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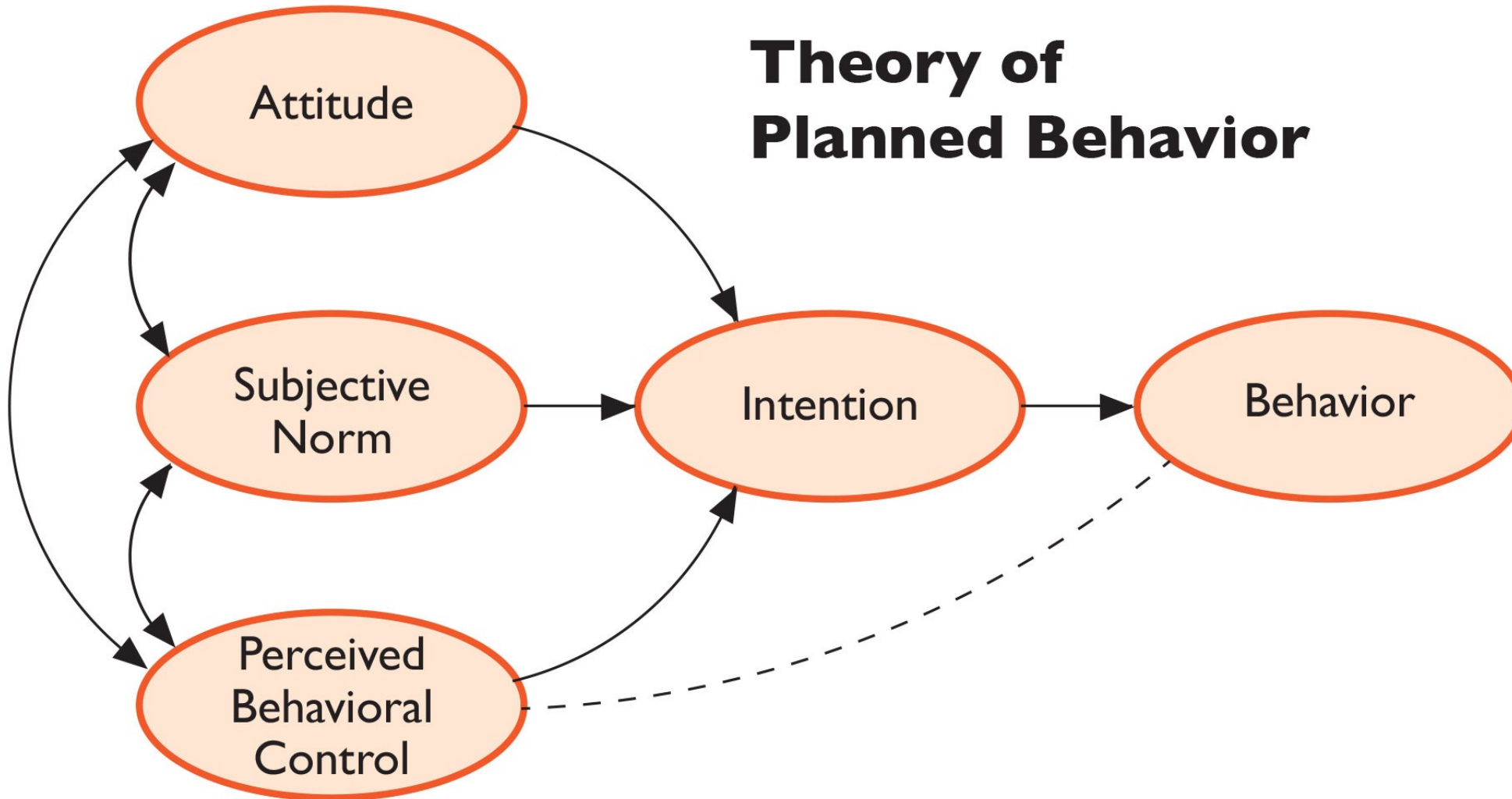
Habits, routines and change

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**Do people do things
because they want to do
them?**

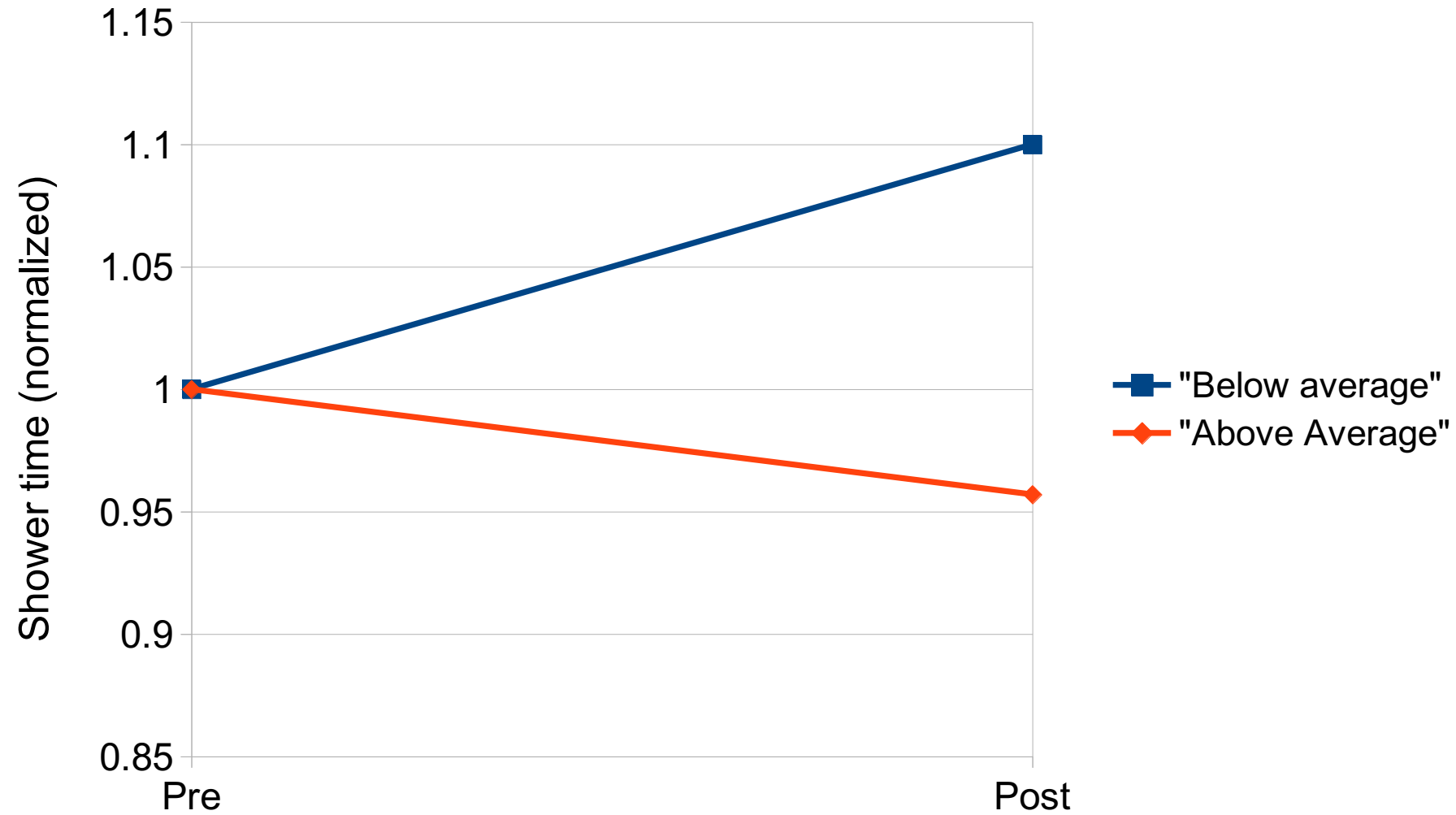
Theory of Planned Behavior





New
information, or
new incentives,
often don't
change
behaviour

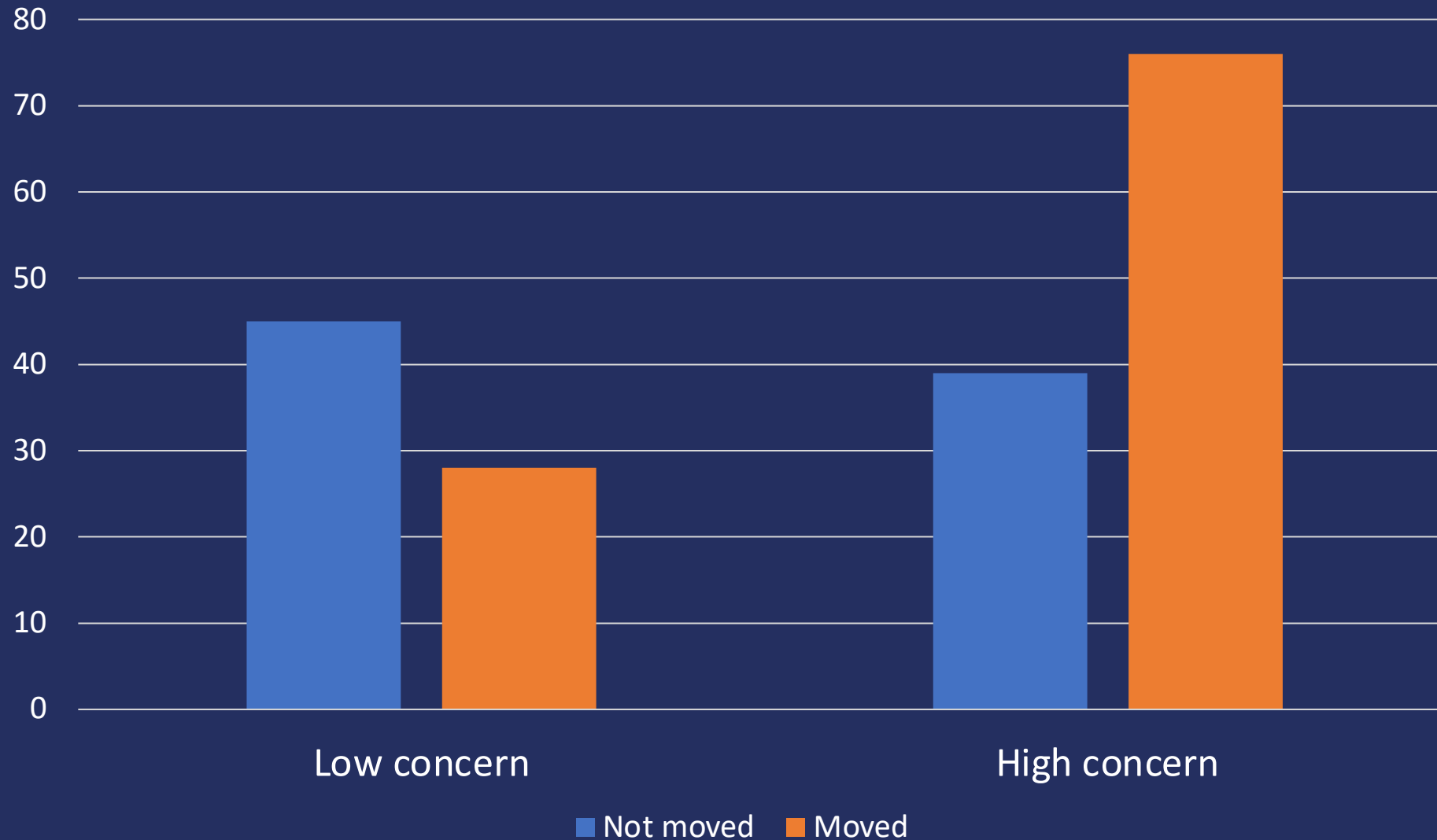
**We do things because
other people do them**

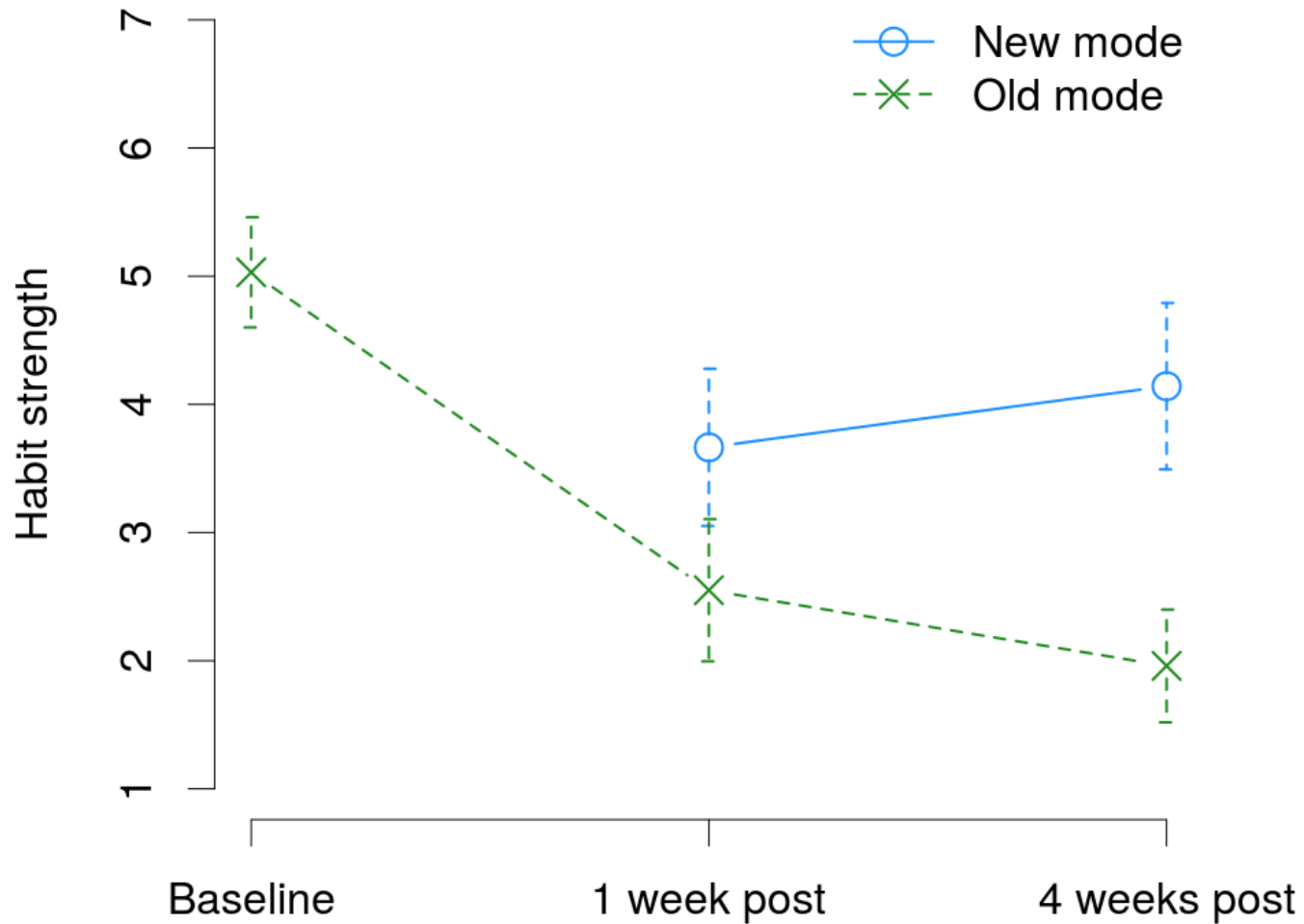


**We do things because we
did them before**



Sustainable travel





Windows of opportunity

Windows of vulnerability

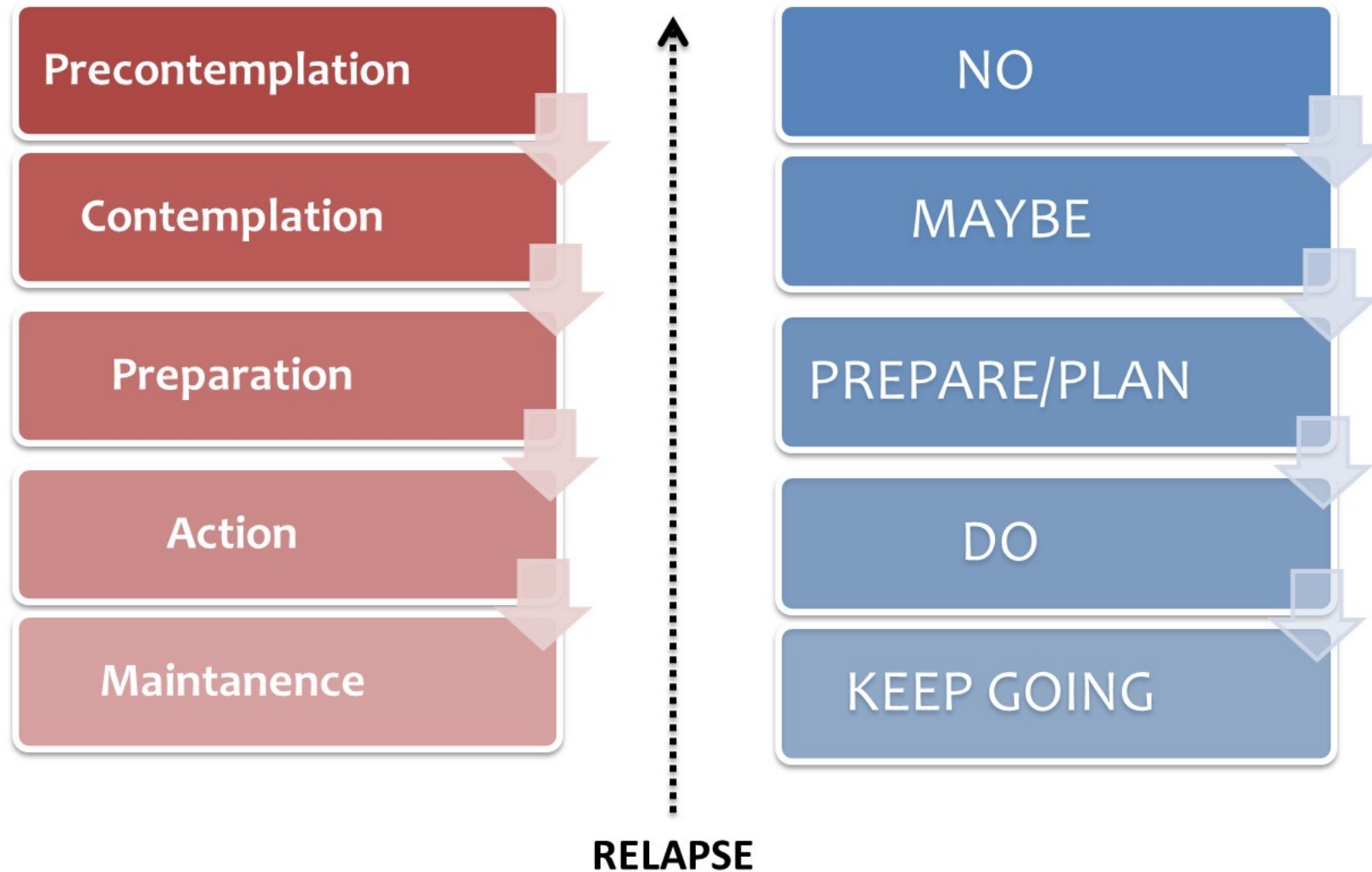
Transtheoretical Model

Stages of change



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- **A lot of the time we do things *despite* what we want to do**
- **We (unconsciously) model what we see**
- **We fall into habits**
- **Windows of opportunity for change**
- **We need different support at different times**
 - **One-size messaging, incentives, etc. *cannot* fit all**



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Thank you

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