



Is Encouragement Enough?

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Creating what matters
for future generations



Is encouragement enough?



Is Encouragement Enough?

- What do we want?
 - *Behaviour Change (that leads to reduced CO₂ emissions from transport)*
- When do we want it?
 - *Yesterday*

Is Encouragement on its own enough?

We generally know what is good for us (and good for the planet) **but we don't necessarily respond to the knowledge by changing our behaviour...**

Unless there is an incentive?

Humans are Tricky



People \neq Sheep





We don't need no Education?

NZ Public Opinion on Climate Change *

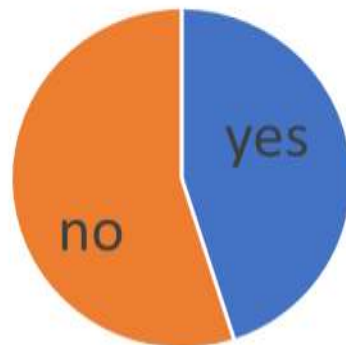
Climate Change is an Important issue to me personally



Climate Change is an Important issue to the average NZer



I have a high expectation of making sacrifices to benefit the future



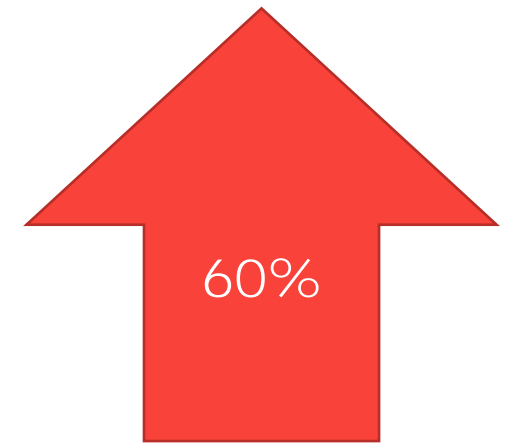
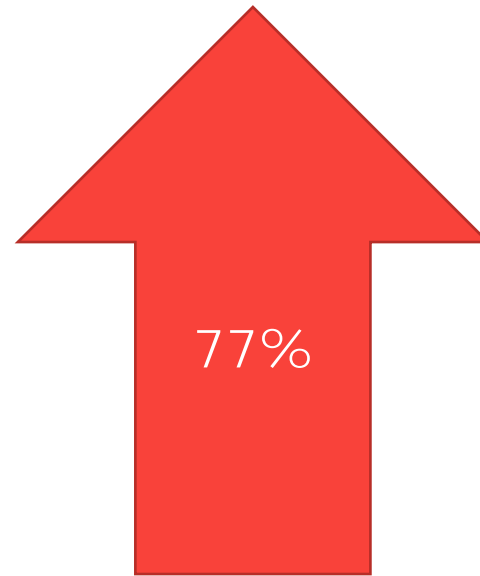
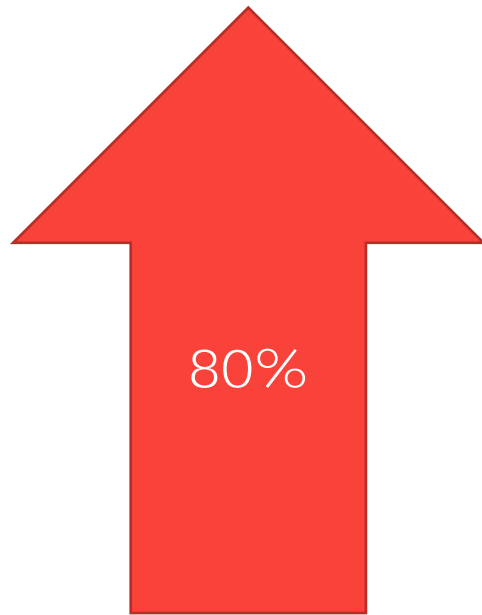
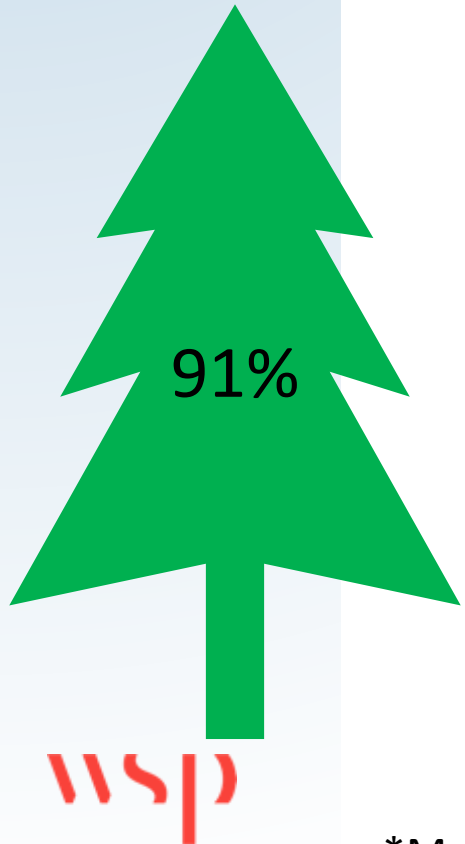
I am already taking steps to reduce the impact that climate change will have on me



*IAG Climate Change Survey 2018-2020

Public Opinion on Climate Commission's Advice (Transport)*

- increase walking cycling and public transport use
- shift to electric vehicles through incentives
- reducing import of ICE vehicles and ban by 2030













*Massey University Survey 2021

How to make Carbon the next Covid-19?

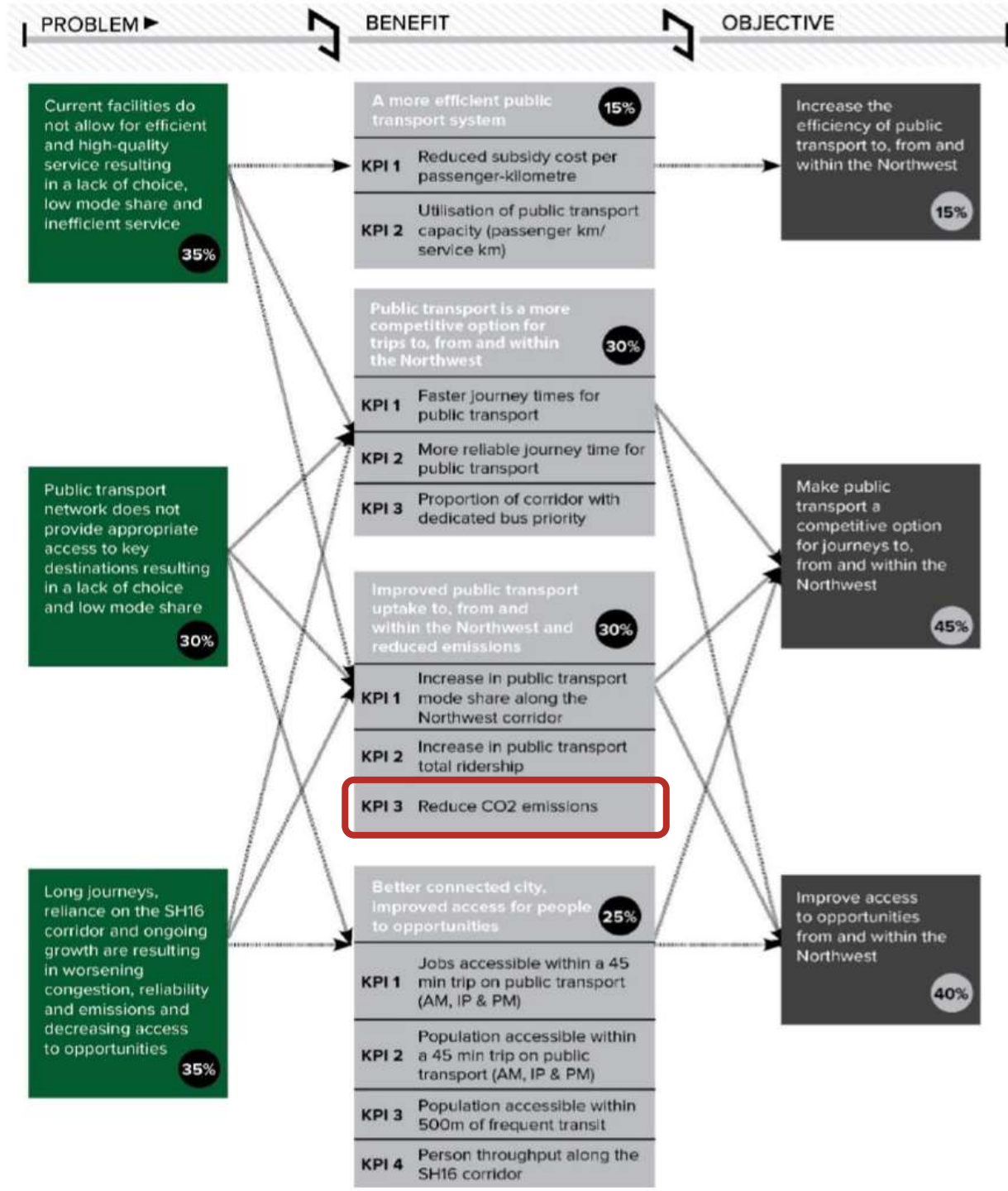


Climate Change vs Covid 19

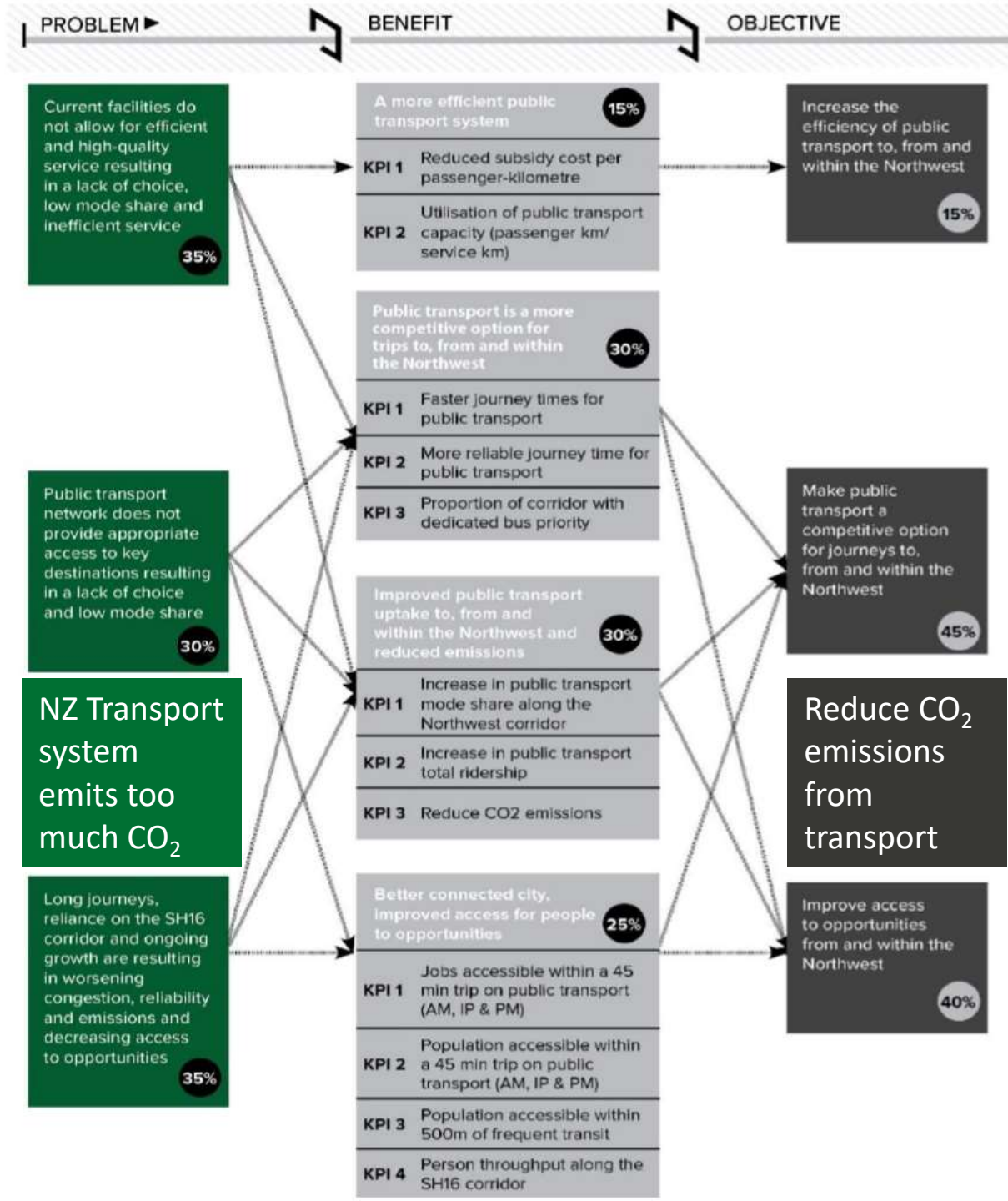
	Covid -19	Climate Change
Worldwide acknowledgement of problem and urgency		
Multi country co-operation		
Majority of public accept the problem		
Recognised suite of effective interventions		
Governments prepared to risk economy, jobs, votes to combat		

Refocusing Transport Projects

- Sometimes CO₂ reduction is a KPI..
- Why is it not a “**Problem**”?
- Why is it not an “**Objective**”?



Your challenge



Thank you

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