

# Can live events bring about lasting behavioral change in its audience?



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# Agenda

- My background
- Environmental action on a festival
- Determinants of environmental behaviour and behaviour change
- Are there spill-over effects?
- Challenges
- Some useful tools

# My background

- Professor in social psychology and quantitative methods at NTNU, Trondheim
- Personally interested in music and art festivals
- Researching on determinants of environmentally relevant behaviour on all scales
- Recently more and more interested in researching if and how music and arts can be used to communicate environmental problems
- Working in interdisciplinary projects together for example with environmental scientists and artists

# Environmental impact of a festival



# Actors on a festival



# Environmental impact of a festival

Aspect	Organisers	Audience
Transportation	<ul style="list-style-type: none"><li>-Local Catering &amp; Equipment</li><li>-Ticket for PT included in ticket</li><li>-PT connection</li><li>-Guided bicycle parking</li><li>-CO2-compensation</li></ul>	<ul style="list-style-type: none"><li>-environmentally friendly travel mode choice</li><li>-Car-pooling</li></ul>
Energy use	<ul style="list-style-type: none"><li>-low energy lighting</li><li>-low energy cooling</li><li>-cooperation with electricity companies that deliver regenerative energy</li></ul>	

# Environmental impact of a festival

Aspect	Organisers	Audience
Waste	<ul style="list-style-type: none"><li>-Reduced packaging</li><li>-Use environmentally friendly packaging</li><li>-No Flyers</li><li>-Control audience</li><li>-Waste separation systems</li><li>-Reusable material</li><li>-Refund systems</li><li>-environmentally friendly toilets</li><li>-use recycled products for festival promotion</li></ul>	<ul style="list-style-type: none"><li>-No Littering</li><li>-Waste separation</li><li>-taking part in returning things</li><li>-do not bring own food or drinks</li></ul>

# Environmental impact of a festival

Aspect	Organisers	Audience
Protection nature on the festival area	<ul style="list-style-type: none"><li>-Fence of vulnerable areas</li><li>-Cover the grass</li><li>-Use less damaging stage and catering buildings</li><li>-Do not drive with heavy machinery on sensitive areas</li><li>-Enough and easily accessible toilets</li></ul>	<ul style="list-style-type: none"><li>-Develop a mental connection to area</li><li>-do not destroy plants or buildings</li><li>-No peeing in the nature</li><li>-no littering</li></ul>
Catering	<ul style="list-style-type: none"><li>-organic food only</li><li>-local food only</li><li>-organic drinks</li><li>-Fair trade</li></ul>	<ul style="list-style-type: none"><li>-Do not bring own food/drinks</li></ul>

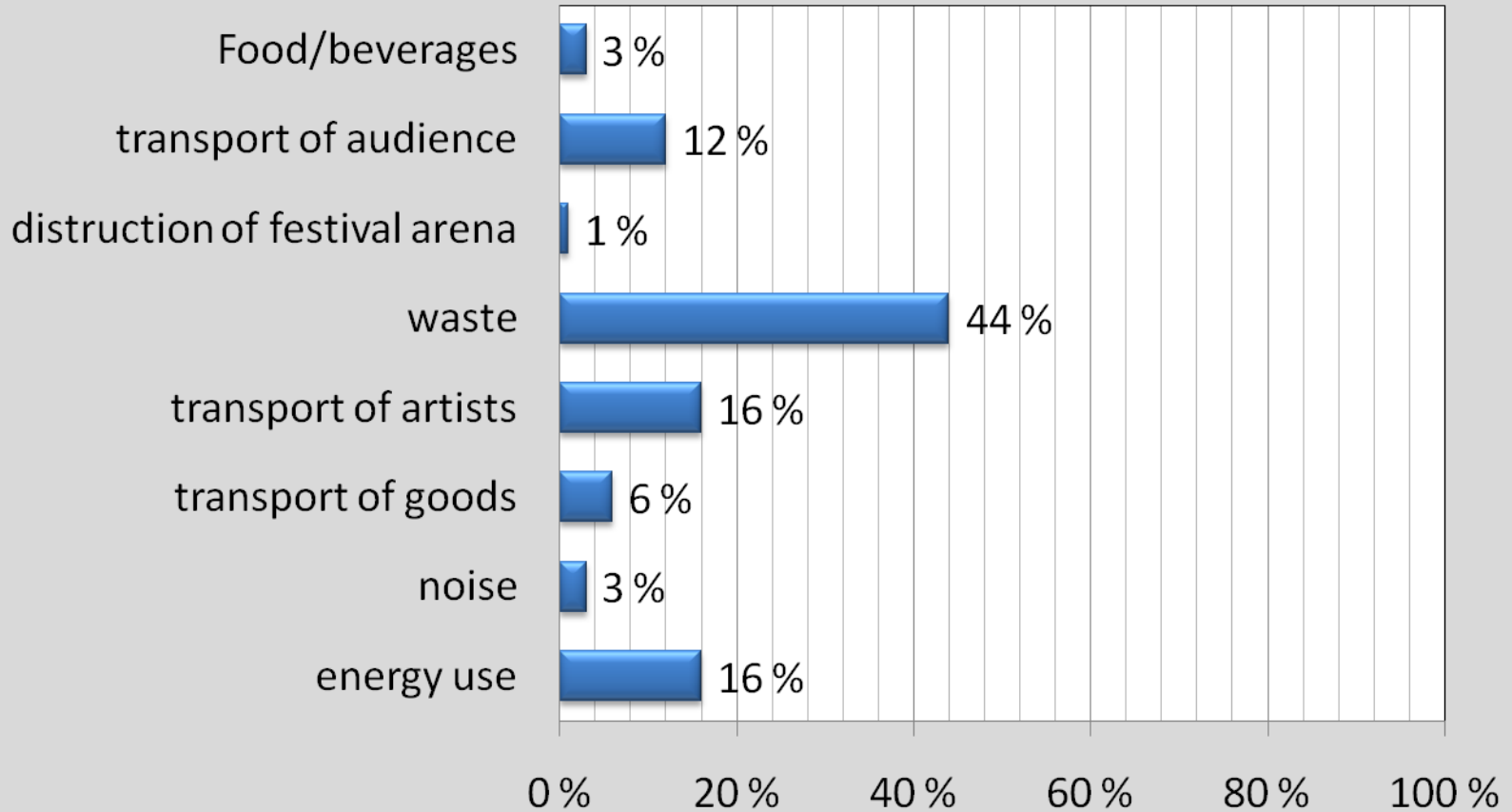


# Environmental impact of a festival

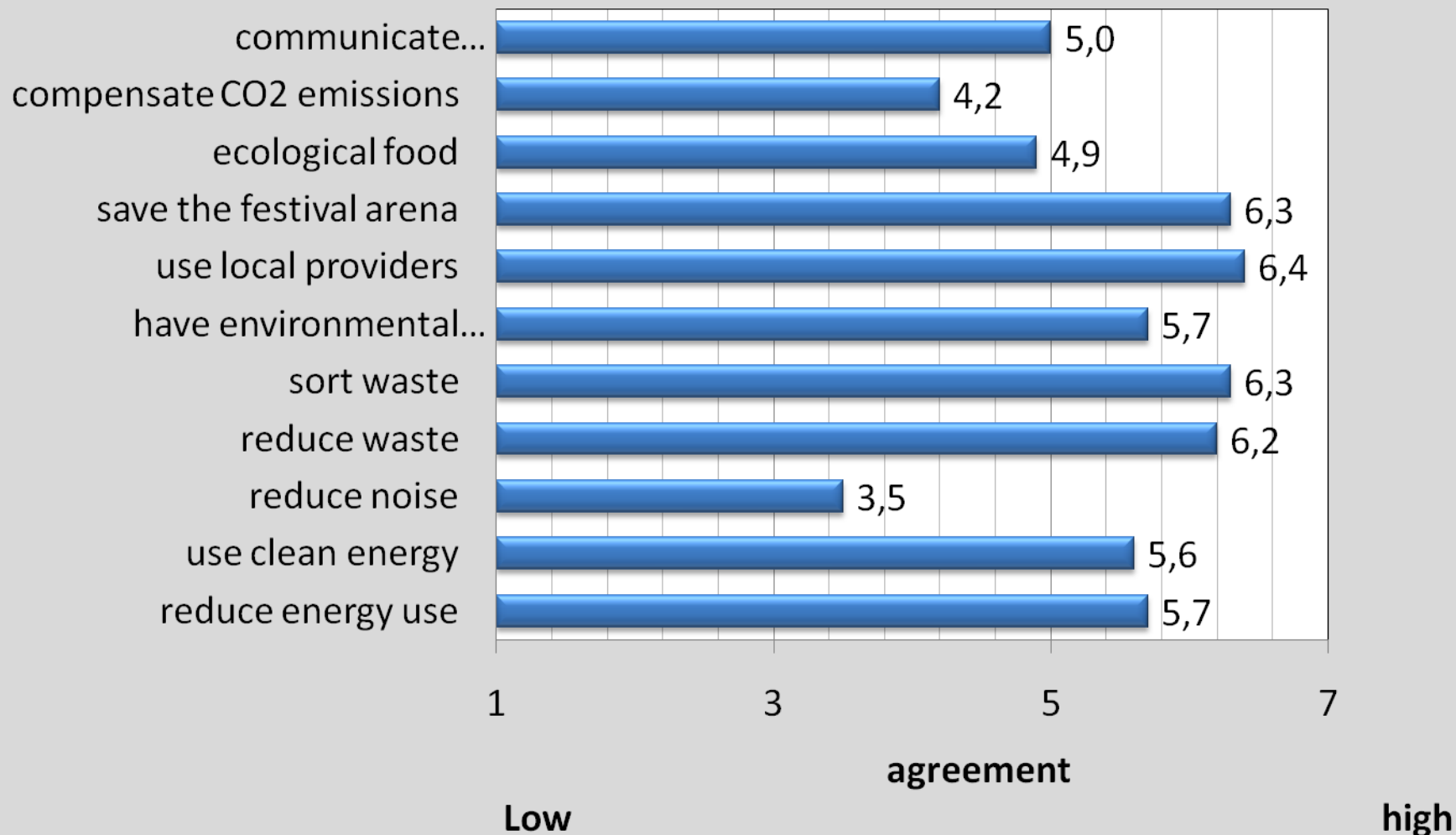
Aspect	Organisers	Audience
Noise	<ul style="list-style-type: none"><li>-Limit the maximum loudness</li><li>-Use decentralised PA</li><li>-End festival at 24:00</li><li>-invite the neighbours</li></ul>	<ul style="list-style-type: none"><li>-Avoid noise travelling to and from the festival</li><li>-Avoid noise around the festival area</li></ul>
Other things	<ul style="list-style-type: none"><li>-Cooperate with environmental groups</li><li>-communication strategy</li></ul>	



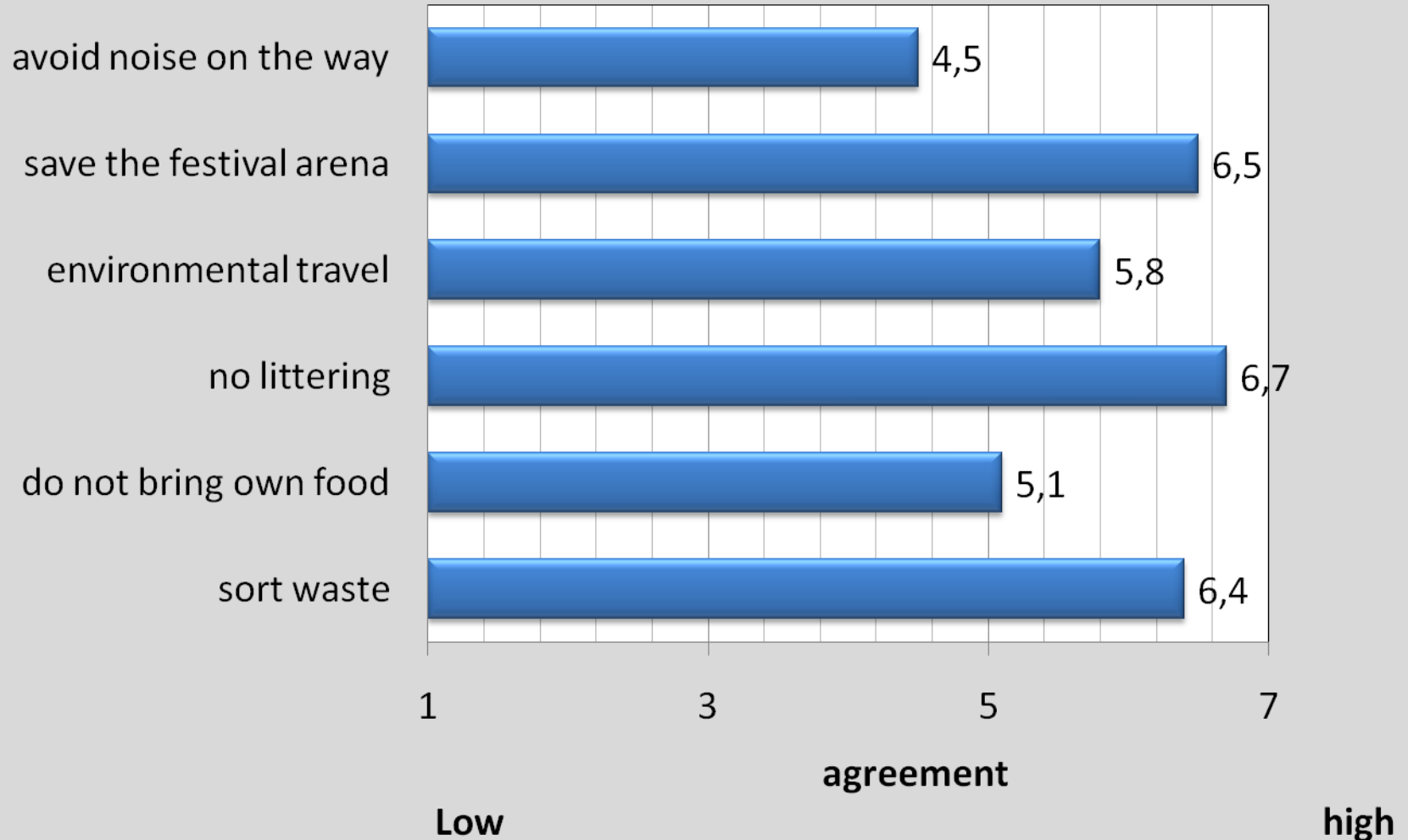
# Assumed environmental impact



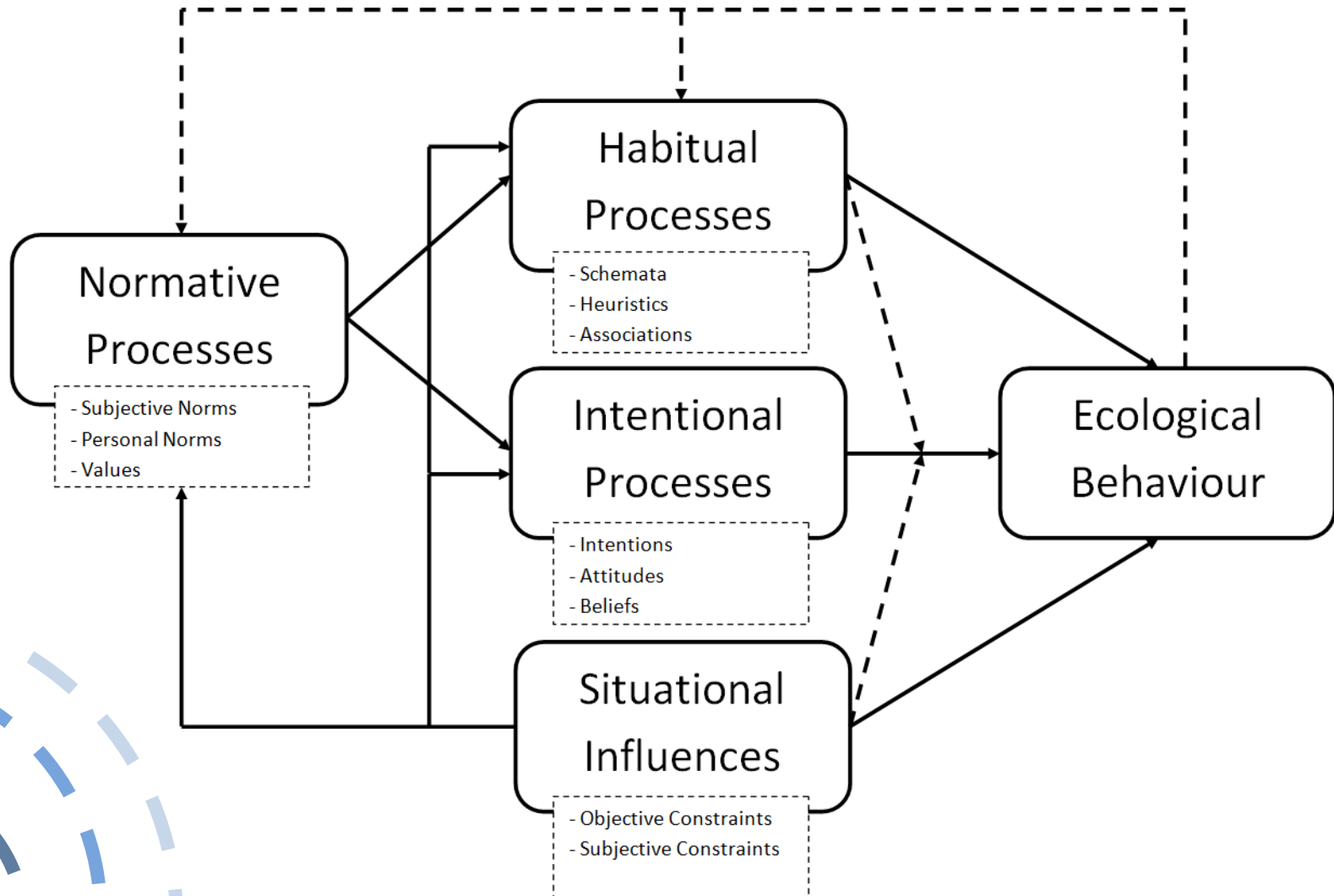
# Suggested priorities for organizers



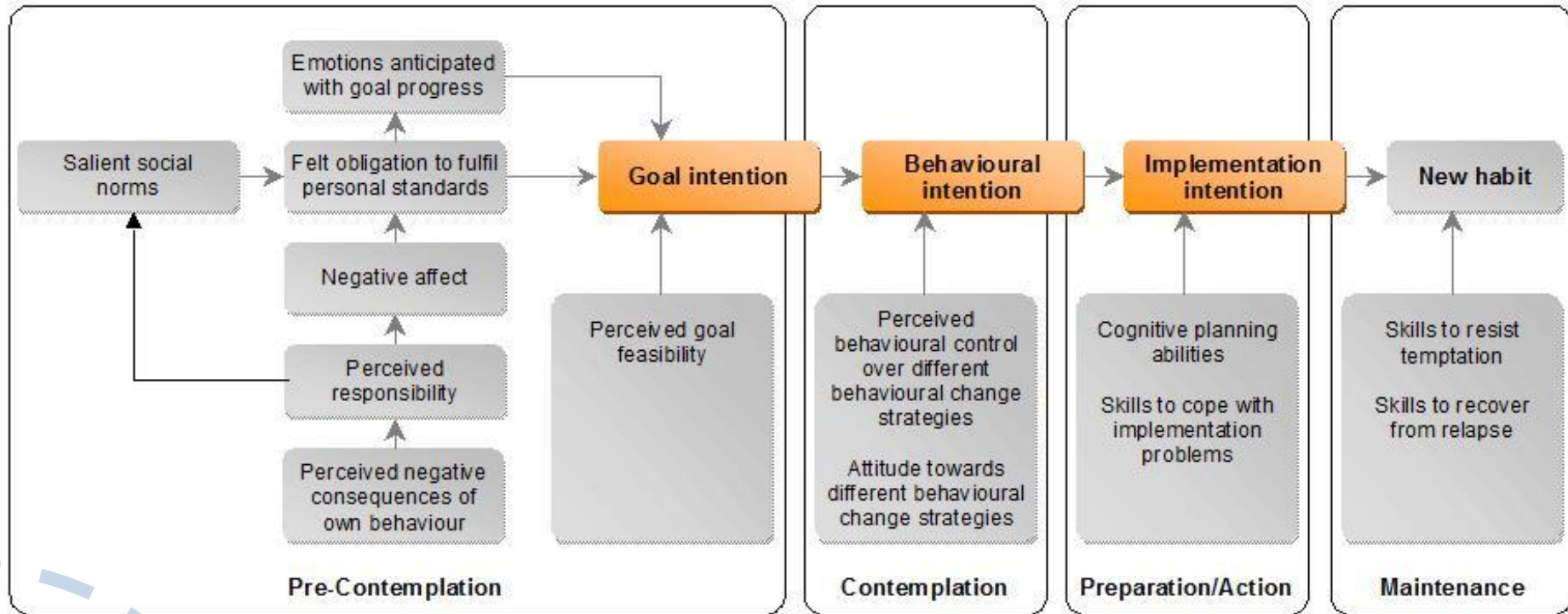
# People's contribution



# Theoretical background



# Theoretical background



# Spill-over effects?

- The findings on spill-over effects are contradictory
- It is difficult to bridge the gap between what is done in a festival setting and beyond
- Usually, people behave more environmentally friendly outside a festival
- A festival context could be useful to create the social component (we are many!)

# Challenges

- Festivals are an alternative reality (especially festivals with camping)
- People get intoxicated
- People do not want to be bothered with moral problems – people want to enjoy themselves
- People are in very different stages of change
- The environment is not the first priority of most festivals – budgets (time, manpower, money) are limited
- Volunteers might have problems keeping motivation up
- Humor in communication can have negative side effects



# Some tools

- Be visible with the environmental part of a festival
- Make use of the power of social models and group psychology
- Use humor and make environmental action something cool and entertaining – with a serious background
- Do not over-inform
- Avoid moralizing
- Tell people not only why to do something but also what to do – and what the effects will be
- Stay close to people's everyday life
- Surprise – create unexpected experiences
- Be careful not to send wrong signals (volunteers collecting trash)
- Be consistent in what you „preach“ and what you do!

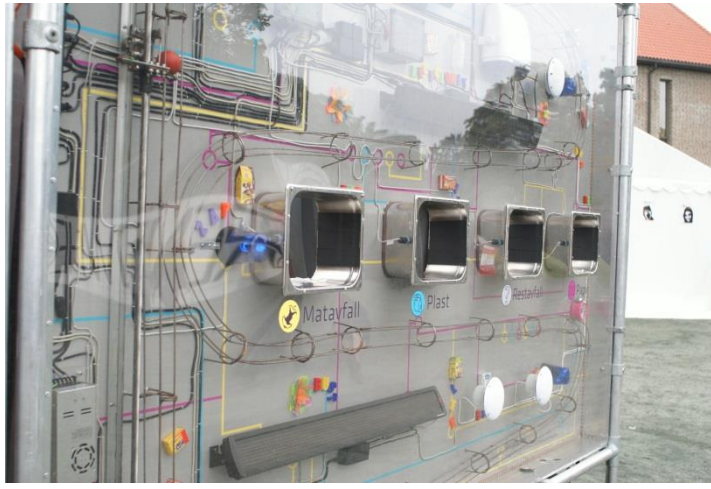
# A project



# A project









Thank you!