



Prof. Susan Michie



The Climate and Sustainability Crisis: the Need for Behaviour Change

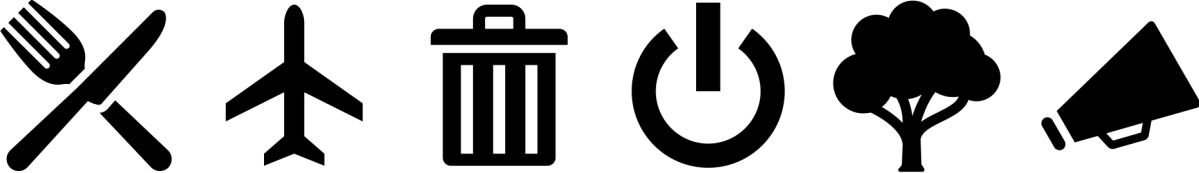
Susan Michie

Professor of Health Psychology &
Director of the Centre for Behaviour Change

We need people to behave in line with sustainable development

Who must do what differently?

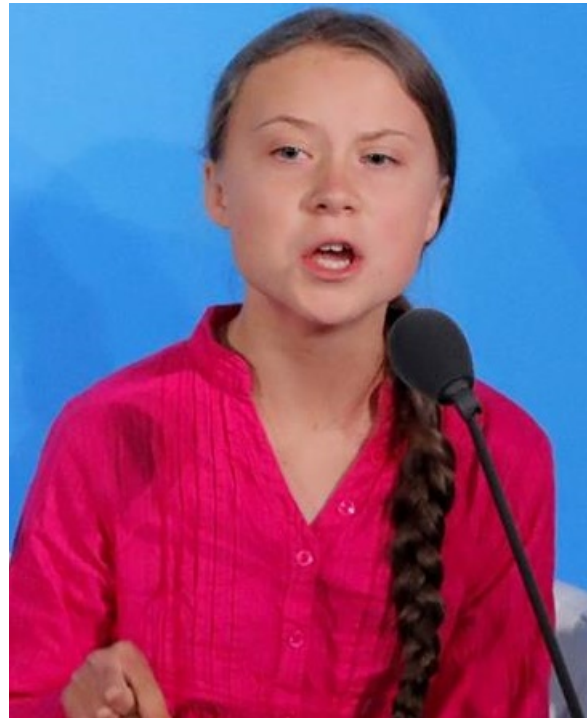
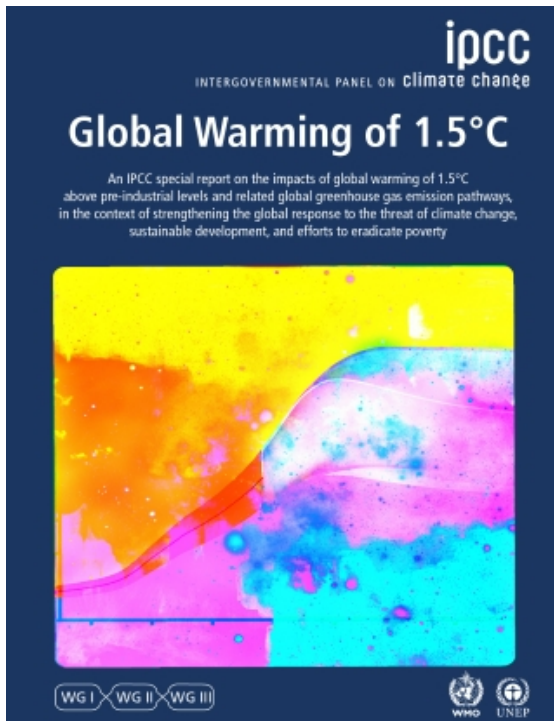
At global, national, sectoral, organisational, household and individual level



Why are they not doing it?



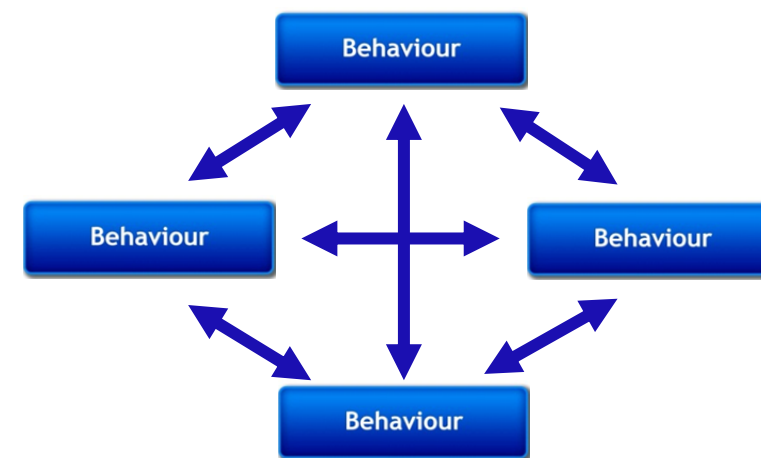
We need people to behave in line with sustainable development



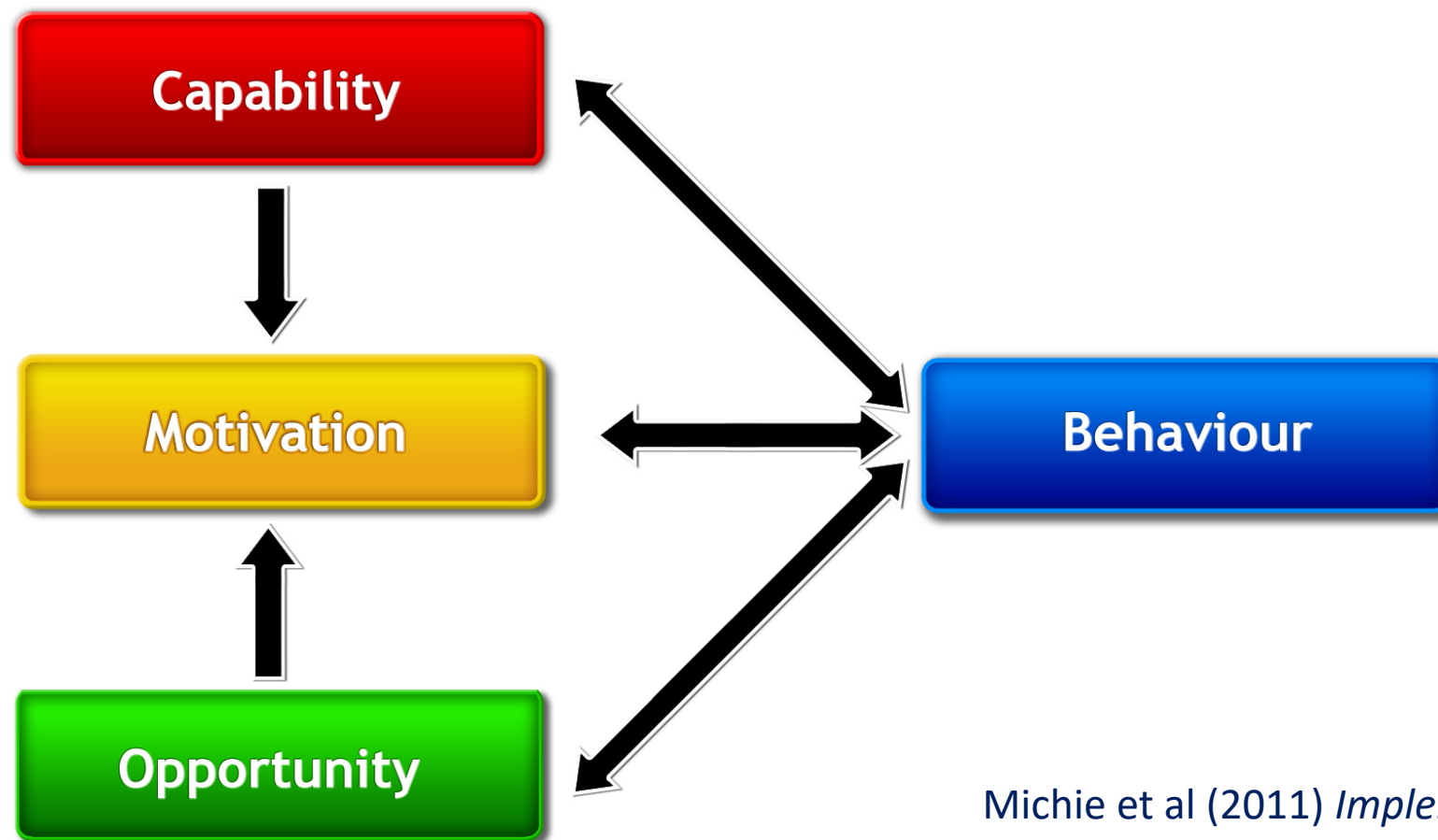
“I know we need a system change rather than individual change. But you can not have one without the other”

Behaviour: part of a system of behaviours ...

- ... that facilitate and compete with each other
- within and between individuals
- influenced by their social and material world
- Understanding the **system** of behaviours and the **influences** on them is the starting point for identifying where best to intervene and how



Behaviour is itself a system: COM-B



Michie et al (2011) *Implementation Science*

Where does behavioural science fit in?

Three examples

1. Reducing carbon emissions

Transforming cities



2. Decarbonising housing stock

National policy

Better Homes, Better Wales, Better World

Decarbonising existing homes in Wales

<https://gov.wales/sites/default/files/publications/2019-07/independent-review-on-decarbonising-welsh-homes-report.pdf>

3. Reducing plastic waste

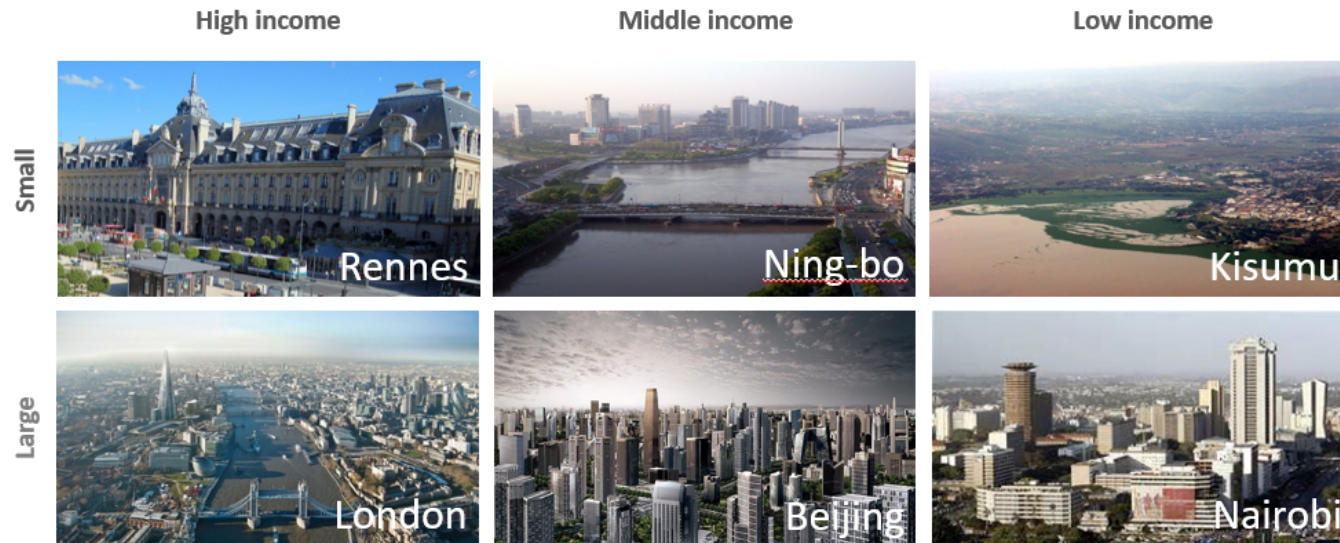
Organisational change



www.plasticwastehub.org.uk

City-wide transformation

- To support cities in bringing about **city-wide transformations** in environmental quality, sustainability, population health and health equity
- Experts in Environmental design, Engineering, Public health, Social Epidemiology, System dynamics, **Behavioural science**





Prof. Nora Groce



Beyond Boundaries

Culture and Cultural Knowledge as a missing component

Professor Nora Ellen Groce

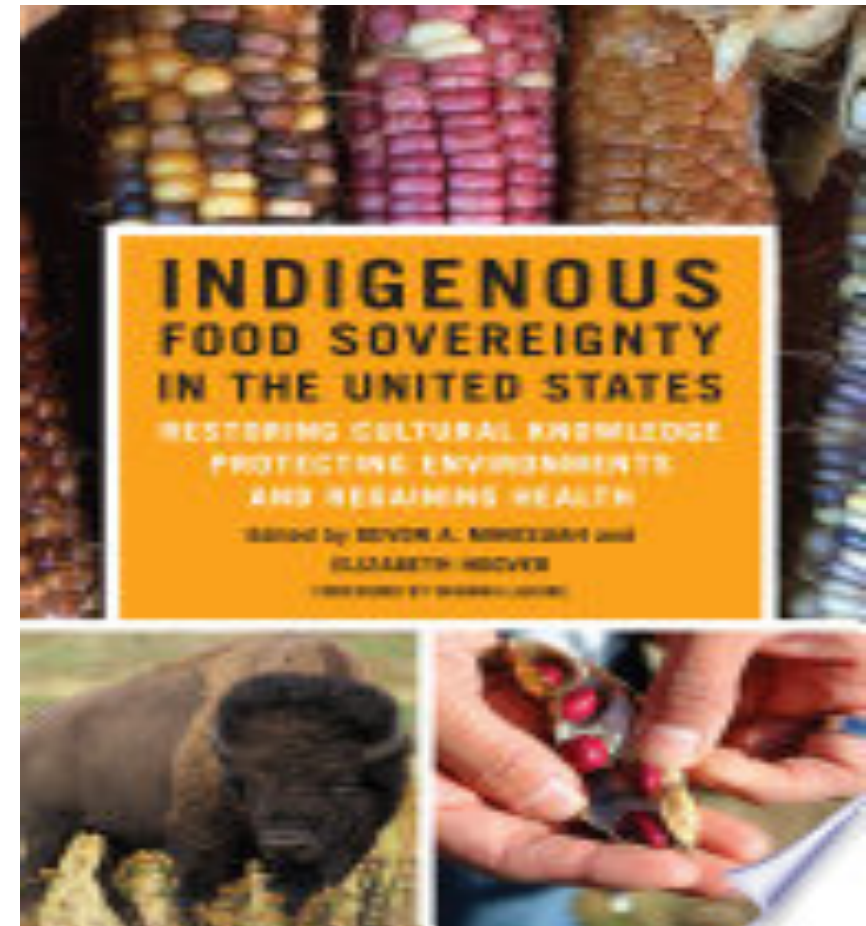
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Culture, the SDGs & international development: what can culture bring to the table?

- **Development: driven by values/ morals/ choices**
- **3 pillars: Economic/ Social/ Environmental - But everyone also part of culture/s:**

- **Culture helps explain**
 - How persons/ groups behave
 - Frames social, political, economic decisions of societies, economic systems, governments.
 - Frames consumption/ relationship with environment/ obligations to each other/ to future generations



What culture contributes to SDGs/ Behaviour Change

- **Culture: values, norms, social practices in development**
- **Provides framework for cultural diversity & biodiversity,**
- **Culture currently linked mostly strongly to sustainability**

Also limitations:

- **How a culturally sustainable development agenda works**
- **Difficulties for operationalize**

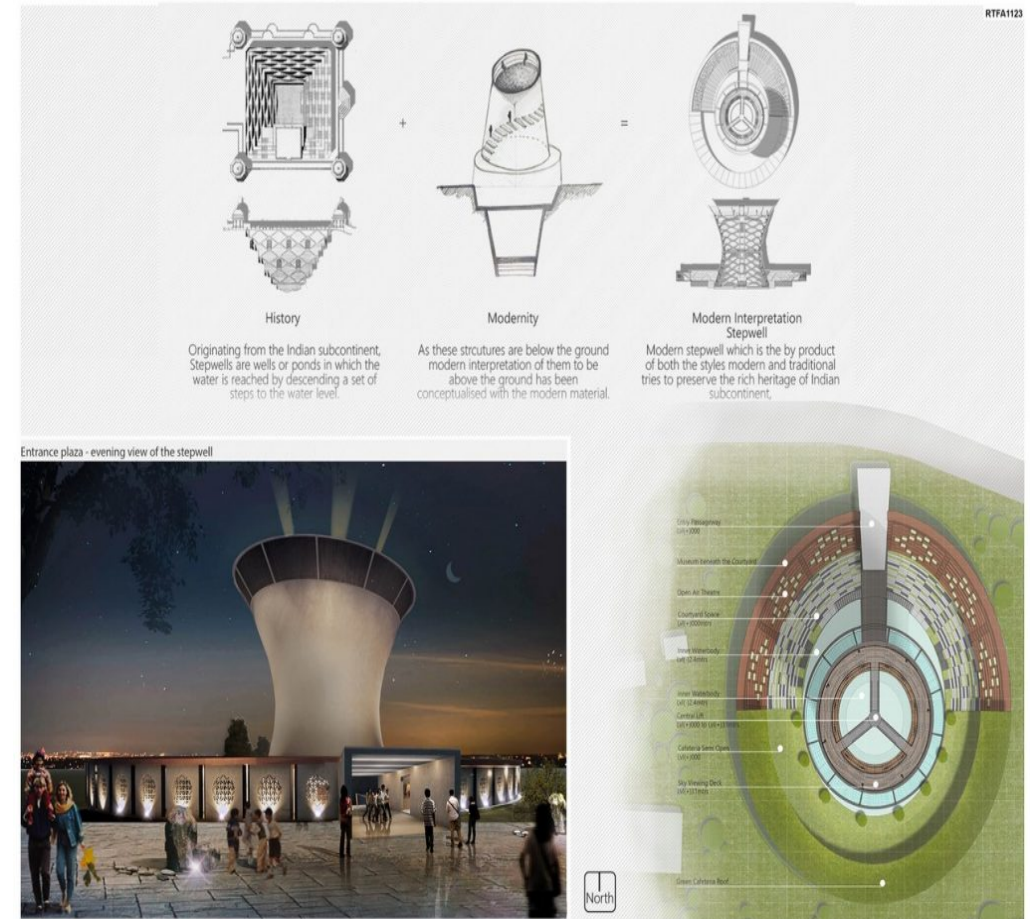


Illustration: Rethinking the Future Architecture Awards 2020: Runner Up. The Oval – Modern Stepwell. (Traditional Indian Architectural Design for Temperature Control)

Culture does not explain/solve everything but should be part of the discussion – a valuable tool

Traditions: Cultural - Historical

Northern and Indigenous Food Sovereignty

Northern and Indigenous food systems are subject to many challenges that make it hard for people to get enough healthy and traditional food to eat. What is working to address these challenges in communities, nations and regions across Canada?

Food Secure Canada
9th National Assembly
Toronto - October 13-16, 2016

We all have something to bring to the table
Foodsecurecanada.org/Resetting-the-table





Prof. Maria Lee

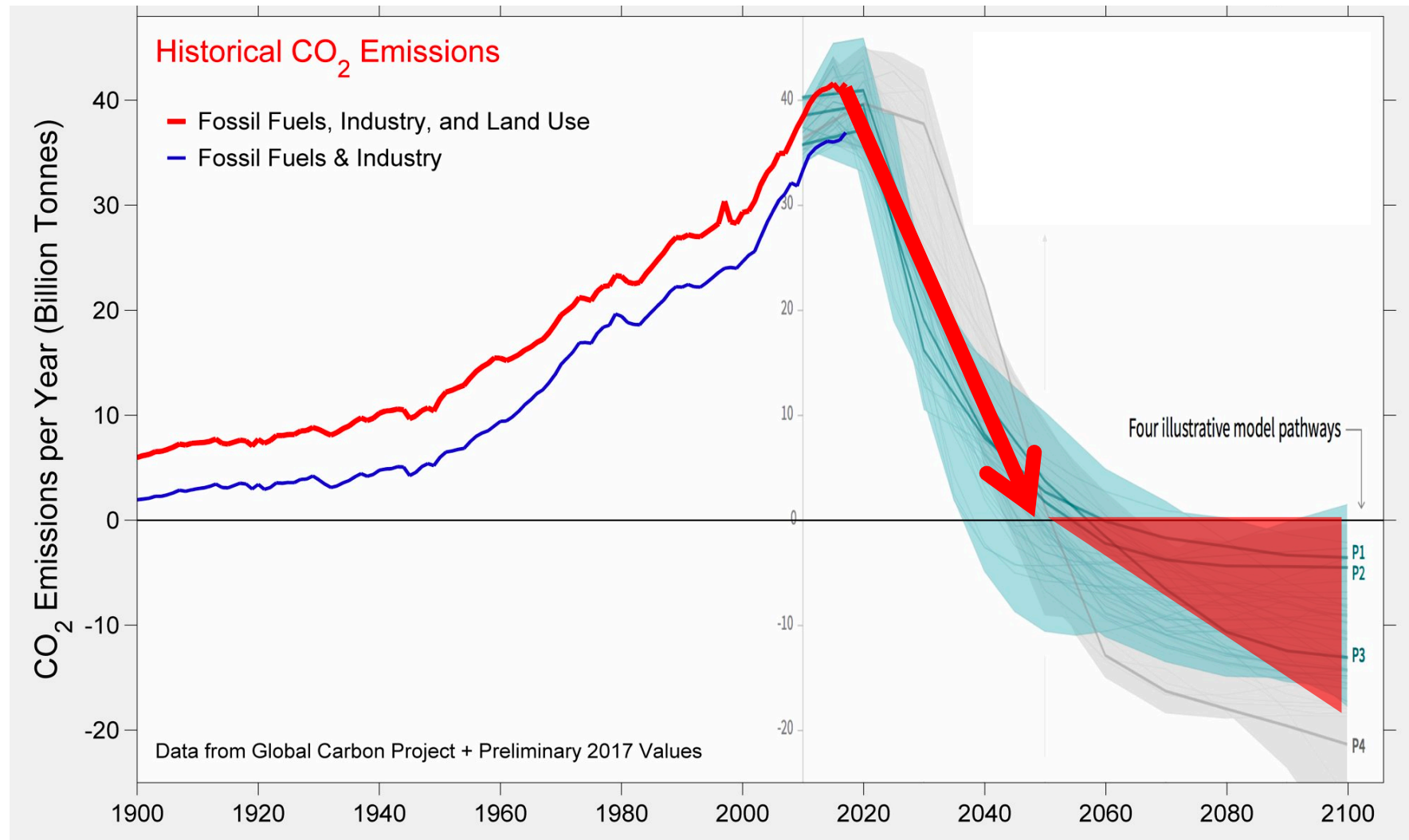




Prof. Mark Maslin



Pathways to 1.5°C – ‘technically feasible’



transport international agreements

geoengineering afforestation land use

flying tradeoffs energy generation

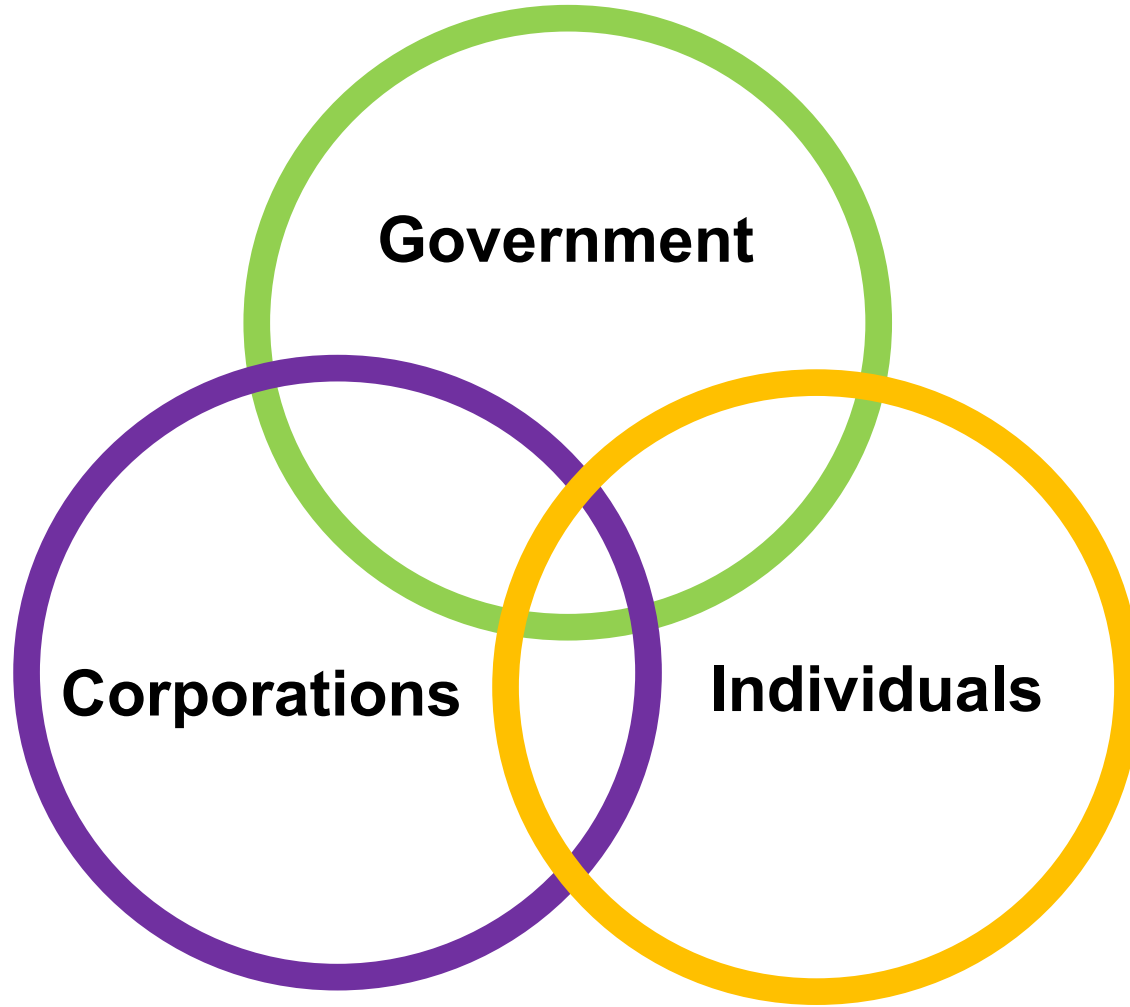
***win-win-win* solutions**

heating CO₂ removal economy

diet biodiversity poverty

waste population protests

Net Zero Carbon Emission



Could save the World \$46 trillion



USA Transport example

