

Check Against Delivery
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**Mobility in Times of Climate Change:
Technology Fix versus Behaviour Change**

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Session 5, Closing Plenary: "Future Technologies II: Mobility"
Our Common Future, Essen, November 4, 2010

Slide Presentation

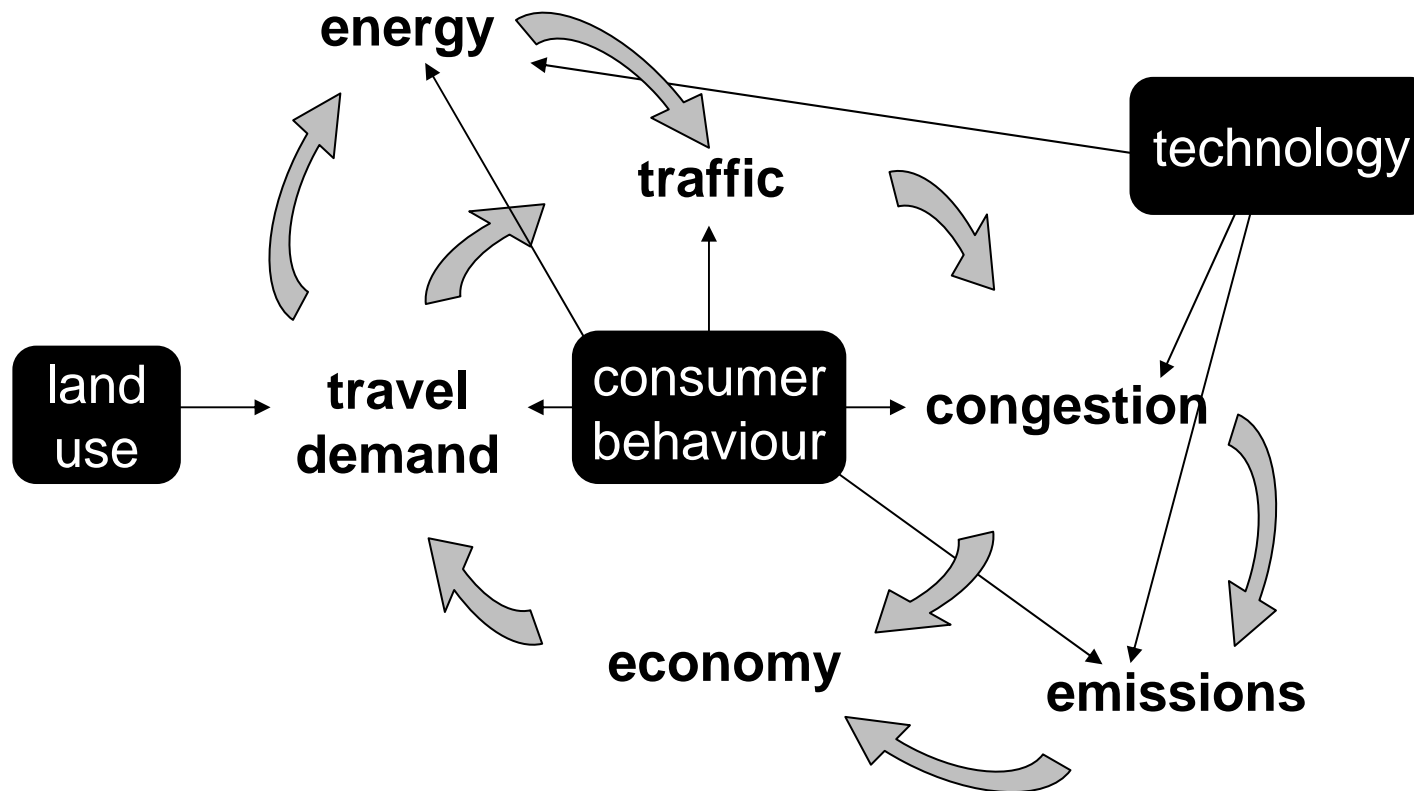
Our Common Future, Hannover/Essen, 2-6 November 2010 (www.ourcommonfuture.de)

Mobility in times of climate change: Technology fix versus behaviour change

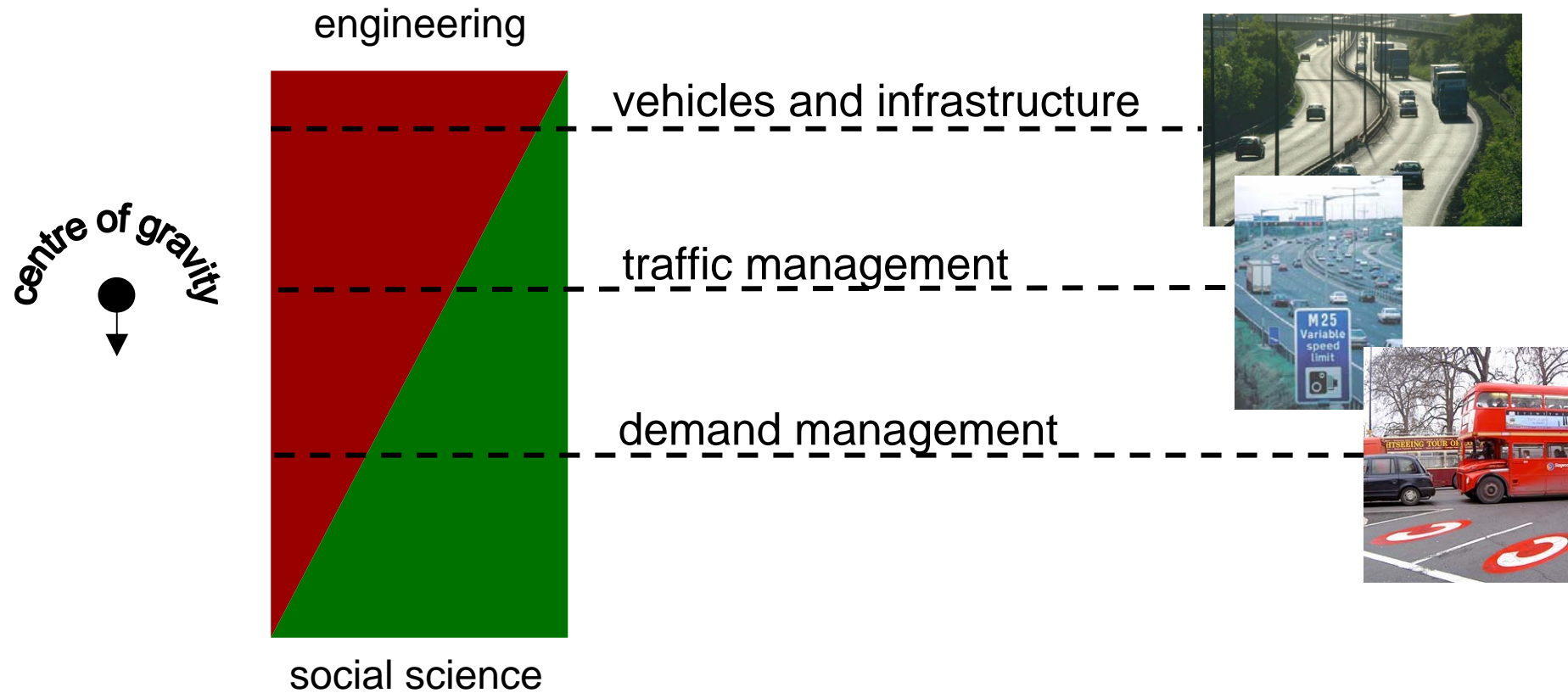
Professor Glenn Lyons



Determinants and consequences of the transport system



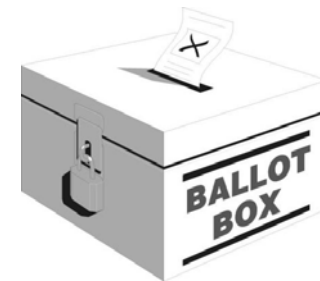
Attuned to technology fix



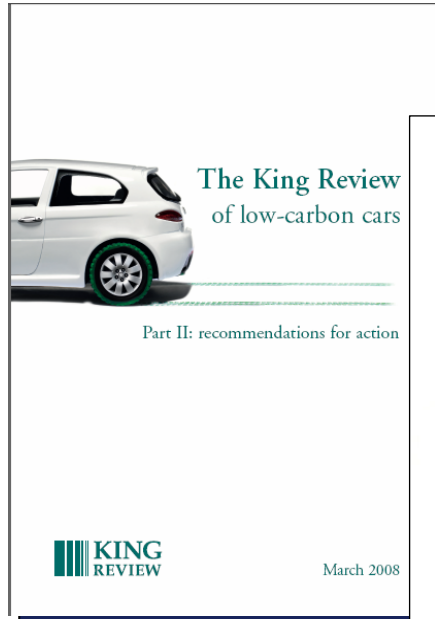
The appeal of technology fix



Business as usual



Prioritising technology fix



The automobility regime



http://www.automoblog.net/wp-content/uploads/2008/12/bow_car.jpg

Behaviour change



Technology fix versus behaviour change



Technology fix

- improves efficiency of consumption
- maintains/encourages consumption
- supports transport industry
- is politically palatable
- preserves the automobility regime

Behaviour change

- improves efficiency of consumption
- can reduce consumption
- could create a healthier society
- is politically challenging
- challenges the automobility regime

Behaviour change challenges

- Is congestion a problem?
- Social norms
- Social dilemmas
- Decisions mechanisms

Is congestion a problem?



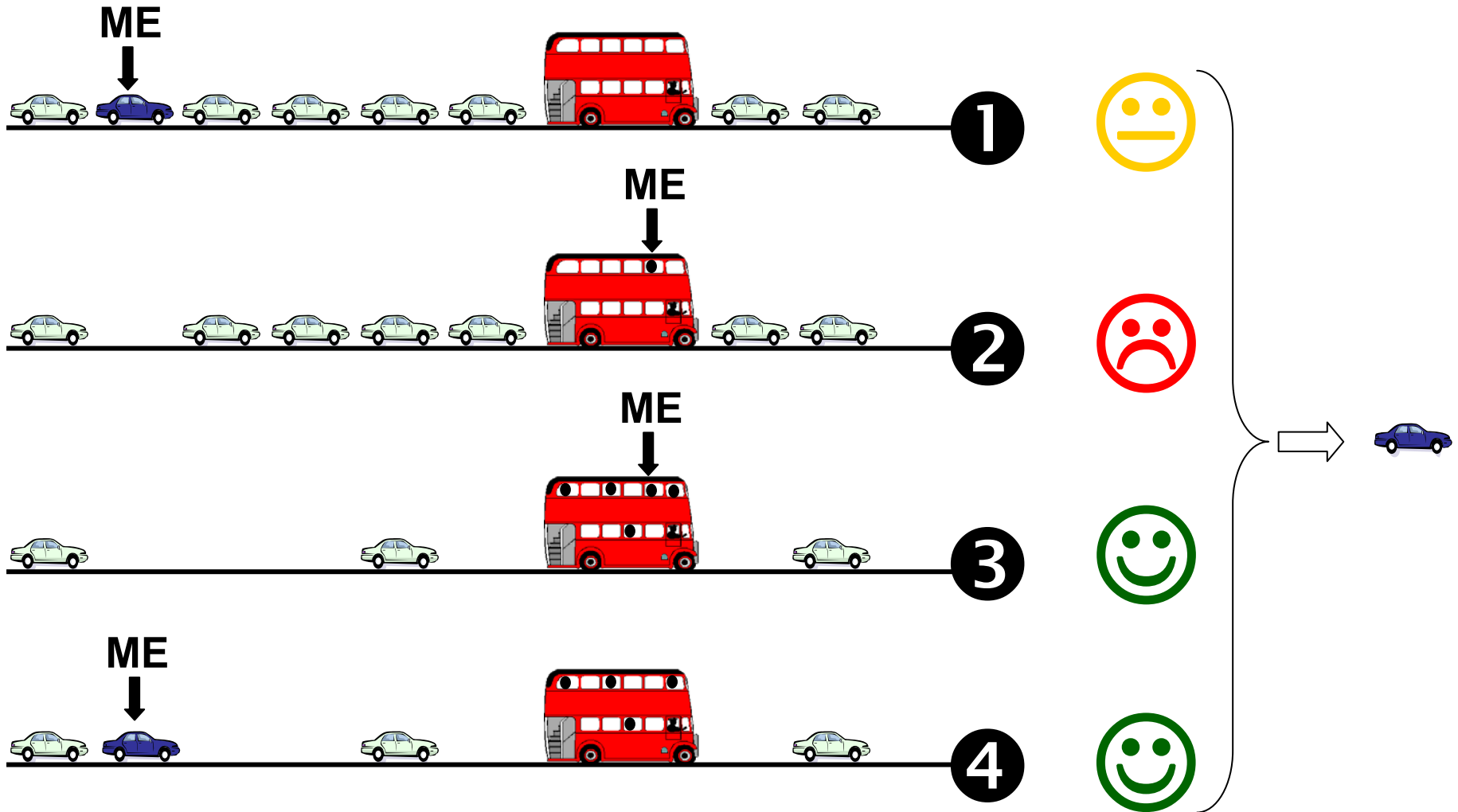
A problem for the country

Not a problem for me

Social norms



Social dilemmas



Decision mechanisms



Homo economicus



Homer

Which alternative behaviours can we seek?

Car trips/person/year (driver or passenger)	637	(64%)
Surface rail / underground	27	(3%)
Local bus	65	(7%)



10% reduction in car trips (or suppressing 10% growth) equates to:



236% increase in rail trips
or



98% increase in bus trips

(UK Department for Transport, 2009)

Behaviour does change



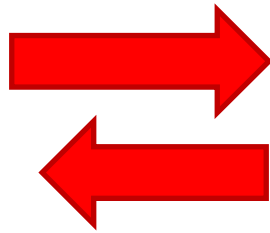
27% of people found to change main mode of travel for commuting after house move

(Stanbridge and Lyons, 2006)



0.2% increase in car ownership in one year
'masks' 16% of households changing car ownership overall

(Dargay and Hanly, 2007)



Technologically facilitated behaviour change



Motor age → Information age

https://academictech.doit.wisc.edu/ORFI/otr/creating/create_content.html

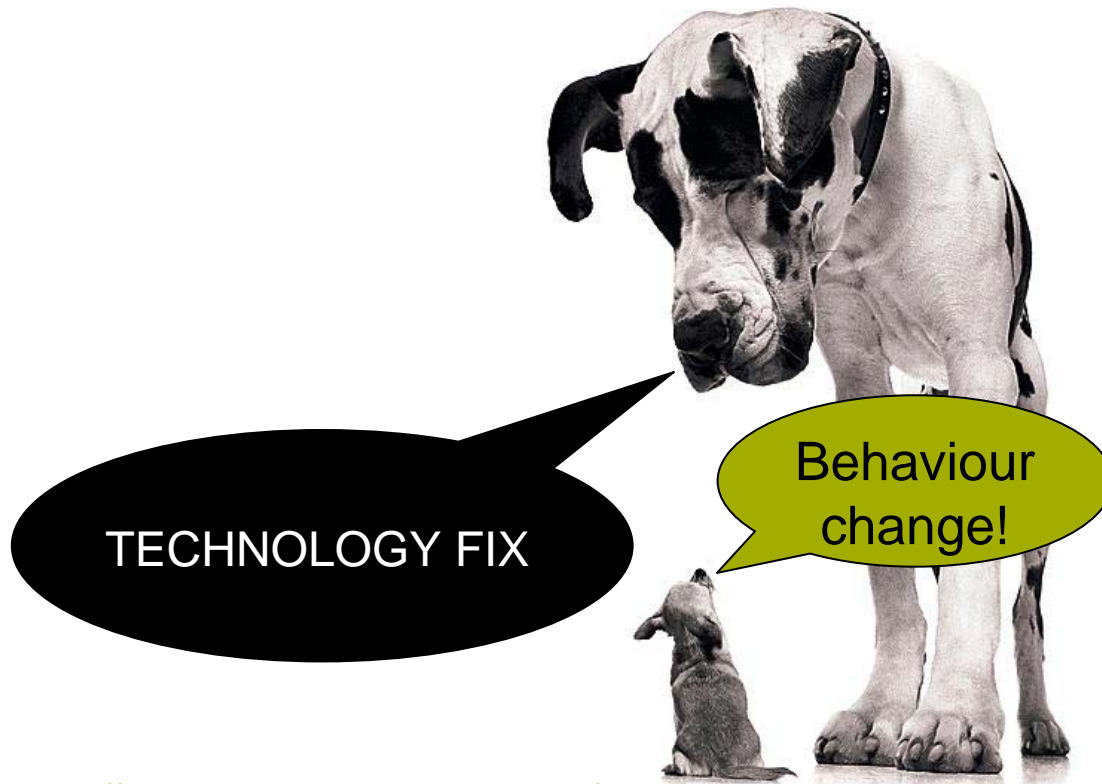
Opposing technological market forces?



A new alliance for mobility?



The way ahead



<http://wanagiyata2englisch.punt.nl/>



<http://therealrevo.com/blog/?p=8011>