



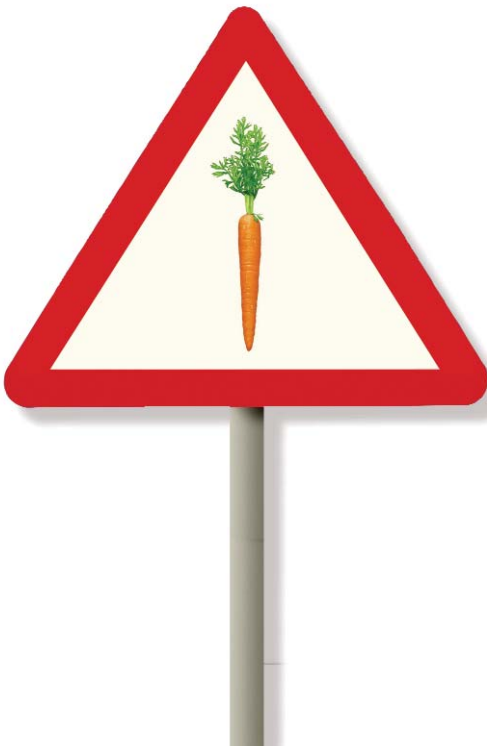
**22ND PACTS WESTMINSTER LECTURE
AND 1ST UN DECADE LECTURE**

More Haste, Less Speed:
changing behaviour for safety and sustainability

Dr Jillian Anable

Senior Lecturer at the Centre for Transport Research,
University of Aberdeen

Wednesday 30th November 2011, 6pm to 10pm
Church House Conference Centre, Dean's Yard,
Westminster, London SW1P 3NZ



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PROGRAMME

18.00 REGISTRATION - TEA AND COFFEE

18.45 LECTURE: DR. JILLIAN ANABLE

MORE HASTE, LESS SPEED:

Changing behaviour for safety and sustainability

20.00 DINNER

21.00 LOUISE ELLMAN MP,

Chair of the Transport Select Committee
(Subject to Parliamentary Business)

22.00 CLOSE

COST £100.00 + VAT (£20.00)





ABOUT THE SPEAKER

Dr Jillian Anable is a Senior Lecturer at the Centre for Transport Research, University of Aberdeen. She is an expert in travel behaviour, climate change and energy policy with particular emphasis on the potential for demand-side solutions.

Dr Anable has developed methods of applying social psychological theories of behaviour and market segmentation techniques to assess the potential to influence travel, vehicle choice and energy behaviours. She is an expert in 'Smarter Choice' interventions which include workplace travel planning, individualised marketing and area-based interventions to influence private and business travel behaviour.

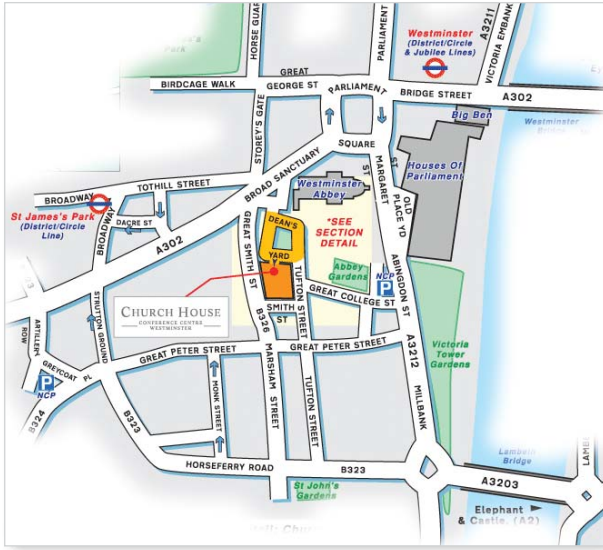
As Principal Investigator of the three year evaluation of the Scottish 'Smarter Choices Smarter Places' programme, Dr Anable was also involved in the evaluation of the three English Sustainable Travel Towns. She has authored or co-authored over 50 academic peer-reviewed journal articles and research reports and has advised the UK Commission for Integrated Transport on climate change. Recent projects have focused on work for the Department for Transport and the Scottish Government on carbon abatement, public attitudes to climate change and smarter choices and the consumer uptake of electric vehicles.

ABOUT THE LECTURE

Road safety campaigns are often cited as examples of good practice at changing behaviour by those trying to achieve sustainable travel. Seat belt and drink driving interventions are hailed as hard-hitting, holistic and embedded within a culture of education and training.

These are all characteristics which are typically lacking from sustainable travel management. Yet, it is plausible that learning could usefully flow in the opposite direction i.e. that travel behaviour interventions offer important insights into the achievement of long-term shifts in attitudes, social norms and habits which can be applied to road safety.

This lecture explores the potential for this transfer of knowledge by drawing upon evidence from approaches such as smarter choices, social marketing and networking, nudge theory and segmentation which have all been applied successfully to alter travel behaviour. It will also be suggested that road safety cannot be achieved in isolation from other policy objectives, including environmental sustainability, and areas for closer alignment between these two policy agendas will be highlighted.



PACTS is grateful for the financial support provided by



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