



lowcarbonworks

Unlocking Sustainable Futures

**Insider Voices: Human dimensions of low carbon technology  
with Professor Peter Reason and the Lowcarbonworks research team  
and a special presentation of the acclaimed documentary Hard Rain**

**Bailbrook House Hotel, Bath, UK**

**Now on July 14 only**

**09.30 – 20.30 including presentation (18.30 -20.30)**

**The event itself is free of charge and overnight accommodation is available at a competitive rate so participants can enjoy the evening session**

To enable more people to come to this event, Insider Voices will now be a one day event extending into the evening for those who wish with a presentation from Mark Edwards of his Hard Rain Picture Show – an opportunity to connect our work with global issues. Refreshments will be provided and those attending the conference will be joined by other guests for the evening session. For application form please go to <http://go.bath.ac.uk/lowcarbon>

**Insider Voices**

When people talk about reducing carbon emissions, they usually talk about technologies or economics. But the five year Lowcarbonworks research project reveals that's not enough. Unless we understand the wider systemic context of low carbon initiatives and the human relationships required to drive innovation forward, we will not achieve a low carbon future.

Drawing heavily on seven insider accounts of low carbon initiatives involving industry and local authorities, this conference will show how managers and policy makers can make practical use of technological transition theories. And we will facilitate creative dialogue and reflection so that delegates can apply the project's learning to their own low carbon initiatives.

This conference will provide essential learning, practical support and cross-sector networking for policymakers, local authorities, businesses and activists – in fact, anyone interested in bridging the policy/practice gap and acting *now* for a low carbon future.

All delegates will receive a free copy of the 120 page project report.

We will provide accounts by researchers and insiders of successful and unsuccessful low carbon change initiatives and make links with current theory. Narratives include:

**Ginsters** tells how a food manufacturing company moved from compliance with waste regulations to investing in state of the art waste to power technology

**Holsworthy** anaerobic digestion is about a pioneering biogas initiative in a UK farming community

**Compair Airworx** explores the challenges facing a compressed air equipment manufacturer attempting to establish a compressed air service business

**Air Cycle** tracks the story of a 'niche' technology, as a small group try to exploit a low carbon heating & cooling technology for applications in the food industry

**Thurulie** eco-factory tells how a Sri Lankan apparel manufacturer commissioned and built an iconic low carbon factory to produce lingerie for Marks and Spencer

**Southampton** is the story of collaboration between diverse stakeholders to build and operate a district energy scheme drawing on geothermal energy.

**TDG:** Invisibly decarbonising cold food storage and distribution



## Insider Voices Timetable

- 9.00 Registration and Coffee
- 9.30 Welcome and Introduction to conference
- 9.40 Overview of project: Learning from seven low carbon initiatives
- 10.00 Narrative: 'A wonderful experience': the design and construction of an eco-factory
- 10.30 Theory: Complementarities matrix: managing the complex interaction of technological, organizational and political contextual factors
- 11.00 Coffee
- 11.15 Theory: Relational Practice: the essential work of creating and sustaining relationships across professional and organizational boundaries
- 11.45 Pick and mix Round One: Presentations and discussion of narratives by researchers and insiders
- 12.30 Home Group One: informal discussions
- 13.00 Lunch
- 13.45 Pick and mix Round Two: An opportunity to explore a different narrative
- 14.30 Theory: Sociotechnical transition pathways and Organizational responsiveness with illustrations from narratives
- 15.00 Home Group Two; informal discussions
- 15.30 Tea
- 15.45 Implications and applications to own situation
- 17.00 Q&A – closing session
- 17.30 Buffet
- 18.30 Hard Rain with artist Mark Edwards (we realize that some participants may not be able to stay for the evening session)
- 20.30 Ends

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