

**Date:** 31<sup>st</sup> May 2022  
**Time:** 14:00-16:00  
**Venue:** Virtual



# MINUTES

## Travel & Transport Topic Support Network: Behaviour Change for Sustainable Travel

**Attendees:**

Jackie	Beresford	Dundee and Angus College
Kirk	Burton	Robert Gordon University
Craig	Coull	Forth Valley College
Paulo	Cruz	Glasgow Caledonian University
Trudy	Cunningham	University of Dundee
Yvonne	Flynn	Durham University
Steven	Giannandrea	City of Glasgow College
Rory	Hill	EAUC
Lucy	Lisle	University of Brighton
Neil	McBeth	University of Strathclyde
Christopher	Osbeck	University of Aberdeen
Rebecca	Petford	EAUC Scotland
Eve	Redhead	The University of Edinburgh
Viola	Retzlaff	University of Glasgow
Daniel	Sanchez	University of Warwick
Rod	Strachan	Robert Gordon University
Kelly	Wiltshire	Nestrans
Catherine	Winn	University of Sunderland
Matthew	Woodthorpe	EAUC Scotland

	SUMMARY OF DISCUSSIONS	ACTIONS
<b>1</b>	<p><b>Welcome and Introductions</b>  <i>Trudy Cunningham, University of Dundee and Travel &amp; Transport Convenor</i></p> <p>Everyone was invited to introduce themselves and share the key issue they are working on currently:</p> <p>Trudy Cunningham, University of Dundee – The effects of hybrid working on parking becoming a key issue</p> <p>Steven Giannandrea, City of Glasgow College – Parking for EVs</p> <p>Viola Retzlaff, University of Glasgow – Parking, EV strategy underway</p> <p>Neil McBeth, University of Strathclyde – Complexity of travel behavior messages and giving them to the right people</p>	

	<p>Lucy Lisle, University of Brighton – Just done travel survey and looking forward to seeing what it says, cost of public transport is a big issue so parking / home working demand increasing</p> <p>Eve Redhead, University of Edinburgh – Communicating new sustainable travel policy - <a href="https://www.ed.ac.uk/sustainability/what-we-do/travel/climate-conscious-travel/sustainable-travel-policy-2021">https://www.ed.ac.uk/sustainability/what-we-do/travel/climate-conscious-travel/sustainable-travel-policy-2021</a></p> <p>Craig Coull, Forth Valley College – Challenge engaging with students and staff and getting them out the habit of driving</p> <p>Kirk Burton, Robert Gordon University – Travel survey, parking restrictions and encouraging other modes</p> <p>Jackie Beresford, Dundee &amp; Angus College – Behaviour change, active travel and sustainable travel generally</p> <p>Rory Hill, EAUC – Interested to hear more about transport surveys elsewhere</p> <p>Rod Strachan, Robert Gordon University – Procurement manager, interested in how he can drive sustainable behaviours from his role</p> <p>Paulo Cruz, Glasgow Caledonian University – Bike libraries for students</p> <p>Catherine Winn, University of Sunderland – Just done travel survey, waiting for results to be analysed then planning to develop a sustainable travel plan. Car parking an issue.</p> <p>Daniel Sanchez, University of Warwick – Trying to get people to change behaviours</p> <p>Chris Osbeck, University of Aberdeen – Hybrid working means spare capacity but less revenue from car parks meaning less money to pay for shuttle buses. Under 22s free transport increased pressure to justify why free shuttle bus is needed.</p> <p>Yvonne Flynn, Durham University – Interested in everything that’s been said – just closed travel survey, now have more car park capacity</p> <p>Kelly Wiltshire, NESTRANS – Aberdeen and Aberdeenshire travel planning, these issues exist for other organisations too, not just universities and colleges</p>	
2	<p><b>Workshop: Using the Scottish Government’s ISM Tool to Understand Travel Behaviours</b>  <i>Rebecca Petford, EAUC-Scotland</i></p> <p>Rebecca introduced the Scottish Government’s ISM tool. All information within the presentation can be found in the official User Guide: <a href="https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/">https://www.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/</a></p> <p>The group selected to use the tool to consider the motivational factors around Active Travel. The Miro Board of notes taken can be found here: <a href="https://miro.com/app/board/uXjVOyTKHZ0=?share_link_id=62231405932">https://miro.com/app/board/uXjVOyTKHZ0=?share_link_id=62231405932</a></p> <p>Some ideas people took away from the workshop to consider were:</p> <ul style="list-style-type: none"> <li>• Pushing the story of senior leaders using active travel to get to work</li> </ul>	

	<ul style="list-style-type: none"> <li>• Consider norm of senior leaders having a reserved car parking space next to door</li> <li>• Provide some sort of rewards for active travel</li> <li>• Emphasising more the policy / regulatory environment – low emissions zones, 1.5m space and travel hierarchy etc.</li> </ul>	
3	<p><b>Using Green Nudges to Influence Travel Behaviours</b>  <i>Neil McBeth, University of Strathclyde</i></p> <p>Centred around UNEP little book of green nudges, which shows how small interventions can have large changes: <a href="https://www.unep.org/explore-topics/education-environment/what-we-do/little-book-green-nudges">https://www.unep.org/explore-topics/education-environment/what-we-do/little-book-green-nudges</a></p> <p><i>“Nudges on campus are particularly powerful because it is here that students – often away from home for the first time and able to find themselves – are forming new routines and <b>new identities</b>.”</i> – quote from the book.</p> <p>Can think about layers of behavior change as:</p> <ul style="list-style-type: none"> <li>• Identity - needing individual nudge to help people identify with a sustainable behaviour</li> <li>• Social - needing a social nudge by removing a barrier</li> <li>• Material - changing the outcome by changing the default. Example from University of Strathclyde: making the default catering menu for events vegan would be a material nudge.</li> </ul> <p>Identity – “I am the type of person who...” - to believe this we need:</p> <ul style="list-style-type: none"> <li>• Social influences – helps to build community <ul style="list-style-type: none"> <li>○ Validation</li> <li>○ Feeling successful</li> <li>○ Evidence</li> <li>○ No judgement</li> <li>○ Feeling we contributed</li> </ul> </li> <li>• Material influences – need to change processes for these <ul style="list-style-type: none"> <li>○ Reward?</li> <li>○ Repeatability</li> <li>○ Reminders</li> </ul> </li> </ul> <p>Guide emphasizes the need to make sustainability easy, attractive, social, and timely. Nudge examples at University of Strathclyde in this format:</p> <ul style="list-style-type: none"> <li>• Default that come up for booking travel to London is train (easy)</li> <li>• Bike hire membership free (easy) – having sign up stand at freshers so people can sign up immediately (timely)</li> <li>• Webpages in order of sustainability – travel by car at the bottom for student and event travel info pages (attractive)</li> <li>• Stories from people (social) – want to do more of this.</li> <li>• Info at new staff induction (timely)</li> </ul> <p><b>Comments:</b></p> <ul style="list-style-type: none"> <li>• University of Dundee examples – providing free electric bus tour, extra discount to eBike hire in city if you sign up in Freshers Week. Universities and colleges can negotiate with providers, you have a large target market</li> </ul>	

#### 4 EAUC Scotland Business Travel Guide Review

*Matt Woodthorpe, EAUC-Scotland*

The Universities Scotland VPs International group wanted better guidance on sustainable travel, so EAUC-Scotland have drafted [this guidance](#) (not for sharing widely until finalised).

We would like feedback on:

- Is the content appropriate?
- Any gaps?
- Is the format useful and engaging?
- Are there any other case studies which could be highlighted here?

Target audience is sustainability and travel leads, who can use it as a tool to help them to engage with senior leaders who recognise this is a hot issue. It should be an evidence base for action.

Summary of sections:

- Why the issue matters in a UK and Scottish context
- Why this matters in an FHE context
- Unequal footprints of business travel
- Strategies and policies, with examples from different institutions
- Emissions reporting information
- Potential emissions reduction actions
- Further resources

Matt noted the Stay Grounded Common Destination resource that has just been launched - [https://reframeaviation.stay-grounded.org/wp-content/uploads/2022/05/Common\\_Destination\\_WEB\\_2-Page\\_english.pdf](https://reframeaviation.stay-grounded.org/wp-content/uploads/2022/05/Common_Destination_WEB_2-Page_english.pdf)

#### Case Study Examples from Attendees:

- Note the University of Glasgow Guidance is just guidance
- New University of Edinburgh Sustainable Travel Policy
- Dundee and Angus College expect to have no flying within the UK committed as part of their travel policy published later this year, in line with their Climate Emergency Action Plan
- Glasgow Caledonian University have the first option from the travel agent being train for internal. Did research on times, carbon and cost for flight vs. train, and as it was usually cheaper Finance Director got on board. Updated Travel Plan and put in actions to update Travel Policy. Climate conscious ideas in place – recommend not to fly if you can get there in less than 6 hours by train. Senior leader has taken role of writing privately to those with the highest impact. Invited staff to sign a pledge that they wouldn't fly to somewhere they could get to in less than 6h (~50 signed so far), got banner for email signatures which acts as a prompt. Hope to have localised posters around campus with photos in time to help normalise that behaviour. People all think it's a great idea – some feel they can't but are willing to sign to reduce flights, but then sometimes come back and do sign. Created a simple common misconceptions video: <https://www.youtube.com/watch?v=f8RKKYFzOJ4>

	<ul style="list-style-type: none"> <li>For University of Strathclyde the issue of safeguarding has become much more important since the start of Covid-19, which has improved the data and approval processes for travel generally</li> </ul> <p>If anyone has a case study they'd like to promote as part of the business travel guide, or further comments then please email Matt on <a href="mailto:mwoodthorpe@eauc.org.uk">mwoodthorpe@eauc.org.uk</a>. EAUC really keen to promote all the great actions happening on our college and university campuses.</p>	<p><a href="#">Contact Matt</a> with any comments on the guide or case study examples</p>
<b>5</b>	<p><b>AOB</b></p> <p>Potential topics for future events:</p> <ul style="list-style-type: none"> <li>Doing a Travel Survey</li> <li>Parking charging with hybrid working</li> <li>EV strategy and linking to energy charges, car parking charges, liftshare etc.</li> </ul>	<p>Contact <a href="mailto:scotland@eauc.org.uk">scotland@eauc.org.uk</a> with ideas for future TSN discussion points</p>
<b>6</b>	<p><b>Thanks and Close</b></p> <p><i>Trudy Cunningham, University of Dundee and Travel &amp; Transport Convenor</i></p>	

Minutes prepared by Rebecca Petford, EAUC-Scotland

May 2022