Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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ការលើកកម្ពស់ គុណភាពជីវិត របស់ អ្នកទីក្រុង ដោយ ការ បម្លែង ទៅជា ក្រុង មានចីរភាពនៅកម្ពុជា

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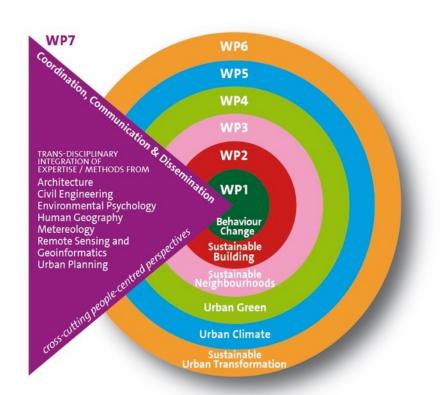
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Sustainable Development of Urban Regions



Behaviour Change, WP #1 ការផ្លាស់ប្តូរឥរិយាបថ

Anke Blöbaum, Ellen Matthies & Annalena Becker



Sustainable Behaviour and Practices within the Build4People Project

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Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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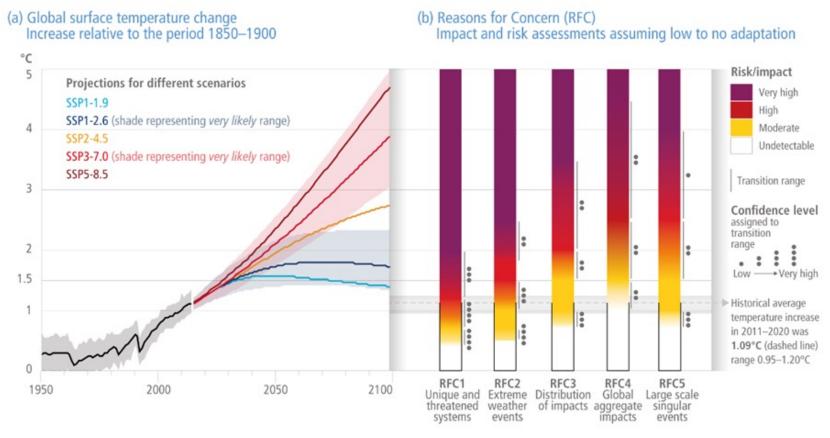
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6th IPCC-Report: Higher Confidence and Increasing Risks

Global and regional risks for increasing levels of global warming





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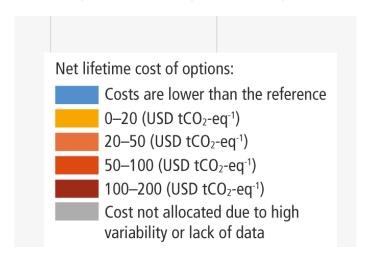
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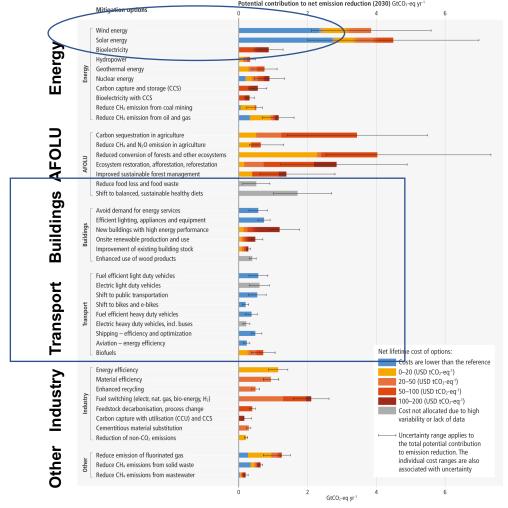


Talking about Sustainable Behaviours

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



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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Talking about Sustainable Behaviours

Avoid demand for energy services Efficient lighting, appliances and equipment High and cheap potential in sufficiency and Buildings New buildings with high energy performance efficiency behaviours, e.g.: Onsite renewable production and use Improvement of existing building stock > Avoid demand for energy services Enhanced use of wood products > Fuel efficient light duty vehicles Fuel efficient light duty vehicles > Shift to public transportation Electric light duty vehicles Shift to public transportation Shift to bikes and e-bikes Fuel efficient heavy duty vehicles Electric heavy duty vehicles, incl. buses Shipping – efficiency and optimization Aviation – energy efficiency

Transport, Buildings, AFOLU, Energy

Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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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

Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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អ្នកទីក្រុង ដោយ ការ បម្លែង ទៅងា ក្រង មានចីរភាពនៅកម្មជា

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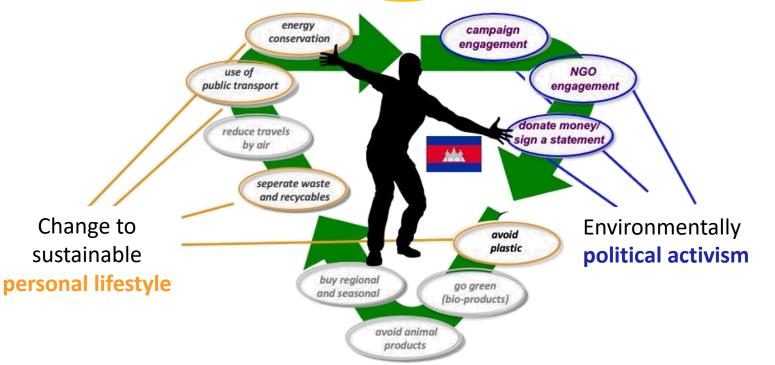
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Talking about Sustainable Behaviours

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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Organisational Behaviours



Explaining sustainable Behaviours

Value Belief Norm Theory

Explaining sustainable behaviour(s) Proenvironmental Values **Beliefs Behaviour** personal norms **Ecological** Sense of Awareness of __ Ascription of Biospheric **Activism** Worldview Obligation to Responsibility Consequences (NEP) take Proenvironmental **Nonactivistic** Action Behaviour in the Altruistic how people **Public Sphere** cognitively structure beliefs regarding adverse environmental consequences **Private-sphere Egoistic Behaviours** Feeling of a moral obligation

Source: Stern et al. (1999)

to act (pro-environmentally)

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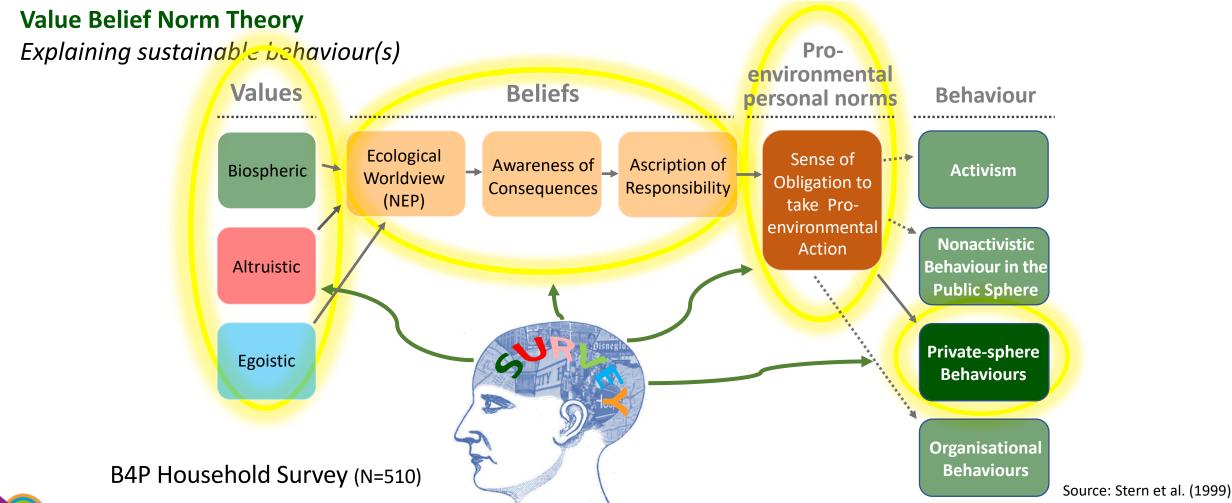
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Explaining sustainable Behaviours





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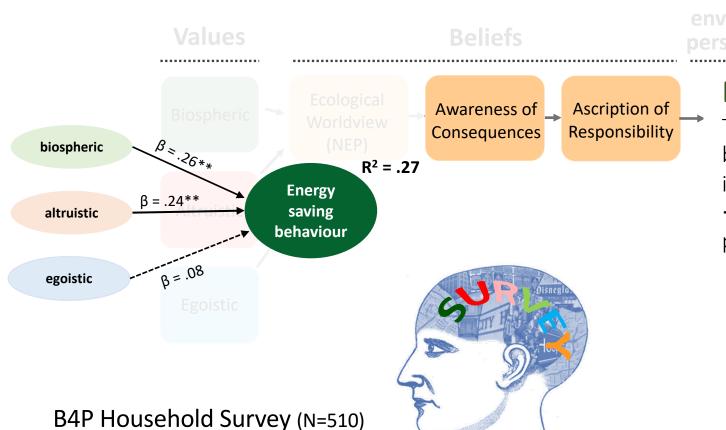
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Explaining sustainable Behaviours

Preliminary results



environmental personal norms

Behaviour

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







Organisationa Behaviours

Source: Stern et al. (1999)

Enhancing Quality of Life through Sustainable Urban Transformation in Cambodia

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











Time for change!



Source: Build4People

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



- Formal and informal climate change education
- Digital knowledge transfer
- Information in Khmer
- Empower eco-friendly groups and role-models:
 - → social marketing / media campaigns
- Empower local communities:
 - regulative and data-based theory-driven and data-based

....ate change and mitigate impacts



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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)



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

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).

"new consumers"

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



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Talking about Sustainable Behaviours

Theory-driven & data-based interventions for new-consumers



Results and knowledge from the field of psychological intervention-research
 (impact on different intervention techniques)

ក្រុង មានចីរភាពនៅកម្ពុជា



Upcoming Focus Groups with "new consumers": Facing challenges posed by contradictions in aspirations of personal quality of life and sustainable lifestyle & possible solutions



- > Upcoming Survey (standardized online questionnaire)
- ✓ Self-reported energy behaviours
- ✓ Values/norms/beliefs
- ✓ Perception of impact/causal relations
- ✓ Perceived behaviour constraints
- ✓ Habits
- ✓ Behaviour intentions

"new consumers"

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

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More info: https://build4people.org

















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