

# green gem

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# Scale of the challenge

- Transport- 26% of total CO2 emissions UK
- 88% transport=commuting/private use (DfT)
- Projected rise in UK=2% per annum
- EU decreasing; UK rising
- To avoid dangerous climate change reduce CO2 60-90% by 2050

# Influences on travel behaviour

- Level of income
- Identity and lifestyle
- Costs of transport options
- Life stage
- Accessibility of public transport
- Levels of physical fitness
- Convenience, independence, comfort
- HABIT

# How do we involve everyone?

- Case Study: Chooseday Campaign
- Aim: To reduce UK contribution to climate change
- Objective: Encourage people to leave their cars at home for one day every week
- Rationale: incontrovertible evidence of change; hardest nut to crack; a good idea and a strong brand

# Tools for behaviour change

- Commitment
- Prompts
- Social norms
- Effective communication
- Incentives
- Overcoming barriers to change

# Why did we do it?

- Incontrovertible evidence of climate change
- Stop tinkering at the edges
- Tackle the difficult areas
- Good idea; strong brand

# Feasibility

- Public authorities: city council, health trust.  
PCT
- Business sector: Chamber of Commerce, 2  
legal firms
- Academia: 2 universities
- Communities and schools: 2 neighbourhoods,  
1 secondary, 2 primaries

# Chooseday in public and private sectors

- Public launch with fanfare
- Endorsement from top, senior role model
- Organisation launch; recruit champions
- Incentives; free bus and train tickets, breakfasts, lunches, T shirts, stickers
- Practical help&information; website
- Travel&Tell, feedback to providers

# Communities and schools

- Use existing networks
- Customise process to meet local need
- Recruit local businesses as centres
- Local launch
- Local strategies eg car covers
- Take in all schools in locality
- Theme school days, give awards

# Motivation

- Climate change, health, social aspects
- Influence by example
- Normalising influence
- Tone; non evangelical
- Encourage reconsideration
- Promote manageable change
- Align with structural change

# Strengths of campaign

- Eminently doable
- Strong brand, simple message
- Can be achieved at all levels
- Careful positioning; Independence from authorities and activists
- Individual action leading to concerted action
- Visible results

# Challenges

- Gatekeepers/ blockers
- Slow decision making in public sector
- Funding community/school work
- Reliance on volunteers
- Stalls

# Success factors 1

- Culturally possible
- Enough challenge- achievement
- Individual/joint action
- Lots of incentives
- Top down bottom up
- Involvement of Chamber and Council
- Behaviour change not attitude

## Success factors 2

- Clear message, simple action
- Practical help
- Face to face contact
- Wide range of Chooseday workers
- Careful positioning
- Serious but fun
- Nudging in the right direction

# Dancing on the city centre





