

Practices and Policy: Moving forward with
an interdisciplinary approach to
behaviour

DISRUPTION

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unlocking low carbon travel

bettertogether



Disruption

unlocking low carbon travel

- 7 Partner interdisciplinary project looking at low-carbon travel behaviour:
 - Leeds, Inverness, Lancaster, Brighton, Open Uni, Glasgow, UWE
- Remit = To challenge current thinking about everyday high-carbon practices (such as driving)

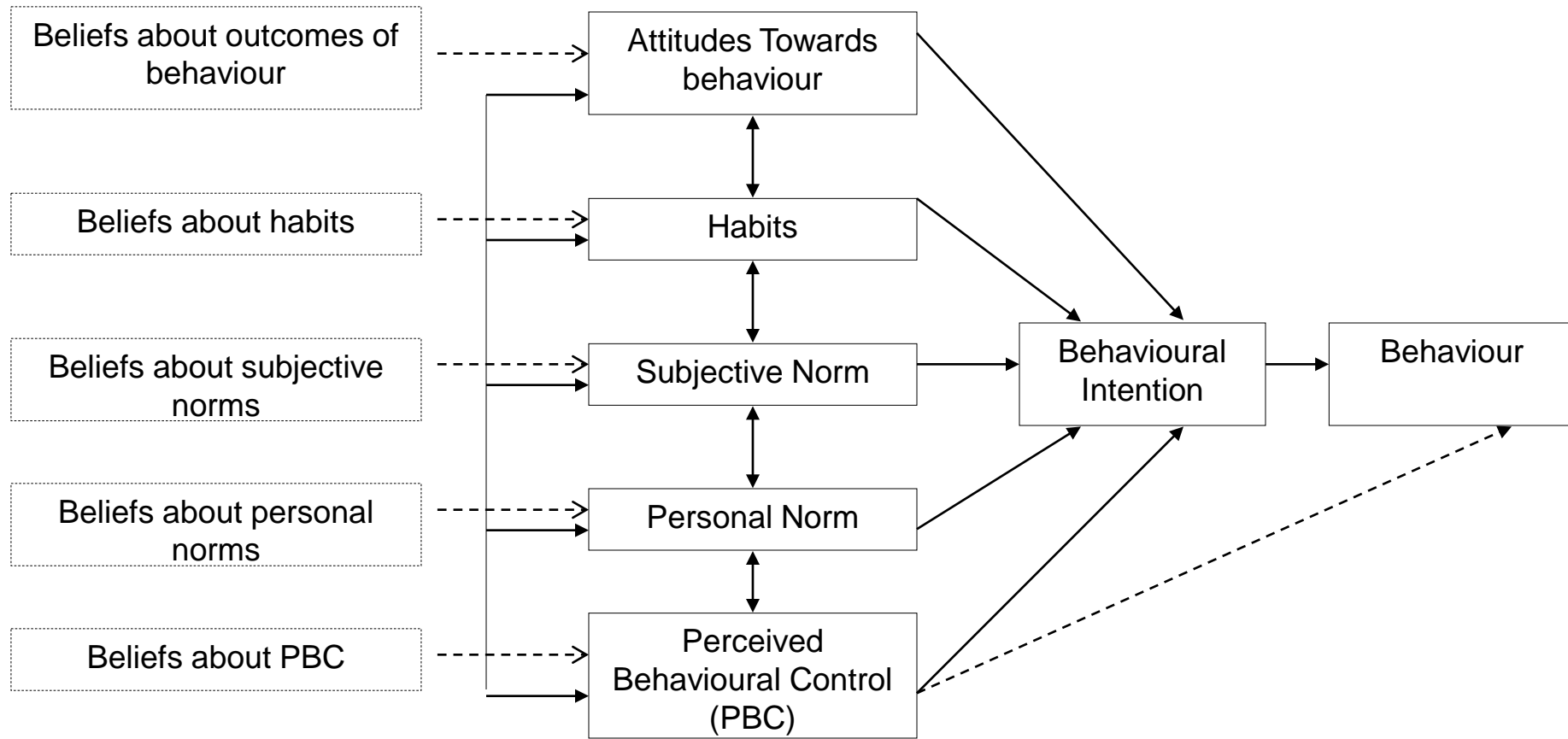
Premise

- Current assumptions about travel behaviour see it as *habitual* and *fixed*
- (Transport) policy tends to desire *stability* and *equilibrium*
- Neither of these provide a positive outlook for wide-scale, radical responses to climate change
- **We argue that there is much greater opportunity for flexibility than is currently recognised.**

Habitual and difficult to change...

BELIEFS MEASURED

ANTECEDENT BELIEFS



But events tell us otherwise...

Macro



But events tell us otherwise...

Meso

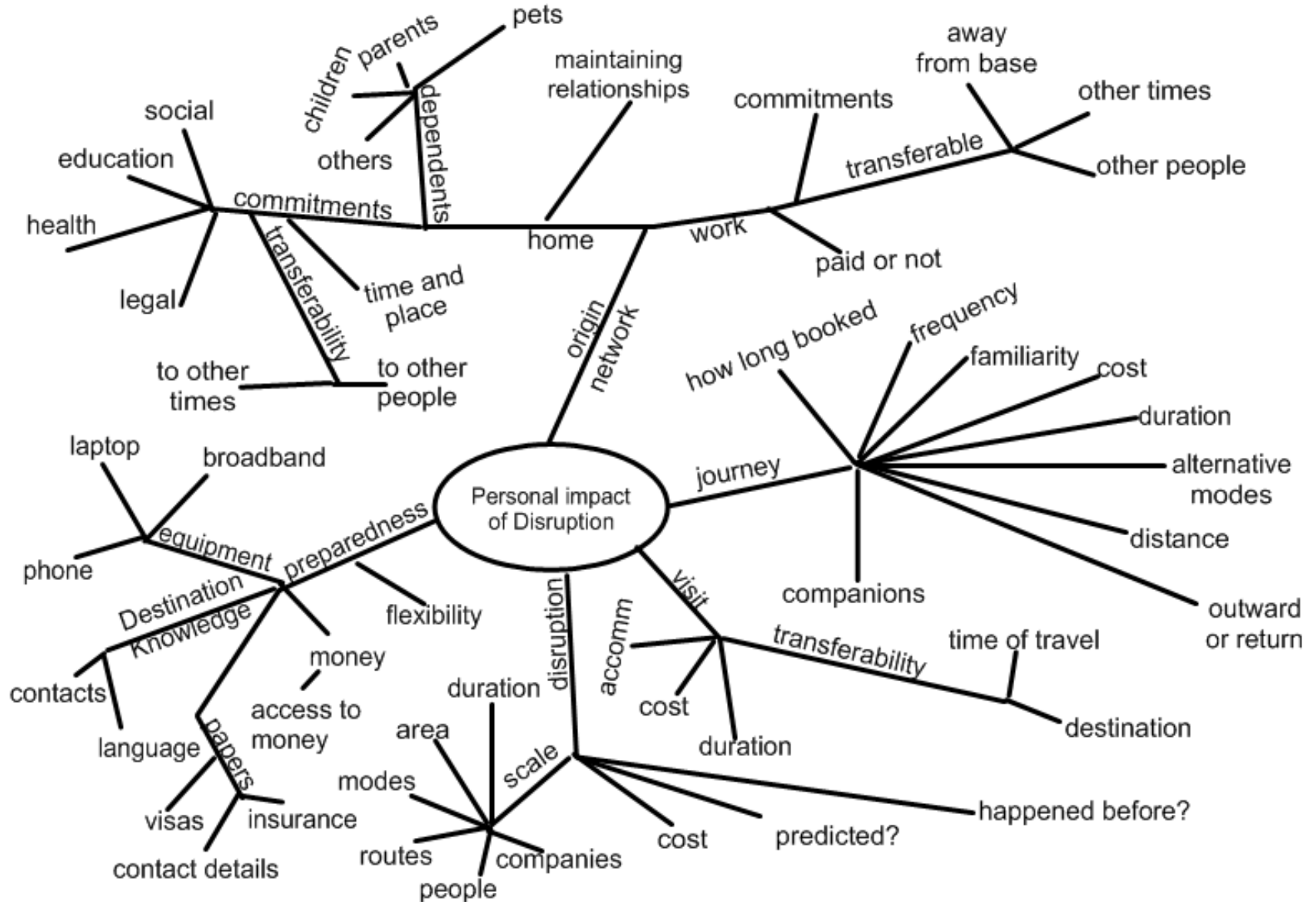


But events tell us otherwise...

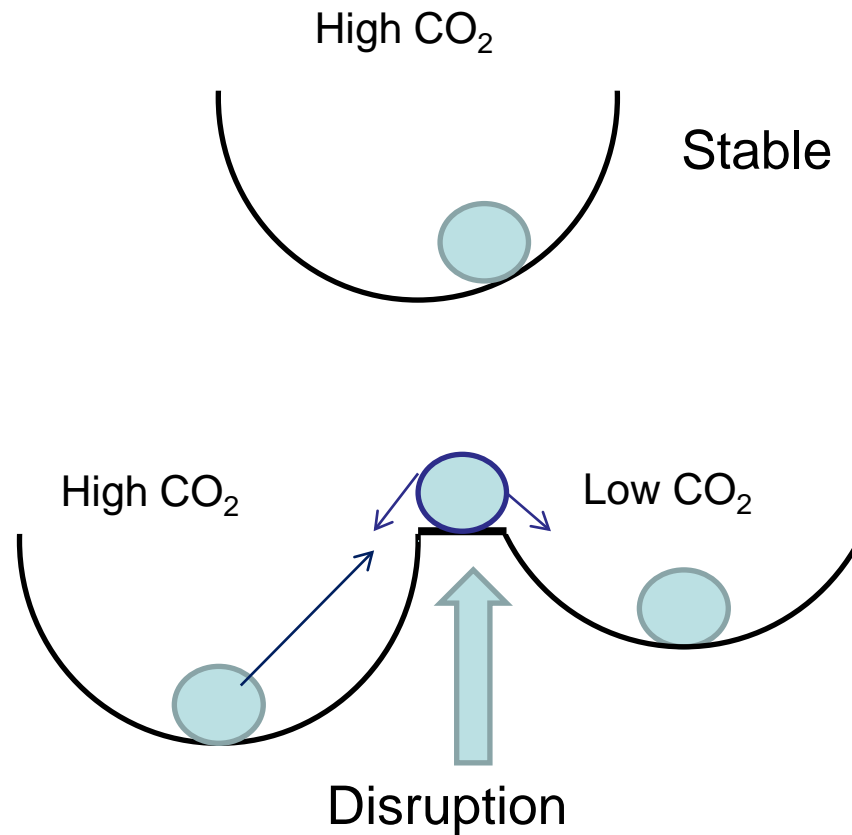
Micro



A Tangled Web

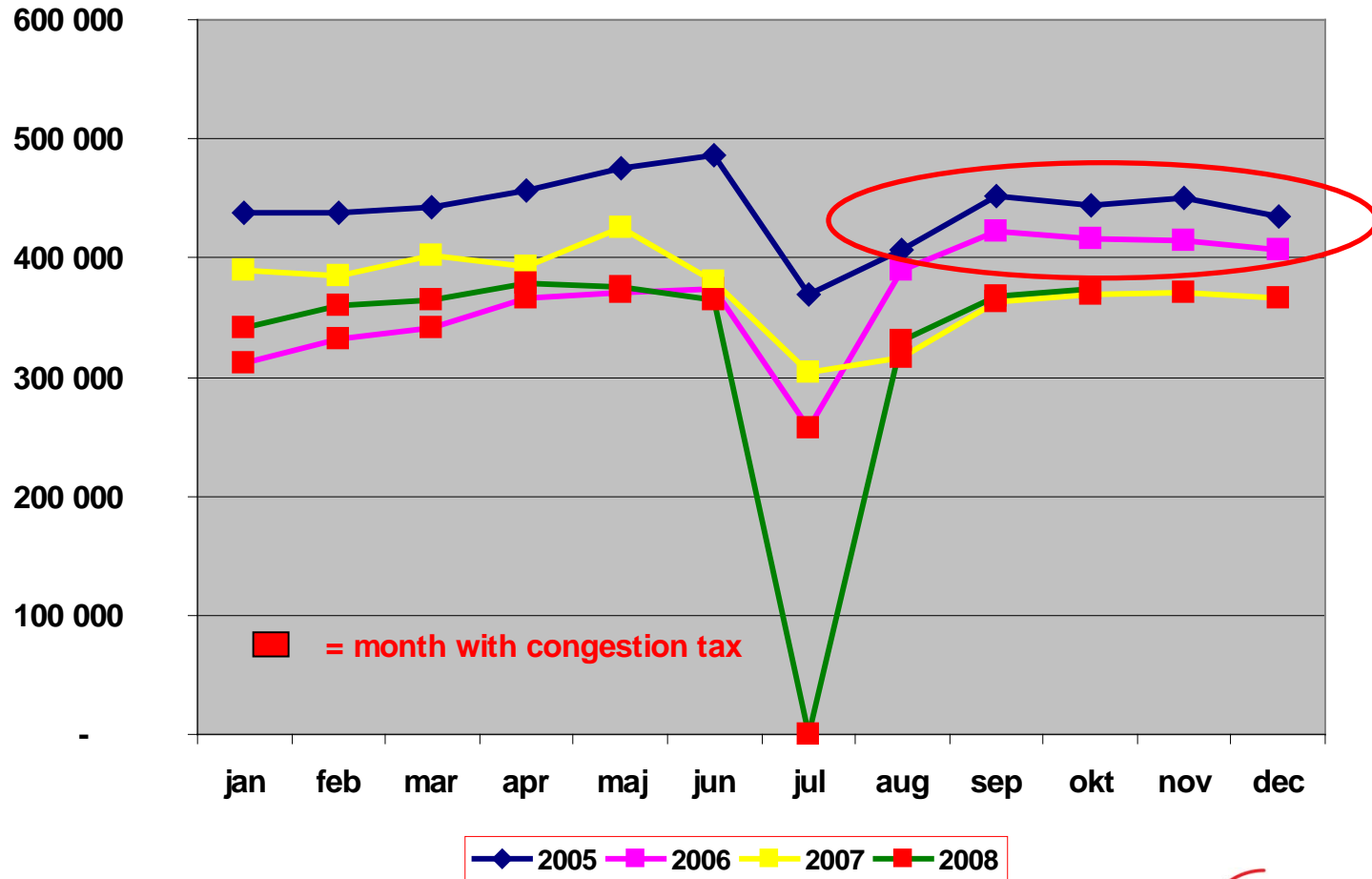


How Might We Use This?



Policy Change is a Disruption

Stockholm Congestion Charging Trial
Number of cordon crossings per charging day



Possible Outcomes

1. A better understanding of determinants of travel.
2. Appreciation of:
 - a) Degree of flex and adaptability in the system.
 - b) What factors 'lock-in' high carbon travel.
3. Opportunities to promote low-carbon travel.
4. Opportunities to disrupt high-carbon travel.
5. Possibilities for making the (transport) system more resilient to future shocks.