## **Social Norms and Personal Choices INSIGHTS FROM AVIATION** 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 PERSONAL **CONSUMPTION** NORMS **CHOICES** How to change social norms? AND & COM SED APPRO LEGISLATION POLICIES (e.g., flying at lower speeds) **EMISSION TRADING STANDARDS** (e.g., pricing carbon) (e.g., fuel economy) TAXATION **PUBLIC DEBATE** TECHNOLOGY (e.g., air passenger duty) (e.g., desirability of flight) (e.g., use of alternative fuels) PERFORMANCE **ADVERTISEMENT** (e.g., slots to cleaner' airlines) (e.g., train travel opportunities) **INFORMATION TOOLS** (e.g., airline performance) The power of "flight shame" in Sweden 800.000 In 2018, climate activist Greta Thunberg 700.000 highlighted the carbon-intensity of air travel, and 600.000 adopted a 'no flight' stance. This led to public 500.000 debates on "flight shame", referring to a person's bad conscience for engaging in a destructive 400.000 2019 ----- 2018 activity. In response to the new social norm, 300.000 domestic air travel declined by up to 15.4% per 200.000 month between 2018 and 2019. 100.000 0 January February March May April Sweden: Domestic air passenger numbers Supported by: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety One planet

based on a decision of the German Bundestag

The information presented in this infographic is based on the UN Environment Programme report 'Consumer Information Tools and Climate Change: Facilitating lowcarbon choices in Tourism, Buildings and Food Systems'. Find it here: https://www.oneplanetnetwork.org/resource/consumer-information-tools-and-climate-change

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