:10</b></p> <p>Breakout groups</p>	<p><b>Topic 1</b></p> <p><b>(25 min)</b></p>	<p><b>Refer to rotation guide for order of topics. All topics are included here, but will be spread across this and the following three sessions.</b></p> <p><b><u>Topic: The Built Environment</u></b></p> <p><b>Introduction to the built environment (5 mins)</b></p> <p><b>I'm going to quickly talk through how the built environment works in Scenario 2.</b></p> <ul style="list-style-type: none"> <li>• This relates to how and where people live as well as the sorts of buildings they live in, work in and travel between.</li> <li>• After we discuss this theme, we will have a comfort break.</li> <li>• <i>Facilitator shows relevant slides (including photo collage)</i></li> </ul> <p>Facilitator explains photo collage using the following narrative:</p> <ul style="list-style-type: none"> <li>• High crime and lack of investment in infrastructure and support services has driven many out of cities leaving behind some derelict and empty supply. The challenging economic backdrop has impacted the pace of building new homes, with demand generally outstripping supply in many areas. Overall, there are fewer people living alone than in previous decades. While older generations prefer rural areas, younger ones are increasingly moving to the suburbs. Although incipient, younger generations are increasingly opting for off-grid and self-sufficiency living, and there has been some increase in cohabitation and multigenerational living to make ends meet.</li> <li>• Main points: <ul style="list-style-type: none"> <li>○ Less investment in cities drives people out</li> <li>○ Housing demand outstrips supply</li> <li>○ More multigenerational living</li> <li>○ Focus on 'self-sufficient' living</li> </ul> </li> </ul> <p><b>Initial reactions (10 mins)</b></p> <p><b>From what we've just seen and the artefacts in your pack, what stands out to you about the built environment in this version of 2050?</b></p> <ul style="list-style-type: none"> <li>• <i>[Allow open discussion, but use prompts below if needed]</i> <ul style="list-style-type: none"> <li>○ <i>What do you think the advantages or challenges would be?</i></li> </ul> </li> </ul>

- *What do you think about the homes in this world? How would you feel living there? Why?*
- *What do you think about the workplaces in this world? How would you feel working there?*

**Personas (10 min)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?**

- How do you these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

**Topic: Travel and transport**

**Introduction to travel and transport (5 mins)**

**I'm going to quickly talk through how travel and transport works in Scenario 2.**

- This relates to how and where people travel.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Overall, transport options are fragmented and disconnected outside of major cities, and within cities, urban transport is placed under strain through lack of investment. Some towns and cities have seen moderate growth in low-tech transport infrastructure especially for walking and cycling as many more have opted for cycling or walking as their primary means of transport. This has primarily been driven by people trying to lower their cost of living. By 2050 CAVs have just become available to the more affluent but private ownership remains the dominant model. Flying has not been decarbonised and although it remains attractive for those that can afford it, some are increasingly priced out.
- Main points:
  - CAVs available for the rich
  - Flying is increasingly expensive
  - Moderate investment in active travel infrastructure
  - Fragmented public transport outside of cities

**Initial reactions (10 mins)**

**From what we've just seen and the artefacts in your pack, what stands out to you about travel and transport in this version of 2050?**

- *[Allow open discussion, but use prompts below if needed]*
  - *What do you think the advantages or challenges would be?*
  - *How would you feel travelling around your local area in this world? Why?*
  - *How would you feel travelling to different parts of the UK in this world? Why?*
  - *What do you think of holidays in this world? Why?*

### **Personas (10 mins)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Manufacturing and service industries**

#### **Introduction to manufacturing and service industries (5 mins)**

**I'm going to quickly talk through how manufacturing and service industries works in Scenario 2.**

- This relates to how these scenarios create jobs, develop skills and develop economies.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Some types of work have been automated, but a significant proportion of the of the population is still working in face-to-face service and manual roles. Some parts of the economy have embraced some mutual exchange of goods and services as an alternative to traditional payments. Remote working is still an option for those employed in higher-paid knowledge work and this is done both from home, and from local shared workspaces. Repairability remains low and many goods are still designed with built-in obsolescence and 'greenwashing' remains persistent. Many people opt to buy new products because repair remains more costly than replacement, but a 'make do and mend' attitude is more prevalent amongst those who have chosen to adopt more off-grid lifestyles.
- Main points:
  - Domestic competition and reshoring
  - Throwaway culture due to cost of repair
  - Make do and mend for those living off grid
  - Some mutual goods exchanges
  - Greenwashing

#### **Initial reactions (10 mins)**

**From what you've seen in your pack, what stands out to you about jobs and the economy in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What do you think about the range of jobs available in this world? Why?*
- *How do you feel about the role that technology plays in the economy? Why?*

**Personas (10 mins)**

*Facilitator puts persona slides on screen, and invites people to refer to the personas in their packs if they prefer*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

**Topic: Food production and Land Use****Intro to Food Production & Land Use (5 mins)****I'm going to quickly talk through how food production and land use works in Scenario 2.**

- This relates to what we eat, how we eat it and how the food is made and gets to our plates
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Climate events and lack of progress on new technologies have put greater pressure on agriculture. Some farms have become unviable (exacerbated by extreme weather events like drought and flooding), increasing the UK's reliance on imports. But abandoned British farms have also created opportunities for positive land use change such as rewilding and afforestation. As a result, some rural communities in some areas are better able to support themselves and more people can enjoy access to recreational use of land. Meat consumption has remained relatively stable since the 2020s and synthetic alternatives have largely failed to take off. Demand is primarily being filled by intensively farmed meat, but with organic options available for those that can afford them.
- Main points:
  - Meat from intensive farming
  - Organic options for the rich
  - Little agricultural tech, unviable farms increase reliance on exports
  - Unviable farms are rewilded and recreational use of rural land

**Initial reactions (10 mins)****From what you've seen in your pack, what stands out to you about food production and land use in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What food looks appetising to you and what doesn't?! Why?*
- *How do you feel about the way that land is used in this world? Why?*

**Personas (10 mins)**

		<p><i>Facilitator puts persona slides on screen</i></p> <p><b>Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?</b></p> <ul style="list-style-type: none"> <li>• How do you think these characters might feel about living in this scenario?</li> <li>• Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?</li> </ul>
<p><b>19:10– 19:20</b></p> <p>Breakout groups</p>	<p><b>Comfort break (10 mins)</b></p>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> <li>• Moderators can use discretion to adjust break times if the group clearly do/don't need one at the scheduled times – as long as group activities conclude for the final plenary session.</li> </ul>
<p><b>19:20 - 19:55</b></p> <p>Breakout groups</p>	<p><b>Topic 2 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>19:55 – 20:20</b></p> <p>Breakout groups</p>	<p><b>Topic 3 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>20:20 – 20:30</b></p> <p>Breakout groups</p>	<p><b>Comfort break (10 mins)</b></p>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> </ul> <p><i>Moderators consider using break to skim back and make some notes of key themes raised throughout session.</i></p>
<p><b>20:30 – 20:55</b></p> <p>Breakout groups</p>	<p><b>Topic 4 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>20:55 – 21:00</b></p> <p>Plenary</p>	<p><b>Thanks and close (5 mins)</b></p>	<p><b>Chair thanks everyone for their hard work and interesting discussions, confirms date and time of the next session.</b></p> <p>-Reminder of next workshop date. - The next workshop will focus on another version of the future, where things have unfolded differently to the scenario we looked at today -Please keep the other materials un-opened until the workshop they relate to – we will always tell you when to open materials.</p>

## Net Zero Futures public dialogue – Workshop 3 Scenario 4

### Aims:

- Support participants to explore their reactions to and how they feel about this scenario, with a particular focus on advantages, challenges, and why they feel this way.
- Explore what might need to be in place to realise advantages, make the most of opportunities, and address challenges.
- Consider implications for a range of experiences in society and from the perspective from a diverse cross section of British society.

**Dates/Times:** Monday 3<sup>rd</sup> October 2022 6pm-9pm

Time	Activity	Questions and materials
17.30 - 17.50  Plenary	<b>Set-up: Facilitators check-in</b>  <b>25 mins</b>	<ul style="list-style-type: none"> <li>• Test link, mic and camera.</li> <li>• Test who has the host/co-host function and ensure it is allocated to the right team member(s) for recording breakout rooms. Make all moderators Co-hosts.</li> <li>• Change screen name to NAME – Org – Chair/Moderator.</li> <li>• Check everyone is on the WhatsApp group for facilitation team to be able to ask questions, etc.</li> </ul> <p>Meanwhile tech support is assigning participants who are in the waiting room, notetakers, moderators, experts and observers to break-out rooms.</p>
17.50 - 18.00  Plenary	<b>Participant check-in</b>  <b>5 mins</b>	<p><b>Participants log into the online session</b></p> <ul style="list-style-type: none"> <li>• Participants encouraged to join the zoom session early to check-in and check their video/mic.</li> <li>• Participants encouraged to get a pen and paper, and have their participant pack with them.</li> </ul> <p>Register as people join and change screen names as necessary to first name and first initial of surname (i.e. John H).</p>
18:00 – 18:10  Plenary	<b>Introduction</b>  <b>10 mins</b>	<p><b>Ipsos Chair to give a warm welcome to the first of four online workshop (10 mins):</b></p> <ul style="list-style-type: none"> <li>• Chair to explain who is here: people from rural areas / towns / cities across the United Kingdom, Ipsos moderators, any observers.</li> <li>• Explain that this is workshop 4 of 5, give a reminder of date and time of the next workshop. (On Monday – 26<sup>th</sup> September 6pm-9pm)</li> <li>• Chair also to cover housekeeping <ul style="list-style-type: none"> <li>○ Please don't open the envelopes yet, we'll let you know when you can</li> <li>○ Homes – don't worry if your family/ pet comes into view, we're all in the same boat</li> <li>○ Keep your video on unless your internet connection becomes unstable</li> <li>○ We will be going into breakout rooms - we've set these up automatically so you don't need to do anything</li> <li>○ If we lose connection to you at any point in the session Ioanna will call you to see if we can help bring you back in again</li> <li>○ We'll be recording for our own notes</li> </ul> </li> <li>• Show ground rules and nod to a few: <ul style="list-style-type: none"> <li>○ There are no silly questions/ comments. We're here to hear what you think</li> <li>○ You may not all agree with what you are hearing but please do respect each other's views and experience</li> </ul> </li> <li>• Confidentiality: we are interested in what you say, not who said what. Your comments will not be attributed back to you in our report. Refer to the printed materials</li> </ul>

		<ul style="list-style-type: none"> <li>We have shared materials with you, but please respect that these have been designed for the purpose of this exercise, and please don't post photos or content from these on social media or share otherwise</li> <li>Chair to remind participants why we are here</li> <li>What to expect from this workshop: <ul style="list-style-type: none"> <li>We are focusing on one of the four scenarios today: Scenario 4</li> <li>We will introduce you to the scenario in this big room, and then you will be moved into smaller breakout rooms where your moderator will guide you through discussions, and further information.</li> <li>Remind how scenarios were developed and why: The scenarios are not government policy nor are they options for the future that are being decided between. Instead, they were developed by experts as plausible different futures for UK society. They can be used to consider how possible changes in society will impact how we meet net zero.</li> </ul> </li> </ul>
<p><b>18:10 - 18:20</b></p> <p>Plenary</p>	<p><b>Scenario introduction</b></p> <p><b>10 mins</b></p>	<p><b>Introducing the scenario:</b> Scenario 4</p> <p><b>Chair to introduce overview of the scenario: Narrative introduction</b></p> <p>Introduce the artefacts, as a way to get people to immerse themselves and imagine themselves within these scenarios.</p> <p><b>You will now be moved into your breakout rooms, where you will spend most of the session.</b></p> <ul style="list-style-type: none"> <li>The moderators will walk through some additional details about this scenario: <ul style="list-style-type: none"> <li>The built environment (how and where people live)</li> <li>Travel and transport (how and where people travel)</li> <li>Manufacturing &amp; Service Industries (how people work and what they consume)</li> <li>Food Production &amp; Land Use (what people eat and how they use the land)</li> </ul> </li> </ul>
<p><b>18:20 – 18:45</b></p> <p>Breakout groups</p>	<p><b>Initial reactions</b></p> <p><b>25 mins</b></p>	<p><b>Introductions (5 mins)</b></p> <p>Before we get started, let's quickly introduce ourselves – we will be chatting in this small group for most of the session</p> <ul style="list-style-type: none"> <li>Your first name</li> <li>Roughly where in the UK you live</li> <li>Which artefact caught your eye and why?</li> </ul> <p>Show the slide showing high/low metrics, and summary bullet points of the scenarios, using the 'overview' section with icons to show:</p> <ul style="list-style-type: none"> <li><b>Living standards:</b> low living standards for richest, high/medium living standards for poorest.</li> <li><b>Technological progress:</b> low availability of advanced Net Zero tech, low availability of advanced tech that drives public demand</li> <li><b>Where people live:</b> high/medium urban population, low/medium suburban population</li> <li><b>Work and the economy:</b> high localisation of economic activity, low reshoring of manufacturing, low automation of work</li> <li><b>Trust in national/international institutions:</b> high trust within the UK, high/medium trust internationally</li> </ul>



		<p><b>Thinking about the information we just heard about Scenario 4 – What really stood out to you and why? (15 mins)</b></p> <ul style="list-style-type: none"> <li>• How do you think your life would be in this version of 2050? <ul style="list-style-type: none"> <li>• What appeals to you about this world? Why?</li> <li>• What doesn't appeal to you about this world? Why?</li> <li>• Is there anything that doesn't make sense to you?</li> </ul> </li> </ul> <p><b>Now take a few minutes to quickly look through the artefacts and people cards in your pack for Scenario 4. Then we're going to think about how this world might be from a few different points of view (5 mins)</b></p> <ul style="list-style-type: none"> <li>• Before we talk about what you think, Is there anything in your pack that doesn't make sense?</li> </ul>
<p><b>18:45 – 19:10</b></p> <p>Breakout groups</p>	<p><b>Topic 1</b></p> <p><b>(25 min)</b></p>	<p><b>Refer to rotation guide for order of topics. All topics are included here, but will be spread across this and the following three sessions.</b></p> <p><b><u>Topic: The Built Environment</u></b></p> <p><b>Introduction to the built environment (5 mins)</b></p> <p><b>I'm going to quickly talk through how the built environment works in Scenario 4.</b></p> <ul style="list-style-type: none"> <li>• This relates to how and where people live as well as the sorts of buildings they live in, work in and travel between.</li> <li>• After we discuss this theme, we will have a comfort break.</li> <li>• <i>Facilitator shows relevant slides (including photo collage)</i></li> </ul> <p>Facilitator explains photo collage using the following narrative:</p> <ul style="list-style-type: none"> <li>• The population is spread across city centres and rural areas living localised lifestyles. As well as shorter working weeks, working from home became widely adopted across many industries in the 2020s, allowing many to move out of cities. The plan to decentralise the government and give more responsibility to local areas in the 2030s encourages the surge of more compact lifestyles across cities and towns. The growing rural population live as sustainably as they can, but travel further and live in bigger houses, often built on greenfield sites. Infrastructure investment programmes were not carried out in the late 2030s, making it challenging to deliver new homes at the pace and scale required.</li> <li>• Main points: <ul style="list-style-type: none"> <li>○ Population spread across urban and rural areas</li> <li>○ Low investment in new homes</li> <li>○ Localised and compact lifestyles</li> <li>○ Local amenities</li> </ul> </li> </ul> <p><b>Initial reactions (10 mins)</b></p> <p><b>From what we've just seen and the artefacts in your pack, what stands out to you about the built environment in this version of 2050?</b></p> <ul style="list-style-type: none"> <li>• <i>[Allow open discussion, but use prompts below if needed]</i> <ul style="list-style-type: none"> <li>○ <i>What do you think the advantages or challenges would be?</i></li> </ul> </li> </ul>

- *What do you think about the homes in this world? How would you feel living there? Why?*
- *What do you think about the workplaces in this world? How would you feel working there?*

**Personas (10 min)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

**Topic: Travel and transport**

**Introduction to travel and transport (5 mins)**

**I'm going to quickly talk through how travel and transport works in Scenario 4.**

- This relates to how and where people travel.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- The expansion of clean air zones and the development of more efficient public transport made private ownership of cars less attractive. Most take the opportunity to walk or cycle to work to lead healthier lifestyles. There was a short-lived dip in short- and long-haul travel during the COVID-19 pandemic and international travel resumed more intensely in the 2030s. However, preferences for a 'slower' pace of life prompted more to choose to travel by train and boat for long-haul travel. Even airships have seen a renaissance. Some people are frustrated by this slower pace, particularly where it holds back business productivity.
- Main points:
  - Few CAVs
  - Train and boats used for long-haul travel
  - Walking and cycling the dominant choice
  - Efficient public transport and clean air zones

**Initial reactions (10 mins)**

**From what we've just seen and the artefacts in your pack, what stands out to you about travel and transport in this version of 2050?**

- *[Allow open discussion, but use prompts below if needed]*
  - *What do you think the advantages or challenges would be?*
  - *How would you feel travelling around your local area in this world? Why?*
  - *How would you feel travelling to different parts of the UK in this world? Why?*
  - *What do you think of holidays in this world? Why?*

**Personas (10 mins)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

**Topic: Manufacturing and service industries****Introduction to manufacturing and service industries (5 mins)****I'm going to quickly talk through how manufacturing and service industries works in Scenario 4.**

- This relates to how these scenarios create jobs, develop skills and develop economies.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Bigger businesses have increasingly began promoting positive societal values. Greater altruism and reduction of inequality also allowed for a friendlier operating environment for smaller businesses. The 'repair first' model has made some frustrated as there is now a reduced choice of new products. Costly modifications of everyday products acted as a driver of widespread adoption of sharing of goods and services. Many local areas are now served by repair shops with some additive manufacturing capabilities that are geared towards extending the useful life of products and serving the needs of local economies.
- Main points:
  - Big businesses promote positive societal values
  - Smaller businesses thriving
  - Repair-first model
  - Shared goods and services

**Initial reactions (10 mins)****From what you've seen in your pack, what stands out to you about jobs and the economy in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What do you think about the range of jobs available in this world? Why?*
- *How do you feel about the role that technology plays in the economy? Why?*

**Personas (10 mins)**

*Facilitator puts persona slides on screen, and invites people to refer to the personas in their packs if they prefer*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Food production and Land Use**

#### **Intro to Food Production & Land Use (5 mins)**

**I'm going to quickly talk through how food production and land use works in Scenario 4.**

- This relates to what we eat, how we eat it and how the food is made and gets to our plates
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Climate change impacts are still felt but are mostly better managed through adaptation measures. Regions have become more effective at meeting the triple challenge of balancing carbon reduction, biodiversity improvements and food production maintenance by finding the land-use mix that works best in each landscape. More people enjoy access to protected nature zones and restored National Parks after the introduction of a national ecosystem restoration plan. More food is grown in the UK for domestic consumption. Meat consumption is low, and many people have transitioned to plant-based diets, but lab-grown meat has failed to gain traction to the extent that was expected in the early 2020s.
- Main points:
  - Plant based diets and low meat consumption
  - Little agricultural tech, food is grown in the UK for domestic consumption
  - Protected nature zones and restored national parks

#### **Initial reactions (10 mins)**

**From what you've seen in your pack, what stands out to you about food production and land use in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What food looks appetising to you and what doesn't?! Why?*
- *How do you feel about the way that land is used in this world? Why?*

#### **Personas (10 mins)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?**

		<ul style="list-style-type: none"> <li>• How do you think these characters might feel about living in this scenario?</li> <li>• Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?</li> </ul>
19:10– 19:20  Breakout groups	<b>Comfort break (10 mins)</b>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> <li>• Moderators can use discretion to adjust break times if the group clearly do/don't need one at the scheduled times – as long as group activities conclude for the final plenary session.</li> </ul>
19:20 - 19:55  Breakout groups	<b>Topic 2 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
19:55 – 20:20  Breakout groups	<b>Topic 3 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
20:20 – 20:30  Breakout groups	<b>Comfort break (10 mins)</b>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> </ul> <p><i>Moderators consider using break to skim back and make some notes of key themes raised throughout session.</i></p>
20:30 – 20:55  Breakout groups	<b>Topic 4 (25 mins)</b>	<b>Refer to rotation guide and questions above.</b>
20:55 – 21:00  Plenary	<b>Thanks and close (5 mins)</b>	<p><b>Chair thanks everyone for their hard work and interesting discussions, confirms date and time of the next session.</b></p> <p>-Reminder of next workshop date. - The next workshop will focus on comparing between all the scenarios we've looked at -Please keep hold of all the materials you have from the past four workshops as they will be needed in the final workshop</p>

## Net Zero Futures public dialogue – Workshop 4

### Aims:

- Support participants to explore their reactions to and how they feel about this scenario, with a particular focus on advantages, challenges, and why they feel this way.
- Explore what might need to be in place to realise advantages, make the most of opportunities, and address challenges.
- Consider implications for a range of experiences in society and from the perspective from a diverse cross section of British society.

**Dates/Times:** Wednesday 10<sup>th</sup> October 2022 6pm-9pm

Time	Activity	Questions and materials
17.30 - 17.50  Plenary	<b>Set-up: Facilitators check-in</b>  <b>25 mins</b>	<ul style="list-style-type: none"> <li>• Test link, mic and camera.</li> <li>• Test who has the host/co-host function and ensure it is allocated to the right team member(s) for recording breakout rooms. Make all moderators Co-hosts.</li> <li>• Change screen name to NAME – Org – Chair/Moderator.</li> <li>• Check everyone is on the WhatsApp group for facilitation team to be able to ask questions, etc.</li> </ul> <p>Meanwhile tech support is assigning participants who are in the waiting room, notetakers, moderators, experts and observers to break-out rooms.</p>
17.50 - 18.00  Plenary	<b>Participant check-in</b>  <b>5 mins</b>	<p><b>Participants log into the online session</b></p> <ul style="list-style-type: none"> <li>• Participants encouraged to join the zoom session early to check-in and check their video/mic.</li> <li>• Participants encouraged to get a pen and paper, and have their participant pack with them.</li> </ul> <p>Register as people join and change screen names as necessary to first name and first initial of surname (i.e. John H).</p>
18:00 – 18:10  Plenary	<b>Introduction</b>  <b>10 mins</b>	<p><b>Ipsos Chair to give a warm welcome to the first of four online workshop (10 mins):</b></p> <ul style="list-style-type: none"> <li>• Chair to explain who is here: people from rural areas / towns / cities across the United Kingdom, Ipsos moderators, any observers.</li> <li>• Explain that this is workshop 4 of 5, give a reminder of date and time of the next workshop. (On Monday 10<sup>th</sup> October - 6pm-9pm)</li> <li>• Chair also to cover housekeeping <ul style="list-style-type: none"> <li>○ Please don't open the envelopes yet, we'll let you know when you can</li> <li>○ Homes – don't worry if your family/ pet comes into view, we're all in the same boat</li> <li>○ Keep your video on unless your internet connection becomes unstable</li> <li>○ We will be going into breakout rooms - we've set these up automatically so you don't need to do anything</li> <li>○ If we lose connection to you at any point in the session Martha will call you to see if we can help bring you back in again</li> <li>○ We'll be recording for our own notes</li> </ul> </li> <li>• Show ground rules and nod to a few: <ul style="list-style-type: none"> <li>○ There are no silly questions/ comments. We're here to hear what you think</li> <li>○ You may not all agree with what you are hearing but please do respect each other's views and experience</li> </ul> </li> <li>• Confidentiality: we are interested in what you say, not who said what. Your comments will not be attributed back to you in our report. Refer to the printed materials</li> <li>• We have shared materials with you, but please respect that these have been designed for the purpose of this exercise, and</li> </ul>

		<p>please don't post photos or content from these on social media or share otherwise</p> <ul style="list-style-type: none"> <li>• Chair to remind participants why we are here</li> <li>• What to expect from this workshop: <ul style="list-style-type: none"> <li>○ We are focusing on one of the four scenarios today: Scenario 3</li> <li>○ We will introduce you to the scenario in this big room, and then you will be moved into smaller breakout rooms where your moderator will guide you through discussions, and further information.</li> <li>○ Remind how scenarios were developed and why: The scenarios are not government policy nor are they options for the future that are being decided between. Instead, they were developed by experts as plausible different futures for UK society. They can be used to consider how possible changes in society will impact how we meet net zero.</li> </ul> </li> </ul>
<p><b>18:10 - 18:20</b></p> <p>Plenary</p>	<p><b>Scenario introduction</b></p> <p><b>10 mins</b></p>	<p><b>Introducing the scenario: Scenario 3</b></p> <p><b>Chair to introduce overview of the scenario, with narrative introduction alongside the rich picture illustration.</b></p> <p>Introduce the artefacts, as a way to get people to immerse themselves and imagine themselves within these scenarios.</p> <p><b>You will now be moved into your breakout rooms, where you will spend most of the session.</b></p> <ul style="list-style-type: none"> <li>• The moderators will walk through some additional details about this scenario: <ul style="list-style-type: none"> <li>○ The built environment (how and where people live)</li> <li>○ Travel and transport (how and where people travel)</li> <li>○ Manufacturing &amp; Service Industries (how people work and what they consume)</li> <li>○ Food Production &amp; Land Use (what people eat and how they use the land)</li> </ul> </li> </ul>
<p><b>18:20 – 18:45</b></p> <p>Breakout groups</p>	<p><b>Initial reactions</b></p> <p><b>25 mins</b></p>	<p><b>Introductions (5 mins)</b></p> <p>Before we get started, let's quickly introduce ourselves – we will be chatting in this small group for most of the session</p> <ul style="list-style-type: none"> <li>• Your first name</li> <li>• Roughly where in the UK you live</li> <li>• Which artefact caught your eye and why?</li> </ul> <p>Show the icons slide to show (slide 15):</p> <ul style="list-style-type: none"> <li>• <b>Living standards:</b> high living standards for richest, low living standards for poorest</li> <li>• <b>Technological progress:</b> high/medium availability of advanced Net Zero tech, high availability of advanced tech that drives public demand</li> <li>• <b>Where people live:</b> low urban population, high/medium suburban population, high/medium rural population</li> <li>• <b>Work and the economy:</b> low localisation of economic activity, high/medium reshoring of manufacturing, high automation of work</li> <li>• <b>Trust in national/international institutions:</b> lower trust within the UK, slightly higher trust internationally</li> </ul>

		<p><b>Thinking about the information we just heard about Scenario 3 – What really stood out to you and why? (15 mins)</b></p> <ul style="list-style-type: none"> <li>• How do you think your life would be in this version of 2050? <ul style="list-style-type: none"> <li>• What appeals to you about this world? Why?</li> <li>• What doesn't appeal to you about this world? Why?</li> <li>• Is there anything that doesn't make sense to you?</li> </ul> </li> </ul> <p><b>Now take a few minutes to quickly look through the artefacts and people cards in your pack for Scenario 3. Then we're going to think about how this world might be from a few different points of view (5 mins)</b></p> <ul style="list-style-type: none"> <li>• Before we talk about what you think, Is there anything in your pack that doesn't make sense?</li> </ul>
<p><b>18:45 – 19:10</b></p> <p>Breakout groups</p>	<p><b>Topic 1</b></p> <p><b>(25 min)</b></p>	<p><b>Refer to rotation guide for order of topics. All topics are included here, but will be spread across this and the following three sessions.</b></p> <p><b><u>Topic: The Built Environment</u></b></p> <p><b>Introduction to the built environment (5 mins)</b></p> <p><b>I'm going to quickly talk through how the built environment works in Scenario 3.</b></p> <ul style="list-style-type: none"> <li>• This relates to how and where people live as well as the sorts of buildings they live in, work in and travel between.</li> <li>• After we discuss this theme, we will have a comfort break.</li> <li>• <i>Facilitator shows relevant slides (including photo collage)</i></li> </ul> <p>Facilitator explains photo collage using the following narrative:</p> <ul style="list-style-type: none"> <li>• The population has become relatively dispersed, with the rich increasingly living in larger homes in self-contained bubbles in suburban and rural areas, and there has also been an increase in people living alone. There has been some investment in new build homes, which has led to reduction in housing pressure and improved affordability. Many people are working from home and spending more time online leading to increased demand for connectivity and data processing infrastructure. This has led to reduced sense of community and a drop in availability of local amenities.</li> <li>• Main points: <ul style="list-style-type: none"> <li>○ People living in self-contained 'bubbles' in suburban and rural areas</li> <li>○ Dispersed new homes improve affordability</li> <li>○ Reduced sense of community</li> <li>○ More people living alone in housing</li> <li>○ Less availability of local amenities</li> </ul> </li> </ul> <p><b>Initial reactions (10 mins)</b></p> <p><b>From what we've just seen and the artefacts in your pack, what stands out to you about the built environment in this version of 2050?</b></p> <ul style="list-style-type: none"> <li>• <i>[Allow open discussion, but use prompts below if needed]</i> <ul style="list-style-type: none"> <li>○ <i>What do you think the advantages or challenges would be?</i></li> </ul> </li> </ul>



- *What do you think about the homes in this world? How would you feel living there? Why?*
- *What do you think about the workplaces in this world? How would you feel working there?*

**Personas (10 min)**

*Facilitator puts persona slides on screen*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?**

- How do you these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

**Topic: Travel and transport**

**Introduction to travel and transport (5 mins)**

**I'm going to quickly talk through how travel and transport works in Scenario 3.**

- This relates to how and where people travel.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Uptake of CAVs has been strong, particularly among the rich. The private ownership model continues to dominate, with only limited traction achieved for shared travel. Public transport has improved somewhat over the years, particularly between regions by high-speed rail, but high fares have excluded the poorest from the network and competition from CAVs means usage is not as high as it could be. Flying (for leisure in particular) has grown, offsetting some of the benefits of lower carbon technologies in aviation. The rich are travelling further afield, but poorer people are exploring new destinations in neighbouring countries. Some of the traditional 'holiday in the sun' destinations of the 2020s have become increasingly unappealing due to extreme heat.
- Main points:
  - Strong uptake of CAVs by the rich
  - Flying abroad for leisure is still popular
  - Long distance public transport has improved
  - Public transport prices have excluded poorest

**Initial reactions (10 mins)**

**From what we've just seen and the artefacts in your pack, what stands out to you about travel and transport in this version of 2050?**

- *[Allow open discussion, but use prompts below if needed]*
  - *What do you think the advantages or challenges would be?*
  - *How would you feel travelling around your local area in this world? Why?*

- *How would you feel travelling to different parts of the UK in this world? Why?*
- *What do you think of holidays in this world? Why?*

### **Personas (10 mins)**

*Facilitator puts persona slides on screen*

#### **Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- How do you think these characters might feel about living in this scenario?
- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?

### **Topic: Manufacturing and service industries**

#### **Introduction to manufacturing and service industries (5 mins)**

##### **I'm going to quickly talk through how manufacturing and service industries works in Scenario 3.**

- This relates to how these scenarios create jobs, develop skills and develop economies.
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Although there is better management of products over their entire lifecycle, consumption has remained high and technological obsolescence has not been solved. In part, this is due to furious international competition to create the next big consumer tech. It is also caused by people becoming less concerned about throwaway culture, given better recycling solutions. Global mistrust and progress in automation have led to some reshoring of manufacturing. There is a thriving economy for goods and services in the real and virtual worlds, with cryptocurrencies playing a growing role because of a lack of trust in governments and central banks.
- Main points:
  - International competition and reshoring
  - Throwaway culture and better recycling solutions
  - Goods and services in real and intangible worlds, growth in cryptocurrency
  - High consumption and technological obsolescence

#### **Initial reactions (10 mins)**

##### **From what you've seen in your pack, what stands out to you about jobs and the economy in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What do you think about the range of jobs available in this world? Why?*
- *How do you feel about the role that technology plays in the economy? Why?*

**Personas (10 mins)**

*Facilitator puts persona slides on screen, and invites people to refer to the personas in their packs if they prefer*

**Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?:**

- Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?
- How acceptable or unacceptable is the impact on these characters?

**Topic: Food production and Land Use****Intro to Food Production & Land Use (5 mins)****I'm going to quickly talk through how food production and land use works in Scenario 3.**

- This relates to what we eat, how we eat it and how the food is made and gets to our plates
- *Facilitator shows relevant slides (including photo collage)*

Facilitator explains photo collage using the following narrative:

- Tech advances have ushered in greater dietary choices, including for meat-free protein. Lab-grown meat is widely available, helping to satisfy continued high demand for meat. In some wealthier urban areas, vertical farming tech has been adopted to provide localised access to food. Environmental degradation has significantly impacted biodiversity and there is less productive land available. However, tech solutions, such as GM crops or robotic pollination, have preserved some self-sufficiency in food production.
- Main points:
  - Lab grown meat
  - Urban agriculture and vertical farming offer local produce for the rich
  - GM crops and robotic pollinations allowed UK to maintain self-sufficiency
  - Environmental degradation has reduced biodiversity

**Initial reactions (10 mins)****From what you've seen in your pack, what stands out to you about food production and land use in this version of 2050?**

*[Allow open discussion, but use prompts below if needed]*

- *What do you think the advantages or challenges would be? Why?*
- *What food looks appetising to you and what doesn't?! Why?*
- *How do you feel about the way that land is used in this world? Why?*

**Personas (10 mins)**

*Facilitator puts persona slides on screen*

		<p><b>Thinking beyond yourselves, how do you think the people on the cards you've got would feel about this?</b></p> <ul style="list-style-type: none"> <li>• How do you think these characters might feel about living in this scenario?</li> <li>• Who do you think would be most positively or negatively impacted in this scenario and in what way? Why?</li> </ul>
<p><b>19:10–19:20</b></p> <p>Breakout groups</p>	<p><b>Comfort break (10 mins)</b></p>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> <li>• Moderators can use discretion to adjust break times if the group clearly do/don't need one at the scheduled times – as long as group activities conclude for the final plenary session.</li> </ul>
<p><b>19:20 - 19:55</b></p> <p>Breakout groups</p>	<p><b>Topic 2 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>19:55 – 20:20</b></p> <p>Breakout groups</p>	<p><b>Topic 3 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>20:20 – 20:30</b></p> <p>Breakout groups</p>	<p><b>Comfort break (10 mins)</b></p>	<p><b>Tell participants to stay logged into the zoom meeting, but mute/switch cameras off if they like.</b></p> <ul style="list-style-type: none"> <li>• Please be punctual coming back so we can stay on track.</li> </ul> <p><i>Moderators consider using break to skim back and make some notes of key themes raised throughout session.</i></p>
<p><b>20:30 – 20:55</b></p> <p>Breakout groups</p>	<p><b>Topic 4 (25 mins)</b></p>	<p><b>Refer to rotation guide and questions above.</b></p>
<p><b>20:55 – 21:00</b></p> <p>Plenary</p>	<p><b>Thanks and close (5 mins)</b></p>	<p><b>Chair thanks everyone for their hard work and interesting discussions, confirms date and time of the next session.</b></p> <ul style="list-style-type: none"> <li>-Reminder of next workshop date.</li> <li>- The next workshop will focus on all the versions of the future we've looked at over the last four workshops.</li> <li>- Reminder to keep a hold of the artefacts we've sent for the next workshop – we'll be using all of them again!</li> </ul>

# Net Zero Futures public dialogue - Workshop 5: Reflections and Synthesis

## Aims:

During Workshop 5, participants should be encouraged to:

- Identify how participants feel about how the scenarios compare, both generally, as well as with reference to the themes
- Articulate their preferences, both between the worlds and within different aspects (e.g built environment, food, civic life) of each scenario
- Explore how plausible and realistic participants feel these scenarios are, and the reasons for that plausibility
- Discussions may prompt participants to reflect upon their own personal hopes and expectations for the future, drawing upon aspects of the scenarios

Time	Activity	Questions and materials
17.30 - 17.50	<b>Set-up: Facilitators check-in</b>  20 mins	<ul style="list-style-type: none"> <li>• Test link, mic and camera.</li> <li>• Test who has the host/co-host function and ensure it is allocated to the right team member(s) for recording breakout rooms. Make all moderators Co-hosts.</li> <li>• Change screen name to NAME – Org – Chair/Moderator.</li> <li>• Check everyone is on the WhatsApp group for facilitation team to be able to ask questions, etc.</li> <li>• Meanwhile tech support is assigning participants who are in the waiting room, notetakers, moderators, experts and observers to break-out rooms.</li> </ul>
17.50 - 18:00	<b>Participant check-in</b>  10 mins	<b>Participants log into the online session</b> <ul style="list-style-type: none"> <li>• Participants encouraged to join the zoom session early to check-in and check their video/mic.</li> <li>• Participants encouraged to get a pen and paper, and have their participant pack with them.</li> <li>• Register as people join and change screen names as necessary to first name and first initial of surname (i.e. John H).</li> <li>• Participants allocated to break-out rooms but not put in them</li> </ul>
18.00 - 18.20	<b>Recap of seminar and first four workshops</b>  <b>Plenary 1</b> (15 mins)	<b>Ipsos Chair to welcome everybody back, and give a summary of what was discussed during the seminar and first four workshops</b> <i>Explain that this is the fifth and final workshop – remind of timings i.e. will finish by 9pm latest</i> <ul style="list-style-type: none"> <li>• <b>Chair to explain to participants what to expect from this workshop:</b></li> <li>• To bring together discussions had over the past four workshops</li> <li>• To express preferences around the four scenarios, your thoughts on their plausibility (how realistic is it that this world might come about?) and to understand why you feel that way</li> <li>• Short overview of the 4 scenarios (with reference to a single slide and table)</li> <li>• Recap of the scenarios with reference to Slide 8:</li> </ul> <p><i>In the first workshop, we introduced Scenario 1:</i></p> <ul style="list-style-type: none"> <li>- Green cities buoyed by economic growth and investment in net zero tech such as low carbon flying and carbon capture and storage</li> <li>- Major economic packages investing in tech from gov, international trust and collaboration</li> <li>- 15 min travel from cities</li> </ul>

- Rural and suburban divide – improvement in living standards felt unequally

*In the second workshop, we introduced Scenario 2:*

- Tough times for people
- Low economic growth, low trust and confidence and inequality
- Cities run down and falling into disrepair
- Countryside – rewilding happening with farmland returning to its natural state
- More active travel and cycling happening, transportation poorly maintained and underdeveloped
- Low levels of investment in net zero technology but people with more wealth buy consumer tech

*In the third workshop, we introduced Scenario 4:*

- *Slower life, more civic and public engagement, decision making locally centred*
- The repair shop, shifts the focus away from consumption and spending
- From economic to social and planetary health and wellbeing
- Regulation of technology and oversight is tight
- Low investment in technology due to low economic growth and squeezed public finances

*In the fourth workshop we introduced Scenario 3:*

- *socially divided society – people on higher incomes have a good quality of life, those on lower incomes affected more by climate change*
- *larger homes in self contained bubbles, and higher levels of mistrust from those on lower incomes*
- *automating welfare state, work and lab-grown meat across society*
- *vertical farms that stack crops being grown and use artificial intelligence and climate control to maximise yield in well-off areas*
- *people’s personal relationship with technologies has become defined by “virtual bubbles”.*

A short presentation on these scenarios and how they relate to net zero from GO Science

**Presentation from GO-Science: What’s the connection between these scenarios and net zero?**

Jack Snape (GO-Science, Head of Foresight Projects), 7 minutes

Context provided for participants on what each of the scenarios mean in terms of energy demand and use, and further detail to be provided on modelling undertaken by GO Science.

		Jack will speak about difficult choices that net zero might require us to make.  <b>Chair to introduce breakout rooms and flag quiet room if anyone needs it.</b>

<p>18.20 – 18.55</p>	<p><b>Breakout 1</b></p> <p><b>Views on scenarios as a whole (35 min)</b></p>	<p><b>Introductions and overall reflections on scenarios</b></p> <ul style="list-style-type: none"> <li>• <i>Facilitator introduces themselves and the group's notetaker, and thanks everyone for joining this evening.</i></li> <li>• <i>Introductions – let's go round the zoom – name, and one interesting question/thought prompted by GO-Science presentation</i></li> </ul> <p><b>Before we go into more detail, are there any reflections on the presentation you've just heard?</b></p> <p>Facilitator shows coloured street scenes of scenarios side by side and reminds them with some prompts, referring back to previous workshops with reference to the rich picture illustrations.</p> <p><b>What do you like about these different worlds overall?</b> <b>Why do you feel this way?</b></p> <ul style="list-style-type: none"> <li>- Allow free discussion, but <b>ensure all four scenarios are covered</b> and that participants have the opportunity to express what is more appealing about each, as well as what is less appealing.</li> <li>- Are there any aspects of the scenarios that seem <b>more or less</b> realistic or plausible? Why do participants feel these are plausible or implausible?</li> <li>- What <b>changes do you think will be needed to take us to these scenarios</b>? Are there similar changes across the scenarios? Are there different changes across the scenarios?</li> </ul> <p>Close this discussion by announcing that we're going to start comparing the scenarios to each other on the themes we discussed in the previous four workshops.</p>
<p>18:55-19:25</p>	<p><b>Breakout 2:</b> <b>Views on scenarios by themes</b></p> <p><b>30 min</b></p>	<p><b><u>Topic: Built environment, travel and transport</u></b></p> <p>Facilitator asks participants to look back at their materials in front of them, as well as the relevant rich pictures and artefacts - have a look at these images and imagine yourself, and the persona characters living and working in the buildings, and travelling around.</p> <p><b>Preferences about scenarios (from self and personas' perspectives)</b> Thinking about where you yourself live and how you travel around, how would you behave differently across these different worlds and compared to how you behave now? Which worlds do you think you would find easiest and most enjoyable? Which ones would you find more difficult or less enjoyable?</p> <p>Why?</p> <p>Think about the personas you have been working with to date. Which worlds do you think different people would find easiest and most enjoyable? Which ones would people find more difficult or less enjoyable?</p> <p>Why?</p>



<p>19.25 – 19.40</p>	<p><b>COMFORT BREAK</b></p>	<p><b>Difficult choices</b></p> <p><i>Remind participants of the GO-Science presentation which presented difficult choices in realising a net zero world.</i></p> <p>Where are there difficult choices or trade-offs to be made in these worlds when it comes to the built environment, travel and transport? On balance, which choices would you be willing to make, and if so, why? Which would you be less willing to make? If not, why not?</p>
<p>19:40 – 20:15</p>	<p>35 min</p>	<p><b>15 min comfort break – breakout facilitators to encourage participants to return to breakouts</b></p> <p><b><u>Topic: Food, products and jobs</u></b></p> <p><b>Preferences about scenarios (from self and personas’ perspectives)</b> Thinking about where you yourself work, how you eat, and the things you buy, how you would behave differently across these different worlds and compared to how you behave now? Which worlds do you think you would find easiest and most enjoyable? Which ones would you find more difficult or less enjoyable?</p> <p>Why?</p> <p>Think about the personas you have been working with to date. Which worlds do you think different people would find easiest and most enjoyable? Which ones would people find more difficult or less enjoyable?</p> <p>Why?</p>
<p>20:15- 20:40</p>	<p>25 min</p>	<p><b>Difficult choices</b></p> <p><i>Remind participants of the GO-Science presentation which presented difficult choices in realising a net zero world.</i></p> <p>Where are there difficult choices or trade-offs to be made in these worlds when it comes to food, products, and jobs? On balance, which choices would you be willing to make, and if so, why? Which would you be less willing to make? If not, why not?</p> <p>Facilitator asks participants to look at their materials in front of them, grouped together according to scenario - have a look at these images and imagine the persona characters working, playing, shopping, and eating in these different worlds.</p> <p><b>Facilitators to judge if participants would like / benefit from a short, 5 minute break before moving onto the next topic.</b></p> <p><b><u>Topic: Civic life</u></b></p>

		<p>Facilitator asks participants to look at their artefacts in front of them – and direct their attention to:</p> <ul style="list-style-type: none"> <li>- Live Debate – Tech CEO and Influencer (1)</li> <li>- The New Resisters poster (2)</li> <li>- The Citizen Jury leaflet (4)</li> <li>- Online voting leaflet (3)</li> </ul> <p>Have a look at these images and imagine the persona characters engaging with civic life. Explain civic life might more broadly beyond the initiatives depicted in these artefacts include: quality of debate, involvement in community groups, charities and social enterprises, trust in political, government and civic institutions , engagement in elections, other opportunities to participate e.g volunteering.</p> <p><b>How engaged would you and others feel in these scenarios' civic life?</b> Thinking about your own engagement levels and levels of trust in civic life, how you would behave differently across these different worlds and compared to how you behave now?</p> <p>Which worlds do you think you would engage most effectively within? Which ones would you experience differently/engage differently?</p> <p>Why?</p> <p>Think about the personas you have been working with to date. Which worlds do you think different people would be most civically engaged in? Which ones would people experience more civic exclusion or experience in less engaging ways?</p> <p>Why?</p> <p><b>Facilitators to judge if participants would like / benefit from a short, 5 minute break before moving back into plenary – let tech support and chair know via Whatsapp if you do.</b></p>
<p>20:45-21:00</p>	<p><b>Summary, poll, thank, and close</b></p> <p><b>Plenary</b></p> <p>20 mins</p>	<p><b>Lead facilitator to ask each facilitator to provide '1-minute flavour' feedback from their rooms' discussions (using one point from each of their three sets of PowerPoint notes).</b></p> <p><b>Chair thanks everyone for their input and explains that they're going to run the same poll they did in the webinar a few weeks ago to see if anything has changed.</b></p> <p><b>Poll exercise to see if participants concerns about climate change have changed:</b></p> <p>How concerned, if at all, are you about climate change?</p> <ul style="list-style-type: none"> <li>• Very concerned</li> <li>• Fairly concerned</li> <li>• Not very concerned</li> <li>• Not concerned at all</li> </ul> <p><b>Once all participants have voted, display participant responses.</b></p> <p><b>Chair shares next steps</b></p> <ul style="list-style-type: none"> <li>• Thank for hard work in breakout groups</li> </ul>

		<ul style="list-style-type: none"> <li>• Chair thanks participants for taking part in process as a whole and for being so engaged and reminds participants what for the next steps are.</li> <li>• Chair reminds participants of Patrick Vallance’s video from the beginning of the workshops, and how important the work is. Chair reminds participants they will receive a link to the report once it has been published.</li> <li>• Chair remind participants about importance of their wellbeing and signpost to support services</li> <li>• Chair tells them that they’ll get their final payment sent over in a few working days.</li> <li>• If they have any problems they can email the team/recruiter.</li> </ul> <p>Note facilitators and tech support should only leave once all participants have left, and all facilitators can encourage participants to come off mute, wave and say goodbye by doing so.</p>