

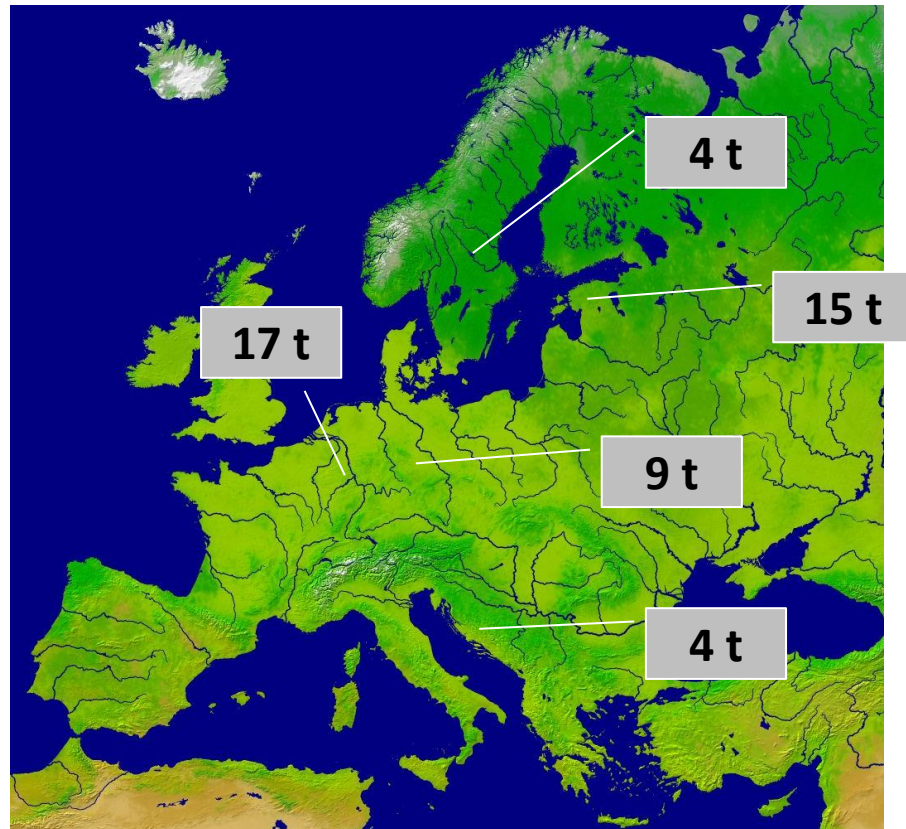
# Barriers and drivers of individual sustainable behavior

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## Differences in impacts of individual lifestyles



Annual per capita emissions of CO<sub>2e</sub>

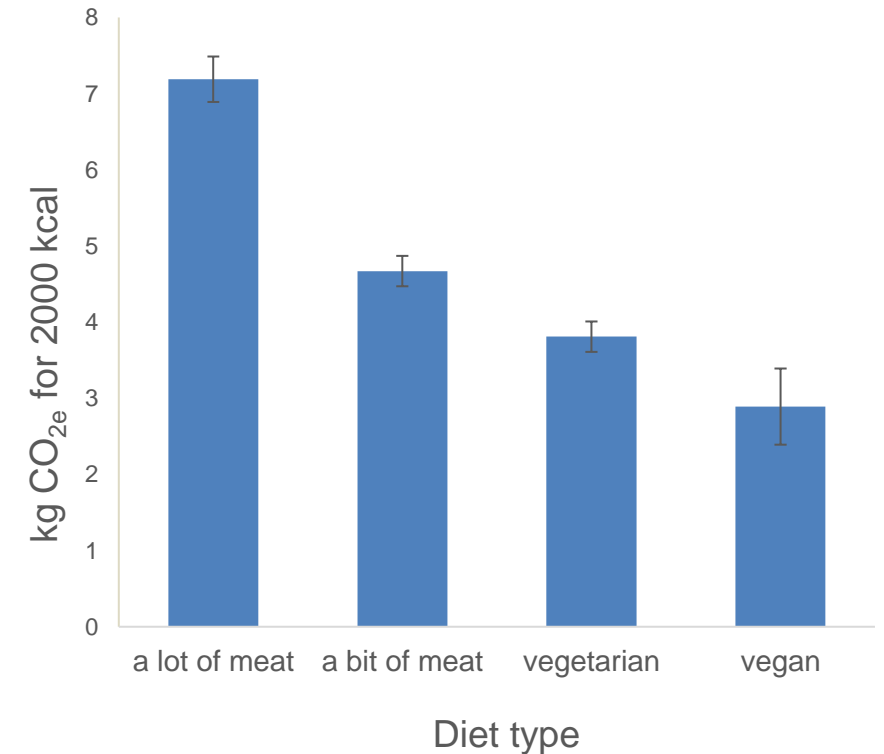
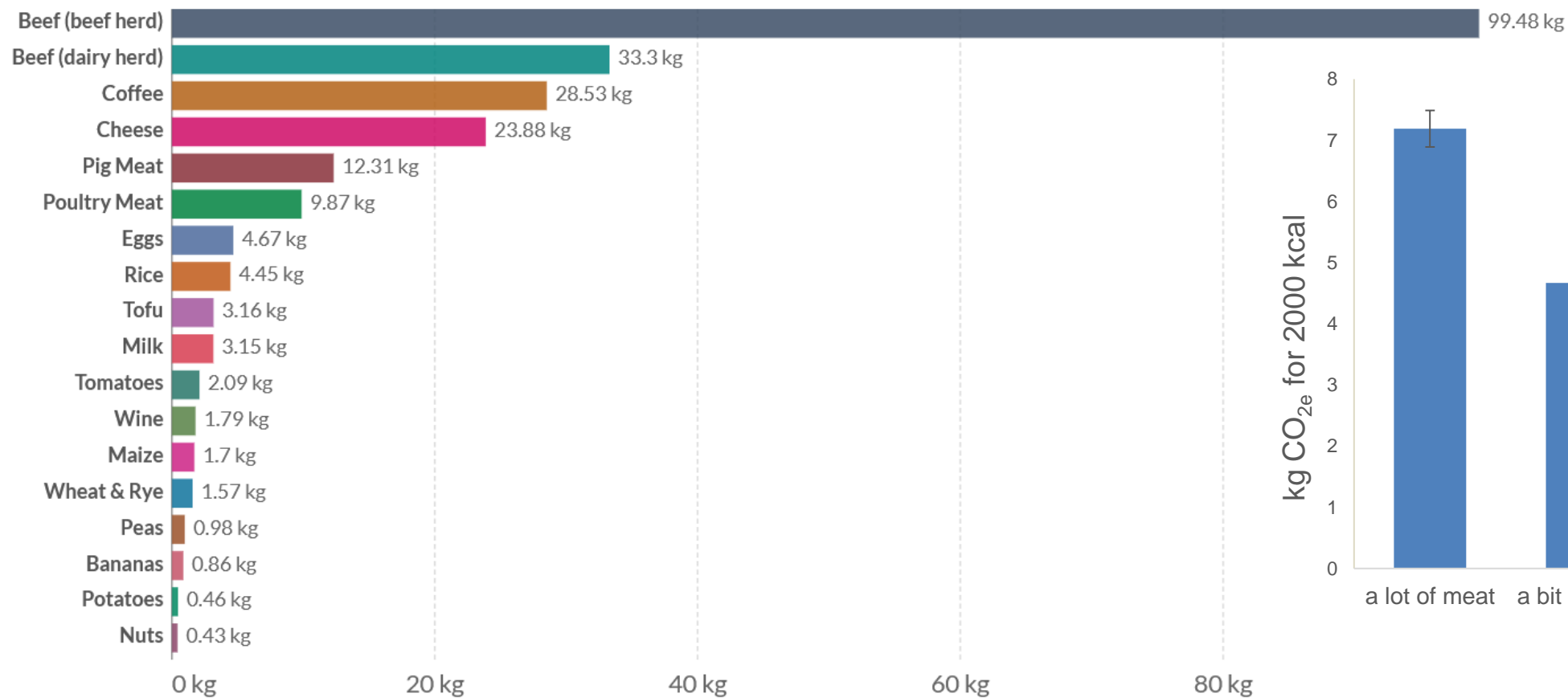
Worldbank (2019)

...result from the context in which a person lives

- climate/geography
  - wealth
  - infrastructure
  - energy systems/sources
  - political landscape
  - ...
- 
- Context is partly human-made
    - Sweden and Croatia have similar p.c. emissions,
    - Sweden: wealthy, cold, dark
    - Croatia: less wealthy, Mediterranean climate

# Differences in impacts of individual lifestyles

...are a matter of individual choices and behaviors (e.g. food)

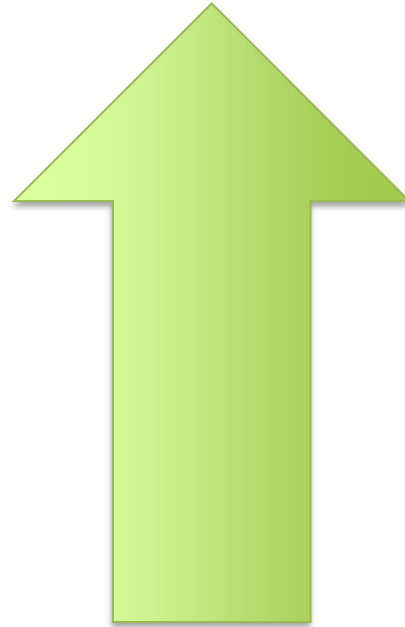


(Scarborough et al., 2014)

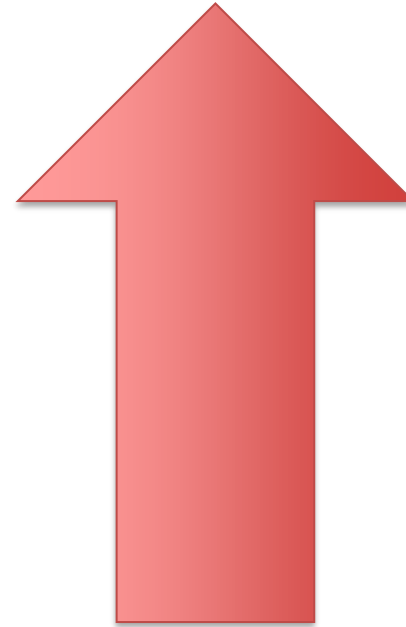
# Individual sustainable behavior

## Drivers

- Commitment to the goal: sustainability/environmental protection



Reside within the person  
- Internal -

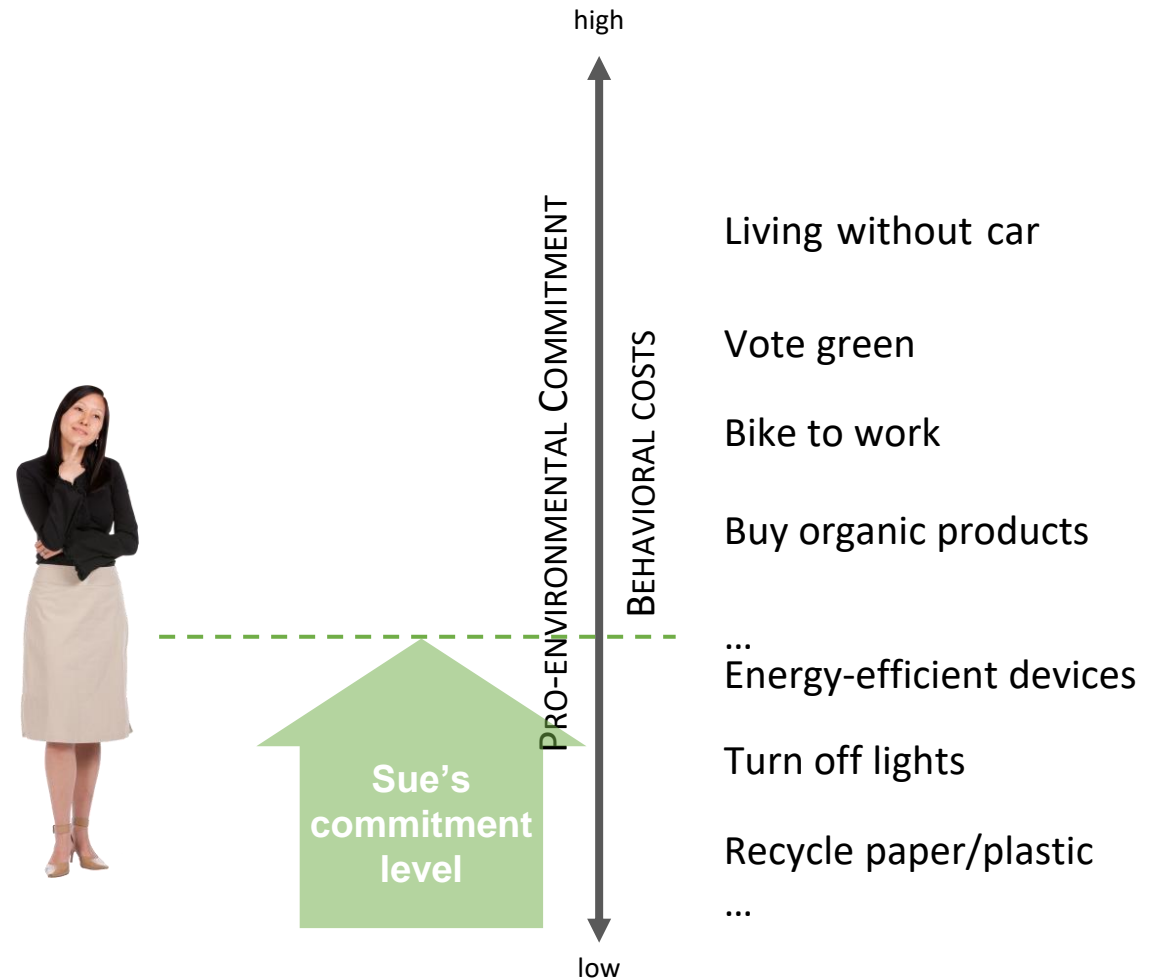


## Barriers

- Infrastructure
- Low availability
- Social pressure
- Knowledge / Information required
- Financial costs
- ...

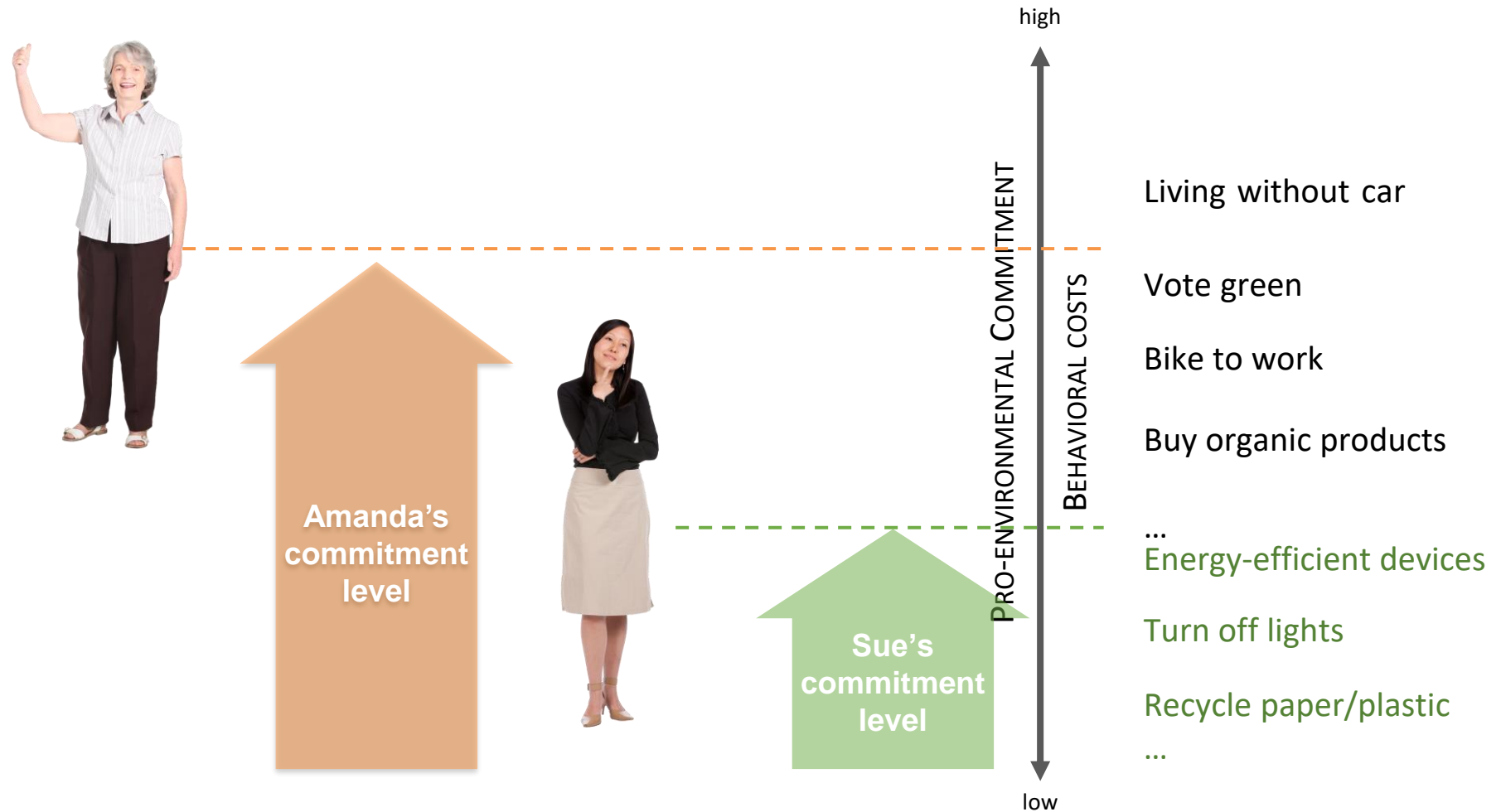
Result from context  
- External -

# Individual sustainable behavior



(Kaiser et al., 2010)

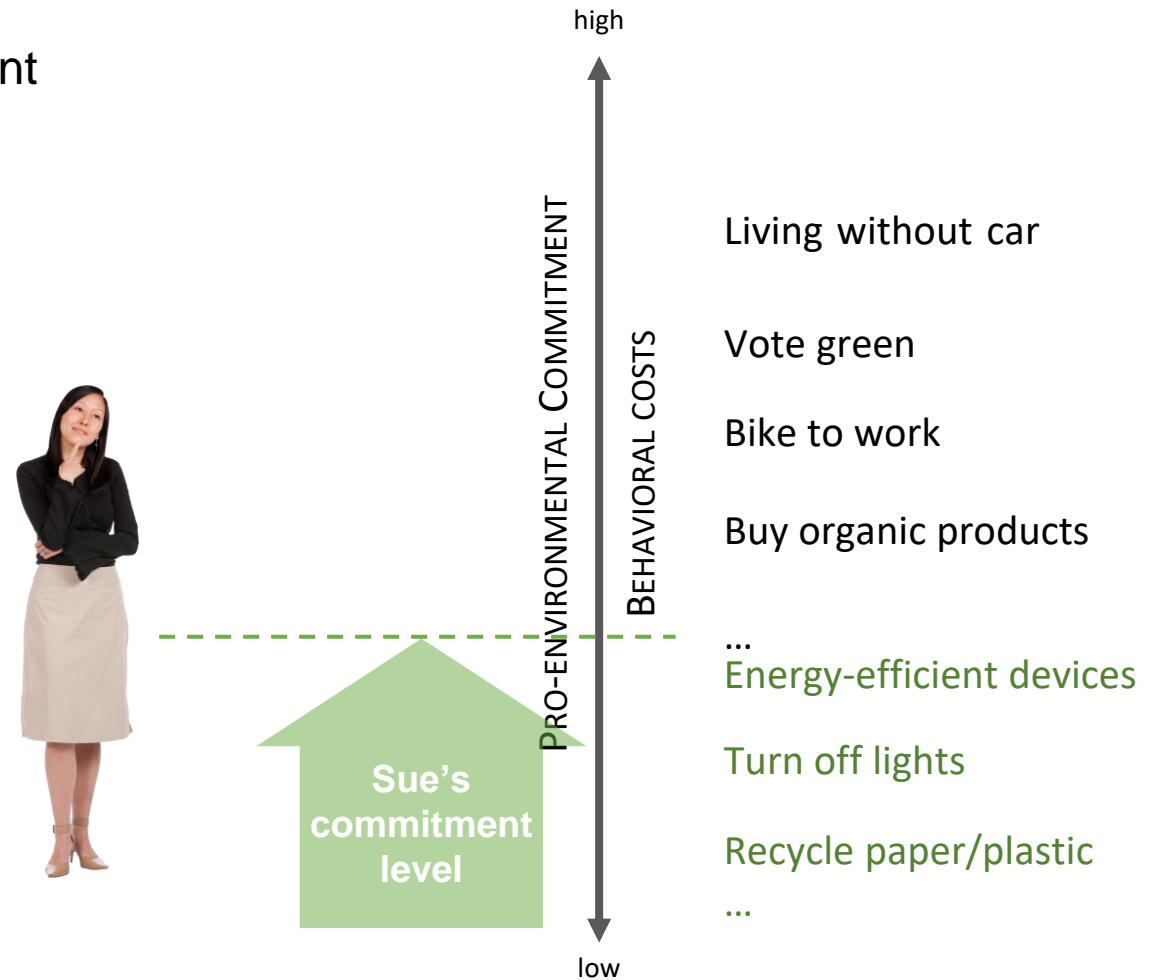
# Individual sustainable behavior



(Kaiser et al., 2010)

## Individual sustainable behavior

- Specific sustainable behaviors come at different costs
- Commitment to environmental protection is required to overcome behavioral costs



(Kaiser et al., 2010)

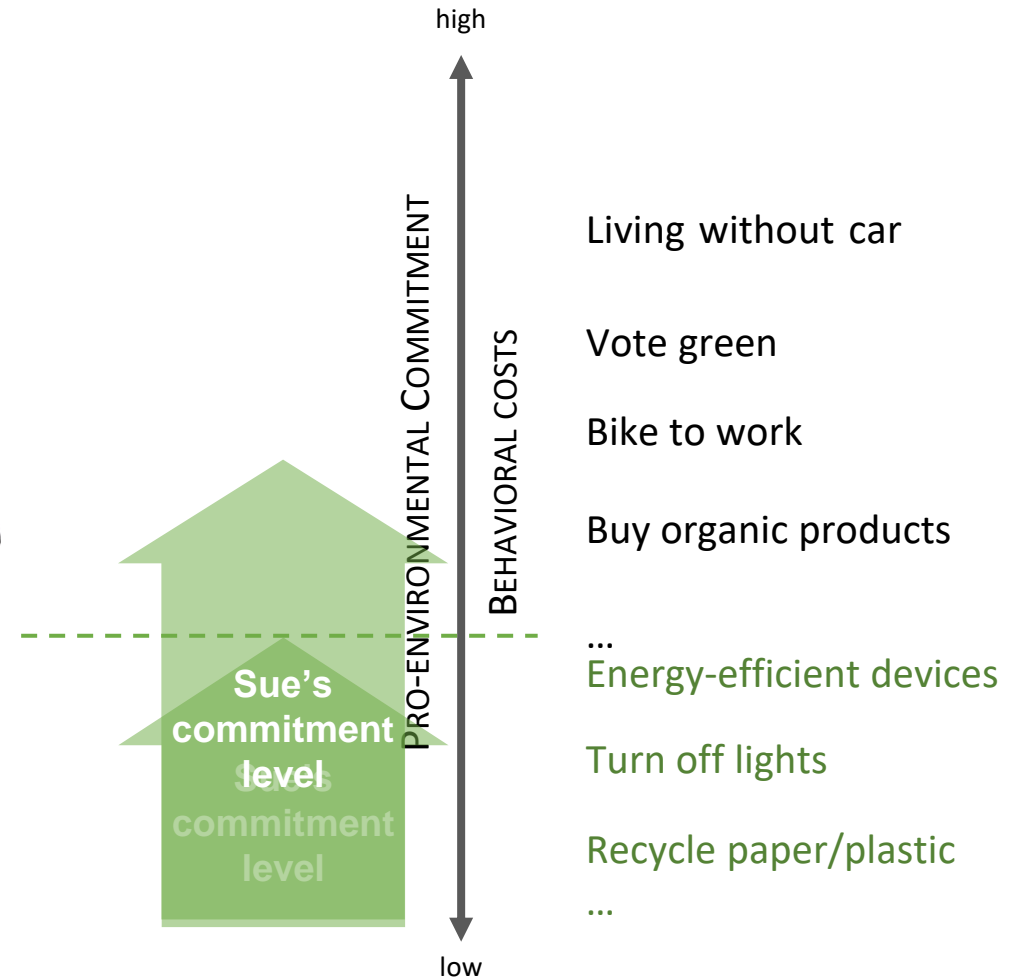
## Create supportive conditions for sustainable lifestyles

- Behavioral costs for sustainable behavior are often high
  - Organic > conventional
  - Bike / public transport > car
  - Long-distance train > airtravel
  - Veggie > meat dishes
  - Heat pump > gas heating
  - ...
- **Sustainable behavior options should be the *normal, accessible, cheaper, more available... ones***
- How to bring about system change that *enables* individuals to live sustainable lifestyles?



## Increase people's commitment to sustainability

- Higher commitment levels affect a large class of sustainable behaviors
- Systemic changes require people's support (e.g. voters)
- ...and thus **committed people** who agree to such changes



(Kaiser et al., 2010)

## Conclusion

- Individuals' commitment to sustainability is crucial for their behavioral choices
- More research on how this commitment can be enhanced
- Context matters and must be designed in a sustainable lifestyle-supportive way
- We need to better understand psychological dimensions of processes by which context/system changes are implemented
- Psychology of decision-makers: How does personal commitment to sustainability of elites influence their professional decision making relevant for large-scale context changes?
- <https://www.uni-kassel.de/forschung/cesr/forschungsprojekte/grovainity>



**Thank you for your attention**

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