

Super wicked community engagement: are we doing enough?



STOCKTAKE AND ANALYSIS OF HOUSEHOLD BEHAVIOUR CHANGE PROGRAMS IN VICTORIA



Super Wicked Problems

- limited time to respond (scale)
- future benefits discounted
- caused by those seeking solutions
- weak central governance



Super Wicked Problems

- limited time to respond
- future benefits discounted

} behavioural

- caused by those seeking solutions
- weak central governance

} governance



Super Wicked Solutions

- lock in gains
- be 'sticky' within target audience
- be able to expand rapidly to other populations



What needs to change?

- closer understanding of households
- what are the different motivations?
- think about 'disruptive' possibilities
- ensure alignment across council



How does this work in practice?

Governance:

- strong engagement links
- supportive structures

Behavioural:

- Time poor
- Different meanings of energy



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