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# Enabling Behaviour Change for Sustainable Mobility

Presentation summary

**Behaven** From science to sustainable behaviours



# Nice to meet you



**Behavioural science to make people actors of sustainability and encourage the behaviours that benefit society and the planet the most**

**Scientific Committee** (leading academics)

**Executorial partners** (e.g. implicit research)

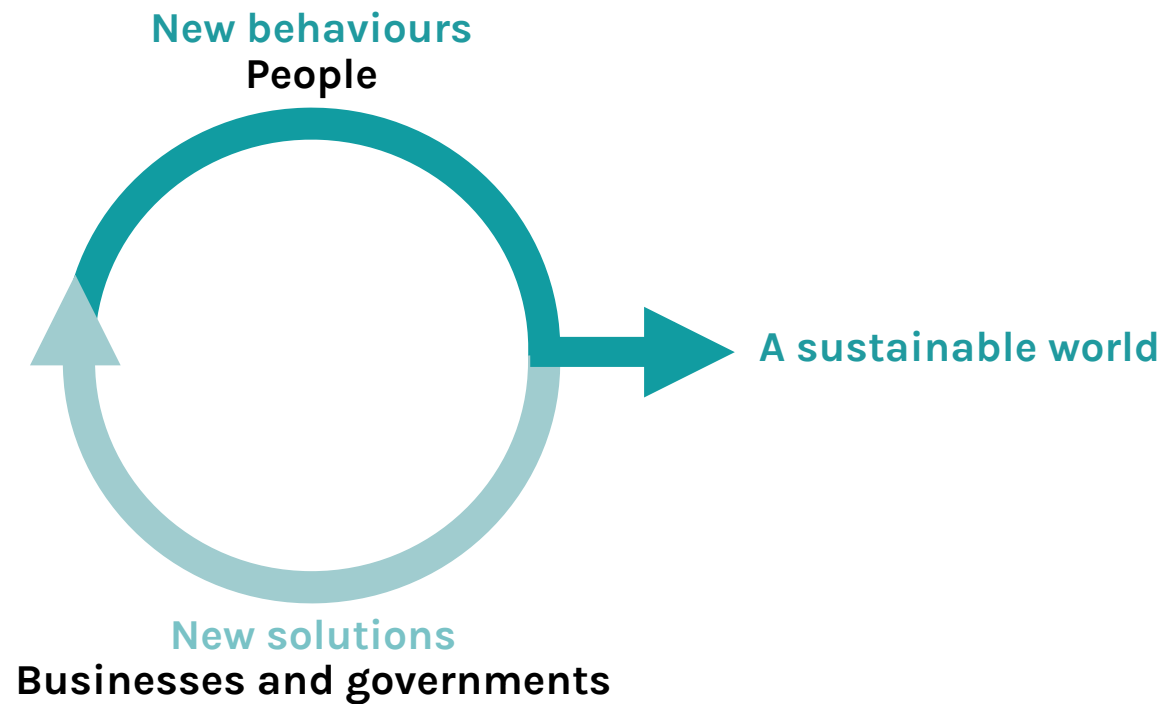
**Sustainability Lead, as part of a global organisation**

– European presence in BE, FR, NL, DE, HU and UK

[www.behaven.com](http://www.behaven.com)

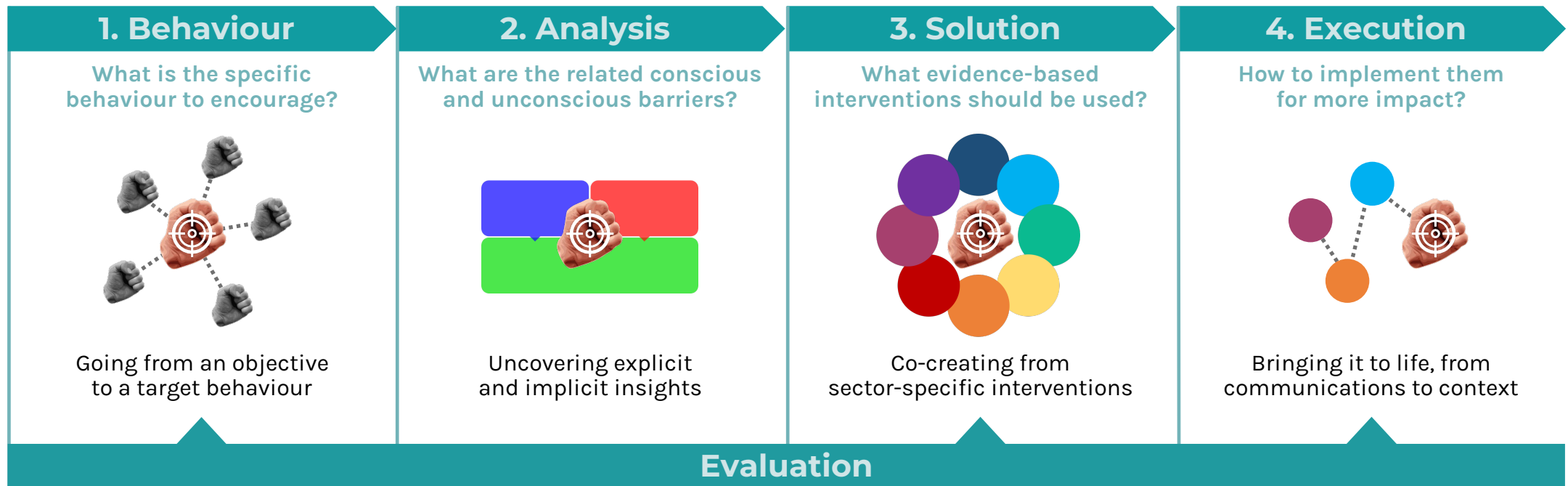
# Our belief

A sustainable world requires efforts **by all**



# Our methodology

Our B.A.S.E. methodology™, developed **specifically for sustainable behaviours**:



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# 1. Behaviour

What is the specific behaviour to encourage?

# Mobility behaviours have different layers

What do we mean by mobility behaviours?

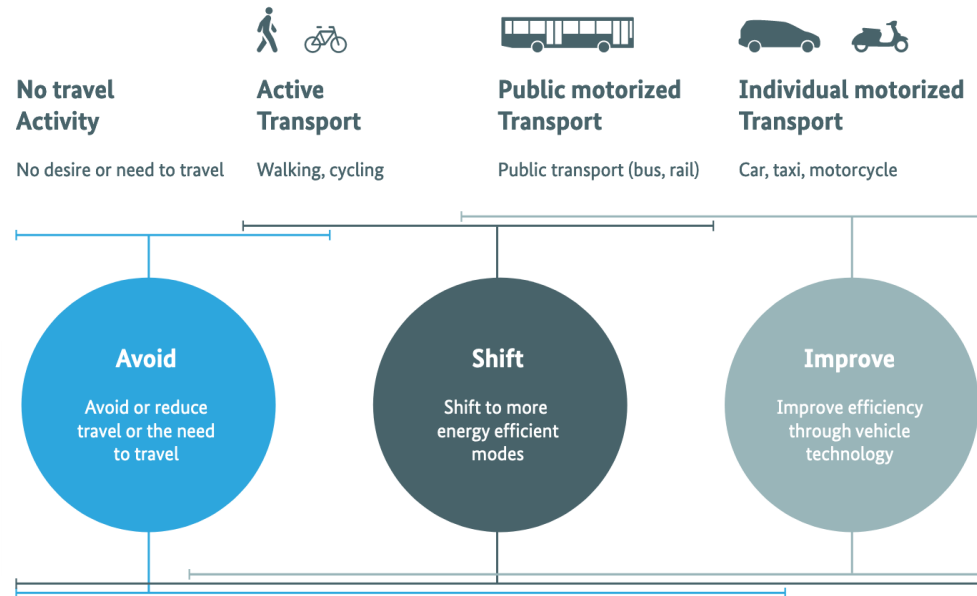
**Mode of transport** – car vs active, shared and public modes

But also:

**Reasons for travel** – commuting, shopping, school drop-off, ...

**Influences** – proximity of alternative modes, attitudes, ...

# And they need to be changed at different levels



“In the UK, it is estimated that **62%** of all emissions reductions needed to achieve net zero by 2050 will demand non-mandatory behaviours that include **adopting new technologies, switching to greener modes and reducing the use of high-polluting options that remains.**”

UK's Climate Change Committee, as cited by Pete Dyson in his book 'Transport for Humans', page 234.  
Sustainable Urban Transport: Avoid-Shift-Improve (A-S-I), [https://www.transformative-mobility.org/assets/publications/ASI\\_TUMI\\_SUTP\\_iNUA\\_No-9\\_April-2019.pdf](https://www.transformative-mobility.org/assets/publications/ASI_TUMI_SUTP_iNUA_No-9_April-2019.pdf)

# There is no 'silver bullet' solution

If we want more sustainable urban mobility behaviours, we could potentially encourage people to...

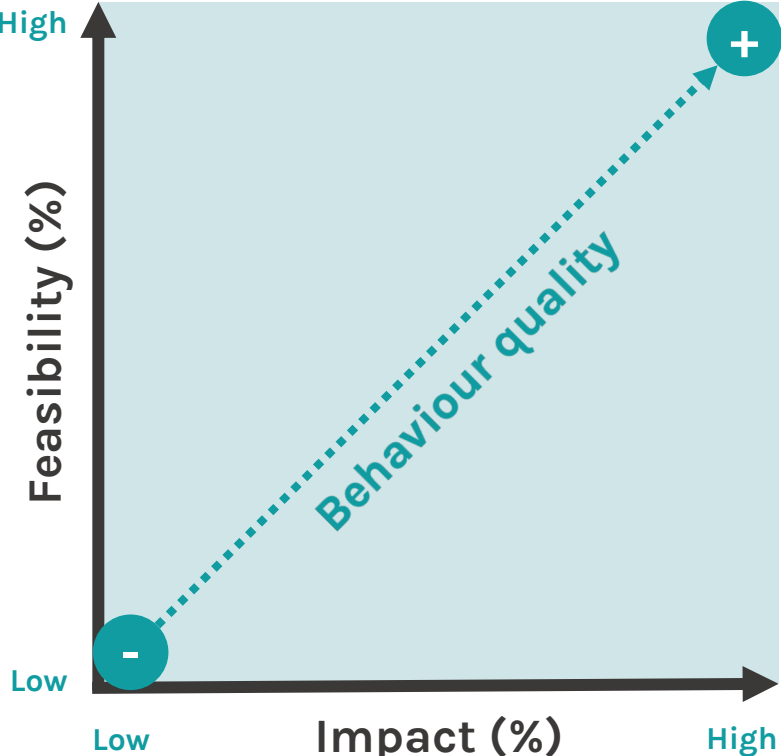


- Walk the kids to schools?
- Walk or cycle to the gym?
- Walk or cycle for short distances?
- Shop locally for groceries?
- Try public transports (for elderly people)?
- Go to work via alternative modes?
- Use alternative modes once/week?
- Carpool once/week?



# So we have to make choices

If we want more sustainable urban mobility behaviours, we could potentially encourage people to...



# And we need to be specific

Express our **target behaviour(s)** in a specific and actionable way, **for instance:**

<b>Actor:</b> who needs to do it?	<b>Urban drivers</b>
<b>Action:</b> what do they need to do?	<b>To walk</b>
<b>Place:</b> where?	<b>For short distances (less than 2km)</b>
<b>Time &amp; frequency:</b> when and how often?	<b>By default</b>
<b>People:</b> who with?	<b>On their own (or with their families/flatmates)</b>

## 2. Analysis

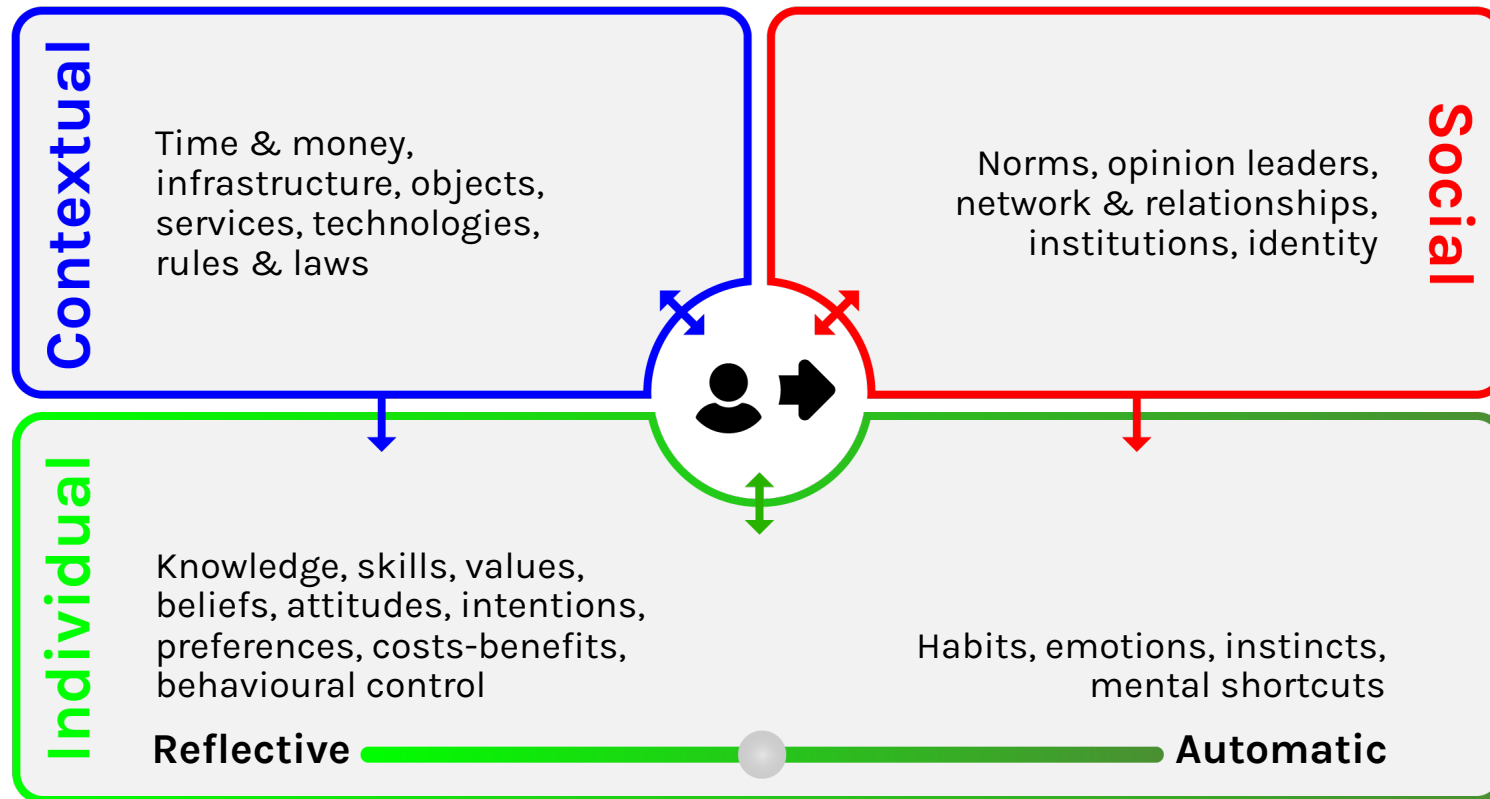
What are the related conscious and unconscious barriers?

# Using a scientific model as a guide

Many models to choose from 🤔



# A complete view of behavioural influences



## Behaven's scientific model

A behaviour is the result of three types of influences that interact with each other:

**Individual**

**Contextual**

And **Social** influences





To make sure we capture both **conscious and unconscious influences**, we combine traditional research methods with more innovative ones like implicit research

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# WWF-UK case study: Better understand and address the intention-behaviour gap of 25-34 y/o, a group open to reducing meat consumption and eating more healthily, but also one of the biggest meat eaters

## Analysis overview (1<sup>st</sup> step of the project):

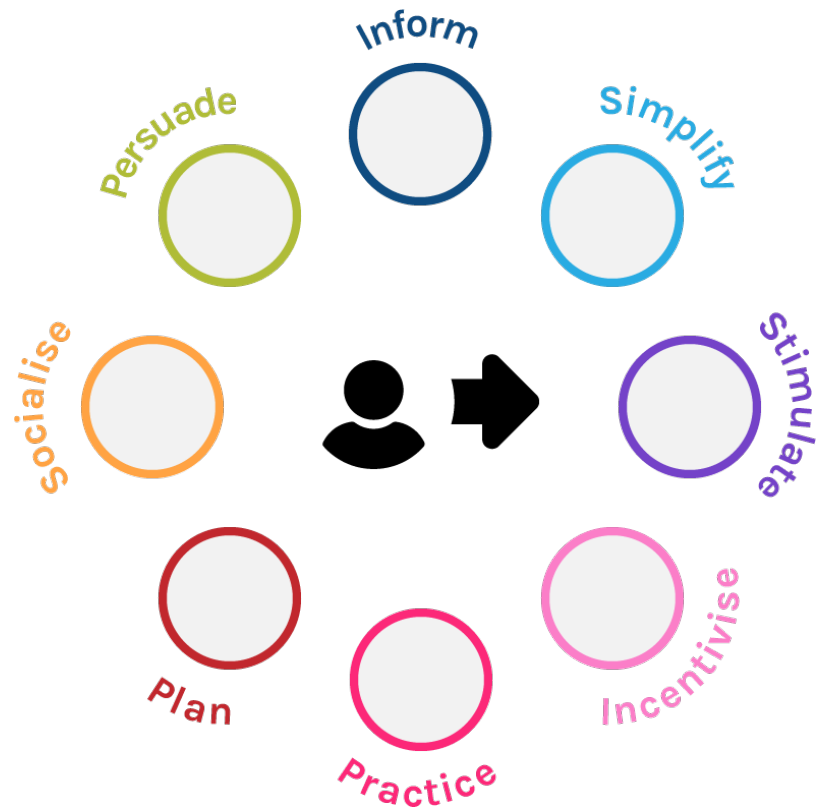
What we did	What came out of it																
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<p>2. Qual research </p>																	
<p>3. Implicit research </p>																	
<p>4. Integration </p>																	

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# 3. Solution

What evidence-based interventions should be used?

# A behaviour change toolbox



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## The Rainbow Wheel™

Made of 66 interventions

Specifically developed for sustainable behaviours

With the support of



Behaviour change interventions as 'active ingredients' to:

1. Reinforce
2. Complement

your existing marketing efforts



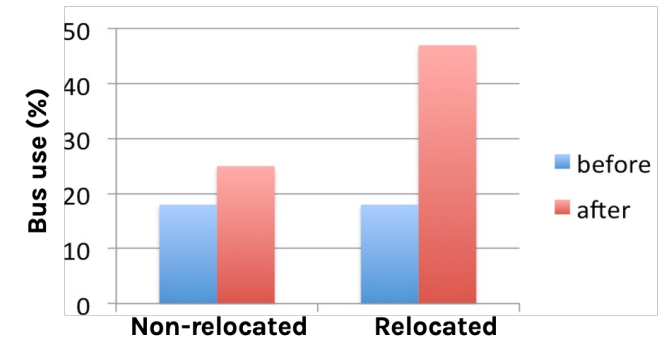
# Stimulate: example

Looking at people's life stages as an opportunity to encourage the adoption of sustainable behaviours and habits

*“For instance, personalised travel package for new people in a neighbourhood (e.g. public transport options, nearest essential stores, ...)”*

Can be relevant for:

- For first-time parents
- People moving house
- Getting a new job, ....
- But also Covid!



Transport for Humans, interview with Pete Dyson: <https://behaven.substack.com/p/interview-transport-for-humans>

Sustainability and Habits with Bas Verplanken: <https://behaven.substack.com/p/sustainability-habits-bas-verplanken>

Verplanken B., Wood W. (2006), Interventions to Break and Create Consumer Habits, Article in Journal of Public Policy & Marketing.

Wood, W., L. Tam, and M. Guerrero Wit (2005), Changing Circumstances, Disrupting Habits, Journal of Personality and Social Psychology, 88 (6), 918-33.

Tailored bus information and 1-day pass to promote bus use given 6-weeks post-relocation was more effective (inc. from 18% to 47%) than when given to those not relocating (Bamberg, 2006).

# Practice: example

Give people the knowledge  
and confidence to use  
alternative modes

*“Training Mode helps to make Lime accessible to more riders, especially new riders, women and older riders, who may be more apprehensive at first.”*



We provide a full induction explaining how our local charge points work, and how to plan charging on a long journey if you want to use more than the range of the vehicle (each vehicle has a range of around 250 miles).

<https://www.li.me/blog/lime-launches-training-mode-in-select-markets>  
<https://www.tripto.org.uk>

# Socialise: example

Social norms and the promotion of shared social practices provide powerful opportunities for changing mobility behaviours

*“...car use fuelling social isolation, individualism and even rightward shifts in political ideology.”*

- **Shared social practices:** for instance, Community Cycle Club – cycling together as a way to connect individuals to their community and get them to achieve their goals – or car clubs, e.g. TripTo, *“We’re a non-profit social enterprise run by and for the communities in which we operate.”*
- **Social norms:** *“26% of commuters at our university have switched to more sustainable modes of transport to campus.”*  
**= 5 x less private vehicle use**

<https://www.tripto.org.uk>

<https://www.cyclinguk.org/community-cycle-clubs>

<https://www.kcl.ac.uk/the-role-of-car-clubs-in-achieving-londons-sustainable-transport-future>

Mattioli, Giulio & Roberts, Cameron & Steinberger, Julia & Brown, Andrew. (2020). The political economy of car dependence: A systems of provision approach. Energy Research & Social Science. 66. 101486. 10.1016/j.erss.2020.101486.

This message sent to to university staff and students decreased private vehicle use for commuting by approximately five times compared with baseline (Kormos et al., 2015).

## 4. Execution

How to implement these interventions for maximum impact?

# Co-create solutions

Critical for acceptance  
and effective design

In particular for mobility, where choices will directly affect other people's safety and wellbeing:

- This is why Behaven regularly runs workshops to **co-design** and **co-evaluate** behavioural interventions together with key stakeholders.
- Another example, 'Fietstrommel' in the Netherlands:



# Combine solutions

Because  
combined  
approach  
work best

*“We identified 12 measures already implemented across European cities that have measurably reduced cars. The most effective combine charges / restrictions for cars + investments / campaigns for walking, biking, public transport.”*

[https://twitter.com/KA\\_Nicholas/status/1514584668435324933](https://twitter.com/KA_Nicholas/status/1514584668435324933)

# Cross-sector collaboration

Many of the things we can do to limit climate change as individuals have wider benefits on our wellbeing

Collaboration with health professionals to capitalise on synergies:

- **Framing sustainable mobility behaviours as healthy behaviours** – for instance, promoting active travel.
- It could also be a convincing argument to prompt policymakers into action, by making the health impacts of pollution more salient to them.





**Bruxelles-Environnement case study:** Encourage the correct disposal of waste in Brussels' parks after covid, in a context where the volume of waste has followed the increase in visitors

Execution overview:

## Creative strategy



### Social norm

Reinforce the perception that most people bin their waste, and that keeping the parks clean benefits everyone

### Simplification

Give specific and visual instructions about the target behaviour

## Media strategy



### Prompts

Deliver the message close to where the target behaviour is to take place

### Restructuring

Optimise the immediate context of the target behaviour to make it easier and more motivating



# To keep the conversation going

Three actions to take:

1. Dedicated session for you and your team  
– contact Fred [fred@behaven.com](mailto:fred@behaven.com) or +32 476 01 01 05
2. More information on [www.behaven.com](http://www.behaven.com)
3. Subscribe to Good Moves and learn from the best experts in the science of sustainable behaviours:  
[behaven.substack.com](http://behaven.substack.com)

