



A Personal Responsibility Perspective to Behaviour Change

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Creative Communities



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Supply Management



THE GOOD OLD DAYS (FAMILY INVOLVEMENT)



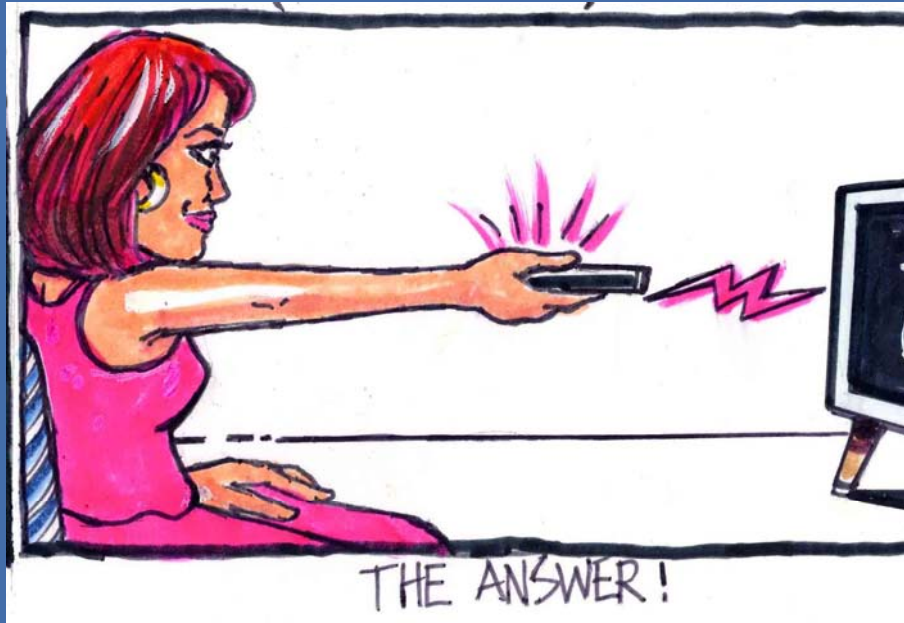
INDIVIDUAL T.V.'S ...



... IN EVERY ROOM



Demand Management



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Supply Management



- Growth in demand for utilities or services
 - more supplied
 - Water
 - Roads
 - Energy
 - Space for waste
- Works well while there are supplies and space
- Always needed to some extent



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Demand management

- 5 main approaches
 - Regulation
 - Pricing
 - Technological changes
 - Education and awareness
 - Minor infrastructure
- All external to the individual – top down
- Value is in relatively immediate effect
 - Problem can be in longevity of change



Voluntary behaviour change – what is it?

Let's begin with a story . . .



Journey Plan

TravelSmart
New South Wales

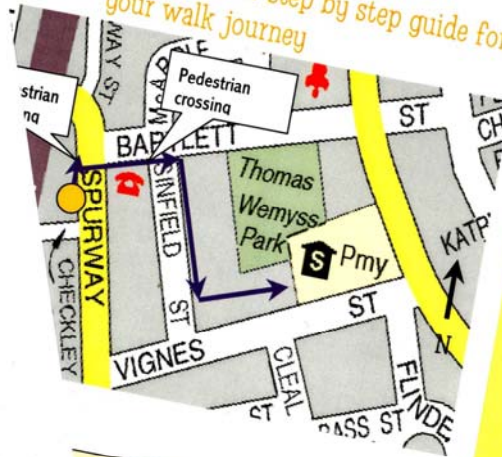
Caitlin

For a trip from
home in Ermington
to school in Ermington
it would be possible to walk



Here are some tips that might help you!

the purple line and your step by step guide for
your walk journey



Primary School
Spurway St on left side of road
Pedestrian crossing – stay on right
Crossing
field
– you will come to the







What happened?

- Client's aim - reduced kms and CO₂ emissions
- Lasting change - Katrina's personal goal, she had the idea
- Unexpected benefits - for kids
- Diffusion of the message - Michelle

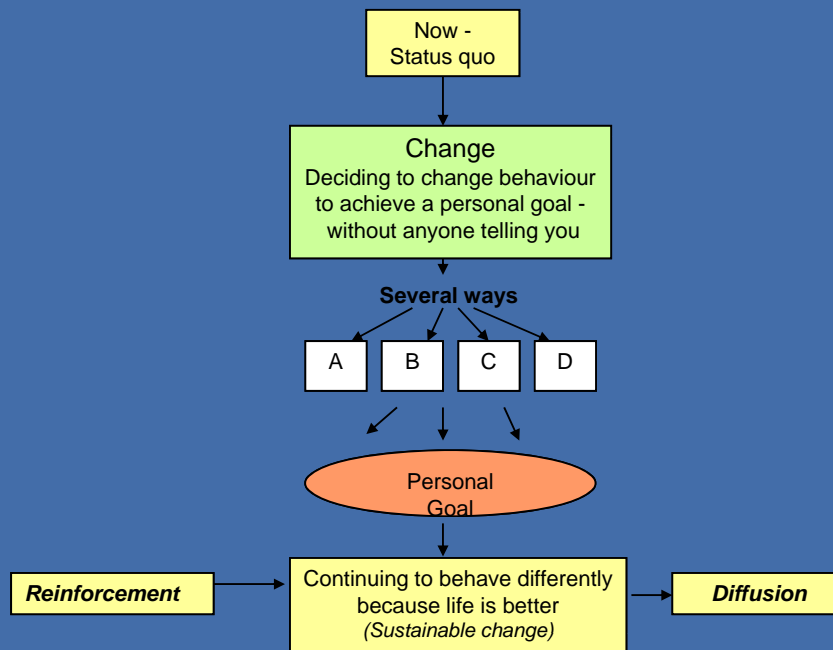


Voluntary Behaviour Change

- Individuals making choices for **personal** reward because of personal knowledge or understanding
 - *without*
 - a top-down mechanism
 - regulation
 - a feeling of compulsion
- It is **helping people to help themselves** – **taking responsibility**



Voluntary Behaviour Change





Individual's taking responsibility

- Changing jobs, changing approaches
 - Losing weight the goal
 - Continued after job change



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A community takes responsibility



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Individual responsibility in an organisation

Welcome to
**The Green
Transporter**



1999-now



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A government opportunity?

- Can we ask people to participate in making change happen?
- Would it work?



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What if...?

- you asked for a speed hump and you got a bumper sticker?

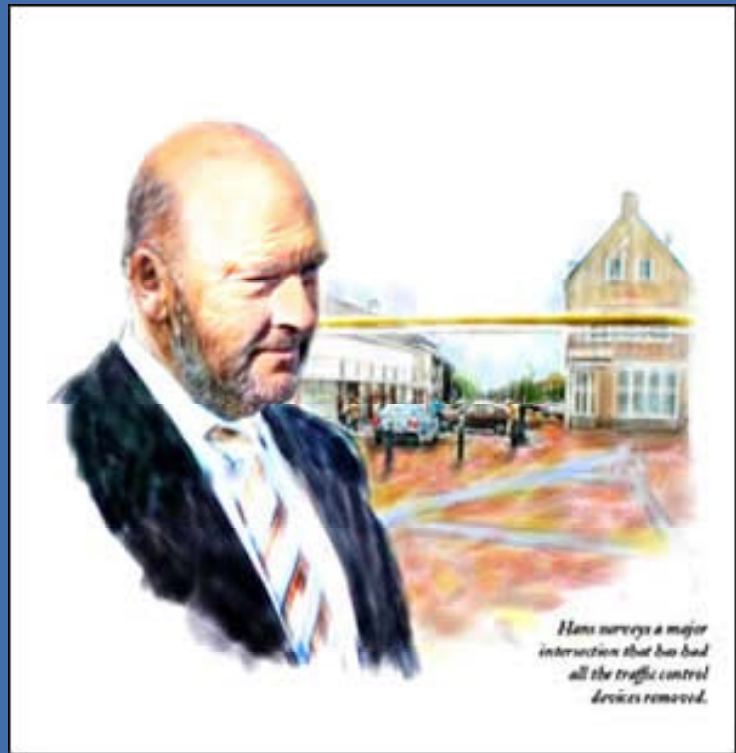


Another government opportunity?

- Every rule or sign takes away some responsibility – ‘de-skilling’
- Is there a role for giving more responsibility and achieving more change?



No traffic signs (or less)?



SHOULDER KNIGHT MERZ
SKM



Drachten, Netherlands

-16 traffic lights, 2 roundabouts



SHOULDER KNIGHT MERZ
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Experimenting in Wodonga

- Multiple aims: economic, tourism, social, transport, competition with Albury
- Two main goals
 - Encourage personal responsibility
 - Design to allow for personal responsibility – and encourage intrigue, surprise, ownership.....



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SINCLAIR KNIGHT MERZ

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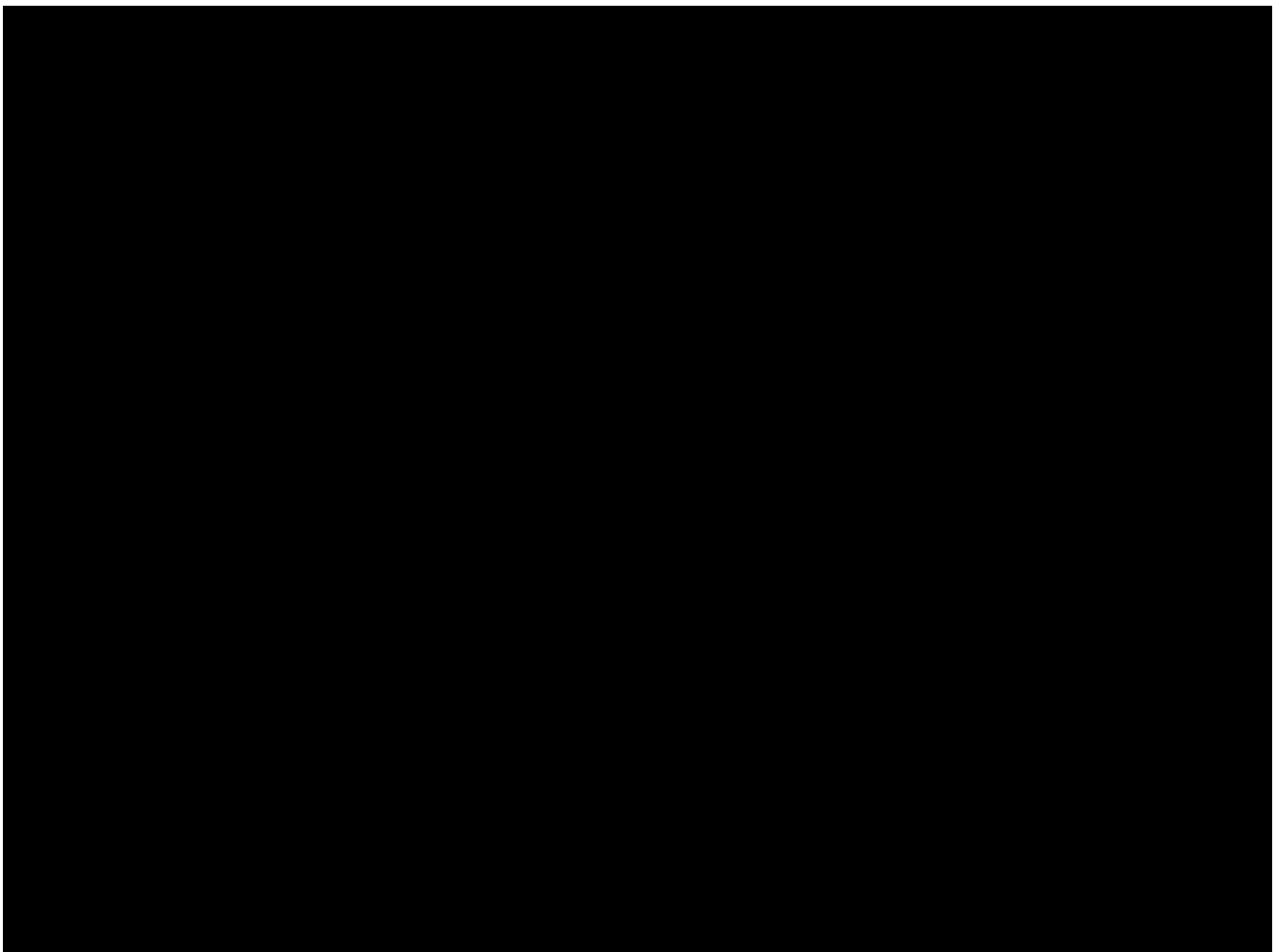
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What do you think?

CO₂

- A role for personal responsibility in changing travel behaviour – more than TDM?
- How do we get TDM measures to go faster?
 - Teaching others to take personal responsibility?
 - Building personal responsibility into infrastructure programs?
 - Social networking programs?





Cars slow with activity

CO₂



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Context: Premier's Round Table

CO₂



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CO₂



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