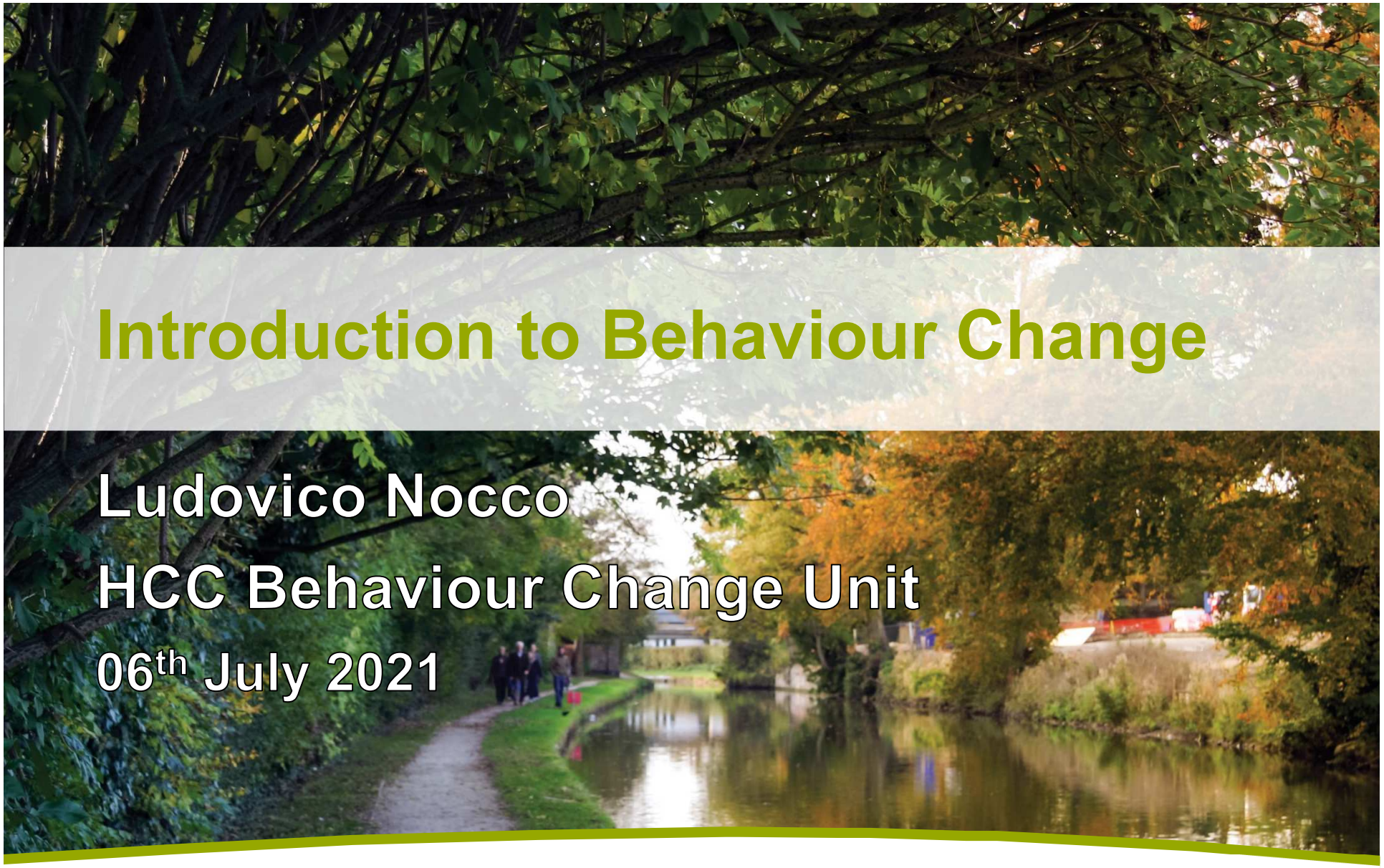

Introduction to Behaviour Change

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HCC Behaviour Change Unit

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Objectives

- Why should you care about behavioural science?

- How do we change behaviour? Defining the behaviour and changing behaviour using the COM-B model

- Examples of behavioural science approaches applied to environmental issues

WHY SHOULD YOU CARE ABOUT BEHAVIOURAL SCIENCE?

“We want people to do this”

If you need people to do something differently to achieve your outcomes, **then essentially you are relying on people changing their behaviour.**

- Project stakeholders
- County Council and Districts & Boroughs colleagues
- Partner organisations
- Residents

Working with specialists

In your projects, you probably work with a variety of different specialists to achieve your outcomes.

We need to build a bridge→ Urban Planner

We need to create an app → Software Engineer

We need to do it within this timeline → Project Manager

- We need to change this behaviour → Behavioural scientist

HOW DO WE CHANGE BEHAVIOUR?

Define the behaviour
WHO / WHAT / WHEN / HOW OFTEN

Who needs to change their behaviour?

Parents

What do they need to change? What do they need to do differently?

Stop idling when dropping off/picking up their kids from school

When do they need to do it?

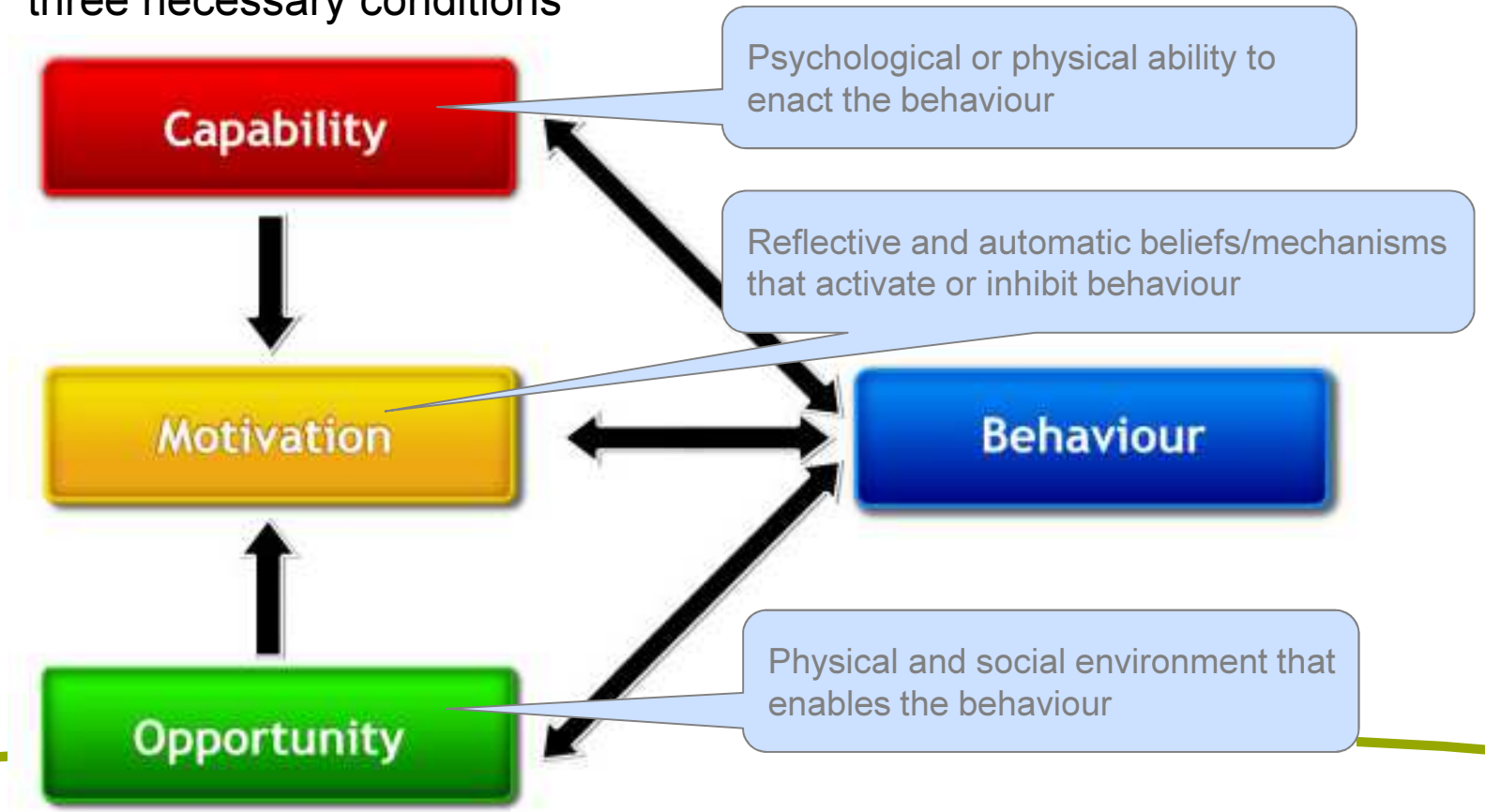
When they are parked inside or near the school

How often do they need to do it? What is the frequency we are aiming for?

Every school day

Using Behavioural Science:
The COM-B Model

The COM-B system – Behaviour occurs as an interaction between three necessary conditions



Michie et al (2011) Implementation Science

CAPABILITY	OPPORTUNITY	MOTIVATION
PHYSICAL Physical skills Strength Stamina	**PHYSICAL** Time Space/environment Resources	**REFLECTIVE** Beliefs about risks Beliefs about consequences Beliefs about change
PSYCHOLOGICAL Knowledge Psychological skills	**SOCIAL** Interpersonal influences Social cues Cultural norms	**AUTOMATIC** Wants/needs Habits Emotions

CAPABILITY

Physical

- The behaviour that we are asking people to do, does it match their current level of fitness?
- Can people actually ride a bike?

Psychological

- Do they know what cycle paths are available nearby?
- Do they know what the quickest/safest way to/from work is?

OPPORTUNITY

Physical

- Are there any cycle paths close to their house?

Social

- What do their friends say or believe about cycling?
- What do they see other people in their neighbourhood doing? Do they drive or do they cycle?
- What is the culture in the UK on cycling to work? (think about the culture in countries like the Netherlands).

MOTIVATION

Reflective

- I don’t want to cycle, what if it rains?

Automatic

- The people whose behaviour we are trying to change, what habits do they currently have? Are they mainly drivers?
- Do they get positive feelings from driving as opposed to cycling? (e.g. driving is reliable and comfortable, cycling is unpredictable and uncomfortable)

The work from Hampshire County Council: the methodology

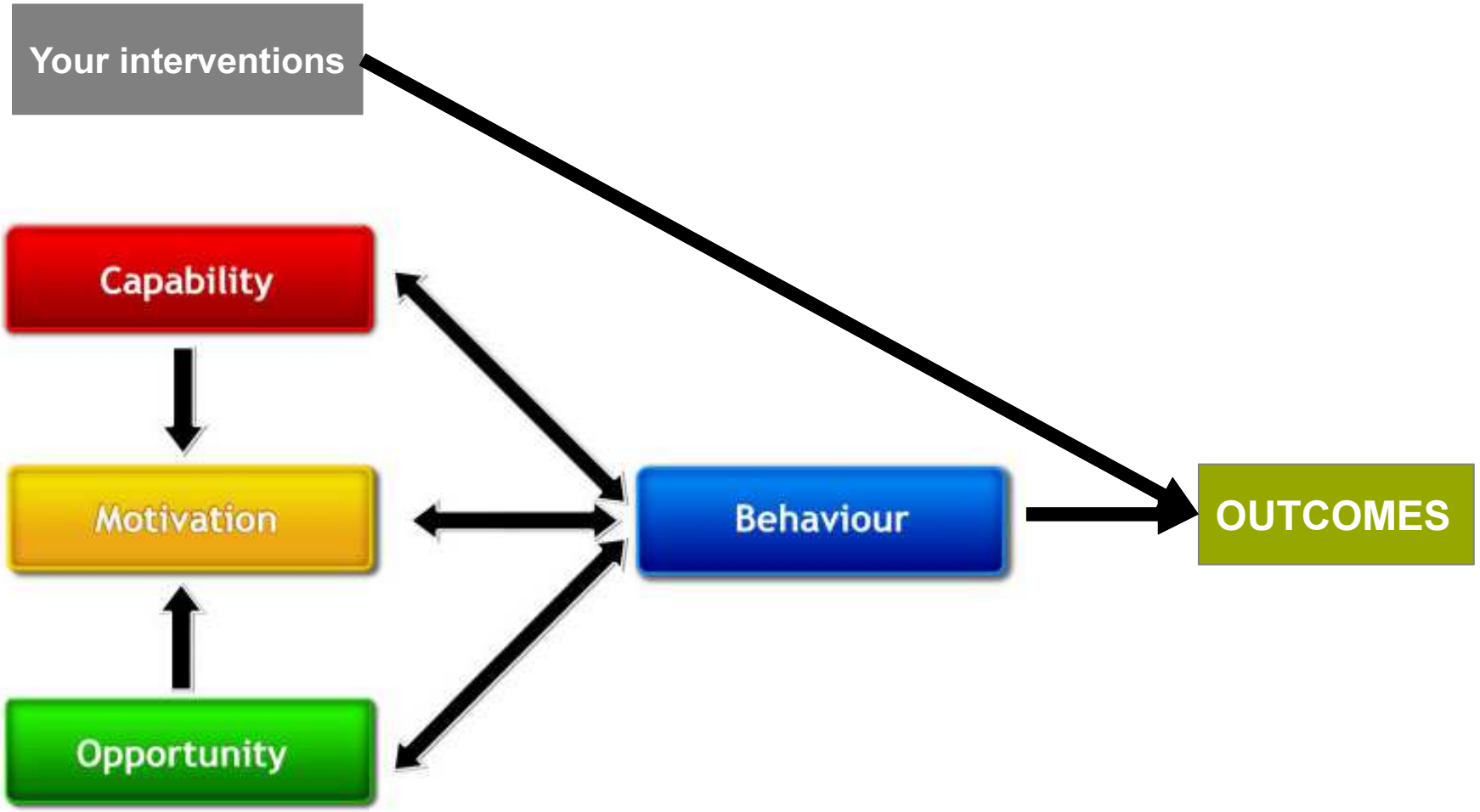
The project was a four way collaboration with Kent and Hertfordhsire County Councils and the University of Southampton

Desk Research	Carbon Calculator	Qualitative focus groups	Online survey
REVIEW of existing national and local evidence on: • behavioural factors • effective practice in behavioural interventions to reduce carbon.	**ASSESMENT** of the carbon impact of a range of specific behavioural changes Conducted by the University of Southampton	**UNDERSTANDING** of how best to target behaviour change, barriers and motivations in a qualitative setting	**QUANTIFY** who is willing to take different climate actions, barriers and motivations and understand who it is best to target to change behaviour. **Representative** sample of the South East as a whole. Statistical analysis conducted by the University of Southampton
CONDUCTED in March 2020	**CREATED in April 2020**	**CONDUCTED in February and March 2020**	**CONDUCTED in April 2020**
What does this tell us? What behaviour change evidence already exists	**What does this tell us?** How much carbon (CO^2 equivalent) can each climate change action save	**What does this tell us?** What is the best way to communicate to people about climate behaviours	**What does this tell us?** How many people are willing to take each climate action

The work from Hampshire County Council: the impact

Action	Number of people needed to take the action for the same carbon reduction
Install renewable energy devices in your home (e.g. heat pump, solar etc.)	1
Change to a (fully) green energy tariff for your gas and electric	1
Avoid flights by working from home/conference/video calls	2
Install insulation (e.g. loft, cavity wall insulation etc.)	3
Buy/lease an electric car	5
Avoid short haul flights by taking the train instead	9
Avoid long haul flights by choosing not to travel internationally	10
Reduce food waste	12
Reduce meat consumption	16
Reduce dairy consumption	17
Avoid local travel by working from home/conference/video calls	27
Use water saving devices (e.g. shower timer, rainwater barrel, toilet water tank limiter (hippo, brick)	31
Choose energy efficient appliances when purchasing or replacing (e.g. with an A-rated energy label)	34
Reduce car/taxi use by using public transport	68
Reduce car/taxi use by using active forms of transport (e.g. walking, cycling instead of a vehicle)	96
Buy locally produced food	122
Correctly recycle materials	174
Use less water (e.g. turn the tap off when brushing your teeth)	229

Key takeout – Changing behaviours should be measured against relative carbon impact e.g. if an initiative gets 229 times more people to use less water than a similar initiative gets people to install renewable energy- then that is the same value


Your interventions
Capability
Motivation
Opportunity
Behaviour
OUTCOMES

Questions?

Thank you

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