

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.



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

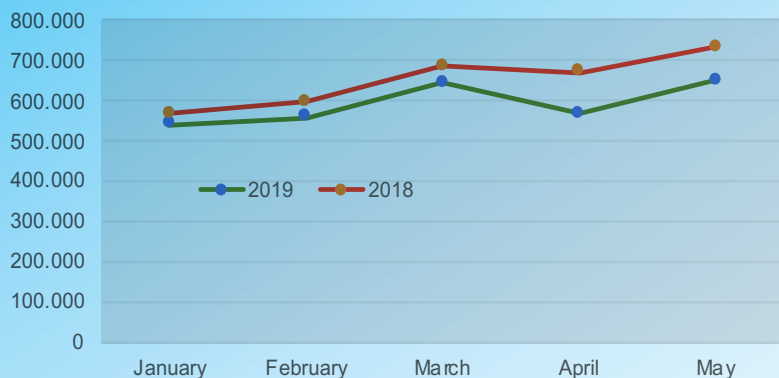
(e.g., fuel economy)

TECHNOLOGY

(e.g., use of alternative fuels)



The power of "flight shame" in Sweden



Sweden: Domestic air passenger numbers

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.



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