Changing travel behaviour: the impact of targeting tailored climate change information

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Summary

• Tackling perceived barriers to behaviour change
• Bottom up approaches must maintain their momentum in the wait to political drive
• Population segmentation identifies groupings
• What is the role of climate change information?
• Environmental information is not a driver for new behaviour change but a re-inforcer
**Context**

- 2010 CO2 emissions at 30.4Gt
- A 2degC target increasingly hard to achieve
- Rising awareness of climate change but unsustainable behaviour increasing rapidly
- Travel behaviour: significant challenge
- Climate change information can help change minds and contexts
Results

1. Population segmentation
   - Active & Motorised Travellers
   - Sustainable Aspirers & Environmental Apathetics

![Pie chart showing population segmentation]

- Environmentally Apathetic Motorised Travellers (EAMT) 26.30%
- Sustainably Aspiring Active Travellers (SAAT) 29.80%
- Sustainably Aspiring Motorised Travellers (SAMT) 43.90%

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## Results

### 2. Barriers & drivers for behaviour change

<table>
<thead>
<tr>
<th>Perceived Social Barriers</th>
<th>Perceived Individual barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of peer and political action</td>
<td>Lack of knowledge</td>
</tr>
<tr>
<td>Lack of business &amp; industry action</td>
<td>Uncertainty and scepticism</td>
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<tr>
<td>Worry about free-rider effect</td>
<td>Distrust in information sources</td>
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<tr>
<td>Social norms and expectations</td>
<td>Externalisation of responsibility and blame</td>
</tr>
<tr>
<td>Lack of enabling initiatives</td>
<td>Climate change perceived as distant threat</td>
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<tr>
<td>Lack of suitable alternatives</td>
<td>Other things more important</td>
</tr>
<tr>
<td>Inadequate and mistrust of information</td>
<td>Reluctance to change lifestyles</td>
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<tr>
<td>Scepticism</td>
<td>Fatalism</td>
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<tr>
<td>Lack of knowledge</td>
<td>Feeling of helplessness</td>
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<td></td>
<td>Costs of car use less than public transport</td>
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<td></td>
<td>Needs not met by public transport</td>
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<tr>
<td></td>
<td>Inadequate public transport</td>
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<td>Inconvenience of switching travel patterns</td>
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<td>Habitual behaviour</td>
</tr>
<tr>
<td></td>
<td>Apathy towards change and effort needed</td>
</tr>
</tbody>
</table>
Results

3. Role of climate change information
- Success of social marketing strategies
- Benefits of alternative transport
- Positive reinforcement and encouragement
- Transparency
- Explaining the context
Results

4. Tailored framework for information application
More in the paper....

Thank you

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