

BEHAVIORAL ASPECTS OF SUSTAINABLE DEVELOPMENT

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The content

1. The basis of the issue
2. Definition of the concept of behavioral management
3. Two basic areas of behavioral management for sustainable development
4. Three key activities

1. The Basis of the Issue

- Sustainable development is a current and a socially very popular topic.
- Methods of behavioral management are a modern and groundbreaking topic.
- The connection of sustainable development and methods of behavioral management is therefore very modern, flexible, desirable, and advantageous.

1. The Basis of the Issue

What is the point connecting these two areas?

- Sustainable development, as an indispensable and very acute problem, can be shifted thanks to aspects of behavioral management, ie psychological-sociological elements of management.
- Psychological and social elements can significantly help move the economy towards ecology and sustainability at a global level.

2. Definition of the Concept of Behavioral Management

What does it mean „Behavioral management“?

- So let's start from the concept of behavioral economics.
- Behavioral economics connects traditional economics with psychology and sociology.
- Behavioral economics points to the shortcomings of the conservative economy (conservative economic models are insufficient).

2. Definition of the Concept of Behavioral Management

- Behavioral management is very close to behavioral economics.
- Behavioral management, as well as behavioral economics, deals with negative irrational decisions.

What's the difference?

- Behavioral economics deals with psychological-sociological contexts.
- Behavioral management deals with psychological-sociological methods and tools.

2. Definition of the Concept of Behavioral Management

- Behavioral management then uses these psychological-sociological methods and tools to influence (to manipulate) economic subjects (employees, consumers, companies, etc.) in the direction in which behavioral management needs.
- In the case of influence towards sustainable development, this influence (manipulation) of economic entities is very socially desirable and socially necessary, i.e. ethical.

3. Two Basic Areas of Behavioral Management for Sustainable Development

- There are two basic areas of how behavioral management methods can be applied for a positive direction of sustainable development:
 - a) behavioral tools influencing sustainable development;
 - b) behavioral points (nodes) of sustainable development flows.

3. Two Basic Areas of Behavioral Management for Sustainable Development

- a) Behavioral tools influencing sustainable development:
 - manipulation of economic entities (companies and the public) to behave ecologically.

- b) Behavioral points (nodes) of sustainable development flows:
 - sustainable development flows are ecological flows of the economy (especially waste);
 - behavioral nodes in sustainable development flows are mainly people and processes (e.g .production and logistics processes) influencing economic ecology, etc.

4. Three Key Activities

What is the main goal for the future influencing sustainable development through aspects of behavioral management in a positive direction?

- The answer to this question explains:
 - how the connection between behavioral management and sustainable development works;
 - why this connection is important.

4. Three Key Activities

- The problem is based on three key activities, which are:
 - a) examining the effects of behavioral aspects on motivation for sustainable behavior;
 - b) examining the influence of the behavior of nodes of sustainable development flows on these flows;
 - c) examining the effects of behavioral aspects on the nodes of sustainable development flows.

4. Three Key Activities

- a) Examining the effects of behavioral aspects on motivation for sustainable behavior:
- influencing the public, i.e. each of us (to behave ecologically and economically sustainably);
 - methods:
 - anchoring methods of behavioral management (anchoring to a much worse variant - to an even more drastic enforcement of ecological behavior);
 - other manipulative methods of behavioral management („you invented it yourself“, „you want to do it yourself“);

4. Three Key Activities

a) Examining the effects of behavioral aspects on motivation for sustainable behavior:

- methods:
 - the "forbidden fruit tastes the most" method;
 - emotional manipulation (pictures of devastated landscapes, catastrophic predictions, photographs of our children);
 - expert opinions of scientists regarding the ecological development of our planet, etc.
- There are a number of such methods.

4. Three Key Activities

a) Examining the effects of behavioral aspects on motivation for sustainable behavior:

- How to apply these behavioral methods:
 - media;
 - advertising;
 - government (pricing policy - favoring sustainable products, support for sustainability campaigns, education system, etc.).

4. Three Key Activities

b) Examining the influence of the behavior of nodes of sustainable development flows on these flows:

- The activity answers the following four questions:
 - How important are the nodes of sustainable development flows for sustainable development flows in general?
 - Can the overall importance of these nodes for sustainable development flows be changed?
 - How important are the individual nodes for these flows?
 - Can the importance of each of these nodes be changed?

4. Three Key Activities

- c) Examining the effects of behavioral aspects on the nodes of sustainable development flows:
 - The activity answers the following two questions:
 - How can these nodes be behaviorally influenced to make sustainable development flows more positive?
 - What is the potential of this influence?

4. Three Key Activities

- c) Examining the effects of behavioral aspects on the nodes of sustainable development flows:
- it is mainly about influencing the operational, production and trade nodes of waste management;
 - the absolutely fundamental role of the government, because such influencing the nodes of the flow of sustainable development is possible primarily through coordinated actions of state institutions.

For Illustration only...

- Table 1: The knowledge of the anchoring effect

The knowledge of the anchoring effect	Values	
	Yes	No
Prague	89,6 %	10,4 %
Moravian-Silesian region	89,7 %	10,3 %
Vysočina region	88,8 %	11,2 %
Arithmetics average	89,36 %	10,64 %
Weighted average	89,43 %	10,57 %

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- Table 2: The rate of using the anchoring effect in the Vysočina region

The application of the anchoring effect	Values			
	Did not use	Rarely and irregularly	On average once a month	on average at least twice a month
Prague and Moravian-Silesian region (weighted average)	39,75 %	29,47 %	17,93 %	12,83 %
Vysočina region	43,75 %	37,5 %	9,38 %	9,38 %
Total (arithmetic average)	41,75 %	33,49 %	13,66 %	11,11 %
Total (weighted average)	40,91 %	31,81 %	15,44 %	11,83 %

For Illustration only...

- We are now carrying out the same research in the Silesian Voivodeship (Polish region).
- Our team is preparing for similar research in the field of Silesian Voivodeship (Polish region). We therefore want to compare the level of knowledge of behavioral management methods and the level of application of these methods in this Polish region in comparison with three Czech regions, which are Prague, Moravian-Silesian region and Vysočina region.

Thank You for Your Attention

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