

Changing behaviour, for greener cities



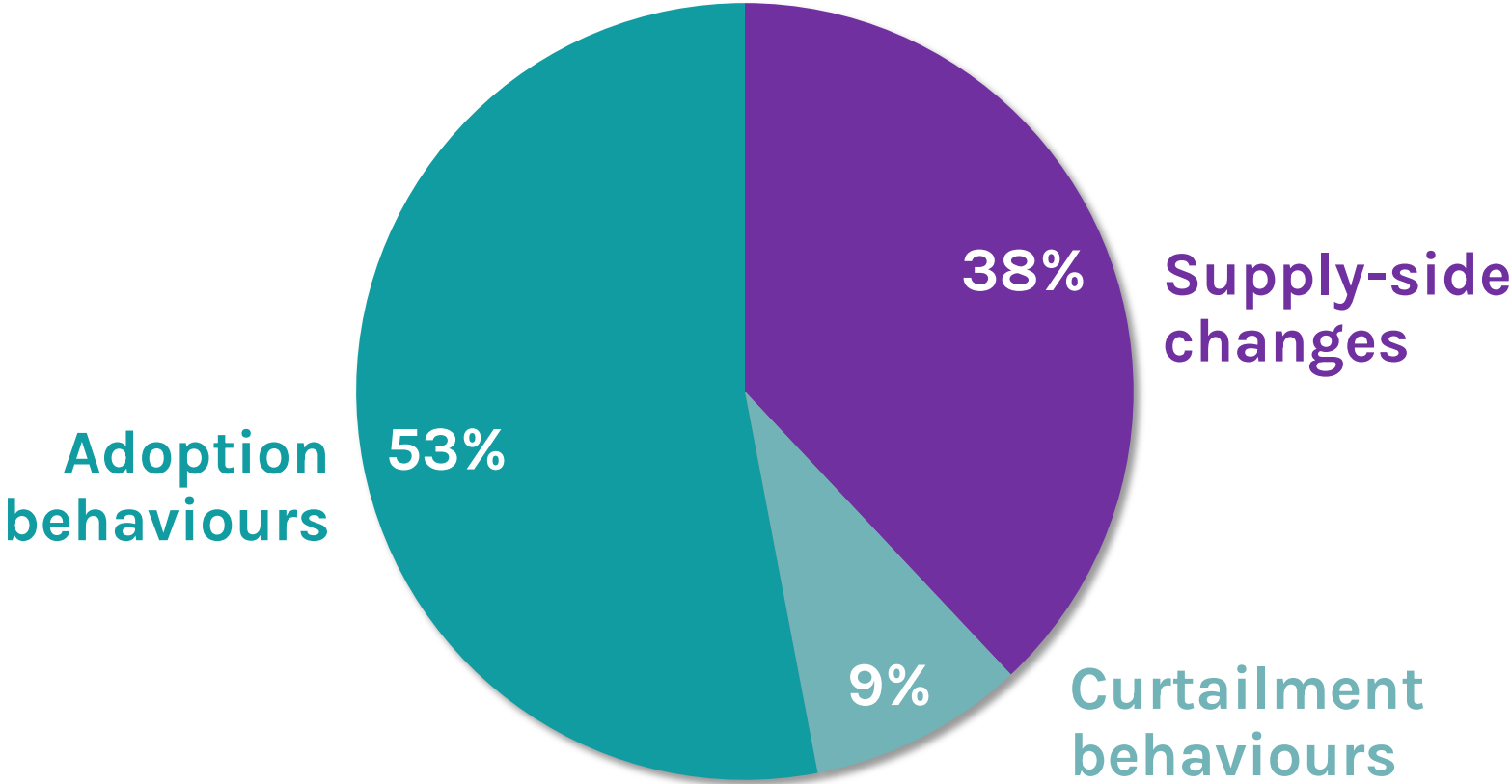
Changing behaviour is essential

Yet...



“While the techno-economic sides of the circular economy have attracted large attention in recent years, **the role of consumer behaviour** – a critical factor in defining the long-term success of ‘sustainable production and consumption’ initiatives – **remains less explored.**”

Changing behaviour is essential





Behaven



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Changing behaviour is hard

Traditional approaches aren't enough...



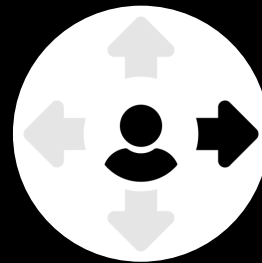
*"Education and awareness-raising interventions have **the lowest success rate** among the studies reviewed."*

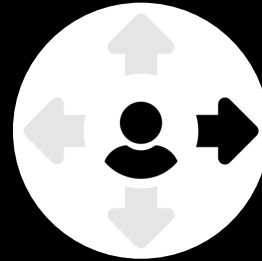
Intention

Behaviour



Gap!





Intention



28%

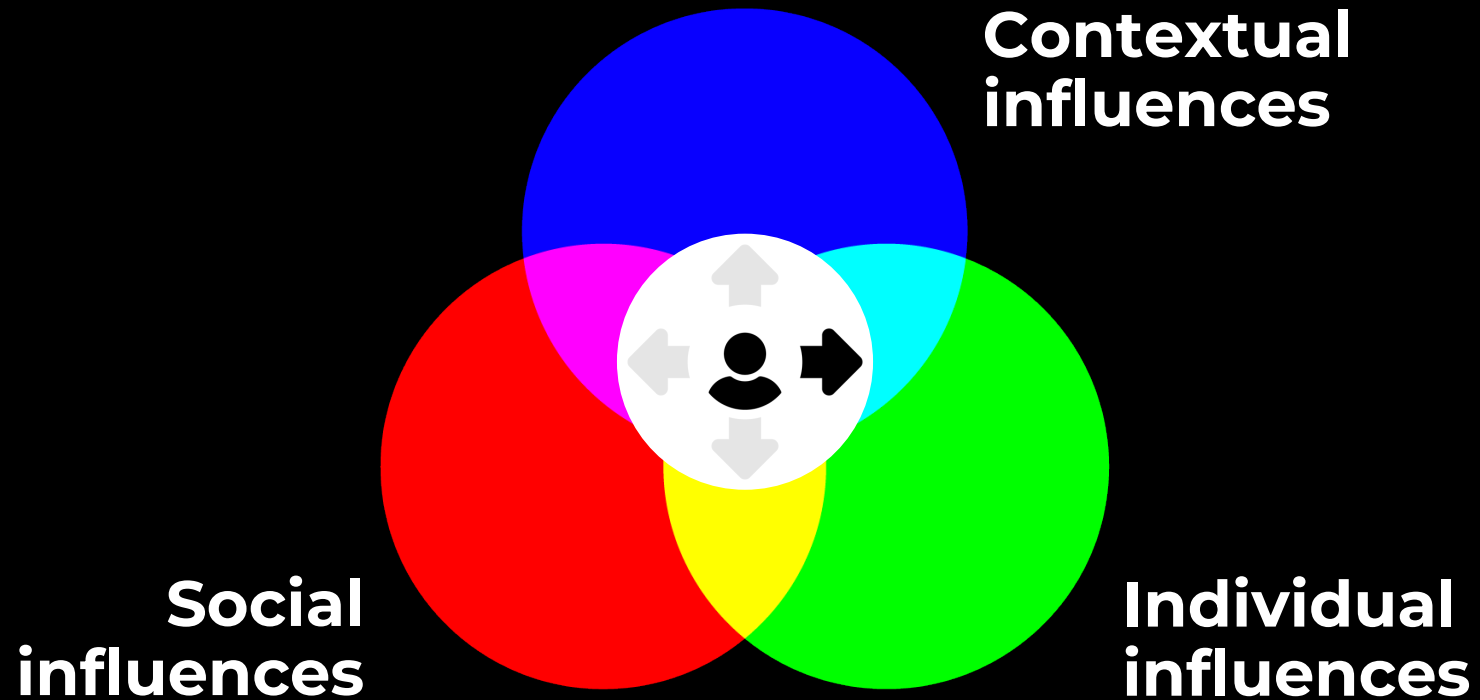
Behaviour



72%

Other stuff

Understanding behaviour



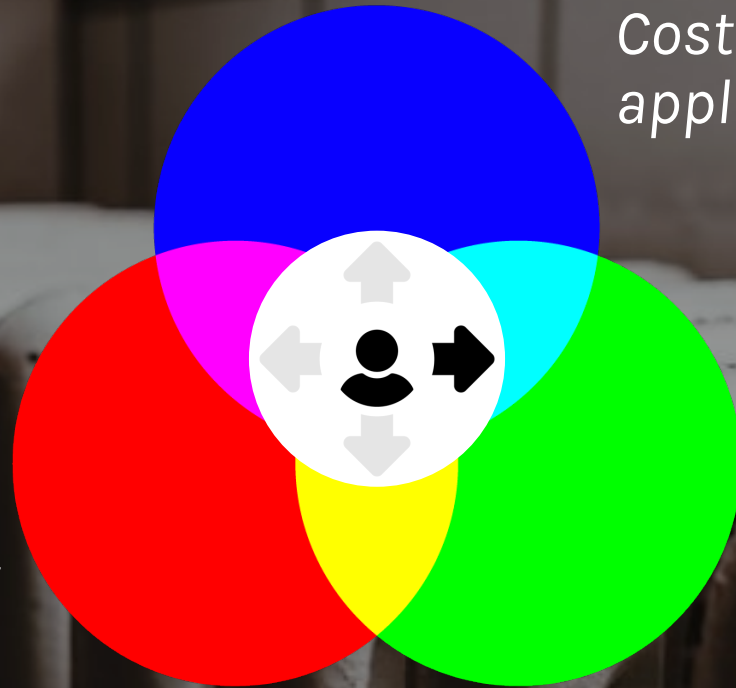


e.g. Energy

Cost of energy-saving appliances, ...

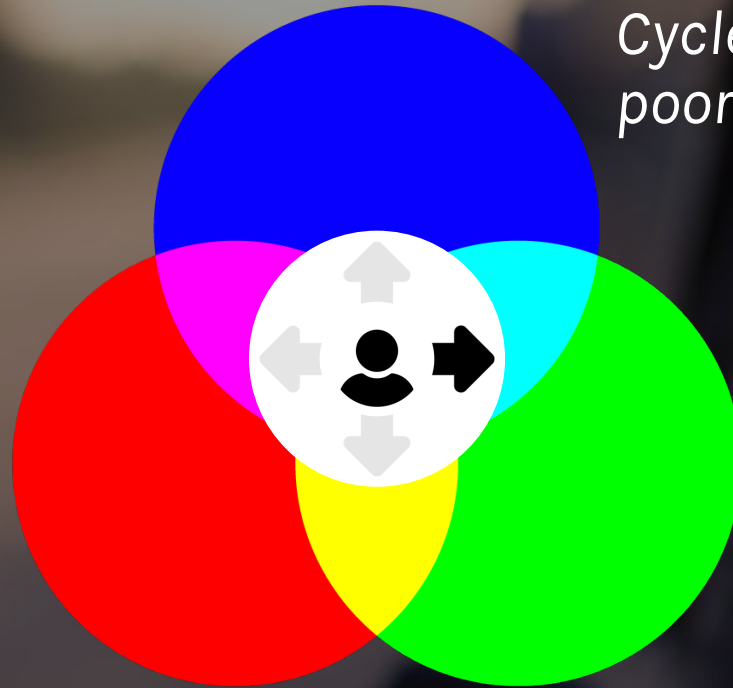
Lack of social norms, ...

Perception of reduced comfort, ...





e.g. Mobility



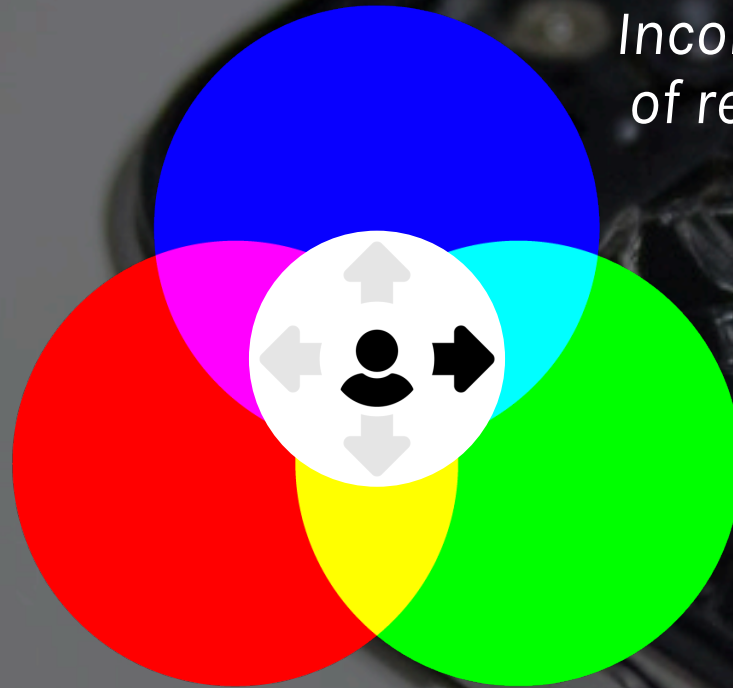
Cycle paths in poor condition, ...

The car as a status symbol, ...

Negative perceptions of public transport, ...



e.g. Circular economy

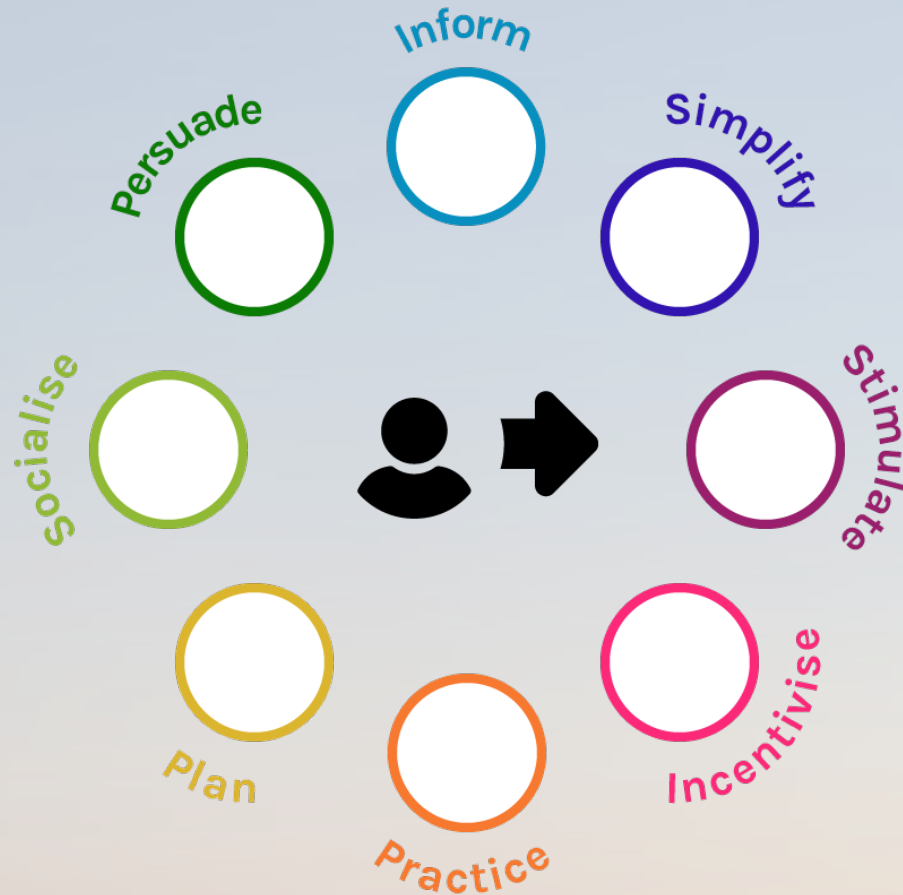


Inconvenience of repair, ...

Recycling as an entrenched norm, ...

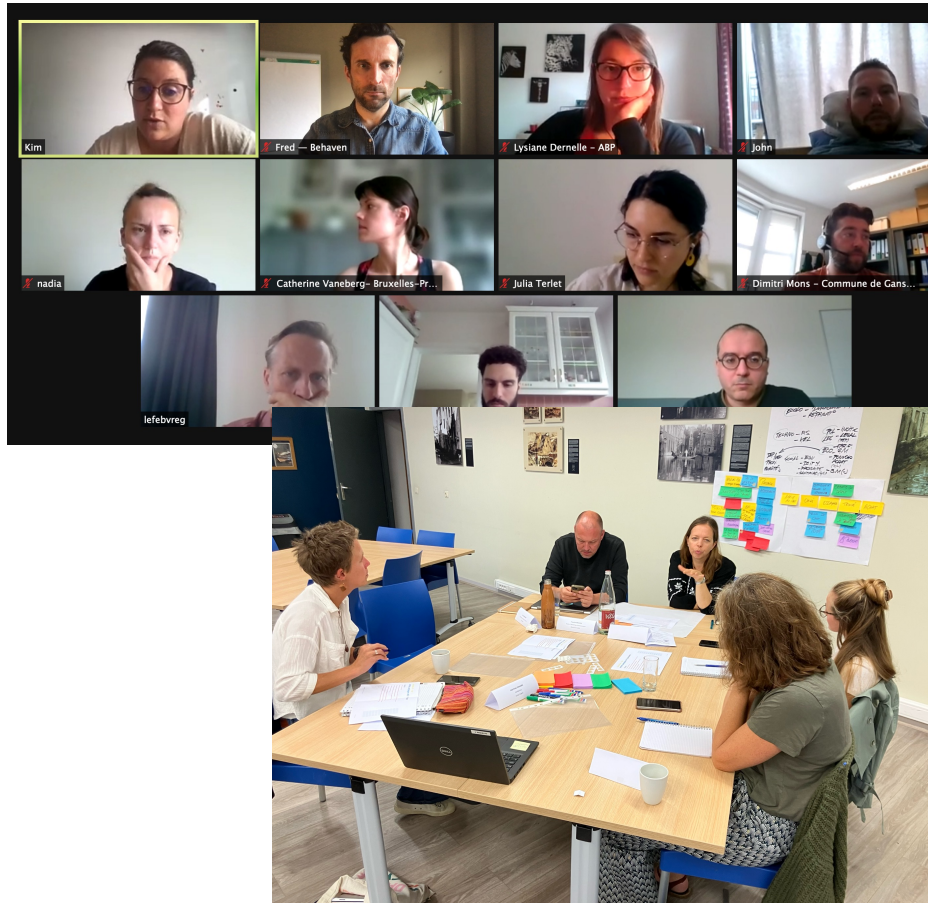
Not knowing the benefits of buying second-hand products, ...

Influencing behaviour



A more complete toolbox

To **reinforce and complement** your existing efforts



Co-create solutions with your stakeholders

Critical for acceptance and effective design, e.g. workshops with local and regional stakeholders



e.g. Energy

Window of opportunity

Promoting renovation solutions is most effective during periods of change (e.g. moving house) or during work already planned by the household (e.g. extension).



e.g. Mobility

Gamification

e.g. the 'Beat the Street' campaign encourages active travel by placing physical boxes in streets that people can tap to earn points and rewards – with 74% sustained active travel.

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e.g. Circular economy

Reduce friction

e.g. Sweden's 'Fix the Stuff', combining a DIY tutorials website with temporary collective repair workshops in spaces such as libraries or cultural centres, but also in commercial spaces such as malls.

Key takeouts

1. People are influenced by many factors
2. Crucial that we identify and understand them
3. Behavioural science gives us access to a bigger toolbox for change
4. Co-design with stakeholders leads to more effective and accepted solutions
5. This is a job that cities are best placed to do due to their proximity with citizens

Thank you!

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