

The Myth Of Apathy



Why our feelings matter | Strategies for engagement

Climate Communication Lecture TU Delft

Anne-Marie Pronk, climate campaigner at Urgenda and
Klimaatverbond Nederland, October 7th 2020







Zoek

Domplein 3 Utrecht

- weergave
- Zonne-energie opwekking
- Zeer geschikt
 - Geschikt
 - Minder geschikt
- Instraling
- Geschikt dak oppervlak

kaart

open tabblad



Warmetruiendag

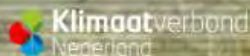
***Alles uit de kast, elke
trui telt!***

***Met al 291.231
deelnemers op vrijdag
7 februari 2020.***

***Dag kolen en gas, hallo
energiebesparing!***

JA IK DOE OOK MEE!

powered by





#truiAAN

EDUCATIE!

OVERHEID,
kom uit de kast!

DEEL wind

wees
zuinig
op wat
je lief
hebt

wacht
niet op
anderen

Altijd
overal
21 graden
is als de
hele dag
snoep
eten

noe mij maar
een
dekenjje

BEGIN!

Ik wil mijn trui aan,
maar het kantoor is te warm

consumeer
minder
&
beter

Iedere
ZONNEP

STOP
de verspilling

GENOEG
GEPRAAT

ACTIE!

DOE IK

81%

**OF PEOPLE SAY
CLIMATE CHANGE
IS IMPORTANT
TO THEM**

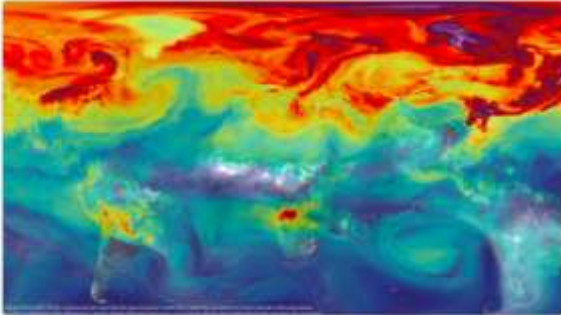


BUT ONLY

63%

**THINK THEIR
FELLOW
CITIZENS CARE**

The Nobel Prize @NobelPrize · 14 okt.
 1st to predict global warming: Nobel Laureate Svante Arrhenius. Paper from 1896 (pdf): nc.org/images/Arhenius...
 Vertalen uit het Engels



31 338 770

Peter Head @PeterHeadCBE · 29 okt.
 The First Climate Model Turns 50, And Predicted Global Warming Almost Perfectly
 Vertalen uit het Engels



The First Climate Model Turns 50, And Predicted Global Warming Almost Perfectly
 Have you ever heard news that the climate models can't agree? The grandfather of them all just turned 50, and is so right it's unbelievable.
 forbes.com

grist @grist · 19 okt.
 We were warned. #TET

The New York Times

NEW YORK, THURSDAY, OCTOBER 13, 1989

E.P.A. Report Says Earth Will Heat Up Beginning in 1990's

By PHILIP SHABECOFF
 Special to The New York Times

WASHINGTON, Oct. 17 — The Environmental Protection Agency warned in a report made available today that the warming of the earth known as the "greenhouse effect" will begin in the 1990's.

John S. Hoffmann, director of strategic studies for the agency, said in an interview today: "We are trying to get people to realize that changes are coming sooner than they expected. Major changes will be here by the years 2040 to 2060, and we have to learn how to live with them."

The report, which was completed last month by Mr. Hoffmann's office, said the warming trend, the result of a buildup of carbon dioxide in the atmosphere, is both uncertain and inevitable. In the next century, it warns, the world will have to learn to deal with major changes in climate patterns, with disrupted food production and with significantly higher coastal waters.

The greenhouse effect, Mr. Hoffmann said, "means a lot more than the temperature getting a little warmer." "There could be big changes," he said. "New York City could have a climate like Daytona Beach, Fla., by 2060."

Although private scientists have

Continued on Page A18, Column 1

The New York Times

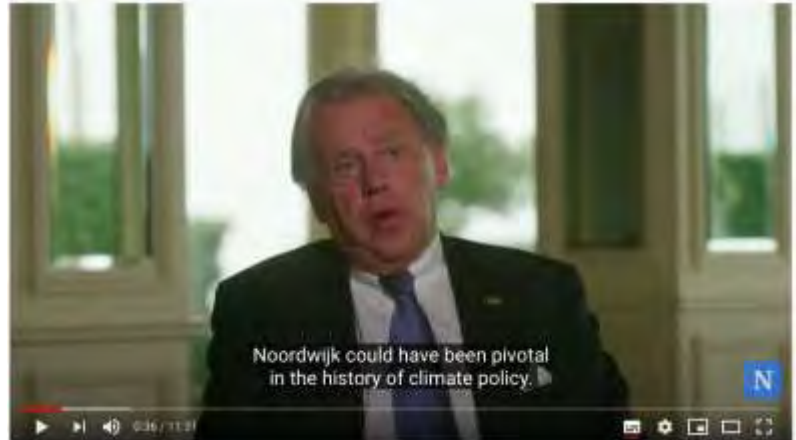
Fossiele brandstoffen veroorzaken onomkeerbare schade aan het klimaat

Woensdag 27 november 1985: Stofmodelwerker Mike Griffiths is naar het Engelse plaatsje Norwich gereisd voor een veldbezoek aan Tom Wigley, de directeur van de Climatic Research Unit (CRU) - van de University of East Anglia.



Griffiths was een van de zes leden van Stella Greenhouse effect working group en heeft met een nieuw rapport over klimaatverandering 'Wigley is mijns inziens een heel zuchtere man', schreef hij een dag later in zijn verslag. Wigley had hem verteld over de onzekerheden in de klimaatwetenschap, maar hij was ook bereid geweest zijn nek uit te steken. 'De afgelezen 100 jaar is de aarde warmer geworden', had Wigley gezegd. Hij voorspelde dat de temperatuur de komende veertig

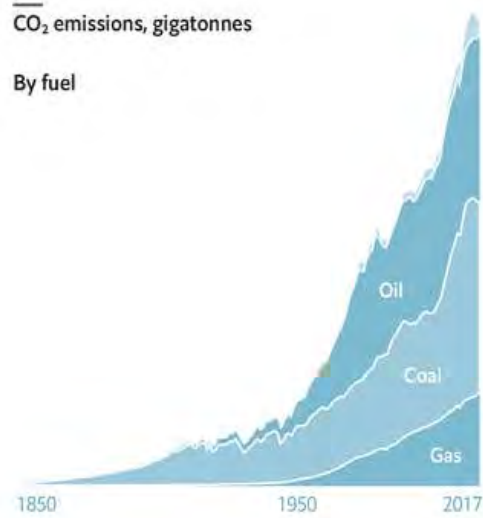
1989 Noordwijk The Netherlands



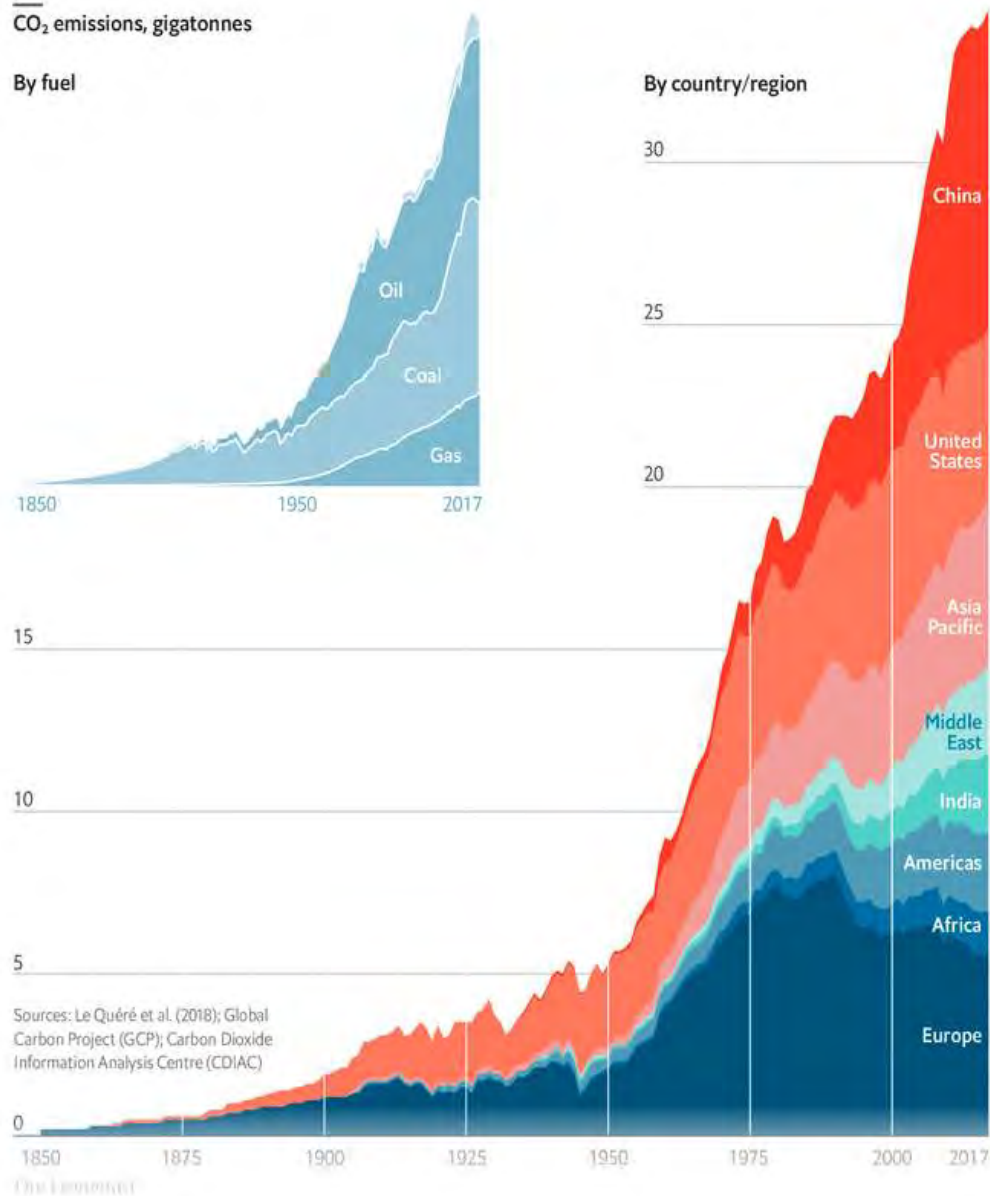
<https://www.youtube.com/watch?v=LqjZStt9quE>

CO₂ emissions, gigatonnes

By fuel



By country/region



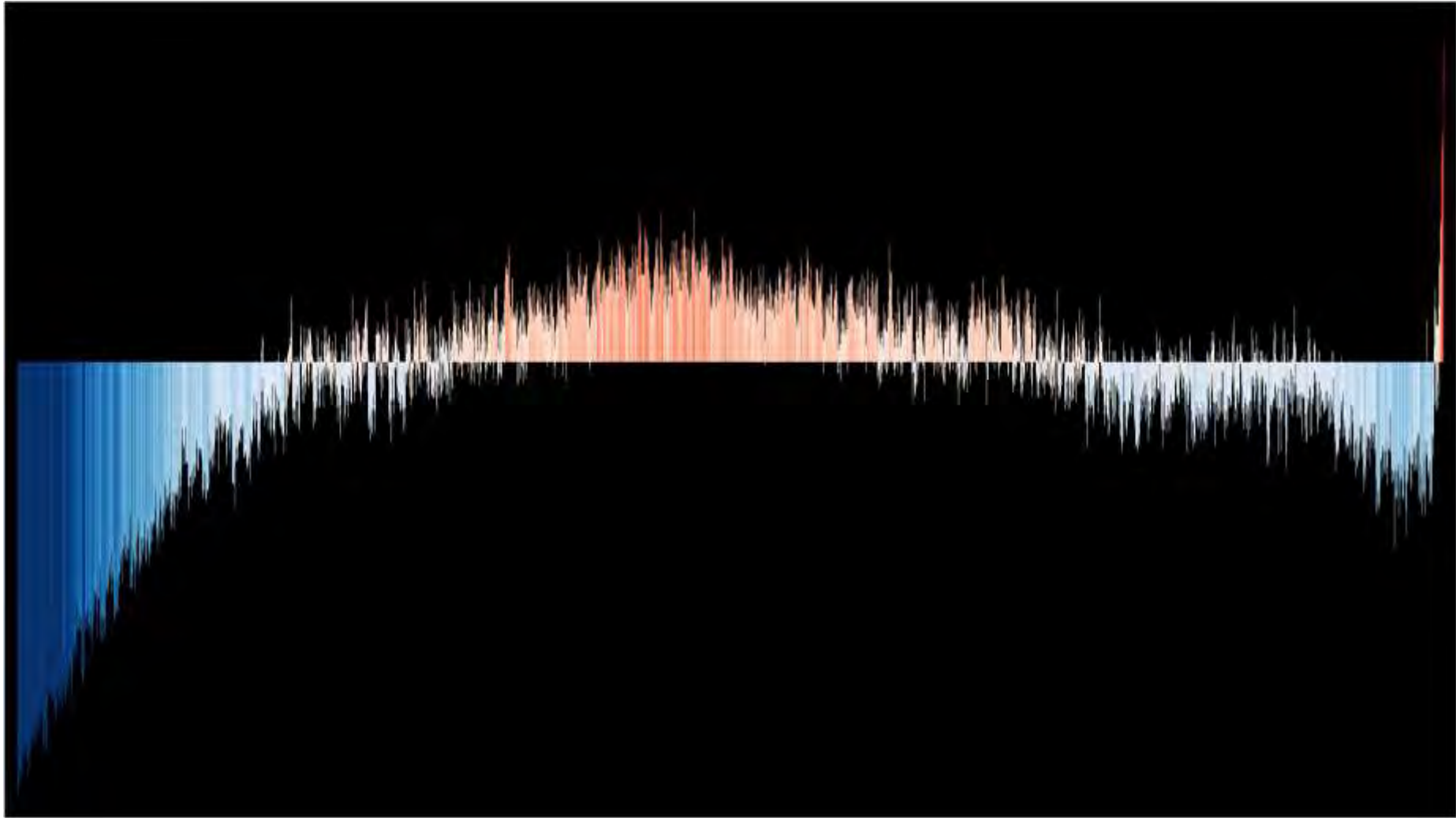
800,000 Years of CO2



Data: Luthi, et al., 2008

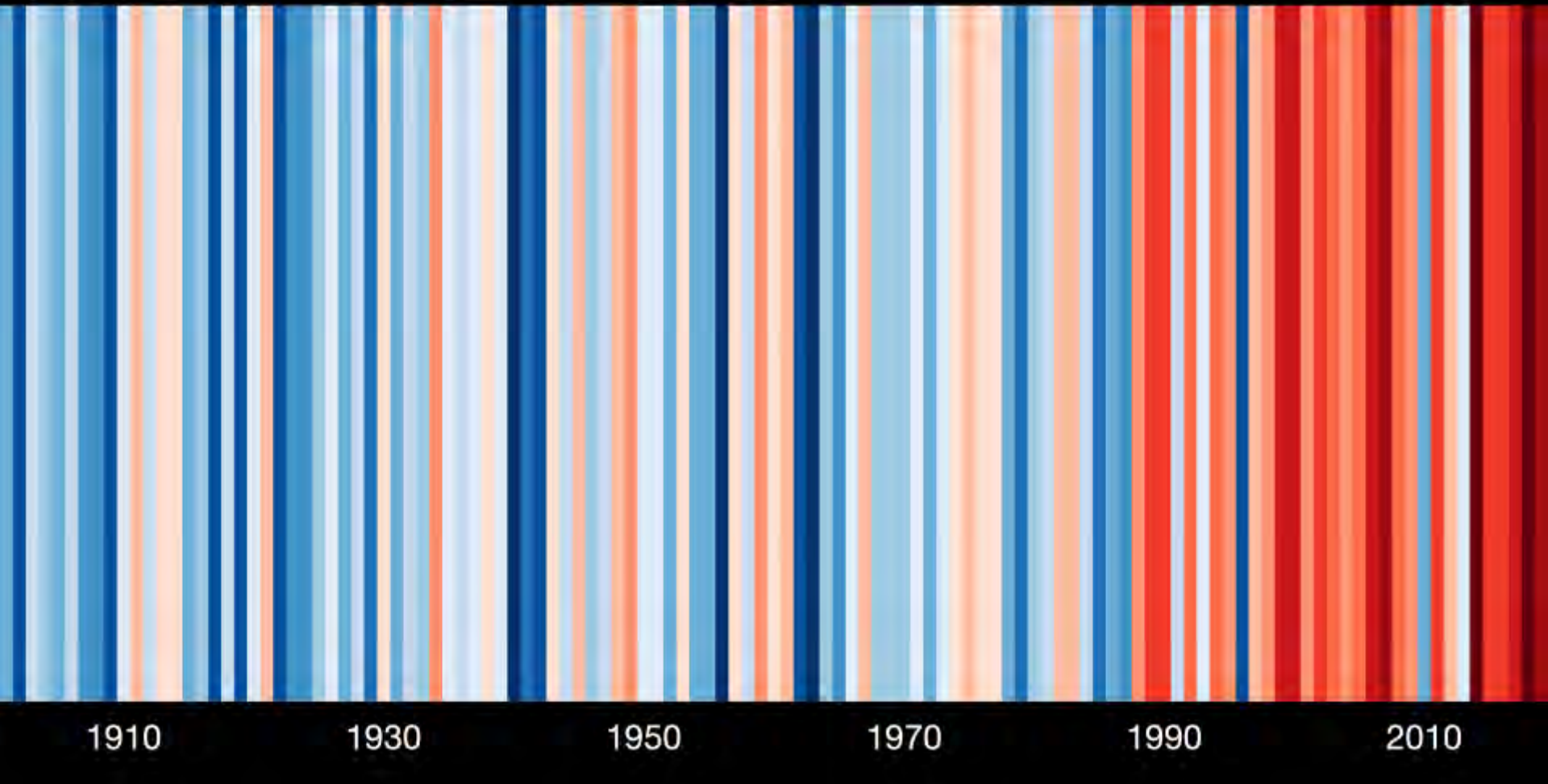
CLIMATE CO2 CENTRAL

Aanrader: filmpje historisch perspectief 400 ppm CO2: <https://youtu.be/rivf479bW8Q?t=40s>



<https://twitter.com/alxrdk/status/1295016785180270594?s=20>

Temperature change in Netherlands since 1901



CO2-uitstoot in 2017 gelijk aan die in 1990

De CO2-uitstoot in Nederland is in 2017 gelijk aan die in 1990. Dit is het resultaat van de afname van de uitstoot van de industrie en de toename van de uitstoot van de particuliere sector.

In 2017 is Nederland (en) vijfentwintig procent minder CO2 uitstootende. De uitstoot is nu gelijk aan die van 1990. Dit is het resultaat van de afname van de uitstoot van de industrie en de toename van de uitstoot van de particuliere sector.

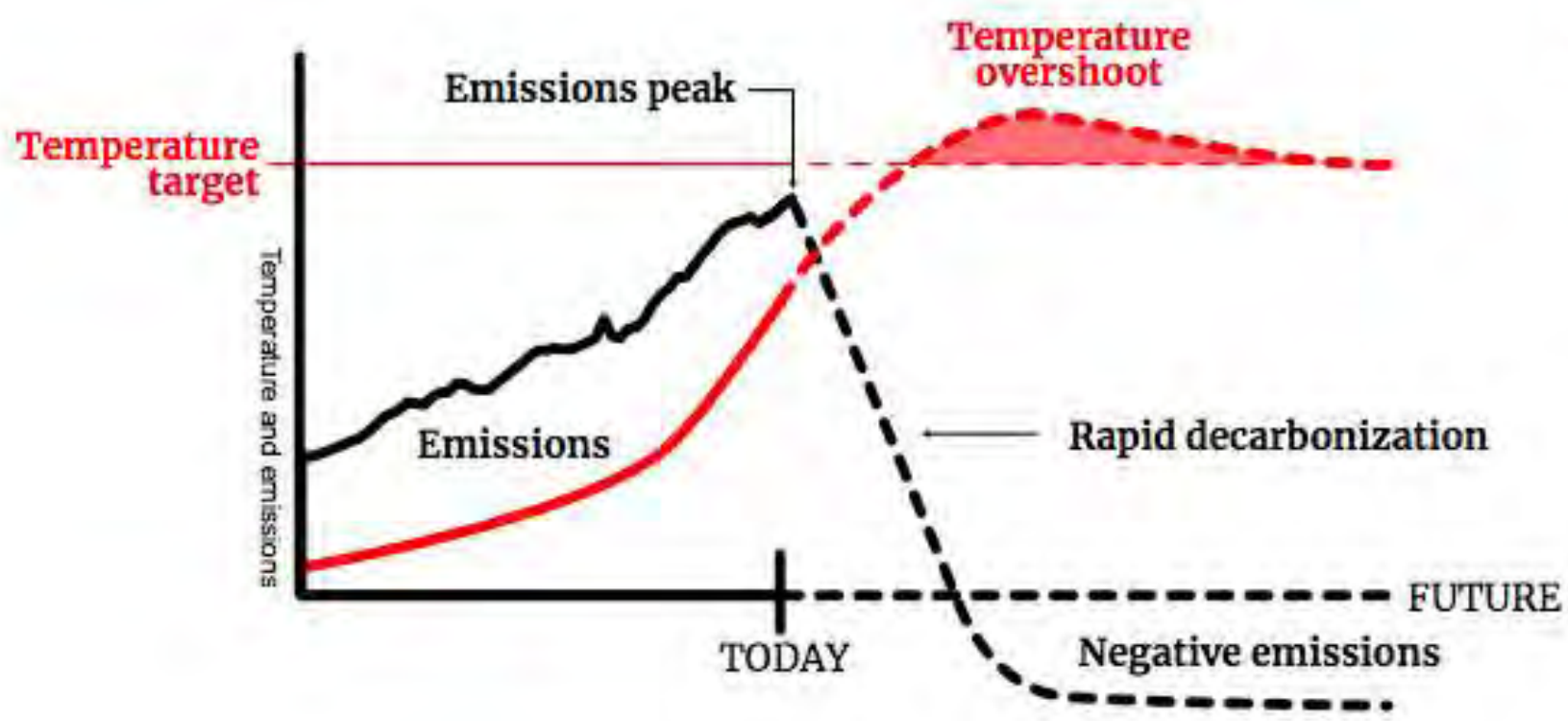
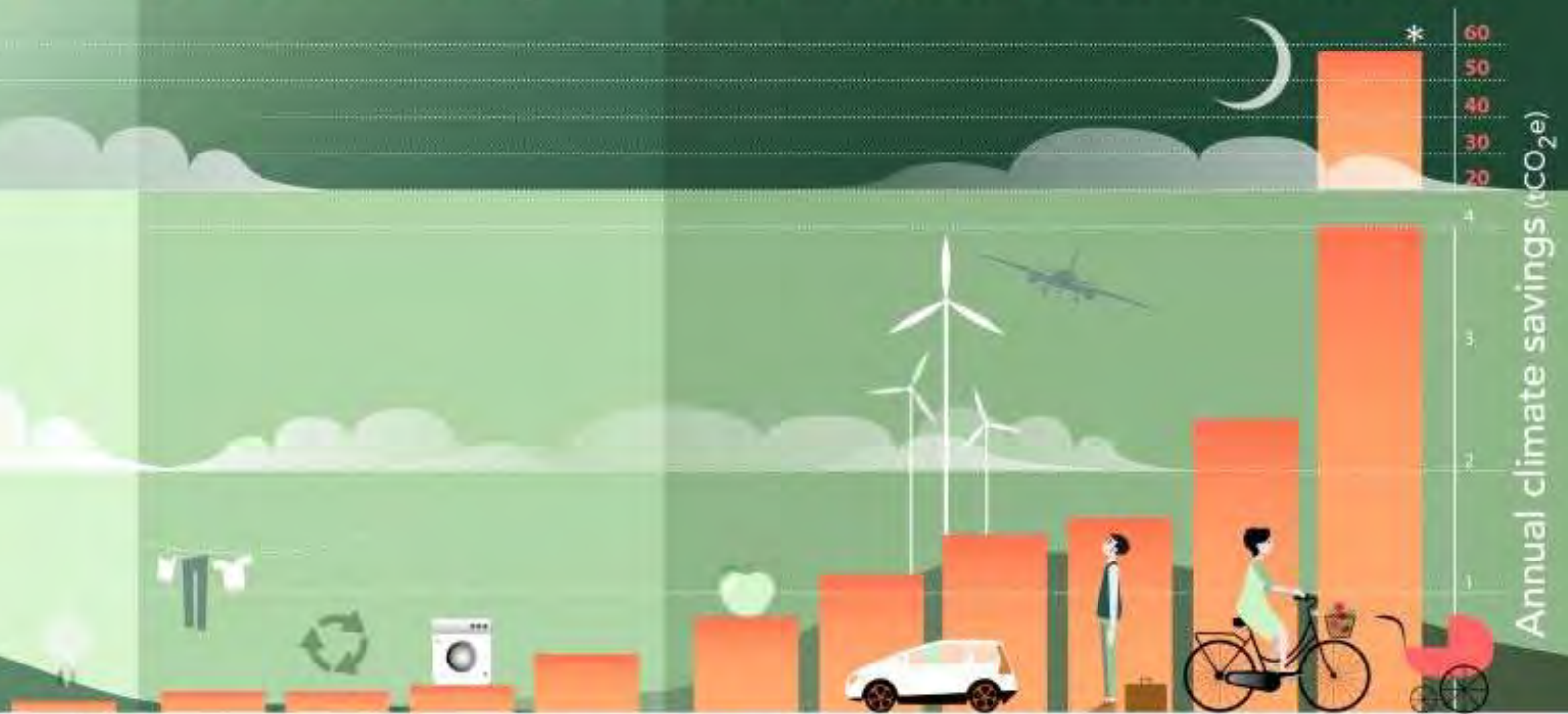


Illustration of temperature overshoot

Personal choices to reduce your contribution to climate change

* Cumulative emissions from households increases substantially if systemic emissions decrease.

Average values for developed countries, based on current emissions.



Low Impact

< 0.2 tCO₂e

Moderate Impact

0.8-0.2 tCO₂e

High Impact

> 0.8 tCO₂e



DAILY NEWS 26 January 2011

Efficiency could cut world energy use over 70 per cent

Simple changes like installing better building insulation could cut the world's energy demands by three-quarters, according to a new study.

Discussions about reducing greenhouse gas emissions usually concentrate on cleaner ways of generating energy: that's because they promise that we can lower emissions without having to change our energy-hungry ways. But whereas new generation techniques take years to come on stream, efficiency can be improved today, with existing technologies and know-how.

To calculate how much energy could be saved through such improvements, [Julian Allwood](#) and colleagues at the University of Cambridge analysed the buildings, vehicles and industry around us and applied "best practice" efficiency changes to them.



Jason Hickel  @jasonhickel · 1 okt.

This is exciting. New research by @JKSteinberger's team, hot off the press, finds that we could scale down global energy consumption by 60% and still provide good living standards for 10 billion people by 2050, with universal healthcare and education.



Providing decent living with minimum energy: A gl...

It is increasingly clear that averting ecological breakdown will require drastic changes to ...


 [sciencedirect.com](https://www.sciencedirect.com)



Giorgos Kallis @g_kallis · 9 jan.

Thought degrowth was not popular? Think again (at least if you are French). 55% of respondents to a survey published at Le Monde prefer a degrowth-style utopia -



Philippe Moati : « L'utopie écologique séduit les Français »
TRIBUNE. Une enquête proposant un choix entre trois modèles de société montre une préférence pour des modes de vie favorisant la ...
 [lemonde.fr](https://www.lemonde.fr)

 2

 60

 125



DRAWDOWN

THE MOST COMPREHENSIVE
PLAN EVER PROPOSED TO
REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN



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Tipping mechanisms could spark profound societal change towards climate stabilization: new study



Resilience Centre
Research for European Commission

RESEARCH EDUCATION POLICY NEWS

“ Social tipping dynamic is much like the contagious spread of behavior or opinions in social networks, resembling the spread of epidemics. A small change can lead to larger advancements on the larger scale. ”

Jonathan Donges, co-lead author

Six areas to boost change

For such contagious change to happen, certain structural improvements, or “interventions”, must occur too. Specifically, the authors identified six possible interventions:

1. removing fossil fuel subsidies and incentivizing distributed energy generation
2. building carbon-neutral cities
3. divestments from assets linked to fossil fuels
4. revealing the moral implications of fossil fuels
5. strengthened climate education and engagement
6. greenhouse gas emissions information disclosure



Dr. Ben @BenFranta · 1 apr.

For those who don't think "social license" is real:

"After a while it was no longer a question of winning lawsuits. It became a question of obtaining permission from society to continue to exist."

- Philip Morris VP Steve Parrish, 1999

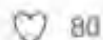
As went Big Cig, so will go Big Fossil.



4



28



80



Jim Stansel @stansel_jim · 31 okt. 2019

The five types of fossil fuel tweets:

1. Are you wasting too much water when you wash your hands? Use our calculator to find out!

ExxonMobil @exxonmobil

Think it's more efficient to leave your car running when you make a quick stop? Think again.

new calculator & share your pledge today!

KNOW YOUR CARBON Footprint

WASTES TH

NEUTRALIZE

RED

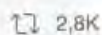
TAKE

NEW PIECE YOURS

KNOW YOUR CARBON FOOTPRINT



40



2,8K



5,3K



#ShellKnew. In deze interne documenten kun je zelf lezen wat Shell sinds 1986 weet over klimaatverandering



Jef van MOMMERS



Robert Brulle
@RBrulle

Utilities, coal, and railroads all worked to stop climate action. The effort involved hundreds of corporations. Latest research here:

[Tweet vertalen](#)



Networks of Opposition: A Structural Analysis of U.S. Climate...
The climate change countermovement (CCCM) in the United States has exerted an important influence on delaying effort...
onlinelibrary.wiley.com



DESMOG

CLEARING THE PR POLLUTION THAT CLOUDS CLIMATE SCIENCE

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'All Rhetoric and No Action': Oil Giants Spent \$1 Billion on Climate Lobbying and Ads Since Paris Pact, Says Report

By Sharon Kelly • Friday, March 22, 2019 - 09:00

Read time: 7 mins



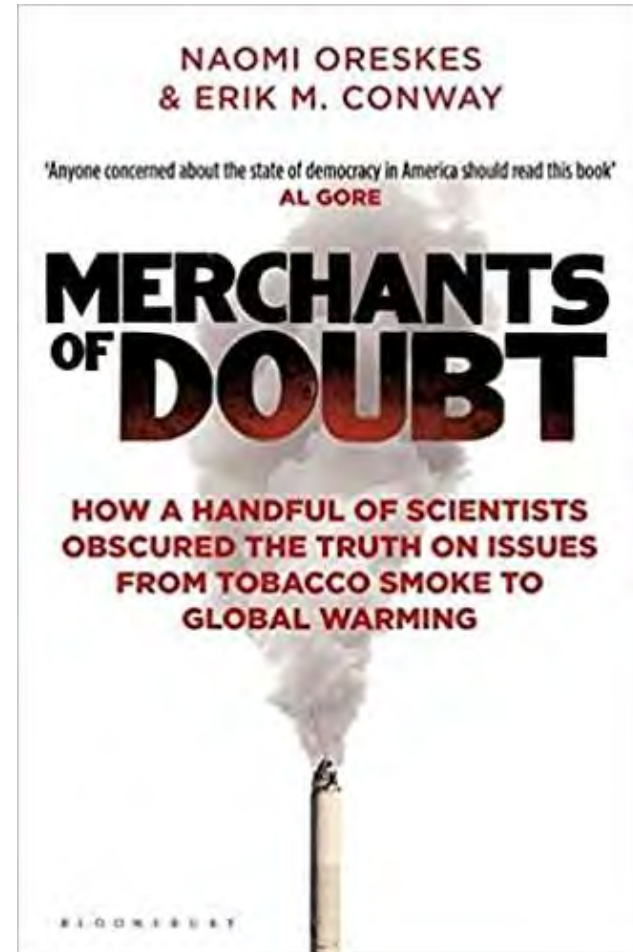
YaleEnvironment360

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0349 010051
July 19, 2018

Fossil Fuel Interests Have Outspent Environmental Advocates 10:1 on Climate Lobbying

More than \$2 billion was spent on lobbying climate change legislation in the United States from 2004 to 2016, with the fossil fuel industry, transportation companies, and utilities outspending environmental groups and the renewable energy industry 10 to 1, according to a [report](#), published in the journal *Climate Change*.





- <https://www.skepticalscience.com/argument.php>



Guardian september 2017

www.theguardian.com/artanddesign/2017/sep/27/kristi-mccluers-best-photograph-playing-golf-while-america-burns-oregon-fire-interview





European Social Survey 2016-2017:

(44.387 mensen in 23 landen resultaten 2 oktober 2018 gepresenteerd):

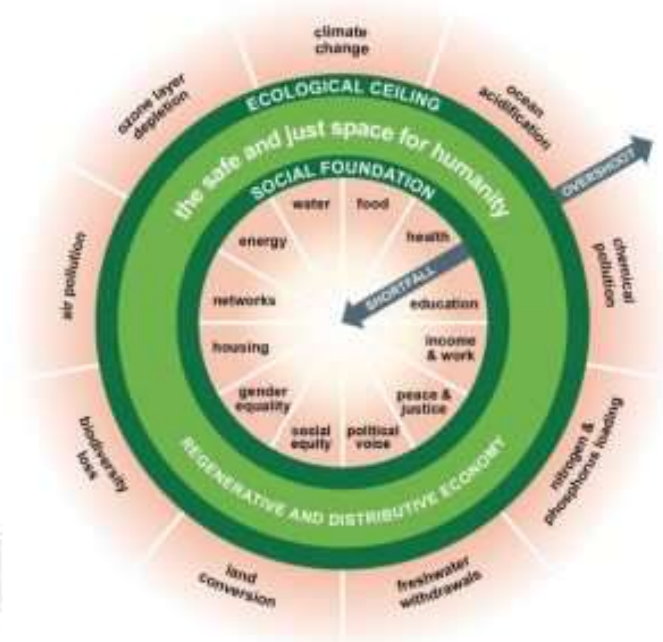
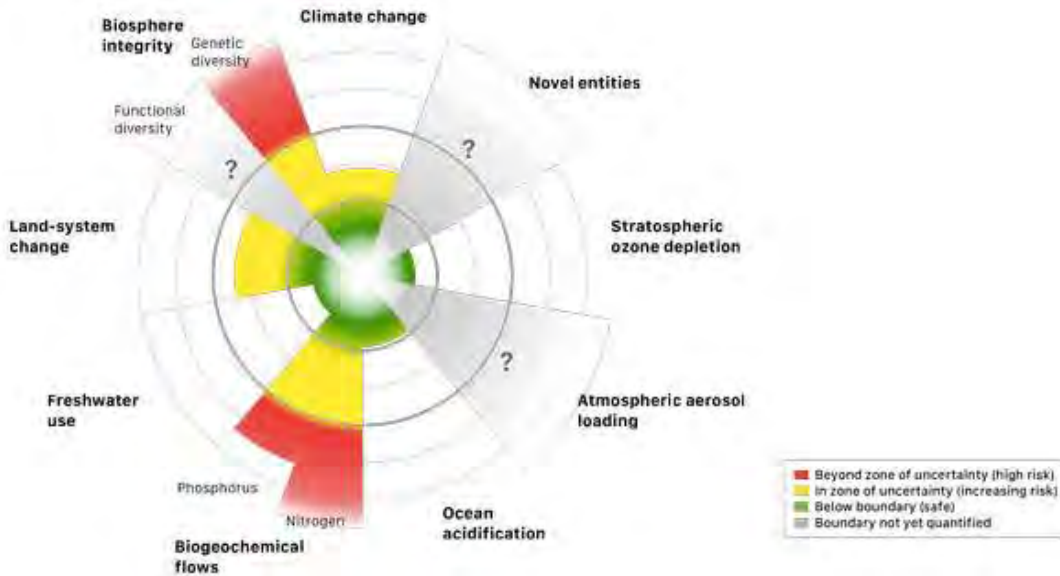
Slechts 5% van de Europese bevolking legt bevindingen klimaatwetenschap naast zich ne

95% onderkent dat klimaatverandering optreedt,
en weet dat deze problemen veroorzaakt worden door het gedrag van mensen.

28% van de Europeanen extreem ongerust

Stockholm resilience centre, 9 planetaire grenzen:

1. Klimaat
2. Biodiversiteit
3. Stikstof
4. Landgebruik
5. Zoetwater
6. Gif
7. Aerosolen
8. Verzuring oceanen
9. Ozon



* Door met name het energiegebruik en de consumptie in het westen. Afbeelding: Kate Raworth *The Doughnut Economy*





NEWS · 06 MAY 2019 · UPDATE 06 MAY 2019

Humans are driving one million species to extinction

Landmark United Nations-backed report finds that agriculture is one of the biggest threats to Earth's ecosystems.

Jeff Tollefson



 PDF version

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