

Facilitating Behavior Change for Climate Impact



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I SET THE
RECORD, KID:
HOTTEST
YEAR YET!

WITH THE WAY PEOPLE ARE
BURNING FOSSIL FUELS, I'LL
BEAT THAT - EASY!



Disrupting Climate Change

- Government solutions
- Technology solutions
- Addressing the root cause: behavior
 - high consumption, energy intensive lifestyles
 - drastic changes in human behavior needed

(Flamm, 2009; Steg & Vlek, 2007; Goodall, 2010; Shulman, 2012; Barnosky, et al., 2012; Dietz & Stern, 2002; Crompton, 2008)

Largest sources of carbon emissions of average American

1. *transportation (28%)*
2. *consumer purchases (26%)*
3. *home heating and cooling (17%)*
4. *other home energy (15%)*
5. *food (14%)*

(Union of Concerned Scientists- Shulman, 2012)



Behavior Change



More than Good Intentions*

- Environmental awareness and concern
- Knowledge of sustainable behaviors
- Intention to act sustainably

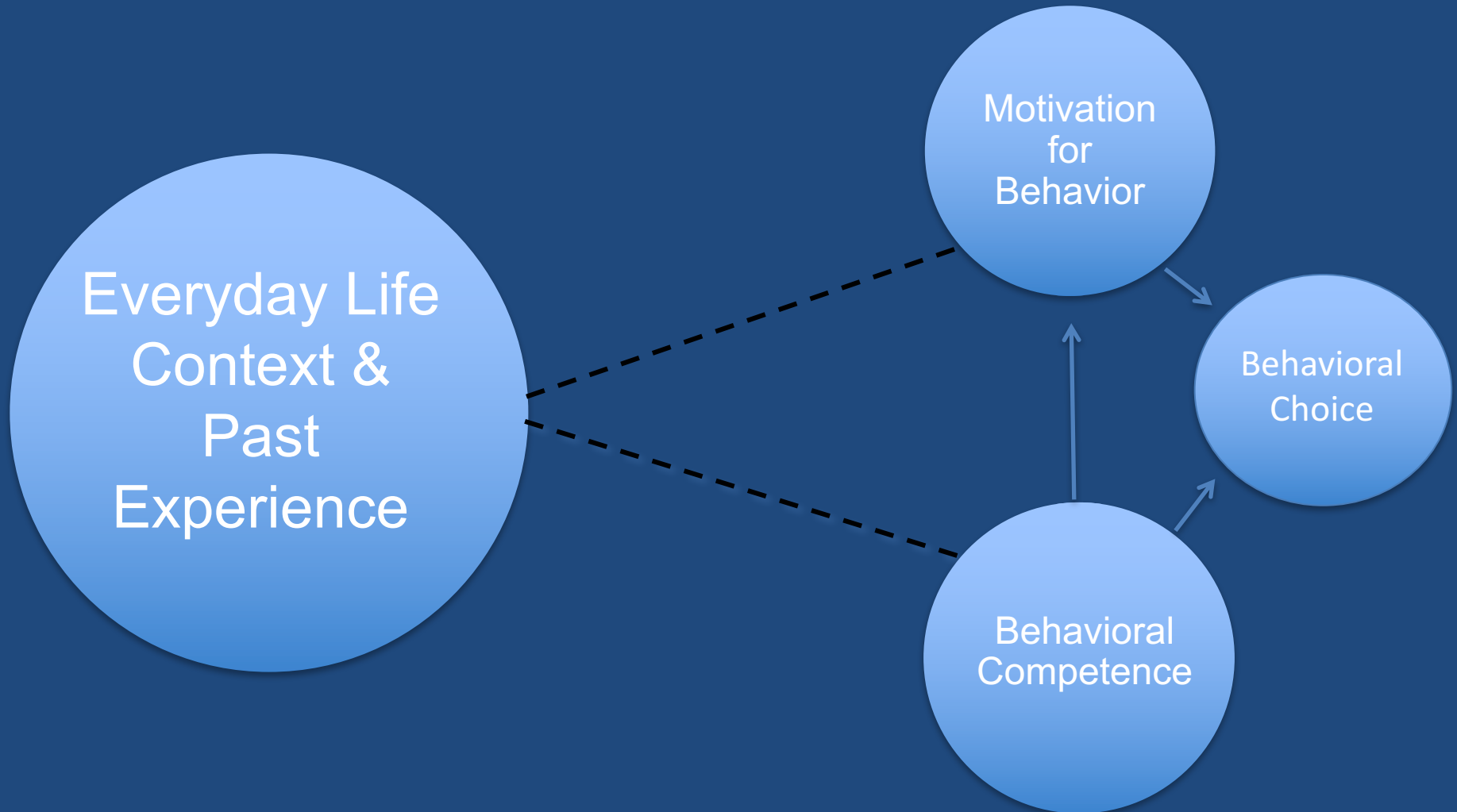
Insufficient for behavior change

***Biggar, M.** and Ardoin, N. *More than Good Intentions: The Role of Conditions in Personal Transportation Behavior*. Local Environment: The International Journal of Justice and Sustainability, April 2016.

Human Nature and Behavior

- **Motivation for Behavior**
 - Time, convenience, money
 - Feelings, attitudes, perceptions
- **Behavioral Competence**
 - We learn behavior through **experience** and from others.
- **Everyday Life Context**
 - External conditions influence behavior.
 - We're social creatures.

Behavioral Choice



Motivation for Behavior

Practical

Convenience (time-related)

Comfort & safety

Affordability

Intrinsic

Feeling competent and effective

Quality of life (health, enjoyment, etc.)

Social bonds and rewards

Making a difference

Motivation: Quality of Life



Health-wise, I felt a lot better doing it. I wanted to keep doing it. Shoot, I've lost like 7 pounds already. Half of my commute is going through Golden Gate Park- I get to see coyotes running around.

- bike commuter (changed from car commute)

One of my favorite parts of the morning walk is the grove in front of the student art gallery, which is next to Hoover Tower.

- train/walk commuter, 10 years

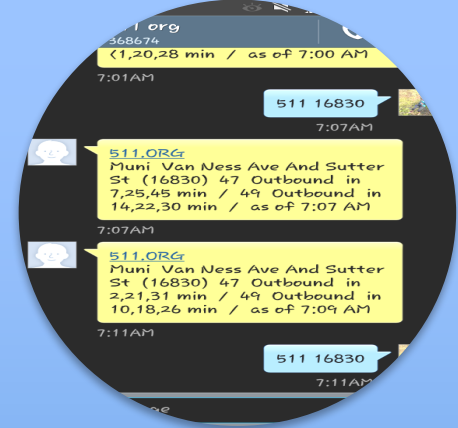
Behavioral Competence- Transportation



Knowledge of
options



Preparational
competence

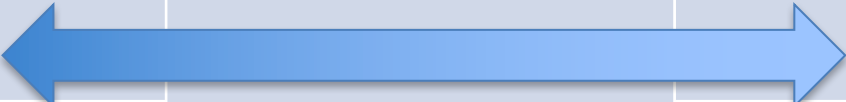


Navigational
competence

Ability and Motivation

Context

Physical Conditions	Social Conditions	Learning opportunities
infrastructure cost related services surroundings	behavior and attitudes of close social ties participation with others social norms	learning through experience planning and reflection activities



social learning

Social conditions – behavior of close social ties

Primary Commute Mode	Commute Alternatives	Driving
Bike commuter, 30+ years	Son and husband (recreationally); friends/book club; colleagues; women of similar age in bike course	Husband (commutes)

“My boss drives. I think Bob mostly drives. The person across the hallway drives. Luisa used to carpool, and now drives on her own. Yeah, pretty much everybody else drives in [this department].”

- car commuter

Considerations for creating a campaign
that encourages climate action and
facilitates behavior change

Range of Behaviors

- High impact (drive less) vs. low impact (recycle plastic)
- One-time (buy an electric vehicle, install solar panels) vs. ongoing/habitual (food choices, commute mode choice)
- High cost vs. low cost
 - financial
 - personal effort required
 - depends on individual and context

Changes in Context as Catalyst (Physical Conditions)

- New subway or bus stop nearby
- New bike lane nearby
- New EV charging stations
- New farmers' market nearby
- New solar incentives

Changes in Context for Individuals/Groups as Catalyst (Target Audience)

- Changes in Employment
 - New employees
 - New employer nearby
- Changes in Life Stage
 - Starting college (nearby university)
 - New parents (local new parent groups)
 - New 'empty nesters' or retirees

Reframing: Motivation

- Sustainable transportation > active, community-oriented transportation
- Sustainable food > local, healthy, seasonal food
- Energy conservation > reducing home, business costs, health benefits of natural light
- Waste reduction > sharing and treasuring items

Campaign Slogan Example

eat food.
{ not too much } mostly plants.
-michael pollan

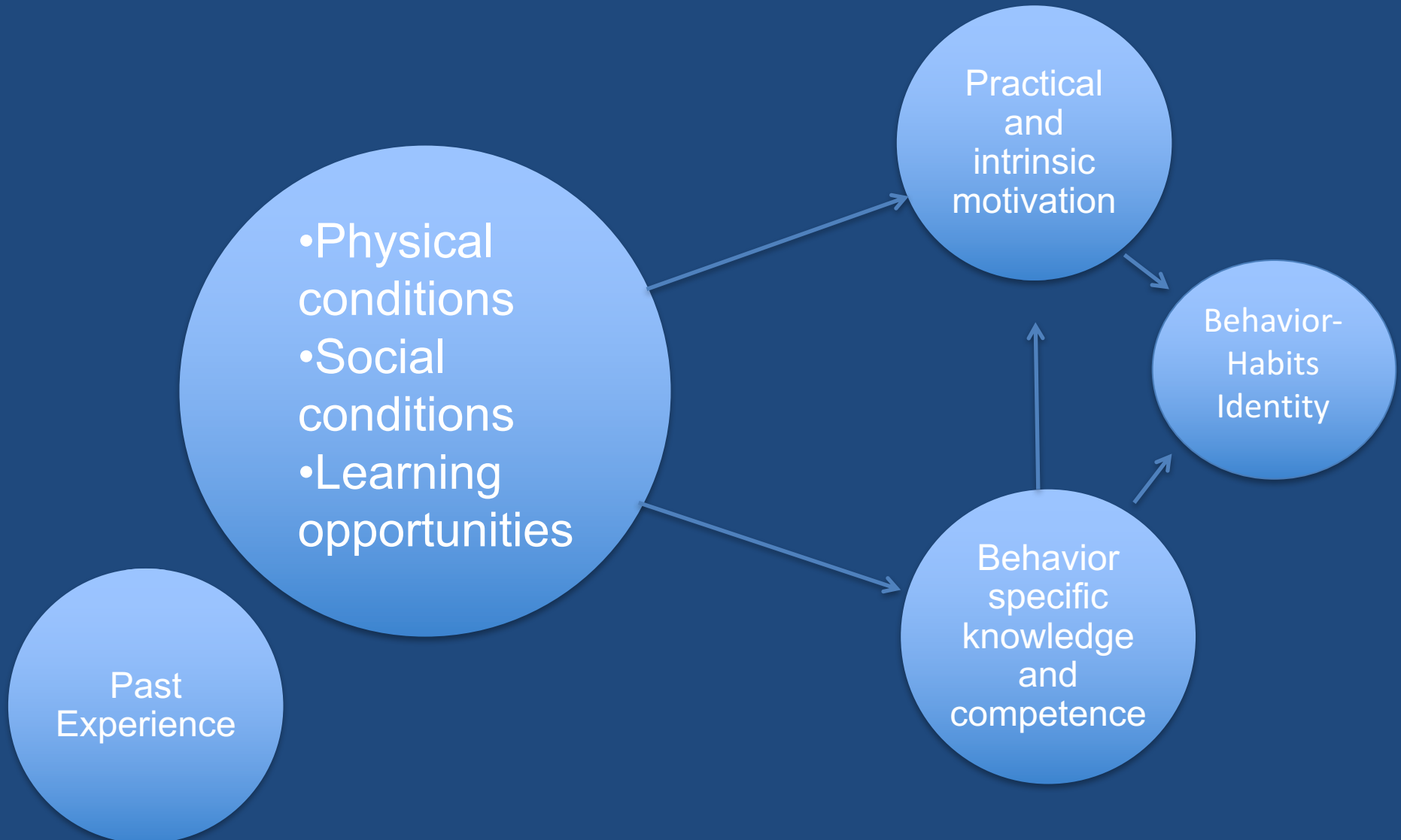
Learn through Experience

- Build competence
- Opportunity to try behavior
- Guided support
- Internalize the practical and intrinsic benefits of new behavior

Supportive Social Conditions

- Social groups- peer support and pressure
- Social learning- distribute and share knowledge
- Sense of community and participation
- Role models – lead by example
- Can you engineer social norms?!

Change Conditions to Facilitate Behavior Change



Resources

- Contact Matt at
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- <http://connectedtoplace.com/resources/>