

SUSTAINABLE BEHAVIOR CHANGE TOWARDS SHORT-HAUL FLIGHTS FOR BUSINESS TRIPS

Applying the Fogg behavior model to determine how to change the mindset towards flying for business (with the aim to reduce the impact of flying)

Problem

Companies let their employees take short-haul flights for business trips while there are alternative, more sustainable, modes of transport. Understanding the motivators of the company and their employees for flying is essential to create a design solution with which their behavior can be changed. To reach the goal of a global temperature rise of only 1.5 degrees until 2050, we have to change our polluting behavior as much as possible.

Research results



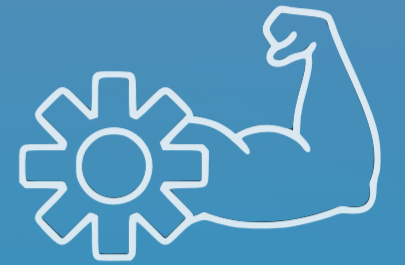
Motivation

Motivators		Demotivators	
Go on the trip	Choose to fly	Go on the trip	Choose to fly
- Social motivators (companies)	- Physical motivators (employees & companies)	- Physical demotivators (employees & companies)	- Physical demotivators (employees & companies)
- Emotional motivators (employees)			- Emotional demotivators (employee)



Triggers

Different branches are triggered in different ways. To respond strategically to a specific company, individual differences must be considered.



Ability

Go on the trip

An employee has less resources and is therefore dependent on its company's decision. The outcome is something they do however value as they are the ones who will go on the trip.

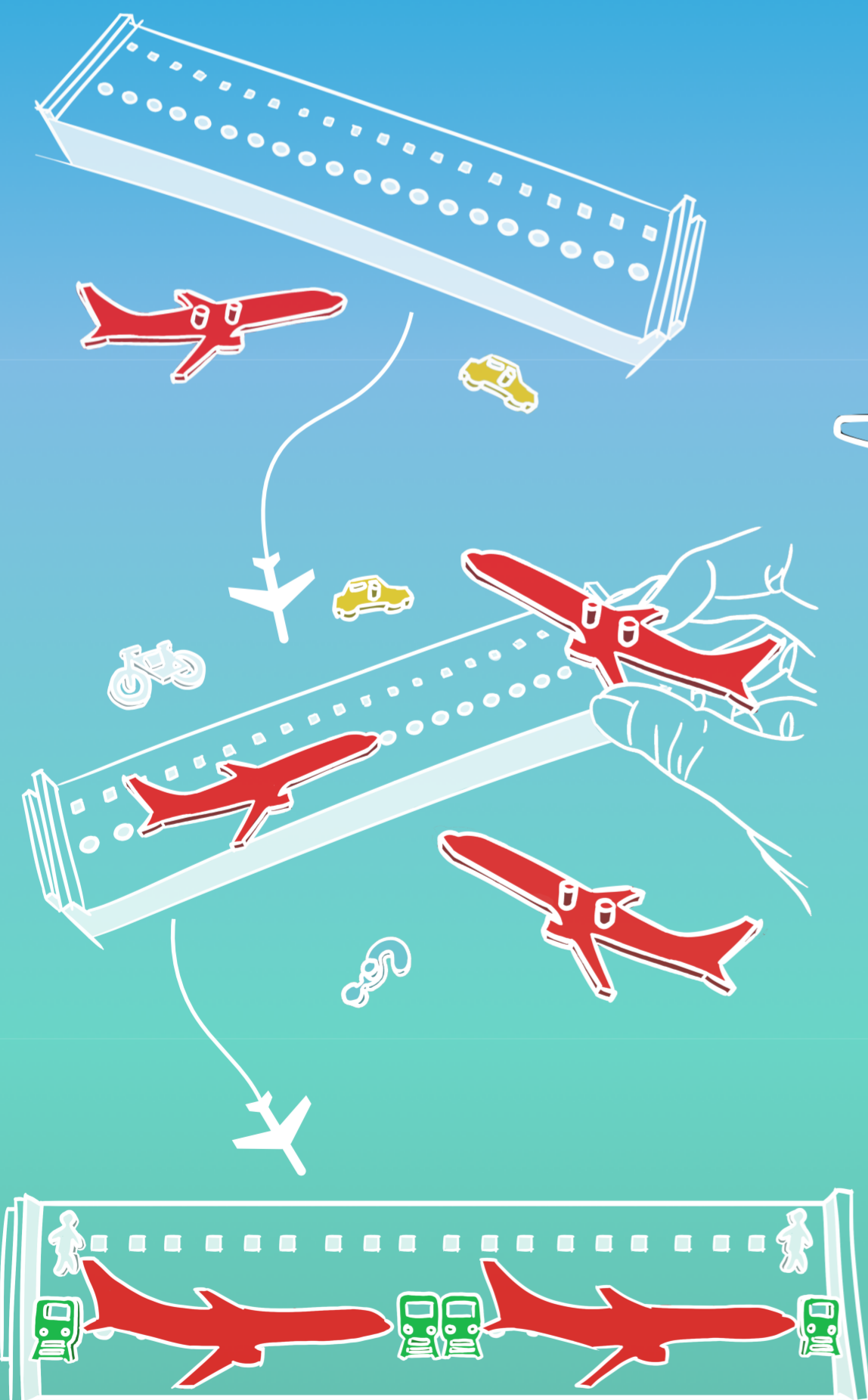
Choose to fly

Alternative modes of transport offer advantages over flying. This becomes intelligible for employees and companies when taking into account all six ability factors (time, money, physical effort, brain cycles, social deviance and routine).

Design solution

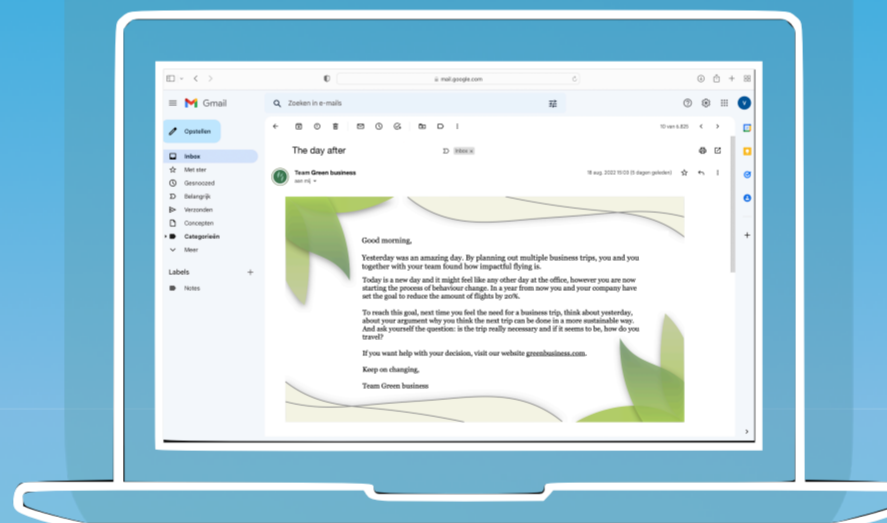
Seminar

With the seminar my goal is to create awareness of the impact of short-haul flights used for business trips. To achieve this goal I came up with a case where participants, through planning a business trip, become more aware of the pollution emitted by aircrafts and what feasible alternatives are for flying.



Email

To ensure that the participant does not forget what was concluded in the seminar, several emails will be sent in the year after the seminar. The email will help the participant to less likely fall back into their "old" habit. The emails will be received after: one day, seven days, one month, three months, six months, nine months and one year.



- (1) The first part is a case. In this case each participant receives a board which represents a business (round) trip. A scenario is sketched in which the participants starts a new project with a company in London. But before this starts, they still need a meeting for contract negotiation. How would they plan this?
- (2) With the use of the figures, a trip can be planned. Having an online meeting is also possible.
- (3) The participants are given 5 minutes to plan their hypothetical trips. Then the results are evaluated.
- (4) After a presentation on the impact of short-haul business flight, the participants receive the same case. This time they can work together. Now the outcome of how they plan their trips will be different.
- (5) With this new trip planned, everybody receives 3 post-its. The participants are asked to write down three things, why this sustainable change is important for them as an individual. This is then shared, resulting in the revelation that they might share their argument with many other people. In other words, with their change they do not only help themselves but also others.

Website

When the person responsible for arranging the trip is notified with the need for a business trip they can make use of a website. Through a serie of questions the website will present a personalized advise. This advise will be viable, meaning it will not present the most sustainable mode of transport if that takes 5 times longer than a less sustainable mode of transport. It is therefore not excluded that flying is presented as an option. It is quite unlikely due to the large relative amount of emissions for flights under 1000 km and the amount of alternatives, but it could be possible.

