

Morgen is een goed excuus.

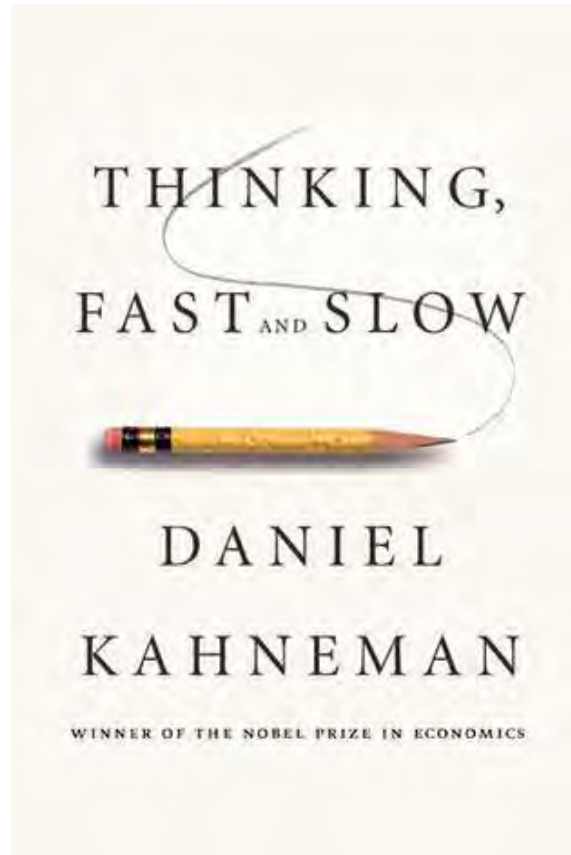
tomorrow

noun

A mystical land where 99% of all human productivity, motivation, and achievement is stored.



Kahneman: "Twee systemen van denken"

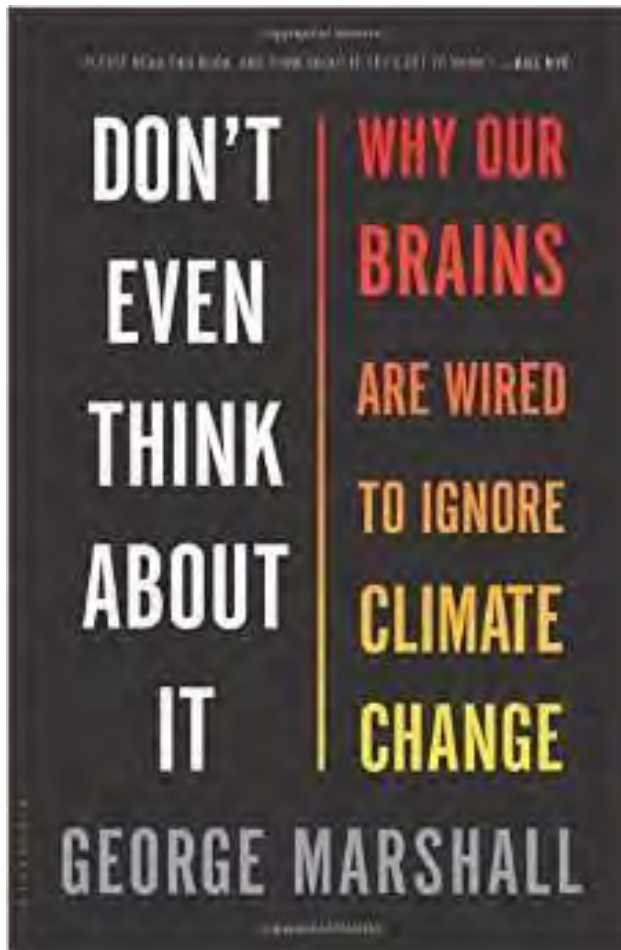


95% van ons gedrag op automatische piloot, slechts 5% bewust

Pas als je uit je ritme gehaald wordt ga je nadenken over waar je mee bezig bent.

Gedrag te veranderen op momenten dat je je op automatische piloot moet bezinnen. Zoals: verhuizing, kind krijgen...

- >> Dus wil je verandering: ontregel mensen een beetje.
- >> Of zoek ontregelde mensen op.



What We Think About



When We Try Not To Think About

Global Warming

Toward a New Psychology of Climate Action

Per Espen Stoknes

Questions

In 1942 the Polish resistance fighter Jan Karski gave eye witness testimony to the Supreme Court judge Felix Frankfurter of the clearing of the Warsaw Ghetto and the systematic murder of Polish Jews in the Belzec concentration camp. Listening to him, Frankfurter, himself a Jew, and one of the outstanding legal minds of his generation, replied, "I must be frank. I am unable to believe him." He added: "I did not say this young man is lying. I said I am unable to believe him. There is a difference."

HAT EXPLAINS OUR ABILITY TO separate what we know from what we believe, to put aside the things that seem too painful to accept? How is it possible, when presented with overwhelming evidence, even the evidence **our own eyes**, that we can deliberately ignore something—while being

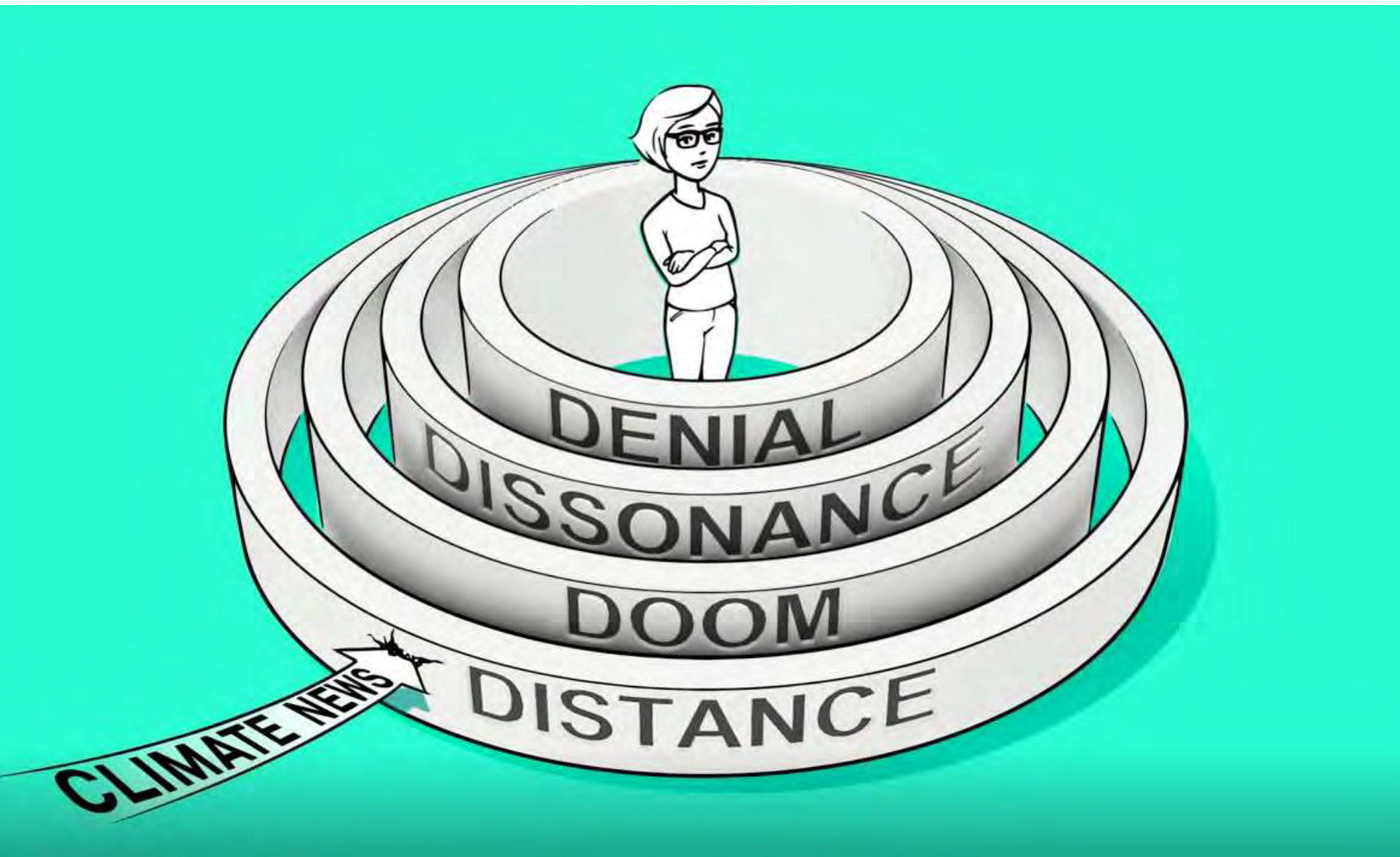
Climate change exists for us primarily in the form of 'social facts' – socially constructed narratives based on our values and worldview.



Political worldview is by far the greatest influence on attitudes to climate change



2016, Meta-analyses of the determinants and outcomes of climate change, 25 polls, 171 studies over 56 nations



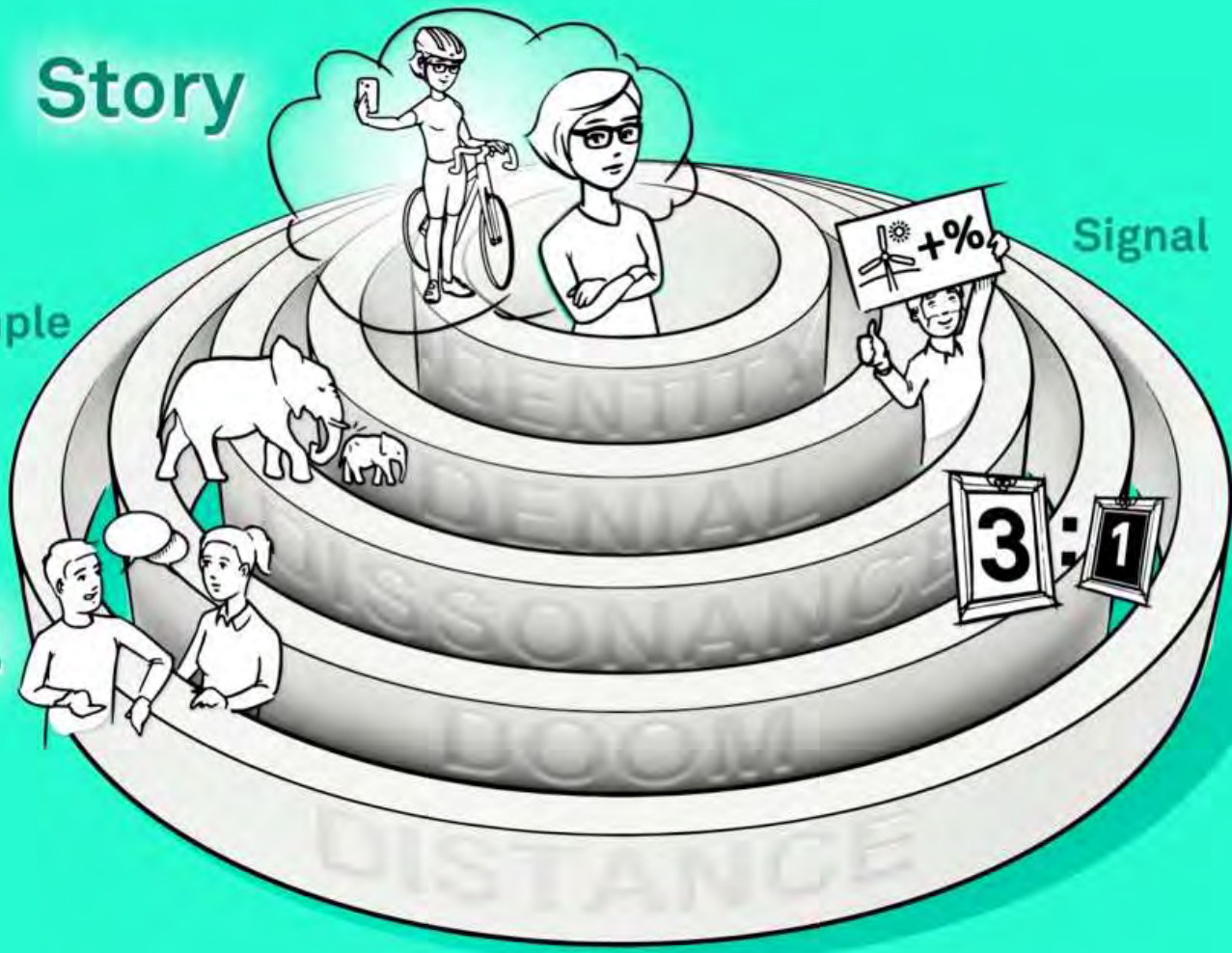
Story

Simple

Social

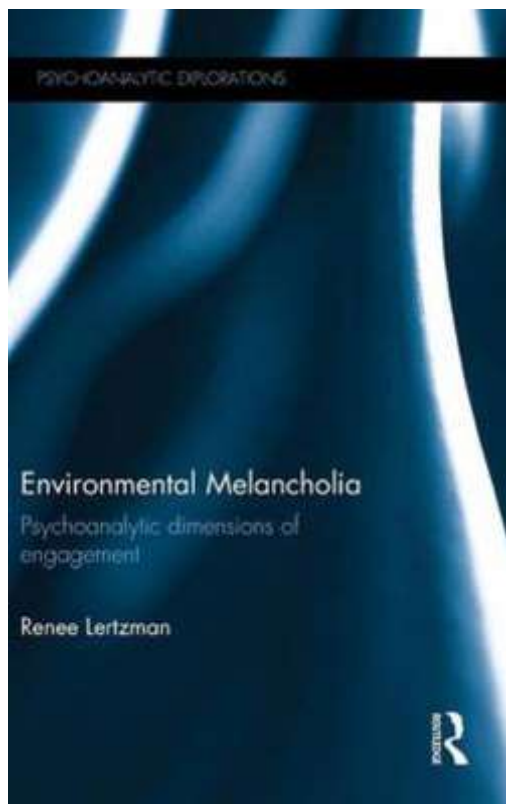
Signal

Supportive



How do we live with the knowledge
of global climate change?





BREAKING THE CLIMATE FEAR TABOO

Why feelings matter for our climate change communications.

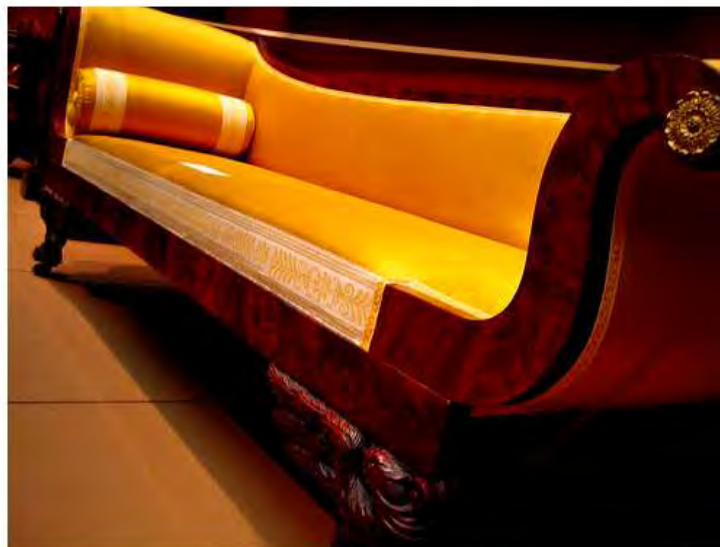


Photo Credit: catchesthelight via Compfight cc.



Author: **Renee Lertzman**

On March 12, 2014 at 12:55 pm

Jaren focus op gedragsverandering
in plaats van mensen in contact te brengen met hoe zij zich voelen,
hoe zij de dreiging van klimaatontwrichting ervaren en verwerken.



Renee Lertzman en Rosemary Randall

“Face your fear”: actually engaging people with how they feel, make sense of and experience the threat of climate change and it’s profound implications

Hekelen het simplistische mensbeeld van de gedragsschool



Conflicting desires



Afbeelding:

klimaatpsycholoog Renee Lertzman auteur Environmental Melancholia.

Zie ook Breaking the Climate Fear Taboo >> <http://www.sightline.org/2014/03/12/breaking-the-climate-fear-taboo/>
en college The Myth of apathy >> <https://www.youtube.com/watch?v=irMhoL6cKtl>



Climate Psychology

*On Indifference
to Disaster*

Edited by
PAUL HOGGETT

Nobody wants ecological breakdown


around the...
their research, whether it's a governmental agency, a
set research firm. This research often is fixated on uncovering people's
attitudes, perceptions, and motivations (Lertzman 2015). There are
many problems with this lens, most significantly an implicit assump-
tion that people *lack* something, be it motivation, care, or concern; and
the key is to uncover the *barriers* that may magically unleash the ki-
nd of responses we so urgently need. This kind of thinking is so perva-
sive across so many sectors, that I have come to see this as having col-
ored the ways in which we understand the dilemma of climate and en-
vironmental action.
Despite admonishments from influential researcher-critics
(2010) to drop our obsession with "behavior"
behaviour, and choice (



Afbeelding: Amerikaanse klimaatpsycholoog Dr. Renee Lertzman

FRAMEN





“Creation is not a property,
which we can rule over at will;
or, even less, is the property of
only a few: Creation is a gift,
it is a wonderful gift that
God has given us,

**so that we care for
it and we use it for
the benefit of all,
always with great
respect and
gratitude”**

POPE FRANCIS
CATHOLIC LEADER, CHEMIST

Source: The Official Vatican Network, <http://bit.ly/1T8ocwI>

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@CLIMATEREALITY




FACEBOOK.COM/CLIMATEREALITY

#ACTONCLIMATE



The Climate
Reality Project

C

The Climate Group  @ClimateGroup · 46 min.
@WHO estimates that 23% of deaths worldwide are linked to environmental factors – the #ClimateWeekNYC Hub event on #PlanetaryHealth with @JNJcares explores how **climate change** will impact human **health**. Learn more here bit.ly/2zsAcWb #JNJ

 Tweet vertalen



 1  6  7 

AD Nieuws Regio Sport Show Video NLThuis 

Binnenland Buitenland Politiek Economie Gezond Bizar Wetenschap Auto Tech Wonen

in eigen tuin

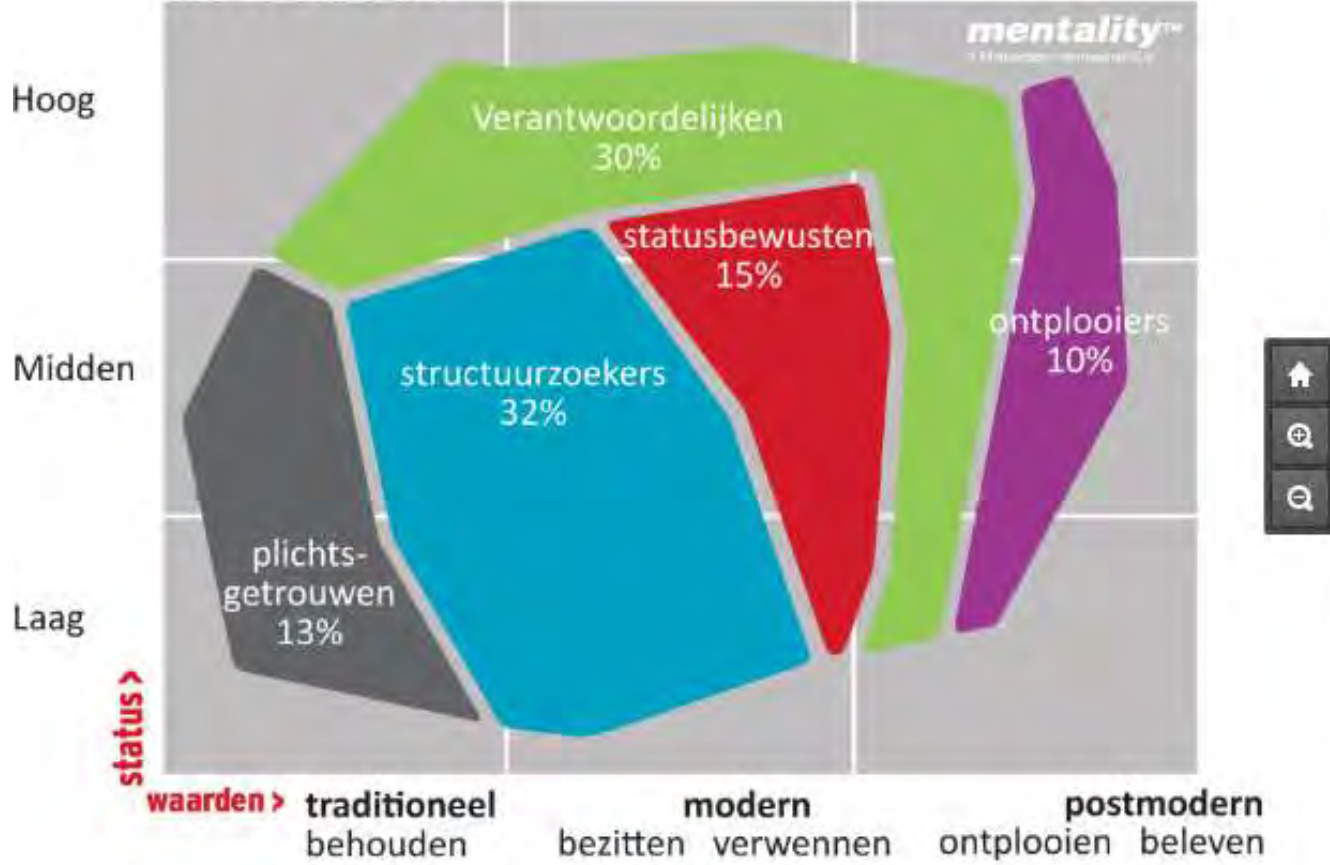
PREMIUM



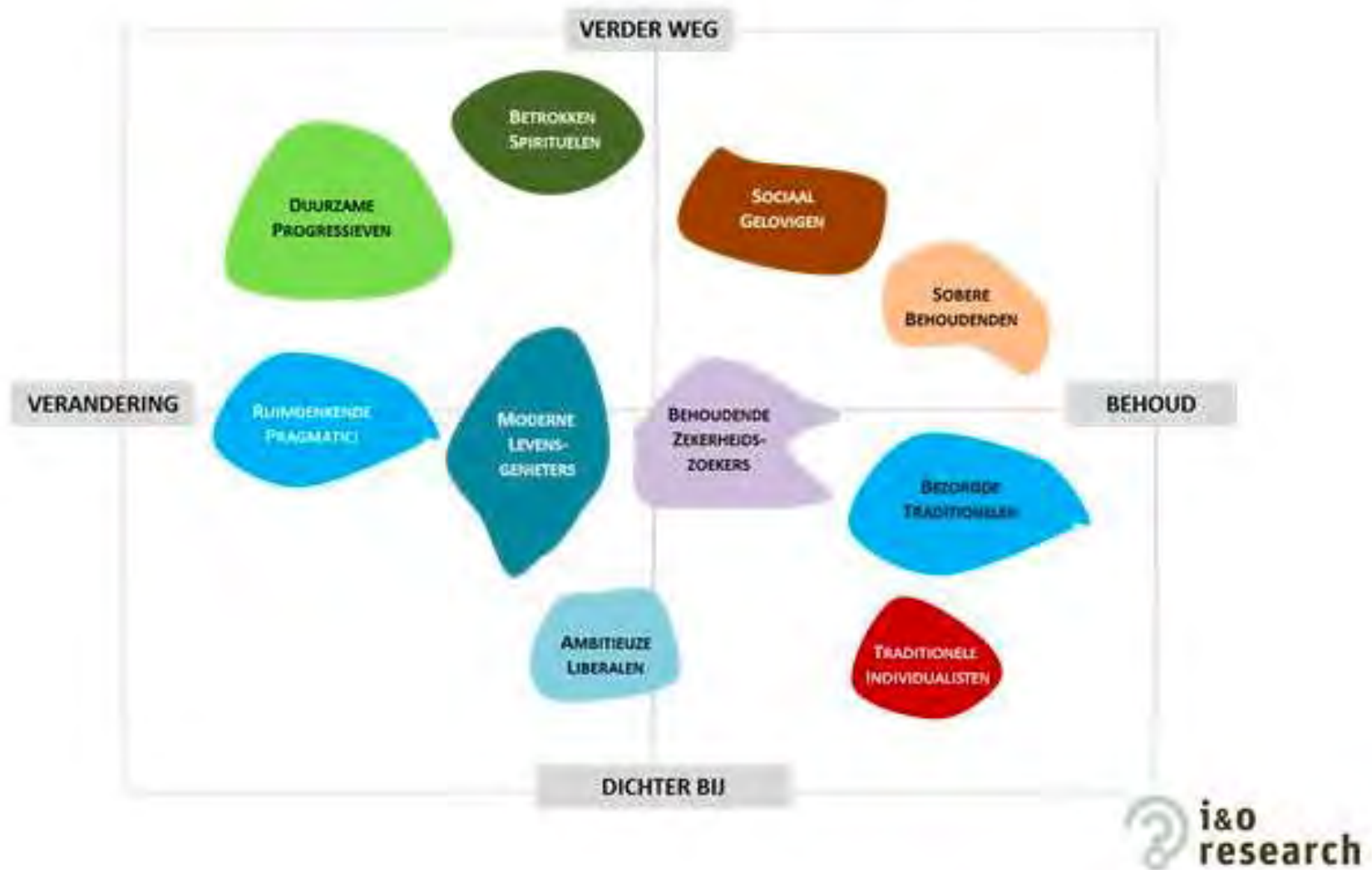
Opmars fatale hitte: mens kan de combinatie vocht en extreme warmte niet aan



figuur: Vijf tinten groen



Tien segmenten



The environment	The living planet / natural world
Climate change	Climate breakdown
Global warming	Global heating
Biodiversity	Wildlife
Fish stocks	Fish populations (<i>they don't exist to be exploited</i>)
Natural resources	Living systems / The fabric of the Earth (<i>ditto</i>)
Natural capital	Nature / living systems
Ecosystem services	Life support systems
Nature reserves	Wildlife refuges (<i>reserve suggests distance</i>)
Extinction	Ecocide / annihilation (<i>these suggest agency</i>)
The planet	The living planet
Saving the planet	Defending the living planet
Climate sceptic	Climate science denier (<i>exact opposite of sceptic</i>)
Freemarket thinktank	Opaquely-funded lobby group

Beeldtaal

Climate Visuals is an evidence-based image library to catalyse public engagement



BEHAVIOUR





Prof. Robert Cialdini
autoverkoper die professor gedragsbeïnvloeding werd:

- autoriteit
- schaarste
- sociaal bewijs [= de sterkste!! mensen willen doen wat 'normaal is']*]
- wederkerigheid
- sympathie
- commitment en consistentie: ja, ja, jaaaa!

*onze grootste angst is om buitengesloten te worden, we willen bij de groep horen

Vb. Van toepassingen van sociaal bewijs

- “98% van de mensen betaalde hun belasting op tijd”
- “in deze hotelkamer gebruikt 97% van gasten haar handdoek vaker dan 1 keer”
- Niet: “iedereen gooit troep op de straat” of “niemand brengt de bekers naar de afwas” want dan krijg je dat



Prof. Mark van der Vught:

“Duurzaam gedrag zit niet in onze natuur, ons brein nog steeds hetzelfde als toen we als jagers en verzamelaars rondtrokken”

Oermechanismen:

- Eigenbelang
- Kortzichtig
- Gevoelig voor status
- We imiteren anderen
- negeren ongrijpbare problemen
- Zintuigelijke beleving

“Gebruik deze positief!_”



MINDER ENERGIE MEER COMFORT

Praktijkvoorbeelden energieneutraal renoveren in Overijssel





Mijn geld op het dak
levert meer op dan
bij de bank!

Check www.zonatlas.nl/arnhem
voor je eigen dak

www.zonatlas.nl/arnhem