

**Climate change implies  
(radical) behaviour change**

**How to achieve that?**

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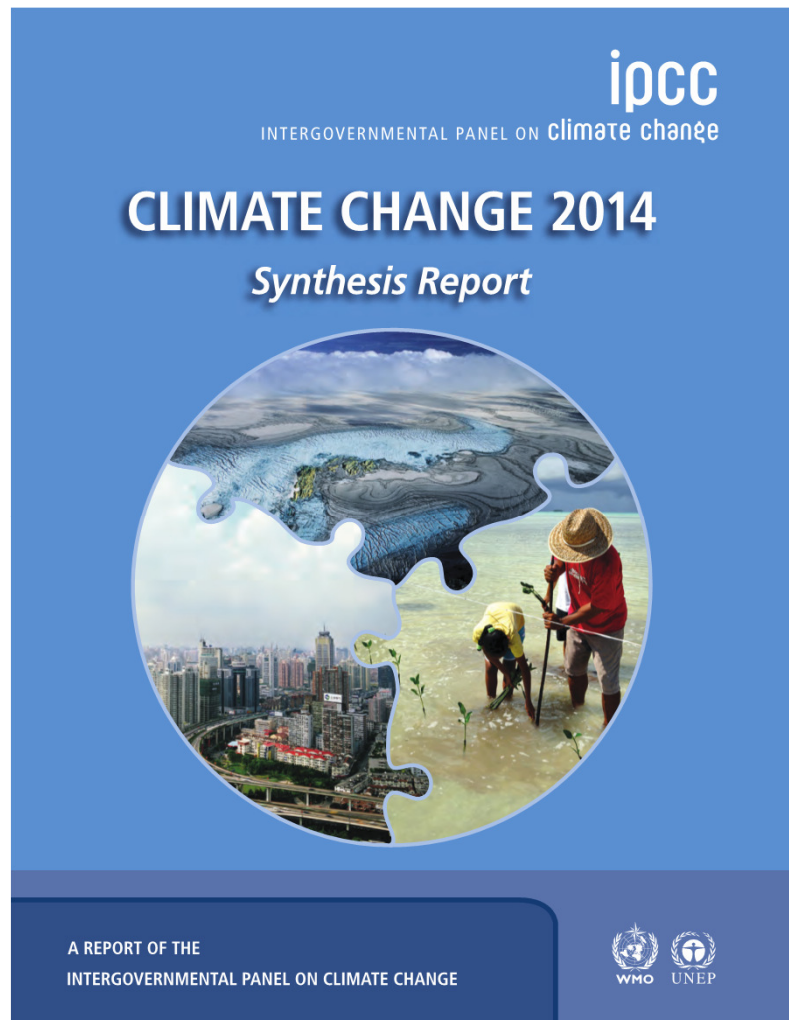


**August 2 is**

**the day humanity will have used all the natural resources that the Earth can renew in 2017.**

**In other words,**

**we are consuming the resources of 1.7 planets.**



**The Paris agreement aims to keep global warming in the year 2100 below 2° C (above pre-industrial temperatures). Or less....**

## **IPCC**

‘Emissions scenarios leading to CO<sub>2</sub>-equivalent concentrations in 2100 of about 450 ppm or lower are *likely* to maintain warming below 2° C’

For this is needed:

- 40 to 70% global anthropogenic GHG emissions reductions by 2050 compared to 2010,
- and emissions levels near zero or below in 2100.

Good to know:

estimated 2011 levels are 430 ppm  
(uncertainty range 340 to 520 ppm)

**Usual answer how to achieve all this:**

- **Energy efficiency**
- **Renewable energy**
- **Fuel switch**

**Where is the social aspect?**

**What can social science offer?**



## **Human Behaviour 1**

**Individual freedom of smoking (drinking, taking drugs) against collective costs**

**Do info campaigns work? What works?**

**Social science reflection: cognitive dissonance, role model**



"How much longer do I have before I have to change to a healthy lifestyle?"

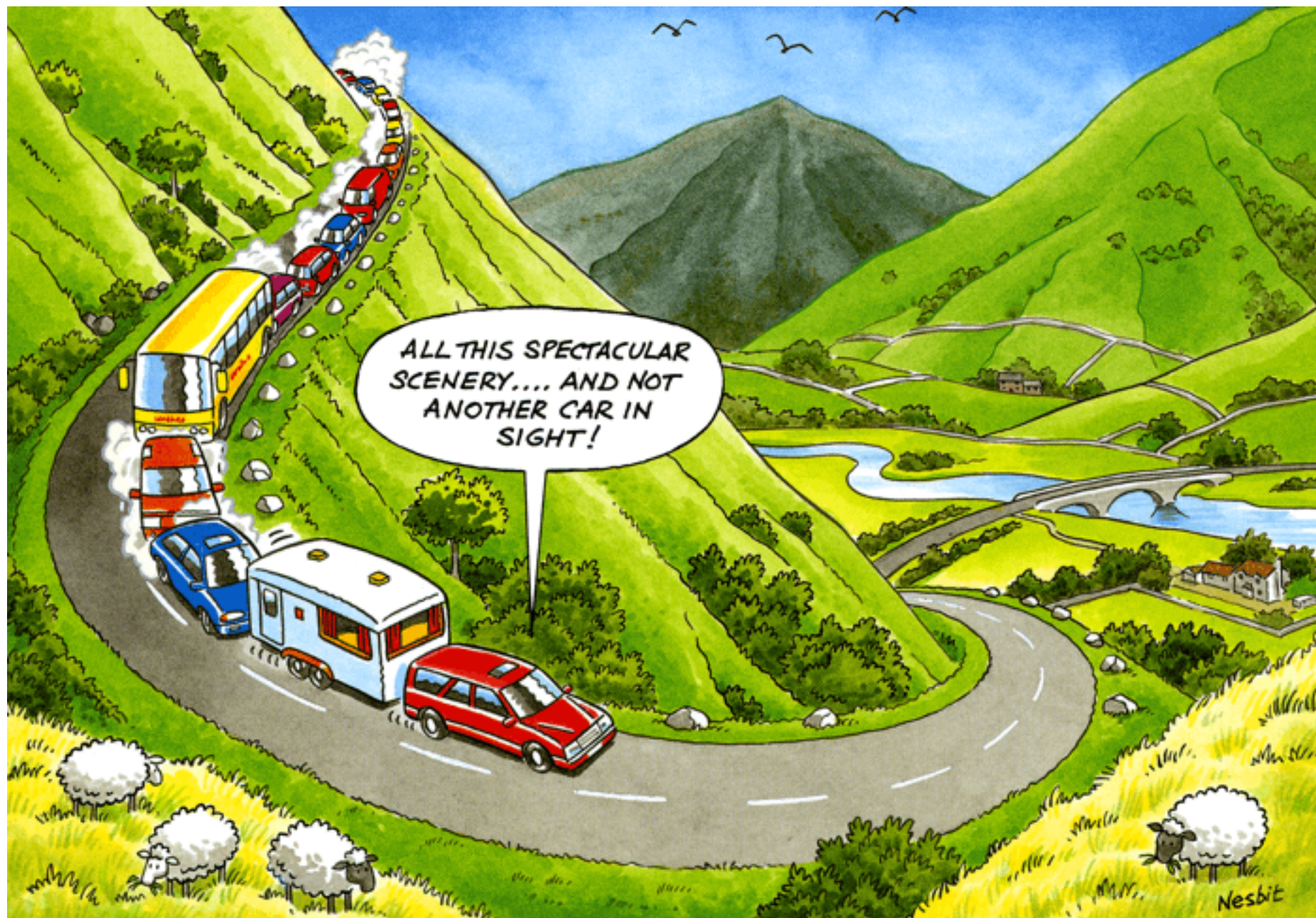


## Human Behaviour 2

Road works in Antwerp; commuters keep coming by car; resulting in two hours queuing before even arriving

Social science reflection: social convention; peer pressure; individual freedom myth









## **Human Behaviour 3**

**My Facebook friend visited an idyllic Indonesian island...**

**Social science reflection: distance  
(in time and in space), NIMBY,  
consumerism, eternal growth**



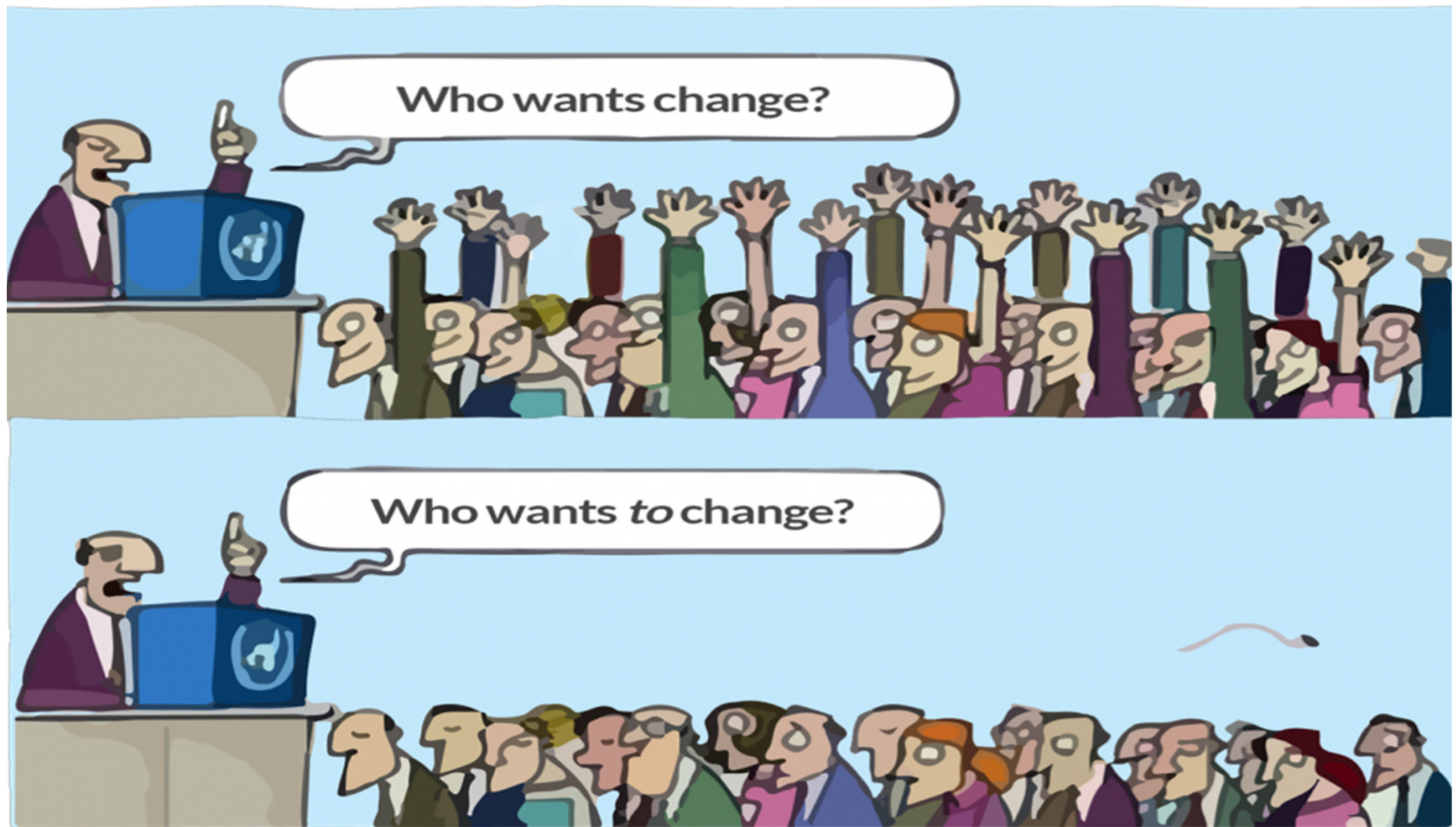
## Human Behaviour 4

**When Enterprise made first contact with the Vissians, Trip took it upon himself to befriend the cogenitor, a third gender used for reproduction. He attempted to get the cogenitor to see that it was equal to its fellow beings, teaching it how to read and opening its eyes to such things as music and engineering.**

**The Vissians, however, did not take kindly to this, particularly when the cogenitor requested asylum with Enterprise. Archer denied its request, and it later committed suicide.**

**This encounter taught Trip that he sometimes acts too rashly when it comes to encountering new species.**





# **It is actually useful with social thinking!**

- \* Rediscover some of the oldies:**

**Gemeinschaft – Gesellschaft (Tönnies)**

**Figurational sociology/process sociology (Elias)**

**Bureaucracy, power and status (Max Weber)**

**Class and society (Marx)**

- \* Rediscover some of the modern ones**

**Planned Change theories/ Resistance to change**

**Nudging**

**Gender and power**

**Integration and cultural relativism**

**Western supremacy/developed – under developed**



## **Next North Sea programme**

**More space for visions**

**Early involvement of social sciences**

**More space for social, behavioural aspects of (project) life**

# The issue of change

