

Factivism – driving change with data



This session is about action and empowerment

It's about taking initiative

It's about knowing that you have everything you need to make change

It's about understanding your customers, how to reach them, and how to motivate them

Factivism

Definition: Factivism is the use of facts, data, and evidence to advocate for social, environmental, and political change.

Combines the power of activism with data-driven evidence to create tangible change.

A blend of activism (e.g., a protest or advocacy) alongside data (charts/graphs).



Factivism and the UN Sustainable Development Goals (SDGs)

Factivism plays a critical role in achieving global goals such as SDG 12 (Responsible Consumption) and SDG 13 (Climate Action).

Facts help measure progress, hold stakeholders accountable, and advocate for change.



A Tool for Engineers and Architects

Empowers you to use facts and data in your future careers to promote sustainability, Influence policy, and create long-term change.

Integrate factivism into your projects and your enterprise ideas.



Case Study; Clean Air Strategy and Ultra Low Emission Zones (SDG 11 & 3)

ULEZ and Clean Air Strategy (SDG 11 & 3)

Problem: Air pollution in major cities like London leading to health issues.

Factivism: Health and environmental experts used data on air quality and health impacts to push for changes.

Outcome: Introduction of Ultra Low Emission Zones (ULEZ) in London.

Impact: Reduced air pollution and improved public health, with data showing lower nitrogen dioxide levels.

Case Study: Impactful, sustainable, and data-driven change through everyday products.



Who Gives A Crap is an Australian-based toilet paper company that exemplifies factivism by using data and evidence to drive change in two key areas:

- 1) Improving sanitation in developing countries
- 2) Promoting environmentally sustainable consumption.

Who Gives A Crap leverages factivism by:

- Using data on global sanitation issues to inspire consumers and raise awareness.
- Demonstrating the benefits of sustainable materials and processes in their products.
- Providing transparent, data-driven reports to show the real-world impact of their efforts.
- This combination of evidence-based advocacy and transparency allows them to influence consumer behaviour while making a measurable difference on global sanitation and environmental sustainability.

1. Global Sanitation (SDG 6: Clean Water and Sanitation)

- **Problem:** 2 billion people lack access to proper toilets.
- **Action:** Donates **50% of profits** to sanitation charities (e.g., WaterAid).
- **Impact:** Over **£5.8 million** donated, improving sanitation in developing countries.

2. Sustainable Production (SDG 12: Responsible Consumption and Production)

- **Problem:** Traditional toilet paper contributes to deforestation.
- **Action:** Uses **100% recycled paper** or **bamboo**, with **plastic-free packaging**.
- **Impact:** Reduces carbon footprint, saves energy, and conserves water.

3. Transparency & Reporting

- **Annual Impact Reports:** Data on donations, people helped, and environmental impact.
- **Customer Engagement:** Shows how purchases make a tangible difference.

How Factivism Works

A 3-Step Framework

1

Identify the Problem:

Collect and analyze relevant data (e.g., pollution, waste, inequality).

2

Advocate with Facts:

Use the data to communicate the problem to policymakers, companies, or the public.

3

Drive Policy or Behavioral Change:

Implement fact-based strategies, leading to measurable impacts.



Facts Can Be Your Friend

IF YOU ARE HOPING TO INSPIRE BEHAVIOUR CHANGE
FACTS CAN HELP YOU
BUT ARE FACTS ENOUGH?



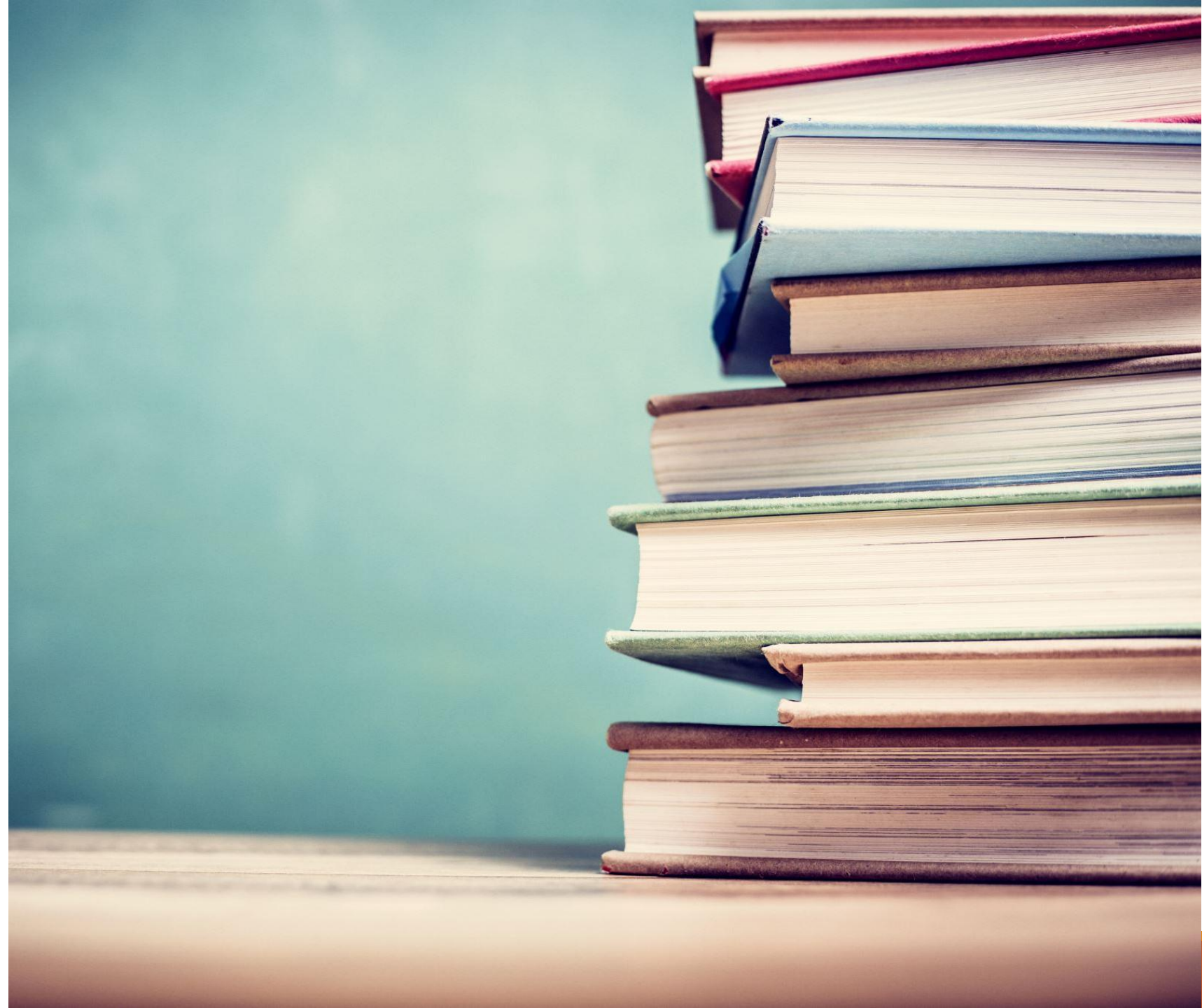
Facts Alone Are Not Enough

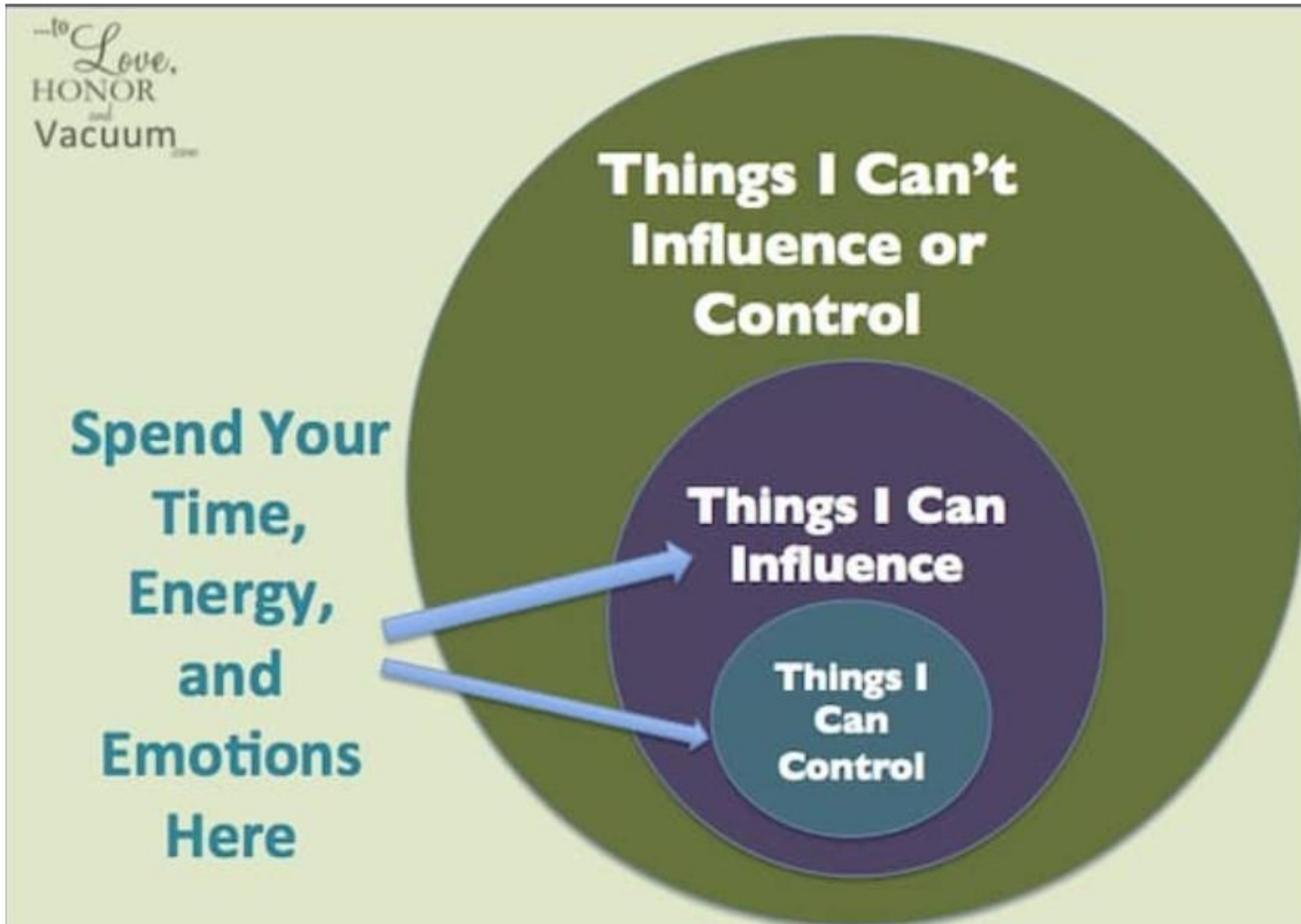
Are you sharing environmental facts and getting frustrated that people are not acting upon these?

Here are five reasons why knowledge or education alone is not enough to change unsustainable habits!

1. Information alone is not enough for action
2. Inattentional blindness – people are not seeing your messages
3. Confirmation bias – our brains see information that confirms our world view
4. Cognitive dissonance – people feel guilty if their behaviours don't align with their beliefs
5. Social norms – less likely to act if not socially 'normal' amongst peers

If facts are used, they need to be relevant, and lead to local action.

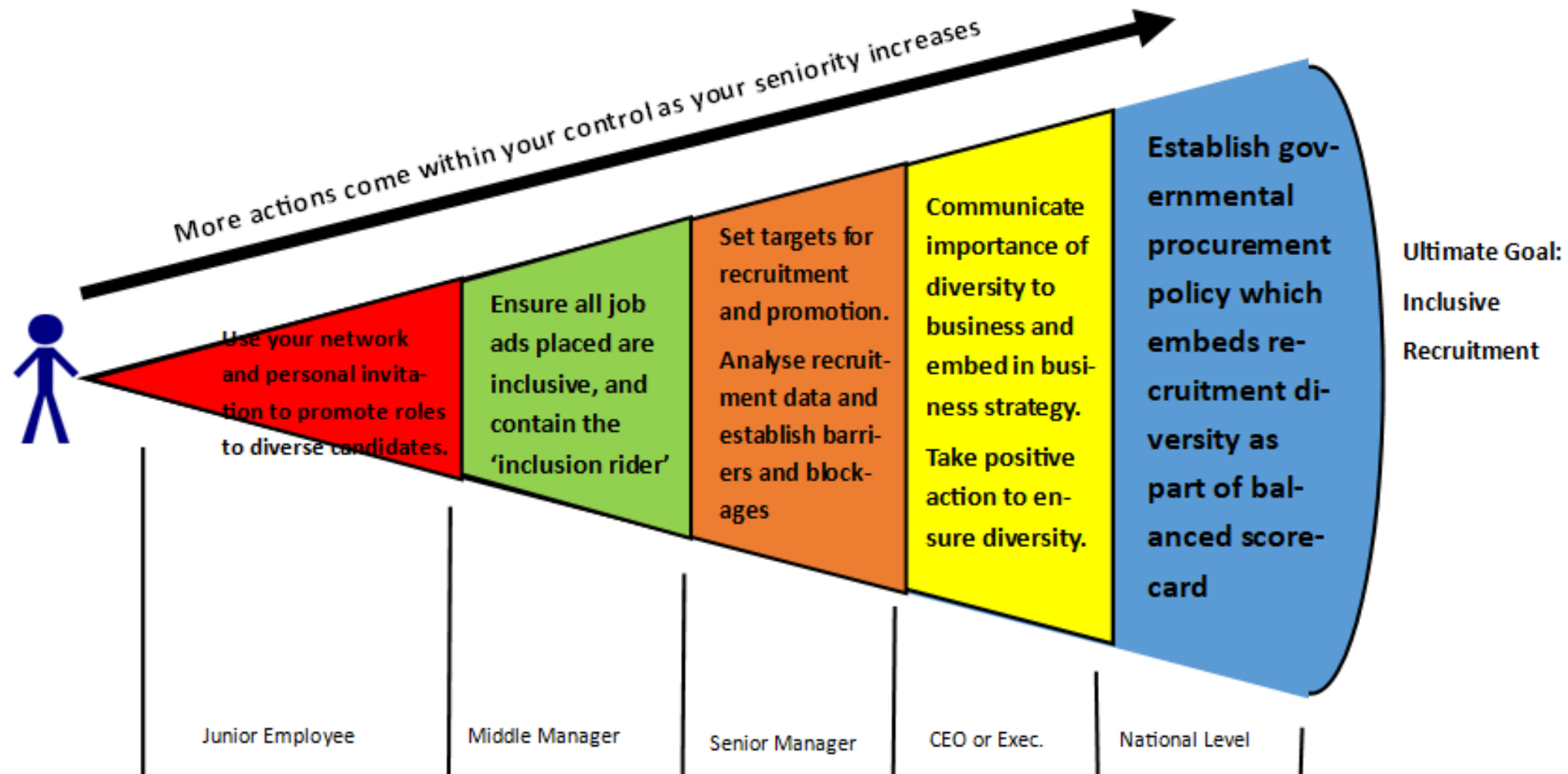




Ways to Influence

Sphere of Influence

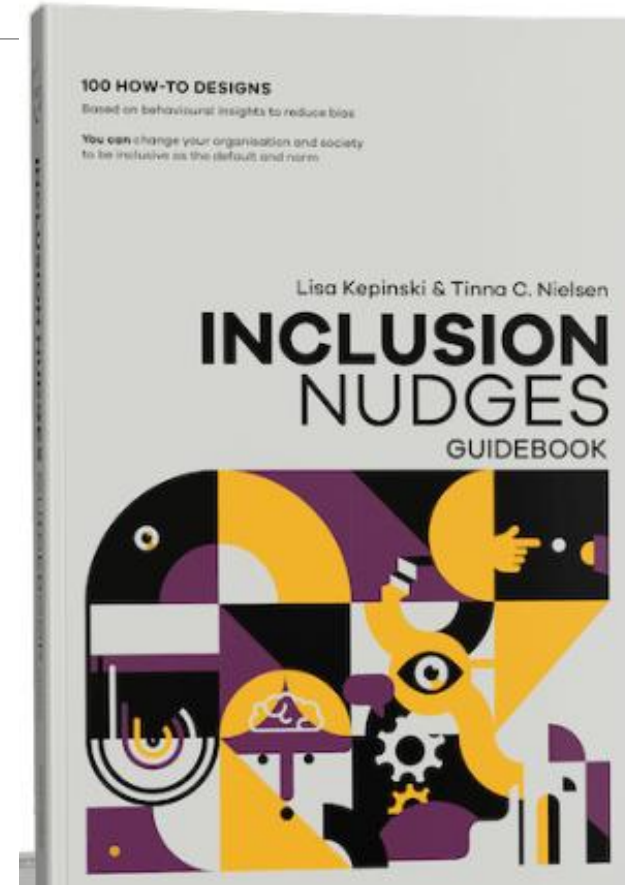




Behavioural Insights (aka Nudges)

WHAT ARE THE FACTORS NEEDED FOR BEHAVIOUR CHANGE?

- Information – knowledge and understanding
- Motivation – internal drive and values
- Motivation – external incentives and rewards
- Skills to perform the behaviour
- Habit – repetition and routine, no conscious effort
- Social Norms – people around us, culture and society





Architecture of choice

- Based on Starbucks coffee cups, people choose the middle option.
- Increase diverse choices in the 'middle' option will increase the changes of making that choice

Directional – urinal fly example

- Set targets and people will follow them



Opt-Out versus Opt-In

Make the default the choice that you want to be made

Implicit Association

- Wall full of male Past Presidents implies next President will be a man

Language and Signs – Implicit gender roles

Weatherman
Forefathers
policeman
Yachtsman Routemaster Alderman
Landlord Freeman Clergyman Workman
Men Handyman Masterful Manager Foreman
Man Footman Tradesman Master Binman
Statesman airman Manned
mastery Author Snowman Yeoman
Manhours Draughtsman Seaman
work Manade Everyman etc
Strawman milkman Woodman
Manhole Spaceman Hangman
postman Spokesman science Mankind
Bachelor dustman Deliveryman
Liveryman Conductor Fireman
busman Layman cameraman
Manpower Chairman

Lord



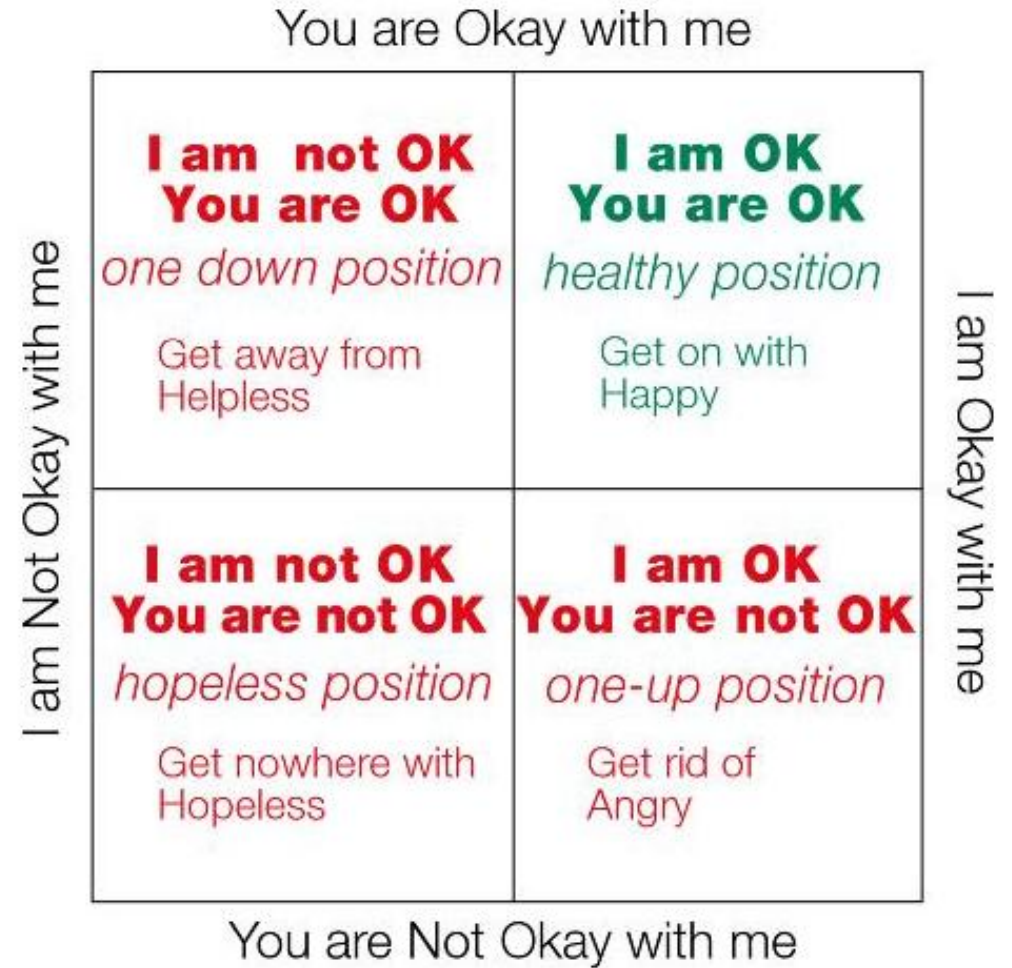
Communication Style – be an influencer

Ineffective Communication

- the intended communication is **not** understood
- The person receiving the communication is invited into a "*not OK*" position or invited to make someone else "*not OK*"
- Relationships are broken and become ineffective
- The problem escalates to even more discomfort or misunderstanding for those involved. In some cases the rift may be permanent
- What needs to be done is less likely to be done - or may be done incorrectly (or the *opposite* is done)

Effective Communication

- a communication is **likely to achieve the intended response or result.**
- Information is received, necessary action follows
- Communication channels can continue - either now or later
- Each party, whether they agree with each other or not, or like each other, or not, maintains an '*I'm OK, You're OK*' position





How to be a change maker.

What do you want to change?

Change often starts with one person, who takes a first step

Facts can help you persuade others to change

Facts can help you sell your product or service.

Group Activity – Applying Factivism

CREATE A CAMPAIGN – A POSTER TO INSPIRE A CHANGE.

- Decide what change you have identified that you want to tackle.
- Can you find any facts that would support your campaign to inspire action, lead to change?



- Who are you hoping to inspire to make this change?

Think about where you are in relation to the people you want to influence (in terms of the sphere of influence)
 - Why they would want to?
 - What information will persuade them?
 - What action are they able to take?
 - What will the impact be?
 - How will they feel when they have taken it, and is there anything further you can add?
 - Are there any negative or unintended consequences of your 'ask'?
- What would success look like, and how could you measure it?
- Identify how changed behaviour and/or proposed solution align with the SDGs.