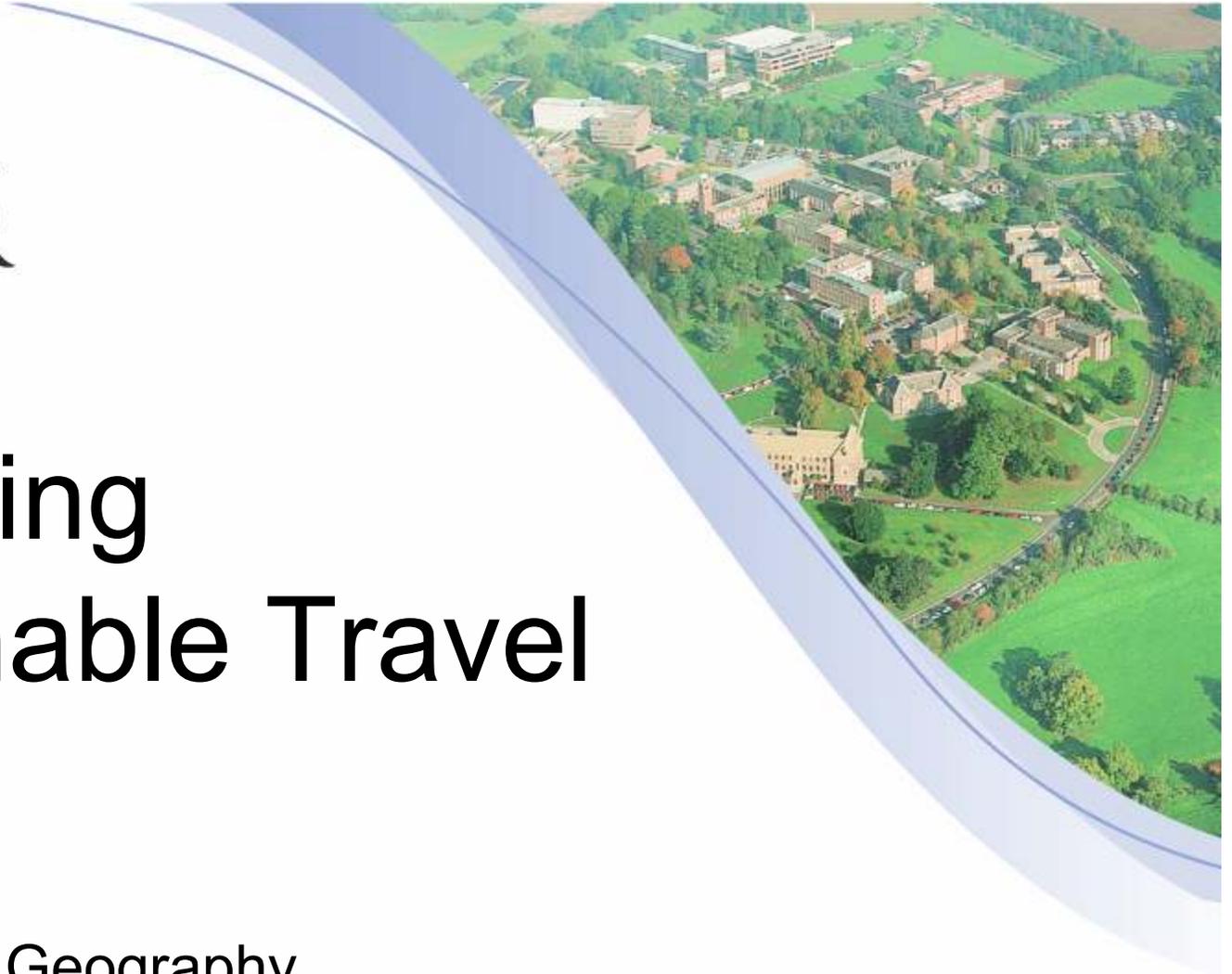




Promoting Sustainable Travel

Department of Geography



Agenda

- 10:45 Tea and Coffee
- 11:15 Welcome: Roz Davis, Research Development Officer
- 11:20 Introductions
- 11:35 Sustainability at the University
- 11:45 Promoting Sustainable Lifestyles: a research agenda
- 12:15 Promoting Sustainable Travel: outline of the research project
- 12:35 Promoting Sustainable Travel: initial working paper findings
- 12:55 Comments and questions
- 13:15 Lunch and networking
- 14:00 Discussion: stakeholder views and issues for the research team to address in stage 1
- 14:45 Tea and coffee, further discussion and close

Role of the Panel

- ESRC funding rules and evaluation;
- Academic objectives;
- Policy objectives;
- Importance of expert engagement and partnership;
- Dissemination and change.

Sustainability at Exeter

- Institutional progress and Sustainable Travel Plan;
- Research:
 - Science Strategy and Climate Change;
 - Inter-disciplinary networks;
 - Research Centres and individual researchers.
- Education for Sustainability.

Research led Teaching in SD

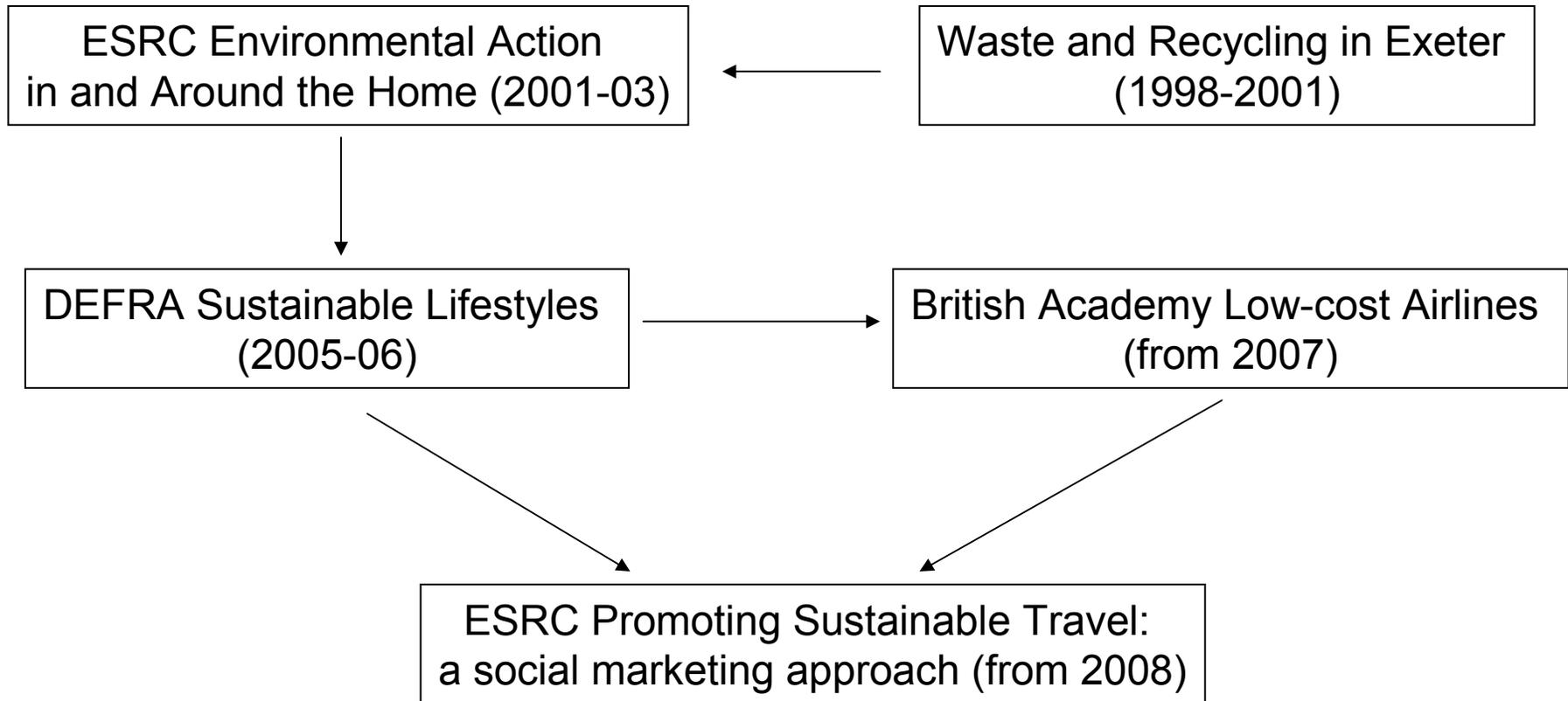
- Institutional progress;
- MSc Sustainable Development:
 - ‘Putting Theory into Practice’;
 - Flexible and disturbed learning;
 - CPD and distance learning;
 - Stakeholder engagement;
 - Work-based learning and project work.

Promoting Sustainable *Lifestyles*

Outline:

- Research programme since 2001;
- Basis for the research;
- Main research findings;
- Remaining questions.

Research Programme



Bases for the research

- Three main challenges for academics and practitioners:
 - The ‘value-action’ gap (and A-I-D-A);
 - The complexity of environmental behaviour;
 - The role of ‘lifestyles’ and targeting specific groups.

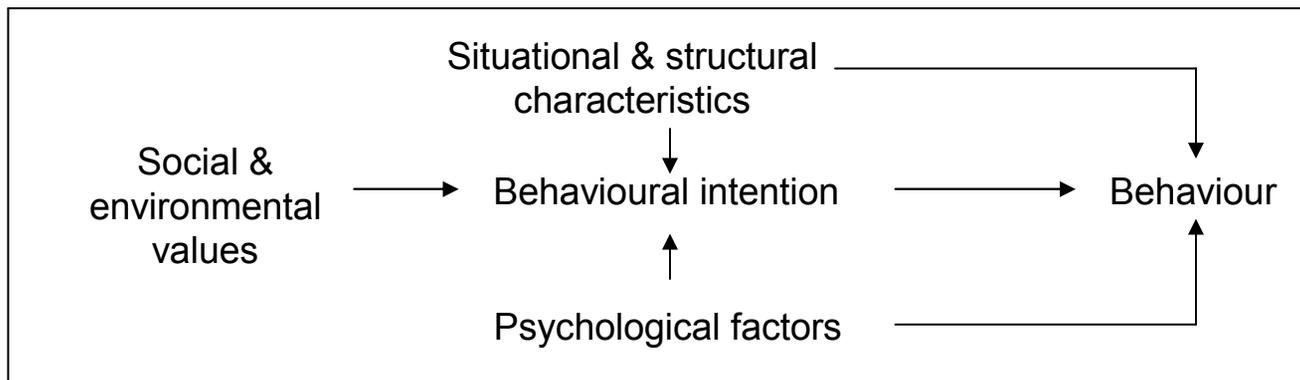
Initial questions

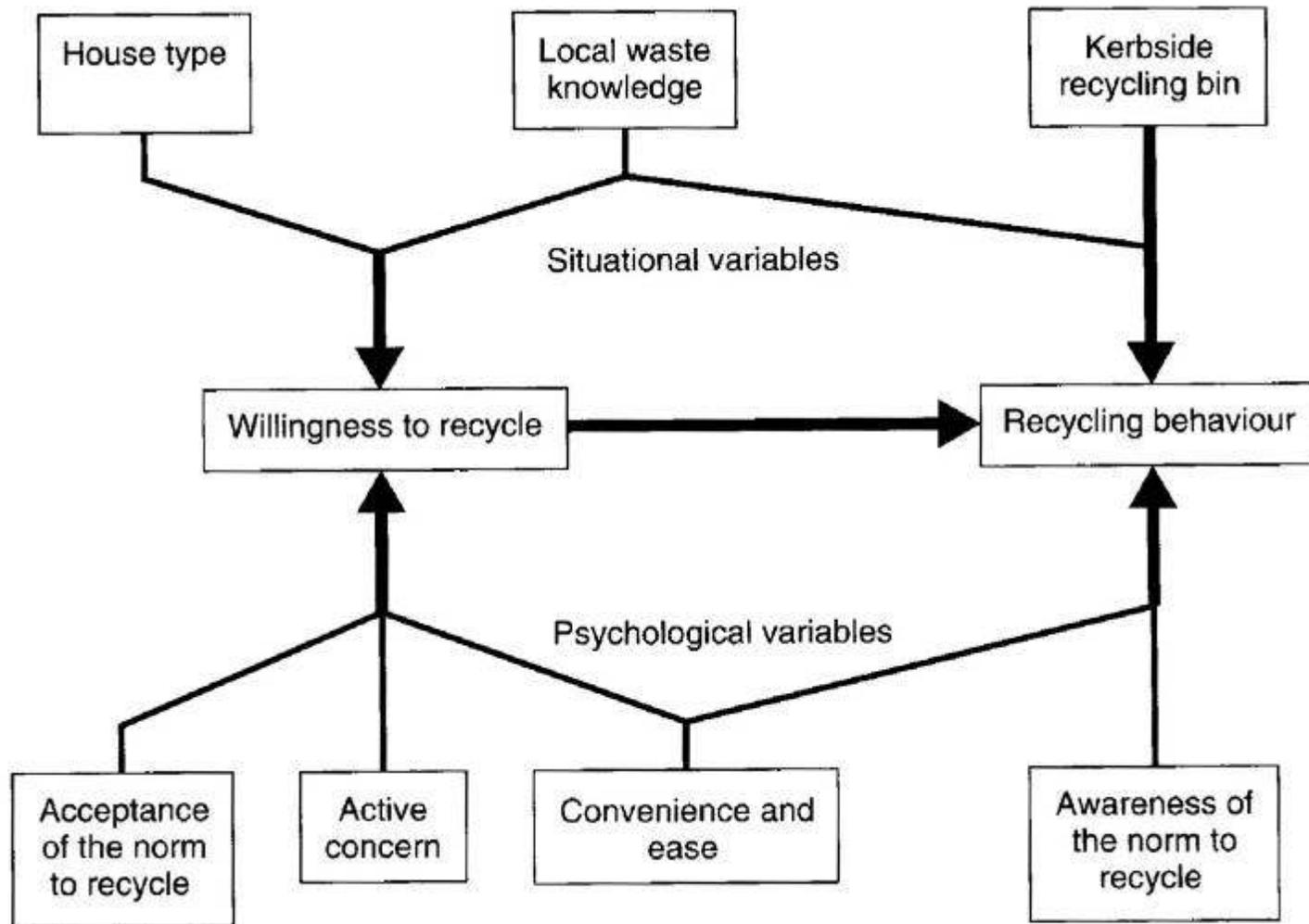
- What influences peoples' intentions to act and how does this translate into behaviour?
- How do these factors change for different types of behaviours?
- Is it possible to identify people with similar behaviours and to target policies accordingly?

(1) Waste and Recycling in Exeter

- Tackled two of these questions:
 - What influences the relationship between intentions and actions?
 - How does this vary between different types of activity?

Conceptual Framework





(2) Environmental Action and Around the Home

- Dealt with all three questions:
 - ‘Value-action’ gap;
 - **Complexity of behaviours;**
 - **Segmentation.**

Purchase factor

High efficiency bulbs
Energy efficient appliances
Buy organic
Buy FairTrade
Avoid aerosols
Compost garden waste
Compost kitchen waste
Avoid toxic detergents
Reuse paper
Reuse glass
Buy recycled writing paper
Buy recycled toilet paper
Buy locally produced foods
Buy from a local store
Use own bag when shopping
Look for less packaging
Use plants needing less water

Habitual factor

Turn off tap when washing dishes
Turn off tap when soaping up
Reduce the number of
baths/showers
Reduce toilet flushes
Turn tap off when cleaning teeth
Use a shower rather than bath
Reduce heat in unused rooms
Reduce hot water temperature
Keep heating low to save energy
Wait until there's a full load for
washing
More clothes instead of more
heating
Lights off in unused rooms
Use a garden sprinkler less

Recycling factor

Recycle glass
Recycle newspaper
Recycle cans
Recycle plastic bottles
Donate furniture to charity
Donate clothes to charity

Lifestyle groups?

Identified:

- Committed environmentalists;
- Mainstream environmentalists;
- Occasional environmentalists;
- Non-environmentalists.

Who are the environmentalists?

Demographic composition

Committed environmentalists

- **Significantly older**
- **Equal gender composition**
- **Home owners**
- **Live in semi-detached/detached properties**
- **On relatively low incomes**
- **More likely to vote**
- **Green / LD voters**
- **Active in community**

Non-environmentalists

- **Significantly younger**
- **Male-dominated**
- **Likely to rent / LA**
- **From larger families in smaller dwellings**
- **On very low incomes**
- **Politically apathetic or Labour voters**
- **Inactive in community**

Environmental Attitudes

Committed environmentalists		Non-environmentalists
% agree / strongly agree		% agree / strongly agree
Environmental concern and threat		
63	I am very concerned about environmental issues	37
78	Environmental problems caused by over-use of resources are a threat to me and my family	53
Convenience and ease in helping the environment		
62	I find helping the environment is easy	16
57	I have ample room to store recyclables	22
Influence other people have		
74	When I see other people around me helping the environment, I feel I should do as well	31
What people think of environmentalists		
4	People who help the environment are a bit eccentric	27
Satisfaction of helping the environment		
62	It makes me feel good when I do something to help the environment, such as reusing or recycling things	47

(3) Promoting Sustainable Lifestyles

- Taking the segmentation work forward to explore behaviour-change through targeting lifestyle groups;
- The role of social marketing and branding as ways of promoting change:
 - The importance of understanding barriers to action;
 - The role of positive messages and individuals;
 - The significance of ‘branding’ lifestyles.

Policy Implications

- *Social acceptability*

- Understanding the different 'risks' taken:

I feel really dodgy saying you're an environmentalist, sort of like you're Swampy and his mates! So if you asked me, I'd be like 'no, it's nothing to do with me'. I'm certainly not in that group, you know...it reminds me of activists and people like that, so I'd say no. **(Non-environmentalist)**

Well I think me and my wife, we're very open to things if they're made easy so any new scheme that comes along

(Committed Environmentalist)

- Change as incremental. Messages need to be nuanced according to lifestyle group

Policy Implications

- *The intention-behaviour gap*
 - Understanding the discord between intentions & actions and setting ‘the bar’ too high for certain groups:

I like taking a really long shower in the morning and nothing is gonna stop me although I know I shouldn't in terms of water conservation

(Occasional environmentalist)

Well like with water. I know if I've got a dirty washing up bowl I should empty it outside on the plants but it's cold and it's wet and it's the middle of the night so I don't, it goes down the drain instead. And I think it does worry me something because I think 'I should be doing this'

(Committed environmentalist)

Policy Implications

- *Acting to remove barriers*

Personal responsibility framed in different ways:

- **Personally:** “Well I think we should be able to [take action] regardless [of external factors]” (**Committed Environmentalist**)
- **Organisationally:** “Yeah, I feel the same way like what am I gonna do. America isn’t even signing up to the Kyoto Agreement and you think it’s such a big country and if it’s not doing that and their petrol is so cheap, then what difference am I going to make? I care about the environment but don’t see that I’ll make a difference” (**Non-environmentalist**)
- Creating alternative messages to engender responsibility

Policy Implications

- *Collective action*

- Stressing the importance of collective action and response efficacy:

...it's everyone and we're just one person. So if we do something, then it doesn't actually do much unless we all do something"

(Occasional environmentalist)

- Using 'community champions' to motivate others:

Yeah, like word of mouth. Me telling that girl to put her rubbish in the bins provided probably made her more aware to do it in future"

(Committed environmentalist)

- Incentivising and rewarding people's efforts

(4) Low-cost Airlines and the Environment



UNIVERSITY OF
EXETER

Greens in flight

Britain's addiction to cheap flights will be hard to break, even among those who say they are committed to protecting the environment, said researchers from Exeter University. Those who recognised the danger posed by air travel continue to fly.

What's green and flies? An eco-hypocrite

By **David Derbyshire**
Environment Editor

THEY recycle obsessively, insist on real nappies and compost every scrap of organic vegetable peeling and used Fair Trade teabag – and they're not slow to tell you about it. But when it comes to sacrificing their suits to Tuscany and weekend breaks in Prague, it seems that even the most ardent of green crusaders waver in their zeal for saving the planet.

A study by Exeter University has unearthed the phenomenon of supposedly environmentally-friendly Britons who refuse to give up low-cost flying despite the damage to the planet. The authors of the study say this 'eco-hypocrisy' shows how difficult it will be for governments to reduce greenhouse gas emissions by urging people to cut down on air-travel.

'The addiction looks hard to break'

Environmental campaigners argue that cheap short-haul flights have fuelled a massive hike in carbon emissions over the past few years.

Although pollution from flights accounts for just 7 per cent of the UK's total greenhouse gas output, the figure is predicted to reach 25 per cent over the next few decades.

Celebrities in particular are criticised for struggling to reconcile their well-meaning efforts to develop green credentials and the demands of the modern world.

Only last week, Sienna Miller admitted she 'can't avoid flying' as she toured the world promoting climate change awareness.

And the actress isn't the only one. Coldplay frontman Chris Martin, who uses his lyrics to urge environmental

responsibility, flies home between gigs while George Clooney – who drives a low-emissions Tango car – also uses private jets.

The latest findings on eco-hypocrisy were presented at the Royal Geographical Society yesterday.

The researchers carried out in-depth interviews with members of the public last year, ranging from climate change cynics to those who believed they were dedicated environmentalists.

Professor Gareth Shaw, a co-author of the study, said: 'These people were not occasional environmentalists – they almost defined their lifestyles by being committed to environmental causes.'

'There is currently a big debate going on about sustainable tourism – and this perhaps shows that that debate hasn't yet stretched to the public.'

'There seems to be a gap between sustainable behaviour in the home, and sustainable behaviour on holidays.'

Dr Stewart Barr, who led the focus group study, said that although the study was based on only 64 people, the findings reflected a widespread trend among those professing to be green-friendly.

'Most of the committed environmentalists said they still travelled by low-cost travel, even though they realised it was problematic,' he said. 'But they couldn't see a way around it.'

'We were surprised because we thought that people would transfer their attitudes towards environmentalism in the home to their holidays, but the difference was more stark than we had imagined.'

'The UK's addiction to cheap flights looks hard to break.'

Main conclusions so far

- The complexity of environmentally responsible (or 'sustainable') behaviours:
 - In context (home, work, at leisure, on holiday);
 - In time (life-cycle);
- The question of 'spill-over' between behaviours;
- The role of different factors for different behaviours (e.g. social pressure);
- The role of 'lifestyle' groups for different behaviours and contexts;
- How can we engage with these individuals' lifestyle aspirations and their barriers to action?

Promoting Sustainable *Travel*

- Using these approaches to explore sustainable lifestyles and travel behaviour;
- Alongside the academic goals, the research aims **to contribute to an evidence base for local practitioners and policy makers to understand motivations and target policies.**

Research Objectives

- First, to **identify and measure** a series of 'sustainable travel behaviours' using a sample of individuals from the general public;
- Second, to explore the empirical and conceptual links between **different types of sustainable travel practices** amongst the sample;
- Third, to use segmentation analysis to **identify a series of lifestyle groups** based on these behavioural data;
- Fourth, to use an established framework of environmental behaviour to **identify the motivators and barriers** for adopting different forms of behaviour according to lifestyle group;
- Fifth, to use the results from objectives 1-4 to **assist local and national policy makers in promoting sustainable lifestyle practices through social marketing techniques.**

Methods

- Based on five study areas to explore role of location and built environment:
 - High-density (Polsloe Ward);
 - Suburban (Pennsylvania Ward);
 - Contemporary mixed-use (St. Loyes Ward);
 - Small commuter centre (Cullompton North Ward);
 - Rural centre (Lawrence Ward, Crediton).
- **Ten FGD's to discuss travel practices and motivations and barriers for action;**
- **2000 questionnaires, 400 in each study location, to quantify these issues and as the basis for segmentation;**

Methods

- ***Second stakeholder panel to discuss results and plan for...***
- Five FGD's to discuss options for behaviour change, with a mix of respondents from the main survey;
- ***Third stakeholder panel for policy recommendations and dissemination.***



Promoting Sustainable Travel: Initial Working Paper Findings

Jan Prillwitz, Department of Geography



Working Paper 1: Sustainable Travel Behaviour (1)

- Sustainability – environmental, social and economic issues
 - Intra- and inter-generational equity
- Sustainable Transport System – e. g. ECMT (2004):
 - Allows basis access needs under consideration of safety, health and equity aspects
 - Affordable, efficient, offers choice, supports economy
 - Limits emissions, use of resources, use of land, noise
- Sustainability Evaluation of Travel Behaviour
 - General: complex sets of different indicators
 - Individual travel behaviour: simplifications used

Sustainable Travel Behaviour (2)

- Comparison of less sustainable travel behaviour with other users' behaviour
 - Daily travel: car ownership / use vs. alternative means of transport
 - Less frequent travel: air travel vs. other means of transport
- Often focus on environmental effects of transport, but also psychological and behavioural aspects
 - User groups with different attitudes towards sustainable or less sustainable travel
 - Combined approach: mobility styles

Sustainable Travel Behaviour (3)

- Conclusions for ProST:
 - Mobility styles as promising approach
 - Inclusion of socio-economic, demographic and infrastructural aspects
 - Consideration of characteristics of different travel purposes (e. g. underlying needs, mode of transport, frequency and distance, direct environmental effects)

Working Paper 2: Motivations and Barriers (1)

- General barrier: habitual character of travel behaviour
 - Habits – automatic actions under certain conditions
 - No deliberate decisions, focus on one chosen means of transport without consideration of alternatives
 - Biased estimation of other modes of transport (increasing perceived costs for alternatives)
- Use of weak / broken habits to achieve behaviour changes
 - Focus on moments with changing personal situations
 - Interruption of habitual travel behaviour to induce a deliberate consideration of alternatives

Motivations and Barriers (2)

- Daily travel – attitudes and values as main factors
 - “Green” values / norms and attitudes towards alternative modes of transport as motives
 - Attitudes towards the car as a barrier
 - Structural attributes (e. g. distances, accessibilities) and their individual perception also important
- Tourist travel – socio-economic driving factors
 - No impact from values, clear distinction between holiday travel and everyday life
 - Mixture of lack of information and “collective denial”
 - Local travel: economic constraints, lack of interest

Motivations and Barriers (3)

- Conclusions for ProST:
 - Daily travel: Consideration of attitudes towards certain means of transport, individual perception, environmental values
 - Less frequent (tourist) travel: Information to increase public awareness of environmental effects and individual responsibility, attempts to change destinations and mode of transport
 - Both segments: addressing of different user groups to increase efficiency of measures

Comments and Questions

Questions for discussion

- What are the major travel behaviours we need to consider?
- What are the key factors motivation people to choose sustainable mores...what are the barriers to these choices?
- What characteristics define different types of traveller?
 - What sort of data do we need to measure these?
- What are the key policy initiatives we need to explore with participants?
- What are the major issues
- What local initiatives do we need to be aware of?
- How can we liaise and complement existing initiatives in the area?

Final Remarks

- Tracking progress on our website (to include today's PowerPoint presentations):
www.sogaer.ex.ac.uk/geography/prost/index.html
- Further feedback, engagement and discussion;
- Future meetings;
- Also of interest:
 - ESRC/DEFRA 'Centre for Sustainable Behaviours'.