LIFEWORLD TRANSITIONS: ETHICS AND PLEASURES IN (PERHAPS CHANGING) VACATION PRACTICES

DFF-FUNDED PROJECT

Towards climate friendly vacation practices

- Grant from Independent Research Fund Denmark

  INDEPENDENT RESEARCH FUND DENMARK

- Cross-disciplinary: environmental sociology, environmental communication and learning for sustainable development

- **Lars** Kjerulf Petersen, ENVS (PI). **Katinka** Bundgård Fals, ENVS (PhD scholar). **Anne** Bundgaard Fals, Btech. **Jonas** Andreasen Lysgaard, DPU.

- Week 44 2023: **PhD course and seminar**

  - Supported by iClimate – thank you!
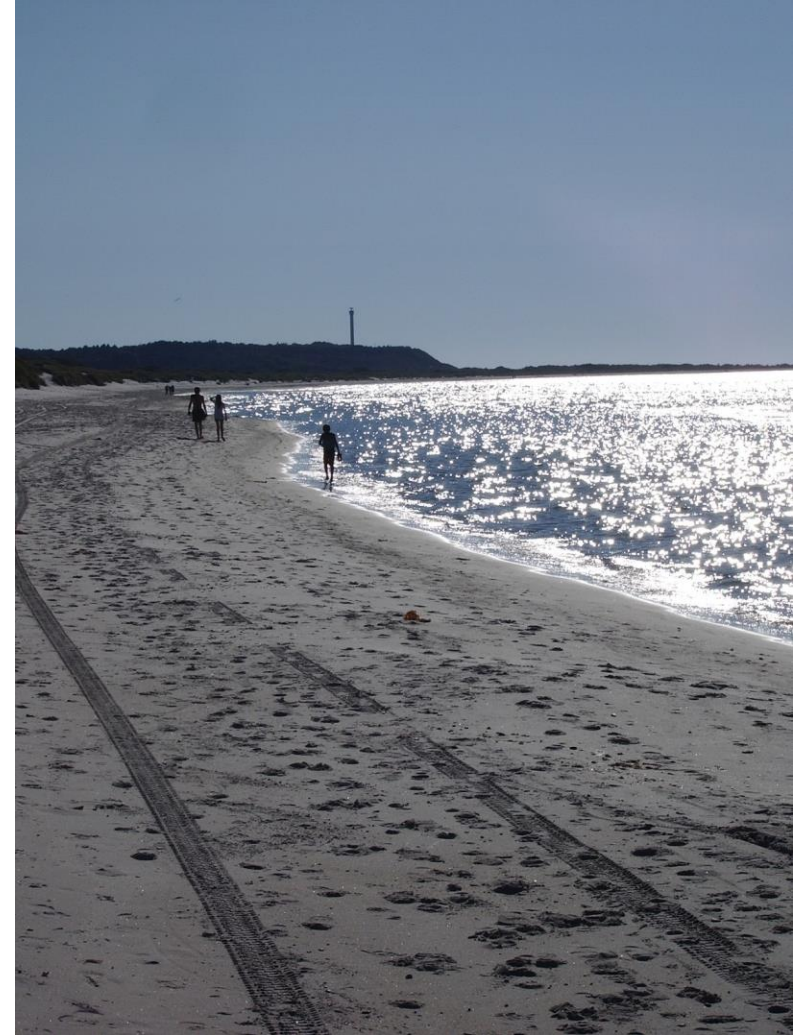
MOTIVATION

"Demand, services and social aspects of mitigation." In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*

Socio-cultural and lifestyle changes can accelerate climate change mitigation (*medium confidence*). Among 60 identified actions that could change individual consumption, individual mobility choices have the largest potential to reduce carbon footprints. Prioritising car-free mobility by walking and cycling and adoption of electric mobility could save 2 tCO_2-eq cap^{-1} yr^{-1}. Other options with high mitigation potential include reducing air travel, heating and cooling set-point adjustments, reduced appliance use, shifts to public transit, and shifting consumption towards plant-based diets. {5.3.1, 5.3.1.2, Figure 5.8}

The indicative potential of demand-side strategies to reduce emissions of direct and indirect CO_2 and non-CO_2 GHG emissions in three end-use sectors (buildings, land transport, and food) is 40–70% globally by 2050 (*high confidence*). Technical mitigation

- Aviation can only stay within its share of the global CO_2-budget if airborne transport stagnates and is reduced... But we are already back at and beyond 2019-level.

OBJECTIVES AND METHODS

Objectives: To investigate...

- Socio-cultural drivers and barriers for climate friendly vacation forms
- Imaginaries and sentiments that pervade vacation practices – and changes hereof
- Interaction between media narrations and social practice changes
- Informal learning in processes of green transition

Methods:

- **Surveys** in Denmark, Portugal and Sweden –
  - Circa 1000 respondents each country – Completed (Pt and S not yet analyzed)
- **Interviews** and **focus groups** w. young adults (18-30) and seniors (+50)
  - Seniors found via survey and "Togrejser" Facebook group
  - Almost completed 14 int. + 6 groups w. young & 18 int. w. seniors **but not yet analysed**
- **Content analyses** of social and broadcast media texts – Not started yet

EXAMPLES – THE SENIORS

- Following Easy Peacy food influencer → Inspired to travel to Italy

- Bucket list travelling inspired by films, documentaries, network,…

- *Information*'s climate change coverage in 1990s
  → Stopped flying = **climate concern became an orientation in vacation practices**
  + frustrated everyone else didn't do the same

- Despair after (media coverage of) COP failures + general climate coverage/concern
  → New vacation practices, "signal that there is a market",
  + frustrated with rail system = **steep learning curve**
  + Flight shame: will never fly overseas again, defined as a loss

- Sustainability standards at first job + general media coverage
  → Translated into personal action: significantly reduced flying, private and business
  + Friends annoyed when he takes train to skiing holiday

- Seeking advice, online and in social networks, on train travelling

AARHUS
UNIVERSITY
TECHNICAL SCIENCES

ICLIMATE ANNUAL WORKSHOP 2023 | LARS KJERULF PETERSEN
14 NOVEMBER 2023 | SENIOR RESEARCHER

SOLIDUM PETIT IN PROFUNDIS
UNIVERSITAS ARHUSIENSIS

SOME TENTATIVE LESSONS

- Customary, resource-intensive vacation practices continuously informed by media input = collective imaginaries
- Integration of climate concern
  - Historically new vacation norm
    – enacted in practice among a minority
  - Practice change prompted by different sources
    - Media coverage
    - Social network
  - Requires difficult learning
    - How to navigate + new expectations
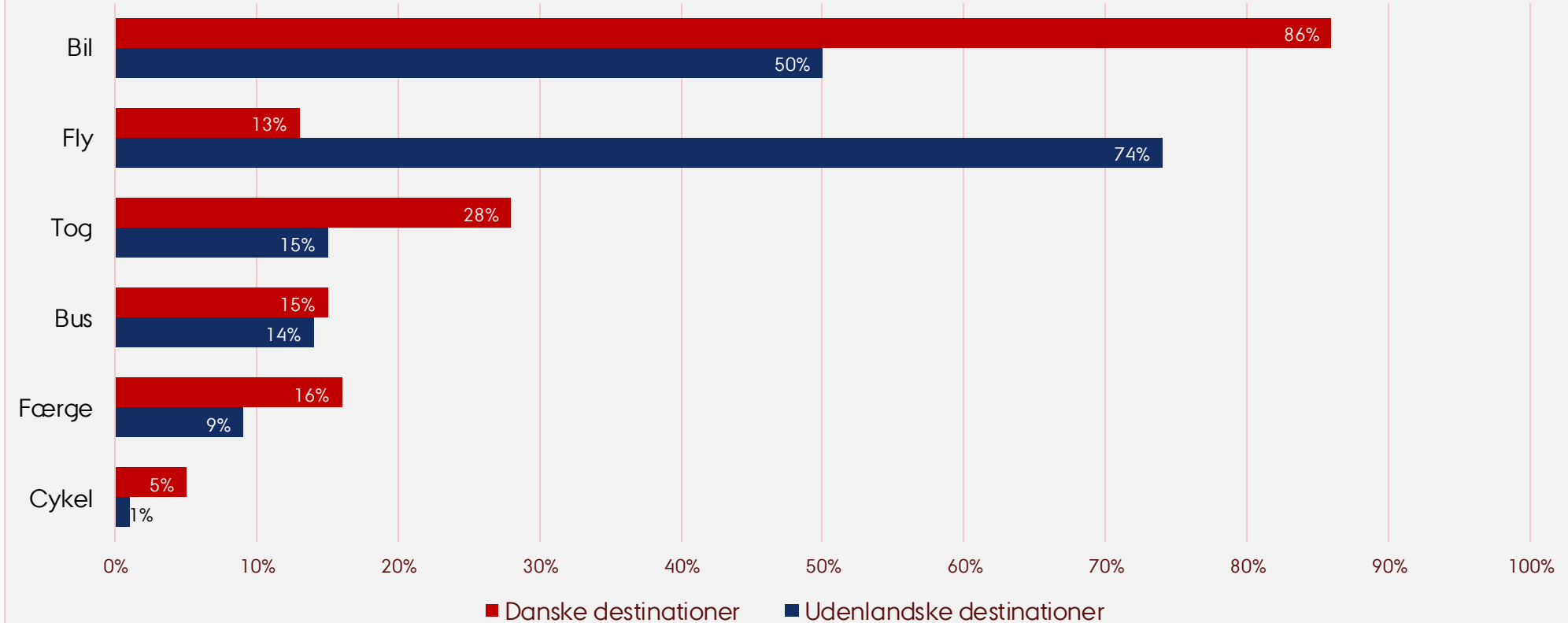 - Infrastructural and regulatory constraints

SOME SURVEY RESULTS

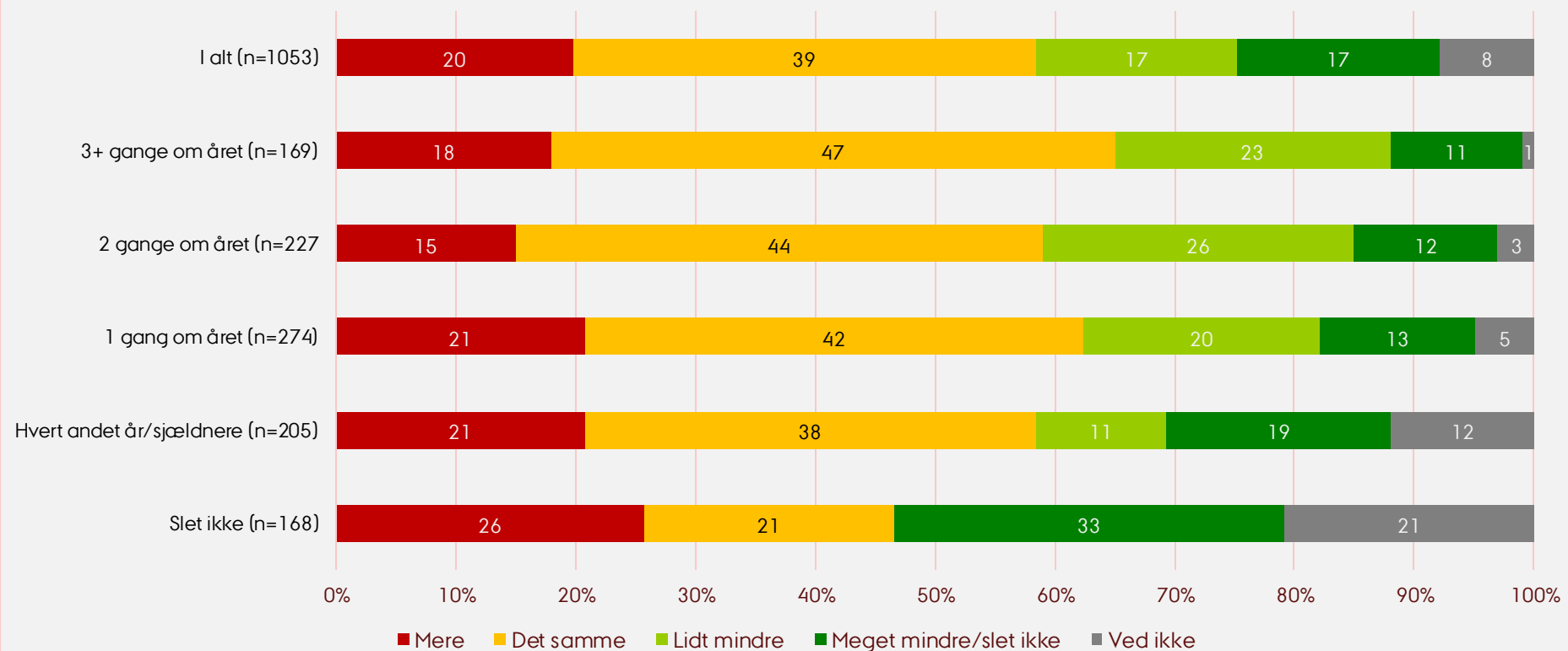**Do you want to take climate considerations into account on your travels and vacations?**
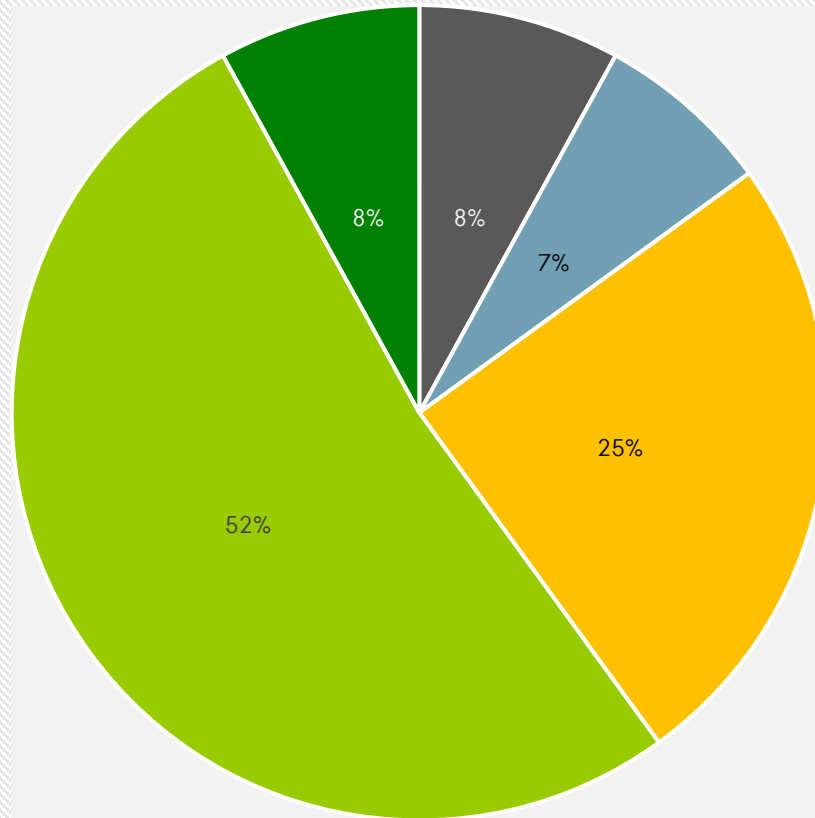
- 8% Nej, jeg mener ikke ferier/rejser har betydning for klimaet
- 7% Nej, klimahensyn er ikke mit ansvar men statens og virksomhedernes
- 25% Jeg vil generelt gerne tage klimahensyn, men ikke lige på ferier/rejser
- 52% Ja, i et vist omfang vil jeg gerne tage klimahensyn på ferier/rejser
- 8% Ja helt sikkert, så meget som overhovedet muligt

What mean of transportation did you to and from your destination [in 2022]? Multiple answers are welcome

Bil — Danske destinationer 86%, Udenlandske destinationer 50%
Fly — Danske destinationer 13%, Udenlandske destinationer 74%
Tog — Danske destinationer 28%, Udenlandske destinationer 15%
Bus — Danske destinationer 15%, Udenlandske destinationer 14%
Færge — Danske destinationer 16%, Udenlandske destinationer 9%
Cykel — Danske destinationer 5%, Udenlandske destinationer 1%

■ Danske destinationer   ■ Udenlandske destinationer

Do you expect to travel more or less by air in the years to come [compared to 2015-2019]?

	Mere	Det samme	Lidt mindre	Meget mindre/slet ikke	Ved ikke
I alt (n=1053)	20	39	17	17	8
3+ gange om året (n=169)	18	47	23	11	1
2 gange om året (n=227	15	44	26	12	3
1 gang om året (n=274)	21	42	20	13	5
Hvert andet år/sjældnere (n=205)	21	38	11	19	12
Slet ikke (n=168)	26	21		33	21

AARHUS UNIVERSITY
TECHNICAL SCIENCES

SUMMARIZED SURVEY RESULTS

Aviation dominant for vacationing abroad

- 64 % had vacationed abroad, 70 % hereof in non-neighbouring countries

No strong movement towards climate friendly vacation transport

- More people will fly the same or more than will fly less/not at all

Some potential for increased train travelling

- 59-77 % expect never to travel by train (depending on the distance)
- But 21 % expect to take the train on some/most trips up to 5 hours
- Even for long trips/interrail, 20 % expect to use the train rarely-sometimes-often

Descriptions of the good holiday:

- **Togetherness** (and hygge). Having **time** for togetherness and different states of mind. **Indulgence** (food is mentioned a lot). **Otherness** (new and different settings)
- All of this can be achieved less resource intensively

THANK YOU FOR YOUR ATTENTION