

Katariina Kiviluoto and Petri Tapio, Finland Futures Research Centre, University of Turku

Sustainable transport campaigning – Understanding them deep down

Sustainable traffic campaigning is a relatively new research topic, relevant for sustainable urban development as the share of sustainable traffic modes should be increased. Although there is an abundance of research concerning sustainable transport, transition management and pro-environmental behaviour in relation to traffic interventions, there is precious little research concerning those who work with voluntary sustainable traffic campaigning. Revealing their underpinning motives and worldviews may help us create more successful campaigns and increase the potential societal impacts campaigns may ideally have.

The objective of this paper is to examine how the worldviews and other underlying structures of the campaigners frame the way campaigns are designed and executed. Research material has been gathered by interviewing active sustainable traffic campaigners. The material has then been analysed with Causal Layered Analysis (CLA), a post-structuralist method developed by the futurist Sohail Inayatullah. CLA depicts the world through 4 layers all of which are instrumental to comprise a profound view of any issue under examination.

One key finding of the paper is in the conflict between personal worldviews (or values), and the shackles set by the surrounding environment. This conflict creates frustration among campaigners and may affect both the design and measures chosen, and may lower the likelihood to utilise novel or unconventional methods. As a result campaigners may resort to campaign designs which have little risk for failure and are easily digestible by their target audiences. This may, unfortunately, result in a failure to create lasting effects.

Four futures images of traffic campaigns have been formed as a natural continuum of the CLA-analysis:

- Image 1: Ad agency – achieving behaviour change is mainly a marketing issue
- Image 2: City office – structural changes enable behaviour change
- Image 3: Community centre – empowerment and participation induce behaviour change
- Image 4: Art house – creating behaviour change via experimentation and co-creation

The 4 futures images surfacing from the analysis offer some assurance that complementary means are available for campaign toolkits in order to create more effective campaigns and increase the chances of profound lifestyle changes leading ultimately to more sustainable urban ecosystems. The futures images developed offer a snapshot of what may lie ahead, but offer also insights on current campaigning. Unconventional measures using participatory and creative methods as well as a greater use of diverse target groups may be fruitful alternatives to conventional campaigns. Harnessing the inner drive of the campaigners as well as scanning the grassroots level for new partnerships may be beneficial as well. We conclude that concrete measures anchored in the everyday experience, peer involvement and co-creation at the grassroots level may increase the uptake of campaign measures and result in positive spill-over effects.