

Build4People Project

Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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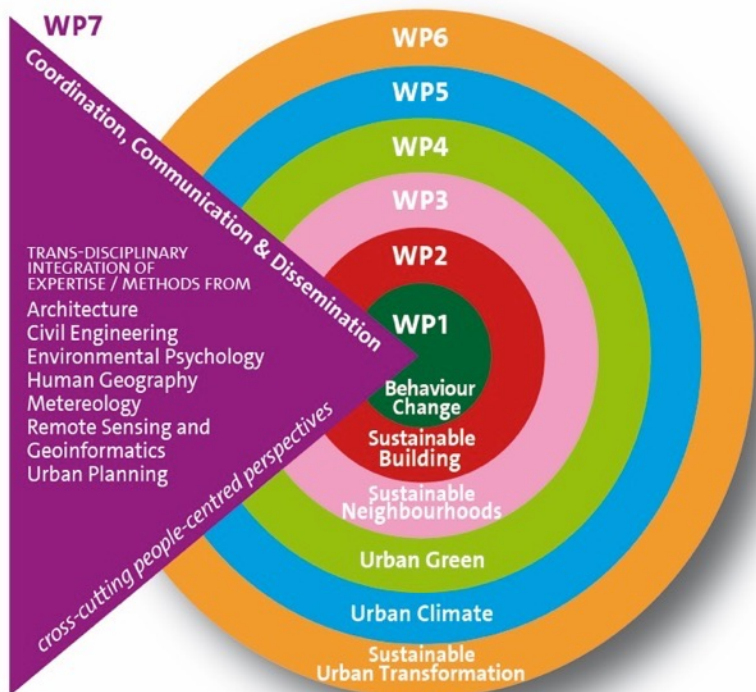
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Sustainable Development of Urban Regions



Behaviour Change, WP #1 ការផ្លាស់ប្តូរឥរិយាបថ
Anke Blöbaum, Ellen Matthies & Annalena Becker



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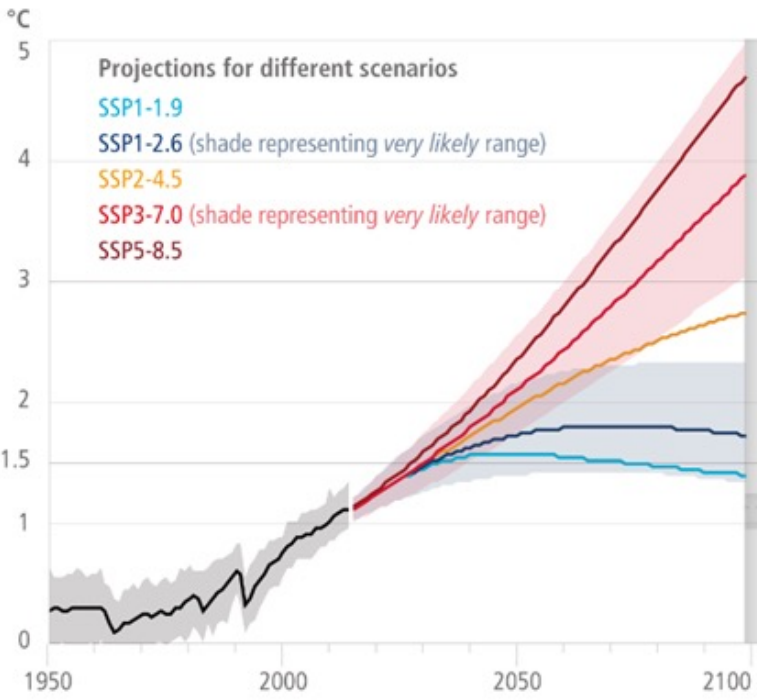


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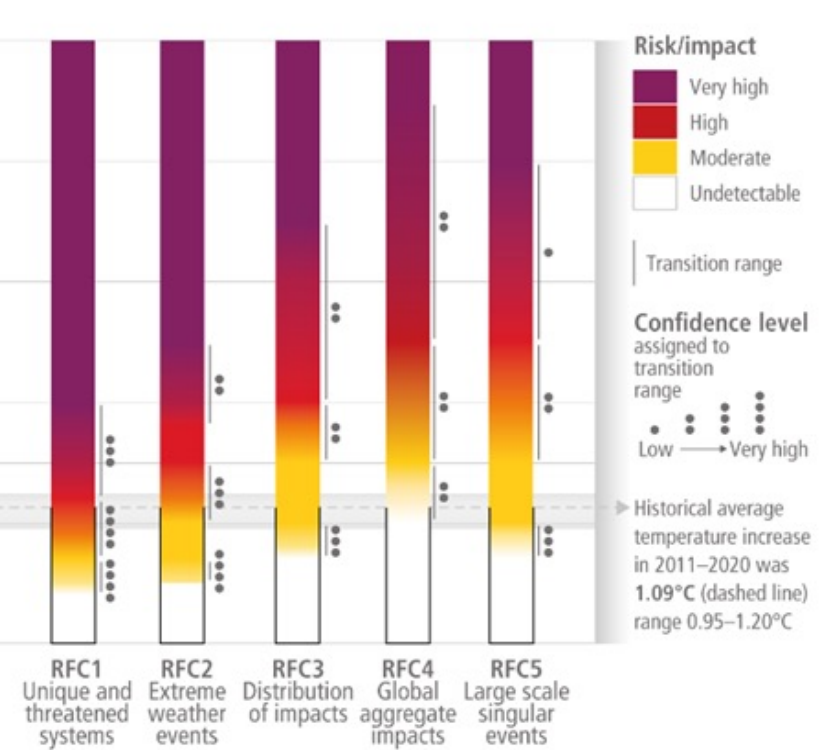
6th IPCC-Report: Higher Confidence and Increasing Risks

Global and regional risks for increasing levels of global warming

(a) Global surface temperature change
Increase relative to the period 1850–1900



(b) Reasons for Concern (RFC)
Impact and risk assessments assuming low to no adaptation



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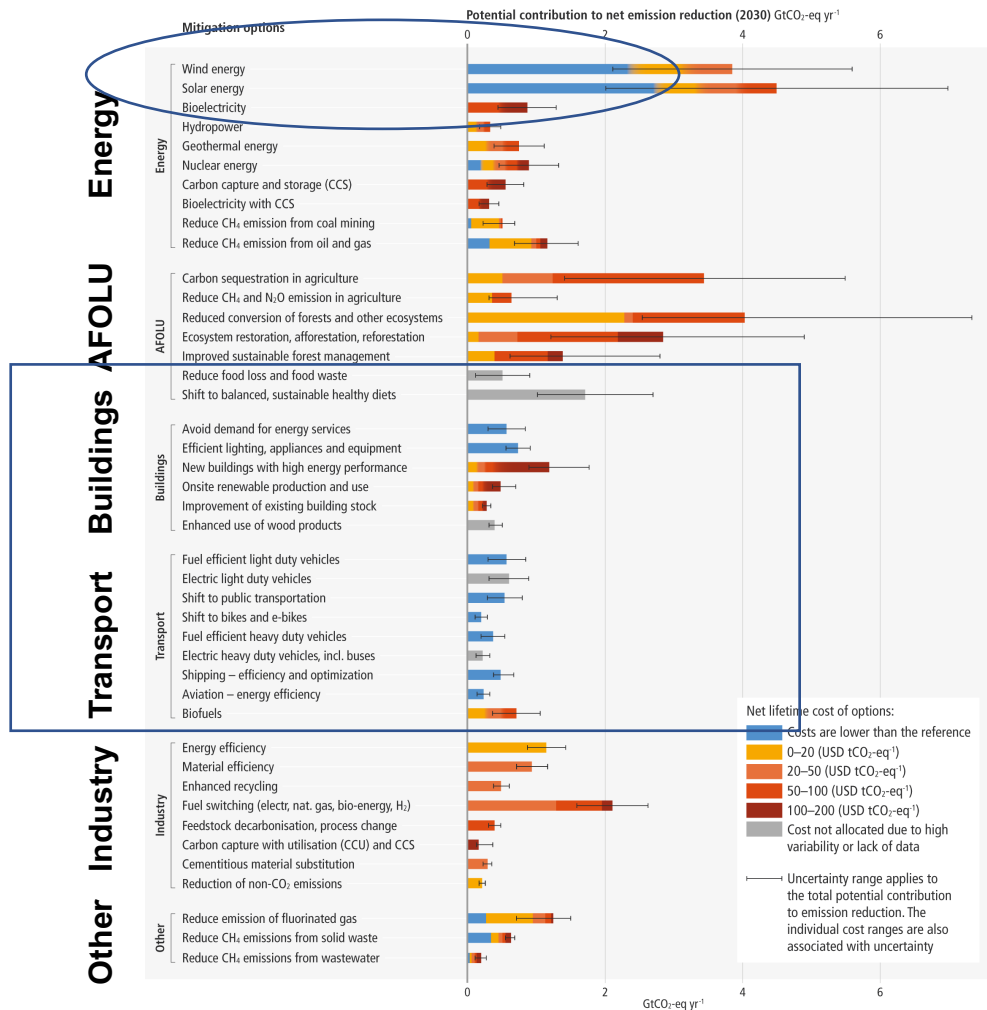
Talking about Sustainable Behaviours

➤ Options and Potentials to reduce emissions efficiently by 2030 (6th IPCC Report, WIII)

Net lifetime cost of options:

- Costs are lower than the reference
- 0–20 (USD tCO₂-eq⁻¹)
- 20–50 (USD tCO₂-eq⁻¹)
- 50–100 (USD tCO₂-eq⁻¹)
- 100–200 (USD tCO₂-eq⁻¹)
- Cost not allocated due to high variability or lack of data

Many options available now in all sectors are estimated to offer substantial potential to reduce net emissions by 2030. Relative potentials and costs will vary across countries and in the longer term compared to 2030.



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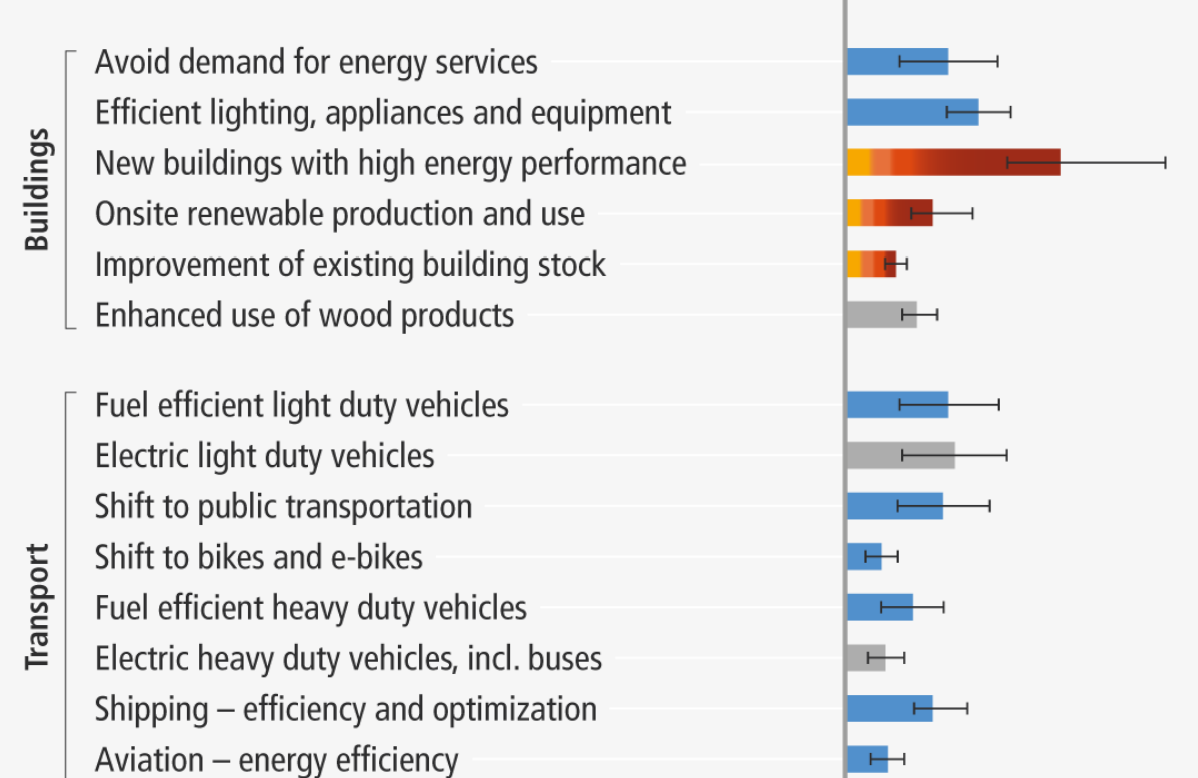
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Talking about Sustainable Behaviours

Other, Industry, Transport, Buildings, AFOLU, Energy



High and cheap potential in sufficiency and efficiency behaviours, e.g.:

- Avoid demand for energy services
- Fuel efficient light duty vehicles
- Shift to public transportation

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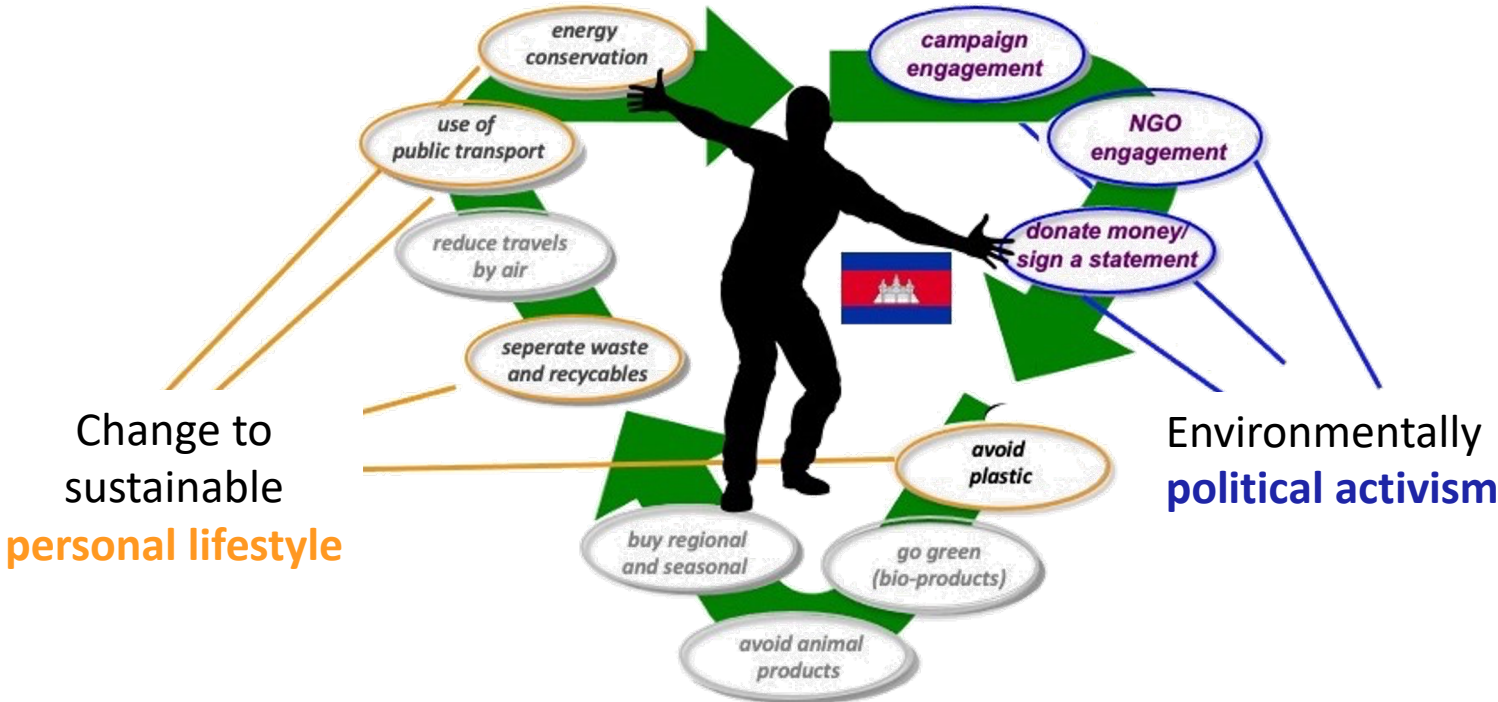
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Talking about Sustainable Behaviours

➤ Intent versus impact oriented strategies (Stern, 2000)

Various facets of **intended** sustainable behaviour



What are relevant sustainable behaviours in Phnom Penh?

- ✓ Energy consumption
- ✓ Recycling, avoiding plastic
- ✓ Pro-environmental mobility behaviour
- *Avoiding animal products(food sector) is not represented by people in PP*

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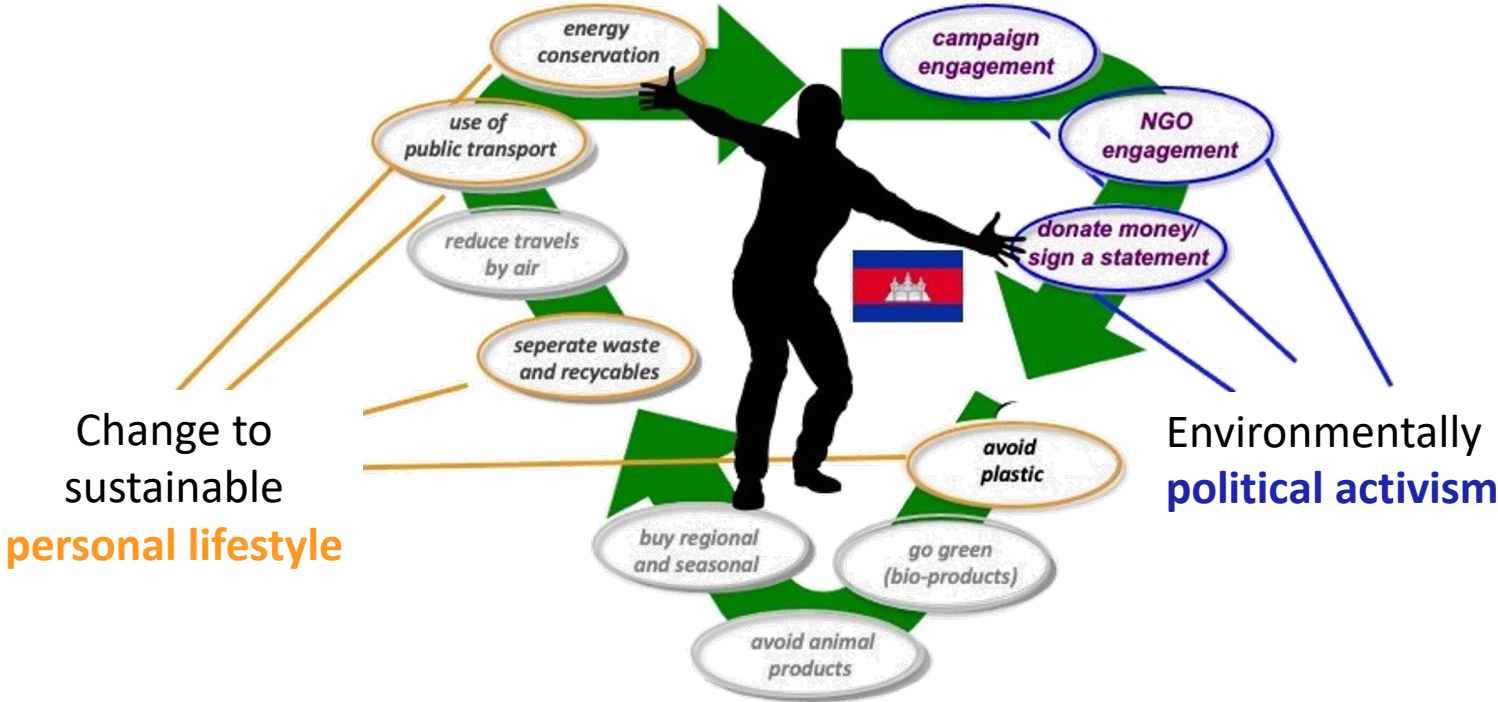
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Talking about Sustainable Behaviours

➤ Intent versus impact oriented strategies (Stern, 2000)

Various facets of **intended** sustainable behaviour



How to explain sustainable behaviours?

➤ How to trigger behaviour change?



Value Belief Norm Theory

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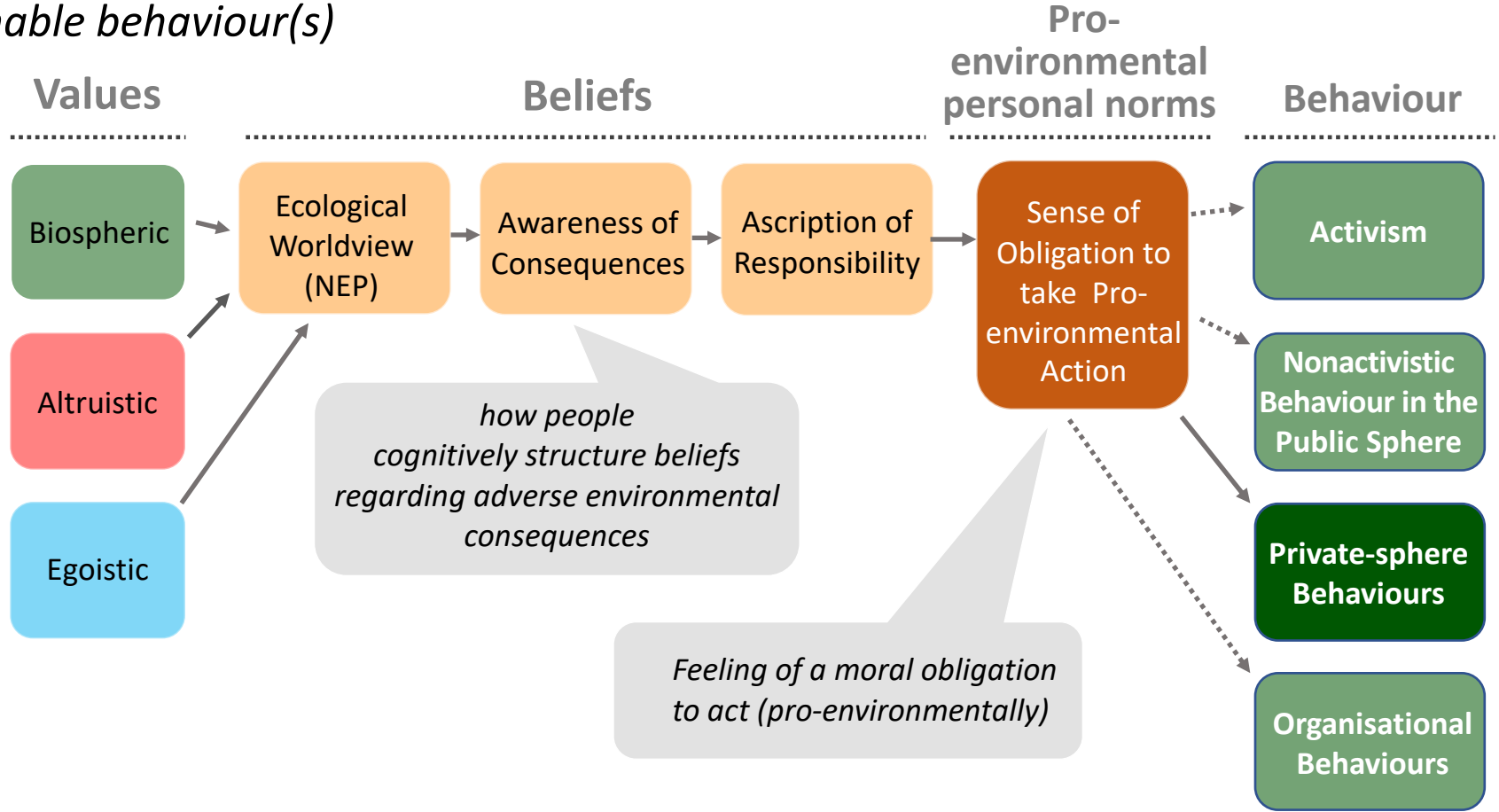
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Explaining sustainable Behaviours

Value Belief Norm Theory

Explaining sustainable behaviour(s)



Source: Stern et al. (1999)

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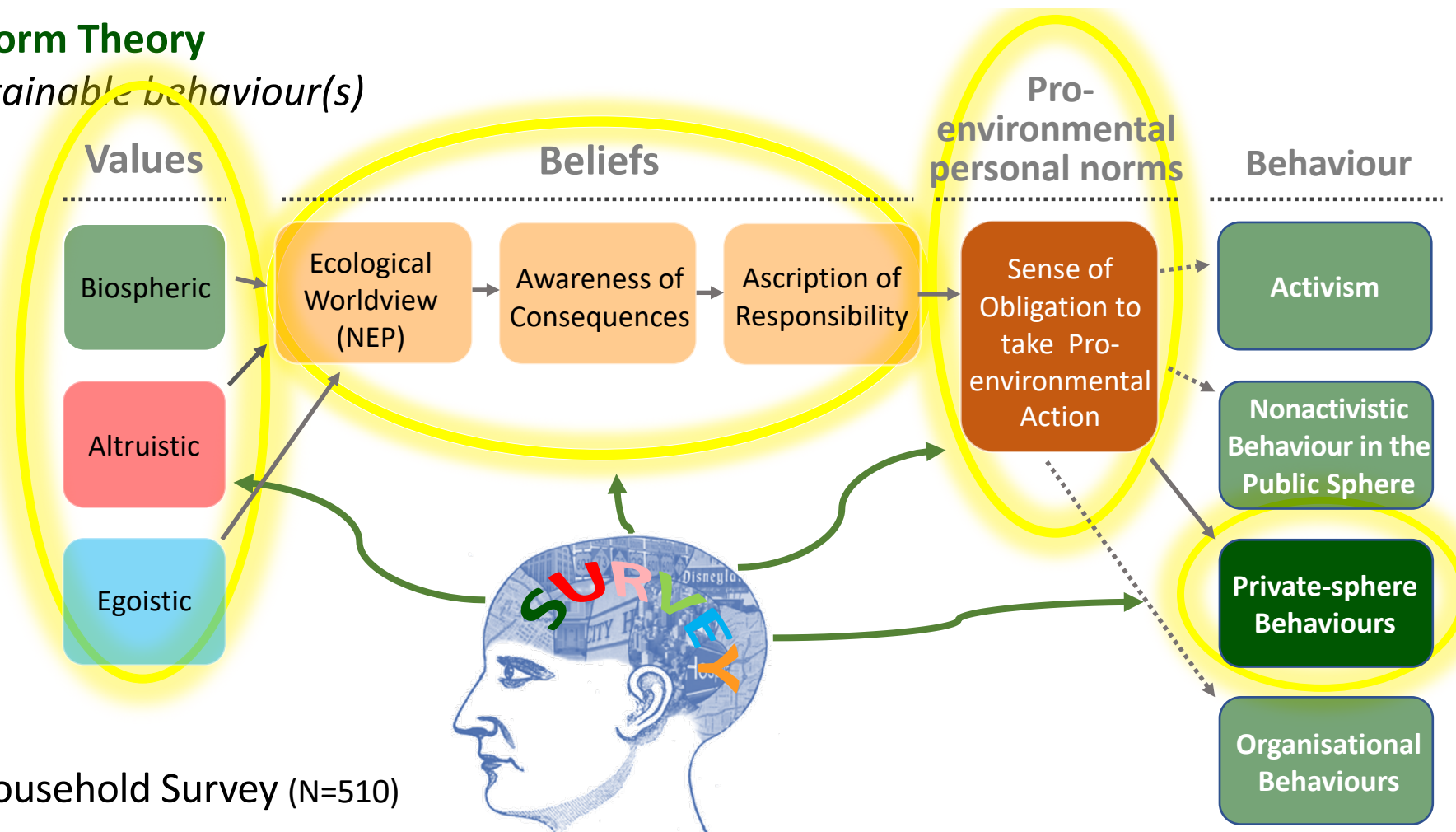


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Explaining sustainable Behaviours

Value Belief Norm Theory

Explaining sustainable behaviour(s)



B4P Household Survey (N=510)

Source: Stern et al. (1999)

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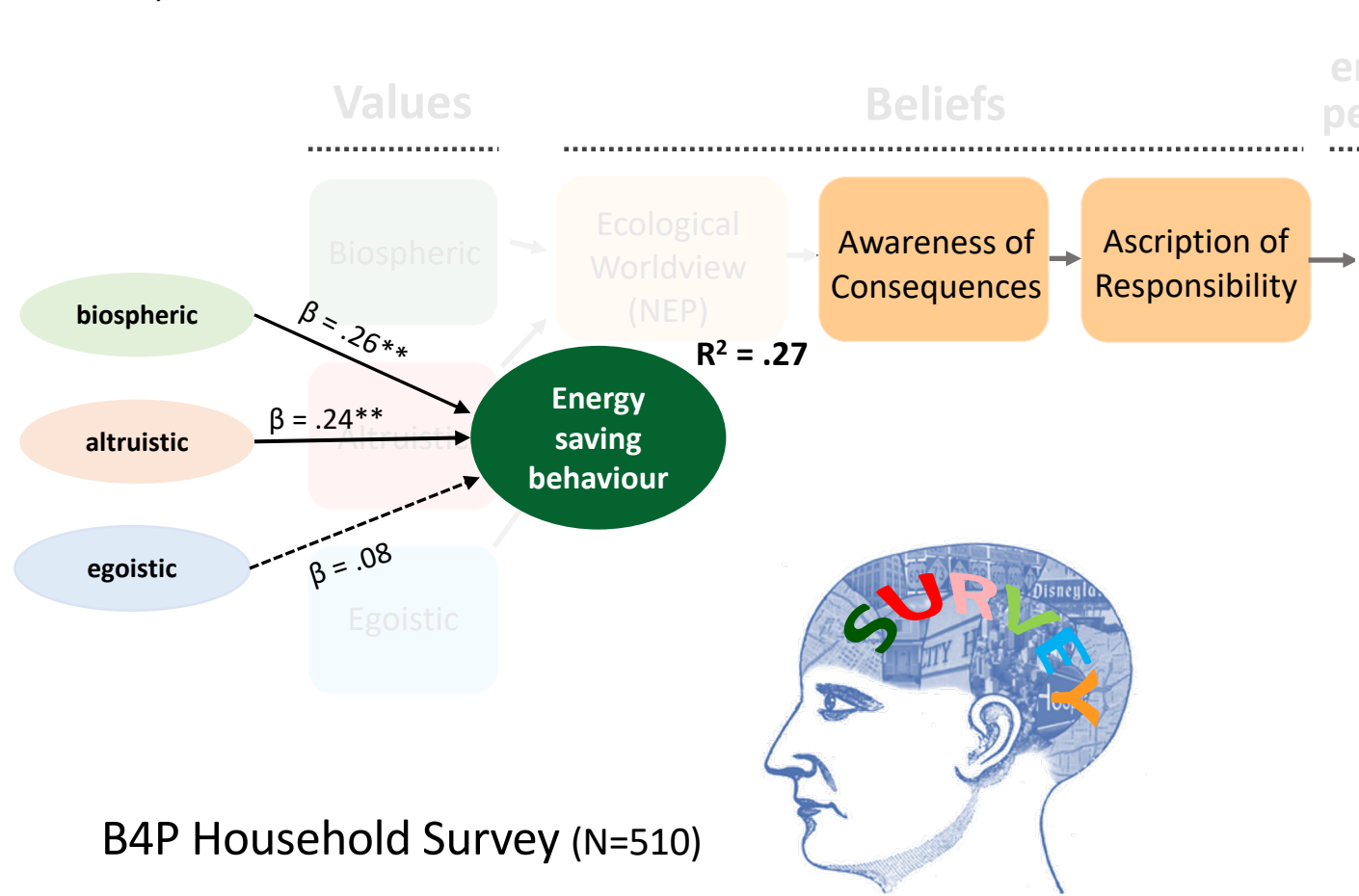


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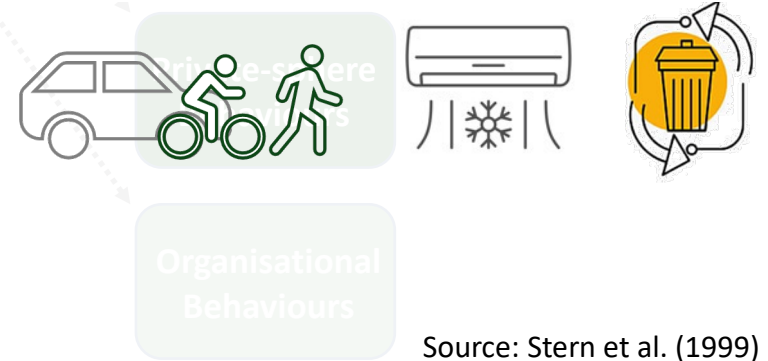


Explaining sustainable Behaviours

➤ Preliminary results



Environmental problem awareness:
The causal relationship between individual behaviour and **global environmental problems** is underestimated by the citizens of PP
→ stronger focus on **local problems** like air pollution and the lack of waste management



B4P Household Survey (N=510)



Source: Stern et al. (1999)

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Behaviour Change Science Workshop at Royal University of Phnom Penh, March 2022



➤ Time for change!

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Talking about Sustainable Behaviours

- Intent versus **impact** oriented strategies (Stern, 2000)
- Taking into account the extent of behaviour control for different sections/groups of the population (Gifford, 2008)



High-impact behaviours, e.g. investment decisions (investing in energy-efficient technology, solar panel, deciding to buy a „green“ building/ to move to a sustainable neighbourhood).



These behaviours are only significant for groups of the population, that have the resources (in terms of socioeconomic status) to effort these decisions/investments.

„new consumers“

- high saving potential and
- high freedom of degree in terms of decisions/behaviour change

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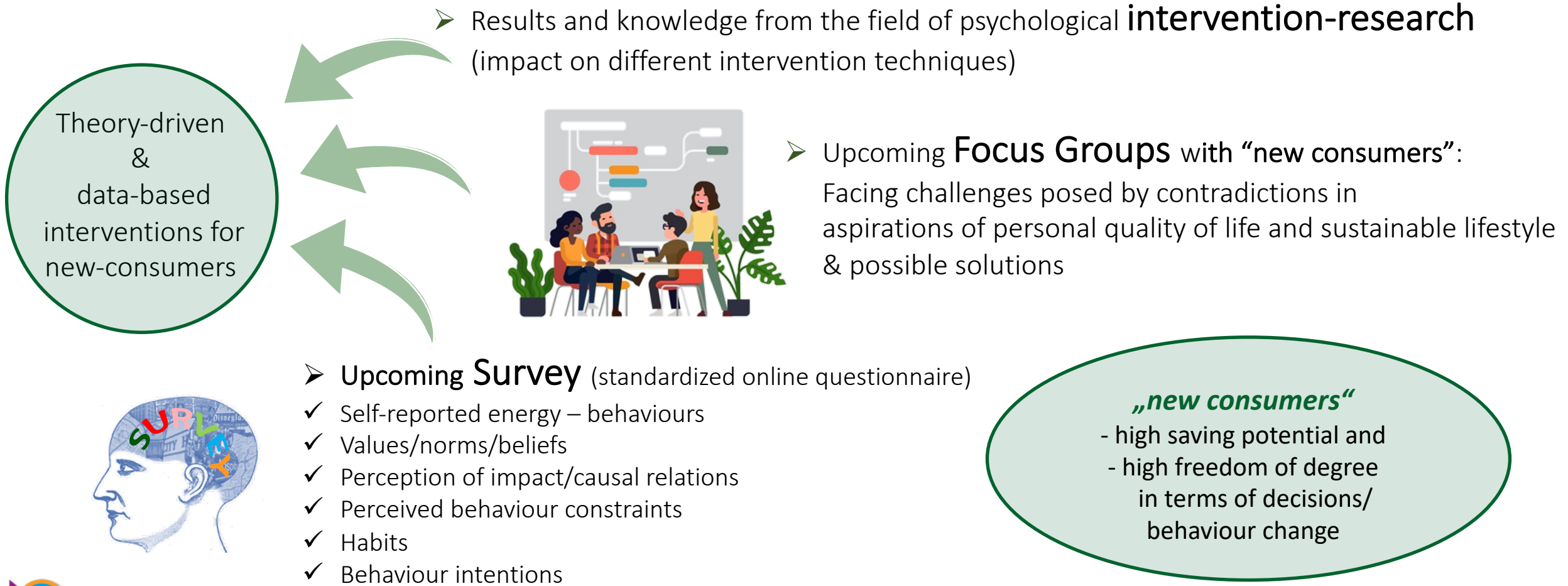
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<https://build4people.org>



Thanks so much for your attention!

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WORK IN PROGRESS!




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