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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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.

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

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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* - *w*here 'behaviour change' has been tried this mainly focusses on people as 'individuals'

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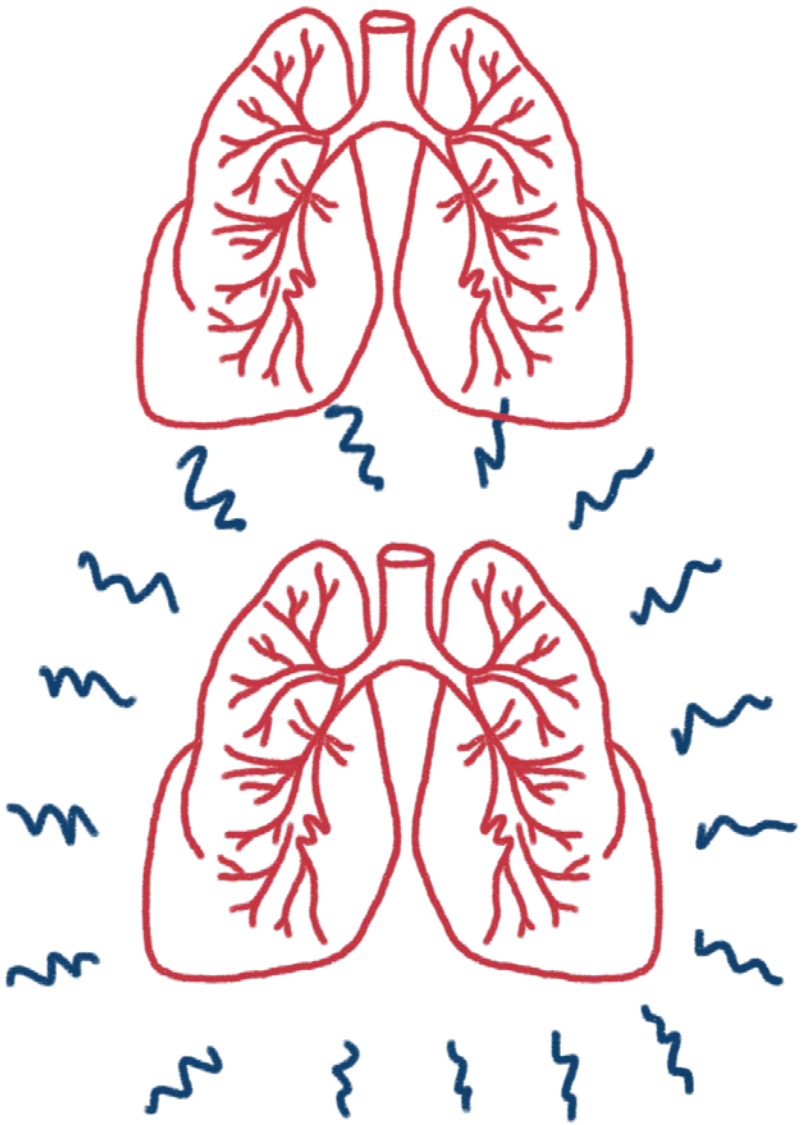
Differences between health and environment behaviour change



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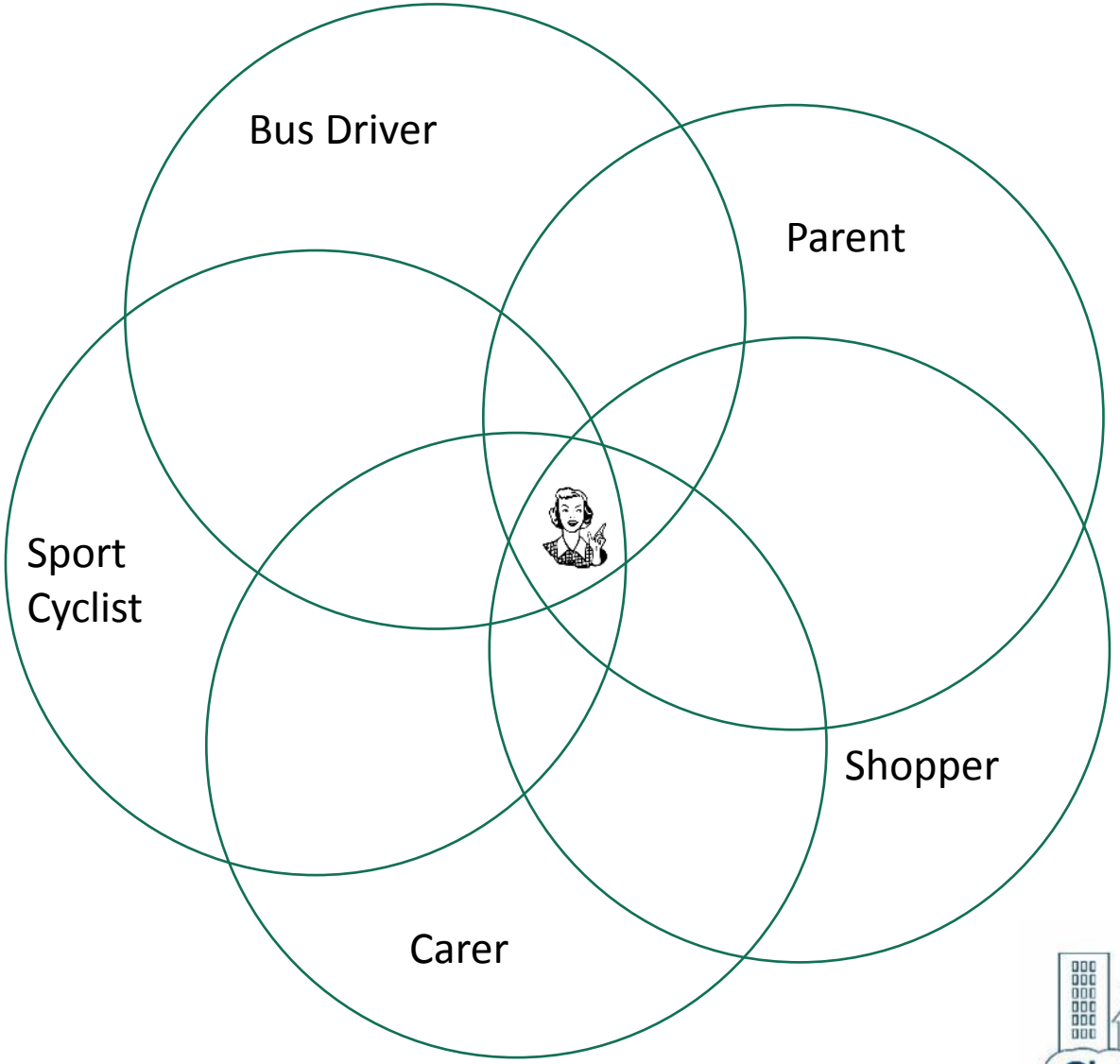
What does an ‘Individual’ look like?

Who are people?



~~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

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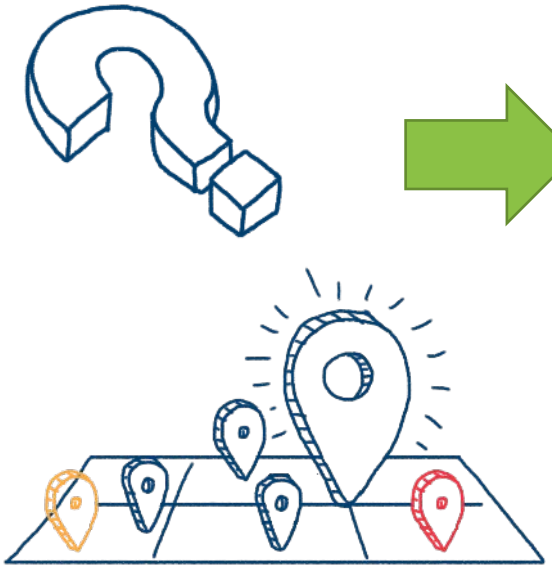
4 Dimensions of Behaviour

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?				

Chatterton, T. and Wilson, C. (2014) The 'Four Dimensions of Behaviour' framework: A tool for characterising behaviours to help design better interventions. Transportation Planning and Technology, 37 (1). pp. 38-61. ISSN 0308-1060

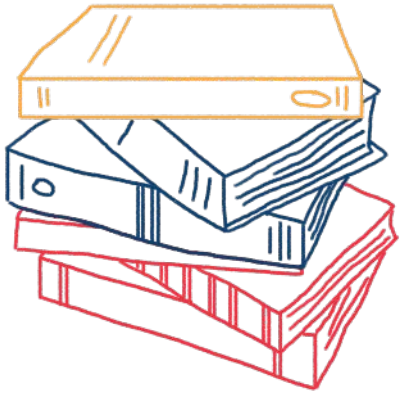
So what does this look like in ClairCity?

ClairCity process



DATA

ENGAGEMENT



SOLUTIONS

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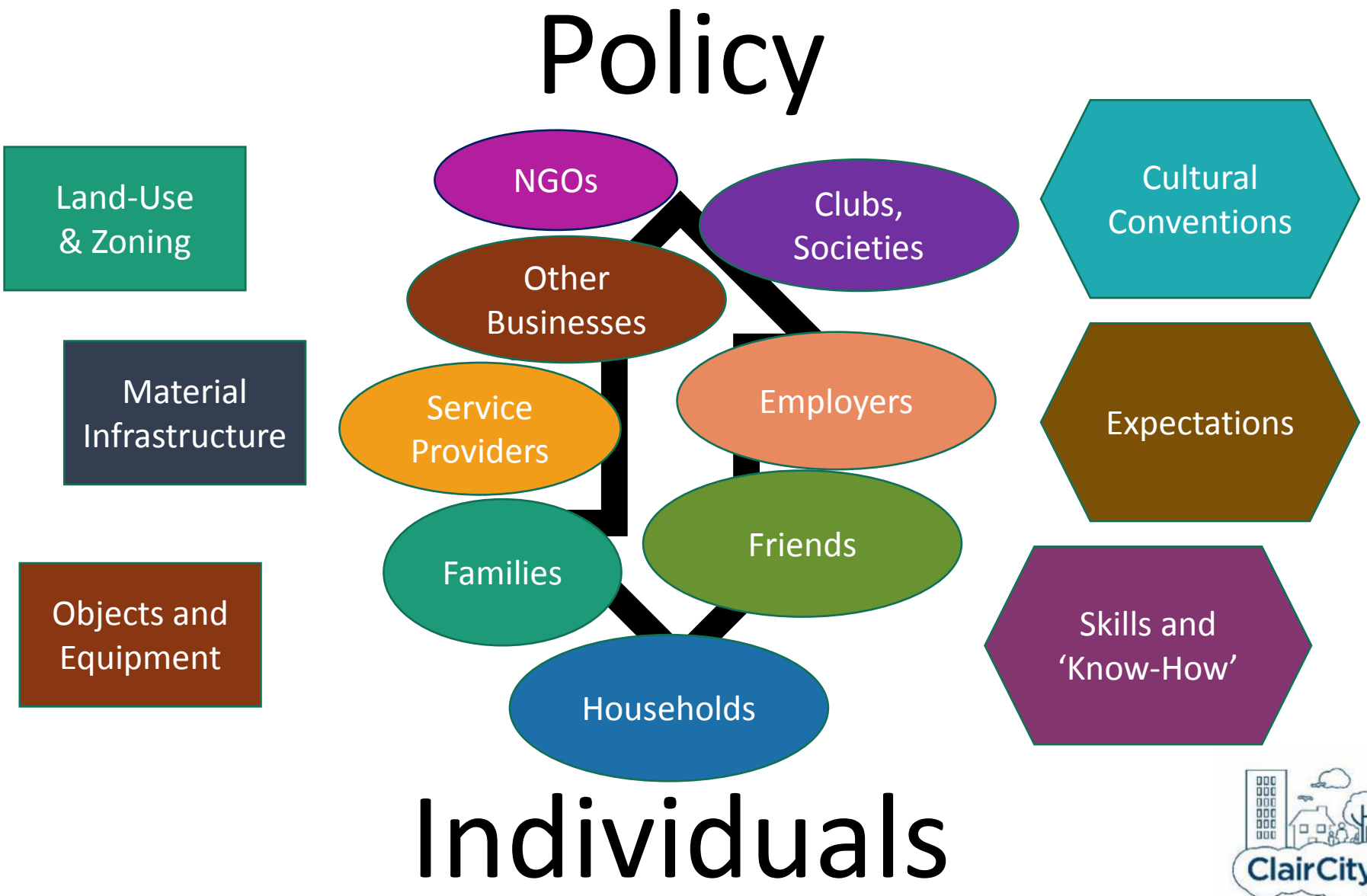
ClairCity: breaking the traditional dichotomy



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 (eg electric bikes/cars)
- National targets for car use reduction

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Change the behaviour of the behaviour changers!

ClairCity meeting of regional Mayors, Aveiro

Public engagement in Bristol

Working with decision-makers.

Involving citizens, but not (directly) asking them to change.

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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**

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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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