CRC for Water Sensitive Cities

Australian Government
Department of Industry and Science

Business Cooperative Research Centres Programme

Targeting behaviours A process for prioritising household behaviours based on water-saving impact and likelihood of uptake

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Changing behavior – what works?

'Why' information

'How to' info

Make it easy

Prompts

Rewards

Goal setting

Commitment

Social modelling

Osbaldiston & Schott (2012). Environmental sustainability and behavior science: Meta-analysis of pro-environmental behavior experiments. *Environment & Behavior.*

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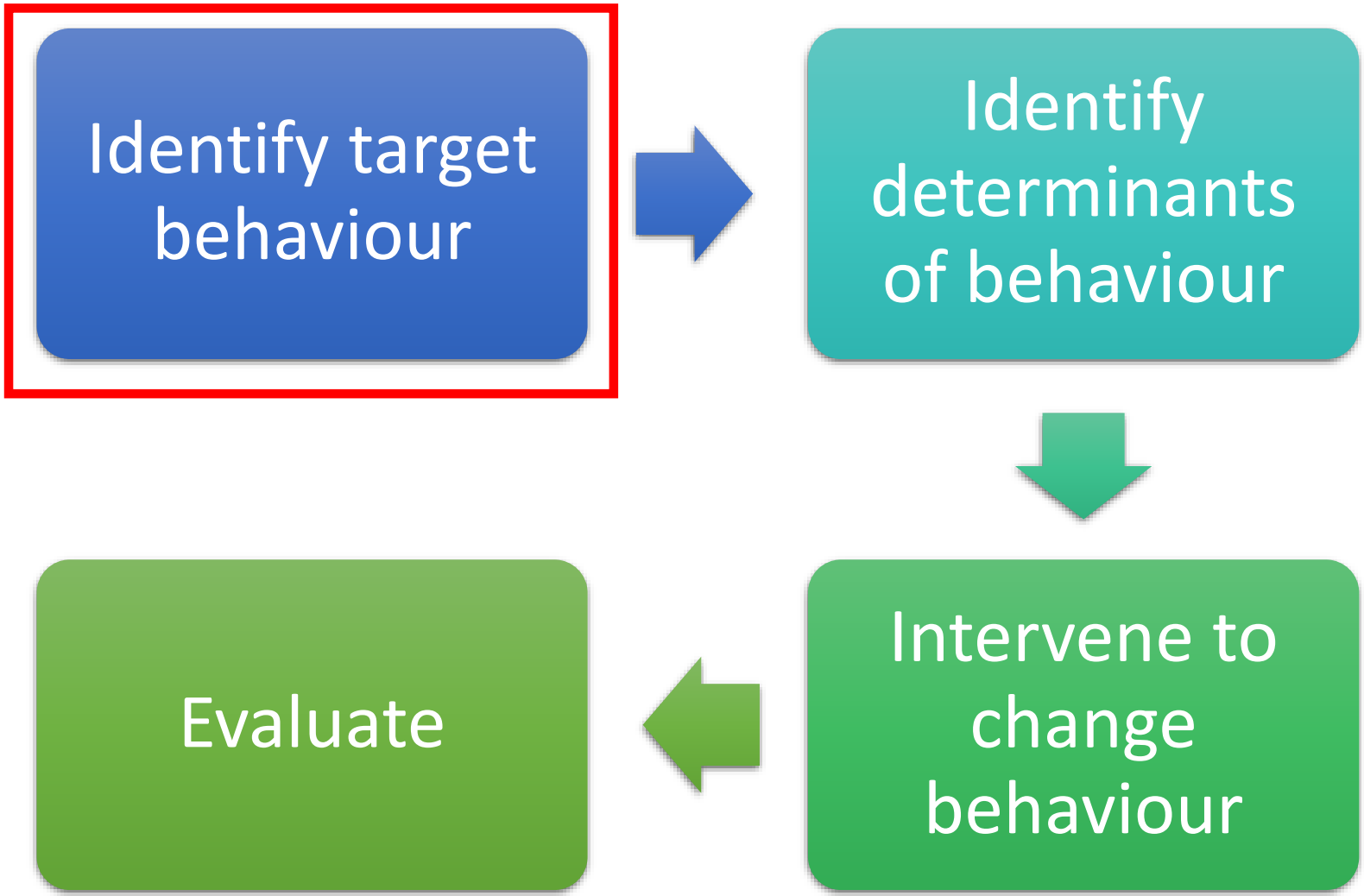
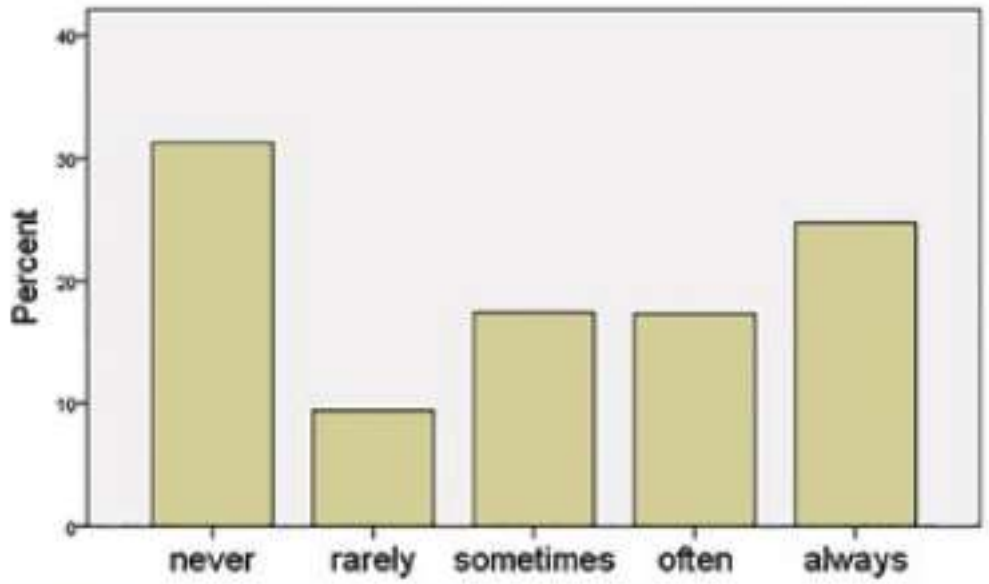
Promoting behaviour change

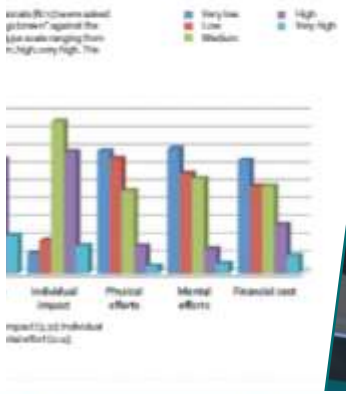


Adapted from Steg & Vlek, 2009

Which behaviours should we target for demand reduction campaigns?

A2.2 Behavioural Assessment Database





	NSW	VIC	TAS	SA	QLD	WA	NT	ACT	Total Average
Always	18	35.6	50	21.3	27.8	11.8	18.2	25.8	24.7
Often	16.4	17.5	17.8	12.4	21.5	14.8	18.2	18	17.3
Sometimes	18.6	14	11.9	19.2	18.8	18.1	22.7	16.9	17.4
Rarely	11.1	5	4.2	13.7	7.1	16.7	9.1	7.9	9.4
Never	35.9	27.8	16.1	33.4	24.7	38.6	31.8	31.5	31.2

Percentage of respondents who allow their lawn to go brown

A behavioural approach: impact likelihood matrix

Impact

- Which behaviours save the most water?
- Desk-top review of 22 behaviours

Likelihood

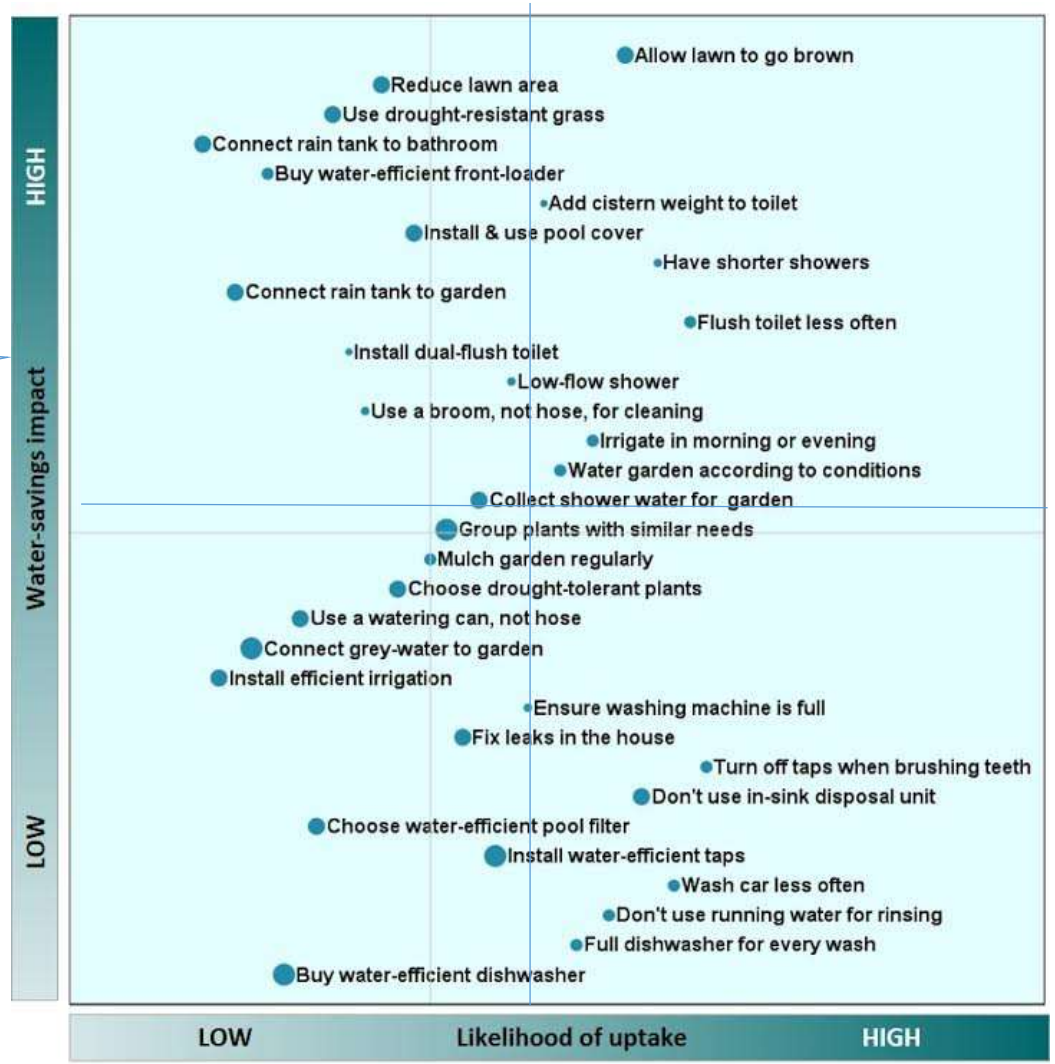
- Which behaviours are most likely to be adopted?
- Community ratings of effort involved in 22 behaviours (n=150)

Opportunity

- What behaviours already have high rates of uptake
- What behaviours have lowest uptake (=greatest opportunity for change)

Impact – likelihood matrix

impact



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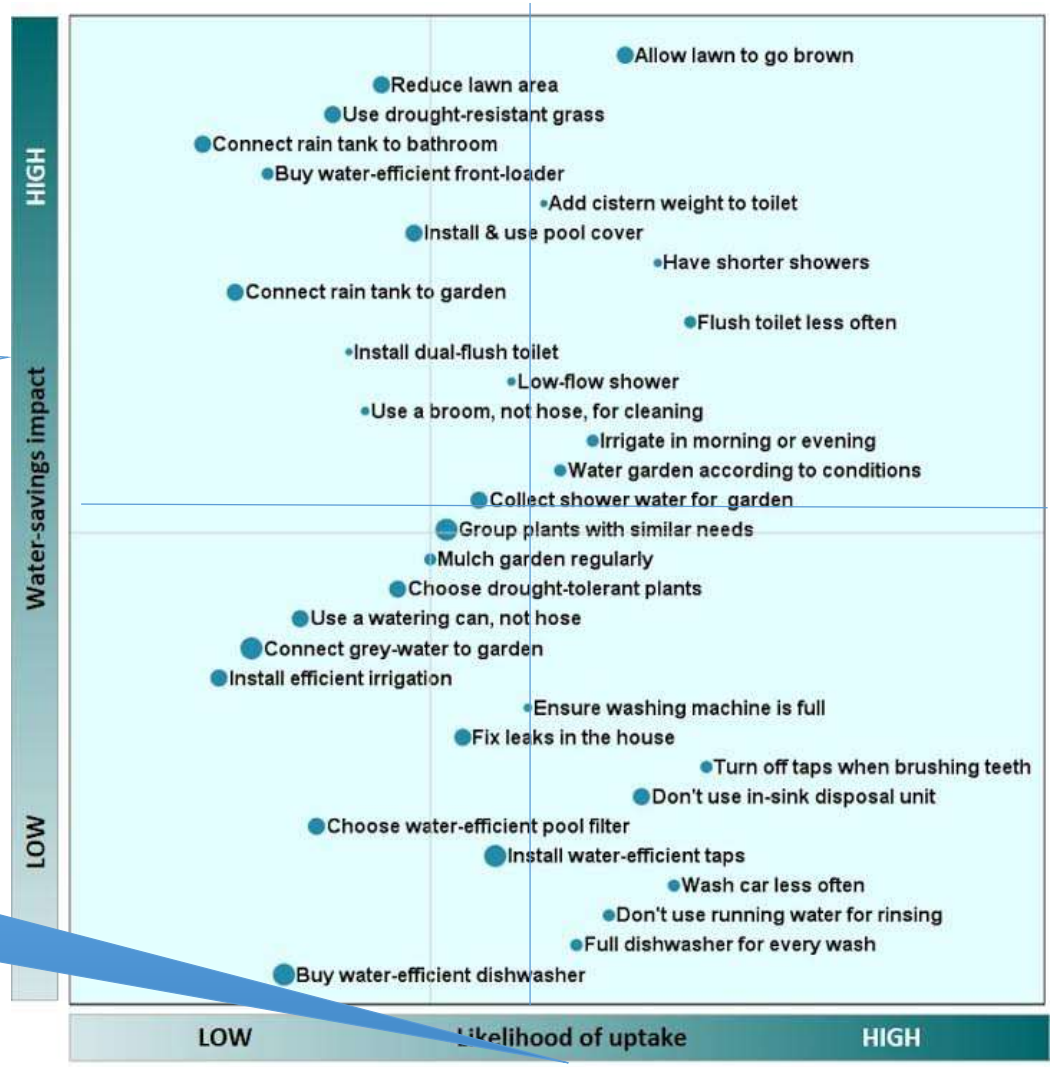
Impact – likelihood matrix

impact

likelihood



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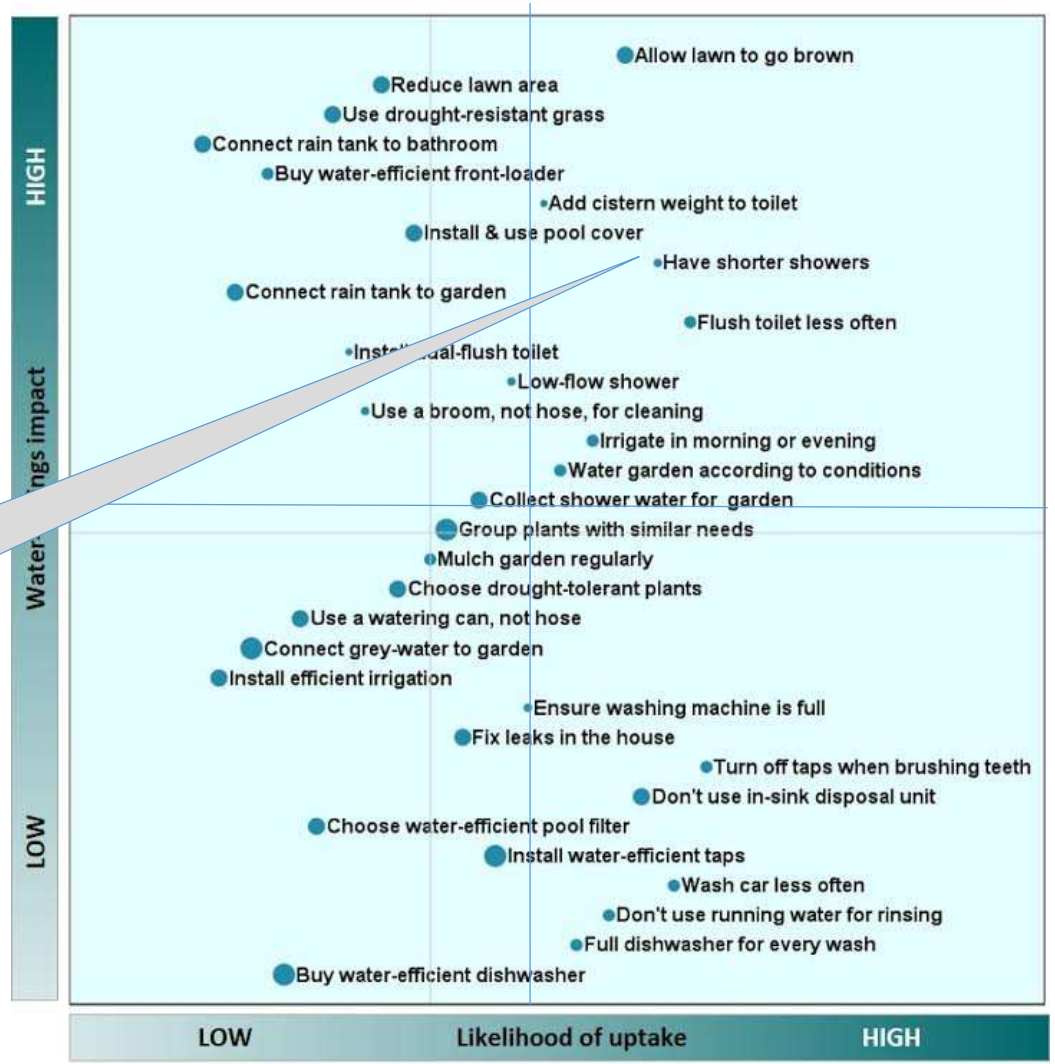
Impact – likelihood matrix

Have shorter showers



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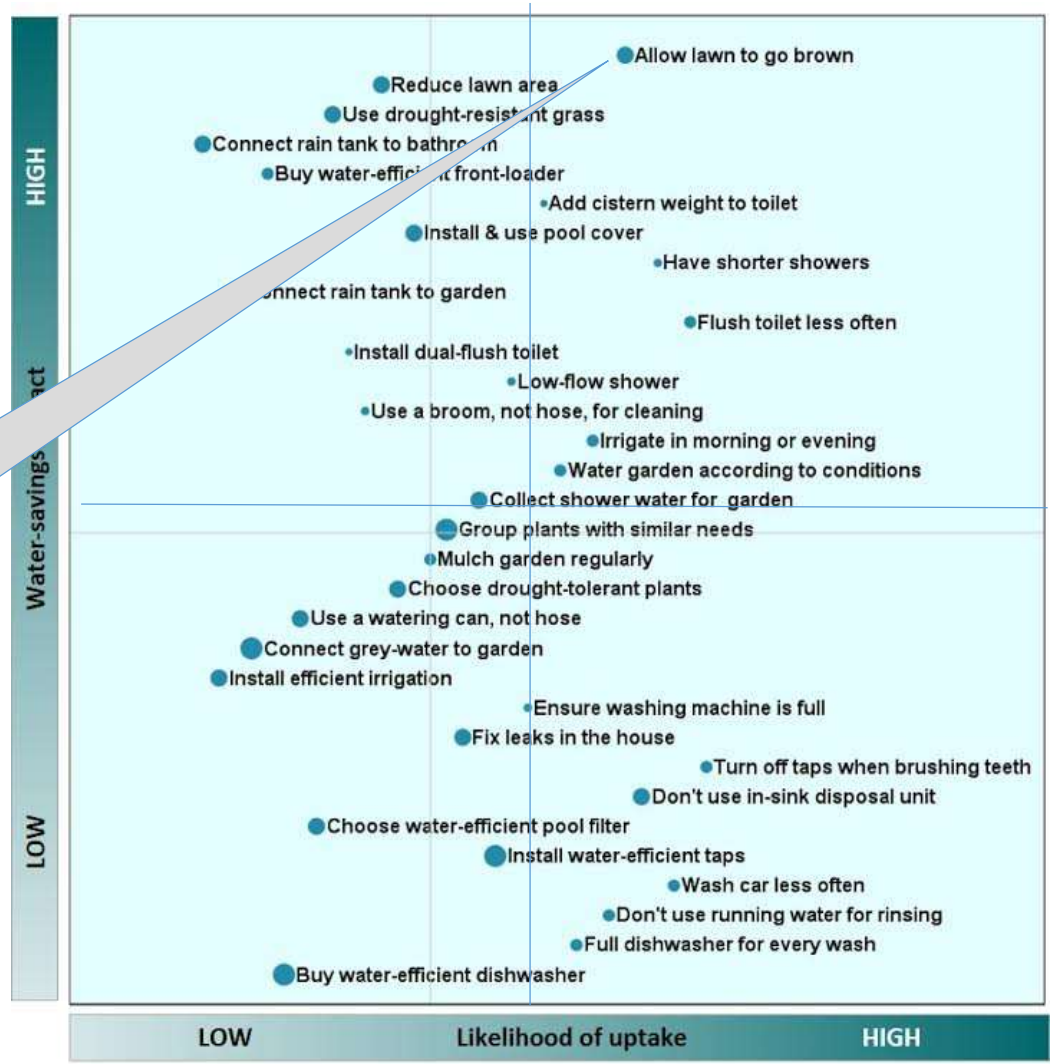
Impact – likelihood matrix

Don’t water lawn



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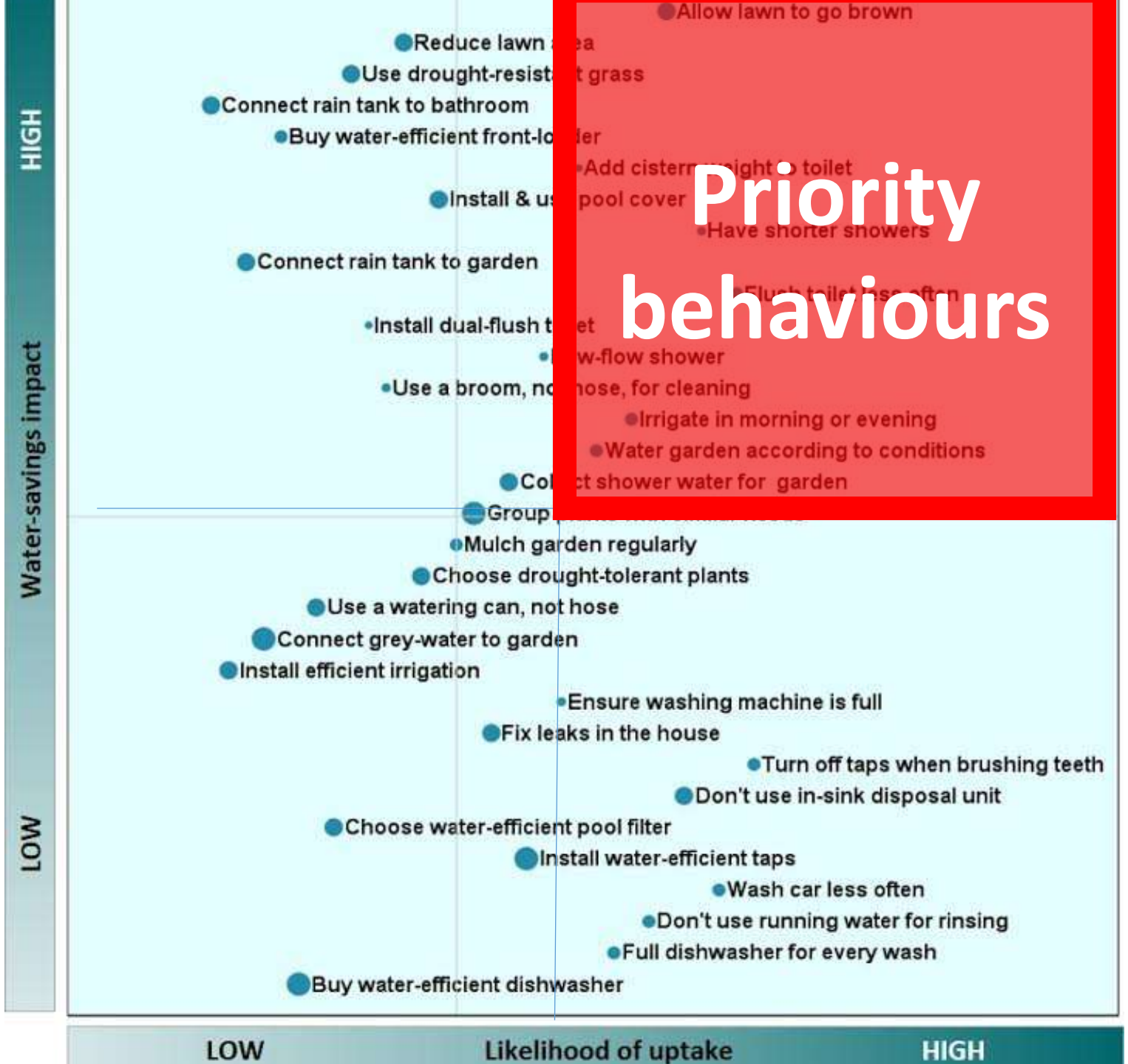

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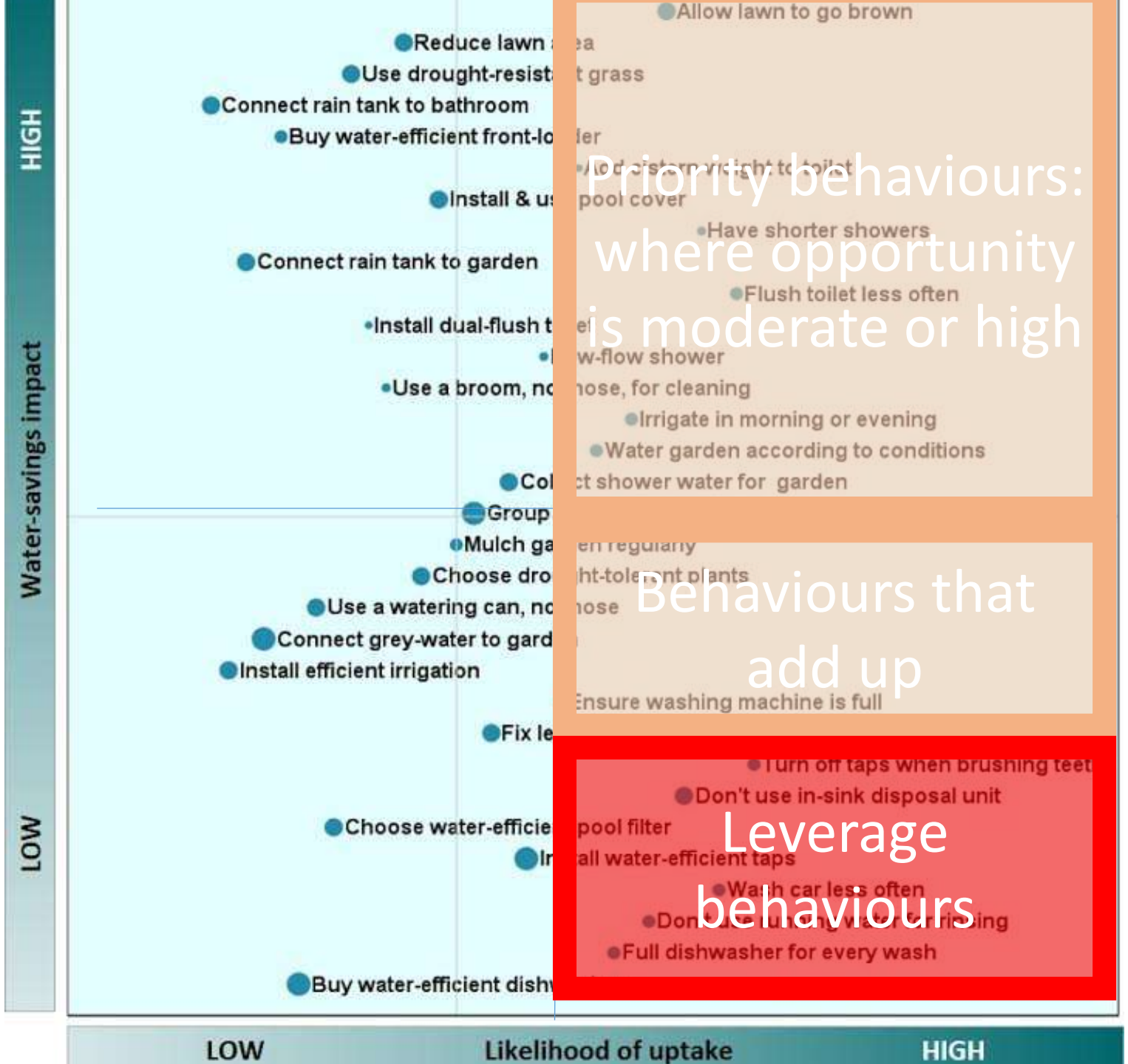

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Putting it into practice

Not intended to be rigid guideline

- a decision making tool
- need to consider local context

Next steps:

- Does doing a ‘small’ behaviour increase the likelihood of doing a ‘harder’ behaviour?

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Acknowledgements

A2.2 Transitioning to water sensitive cities via changing behaviour

Funding

- Cooperative Research Centre for Water Sensitive Cities

Research team

- Project leader: Liam Smith
- Paula Wright
- Angela Dean

Students

- Nita Lauren
- Sarah Kneebone

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