

The value-action gap

What is it, and what can we do about it?

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In partnership with

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Objectives for today:

- Understand what we mean by 'values', 'attitudes', 'beliefs', 'intentions' and 'behaviour'
- What's our conventional understanding of how values and attitudes drive our behaviour?
- Present a framework for understanding why values, attitudes and beliefs often *don't* translate to behaviour (**The Value-Action Gap**)
- In groups, use this framework to identify the main causes of a Value-Action-Gap in the consumption of wildlife products

Values, Beliefs, Attitudes, Intentions, Behaviour

CAMPAIGN

Values

(guiding principles on what matters to us – e.g. fairness, sustainability, pleasure, honour, dignity, divinity, success, tradition, frugality, integrity)

"I think it's important to look after the planet and to not harm other people. I also like to be healthy, and enjoy the outdoors."

Beliefs

(our state of knowledge, convictions, awareness)

"I'm aware that driving a car every day harms the planet and other peoples' health. I also know cycling is good exercise"

Attitude

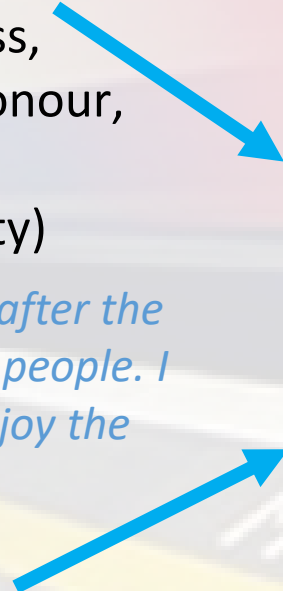
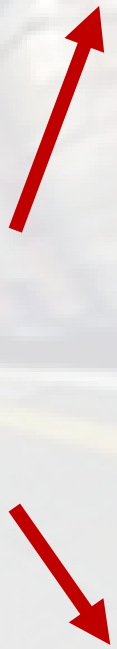
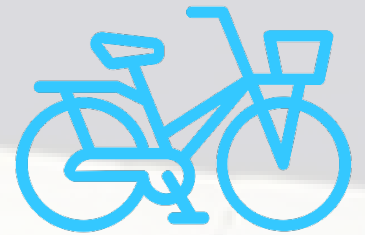
(positive or negative view of a particular action towards a particular action)

"I have a positive attitude towards cycling to work"

Intention

"I'm planning to start cycling to work."

Action



But we know it doesn't always work like that...

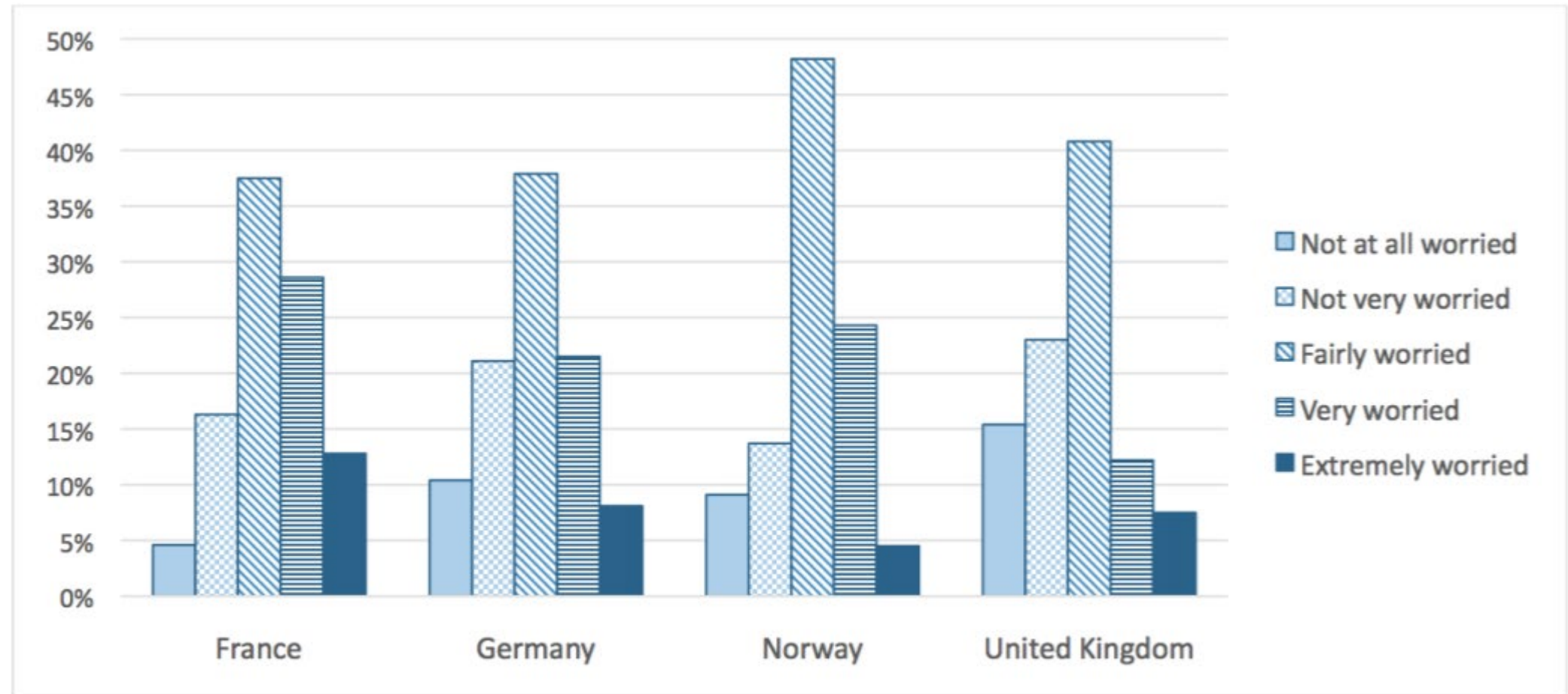


Figure 1. *How worried, if at all, are you about climate change? (Question 3)*

But we know it doesn't always work like that...





Leak 1. Changing attitudes and beliefs is difficult!

Resistance to change:

- We don't like being told what to believe! We cling onto our existing world-view (confirmation bias, denial, wilful ignorance, rationalisation etc.)
- The message is not relevant to our life and our perspective on the world
- Psychological distance – it's far away / in the future / someone else's problem.
- Misconceptions, myths, conventional wisdom can be hard to overcome
- Emotion and narrative usually prevail over logic

Automatic behaviour

- Habit
- Choice architecture
- Intuition
- Emotional response (disgust, fear etc.)

Values,

Attitudes,

Beliefs

Intentions

Action

Leak 2: sincere values don't always translate to intentions

Competing values may still prevail:

- Cost
- Tradition
- Enjoyment / desire
- Social expectations
- Convenience

De-motivators:

- Lack of self-efficacy (can I make a difference?)
- Tragedy of the commons (I won't if you won't)

Cognitive bias distorts our judgement:

- Loss aversion
- Risk aversion
- Status-quo bias
- Future discounting

Leak 3: Good intentions don't always translate to action

Psychological barriers:

- Procrastination
- Forgetfulness
- Lack of know-how
- Lack of will-power
- Ingrained habit

Practical barriers:

- Inconvenience
- Lack of options
- (upfront) cost



Leak 1. Changing attitudes and beliefs is difficult!

Resistance to change:

- "My car isn't that bad, compared to all the diesel buses the council uses..."
- (moral licensing) "I do my bit (recycling, took the train to Paris this year rather than flying..." "I don't drive that many miles each year...."
- (social licensing) "I do more than most people"
- Motivated reasoning / denial & wilful ignorance (just don't think about it)
- "I need a car!" (narrow perspective of what's normal and necessary)

Values, Attitudes, Beliefs

Intentions

Action

Leak 2: sincere values don't always translate to intentions

Competing values may still prevail:

- Convenience
- Comfort, safety and privacy
- Status
- Cost

De-motivators:

- I'm just one person, a drop in the ocean
- Why should I change when no-one else does?
- It's the government's problem...

Cognitive bias distorts our judgement:

- Sunk-cost bias: I have a car, might as well use it
- Status-quo bias & familiarity
- Perception of costs are skewed towards car use
- Risk aversion (what if the train is late?)

Leak 3: Good intentions don't always translate to action

Psychological barriers:

- Procrastination (need to fix my bike...)
- Lack of know-how (which route is best?)
- Identity (I'm not a 'cyclist')
- Lack of will-power / too lazy (the car is in the driveway...)
- Ingrained habit (this would require changing my whole morning routine)

Practical barriers:

- Inconvenience
- Don't have all the gear I need
- It's dangerous / not a nice cycle route
- Lack of options
- Bad weather
- Sometimes I need to pick the kids up...



What about the Illegal Wildlife Trade?

MIND THE GAP



Leak 1. Changing attitudes and beliefs is difficult!

Resistance to changing their minds:

?
?
?
?

(Reasons why people may be unlikely, or resistant, to embrace pro-wildlife attitudes and beliefs)

**Values,
Attitudes,
Beliefs**

Intentions

Action

Leak 2: sincere values don't always translate to intentions

Competing values/attitudes:

- ?
- ?
- ?

De-motivators to acting on pro-wildlife attitudes:

- ?
- ?
- ?

Cognitive biases which distorts their judgement:

- ?
- ?

Leak 3: Good intentions don't always translate to action

Psychological barriers:

- ?
- ?
- ?
- ?
- ?

Practical barriers:

- ?
- ?
- ?
- ?

What competing values / motives drive wildlife consumption?

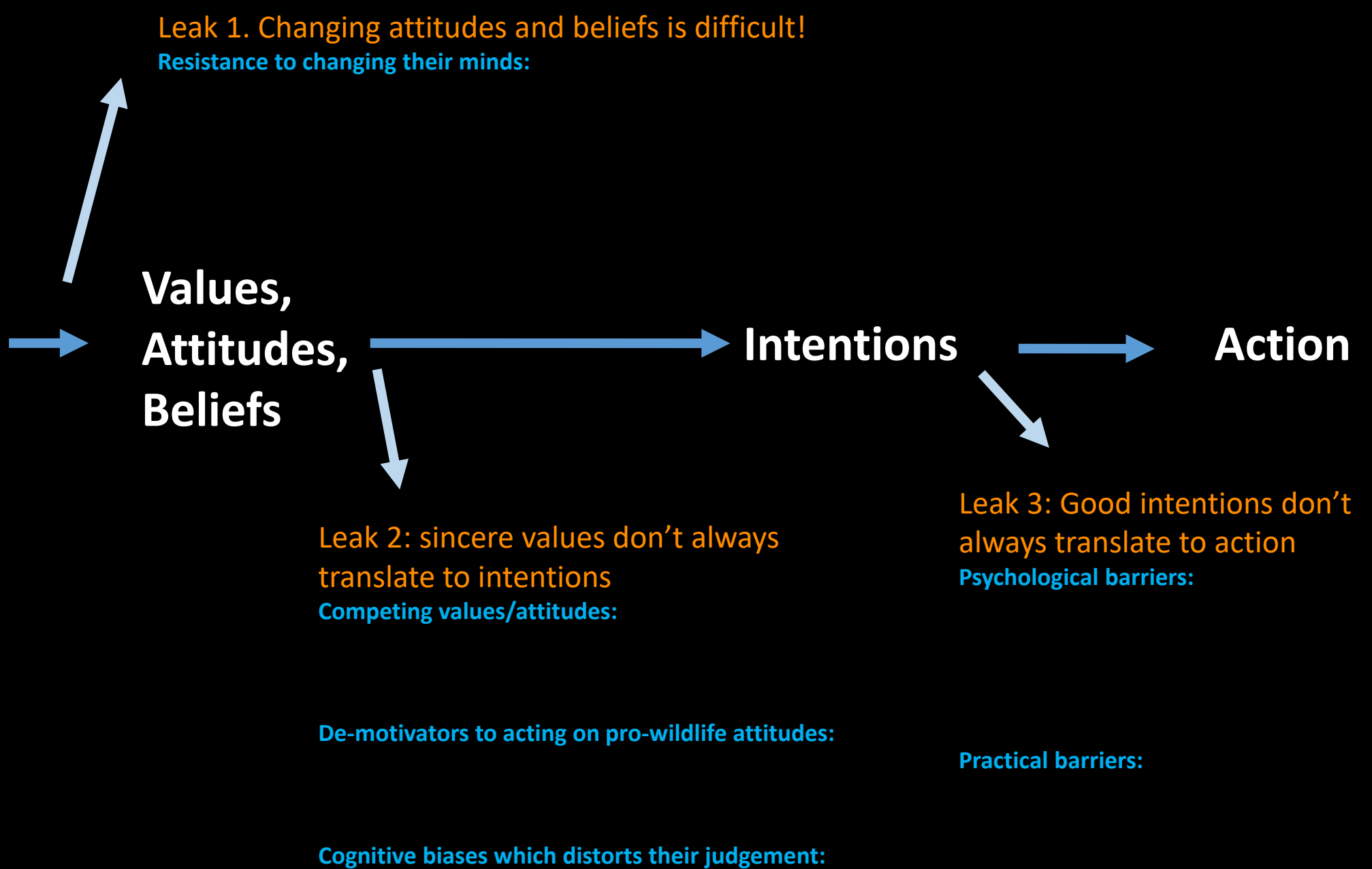
What else undermines our motives to act?

What factors may distort our decision-making?

Even with good intentions, what practical and psychological barriers stop us acting?

Objectives for today:

- Brief recap on yesterday's activities
- Groups assigned to one species / behaviour
- Discuss interventions needed (i.e. where are the main leaks? What are the dominant problems, and accordingly what kind of solutions are needed?)
- Create an outline plan / strategy:
 - What are the main causes of the V-A-G for your species/behaviour?
 - What kind of interventions are necessary (in broad terms – but feel free to mention if you have specific ideas)
 - What research is needed here? Do we know enough already, or not?
 - What would be your ideal project to address this? E.g. a research project? Or designing a new intervention/campaign and testing it? What would this look like?
 - How much would it cost.
 - Who would need to be involved? Would we need to partner with other organisations or authorities to actually solve the problem?



Create an outline plan / strategy, answering each of these questions:



- 1. What are the main causes of the V-A-G for your species/behaviour?**
- 2. What kind of interventions are necessary (in broad terms – but feel free to mention if you have specific ideas)**
- 3. What research is needed here? Do we know enough already, or not?**
- 4. What would be your ideal project to address this? E.g. a research project? Or designing a new intervention/campaign and testing it? What would this look like?**
- 5. How much would it cost.**
- 6. Who would need to be involved? Would we need to partner with other organisations or authorities to actually solve the problem?**