

# ENABLING SUSTAINABLE BEHAVIOUR CHANGE



5 August 2021

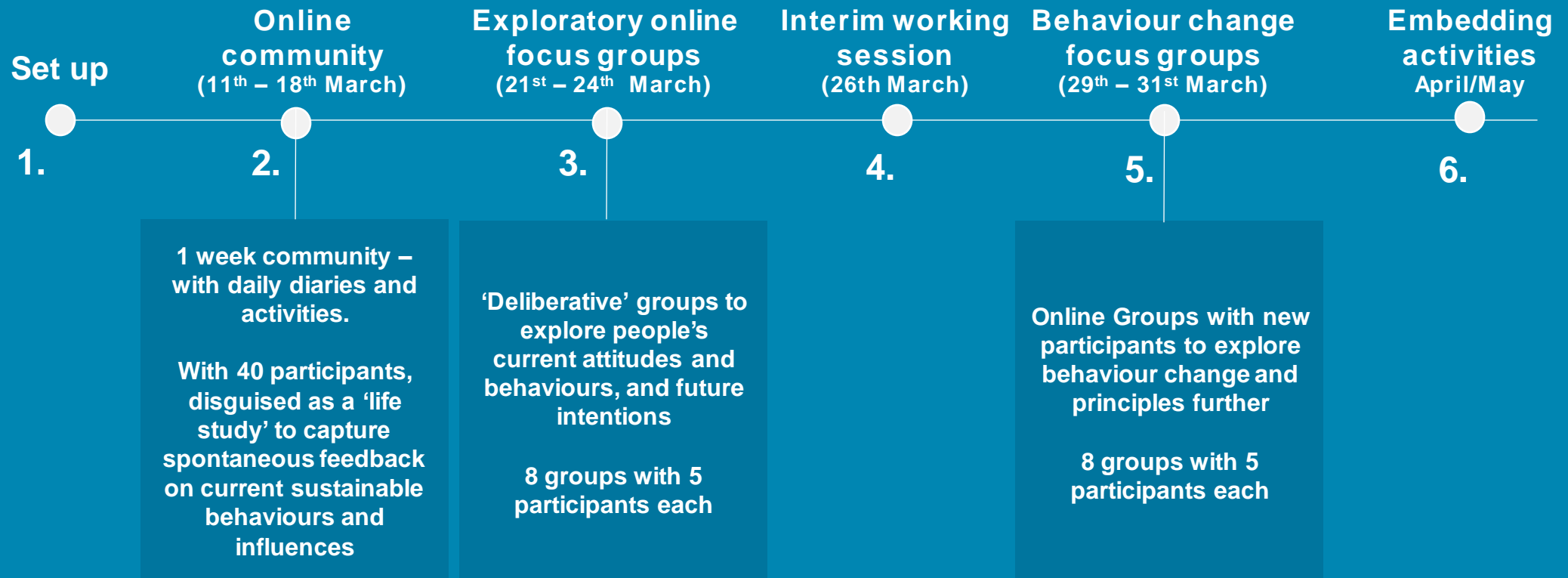
Prepared by Quadrangle

# YOUR ASK TO US: ESTABLISH A BASE OF KNOWLEDGE ABOUT PEOPLE'S ATTITUDE TO SUSTAINABILITY IN 2021

## Key objectives for the research are to understand:

- **What people think about sustainability and climate change right now**
  - What do they think are the biggest issues, why they are important, and how do they stack up relative to other issues facing the country and the world?
  - How much do they understand about carbon reduction and how this can translate into their own actions and behaviours? Do they feel they personally can make a difference?
  - How do they see the role of individuals vs companies vs government in tackling climate change issues?
  - What about air quality? Separate issue or related? How important is it and how does improving this align with carbon reduction?
- **What actions have they taken or are they taking to impact their own carbon emissions and being more sustainable? What supports/drives those actions?**
  - What about the future – what, if anything do they intend to do differently? How certain are they of their own likely behaviour change?
- **Understand specific behaviours relating to transport and the role of sustainability/carbon in making decisions about their own transport use**
  - How has COVID impacted on their behaviour and life in relation to transport? Is this likely to be sustained? Will they make less journeys/ use different modes / fly less / drive more / buy EVs, etc? How much does sustainability drive these choices relative to the pandemic?
- **Reactions to potential behaviour change incentives – carrot vs stick approaches**

# OUTLINE OF RESEARCH PROJECT



# AGENDA



# SUMMARY OF OUR FINDINGS

01

Sustainability is a nebulous concept that is hard to act on outside of key issues like recycling & green energy

02

At a personal level, people have layered barriers to engagement, including a lack of urgency, few choices, and little sense of impact or context

03

Sustainability is a social identity, and its politicisation makes many reject it – despite their behaviour being ‘accidentally’ sustainable

04

Change feels beyond their control, because people don’t believe they live in a system built for sustainability. They expect support to come from government & business (the true polluters)

05

Transport is an especially difficult area of sustainable action because there are few easy solutions & behaviours are well-established

06

We have opportunities to influence behaviour at small moments (choosing to walk to school today) and big (choosing an EV, or to buy a home near a train station)

07

And to make successful change we need to influence people across the three types of barrier:

1. Personal
2. Social
3. Structural



01

# **PART ONE: ATTITUDES TO SUSTAINABILITY**



# PEOPLE OVERWHELMINGLY AGREE THAT ‘SUSTAINABILITY’ IS AN IMPORTANT ISSUE – BUT THAT DOESN’T MEAN IT IS SOMETHING THEY CARE ABOUT.

Despite the range of perspectives on sustainability that we included in the research, the majority of consumers acknowledge that as a society, we are eating into finite resources and that we have a responsibility to ourselves and future generations.

Not many are prepared to articulate that the ‘climate crisis’ is overstated...

**However, there’s no consistent or clearly defined definition of what sustainability is** or why we need to be more sustainable – it isn’t a collective concept that people can get behind.

Terms are used interchangeably and people struggle to understand the relative importance of different ‘sustainability issues’.

**From this discourse we start to see links to what people associate with sustainability (plastic, rain forests) and what they do (recycle, eat less meat):**

Abstract	Specific
Different top of mind associations of what it means...	
Carbon footprint Raising ocean levels Climate change	Plastic in the oceans Amount of waste we produce
Influences expectations of what we can do...	
Change our way of life Reset expectations of what ‘a good life’ means Travel and consume differently	Recycle more Buy less plastic Compost/ produce less food waste



**“It’s a humbling educational process... Taking into account what you put back into the world and the impact it has”**



**“Speed and convenience is more important than sustainability”**



**“Sustainability is not as important as other things in life – like trusting one another”**



**“Sustainability is being pushed on us but it is not an important consideration for me – I’m not ashamed of it!”**



# SUSTAINABILITY IS ALSO TOO NEBULOUS TO FEEL ACTIONABLE AND ULTIMATELY JUST CONFUSES

Despite a wide range of high level understandings, sustainability is a topic that customers find hard to talk about and engage with in a tangible, meaningful way.

There is fundamentally low awareness of what counts as sustainable behaviour, and an incalculability about how people can be sustainable.

The media and contradictory information isn't helping either..

*"It's so confusing I don't know what to believe. Like the other day I watched Seaspiracy and it was shocking but then 20 minutes later I saw in the news that it was all wrong"*



**Sustainability is big, messy, and inconsistent – it can be overwhelming both to those who engage with it, and those who reject it.**

**And people don't know what good behaviour is.**

*"I don't have kids so it's okay that I have a car"*

*"I'm better driving my car than those people that go to farmers' markets but then fly 4 times a year"*

# AS A RESULT, 'SUSTAINABILITY' QUICKLY MAKES PEOPLE FEEL OVERWHELMED AND POWERLESS

Across different levels of engagement, and despite similar behaviours, people articulate this powerlessness differently.



## Sustainability is overwhelming:

- Some feel their behaviour is 'small fry' in relation to the problem at hand
  - *I'm only one person...*
  - *I do what I can afford to do...*
  - *Business is the real problem...*
- They have bigger things to worry about
  - *Families and households to manage*
  - *Tight budgets with little wiggle room*
- Others are quickly frustrated that the problem isn't taken more seriously by more people
  - *We are all in it together, everyone needs to do their bit*
  - *Government & business should do more*
  - *Get frustrated by 'all talk no action' of policies and public discourse*

(Generally those less engaged with sustainability):

**Attitude is about ignorance – *I cannot do everything so do nothing***

Easily overwhelmed by the scale of the problem and the changes they feel they would need to make to make a difference. They can be absolutist in this way.

(Generally those more engaged with sustainability):

**Attitude is about helplessness – *want to do the right thing but feel limited in what they can do***

Frustrated by the sense of powerlessness – doing what they can, but other people / business / governments / other countries are adding to the problem

# ULTIMATELY PEOPLE DON'T MAKE SUSTAINABLE CHOICES BECAUSE THEY LACK A TRUE SENSE OF ITS IMPORTANCE: KEY BARRIERS INCLUDE...

## Lack of urgency

- Despite rhetoric around the need to make change now, most people don't feel a pressing need.
- Timeframes refer to 2030, 2050 or even beyond and in the context of their busy daily lives, other challenges take precedence.

## Lack of impact

- There are few ways for people to make an impact and any impact they make is invisible:
- The changes they make will have little or no impact in the greater scheme of things – they're just one person
  - They look to people who are worse than them as a benchmark (frequent flyers / big business / industry) – there's always someone who needs to change more than they do
  - Or they are already doing what they can (whether intentionally or not) in terms of recycling, reducing waste – there's no other clear ways to make an impact

## Lack of agency

Making change requires people to have clear & accessible choices – but these can be:

- **Too expensive.** Bigger pressures on their finances makes it difficult to 'trade up' to sustainable options (e.g. in energy or food).
- **Not in my area.** Public transport routes don't go where they need to go, or the frequency / times are impractical
- **Not practical.** No real walkways or cycle paths on narrow roads; too far to cycle or walk in the context of the working day.

**Many of our less engaged participants live in rural areas** – they simply don't have the options to change their behaviour.

## Lack of context

- Talking in terms of 'carbon' (or any other measure) feels very abstract, and people find it difficult to link their behaviour with the problem at hand.
- This means the problem stays invisible and keeps them at a distance from the issue. These issues are complex & hard to engage with, especially when urgency/impact are also absent.

# AND IN MANY CASES THEY SIMPLY DON'T WANT TO – SUSTAINABILITY IS PERSONAL (IT'S NOT 'FOR' EVERYONE)

## Economic identity

Sustainability feels unaffordable, and like something that's 'not for' lower income people (there's an overwhelming perception, and lived experience, that 'sustainability' means 'more expensive')

## Geographic identity

People in less urban and rural areas are considerably less empowered & engaged – they don't feel they have the same ability to care about sustainability (despite a more direct connection to the natural environment) because they lack the same options

## Social identity

Sustainability is crucially associated with 'woke' values. People want to distance themselves from being seen as an 'eco warrior' or 'lefty liberal' who is out of touch with reality – there's a hangover of negative associations with activism and forcing your belief system on others.

This can mean that while people understand there is a problem and agree something should be done about it, they actively avoid the perceived identity that comes with it.

**While they might be engaging in sustainable behaviours, it's not for sustainable purposes – which means that where we want to change behaviour, sustainability is not always the best angle to take.**



*"I feel like sometimes it can seem like a bit of a blame game. Like if you're not kind of following the trends you kind of seen in like a negative light especially like with veganism and stuff."*



# BECAUSE CHANGE FEELS BEYOND THEIR CONTROL, PEOPLE EXPECT (AND MOSTLY ACCEPT) THAT CHANGE WILL COME FROM ABOVE

While the grocery sector is expected to take the most responsibility (unsurprising, given the primacy of plastics & food waste) – Government (both central & local) is not far behind.

People believe there's still unfair pressure on consumers, who are being manipulated or made to feel guilty about choices they have no control over – when it is 'big business' who have the real impact. They expect more action from government and industry to help deal with the crisis.

**If sustainability is such a problem why are the non-sustainable options still available and for cheaper?**

## Phase 1 Community Finding: Who should be responsible for sustainability – ranked:

Rank		
1	Supermarkets	
2	Food & drink manufacturer	
3	Government	
4	Local authorities	
5	Clothing shops	
6	Restaurants & pubs	
7	Car dealerships	
8	Banks	
9	Hospitals	
10	Schools	
11	Social media companies	
12	Newspapers	
13	Insurance companies	
14	Theatres or cinemas	
15	Football clubs	
16	Libraries	

*"Sustainability is important to the powers that run our daily lives"*

*"I feel predominantly it's up to the government to initiate schemes to encourage results pertinent to sustainability"*

*"Sustainability to me personally, is about accepting the changes that are being made to impact the planet for the better"*

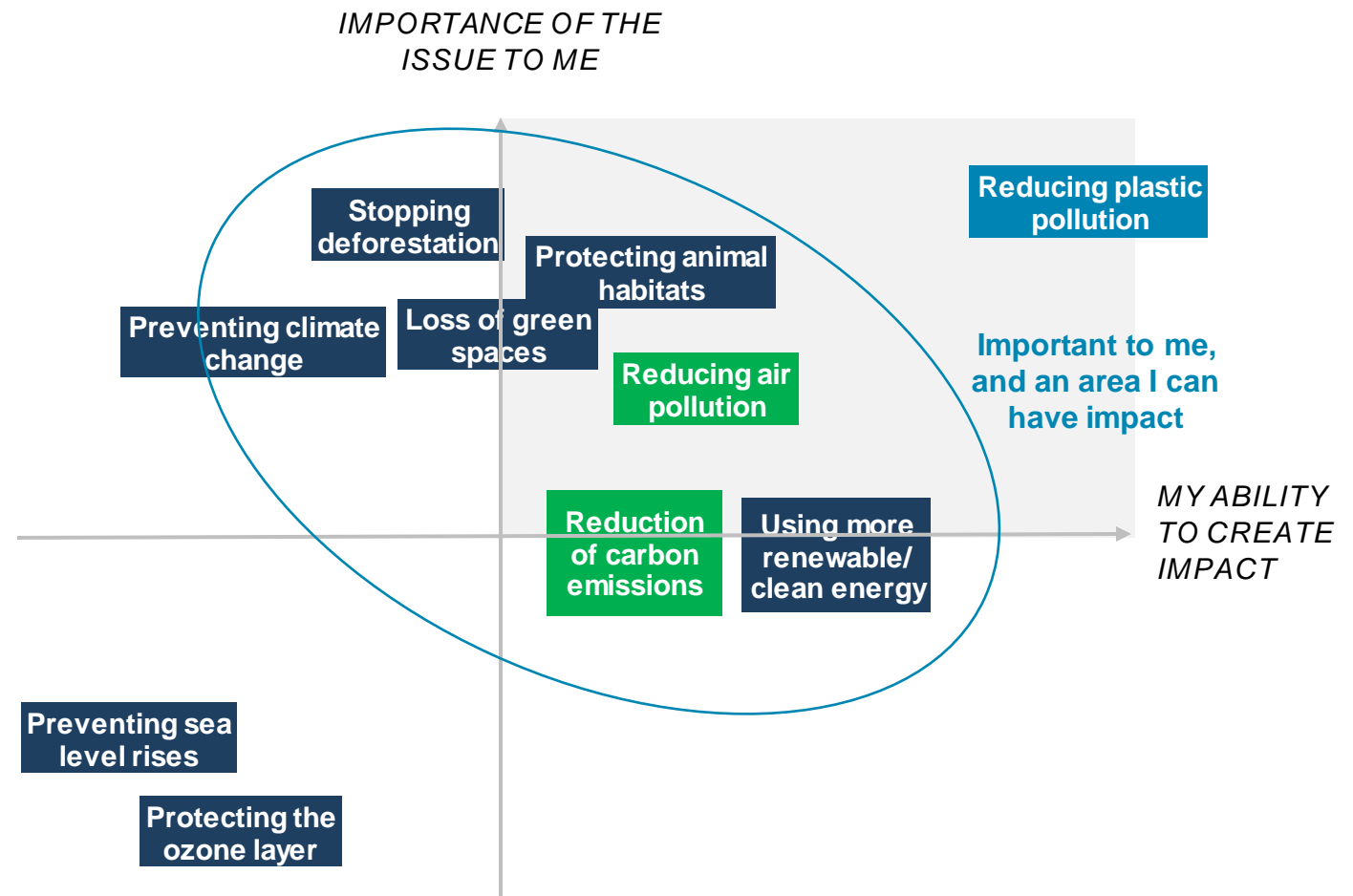
# PEOPLE TEND TO FOCUS ON WHAT'S IN FRONT OF THEM: CERTAIN ISSUES OWN SHARE OF VOICE & HAVE CONSIDERABLE SALIENCE

## Plastic pollution dominates mindshare:

- It is tangible and visible
- It feels addressable to consumers: they see a clear pathway to creating change and it is reinforced by feedback loops

## Meanwhile carbon emissions are less important:

- It is quite an ethereal concept with few tangible cues
- It is hard to measure one's own output, and knowledge about what can be done is low



*Phase 1 Community Results n = 40.  
Importance of issues vs personal ability  
to make an impact, ranked:*

# WHAT HAVE WE LEARNED?

## SUMMARISING THE SUSTAINABILITY LANDSCAPE

### 01

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People tend to have only a narrow engagement with sustainable behaviour (even if they are enthusiastic about it)

### 02

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Plastic pollution and recycling dominate mindshare – these are the issues that people feel most tangibly connected to; carbon reduction is of relatively low salience, and more nebulous

### 03

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We shouldn't confuse low engagement with low awareness – they know there is a problem, they just don't know what to do about it & why they should care

### 04

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The majority of people accept some level of responsibility, but for real change to happen the impetus needs to come from above

### 05

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Strategies need to be both inclusive and contextual – acknowledge the realities people find themselves in to avoid being divisive

### 06

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Similarly not all messaging / behaviour change needs to be overtly 'sustainable' – accidental 'good' behaviour is still good behaviour (and may help avoid conscious rejection of sustainability)

### 07

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We don't need to educate about the problem as much as we do the actions and solutions

*“To summarise I’m pretty much confused by everything. I want a Ferrari but I want to slow down Earth’s temperature increase. I want my drink in a cheap tough bottle but I don’t want to harm turtles. I want a nice warm house but don’t want to pay increased charges for sustainable energy. I want my cake and eat it.*

***Hopefully the next generation will make a better job of it.”***

*- Older, low sustainability engagement*

*“It can be hard to behave 'sustainably' because I am used to travelling by air and car and it's hard to commit to sacrificing this. It's really hard to not act selfishly- especially when it feels that my personal contribution isn't making any difference at all. It's really easy to get discouraged when you see bigger contributors to climate change and pollution not taking enough action themselves.*

*- Older, high sustainability engagement*



02

## SUSTAINABILITY & TRANSPORT

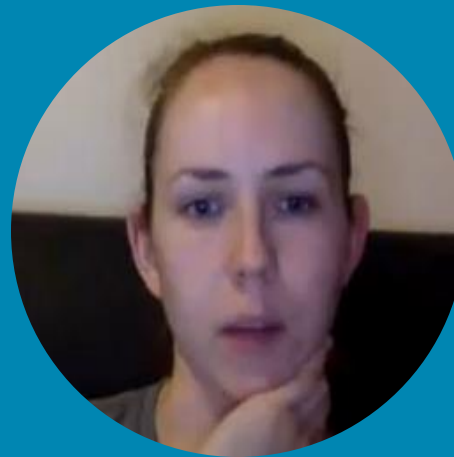


# TRANSPORT LACKS 'SALIENCY' IN THE SUSTAINABILITY CONVERSATION

Although consumers are mostly aware that transport is a significant emitter of carbon, it isn't an immediate part of the sustainability conversation.

**Sustainable transport is not front of mind – as either a problem, or as something they can change to help.**

- Consumers don't see credible choices or alternatives to their current mode of transport, so disengage with the idea that they should be changing
- Sustainable transport feels futile / unfair because of the differential scales involved – for example, why should I drive a smaller car when other people fly all the time?
- Consumers see infrastructure as a static system which they have little control over, and don't anticipate it changing to provide them with better options



## **Sustainable Transport isn't yet credible:**

*"I don't think we're very close to being sustainable when it comes to transport at all. It's all about convenience, if the world doesn't change, then how is it feasible to walk everywhere..."*

# SUSTAINABILITY IS NOT A KEY DRIVER OF TRANSPORT DECISIONS – AND IT WILL STRUGGLE TO BECOME ONE

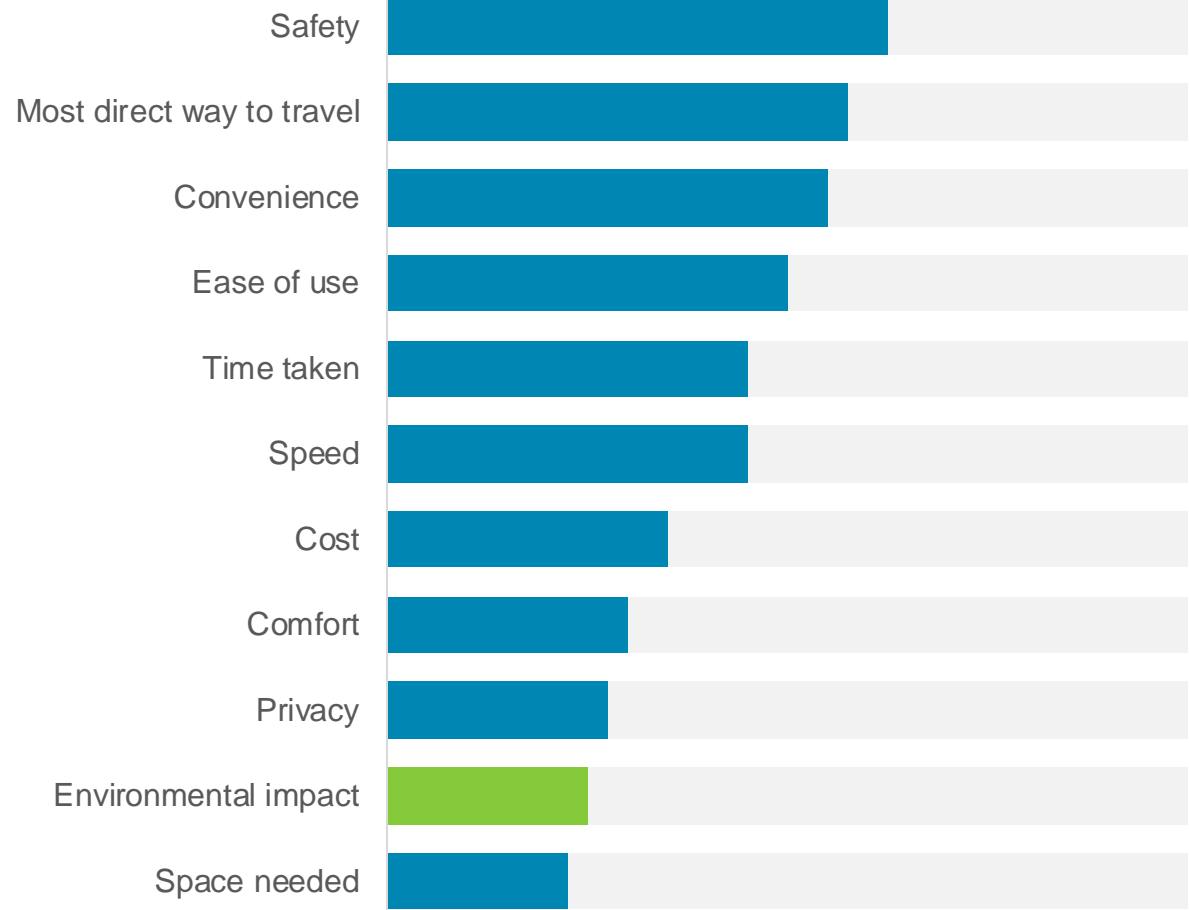
**‘Sustainability’ per se is not a primary need (it’s a somewhat hollow concept for most)**

**Unlike other areas of sustainability, change to people’s transport behaviours feels beyond their control.**

- There are no small, easy fixes – to do anything different would be to make a significant sacrifice (time, cost, convenience)
- It’s impossible to imagine change without expecting compromise or a more negative experience. Changes would have a high negative impact on ‘me’ and would make an insignificant impact on the problem
- Because consumers don’t accept that any other options are feasible, they find it easy to justify their behaviour even if they do think it isn’t sustainable

## **Phase 1 Community Results –use indicatively**

*Aspect rated as very important to me:  
(out of 40 participants)*



# CONSUMERS STRUGGLE TO ARTICULATE HOW THEY COULD CHANGE IN EITHER SMALL OR BIG WAYS – AND THERE'S NO 'IN BETWEEN'



## Smaller changes – everyday decisions

- Walk or cycle more often, even for one journey a week
- Consolidate journeys & plan better
- Shop differently
- Car pool

***Though people are also quick to point out that these 'ideas' are not always practical or feasible...***



## Bigger changes – lifestyle decisions

- Buy an Electric Vehicle (the only choice seen to retain convenience while reducing emissions)
- Move closer to public transport

***These changes are harder to make and can feel completely out of their hands***



# AND IT'S EASY TO MAKE CONVENIENT EXCUSES TO JUSTIFY UNSUSTAINABLE HABITS WHEN THERE ARE SO MANY CONFLICTING INFLUENCES

Flip-flopping on advice and subsidies (diesel) has pushed people away from paying real attention

Society has been built around the car, to the point of actively removing rail from the landscape in the 1960s – no wonder everyone outside of the major cities has to drive

Everyone still flies so how can we be sustainable?



*There is no clear and credible alternative to current behaviour – the path to sustainable transport feels almost impossible (and consumers have a tendency to be absolutist)*

# SUSTAINABLE TRANSPORT BEHAVIOURS HAVE BOTH POSITIVE AND NEGATIVE ASSOCIATIONS –

## Negative associations with sustainable transport:

### - **Expensive:**

- Electric vehicles are seen as prohibitively expensive
- Public transport – especially for families – also associated with high cost
- More broadly associations from grocery shopping/ organic food, links sustainability with premium

### - **Inconvenient**

- The sense that buying sustainable generally means compromising on what they actually want (e.g. if it's not in a car they are sacrificing speed)
- Also wrapped into this include associations of public transport more generally including **discomfort, stress/ uncertainty, safety etc.**

## Positive themes/ associations with sustainable transport

- **Cleanliness:** No more petrol, fumes, less grime
- **Quietness**
- **Efficiency:** cheaper & in some cases faster/ more convenient
- **Health benefits:** Walking/ cycling better for both physical & mental health, as well as fostering community

*Unless you go for the really expensive ones, electric cars are really dorky*

*They (train companies) don't help themselves though do they. They've got these stupidly high prices and they're never on time, yet the number of times you see trains that are virtually empty – it's a complete waste*

Both positive and negative associations are important to keep in mind – sustainable transport must not compromise on, but play into the fundamental drivers of transport use

03

## CHANGING BEHAVIOUR



# IN SUMMARY – CREATING SUSTAINABLE BEHAVIOUR WILL BE HARD

## Personal Reasons

### It's intangible

- Although some consumers are engaged with sustainability at a high level, they struggle to engage with it tangibly
- It is made up of a combination of high level, systemic, themes, and infinite specific behaviours: consumers are uncomfortable with it

### Immeasurable

- It is virtually impossible to keep track of one's own carbon output
- Consumers have no sense of how they can be sustainable, and there is a proven discrepancy between what consumers think is important for carbon reduction, and what actually is

### Implausible

- For many sustainable travel is a pie in the sky – there's little knowledge of plausible alternatives, and it doesn't represent something they can actually act on

## Social Reasons

### Identity politics

- For some, sustainability is just the pastime of other 'self righteous' types who can afford to be sustainable and so they reject it

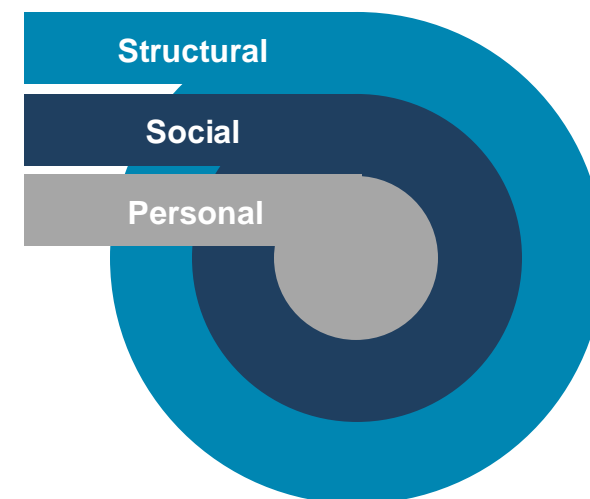
### No real social taboo

- Driving petrol cars are not close to reaching any form of taboo – it is far too engrained and necessary a behaviour
- There has been an inconsistent message about what consumers should do (e.g. government tracking back on advice around diesel cars)

## Structural Reasons

### Infrastructure

- Fundamentally consumers don't feel their environment is built for sustainability
- They hear people saying its important, but shop at supermarkets where everything is wrapped in plastic, or live in an area where driving is the only feasible option, or see a lack of electric charge points





# WE FURTHER EXAMINED THE PRINCIPLES OF POTENTIAL BEHAVIOUR CHANGE IN TWO WAYS

## 01

Exploring people's examples of behaviour changes in their lives that have stuck – or not

## 02

Reactions to a range of mock policy mechanisms (a broad range designed to act as stimulus rather than true proposition testing)

	Intervention
Punitive measures	Increased taxation on fuel
	Ban the sale of new petrol and diesel cars
	Removing car parking spaces at work
Incentives	Electric Vehicle Subsidies
	Cycle to work scheme
	Extra holiday at work for not flying
	Discounts on Public Transport
	Earn rewards and vouchers for travelling sustainably
	Advanced public transport system that's always on-time
Educational	Marketing campaign to raise awareness of sustainable transport ideas
	An app which keeps track of how much carbon you emit on a daily basis (based on real time activity)

# PARALLELS FROM OTHER SECTORS HIGHLIGHT THE SCALE OF THE CHALLENGE

## Examples of behaviour change:

### Karen, eating less meat



*I've started seeing offers in store, and there are so many options, that I happened to eat more Vegan food. I've got my friend hooked on them as well*



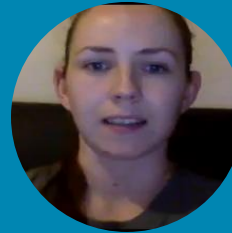
#### Shows us that:

- Role of the environment (in this case supermarkets) are important to embedding behavioural habits by lowering effort
- That things that are in themselves appealing for consumers are likely promote behavioural change
- Making it salient means that social interactions can encourage further change

### Chantal, recycling



*Since they stopped taking bins unless they had their lids closed it forced me to use the recycling instead and it worked – I now recycle without thinking*



#### Shows us that:

- Sustainable behaviours are driven by a range of, sometimes ulterior, motives – consumers' wider needs and motivations must be tapped into
- Habits can become engrained and subconscious but it requires time and needs tangible nudges

### Male participant, recycling



*The council only takes the recycling every 6 months – it's really demotivating seeing it piling up it feels like you can't do anything about it*



#### Shows us that:

- Every level of government (including local councils) has an impact on how engaged people can be with sustainability
- Government needs to lead the way in order to make consumers feel empowered (and not disillusioned) to behave sustainably

# REACTIONS TO THE STIMULUS SHOWED THAT PEOPLE WANT TO BE EMPOWERED, NOT DISADVANTAGED

- People appreciate that the interventions show there is a 'right thing' to be doing
- But they don't automatically accept them – the usual convenient excuses still apply
- The interventions still feel like they are trying to make consumers change behaviour, without the big polluters taking responsibility for the root problems
- Most feel irrelevant (not for me – *I can't change*) or inaccessible based on people's lived experience (economic, geographic, social identities)

	Intervention	Reaction
<b>Punitive measures</b>	Increased taxation on fuel	Negative – people don't feel they have alternative choices
	Ban the sale of new petrol and diesel cars	Mixed – might work in future, but clear dependencies
	Removing car parking spaces at work	Negative – only shifting the problem elsewhere
<b>Incentives</b>	Electric Vehicle Subsidies	Positive – cost is a key barrier to adoption
	Cycle to work scheme	Mixed – too many dependencies
	Extra holiday at work for not flying	Mixed – not taken seriously
	Discounts on Public Transport	Positive – especially for families
	Earn rewards and vouchers for travelling sustainably	Positive – gamification appreciated
	Advanced public transport system that's always on-time	Positive -
<b>Educational</b>	Marketing campaign to raise awareness of sustainable transport ideas	Mixed - widely believed to be necessary but hard to do effectively
	An app which keeps track of how much carbon you emit on a daily basis (based on real time activity)	Mixed – more positive for younger people & engaged consumers

# SUMMARISING WHAT WE CAN TAKE FORWARD FROM THE TESTING OF INTERVENTIONS

- ✓ There are no easy wins – a combination of interventions will need to come into force
- ✓ Frame interventions in a way that helps people contextualise their own behaviour & impact – instead of focusing on the problem, show what it looks like and how this is linked to specific behaviours happening now
- ✓ Positive, constructive, encouraging stories that emphasize benefits to the end consumer feel right tonally: interventions that handicap people are less likely to be seen as addressing the root issue
- ✓ Likewise shifting some of the responsibility away from the individual will help drive perception that we are in this together and that there is an environment being created where consumers can make change easily: Government and manufacturers need to fulfil their end of the bargain
- ✓ Incentives don't need to focus on sustainable benefits, but instead major on improving another aspect of consumers' travel – convenience, speed, comfort, health
- ✓ Incentives we need to take into account those in disadvantaged circumstances – as it is, many people have no other option than to drive in their petrol fuelled cars
- ✓ More widely, improving understanding and tangibility of sustainability will help engagement with sustainable travel



*If we can give consumers reassurance that we want to have a car-less society or one built on public transport, then infrastructurally and technologically we need to deliver on that in order to truly sell the idea to the public*

# SUMMARY





**Creating sustainable behaviour change is hard – the concept is complex and difficult to engage with comprehensively.**

**Some people lean in to the need for more sustainable action and others deny it – but we need to plan to overcome the barriers:**

## **Personal**

- The sustainability landscape is intangible, and ultimately overwhelming.
- Consumers struggle to engage with it, and feel like they lack knowledge and information about how they should behave

## **Social**

- Sustainable behaviours – especially in transport – are far from being engrained as a social norm – there is no social pressure that drives it in a meaningful way
- Equally there is a significant cleave which identifies sustainability as a pastime for others, and so they reject it

## **Structural:**

- Fundamentally people don't believe that their environment is built for sustainability – it is implausible and not truly supported

**Looking ahead, incentives may be most effective if framed positively, and constructively. People are more willing to change behaviour than they are aware of or admit, especially if we can make them feel empowered to make a difference.**

**In this way there are significant expectations that government will lead the way through meaningful infrastructural change, before more punitive measures are put in place.**

**In creating incentives in the future we should also consider how they play into the challenge at a personal, social, and structural level:**

## **Personal:**

- **Move solutions from ‘high impact on me, low impact on problem’ to ‘high impact on problem, low impact on me’ -**  
Any change needs to feel minimal to the consumer, but effective in terms of addressing the problem
- **Make it measurable and something people can tangibly engage with – let them know small changes are okay**

## **Social**

- **Don’t always lean on sustainability as a key driver – avoid identity & focus on other benefits of sustainable behaviours**
- **Encourage the sense of collective action, but acknowledge individual realities**

## **Structural**

- **Local/central government & industry need to lead the way – force change (as Covid action has proven it can).** It’s not a one-size fits all response and will require a combination of national & local initiatives
- **Businesses need to innovate visibly for the future to provide confidence that change is possible & desirable**

## APPENDIX: DETAILED INCENTIVE REACTIONS

# MOST POPULAR INTERVENTIONS

Interventions that were generally well received tangibly responded to consumers wider needs and were associated with minimum effort

Intervention	Summary of Feedback
<b>Electric vehicle subsidies</b>	<ul style="list-style-type: none"><li>• Well received but needs to be an improvement on current level of subsidies which generally aren't perceived as being sufficient</li><li>• Equally needs to be supported by infrastructure i.e. there are available charge points?</li></ul>
<b>Advanced public transport system that's always on-time</b>	<ul style="list-style-type: none"><li>• Hard to achieve (a long way from people's current experience of it) and not immediately credible - there would need to be a complete infrastructural overhaul for this to work with rural consumers</li><li>• However the benefits are well understood – this would help alleviate a lot of the concerns around taking public transport (e.g. less stress about being late for work)</li></ul>
<b>Earn rewards and vouchers for travelling sustainably</b>	<ul style="list-style-type: none"><li>• Resonates well with consumers belief that incentives and rewards, rather than punitive measures are the way forward</li><li>• Likely to be motivating</li></ul>
<b>Discounts on public transport</b>	<ul style="list-style-type: none"><li>• Generally had wide appeal – especially for families there is the perception that public transport is too expensive to be used frequently</li></ul>

Intervention	Summary of Feedback
<b>Cycle to work scheme</b>	<ul style="list-style-type: none"> <li>• Cycle to work scheme has some appeal but needs to address the main barriers to cycling, which are more systemic (need for better cycle lanes, training for drivers, showers at work etc.)</li> <li>• A bit of a 'route one' intervention to a more complex problem that needs to address key concerns around safety</li> <li>• Relatively high awareness that these schemes already exist, and cynicism around how effective they have proved to be thus far</li> </ul>
<b>Extra holiday at work for not flying</b>	<ul style="list-style-type: none"> <li>• Creates a bit of intrigue but generally not taken seriously</li> <li>• It's not credible that someone would forgo their dream trip for an extra day of holiday, especially if that day is spent on travelling anyway</li> </ul>
<b>Ban the sale of new petrol and diesel cars</b>	<ul style="list-style-type: none"> <li>• Low awareness of upcoming ban on petrol and diesel cars.</li> <li>• Appeals to perceived need for systemic change but unless electric vehicles are competitively priced consumers assume that they would just buy into the second hand market</li> </ul>



Intervention	Summary of Feedback
<b>Marketing campaign to raise awareness of sustainable transport ideas</b>	<ul style="list-style-type: none"> <li>• Well received as knowledge and information is seen as a big barrier.</li> <li>• However, unless the information is based around practical, realistic solutions, that responds to needs (around cost, safety, convenience concerns) it won't make much of a positive impact.</li> <li>• Marketing can nonetheless motivate action by helping with feedback loops.</li> </ul>
<b>An app which keeps track of how much carbon you emit on a daily basis (based on real time activity)</b>	<ul style="list-style-type: none"> <li>• Resonates with some (generally younger) consumers who draw parallels to fitness apps that help consumers see their daily step count, or the screen time function on people's iPhones.</li> <li>• It makes things more tangible, measurable and engaging</li> <li>• This can motivate action by helping with feedback loops, grow awareness of personal impact, and reward behaviour .</li> <li>• Some consumers just aren't interested and won't care</li> </ul>

Intervention	Summary of Feedback
<b>Removing car parking spaces at work</b>	<ul style="list-style-type: none"> <li>• Not well received – would be extremely inconvenient and would not be seen as doing anything to genuinely solve the root problem.</li> <li>• Would need to happen in tandem with the implementation of alternatives like better public transport with more efficient time tables etc.</li> <li>• Likely to cause ‘uproar’ – needlessly inconvenient and may turn consumers against other sustainability measures or the problem itself</li> </ul>
<b>Increased taxation on fuel</b>	<ul style="list-style-type: none"> <li>• Felt like it might be effective over time, but generally seen as unfair and lazy</li> <li>• Would penalize unfairly those who have no other viable option</li> <li>• Would be unlikely to dissuade richer people driving their 4x4 to work</li> </ul>