

## What *needs* do people realize through a sustainable lifestyle?

InContext is an EU funded research project on fostering **sustainable behavior**.

### InContext will...

- Identify **drivers** for behavioural change, with respect to the **inner and outer contexts of individuals**.
- Initiate **transition pathways** at the local level, in order to create supportive environments for sustainable living.



Project period: October 2010 -  
October 2013

- Develop a **conceptual understanding** of the interaction of inner & outer, collective & individual perspectives on sustainable behaviour.
- Analyze three case studies of **collective alternative practices** in the domains of food and energy consumption.
- Adapt and apply transition management techniques, including **participatory scenario development and back-casting exercises**, in three pilot projects.
- Foster **networks of local governments** which facilitate transition processes towards sustainable behavior.
- Formulate **policy recommendations** on possible measures for creating an environment (context) that motivates sustainable behaviour.



# Including pro-social motivations for lifestyle changes

## A psychologically enriched capability approach

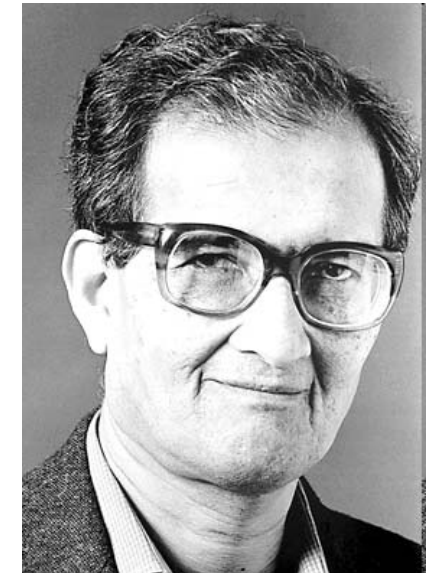
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UFZ Helmholtz Centre for Environmental Research  
Department for Environmental Politics

- The Capability Approach has been used successfully for transitions out of poverty through extrinsic and intrinsic empowerment.
- There are main differences between poverty transitions and SD transitions:
  - The high relevance of complexity and uncertainties,
  - the normativities around SD, and
  - the other-regarding motivation for SD.
- Design and evaluation of SD strategies must be based on models that account for these issues.
- The Capability Approach enriched by psychological and by sustainability research offers such a model.

- 1) The Capability Approach (CA) in a nutshell
- 2) Intrinsic empowerment for a transition out of poverty
- 3) Psychological specificities of SD transitions
- 4) Intrinsic empowerment for SD transitions
- 5) Summary and outlook

# A new context: the capability approach (CA)

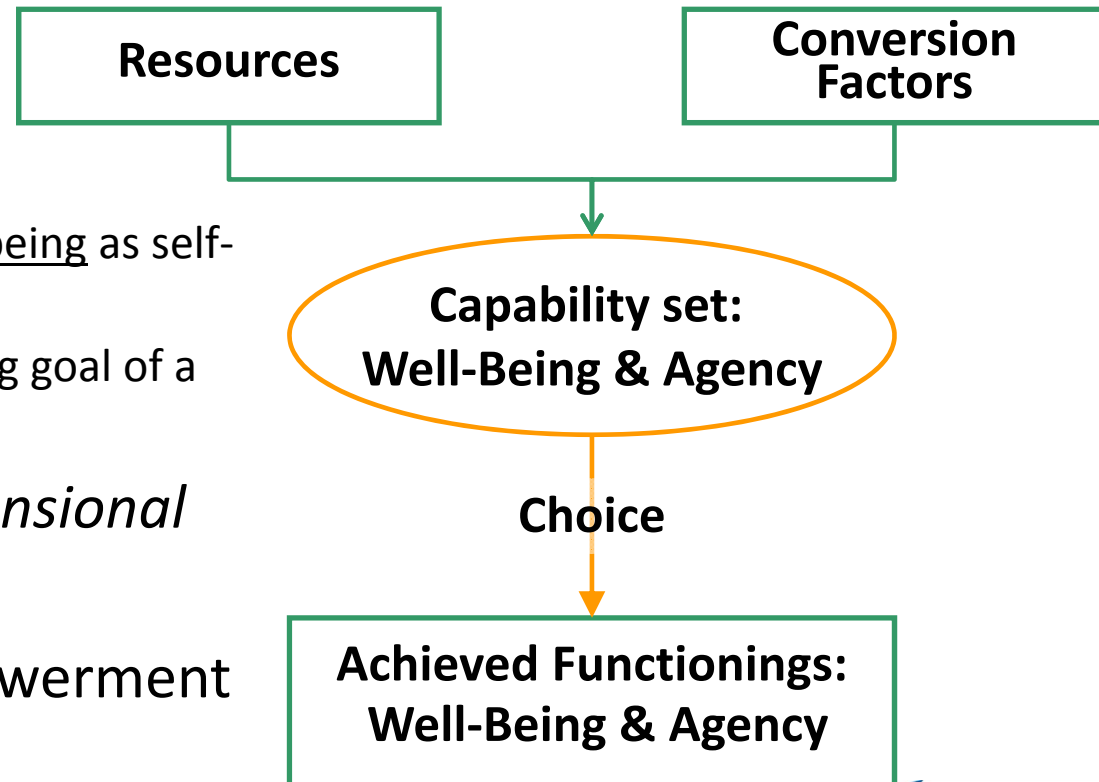
- Introduced by Amartya Sen as a critique to
  - Economic-utilitarian approaches
  - Needs-based approaches
- Basis for UN development programme (Human development Index)
- The CA 'is a broad normative framework for the evaluation of
  - individual well-being and social arrangements,
  - the design of policies and proposals about social change in society' (Robeyns 2003: 5)



Source:  
[http://nobelprize.org/nobel\\_prizes/economics/laureates/1998/sen.html](http://nobelprize.org/nobel_prizes/economics/laureates/1998/sen.html)

- Well-being in terms of:
  - Achieved functionings as the various things a person may value doing or being,
  - capabilities as the substantive freedoms to lead the kind of life the person has reason to value.

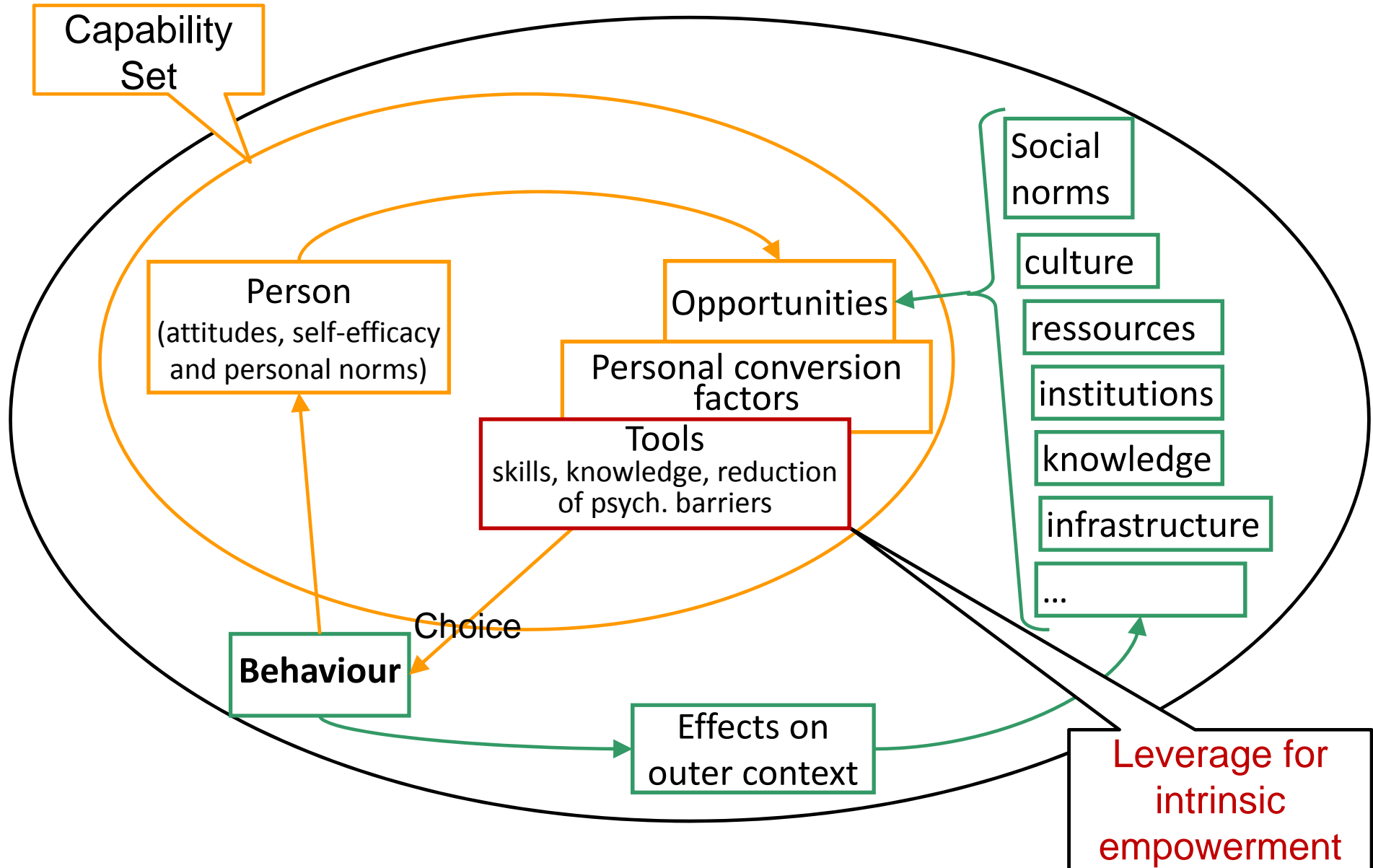
- Differentiation between
  - standard of living and well-being as self-regarding goals,
  - agency as an other-regarding goal of a valuable life.
- CA provides a *multidimensional* evaluative space
- Focus on extrinsic empowerment



- Value added to standard CA models:
  - Modelling of inner development and motivation possible
  - Move from a static to a dynamic model
- Value added to psychological approaches:
  - Explicit normativity in the model: freedom and achievement



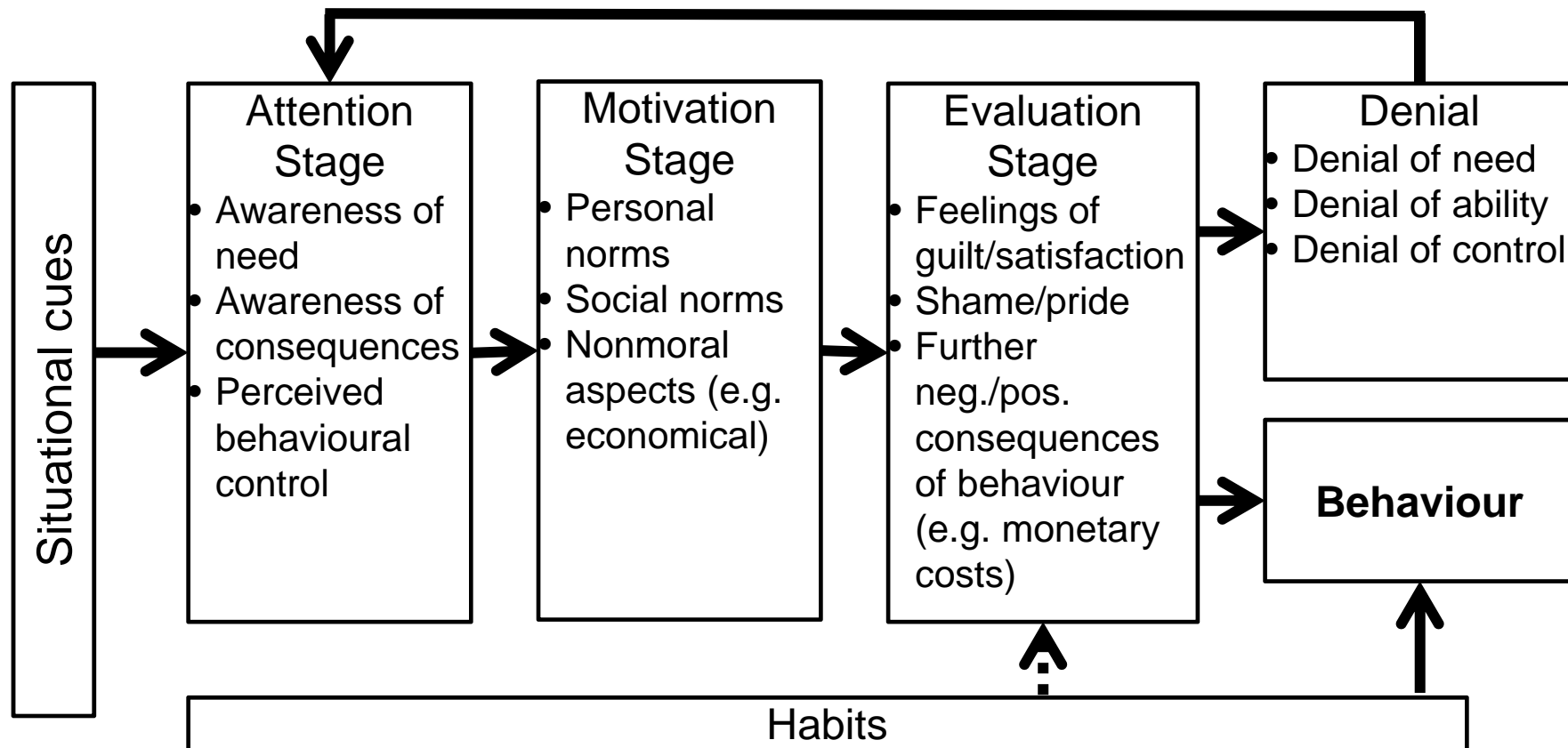
# Intrinsic empowerment out of poverty (based on Pick and Sirkin 2010)



- SD is about the capabilities of people, not only their basic needs
- Individual transition strategies to SD can be part of the individual capability-set – dependent on
  - Resources and conversion factors
  - Personal values
- SD is an agency goal, not a well-being goal,
  - Agency goals are much more dependent on activated social and personal norms than well-being goals

# Norm-Activation Model

(Source: Klöckner & Matthies 2004)



## Folie 11

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**nse23**

Hier sind "habits" mit auf der Folie drauf, welche Du aber nicht näher erklärst. So erstmal kein Problem denke ich. Auf Nachfrage ggf. erklären?!

Niko; 03.11.2011

Pro-social behaviour, e.g. sustainable consumption, is affected by

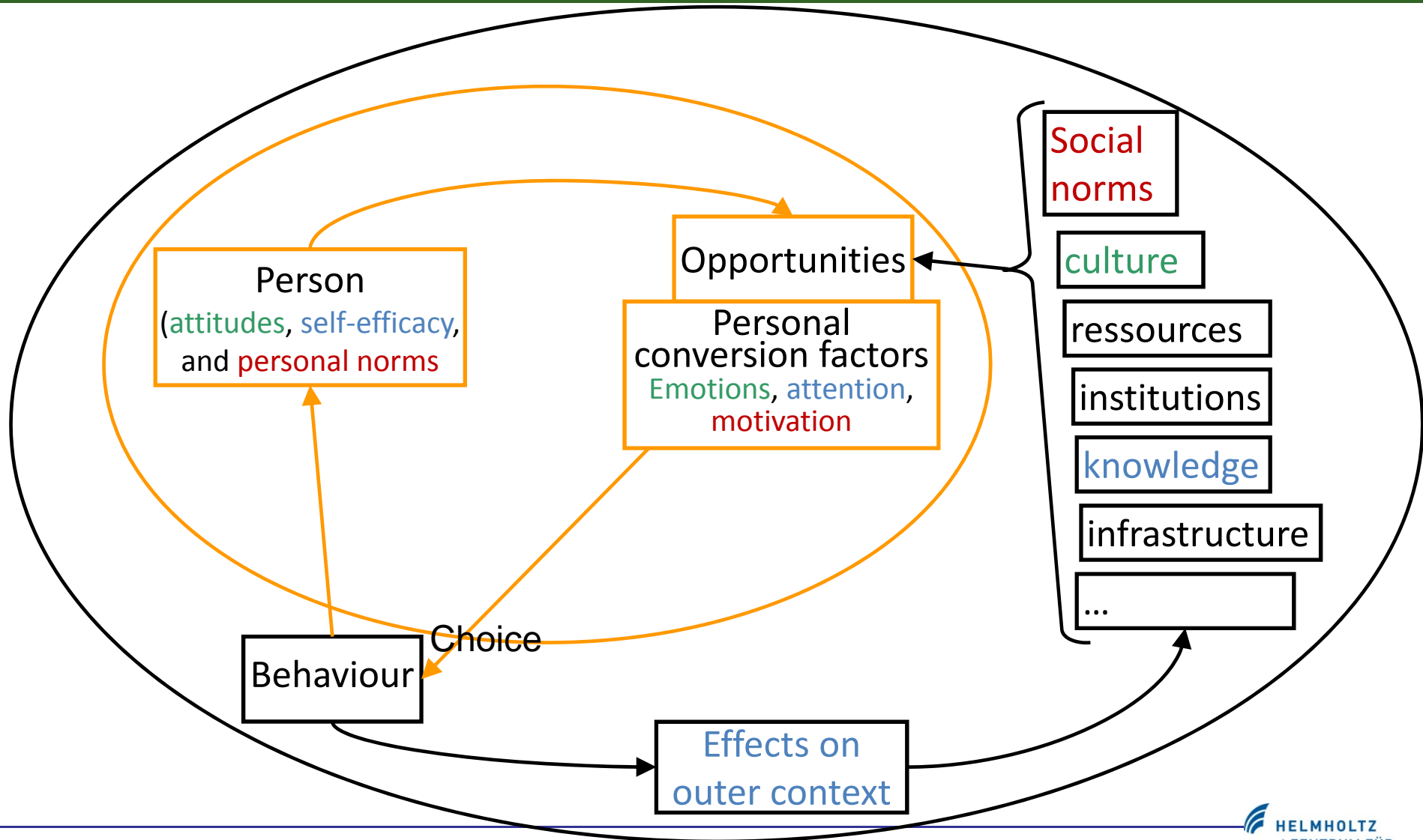
- Awareness of consequences
- Perceived behavioural control
- Social and personal norms
- Perceived responsibility

- Awareness of consequences (knowledge, learning, and mind-set)
  - Critical points in SD:
    - Temporal and spatial scale and interrelatedness of systems highlight dynamics and complexity
    - Cognitive, normative, and institutional difficulties to handle these
- Perceived behavioural control (self-efficacy) as control over one's thoughts, feelings, and actions
  - Critical points in SD:
    - Very low perceived effectiveness of one's actions
    - Sustainability actions are in the core collective actions
    - How to handle feeling of helplessness?

- Explicitly including altruistic social and personal norms
  - Critical points in SD:
    - Responsibility traditionally restricted to the well-being of societal and temporal peers
    - General ethical norms (to be transformed into personal norms), but also social norms do not shift rapidly to SD norms
    - Impact of emotions on motivation and responsibility?
- Relevant elements for personal conversion:
  - Attention, motivation, emotion

# Inner factors for SD transitions

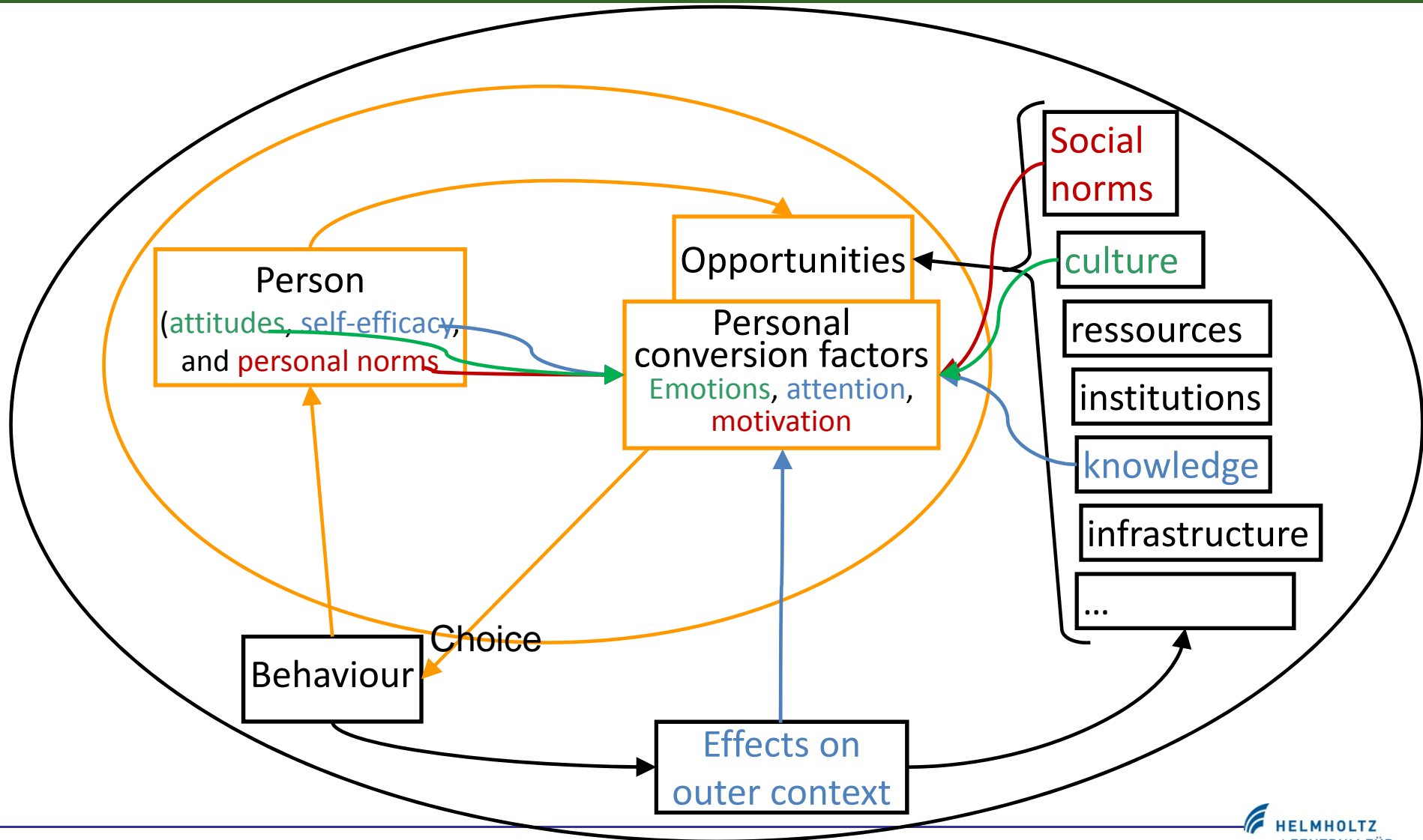
(extending Pick and Sirkin 2010)





# Inner factors for SD transitions

(extending Pick and Sirkin 2010)

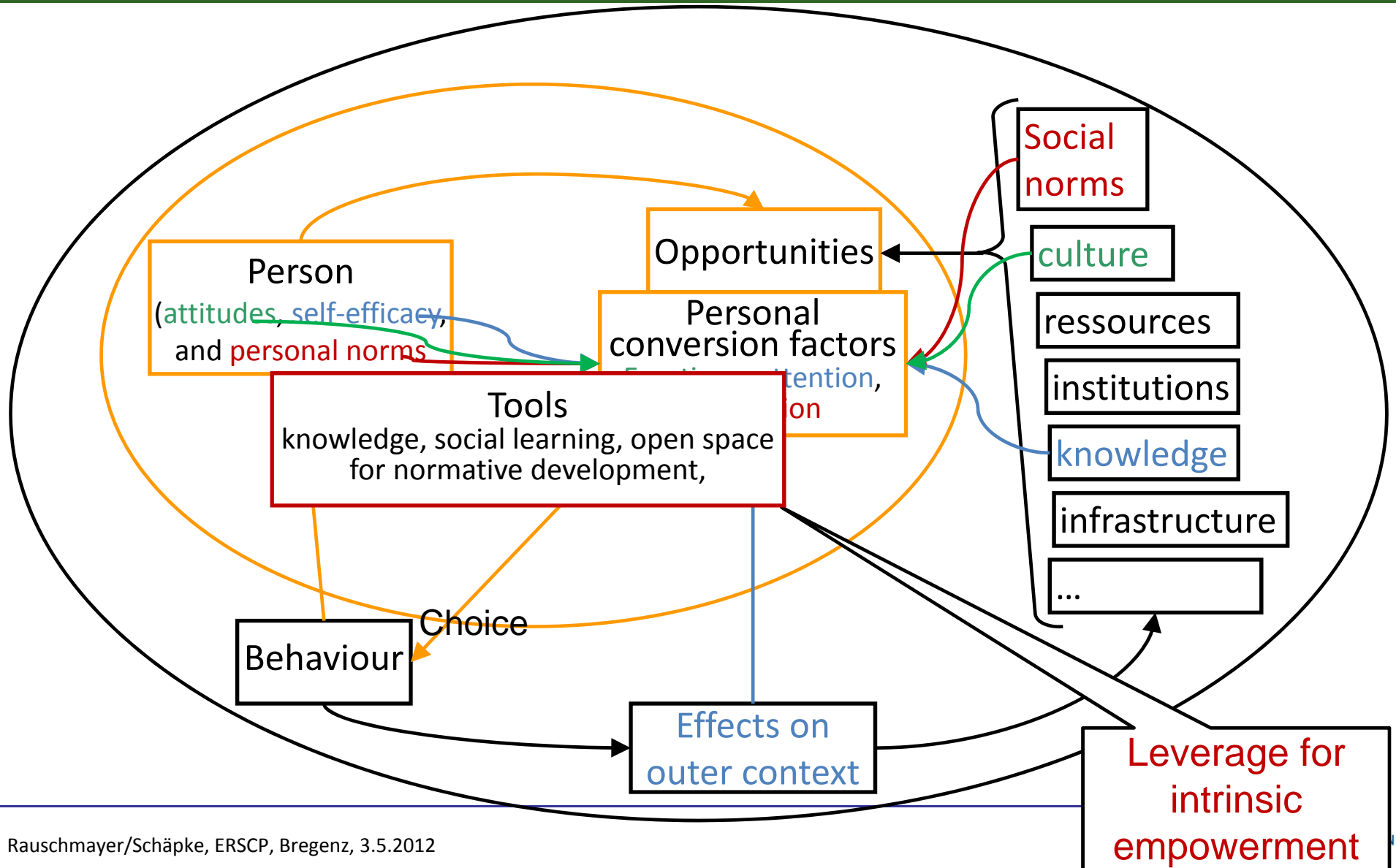




# What kind of empowerment for SD transitions?



- Improve awareness of consequences:
  - Knowledge, social learning
- Improve self-efficacy:
  - Joint action and social learning on own input
  - Programmes to improve „emotional intelligence“
- Include and develop altruistic motivations
  - Guided, but open and safe space for moral development



- The CA accounts for pro-social motivation.
- The CA has to be enriched psychologically to account for intrinsic empowerment.
- The CA adds an explicit normative aim to psychological research.
- SD transitions including intrinsic empowerment and altruistic motivation can be conceptualized and evaluated by an enriched CA.

## Open questions

- How to design concrete measures for intrinsic SD empowerment?
- How to measure and evaluate SD transition policies that include intrinsic empowerment?

## More on this...

- See more on the InContext project:  
[www.incontext-fp7.eu](http://www.incontext-fp7.eu)
- See more on the GeNECA project at: [www.geneca.ufz.de](http://www.geneca.ufz.de)
- See more on the links between SD, CA, needs, and well-being at:
  - Rauschmayer/Omann/Frühmann (eds) (2011):  
*Sustainable Development: capabilities, needs, and well-being*, Routledge  
[www.routledge.com/books/details/9780415586528/](http://www.routledge.com/books/details/9780415586528/)