



**EUROPEAN
CLIMATE
PACT**

ENGAGING CITIZENS IN CLIMATE ACTION

FOSTERING BEHAVIOURAL CHANGE

EU Climate Action Academy - Webinar

1 October 2024 - 12.30 - 14.00 CEST

#MyWorldOurPlanet

#EUClimatePact

EU
climate action
academy

HOUSEKEEPING RULES



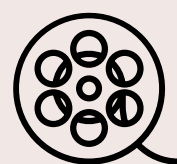
Let's all try to create a **safe and respectful space**



By default, all attendees' microphones and cameras are off, but you can use the **chat function** to interact with other participants and ask questions to the panelists



There will be polls being launched – so be ready to respond!



This meeting is **recorded**

INTRODUCTION TO EU CLIMATE ACTION ACADEMY

Laura Maanavilja,

*Deputy Head of Unit Communication, Civil Society Relations & Climate Pact,
Directorate-General for Climate Action, European Commission*

WHAT'S THE EU CLIMATE PACT?

“My World. My Action. Our Planet.”

- Initiative launched by the European Commission aiming to create a movement of people united around **climate action**.
- As part of the European Green Deal, it is helping the EU meet its goal to become climate-neutral by 2050.

800+
Climate Pact
Ambassadors

100+
events in EU
Member
States

50
Climate Pact
Partners

110
resources in
Knowledge
Hub

5
climate
action tools

#MyWorldOurPlanet
#EUClimatePact

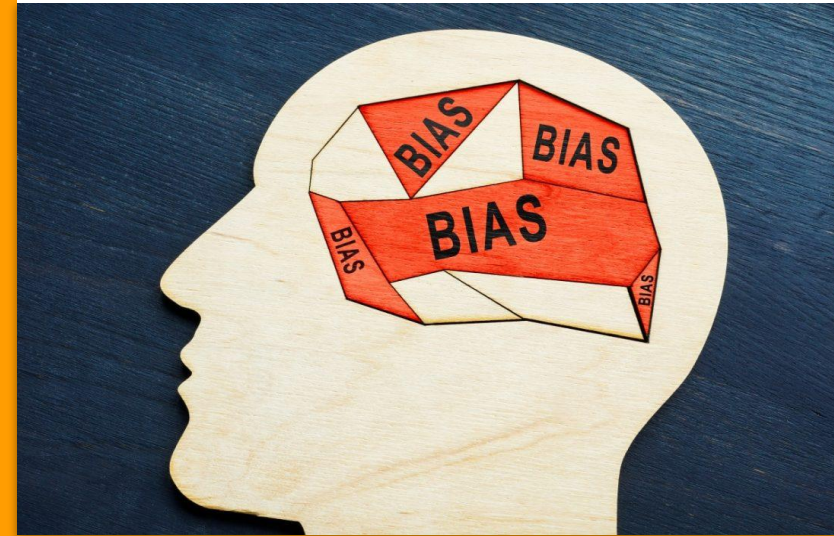


TOPICS OF TODAY

Key behavioural theories



Cognitive biases



Vihren Mitev



AMBASSADOR

Jeroen Janss



Hendrik Bruns



INTRODUCTION



Prof. Dr. Frans Folkvord

Co-founder and Director @ PredictBy



Merel Griepink

Research Consultant @ PredictBy



**EUROPEAN
CLIMATE
PACT**

Why is **behavioural change** important?

EU
climate action
academy

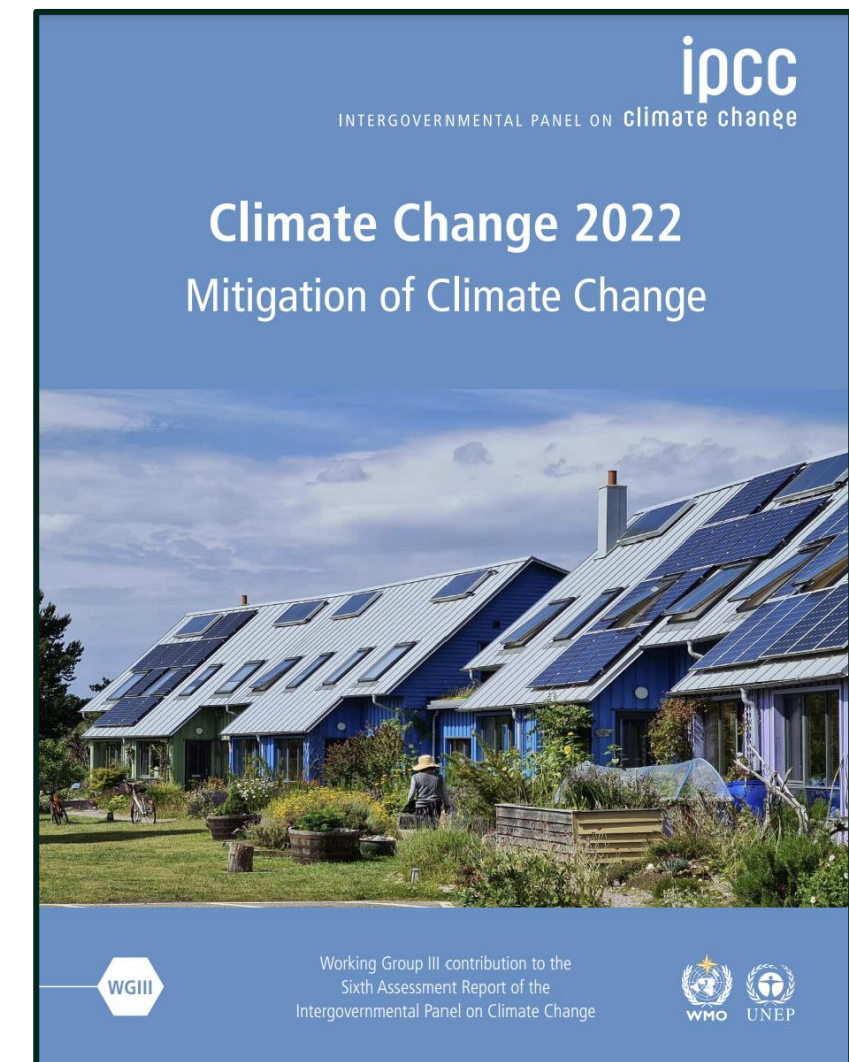
HUMAN BEHAVIOUR IS A KEY DRIVER OF CLIMATE CHANGE



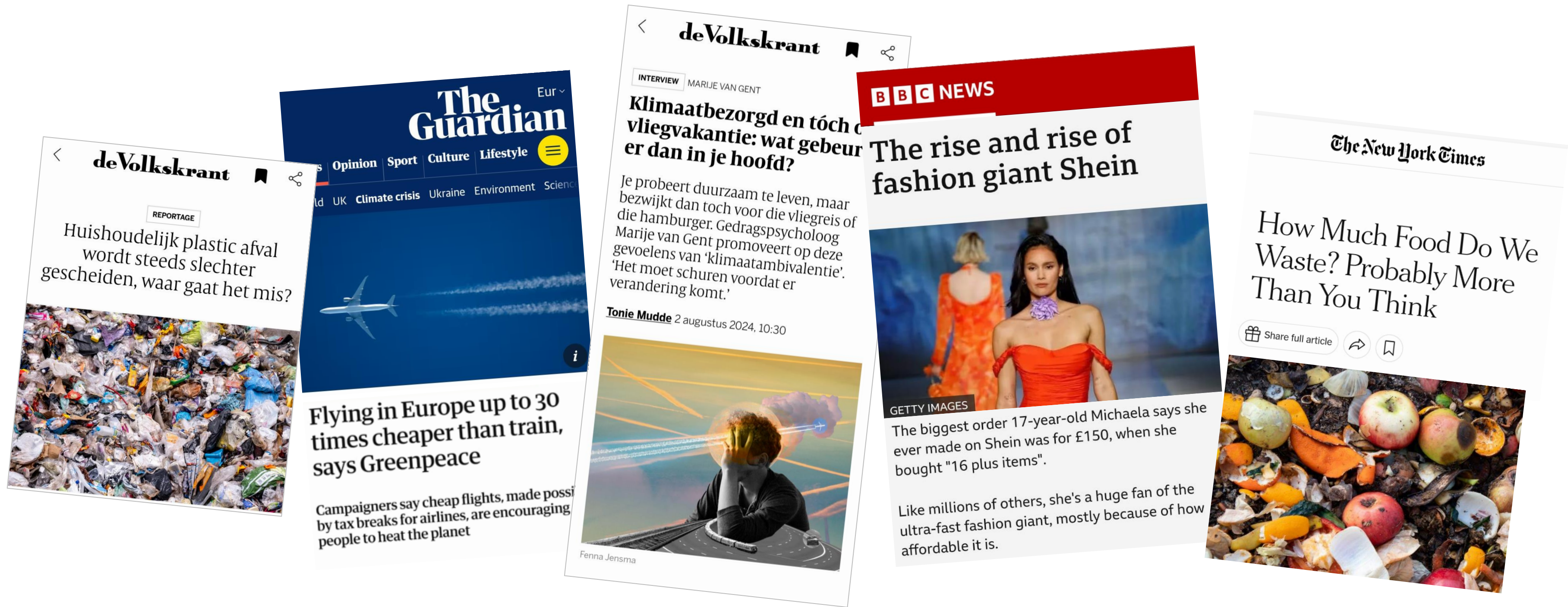
The Anthropocene


HUMAN BEHAVIOUR CRUCIAL FACTOR IN CLIMATE CHANGE MITIGATION STRATEGIES


“...changes to our lifestyles and behaviour can result in a **40-70% reduction in greenhouse gas emissions by 2050**. This offers significant untapped potential.”




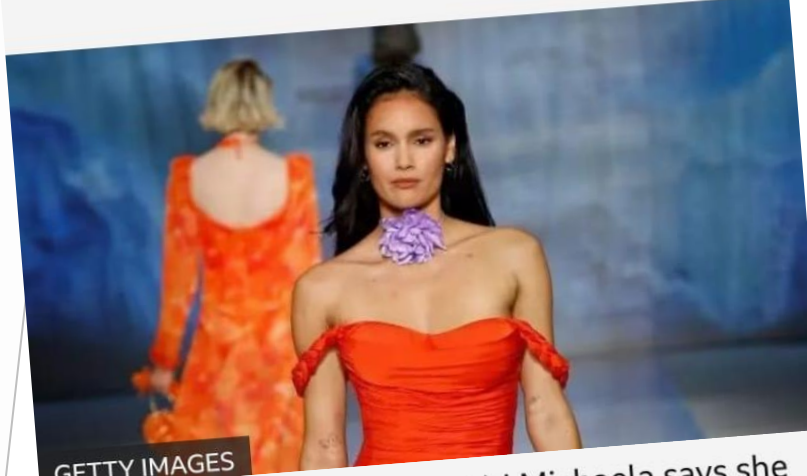
HOWEVER, IT IS NOT THAT EASY...




de Volkskrant
REPORTAGE
Huishoudelijk plastic afval wordt steeds slechter gescheiden, waar gaat het mis?


The Guardian
Opinion Sport Culture Lifestyle
UK Climate crisis Ukraine Environment Science
Flying in Europe up to 30 times cheaper than train, says Greenpeace
Campaigners say cheap flights, made possible by tax breaks for airlines, are encouraging people to heat the planet


de Volkskrant
INTERVIEW MARIJE VAN GENT
Klimaatbezorgd en toch op vliegvakantie: wat gebeurt er dan in je hoofd?
Je probeert duurzaam te leven, maar bezwijkt dan toch voor die vliegtour of die hamburger. Gedragspsycholoog Marije van Gent promoveert op deze gevoelens van 'klimaatambivalentie'. 'Het moet schuren voordat er verandering komt.'
Tonie Mudde 2 augustus 2024, 10:30

Fenna Jensma

BBC NEWS
The rise and rise of fashion giant Shein
GETTY IMAGES
The biggest order 17-year-old Michaela says she ever made on Shein was for £150, when she bought "16 plus items".
Like millions of others, she's a huge fan of the ultra-fast fashion giant, mostly because of how affordable it is.


The New York Times
How Much Food Do We Waste? Probably More Than You Think
Share full article




QUESTION TO YOU

Which sustainable behaviour do you aim to promote the most?

- Eat (more) plant-based
- Switch to renewable energy sources
- Reducing (single-use / fast) consumption
- Reducing water & food waste
- Switch to sustainable transport modes

So... how to **foster** behavioural change?

To **foster** sustainable behavioural change,
we need to create **behavioural understanding**

Which is an understanding of how people interact with their surroundings, adapt to changes, make decisions, and navigate social relationships.

Key behavioural theories



Cognitive biases



Vihren Mitev



AMBASSADOR

Jeroen Janss



Hendrik Bruns



JOINT RESEARCH CENTRE



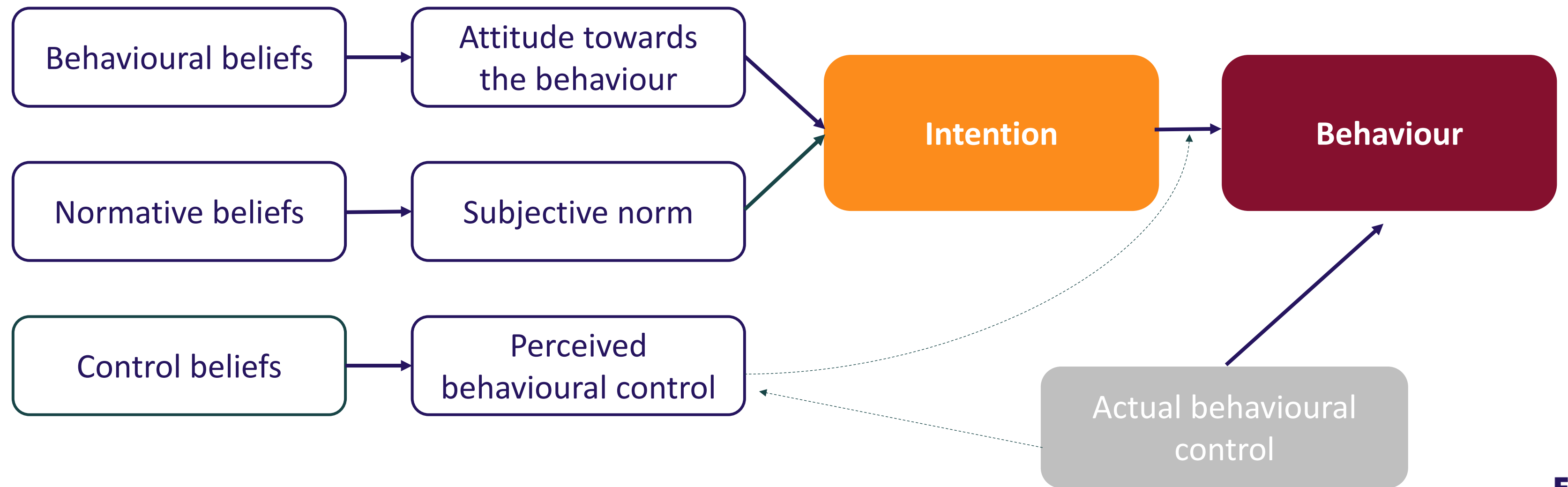
- Theory of planned behaviour
- Trans theoretical model

Key behavioural theories



OUR BELIEFS AND INTENTIONS DETERMINE OUR BEHAVIOUR

Theory of Planned Behaviour*



* - Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

WE BELIEVE CLIMATE ACTION IS REQUIRED

93%

of EU citizens

believe climate change is a
serious problem

88%

of EU citizens

agree that **GHG should be reduced** to make the EU
climate neutral by 2050

?%

of EU citizens

hold themselves **personally responsible** for tackling
climate change



QUESTION TO YOU

What % of EU citizens feels personally responsible for tackling climate change?

75%

55%

35%

15%

**WE BELIEVE CLIMATE ACTION IS REQUIRED,
BUT HAVE LITTLE PERCEIVED CONTROL**

93%

of EU citizens

believe climate change is a
serious problem

88%

of EU citizens

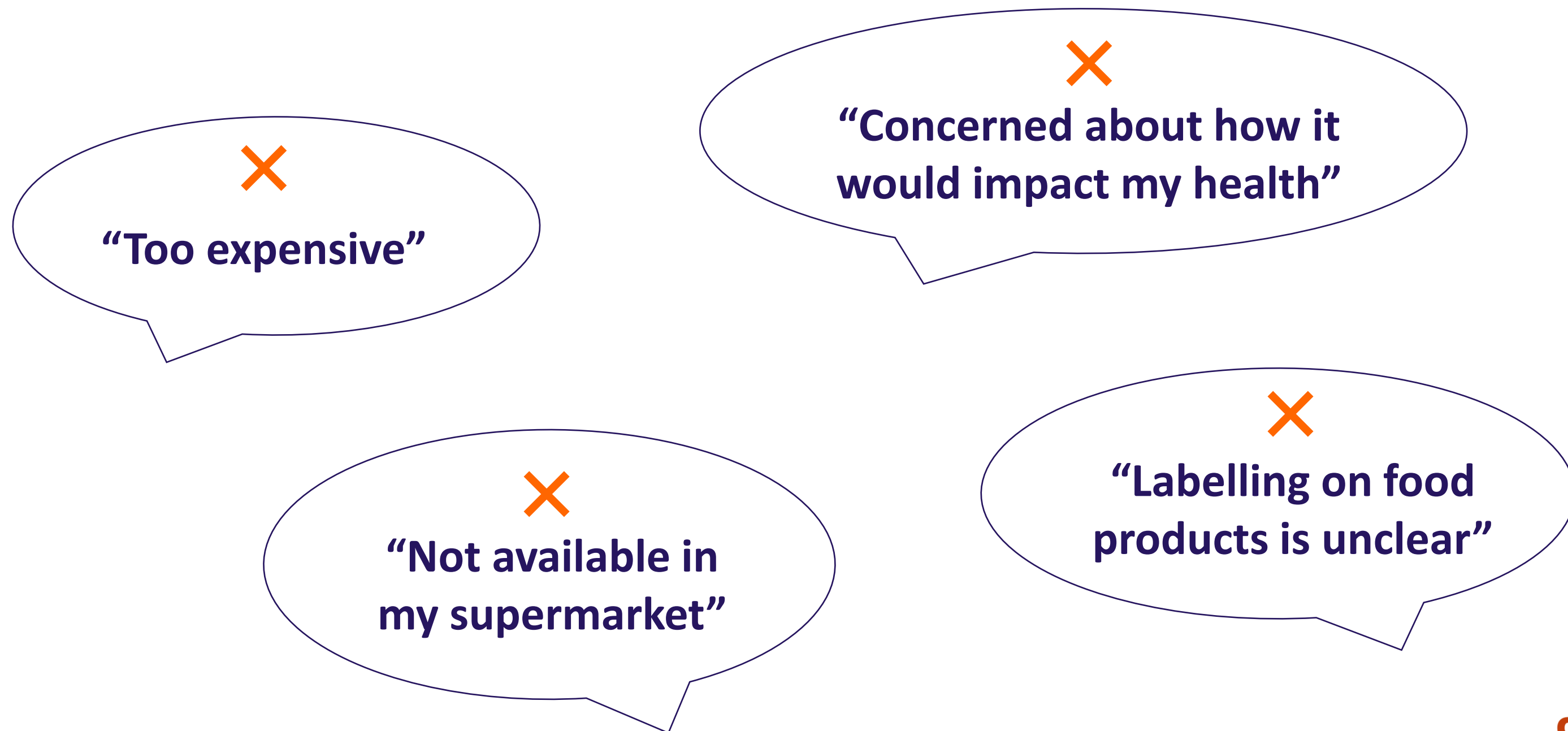
agree that **GHG should be
reduced** to make the EU
climate neutral by 2050

35%

of EU citizens

hold themselves **personally
responsible** for tackling
climate change

AN EXAMPLE: TWO-THIRDS OF EUROPEANS WILLING TO EAT MORE SUSTAINABLE FOODS BUT..



UNDERSTANDING BARRIERS ENABLES CREATING EFFECTIVE ACTIONS TO OVERCOME THEM



Behavioural beliefs

Sustainable foods are too expensive
Health concerns about sustainable foods

Normative beliefs

Meat should be part of a meal

Control beliefs

Sustainable foods not available in my supermarket

Inspiration for low-cost sustainable meals
Information on health impact

Plant-based option as default
Exposure of plant-based choices/meals

Better labelling of products providing information about sustainable foods

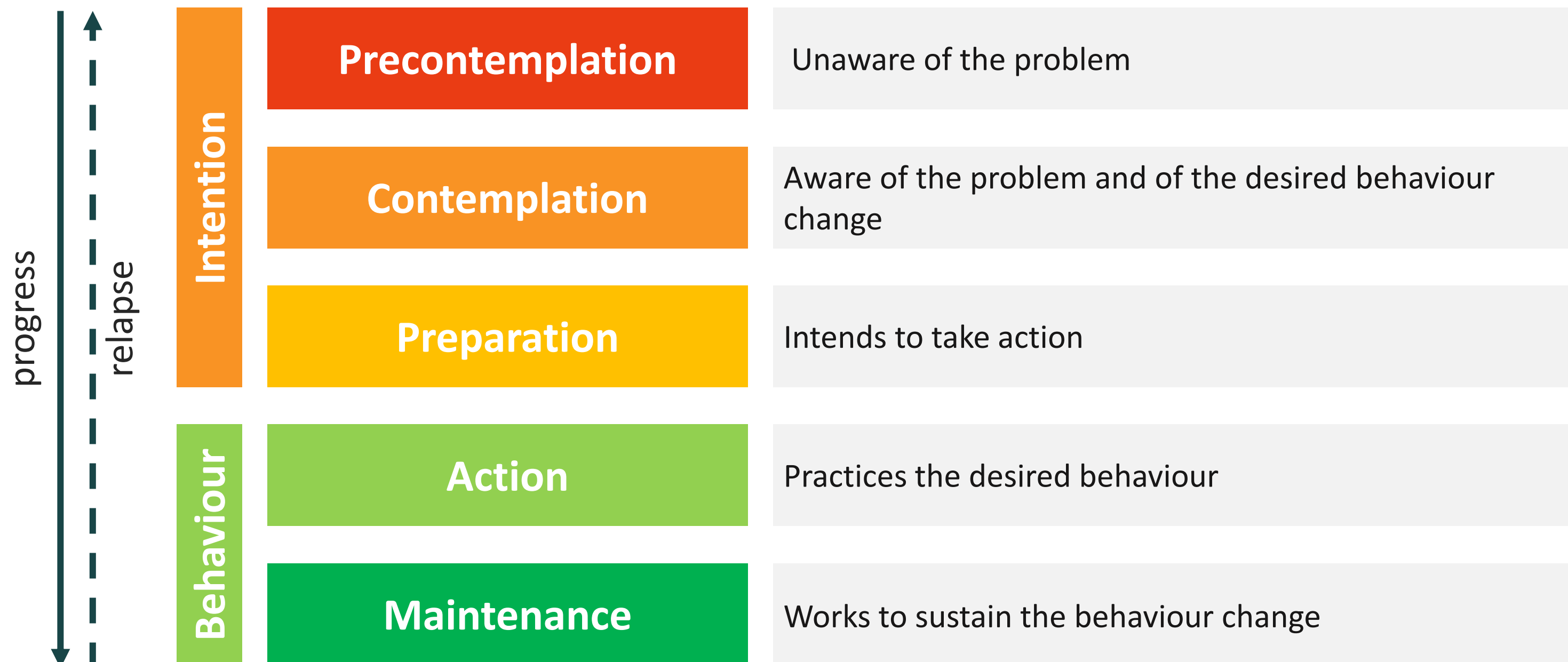


- Theory of planned behaviour
- Trans theoretical model



OUR READINESS TO CHANGE DEPENDS ON THE "STAGE OF CHANGE" WE ARE IN

Trans-theoretical model | Stages of change*

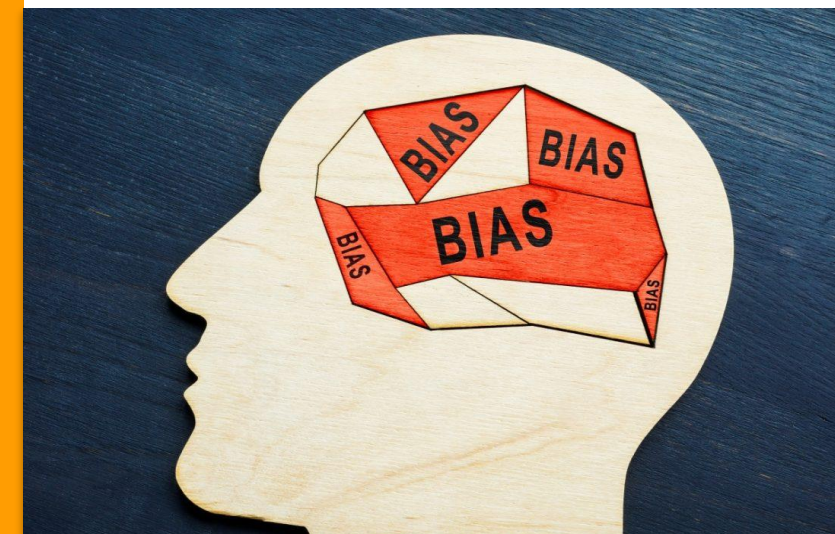


* - Prochaska, J. O., & Velicer, W. F. (1997). The transtheoretical model of health behavior change. *American journal of health promotion*, 12(1), 38-48.

Key behavioural theories



Cognitive biases



Vihren Mitev



AMBASSADOR

Jeroen Janss



Hendrik Bruns





- What is a cognitive bias?
- Where do they come from?
- Examples of biases and how to overcome them

Cognitive Biases



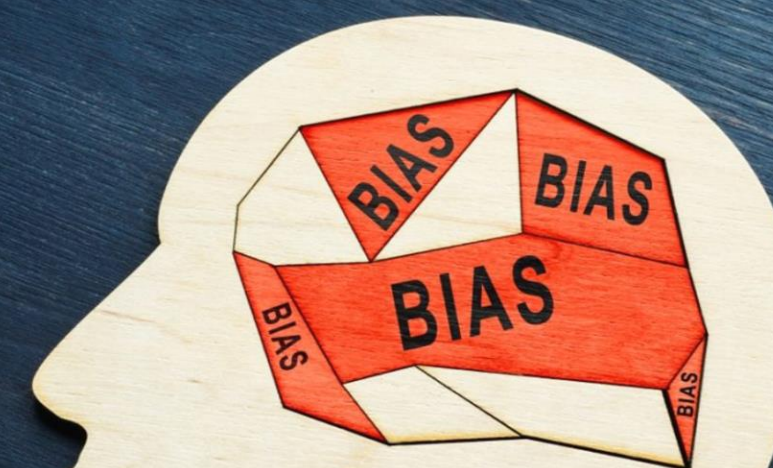
A cognitive bias is a systematic error in thinking.

i.e. a judgment that deviates from what would be considered desirable or optimal from the perspective of accepted norms or correct in terms of formal logic.



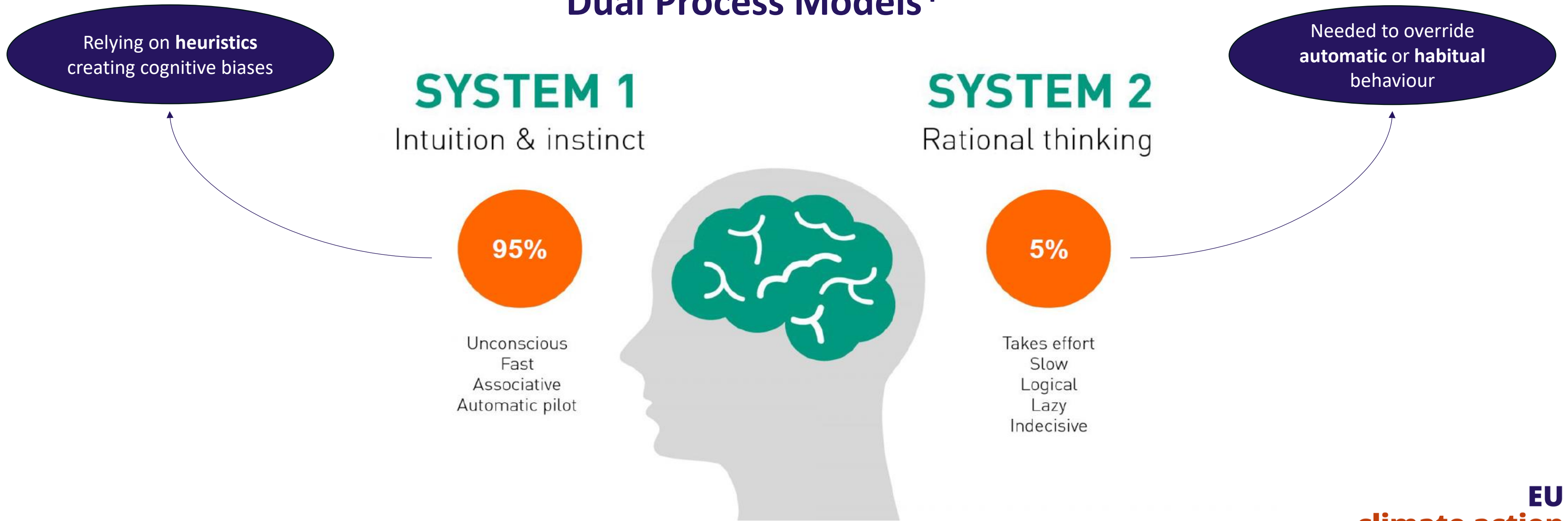
- What is a cognitive bias?
- Where do they come from?
- Examples of biases and how to overcome them

Cognitive Biases



MOST OF OUR DECISIONS OUR BASED ON OUR INTUITION AND INSTINCT

Dual Process Models*



* Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.

QUESTION TO YOU



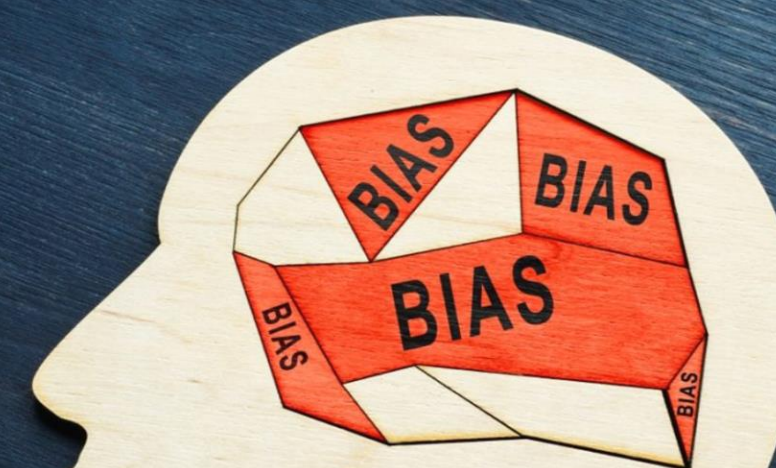
What cognitive biases are you aware of?

Please describe in only 1 or 2 words.



- What is a cognitive bias?
- Where do they come from?
- Examples of biases and how to overcome them

Cognitive Biases



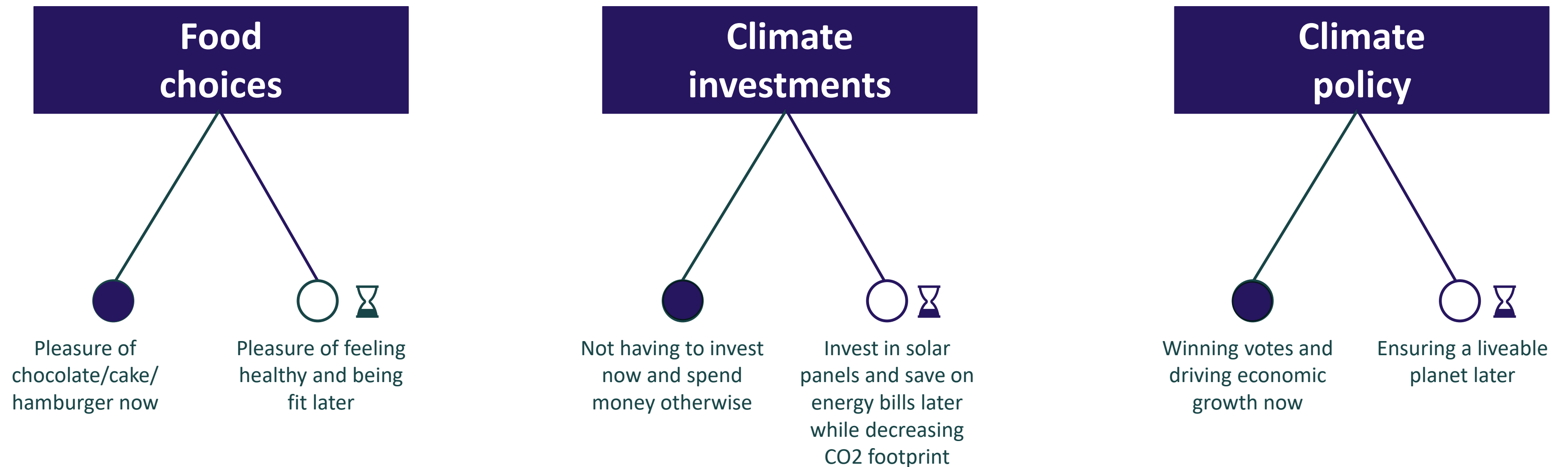
Present bias

Tendency to choose immediate rewards over future rewards, even if the immediate rewards are smaller.

Status quo bias

Pseudo inefficacy

THE PRESENT BIAS APPEARS IN MANY ASPECTS OF LIFE: WE THINK ON THE SHORT-TERM



The present-bias is problematic in many climate-related decisions, as the benefit typically lays in the future.

TO OVERCOME THE PRESENT BIAS, BRING REWARDS OF SUSTAINABLE CHOICES TO THE PRESENT

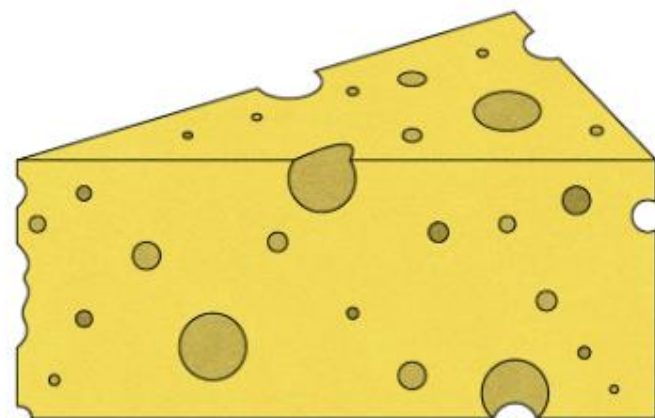


Trigger **system 2**: visualise and interact with **future self**



Align long-term and short-term benefits

Cheese



	PER POUND
Retail price	\$3.74
<hr/>	
ESTIMATED ENVIRONMENTAL COST	
Emissions including dairy machinery, cow burps and manure	+1.04
Water that cows drink, and that is used for growing their food	+0.49
Ecosystem effects, primarily from land used for cattle feed production	+2.23
<hr/>	
Estimated full price	\$7.50

Note: Retail prices vary. This per-pound price reflects one of the least expensive options on walmart.com, Sept. 18, 2024.

Taking into account the social and environmental costs of products.

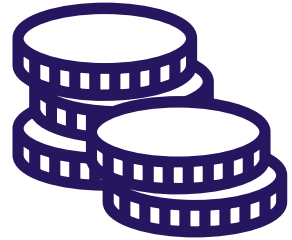
Present bias

Status quo bias

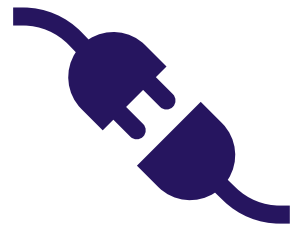
Pseudo inefficacy

Unwillingness to change the status quo because any change involves effort and uncertainty.

WHEN WAS THE LAST TIME...



You switched banks?







You switched energy providers?



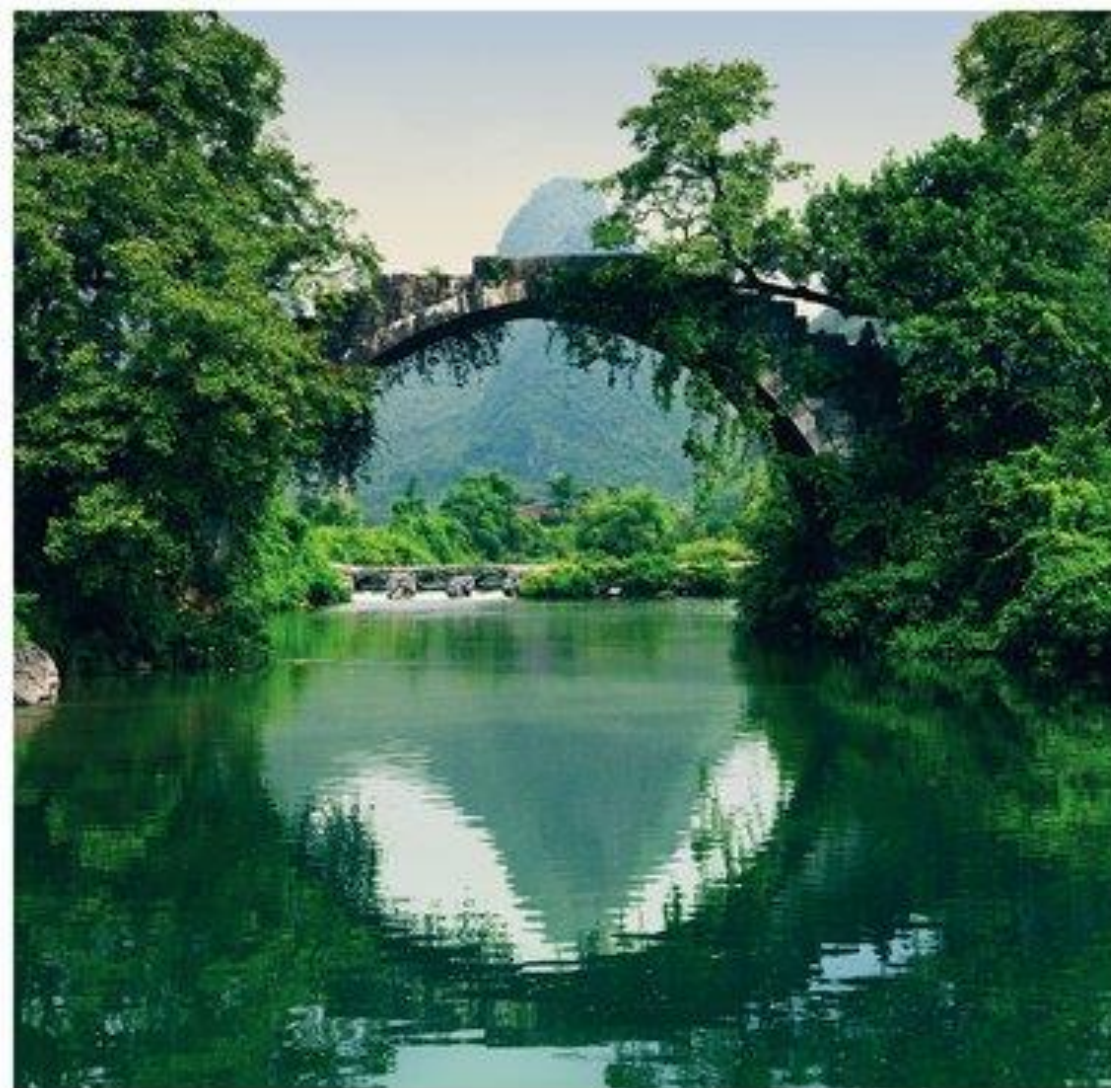
You took your re-usable cup for a coffee to-go?

The status-quo bias is problematic in many climate-related decisions, as climate action requires change.

TO OVERCOME THE STATUS-QUO BIAS, MAKE SUSTAINABLE OPTIONS THE EASIEST CHOICE

-  Use **system 1**: make the sustainable choice the **default** option
-  Increase **awareness** to activate system 2 and make a conscious choice
-  Present changes in terms of **gains** instead of losses
-  Make or help others **plan** to take action: intentions and preparations facilitate actions

Plane: 1072 euros



Source: Deutsche Bahn

Train: 19 euros



Car vs. Bike?

High Park Station

Bathurst Station

17 min 12 min 52 min 15 min

20 min

17 min (4.7 km)

Fastest route, despite the usual traffic

Consider biking this route 🚲

- 🕒 2 minutes faster
- 🌍 0.67 kg less CO₂ emissions
- 🔥 108 calories burned

Preview Steps Save

Source: LinkedIn – Jeff Packer

Present bias

Status quo bias

Pseudo inefficacy

A false sense of inefficacy of individual actions not making an appreciable contribution to solving a large overall problem.

SUSTAINABLE DECISION-MAKING MAY NOT SEEM PERSONALLY RELEVANT OR EFFECTIVE



Tragedy of the Commons

“Why should I reduce my meat consumption? My neighbour will continue buying burgers anyway..”

“If we don’t dump our waste into the water, another company will..”

“Why should we reduce our fossil fuel consumption, if other countries continue to use it anyway..”

Pseudo-inefficacy is problematic as climate change is a global and collective problem requiring action from individual actors.

TO OVERCOME THE PSEUDO INEFFICACY PROVIDE POSITIVE FEEDBACK



Provide **feedback** to show the positive results of collective and individual actions



Frame the message and focus on **personal** impact



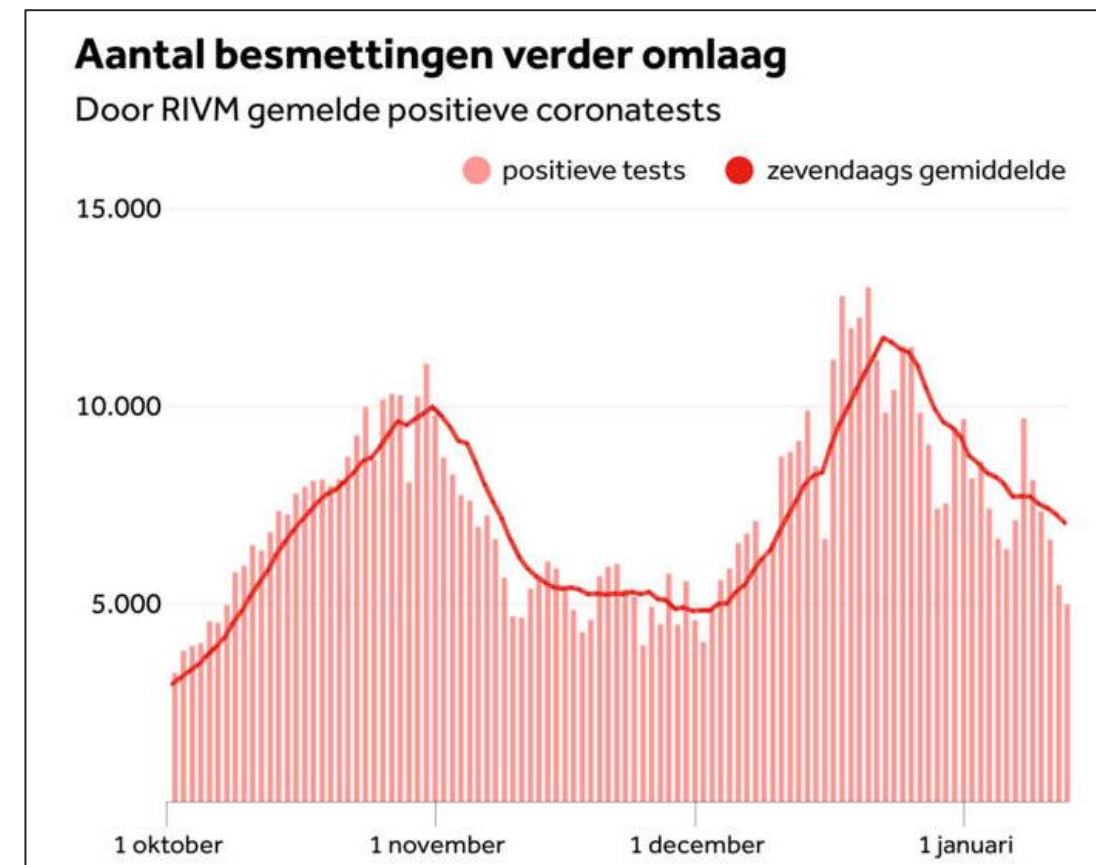
Create **accountability** to others increasing commitment and normalise the behaviour

Clean air in India during covid



Source: CNN

Constant feedback in the news



Source: NOS



QUESTION TO YOU

Which of these biases was most useful for you to learn about?

- Present bias
- Status quo bias
- Pseudo-inefficacy bias

Key behavioural theories



Cognitive biases



Vihren Mitev



AMBASSADOR

Jeroen Janss



Hendrik Bruns



JOINT RESEARCH CENTRE

INTRODUCTION



Vihren Mitev, Ph.D.

Founder and Director of
“Ecological Manifesto – ManEco” Foundation
European Climate Pact Ambassador, Bulgaria

EU
climate action
academy

INTRODUCTION



Concept of Personality in an Anthropology of Personality

INTRODUCTION

Main aim: Developing a philosophical-anthropological concept of personality in regard of contemporary processes of dehumanization that threaten the future existence of humanity and lead to depersonalization of postmodern man.

Main understanding: “Personality” is created (constructed) therefore by changing the conditions of its context we can change the “personality”

INTRODUCTION

ECOLOGICAL MANIFESTO

Third Edition

**A Socio-Ecological Framework to Build
Sustainable, Resilient Communities**

From theory to action

FOUNDERS



Vihren Mitev

Founder and Director
Ph.D. in Philosophical Anthropology



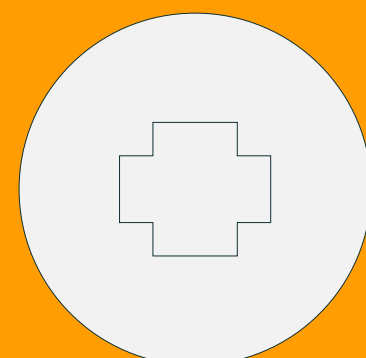
Annamaria Lehoczky

Research
Ph.D. in Climate Change



Petar Sofev

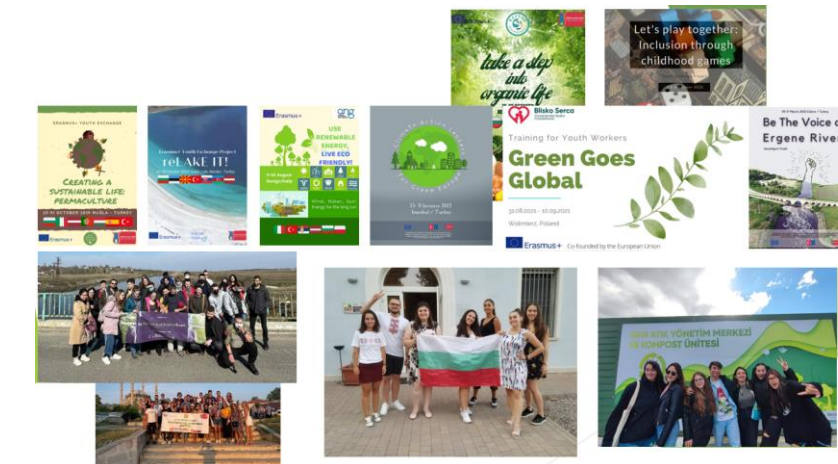
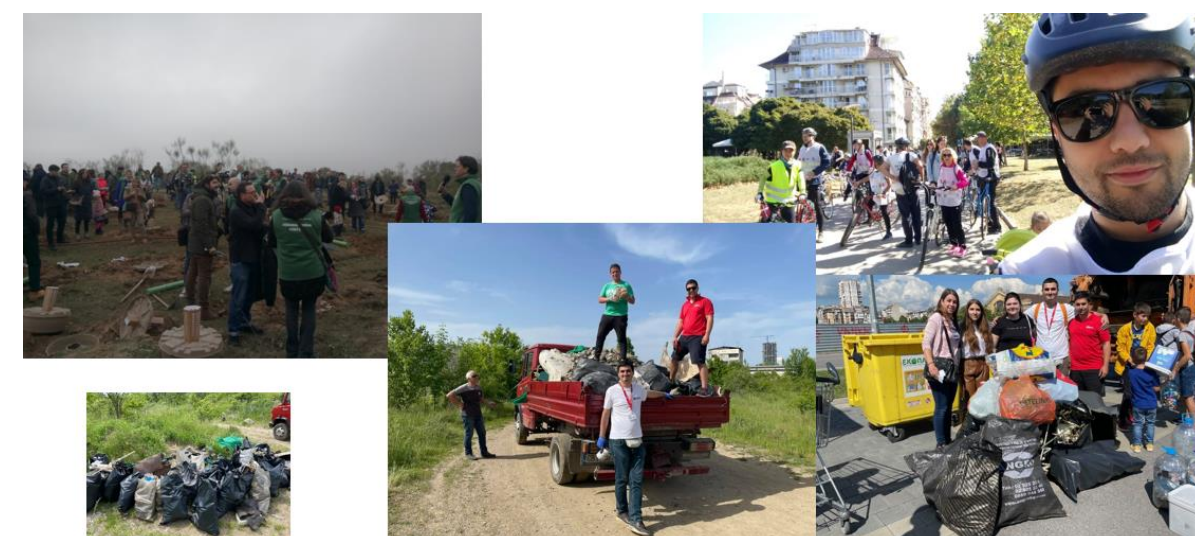
Strategy and Innovation
Copenhagen Business School



Administrative team

ACTIONS AND ACTIVITIES

- MOVIE SCREENINGS
- PHOTO EXHIBITIONS
- CAMPAIGNS
- VOLUNTEERING
- INTERNATIONAL EVENTS
- ERASMUS+ YOUTH EXCHANGES



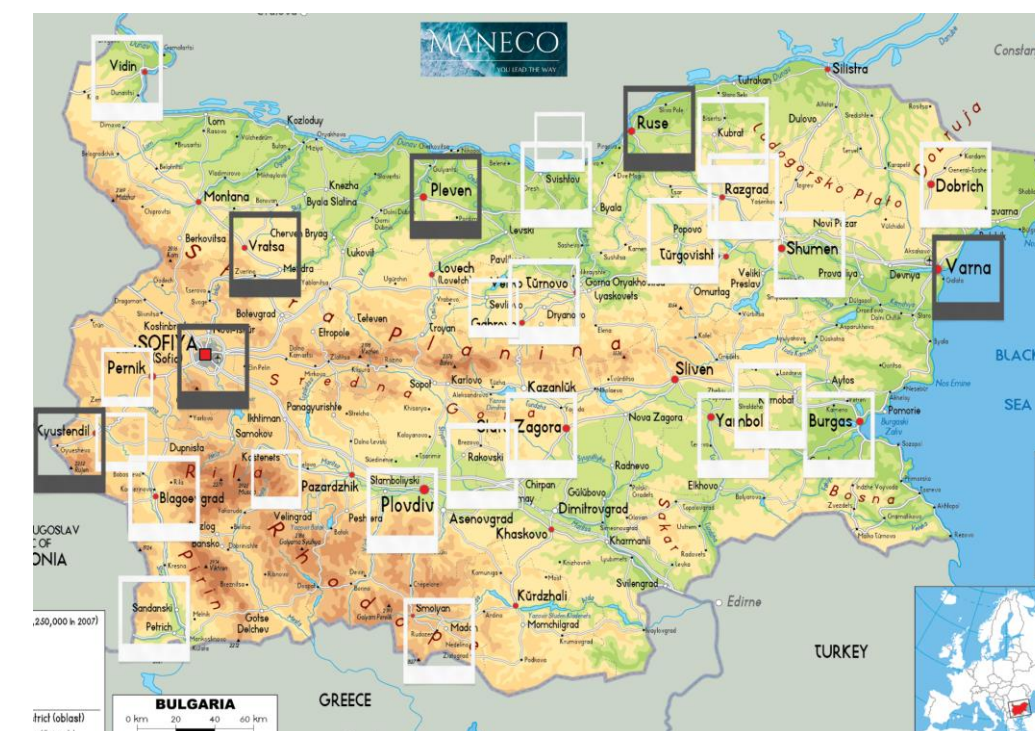
CLIMATE CHANGE EDUCATION



academy

OUR ACHIEVEMENTS:

- **MANECO FOUNDATION IS A BULGARIAN PIONEER IN PROVIDING CREATIVE APPROACHES IN RAISING AWARENESS AND EDUCATION ON CLIMATE CHANGE RELATED TOPICS;**
- **2000+ BENEFICIARIES NATIONALLY EDUCATED AND EMPOWERED FOR CLIMATE CHANGE ACTION FOR THE PREVIOUS YEAR = 70+ WORKSHOPS, 24+ AREAS IN BULGARIA COVERED, 50+ PARTNER ORGANIZATIONS AND INSTITUTIONS, 20+ ENGAGED FACILITATORS, 20 NEWLY TRAINED FACILITATORS;**
- **WELL BALANCED PORTFOLIO OF ACTIVITIES - EDUCATIONAL WORKSHOPS, PHOTO EXHIBITIONS, MOVIE SCREENINGS, ACTIVE CITIZENS EMPOWERMENT, RESEARCH, CONSULTANCY;**
- **STRONG GROWTH POTENTIAL AS THE ORGANIZATION CREATES LONG-TERM PARTNERSHIPS, HAS A STRONG PORTFOLIO OF BASIS ACTIVITIES, FOCUSES ON QUALITY AND IS DEVOTED LONGTERM TO WORK FOR A RESILIENT AND SUSTAINABLE FUTURE.**



OUR PORTFOLIO:

- **RESEARCH**
- **PROJECTS**
- **YOUTH AND CITIZEN EMPOWERMENT**
- **CLIMATE CHANGE EDUCATION**
- **CORPORATE WORKSHOPS**
- **CONSULTANCY**
- **INTERVIEWS**
- **SOCIAL EMPOWERMENT NATIONAL PROGRAM (TBA)**



**EUROPEAN
CLIMATE
PACT**

IN 2021 THE ECOLOGICAL MANIFESTO BECAME PART OF THE TIME IS NOW! GLOBAL CALL FOR THE UN HUMAN RIGHTS COUNCIL TO URGENTLY RECOGNIZE THE RIGHT TO A SAFE, CLEAN, HEALTHY AND SUSTAINABLE ENVIRONMENT WHICH IN 2023 WAS SELECTED AS A RECIPIENT OF THE UN HUMAN RIGHTS PRIZE WHICH IS A UN GENERAL ASSEMBLY RESOLUTION-BASED HIGHEST PRIZE AWARDED ONLY ONCE EVERY 5 YEARS.



EU
climate action
academy

Find out more about us:



Key behavioural theories



Cognitive biases



Vihren Mitev



Jeroen Janss



Hendrik Bruns



INTRODUCTION



Jeroen Janss

Co-founder and Director
Inner Green Deal
European Climate Pact Partner, Germany



AN “INNER GREEN DEAL” TO SUPPORT THE GREEN TRANSFORMATION

We are a non-profit learning & development organisation based in Cologne and Brussels with a growing community around the world.

Our mission is to accelerate the green transformation through inner development, reconnection to nature and behaviour change.

We work with large systemic organisations such as the EU and the UN as well as with NGOs and community leaders in Europe, Africa, Asia and the Americas.



IN OUR WORK WE SEEK TO ADVANCE AN UNDERSTANDING OF HUMAN BEHAVIOUR...

Climatic Change (2024) 177:4
<https://doi.org/10.1007/s10584-023-03636-8>



Revolutionising sustainability leadership and education: addressing the human dimension to support flourishing, culture and system transformation

Christine Wamsler¹ · Gustav Osberg² · Jeroen Janss³ · Liane Stephan³

Received: 1 June 2023 / Accepted: 1 November 2023 / Published online: 19 December 2023
© The Author(s) 2023

Abstract
Research shows that today's societal crises are rooted in a lack of connection to ourselves, others and nature. At the same time, there is an increasing body of knowledge showing that humans possess innate capacities for connection that can be strengthened through certain methods, and throughout our lifetimes. Such methods have, so far, however, been rarely applied, or adapted to the context of sustainability leadership and education. Critical qualitative analyses and empirical evidence that would help to understand if, and how, related interventions can support sustainability outcomes across scales are vastly lacking. The present study addresses this gap. It examines global leadership programs that aim to nourish inner development and accelerate work towards the Sustainable Development Goals. More specifically, it systematises the qualitative impacts and learnings from a Climate Leadership Program for policy and decision-makers (e.g. the European Commission) that provided the basis for co-developing similar programs for the United Nations Development Program, the Inner Development Goals Initiative, and the Inner Green Deal. The findings demonstrate how sustainability leadership and education can become a vehicle for transformation, if certain principles are in place. They highlight the importance of addressing the ontological, epistemological and praxis dimensions of inner-outer transformation to empower participants to challenge unsustainable social paradigms and enable them to systematically mainstream the consideration of inner potential and capacities into existing cultures, mechanisms and structures. Our findings advance knowledge on the complex intersection between sustainability, inner development and transformation, and set a precedent that other training institutions could follow or learn from.


Keywords Behaviour change · Climate anxiety · Change climate · Climate policy · Climate policy integration · Compassion · Inner transformation · Inner transition · MBSR · MBCT · Mindfulness · Nature connection · Paradigms · Worldviews

✉ Christine Wamsler
christine.wamsler@lucsus.lu.se


¹ Lund University Centre for Sustainability Studies (LUCSUS), Lund University, Lund, Sweden
² International Institute for Industrial Environmental Economics (IIIEE), Lund University, Lund, Sweden
³ Inner Green Deal, Cologne, Germany, and Brussels, Belgium





The Human Dimension of the Green Deal



How to Overcome Polarisation and Facilitate Culture & System Change





LUCSUS
Lund University Centre for
Sustainability Studies

...AND BRING IT TO LIFE THROUGH EXPERIENCES THAT RECONNECT...



BECAUSE....

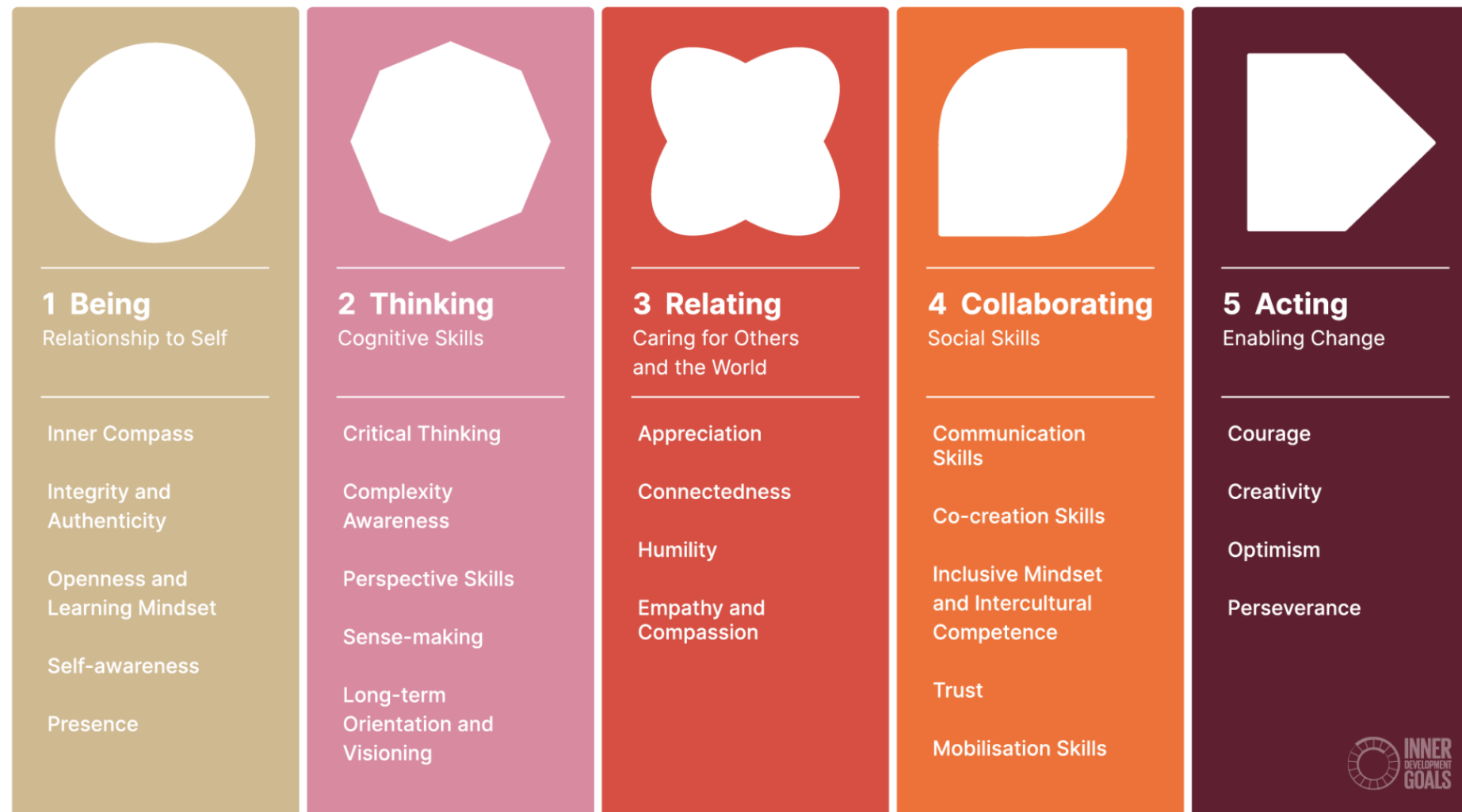
“No one will protect what they don't care about; and no one will care about what they have never experienced”



Gavin Thurston / Netflix

TWO CASE STUDIES HOW WE SEEK TO CULTIVATE CARE FOR NATURE AND BEHAVIOUR CHANGE

1) Capacity Building









Inner Development Goals Framework

2) Community Handprint



Serve the City

CASE STUDY 1: CAPACITY BUILDING

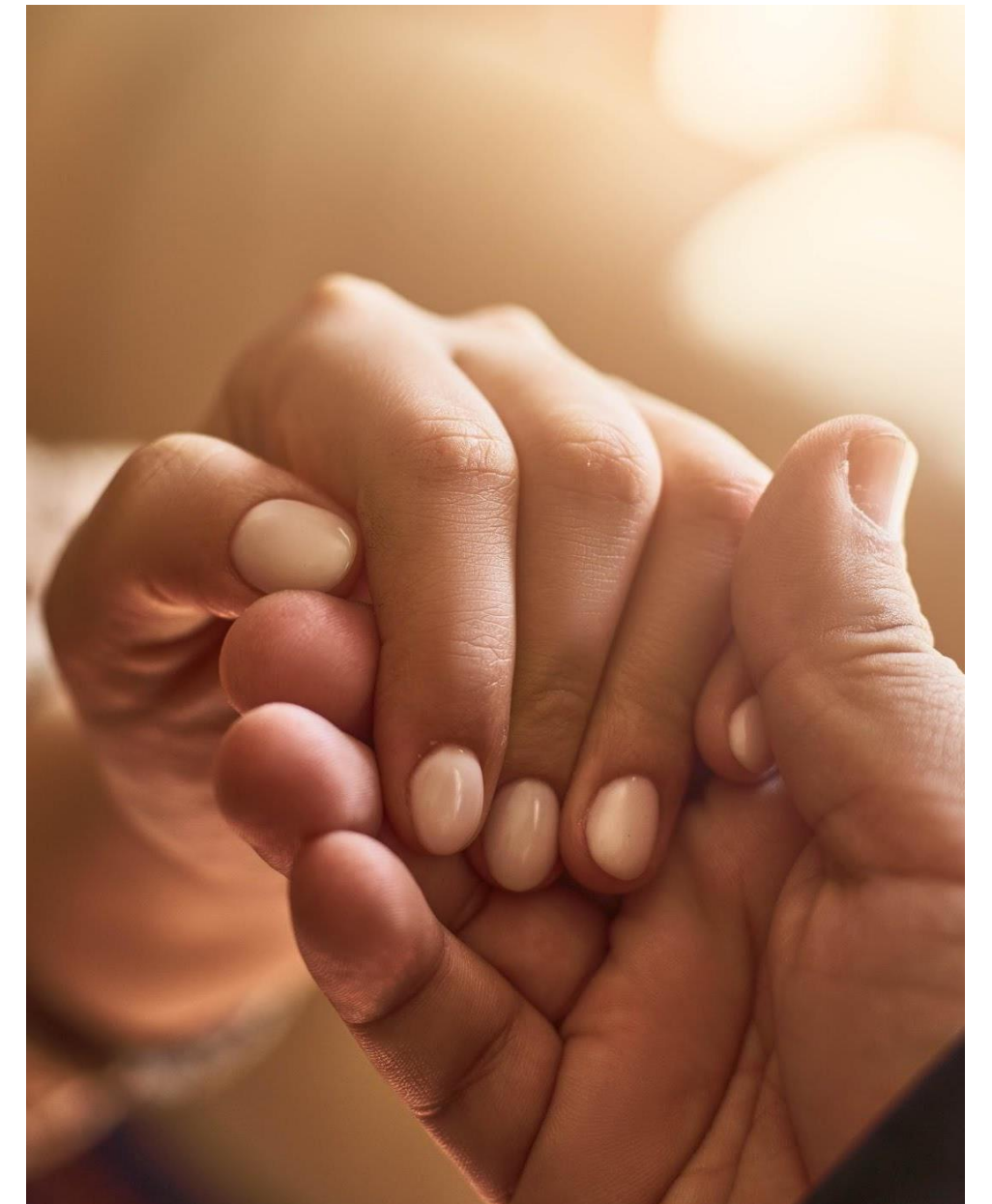
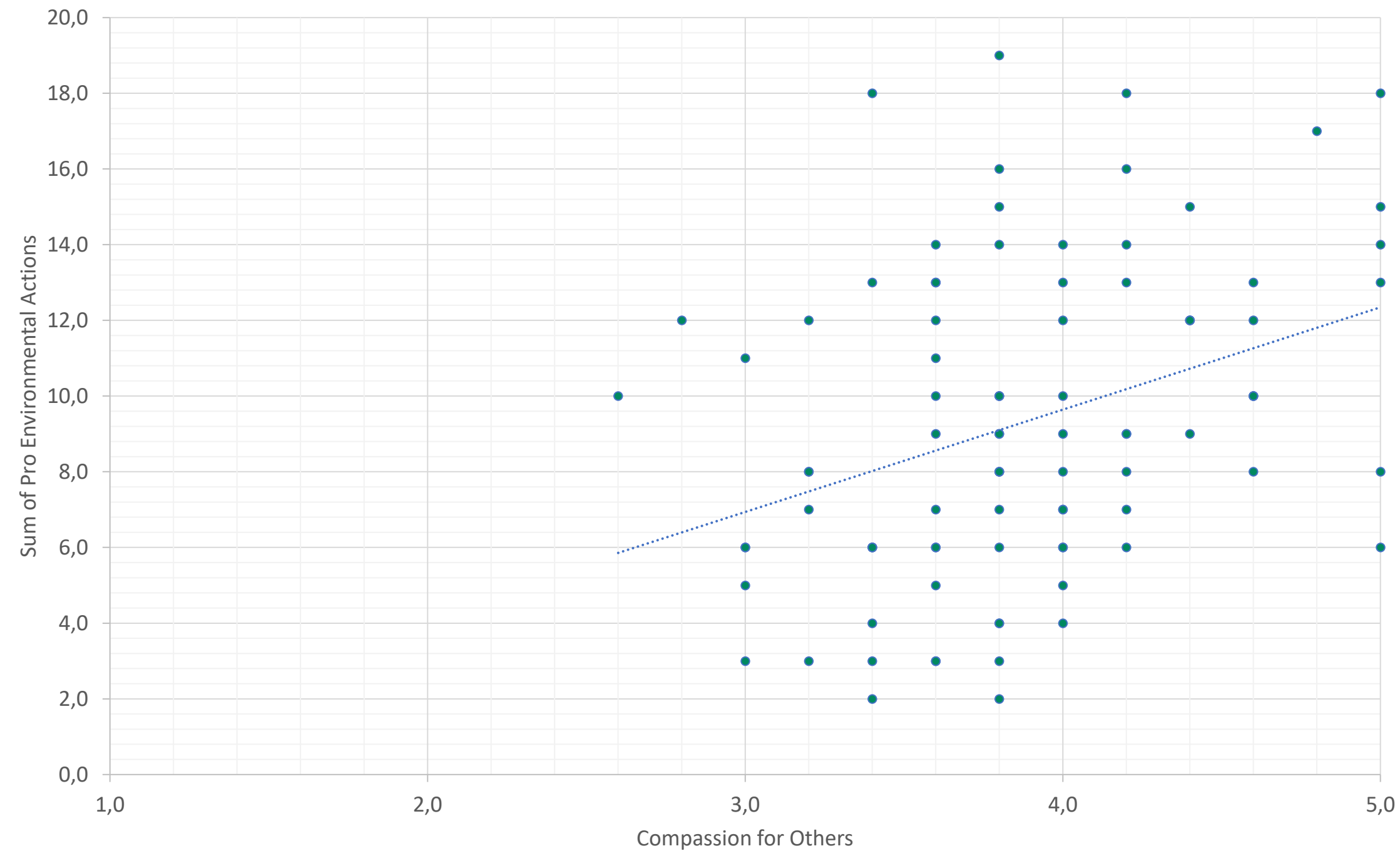
 <p>1 Being Relationship to Self</p> <p>Inner Compass</p> <p>Integrity and Authenticity</p> <p>Openness and Learning Mindset</p> <p>Self-awareness</p> <p>Presence</p>	 <p>2 Thinking Cognitive Skills</p> <p>Critical Thinking</p> <p>Complexity Awareness</p> <p>Perspective Skills</p> <p>Sense-making</p> <p>Long-term Orientation and Visioning</p>	 <p>3 Relating Caring for Others and the World</p> <p>Appreciation</p> <p>Connectedness</p> <p>Humility</p> <p>Empathy and Compassion</p>	 <p>4 Collaborating Social Skills</p> <p>Communication Skills</p> <p>Co-creation Skills</p> <p>Inclusive Mindset and Intercultural Competence</p> <p>Trust</p> <p>Mobilisation Skills</p>	 <p>5 Acting Enabling Change</p> <p>Courage</p> <p>Creativity</p> <p>Optimism</p> <p>Perseverance</p> 
--	---	--	---	---

Online and in nature programmes for policymakers, community leaders, change makers, active citizens

- Climate Leadership programme
- Conscious Food System Leadership
- Mindfulness-Based Sustainable Transformation
- Resilience programmes



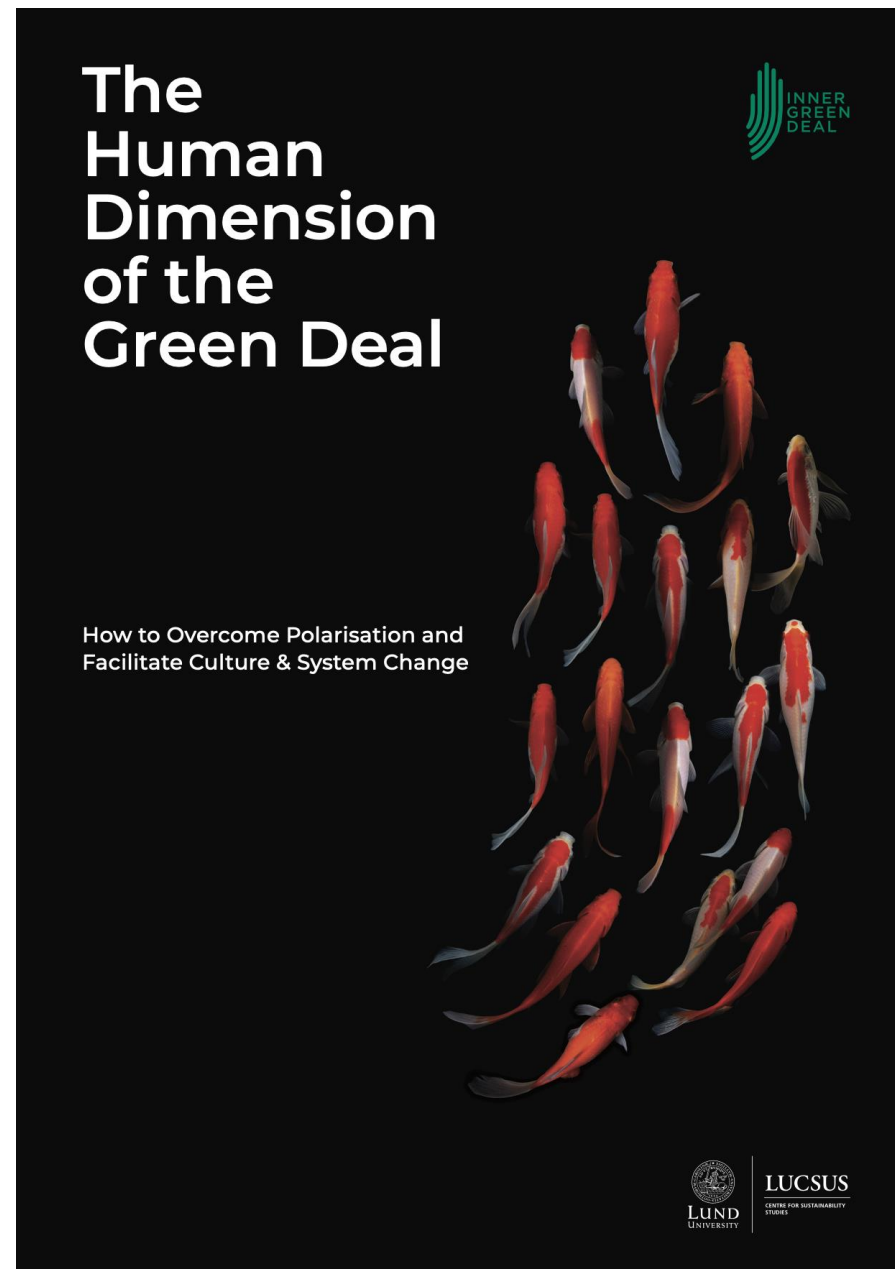
FINDINGS (1): COMPASSION FOR OTHERS IS ASSOCIATED WITH PRO-ENVIRONMENTAL ACTIONS



FINDINGS (2) FROM OUR CAPACITY BUILDING PROGRAMS

- Significant **strengthening of human qualities** across five key dimensions (being, thinking, relating, collaborating, acting), with increases ranging from 28% to 61%.
- Significant increases in **nature connection** ranging from 22% to 43%.
- Significant **reduction in eco-anxiety (-19%) and feelings of helplessness (-27%)**. Increases in gaining **clarity on one's role** and feelings of self-efficacy.
- Increases in **pro-environmental behavior** (even among participants with already high levels of pro-environmental action).
- Significant **integration of inner dimensions in sustainability-related work processes**, with 56% to 78% of participants having made some or substantial changes to areas such as strategic priorities, team collaboration and training activities.

**READ MORE IN OUR WHITE PAPER THAT WE
WROTE WITH PROF WAMSLER (LUND)**



CASE STUDY 2: COMMUNITY HANDPRINT



Serve the City

QUESTION TO YOU:

*To improve my overall impact on the environment,
I would feel more motivated if I am invited to **(choose one)**:*

1) Reduce my negative impact

(less travel, eat less meat, ..)

2) Increase my positive impact

(contribute to initiatives at work or in my community)

COMMUNITY HANDPRINTS: WHAT IS IT?

The '**Community Handprint**' approach cultivates collective action that contributes to positive change in the world.

It contrasts with the '**Footprint**' approach which traditionally focuses on negative impact of individual action.

WHY PROMOTING COMMUNITY HANDPRINT?

1. It empowers people and accelerates change.
2. It encourages collaboration, stronger communities and systems change.
3. It raises the bar from climate neutrality (a focus of footprint reductions) to social and planetary health.

NAÏVE? ASK THE 1 BILLION VOLUNTEERS GLOBALLY

Podcast
Season 4
Episode 8



The Transforming Act of Giving

Nipun Mehta
Founder of ServiceSpace



THE COMMUNITY HANDPRINT IS NOW A UN CLIMATE CHANGE GLOBAL INNOVATION PROJECT



United Nations Climate Change
Global Innovation Hub

COMMUNITY HANDPRINT TOOLS FOR CHANGE MAKERS TO ENGAGE AND MOBILISE CITIZENS



Community Engagement

Campaigns that mobilise communities around a shared purpose



Capacity Building

Programs that train facilitators to support community building and collective actions



Co-creating Innovation

Tools to facilitate the process from needs, to ideas to action.



Regenerative Evaluation

Tools to understand what changes beyond the numbers



Communicating & Celebrating

Share inspiring stories where people come together

SO NEXT TIME YOU TALK TO CITIZENS...



Don't tell them what they can't do...

Invite them to step up and be part of the solution!

Key behavioural theories



Cognitive biases



Vihren Mitev



Jeroen Janss



Hendrik Bruns

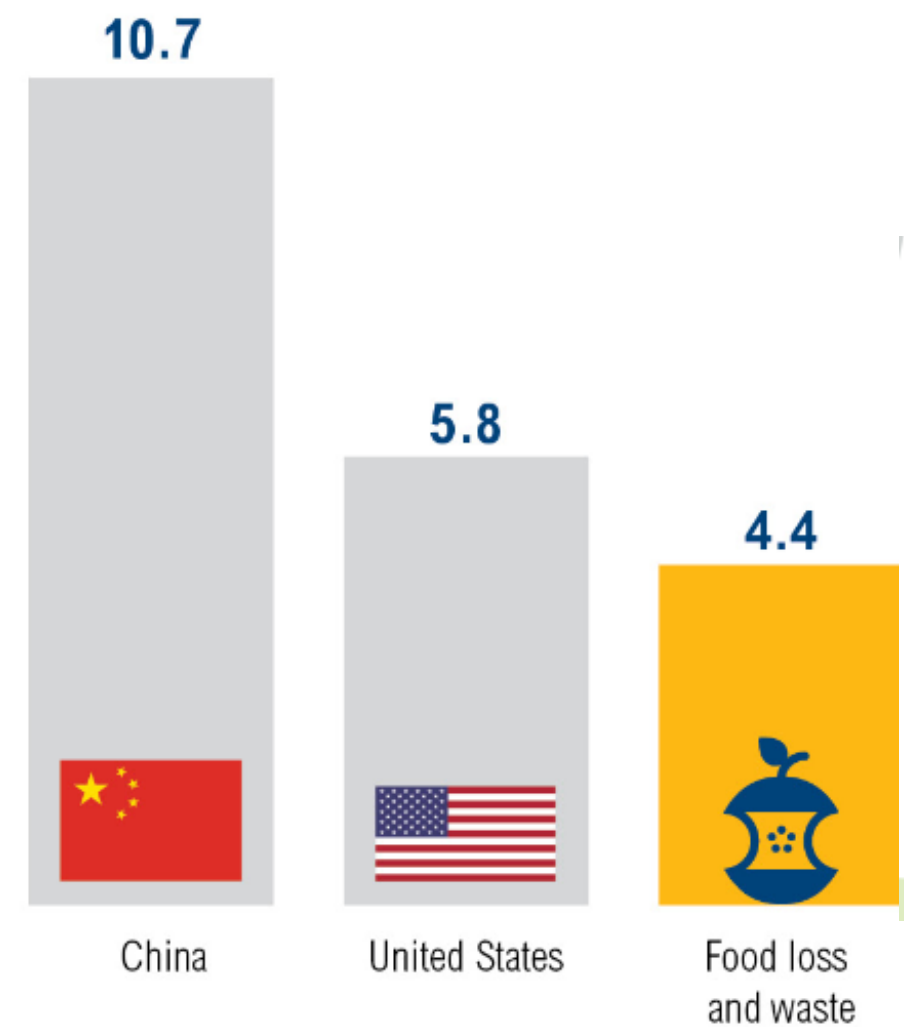


Reducing consumer **food waste**

by **Hendrik Bruns** (Joint Research Centre, European Commission)

THE STATE OF CONSUMER FOOD WASTE

If Food Loss and Waste Were its own Country, it Would Be the Third-Largest Greenhouse Gas Emitter

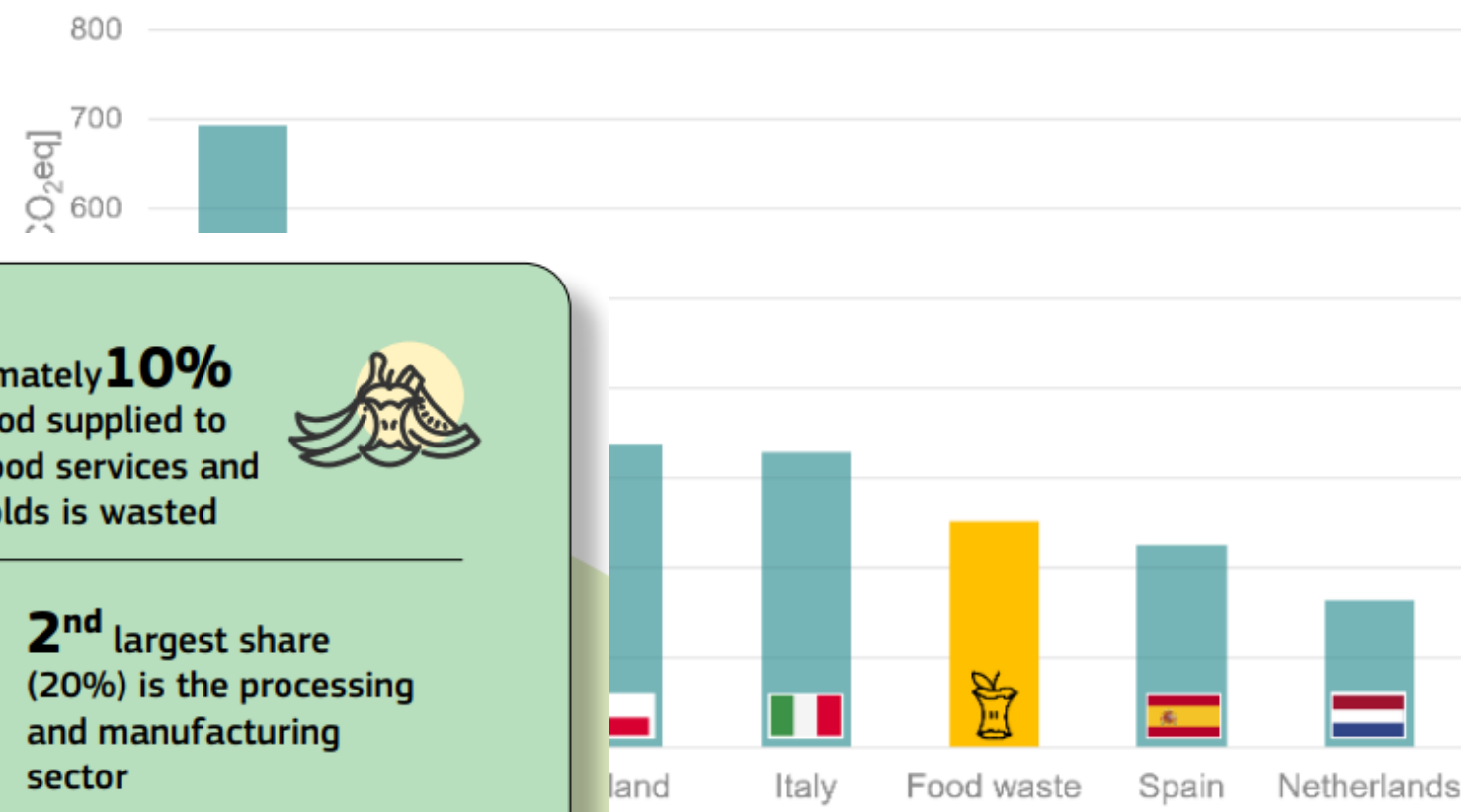


58.4 million tonnes (131 kg/person/year) are generated annually in the EU (ESTAT, 2023)

Approximately **10%** of all food supplied to retail, food services and households is wasted

Over half of food waste is generated in **households** (54%)

2nd largest share (20%) is the processing and manufacturing sector

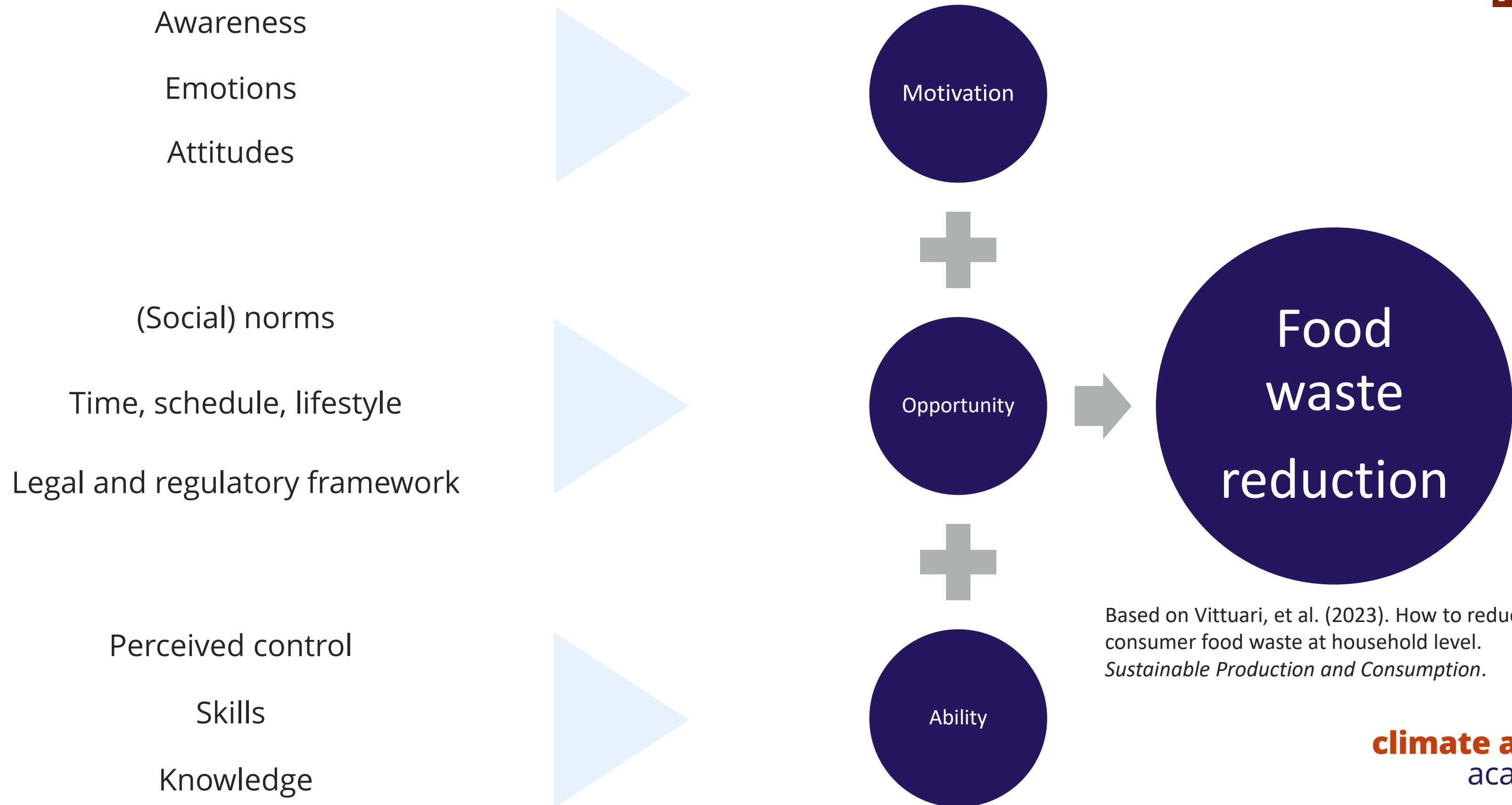


https://ec.europa.eu/commission/presscorner/detail/en/fs_23_3569
<https://publications.ec.europa.eu/repository/handle/JRC129245>

GT CO₂e (2011/12)*

<https://www.wri.org/insights/whats-food-loss-and-waste-got-do-climate-change-lot-actually>

THE DRIVERS OF CONSUMER FOOD WASTE (REDUCTION)



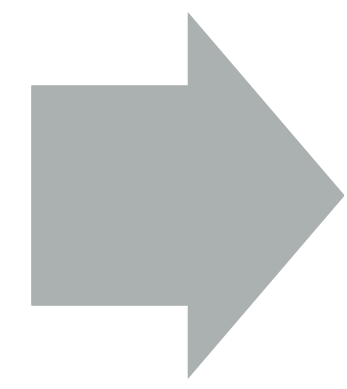
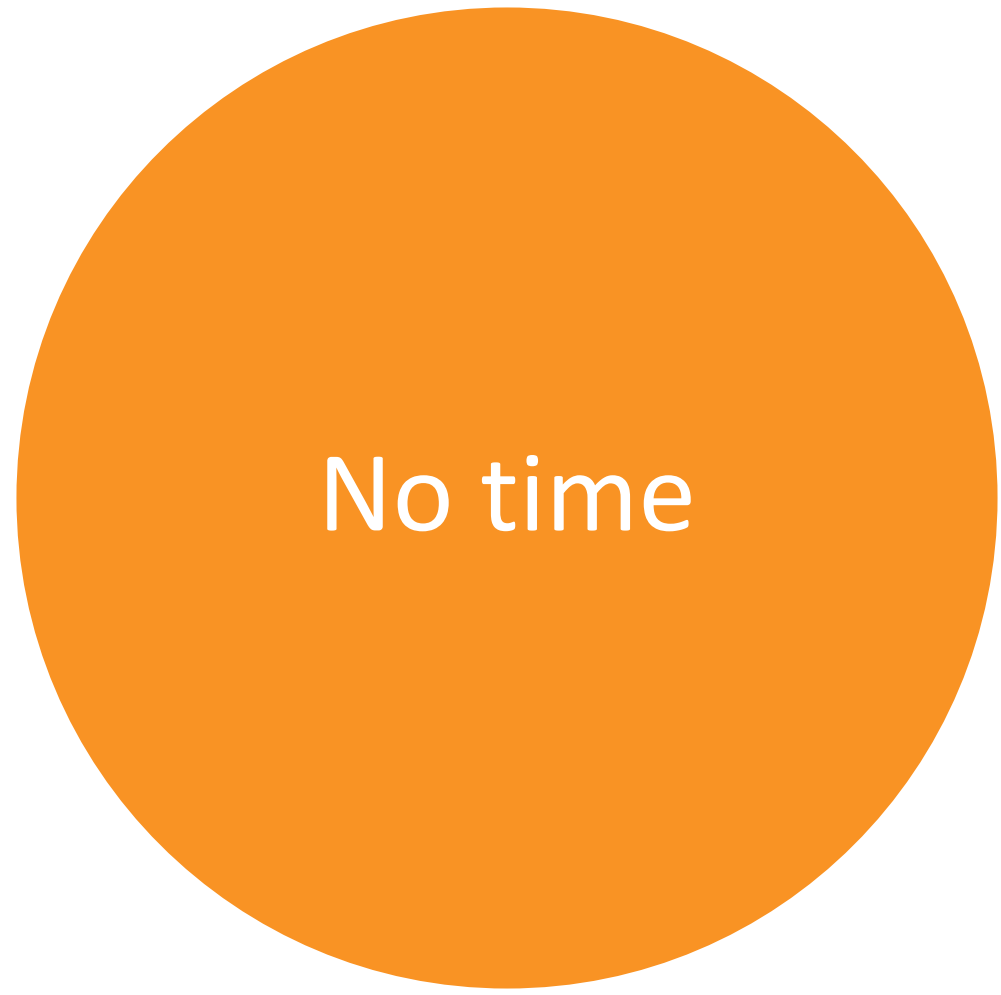
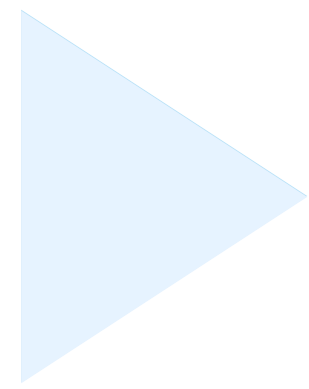
Based on Vittuari, et al. (2023). How to reduce consumer food waste at household level. *Sustainable Production and Consumption*.

THE BARRIERS TO REDUCING FOOD WASTE



THE LEVERS OF CONSUMER FOOD WASTE

Promote efficient food planning or storage methods, especially with busy schedules. Emphasize food waste-related issues, for instance raise awareness.



THANK YOU!

By: Hendrik Bruns (Joint Research Centre, European Commission)

Key behavioural theories



Cognitive biases



Vihren Mitev



Jeroen Janss



Hendrik Bruns



WRAPPING IT UP! THE KEY TAKEAWAYS OF TODAY

- ➔ **Human behaviour is a crucial factor in climate change mitigation strategies.**
Changes to our lifestyles and behaviour can result in a 40-70% reduction in greenhouse gas emissions by 2050.
- ➔ **Our beliefs and intentions shape your behaviour.**
However, believing in something or willing to do something does not necessarily result in the related behaviour.
- ➔ **Most of our decisions are based on our intuition and instinct, leading to cognitive biases.**
These cognitive biases can hinder climate action, as climate change is a global, collective issue with long-term impacts that requires breaking with the status quo.
- ➔ **Many de-biasing tools exist to help us overcome our cognitive biases.**
And facilitate pro-environmental behaviours.

UPCOMING CLIMATE PACT ACTIVITIES

Next webinar of EU Climate Action Academy: Mastering effective Communication

👉 More information will be shared soon

Celebrating Citizen Engagement in Climate Action, online event

📅 8 October, 9:00 – 12:15 CEST

👉 Registration link to participate online in the chat

Make a change by becoming a Pact Ambassadors!

A chance for citizens from all over Europe to take their climate action to the next step! Call open from **1 October to 30 October 2024**. More information in the link in the chat.

Check out the Climate Pact website and subscribe to the newsletter for updates!

👉 climate-pact.europa.eu





**EUROPEAN
CLIMATE
PACT**

THANK YOU VERY MUCH FOR ATTENDING THE WEBINAR TODAY!

An evaluation survey will pop up when you leave the webinar, we would appreciate your feedback! Thank you!

 climate-pact.europa.eu

 [EUClimateAction](#)

 [@EUClimateAction](#)

 [ourplanet_eu](#)

 [eu-environment-climate](#)

 [@EUClimateAction](#)

EU
climate action
academy

© European Union 2023

Unless otherwise noted the reuse of this presentation is authorised under the CC BY 4.0 license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders. The opinions expressed are those of the author(s) only and should not be considered as representative of the European Commission's official position.

Annex

additional information and resources

Cognitive Biases

COGNITIVE BIASES PREVENTING CLIMATE ACTION



Present bias

Tendency to choose immediate rewards over future rewards, even if the immediate rewards are smaller.

Bring rewards to present

Status quo bias

Unwillingness to change the status quo because any change involves effort and uncertainty.

Change default

Pseudo inefficacy

A false sense of inefficacy of individual actions not making an appreciable contribution to solving a large overall problem.

Feedback

Confirmation bias

Tendency to notice, focus on and place greater importance to evidence that fits with our existing beliefs.

AI Chatbot

Attentional bias

Attending to climate change information differently depending on political orientation.

Framing

Perceptual bias

Inaccurate perceptions of ingroup norms and outgroup norms; negative footprint illusion.

Reconstruction

Recall bias

Falsely recalling climate change to be less serious, which is associated with higher scepticism of climate change.

Observational Learning

Single-action bias

Perceiving a reduced risk of climate change after taking one climate action.

Identity or value reinforcement



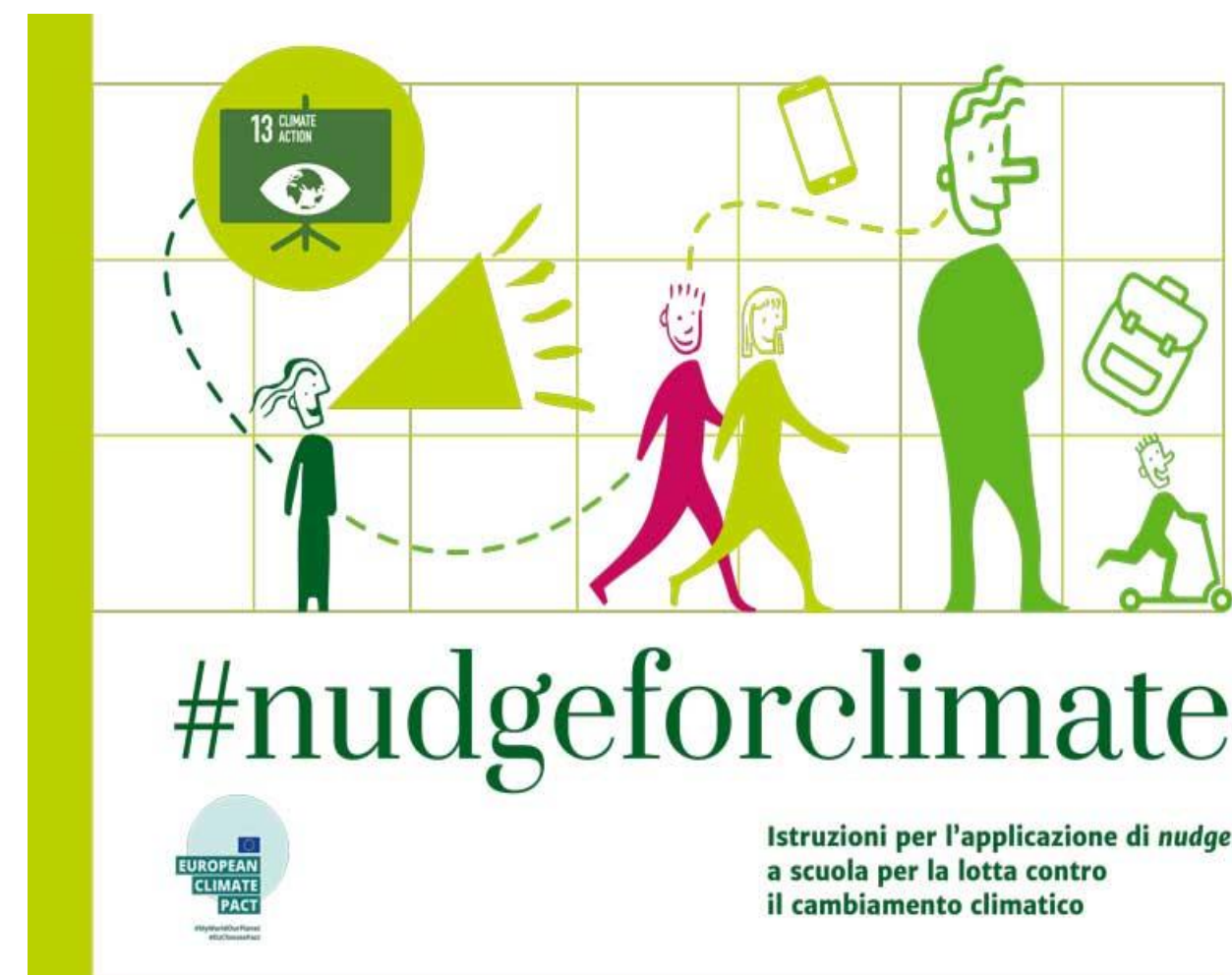
Additional ClimatePact resources & tools on behavioural change

Click [here](#) for an overview of all the ClimatePact resources

SELL THE SIZZLE: FOR COMPELLING CLIMATE MESSAGES THAT CHANGE BEHAVIOUR

This is a practical guide with concrete examples of nudges. The examples collected here describe some of the applicable interventions at school aimed at changing people's behaviour to improve the impact of their actions in countering climate change, but without altering their choice and options. They are pushy, but gentle.

This guide is also a working method that can be used to involve children and students in becoming themselves "architects of choices" and, in doing so, to gain awareness about their choices and their behaviours. This approach, aimed at encouraging behaviour change, has gained popularity and is used by more and more administrations and governments to "push" citizens to choose a path towards well-being.



Author: Community of European Climate Pact Ambassadors in Italy (Euclipa)

 [**Download**](#)

SIX PRINCIPLES FOR CLIMATE CONVERSATIONS

This is an easy-to-read hand-out that teaches how to avoid common pitfalls when conducting climate conversations while offering practical solutions, suitable both for experts and those embarking on a climate journey.

Six principles for climate conversations

Here, we would like to briefly reiterate the six principles we practised.

How to have a pleasant climate conversation?

These six principles are neither exhaustive nor the only way to have a pleasant conversation about the climate.

Important: These principles are not tricks. It is important to stay authentic and close to yourself. That said, we firmly believe that these guidelines can help you conduct more pleasant conversations.

Principle 1: Share your personal story

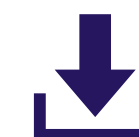
Pitfall: End up in a factual discussion that makes both you and your conversation partner more convinced you are 'right'. Feeling frustrated at the end of the conversation. 'Why doesn't the other person understand?'

Solution: Express the impact something has on you. Share the **feelings** you have about something, describe the moment you came to a certain realization, explain how your situation has changed, etc. Let the other person learn something about you. Ask questions that allow you to learn the personal story of the other. Not head, but heart.'

Principle 2: Listen, be curious and ask questions

Pitfall: While the other person is talking, thinking about what you want to say in response/how something feels for you, and as a result, not really hearing what the other person is saying. As soon as there is a pause, you start with your own story, and as a result, the other person (probably rightly so) feels unheard.

Solution: When you listen, you **listen. Nothing else**. This requires attention and focus. You don't have to come up with questions, or to consider how something feels/felt for you. You are present. Silence is not a bad thing, but rather gives space for the other person to continue. If you notice that in the meantime you are preparing your own story, you are no longer listening.



[Download](#)

Author: KlimaatContact

Climate Pact partners facilitating behavioural change

ACCELERATING UNDERSTANDING OF CLIMATE ISSUES AT THE GLOBAL LEVEL TO TRIGGER CHANGE

Climate Fresk is an international NGO based in Paris that aims to raise awareness on climate change issues around the world. With a decentralised model, it brings together a community of facilitators called "freskers" from various countries.

It aims to raise awareness among citizens, public decision-makers and business leaders, with the aim of changing laws, economic models and behaviours in line with climate issues. For this purpose, we use interactive tools such as the Climate Fresk workshop, which more than 1.7 million people have followed in 161 countries.

Access the website here: <https://climatefresk.org/>

