Social norms have the greatest potential to influence behaviours. For example, people who know someone who is flying less will also consider flying less. Changes in personal choices will again shape social norms.

Social Norms and Personal Choices
INSIGHTS FROM AVIATION

How to change social norms?

MARKET-BASED APPROACHES
- EMISSION TRADING (e.g., pricing carbon)
- TAXATION (e.g., air passenger duty)
- PERFORMANCE (e.g., slots to cleaner airlines)

SOFT POLICIES
- PUBLIC DEBATE (e.g., desirability of flight)
- ADVERTISEMENT (e.g., train travel opportunities)
- INFORMATION TOOLS (e.g., airline performance)

COMMAND & CONTROL
- LEGISLATION (e.g., flying at lower speeds)
- STANDARDS (e.g., fuel economy)
- TECHNOLOGY (e.g., use of alternative fuels)

The power of “flight shame” in Sweden

In 2018, climate activist Greta Thunberg highlighted the carbon-intensity of air travel, and adopted a ‘no flight’ stance. This led to public debates on “flight shame”, referring to a person’s bad conscience for engaging in a destructive activity. In response to the new social norm, domestic air travel declined by up to 15.4% per month between 2018 and 2019.

Sweden: Domestic air passenger numbers


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