

Disrupting mobility, lowering carbon: The challenge of changing everyday travel practice

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Outline

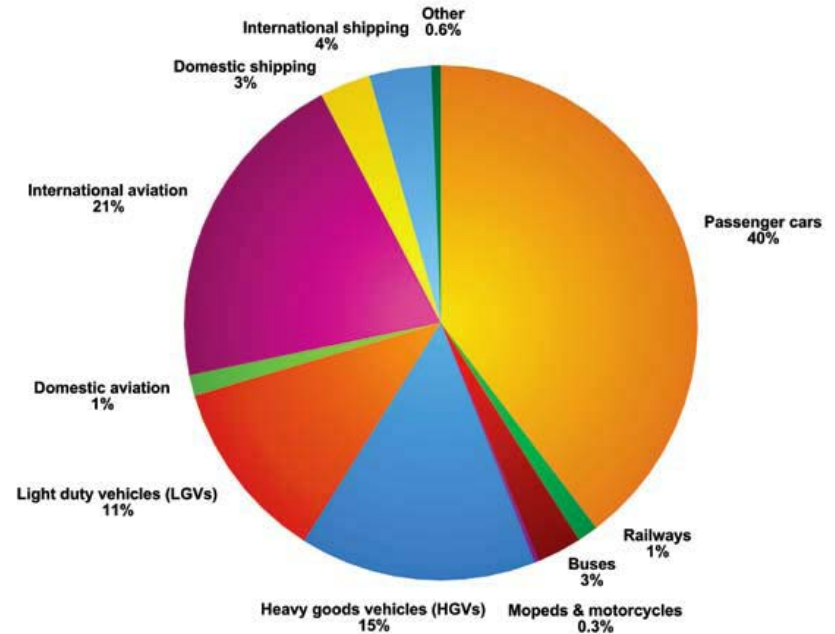
- Context
- The project remit
- Overview & data collection strategies
- Implications for theory and practice

Context

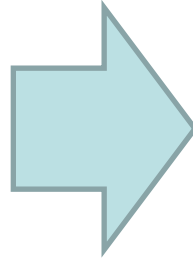
Transport: 24% of UK CO2 emissions



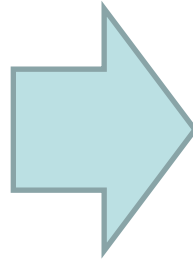
The car: 1.5 hours of driving per day on average in the UK



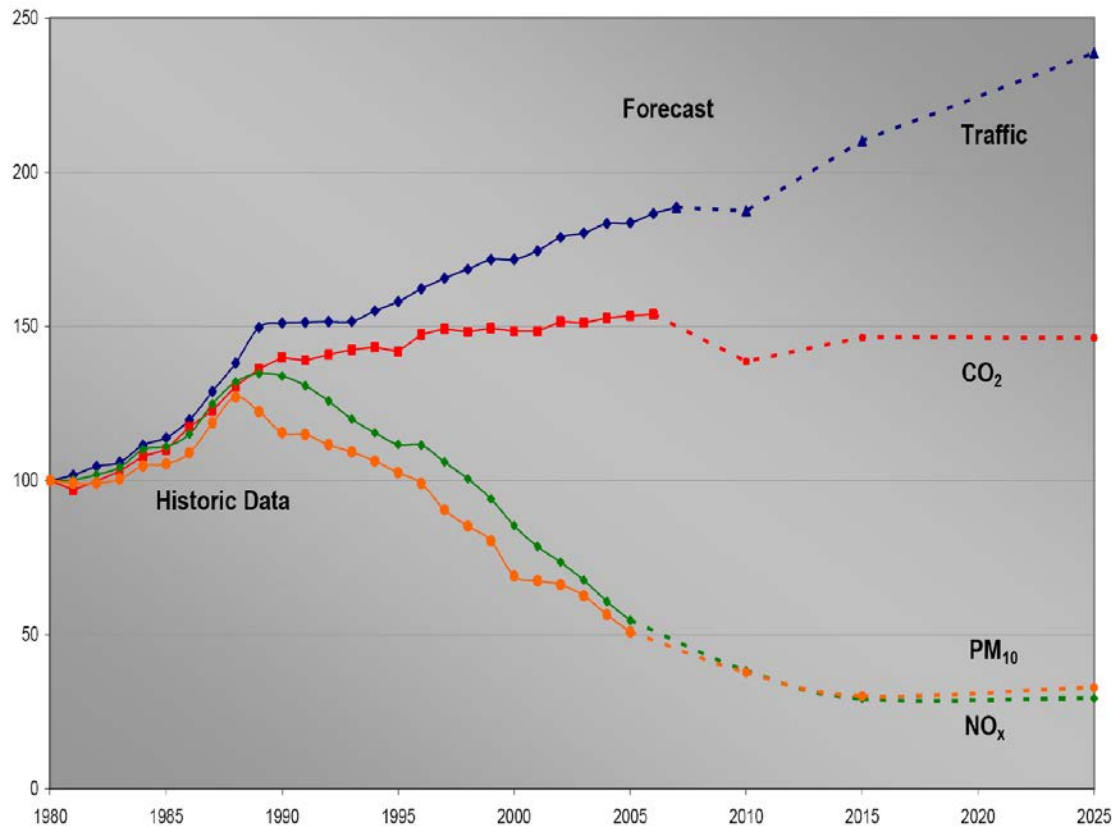
Breakdown of transport carbon emissions by sector
Source: Centre for Alternative Technology, 2010



- Technological challenges
- Infrastructure challenges
- Electricity = carbon (are de-carbonisation plans realistic?)



- Changes in practices: a utopia?



Road Traffic and Road Transport Emissions, Past and Forecast
Source: DfT Road Transport Forecasts (2008)

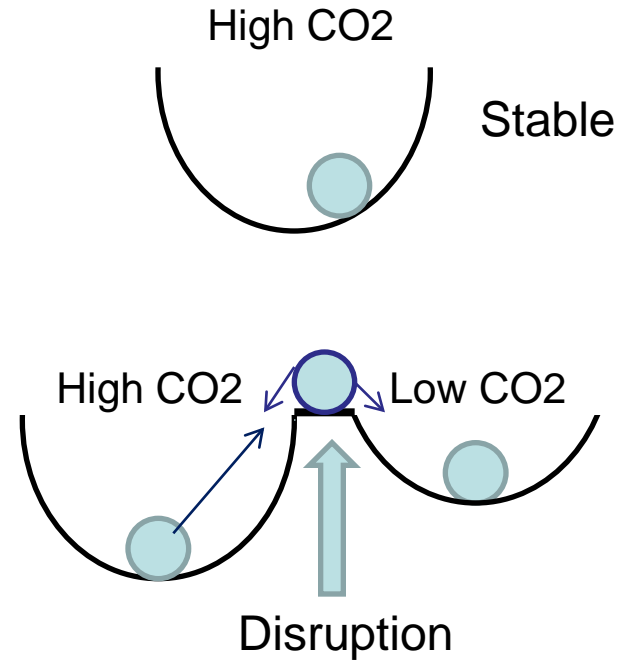
- How can current thinking about the difficulty of changing mobility practices be challenged?

Disruption as a lens for understanding continuous change

- What are the implications for industry and policy of a revised approach to changing mobility practices?

Multi-level systems strategies designed to enable lower carbon mobility

Project Remit

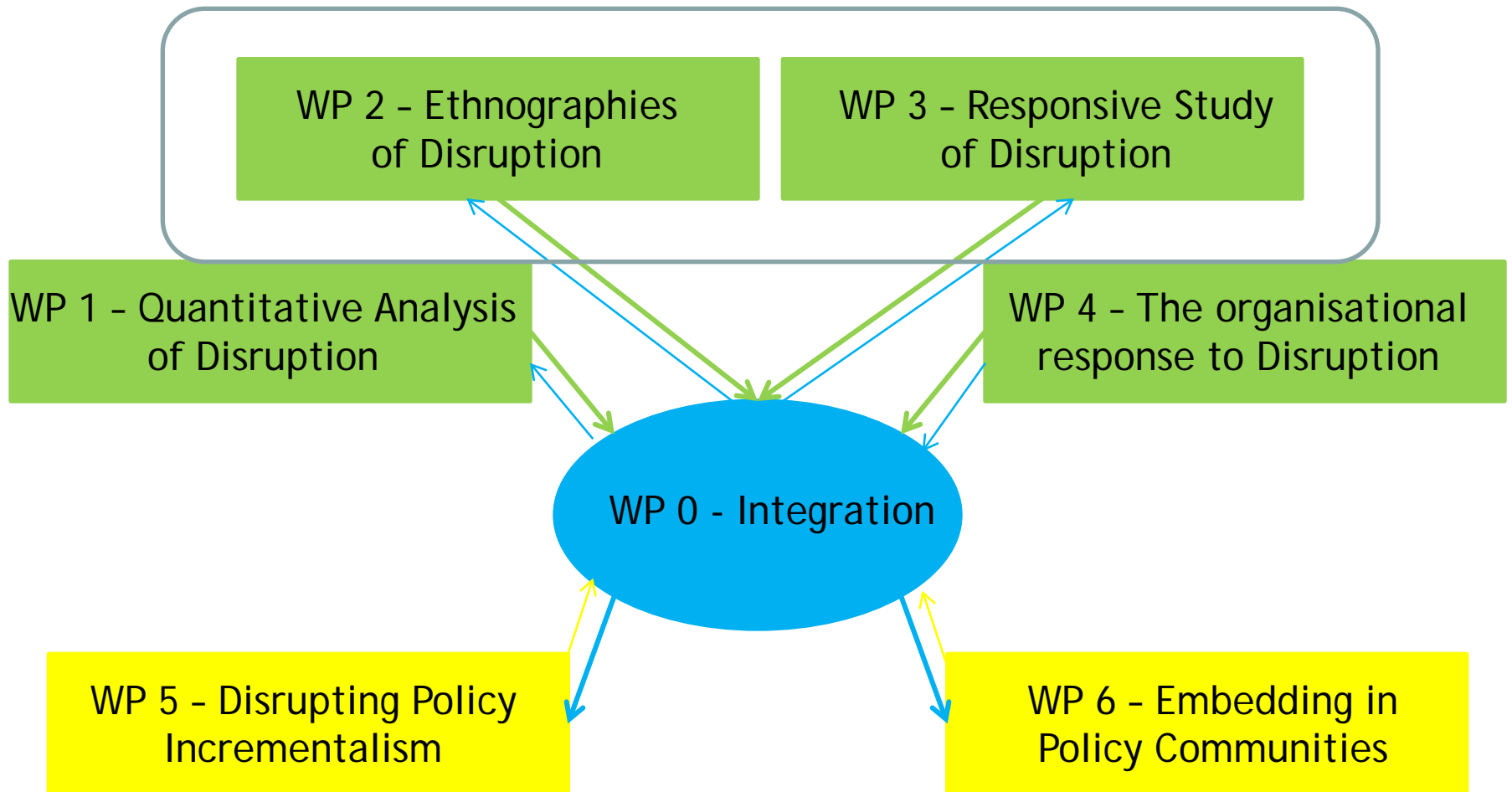




Disruption: events at personal, household or community level or beyond



Overview



WP2 - Ethnographies of 'Normality' & Disruption

- Brighton and Lancaster

- Longitudinal study (2 years)
- 50 participants in each city
- Narrative Life Course -> Mobility Histories
- Mobile methods and new social media
 - Video, GPS tracking
 - Twitter, blogs, facebook
 - + interviews reflecting on key events

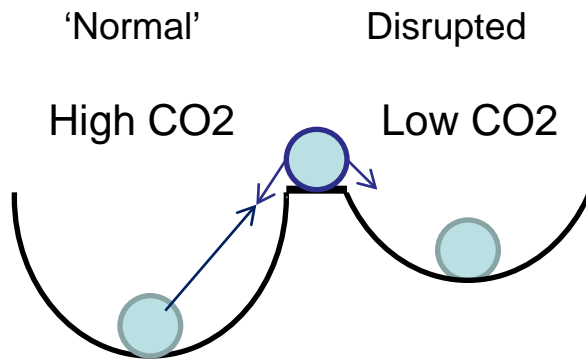


- Understanding major key disruptions
 - Snow & Ice
 - Localised flooding
 - Flu Pandemic
 - Strikes
- Designing real-time response capability that can deliver the right sort of surveys and follow up after the event

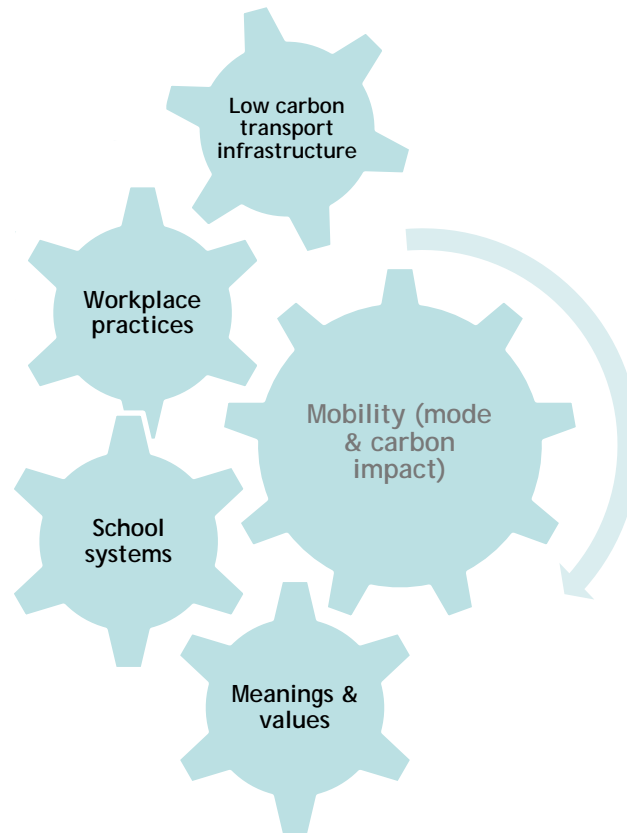


Implications for theory and practice

- Change is not the policy challenge...enabling the lock-in of low-carbon mobility should be the focus



- Through deliberative engagement with policy makers and industry, develop multi-level systemic thinking about transitions to lower carbon practices (such as cycling)





Disruption
unlocking low carbon travel

