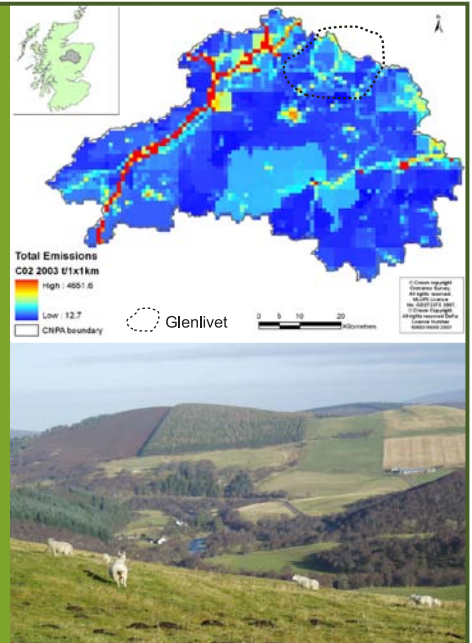


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INTRODUCTION: POLICY CONTEXT AND SETTING

- In the Climate Change Bill the Scottish Government has set a demanding target of reducing GHG emissions by 80% by 2050.
- Without better understanding of the values, attitudes and 'room for manoeuvre' of different actors, with respect to their ability to reduce emissions or sequester carbon, the 80% target will be hard to meet.
- The Glenlivet area is typical of much of remote rural Scotland and comprises a core village surrounded by upland farming, forestry and moorland, mostly within a single unit of landownership, but with many different tenants. The area also has several distilleries.
- Within this microcosm of rural Scotland, this study explores the degree of community engagement with climate change and the scope for households and land-based businesses to adapt their behaviour



PEOPLE AND CLIMATE CHANGE

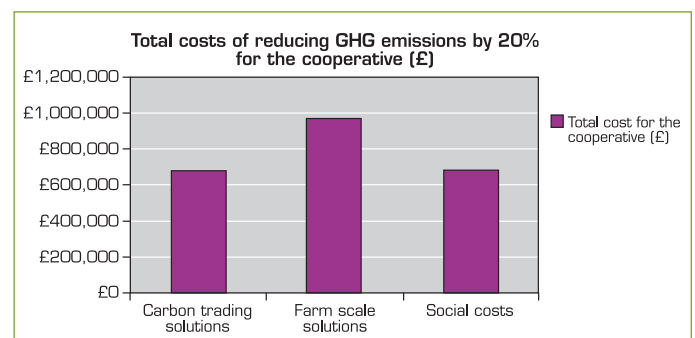
The household survey of the community found that:

- Although people are concerned about climate change, it ranks lower than many other (e.g. transport, pollution, deforestation) environmental concerns
- Climate change is seen as an abstract scientific concept – one which is hard to 'respond' to directly.
- Most people believe that climate change is the responsibility of national governments and the international community.
- Evidence of significant scepticism, along with a belief that climate change is an excuse for governments to raise taxes.
- General support for household and community-scale projects, but less support for large biomass energy plant
- Transport was the top priority issue for rural communities

LAND USE AND CLIMATE CHANGE

Preliminary results of a study conducted on 16 farms located in the CNPA indicate:

- The social cost of emissions from farming is non negligible (see map)
- Reducing emissions individually is costly
- Reducing emissions collectively offers a cheaper alternative
 - Carbon trading
 - Carbon offsets (forests plantations, renewable energy)



INTERIM FINDINGS AND CONCLUSIONS:

- Under current technologies, there is significant scope for reducing emissions from farming.
- Cooperative solutions are cheaper, although some measurement and transaction costs issues are raised.
- There is an overall preference for small community-scale projects.
- Many rural residents are sceptical about climate change and it is rarely seen as a priority issue.