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AOA TRANSPORT INITIATIVE SEMINAR 2017,
TRANSITION TO FUTURE TRANSPORT -DO
WE KNOW WHAT WE DON'T KNOW?

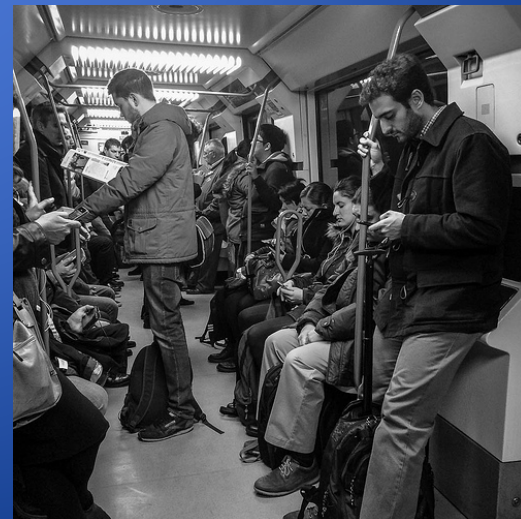
HOW CAN FUTURE TRANSPORTATION BECOME MORE SUSTAINABLE? TAKING THE PERSPECTIVE OF THE INDIVIDUAL

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Objective

To share some insights from environmental psychology and research on transportation and travel behaviour







What should be considered as *sustainable* future transportation from the view of the individual?

Social sustainability- safety, health, quality of life, *well-being*

Ecological sustainability – a clean, environment preserving the nature and climate for present and for future generations

Economic sustainability – mobility and accessibility related to employment, education, goods and services.



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Behavior as a key factor for change...





Sustainable transportation can entail a number of behaviours:

- Adoption (choice) of fossil-free vehicles
- Switch from private car to car share
- Mode switch from car to public transport, bike or walking
- Support (political or public) of sustainable transport policy, technical innovations and/or laws and regulations.
- Support of and/or use of sustainable mobility services and alternatives to transportation i.e. skype-meetings, flexible work conditions, refraining from long distance-travel.



Which psychological factors are the most important for behaviour change?





A long list of factors...

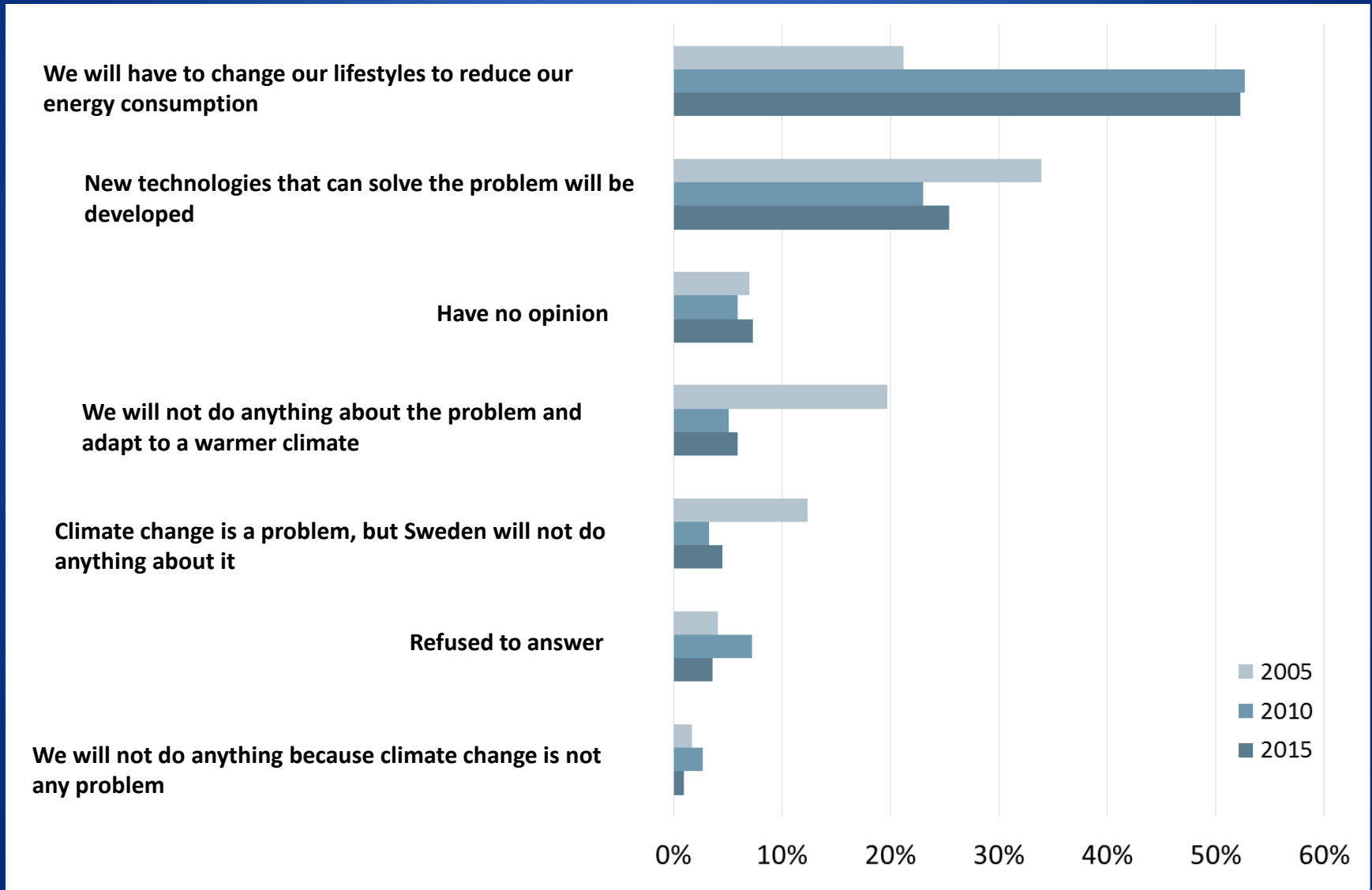
- Values
- Emotions
- Current behaviour, habits and needs
- Awareness of problems and consequences
- Beliefs and expectations (of control and other outcomes)
- Norms
- Trust
- Perceptions of context

and more...

Connects to attitudes, motivation and behaviour intention (plans) to take action

Beliefs about strategies for handling climate change

von Borgstede, C., Andersson, M., & Johnsson, F. (2013). Public attitudes to climate change and carbon mitigation—Implications for energy-associated behaviours. *Energy Policy*





Insight - There is a gap between attitudes and behaviour

Positive attitudes, or awareness of problems and consequences, is not enough for behaviour change - we also need ascription of responsibility, trust, and normative influence.

In addition we need a plan
– what to do, and how to do it





Values - goals and priorities in life

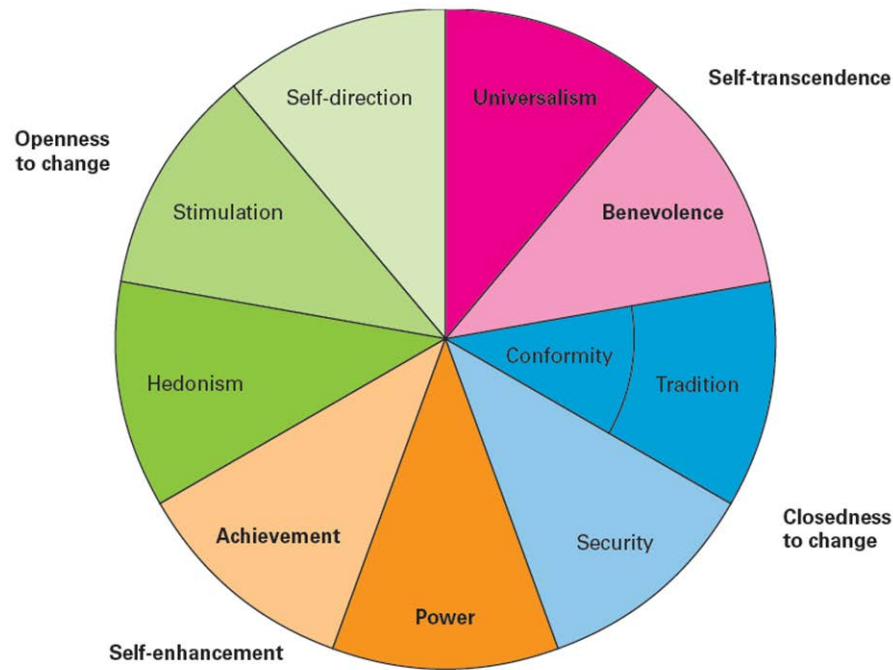
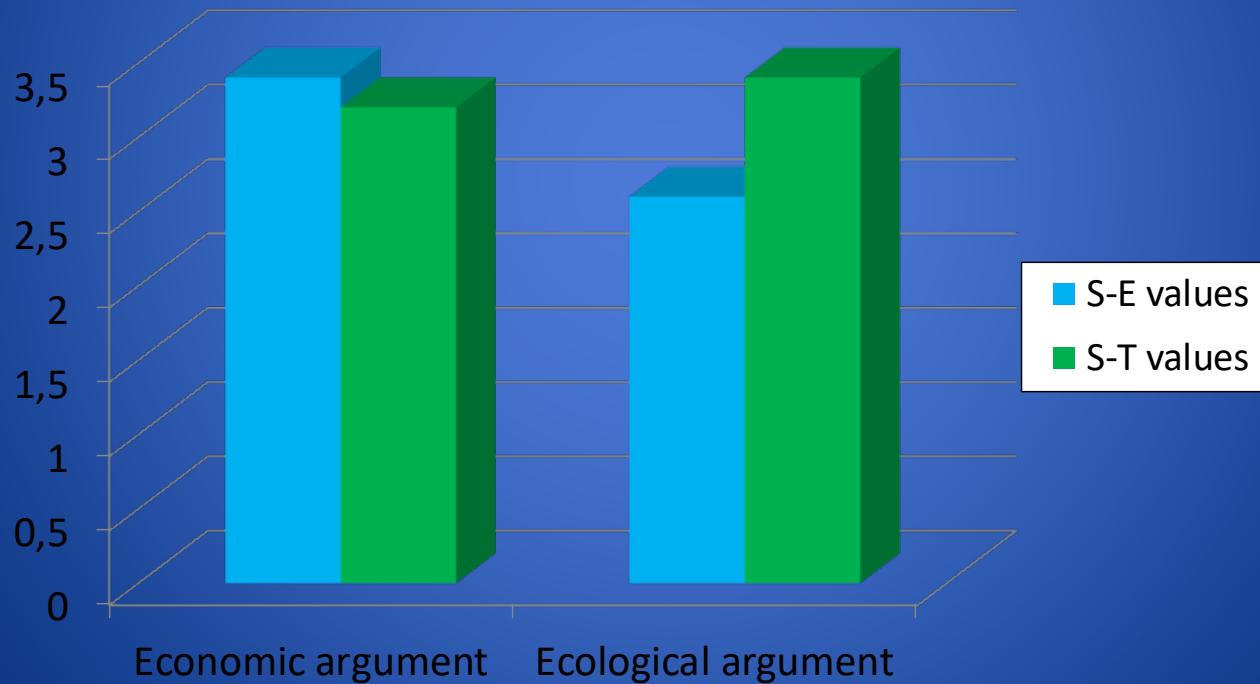


Figure 1. The circumplex structure of value priorities (Adapted from Schwartz, 1992, 1994).



Values and attitudes to transport policy

(1=very negative, 7= very positive)



Nilsson, A., Hansla, A., Heiling, J. M., Bergstad, C. J., & Martinsson, J. (2016). Public acceptability towards environmental policy measures: Value-matching appeals. *Environmental Science & Policy*, 61, 176–184.



Insight - Information needs to be adapted to their audience and context

- Values are important for attitudes and information processing. If values are triggered by a context they can serve as either facilitators or obstacles.
- When it is possible, adapt the information to your target group
- To change values takes time, it is better to consider a range of values and motives when we design sustainable transport alternatives



Finally

- We need to work together and identify which behaviours should be changed to reach our goals
 1. Select behaviours with significant impacts
 2. Assess the feasibility of behaviour changes
 3. Assess baseline levels of target behaviours
 4. Identify groups to be targeted
 5. Make evaluations and use the information to improve future interventions



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THANK YOU!

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