

BEHAVIOUR CHANGE  
& SUSTAINABLE  
TRAVEL OR 7 LESSONS  
TO CREATE CHANGE

# GLOBAL ACTION PLAN

We are an environmental behaviour change charity.  
Focused on **action**, not talk

**20** years experience

**24** countries

## What we do:

We inspire and help people to act.  
We capture the impact.  
We share lessons to create wider change.



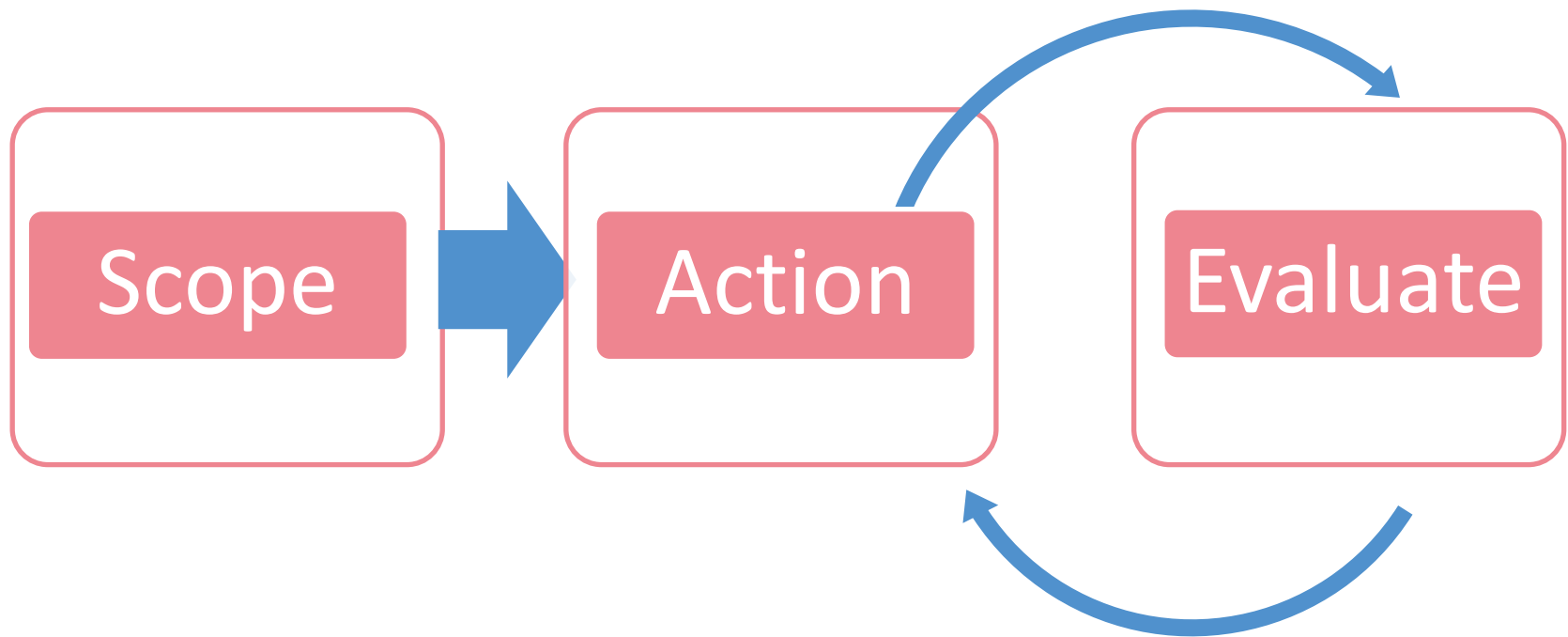
# WHY BEHAVIOUR CHANGE?



# 1. AWARENESS DOESN'T LEAD TO ACTION



# BEHAVIOUR CHANGE PROCESS



## 2. WHAT ARE THE BARRIERS?



# WHAT ARE THE BARRIERS?

## ABILITY

Knowledge & Info
Systems & Equipment
Self-belief

## MOTIVATION

Call to action
Fitting in
Status
Habits
Emotion
Reward

## TRIGGER





# FRIENDS LIFE CYCLE BUDDY MAP

Get directions My places Save to My Places

Explore making custom maps in an interactive tutorial.

## Friends Life Bike Buddy map

Public · 2 Collaborators · 1,888 views  
Created on Jun 10 · By Andrew · Updated Jul 12  
[Rise this map](#) · [Write a comment](#) · [KML](#)

Stoke Gifford  
Bristol, South Gloucestershire BS34 8SW, UK

Bristol BS10 5AS  
UK

Bristol BS7 0PP  
UK

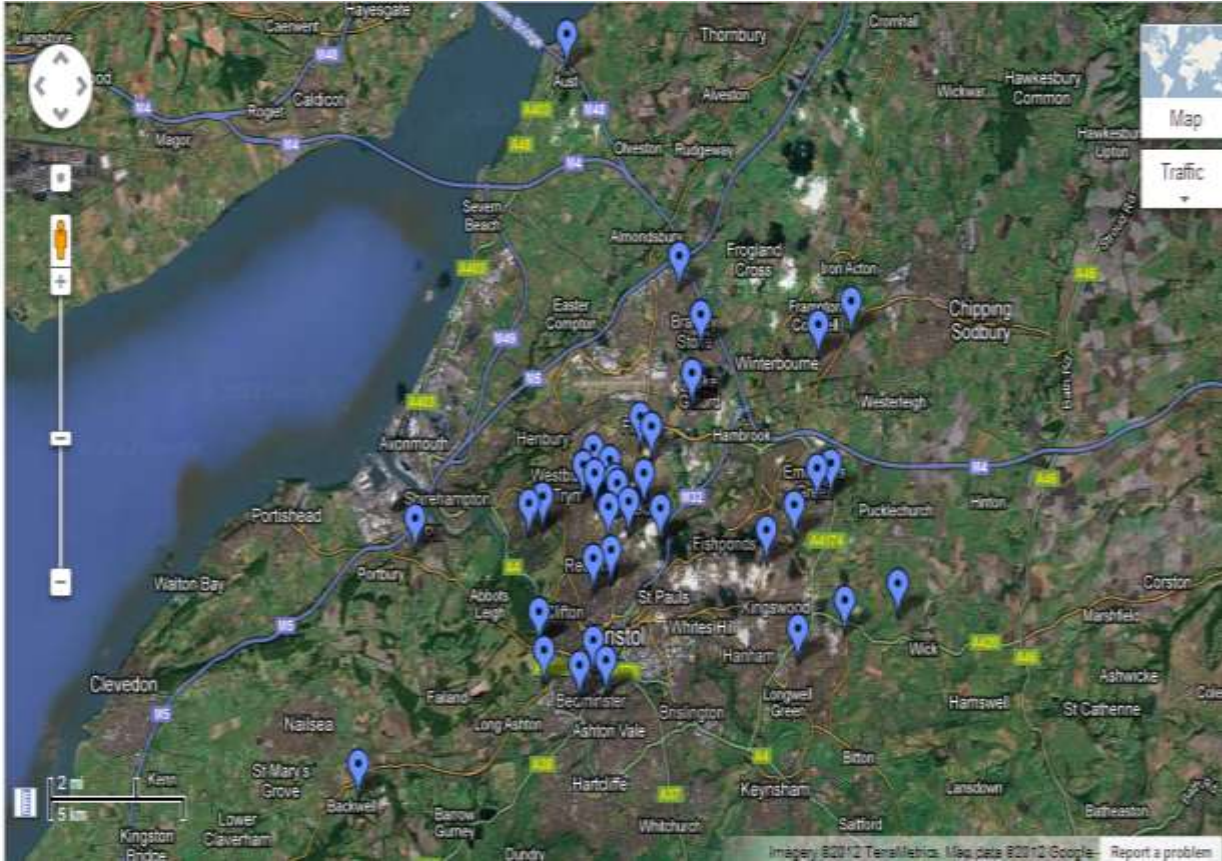
Bristol BS3 2UJ  
UK

Bristol BS9 4SD  
UK

Backwell, North Somerset BS48 3JH  
UK

Bristol BS7 8RN  
UK

Bristol, South Gloucestershire BS30 5XS  
UK



Imagery ©2012 TerraMetrics. Map data ©2012 Google. Report a problem.



# 3. TRUSTED MESSENGERS



I WORK BEST @ 7AM ☺

MY SMART@WORK  
As a team, keep one day per week "meeting free."

MY SMART@WORK  
When I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
TELE FIRST COME LATER!

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

I WORK BEST...  
I HAVE HALF A DAY A WEEK WITHOUT MEETINGS!

I WORK BEST...  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK IS  
TALK DON'T EMAIL

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
Every meeting should have an action plan

I WORK BEST...  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

smart@work is...  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

I WORK BEST...  
FIRST THING IN THE MORNING

My smart@work is  
I have my best time in the morning I collaborate / collaborate with the afternoon.

I WORK BEST  
No interruptions Just me, My laptop & Spotify! (Just one day a week)

MY SMART@WORK IS  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK  
I have my best time in the morning I collaborate / collaborate with the afternoon.

MY SMART@WORK...  
① DELEGATE  
② DON'T START A TASK UNTIL YOU'RE READY TO FINISH  
③ MEETINGS - THE MORE PEOPLE THE LESS CLEAR WHO'S ACCOUNTABLE / RESPONSIBLE





### BREATHING CLEANER AIR WILL PROTECT YOUR CHILD

REDUCE THE EFFECTS OF AIR POLLUTION ON YOUR CHILD BY KEEPING AWAY FROM BUSY RED ROADS WHERE POSSIBLE.

SIGN UP FOR FREE AIRTEXT ALERTS BY TEXTING 'AIRTEXTTOWERHAMLETS' TO 78009 OR BY GOING TO WWW.AIRTEXTINFO.SIGNUP

CHOOSE LESS POLLUTED ROUTES AND WALKING IN PARKS WILL HELP YOU BREATHE CLEANER AIR.

TRAVEL ON QUIETER ROADS TO AVOID AIR POLLUTION BY USING WALKWAYS.

POLLUTION IS WORSE AT BUSY HOURS WHEN THERE IS MORE TRAFFIC ON THE ROADS.

IF YOU CAN, TRAVEL AT QUIETER TIMES OF THE DAY.

Barts Health NHS

#### WHY TAKE ACTION?

BREATHING CLEANER AIR REDUCES THE RISK OF:

- PREMATURE BIRTH AND LOW BIRTH WEIGHT
- POOR CHILD LUNG DEVELOPMENT

#### WHAT YOU CAN DO...

1. SIGN UP FOR FREE TEXT ALERTS BY TEXTING 'AIRTEXTTOWERHAMLETS' TO 78009 OR BY GOING TO WWW.AIRTEXTINFO.SIGNUP

KNOW THE FORECAST
2. CHOOSE LESS POLLUTED ROUTES AND WALKING IN PARKS WILL HELP YOU BREATHE CLEANER AIR.

TAKE LESS POLLUTED ROUTES
3. TRAVEL ON QUIETER ROADS TO AVOID AIR POLLUTION BY USING WALKWAYS.

TRAVEL OUTSIDE BUSY HOURS

POLLUTION IS WORSE AT BUSY HOURS WHEN THERE IS MORE TRAFFIC ON THE ROADS.

IF YOU CAN, TRAVEL AT QUIETER TIMES OF THE DAY.

# 4. USE COMMS THAT WORK



# 5. CHOOSE YOUR AUDIENCE



# 6. RIGHT POLICY, WRONG BEHAVIOUR?





# 7. MAKE IT FUN





**THIS ONE  
RUNS ON MONEY  
AND MAKES  
YOU FAT**



**THIS ONE  
RUNS ON FAT  
AND SAVES  
YOU MONEY**

# 7 LESSONS OF BEHAVIOUR CHANGE

1. Awareness doesn't lead to action
2. What are the barriers?
3. Trusted messengers
4. Use comms that work
5. Choose your audience
6. Right policy doesn't equal right behaviour
7. Make it fun





THANK YOU

**Caroline Watson**

Partner

0207 420 4435

[caroline.watson@globalactionplan.org.uk](mailto:caroline.watson@globalactionplan.org.uk)

