Society vs the Individual

How can we work together to enable behaviour change?

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COCE 2017
www.claircity.eu
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Why is air pollution a problem?

**It's Your Health**

Breathing polluted air raises the chances of heart attacks, strokes, and lung cancer. It makes respiratory conditions like asthma or bronchitis worse.

**Diesel vs Petrol**

Diesel cars cause more air pollution than petrol cars, but have lower carbon emissions.

**1 in 8 Deaths**

Air pollution is linked to one in every premature deaths wide.

**5 Deaths a Week in Bristol**

More than 5 deaths a week in Bristol are linked to air pollution.
Why haven’t we fixed this already?

• Air pollution often dealt with as a separate problem

• Not adequately linked with other issues such as climate change, transport, health, energy consumption, home heating etc.

• A lot of policy has emphasised risks of climate change and tackled these using technological solutions at the expense of air pollution

• But air pollution is killing people here and now - where ‘behaviour change’ has been tried this mainly focusses on people as ‘individuals’
Differences between health and environment behaviour change
What does an ‘Individual’ look like?
Who are people?

- Bus Driver
- Parent
- Shopper
- Carer
- Sport Cyclist
Individuals

People/Citizens

Citizen Led Air pollution Reduction in Cities

Oxford English Dictionary

Individual = A single human being, as distinct from a particular group, or from society in general.

Citizen = An inhabitant of a city or town; esp. one possessing civic rights and privileges and responsibilities
4 Dimensions of Behaviour

**Actor**
- Individual
- Inter-Personal
- Network
- Community
- Segment/
- Group
- Population

Who, or what is enacting the behaviour?

**Domain**
- Psychological
- Bodily
- Technological
- Institutional/
- Social
- Infrastructural/
- Environmental

What are the influences on the behaviour?

**Durability**
- One-off
- Repeated
- Dependent
- Enduring
- Norm-Setting

What relationship does time have with the behaviour?

**Scope**
- Discrete
- Inter-Related
- Bundled
- Structuring
- Pervasive

How does the behaviour relate to other behaviours?
So what does this look like in ClairCity?
ClairCity process

Data → Engagement → Solutions
ClairCity: breaking the traditional dichotomy

Policy

Individuals

- NGOs
- Clubs, Societies
- Other Businesses
- Service Providers
- Employers
- Families
- Friends
- Households
- Cultural Conventions
- Expectations
- Skills and ‘Know-How’

Land-Use & Zoning

Material Infrastructure

Objects and Equipment
What would help people to cycle in my city?

**Individuals - People**
- Buy a bike
- Learn to ride or feel confident
- Find a route and cycle to work
- Encourage others to cycle

**Organisations**
- Provide showers & changing rooms
- Cycle storage in accessible places
- Casual dress codes
- Senior leaders promote cycling
- Improve virtual meeting tech to avoid journeys
- Pay double mileage for people who cycle to meetings
- Give directions for cyclists as well as drivers for visitors to the site
- Reduce car parking/increase charges

**Council**
- Build and maintain good cycle paths
- Provide training and advice for cycling
- Cycle signposts
- Limit cars to routes
- Subsidise purchase of bikes/cycle equipment (e.g. helmets, lights)
- Allow bikes to access areas e.g. to take on public transport
- Cycle lanes in pedestrianised areas
- City bike schemes

**Government**
- Fund cycle routes and networks
- Tax incentives to support people buying bikes; organisations to build infrastructure
- Invest in research looking at new technologies (e.g. electric bikes/cars)
- National targets for car use reduction
Change the behaviour of the behaviour changers!

Working with decision-makers. Involving citizens, but not (directly) asking them to change.

ClairCity meeting of regional Mayors, Aveiro

Public engagement in Bristol
People are at the centre of ClairCity
Who are ClairCity audiences?

- **Ordinary citizens (over 16)**
  - Survey
  - Citizen workshop
  - Game
  - City day
  - App
  - Stakeholder workshop

- **Expert stakeholders (NGOs, local government)**
  - Mutual Learning Workshop
  - Policy workshop
  - Stakeholder workshop

- **Young people (aged 13-16)**
  - School competition (13-16)
  - Game
  - City day

- **Older people (over 60)**
  - Film campaign
  - City day
  - Delphi
  - Game
  - Stakeholder workshop

- **Families and children (under 13)**
  - City day

- **Local companies/organisations**
  - App
Events and news

- Community groups – not just environmental ones (e.g. transgender, health groups, WI)
- Street surveys in 4 different neighbourhoods
- Festivals and community events in poorer areas as well as city centre
- Local newspaper and radio
- Social media
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