



ClairCity

WP3

Citizens and their role in air quality
and climate: *the ClairCity approach*

www.claircity.eu
[@ClairCity](https://twitter.com/ClairCity)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.

The ClairCity Approach

- ClairCity ‘leapfrogs’ conventional practice in air quality and carbon management
- Conventional approaches tend to focus on better technology, cleaner fuels *but ignore the person using them*
- More recent approaches consider ‘behaviour change’, concentrating on individuals, *but ignore why they do things in the way they do*
- ClairCity brings the latest social science thinking from the transport and energy and applies it to air pollution and climate change



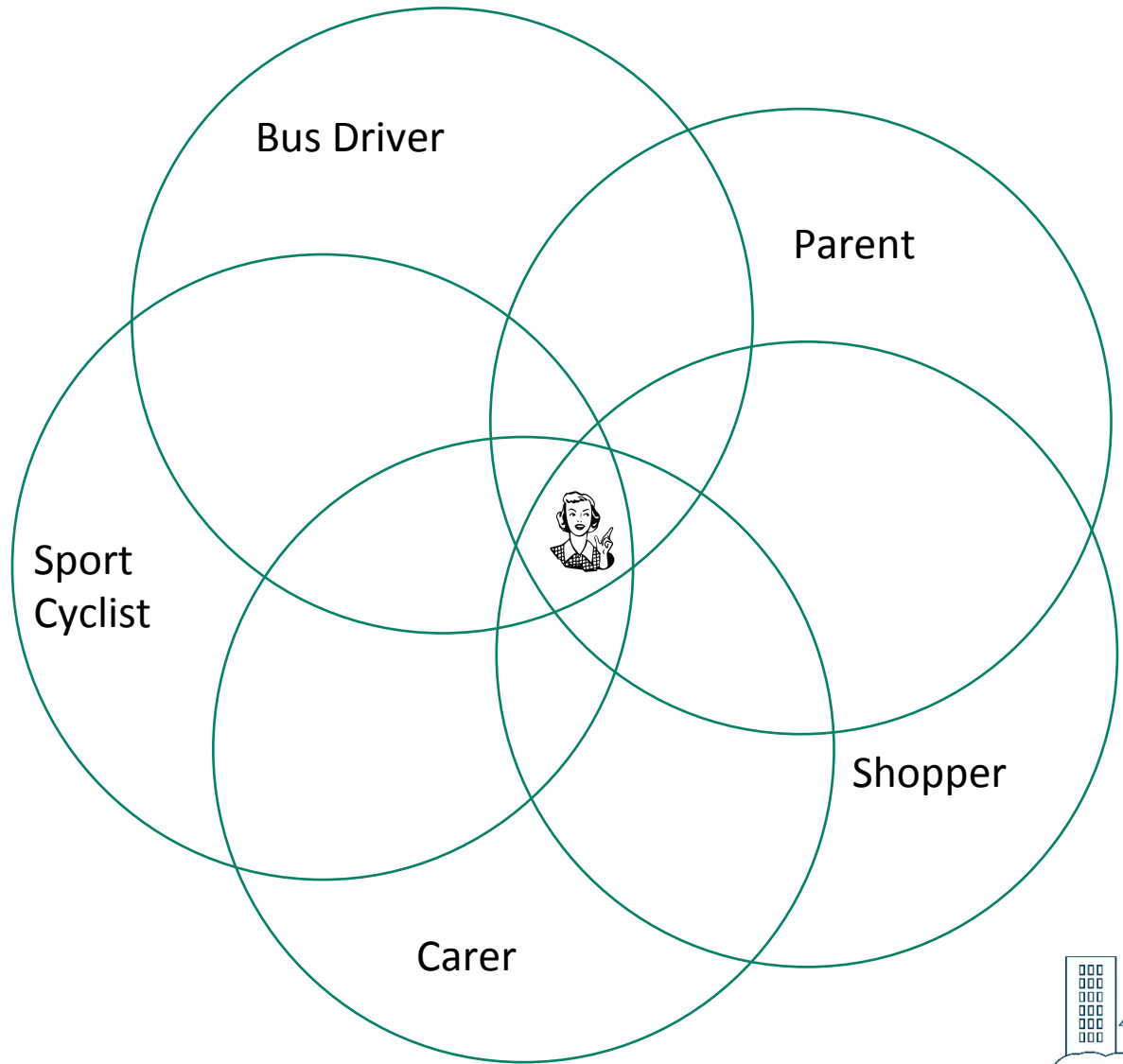
Why do people pollute?



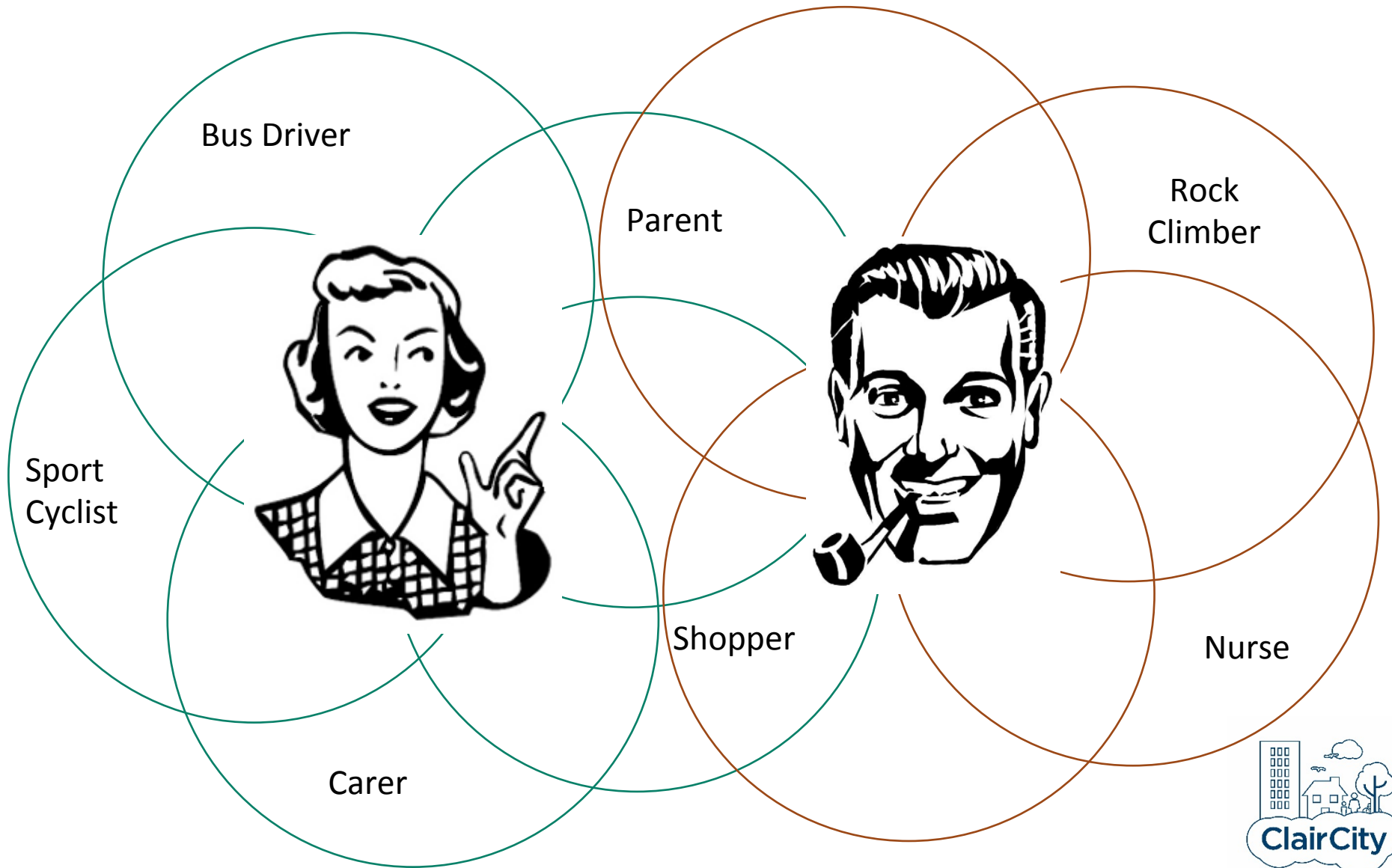
- People's daily lives consist of a range of different activities (*practices*)
- The way these are done are dictated more by society than by individuals
- The ways, means and times of practices are largely beyond the control of individuals
- They have some choices, but these are limited



Who are people?

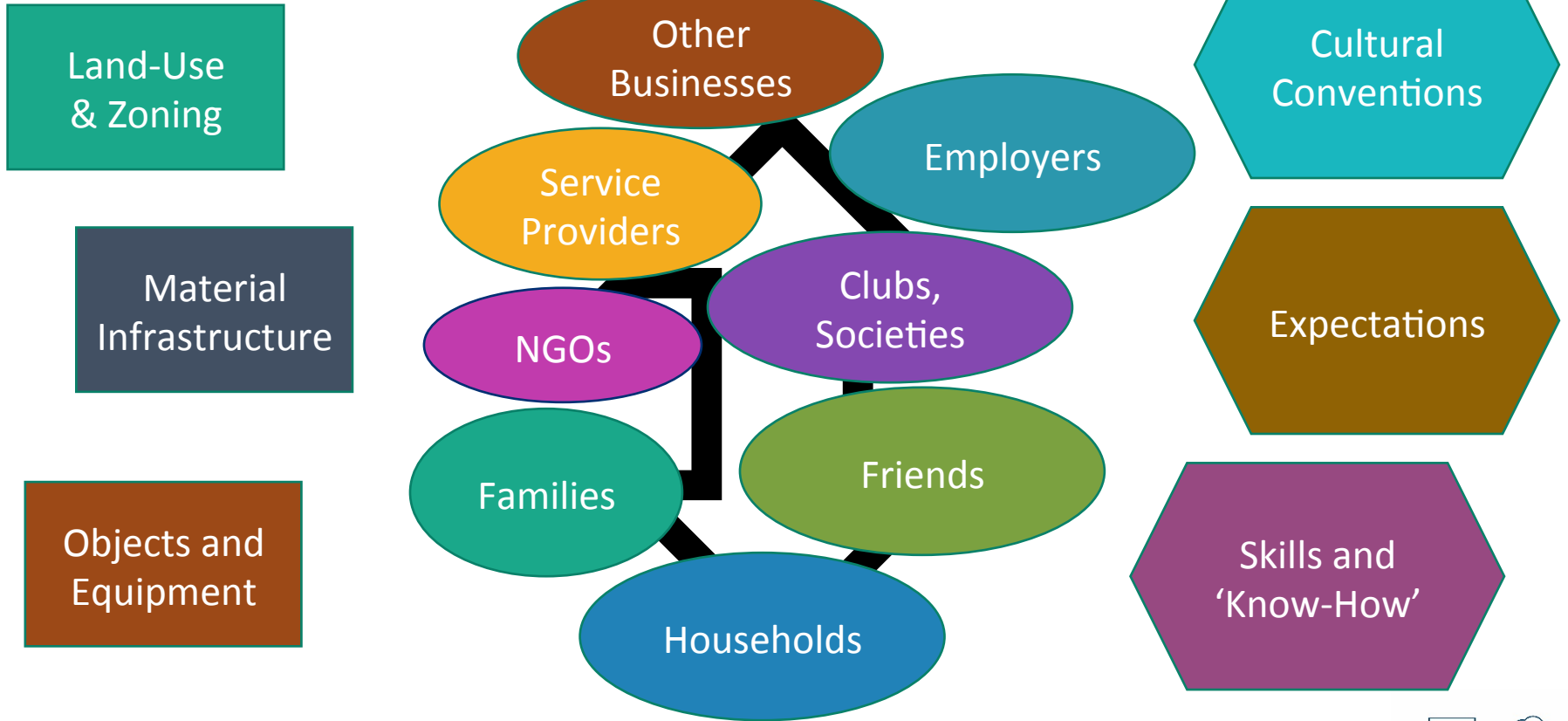


People rarely act alone.....



Breaking the traditional dichotomy

Policy



Individual Citizens



So what does this look like in practice?



What would help people to cycle in my city?



People

- Buy a bike
- Learn to ride or feel confident
- Find a route and cycle to work
- Encourage others to cycle



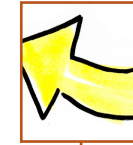
Organisations

- Provide showers & changing rooms
- Cycle storage in accessible places
- Casual dress codes
- Senior leaders promote cycling
- Improve virtual meeting tech to avoid journeys
- Pay double mileage for people who cycle to meetings
- Give directions for cyclists as well as drivers for visitors to the site
- Reduce car parking/ increase charges



Council/City Authority

- Build and maintain good cycle paths
- Provide training and advice for cycling
- Cycle signposts
- Limit cars to routes
- Subsidise purchase of bikes/ cycle equipment (e.g. helmets, lights)
- Allow bikes to access areas e.g. to take on public transport
- Cycle lanes in pedestrianised areas
- City bike schemes



Government

- Fund cycle routes and networks
- Tax incentives to support people buying bikes; organisations to build infrastructure
- Invest in research looking at new technologies (eg electric bikes/cars)
- National targets for car use reduction

What would help people to stop burning polluting fuels for heat in my city?



People

- Buy cleaner fuels
- Insulate the property better
- Install a cleaner heating system
- Ask landlords to improve the property heating system
- Wear more layers indoors



Organisations

- Shops to stock alternative fuels/ stop selling dirty fuels
- Set up a new business providing alternative fuels or house/ heating renovations
- Install cleaner heating system in organisation
- Get involved in or sponsor a district heating system



Council/City Authority

- Ban use of polluting fuels
- Ban sale of polluting fuels/ heating systems
- Provide subsidies for cleaner fuels
- Subsidise insulation or investment in better heating systems
- Provide advice to citizens about alternative fuels



Government

- Ban dirty fuels/ heating systems
- Subsidise alternative fuel sources
- Invest in alternative systems e.g. district heating
- Provide advice to citizens about alternative fuels

Key messages!

We will only change the way people behave....
...if we change the social arena in which they do things.

This requires looking more broadly than individuals....
...and understanding and addressing how the physical and social context of a city shapes their day-to-day lives.

Maybe the most important behaviour to change is not that of individual citizens, but the policymakers, air quality managers and other 'experts'





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Our future
with clean air

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