A Personal Responsibility Perspective to Behaviour Change

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Creative Communities

Supply Management
Demand Management

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
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 . . .
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!

1. Start your journey from your home on May St.
2. Cross the pedestrian crossing on the left side of the road.
3. Follow the purple line on the map as you walk.
4. You will come to the Primary School.

Note: Always use the pedestrian crossing and follow the purple line for your walk journey.
What happened?

- Client’s aim - reduced kms and CO$_2$ 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
Individual’s taking responsibility

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

A community takes responsibility
Individual responsibility in an organisation

1999-now

A government opportunity?

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

- Would it work?
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)?

Drachten, Netherlands
- 16 traffic lights, 2 roundabouts
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.....
What do you think?

- 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

Context: Premier’s Round Table