

Sustainable behaviour

Carina J. Wiekens, PhD

Professor of Applied Sciences

Communication, Behaviour & the sustainable society

EnTranCe | Centre of Expertise Energy & Academy of Social Studies

Social aspects & sustainable behaviour

“We help people to make conscious choices and to demonstrate pro-environmental behaviour.”

Mainly through field experiments

Starting points

In Western countries, we are used to a high level of comfort and most of us do not know what is needed to establish it

We assume that everything is safe, clean and working (the distance to nature is relatively high)

Because of climate change, thorough changes are needed

... and we do not know yet which future adaptations will be necessary

This means that a **conscious** change process is indicated

= logical first step

Sustainable Behaviour

Behaviour that meets the needs of current generations without compromising the ability of future generations to meet their own needs.

- commissie Brundtland, 1987

Towards a sustainable society

field research (to note a target group and to measure effects and evaluate processes):

- Focus groups
- Interviews
- stakeholder analysis
- context analysis
- social network analysis
- Surveys
- observations
- timeline analysis
- document analysis
- (...)



Start

Towards a sustainable society

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Questions people may have

1. Does the climate change?
2. How much impact does humanity have?
3. Can we do something about it?
 - Do we have the necessary resources?
 - Do we have impacts ourselves?
 - What do we have to do?
 - Who has to do what?
4. ... or do we have to opt on climate adaptation?

Why don't we change our behaviour?



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Sustainability at home (example)

How much electricity do you consume?

How much energy do your appliances consume?

How much does your dryer contribute to the total energy consumption?

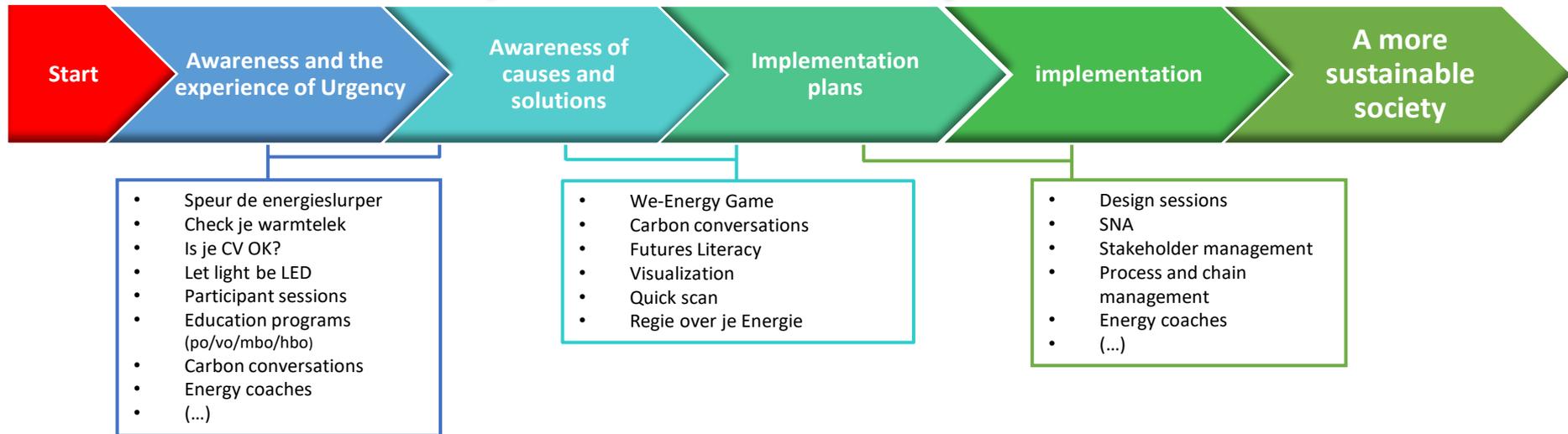
Did you know that almost all Senseo coffee machines leak electricity?

Did you know that almost all washing machines and dryers use energy even though you have switched them off?

Towards a sustainable society

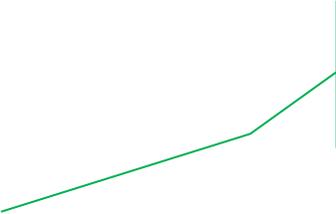
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=> *“who’s in charge?”*

Towards a sustainable society



Ownership of behavior change
=> co-creation

Conscious change in meaningful social groups

- More efficient
- easier (social beings)
- Use of social capital
- More sustainable through social support

CBSS

Help people to make conscious choices and behave in a more sustainable way

How?

1. Through increasing knowledge and motivation (preferably intrinsic motivation) to make **conscious choices**.
2. Through **support** (material and immaterial).
3. Through **bringing people together**.

Why?

Because 99% thrive in a more social and sustainable society.

Take home messages:

1. The energy transition implies that almost all aspects of our society need to change
2. Change starts with an individual doing something different
3. Change begins with awareness and a sense of urgency
... but it only starts when people experience behavioral options
4. Behavior change belongs to the people who have to change:
they should experience ownership
5. Change is hard, so focus on meaningful social groups

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