Promoting Sustainable Lifestyles:
challenges and opportunities for travel and tourism in an age of climate change

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Outline

• Sustainable lifestyles:
  – Choice architecture, the Citizen-consumer and behaviour change.
• Key intellectual and policy ideas:
• Sustainable travel and tourism: research insights;
• Translating ideas into practice: co-creating strategies:
  – The TrainAway Project and its policy implications.
• Key challenges for behavioural change in an age of climate change.
Why ‘Sustainable Lifestyles’?

“We all – governments, businesses, families and communities, the public sector, voluntary and community organisations – need to make different choices if we are to achieve the vision of sustainable development” (DEFRA, 2005, p. 25)
Why ‘Sustainable Lifestyles’?

“[The Behavioural Insights Team, UK Cabinet Office] are responsible for:

• encouraging and supporting people to make better choices for themselves
• considering the application of behavioural science to policy design and delivery
• advancing behavioural science in public policy
• championing scientific methodology to bring greater rigour to policy evaluation”.
Beyond Deficits

are you doing your bit?

When you can, leave your car at home and walk.
“[a] rapid development of a psychologically informed Behaviour Change armature within the UK state” (Whitehead et al., 2010, p. 2033)
Social marketing “underscores the importance of strategically delivering programs so that they target specific segments of the public and overcome the barriers to this segment’s engaging in the behavior” (McKenzie-Mohr, 2000, p. 594).
The Move to Social Marketing: SD: logic

S-D Logic: customer as an operant resource: “a collaborative partner who co-creates value” (Lusch et al., 2007, p. 6)
Defra’s framework for pro-environmental behaviours

January 2008

Evidence and consumer insight
Behaviour goals
Segmentation
Principles and approaches

Implications for policy

STRATEGY

Source: DEFRA (2008)
“What counts is the big, and in some cases, global swing of ordinary, routinized and taken for granted practice...Only by setting ‘the environment’ aside as the main focus of attention will it be possible to follow and analyse processes underpinning the normalisation of consumption and the escalation of demand” (Shove, 2003, p. 9).

Social practices “...are conceived as being routine-driven, everyday activities situated in time and space and shared by groups of people as part of their everyday life” (Verbeek and Mommaas, 2008, p. 634).
Sustainable travel and tourism

**Figure 1.3:**
Total UK greenhouse gas emissions by source sector, 2009

- Energy supply, 32%
- Residential, 13%
- Agricultural, 8%
- Business, 14%
- International aviation/shipping, 7%
- Domestic transport, 20%
- Other, 5%

Total UK GHG emissions in 2009 = 607.2 MtCO₂e
Other: Public, Industrial processes, Waste management and Land Use and land use change and forestry (LULUCF)
Source: National Atmospheric Emissions Inventory (NAEI)

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**Figure 1.6:**
UK domestic transport greenhouse gas emissions, 2009

- Cars and taxis, 58.0%
- Heavy goods vehicles, 17.2%
- Light vans, 12.5%
- Buses and coaches, 4.3%
- Motorcycles and mopeds, 0.5%
- Rail, 1.8%
- Domestic aviation, 1.6%
- Domestic shipping, 1.3%
- Other (inc other road transport emissions), 2.8%

Total UK domestic transport GHG emissions in 2009 = 122.2 MtCO₂e
Other is mostly 'military aircraft and shipping', and also includes emissions from 'aerial craft support vehicles' and from road vehicles running on liquefied petroleum gas (LPG).
Source: National Atmospheric Emissions Inventory (NAEI)

Source: DfT (2009)
Sustainable travel and tourism
“Aviation is much more environmentally damaging than is indicated solely by CO2 emission figures. This is due to other greenhouse gases being released directly into the upper atmosphere, where the localised effects can be more damaging than the effects of CO2 alone” (Chapman, 2007, p. 356)

“There is no internationally agreed way of allocating emissions from international aviation to individual nation states” (DfT, 2009, P. 19)

“...cheaper and more abundant flights (often from more accessible regional airports) make travel easier. An increasing economy ensures more business trips and more money available for several holidays a year or even an overseas holiday home” (Chapman, 2007, p. 361).
"I suppose people think a holiday is a holiday and that they go there to relax and do their own thing. And you know, it sounds a bit nasty but you know, when you’re holiday, you’re really thinking about yourself aren’t you because it’s your time away".
(3C, Mainstream Environmentalist)

“So long as you turn the lights off at home for a couple of weeks eh?!” (3F, Mainstream Environmentalist)
The ‘conflict’ of climate change and tourism:
“Yeah well we’re not too happy because like my children have told me all about flying and its bad for the environment and everything”.

Air travel ‘beyond the reach’ of environmental practice:
“Well when we live in an age of travel…I don’t really see how we’re going to go back from that”

The challenges of reduced consumption:
“And like, my eldest daughter lives in Darlington and I can go with FlyBe for £60 to Newcastle and it takes one hour or I can go on a coach for eleven hours or train for six hours and that’s more expensive, so that’s the choice I make”

The contested knowledge base:
“Which is more efficient: a plane half full with executives flying abroad for a conference or a low cost airline, full to the brim with people on holiday?”
Translating ideas into practice: co-creating strategies

• How can we encourage key segments to switch from short-haul leisure flights to rail travel?

• Economic and Social Research Council Knowledge Exchange scheme:
  – Uscreates;
  – Hyder Consulting;
  – Strategic Social Marketing;
  – CAG Consultants.

• Three stages:
  – Co-scoping;
  – Co-development;
  – Co-implementation.
Co-scoping

- **Identifying the challenge and key segments:** 4% of people taking 30% of all non-business flights annually:
  - ABC1 Generation Y;
  - Empty Nesters.

- **Aspiring green travellers:** someone who attitudinally cares about the environment and behaviourally undertakes many positive pro-environmental behaviours in their-day-to-day lives but.. is still flying to short-haul destinations 3+ times a year (Barr and Prillwitz, 2011).
Walk-in-their-shoes

Aspiring Green Travellers

• Generation Y
  or
• Empty Nesters

Consider:
Their tastes?
Their lifestyle?
What is important to them?

What are their travel needs and wants?

What is their dream travel experience?
Co-development

Plane positives

Plane negatives: a necessary ‘evil’

Time
Cost
Convenience
Comfort
Holiday staples at airports
Relaxation
Peace of mind

Quicker
Easier to book
Cheaper
Choice of departure points

Flying is the social norm (Bar Paris)

Flying is quicker & easier

We’re used to the plane, it’s habit

It needs to become second nature NOT to get on a plane. Recycling is now second nature, just like getting on a plane is. It didn’t used to be

I guess I do it because everybody does it, I just don’t think about it

Bad food (fear of)
Claustrophobic

Hanging around at airports

Greater carbon emission

Crammed conditions

Less luggage
Train negatives / barriers

1. Cost
- The incentive to use another form of transport should be in the price. And the prices can be ridiculous
  - I don’t consider it safe on trains, if they are sleeper trains
    - Empty Nester
- The train is so much more expensive than getting on a plane
  - It [cabins] can be unsafe. I don’t know if I’d take one now
    - Empty Nester

2. Time
- If you’re going more than 1500 miles you just have to take a plane. It all depends on where you’re going
  - Am I going to want to go on London Underground with all those bags at 8 o’clock in the morning? No.

3. Safety / security
- You feel very on your own. You feel like you could easily get on the wrong train...
  - Generation Y
- Somebody might get off with my luggage. I have seen it happen. I hear it happens quite often.
  - Empty Nester

4. Getting to the train
- Carrying a heavy case on public transport is really difficult
  - Empty Nester

Train travel usually loses out to plane travel at an early stage of the decision process when weighing up cost and time
Train positives

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<th>I much prefer the trains if it is more economical on cost</th>
<th>The Eurostar station is really nice now. It’s wonderful</th>
<th>We can walk to the train station, work for two hours, relax for two hours and we’re there</th>
<th>I’d rather take a train where I can sit and chat to my friends</th>
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<tbody>
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<td>Generation Y</td>
<td>Empty Nester</td>
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People speak much more passionately about train travel in terms of comfort, relaxation, ‘quality’ time and simplicity. People ‘like’ train travel.
Ideas - Empty Nesters

Service Changes
High speed rail links to more destinations (e.g. Madrid)
No changes / seamless connections / baggage transfers / transfer assistance
Train ‘packages’ from specialist providers - everything organised door-to-door
Train miles / reward scheme
Information about public transport at destination

Booking changes
Easy on-line booking (e.g. skyscanner for trains)
Cost / time comparisons

Fringe benefits
Comfort extras such as a bottle of wine
Better station facilities
Comfortable seating
Commentary on surroundings

Provide support and reassurance to make customers feel confident and in control
Ideas - Generation Y

Service Changes
Easy online booking (e.g. skyscanner for trains)
A connection service such as a shuttle bus to the next train station
A budget / ‘slumming it’ train option that is really an option worth considering

Booking
Transparency - true costs and benefits of using train (door-to-door)

Package
Package stop off options such as those STA organise for round the world flights e.g. Paris-Venice-Rome
Inspiring and customised routes

Provide inspiration and customisation
Co-implementation

Can we get aspiring green travellers to switch from plane to train for half of their short haul journeys?

We think that between us we can.

Exeter University and Uscreates social change agency would like to invite you to a collaborative workshop.

We are asking key organisations, experts and travellers to work together to think creatively around this challenge.

Using the insights gathered from our social research we aim to develop a range of practical interventions that support aspiring green travellers to make a change.

Join us for a creative workshop in central London on 11th July 2012 from 2-5pm.

Click on the link to view some of our insights. http://vimeo.com/user1045368/sustainabletravel Password: Exeter

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Key Outcomes and Implications

- **Flexible** and ‘experimental’ travel;
- **Mode** before destination;
- **Experiential** travel;
- **Changing perceptions** of time and space.
Key challenges for behavioural change in an age of climate change

- Is a **major focus** on **behavioural change** the right strategy?
  - The choice architectures (economic, social cultural) that surround people.

- Is the **individual focus** the right strategy?
  - What about wider social practices and how we change those?

- Is **climate change** the right focus?
  - How does this relate to everyday living?

- What about a **more ambitious approach** to reducing mobility?
  - The role of planning better places to live?
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