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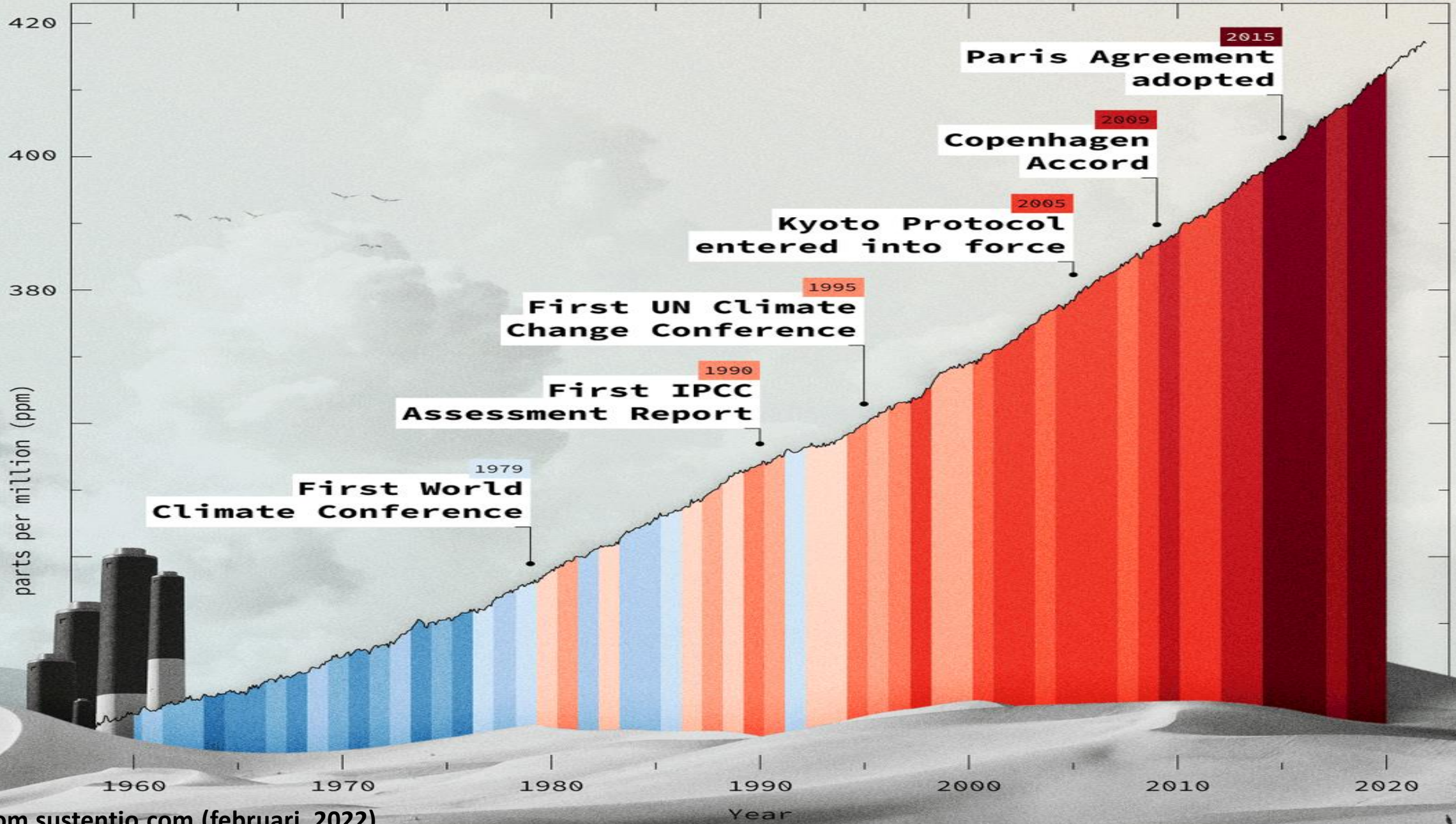
Een beter klimaatverhaal

Onderdeel willen zijn van de oplossing.



Trends in Atmospheric CO₂ vs Global Temperature Change

#climateINACTIONstripes



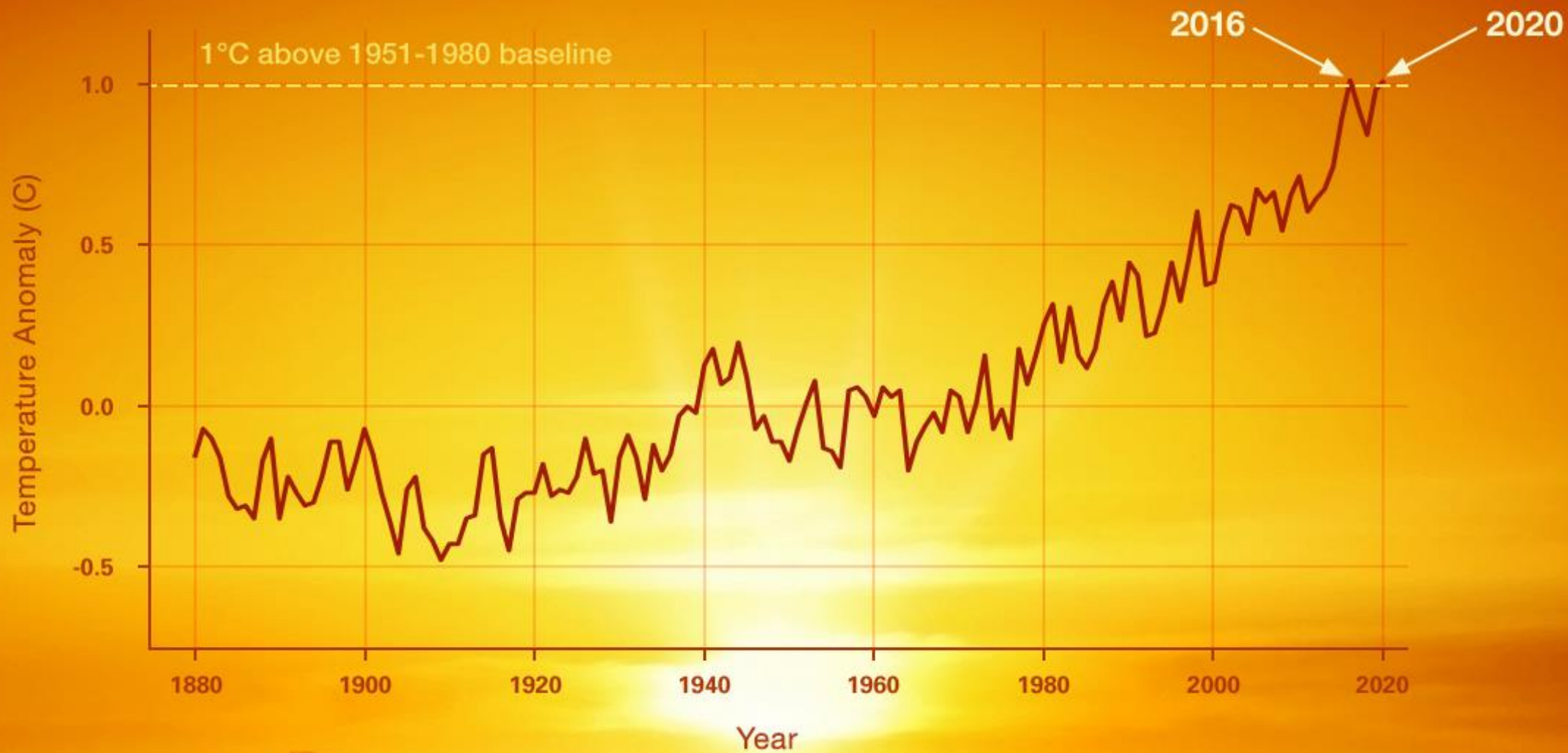
Composite Graph of: Atmospheric CO₂ at Mauna Loa Observatory, December 2021 - Scripps Institution of Oceanography & NOAA Global Monitoring Laboratory | #ShowYourStripes - Graphics & Lead scientist: Ed Hawkins, National Centre for Atmospheric Science, University of Reading; Data: UK Met Office | Design by: sustentio [PG] | Licence: CC-BY
@wuehler (adario @wiebkename @marcusasmieitt @sustentioE)



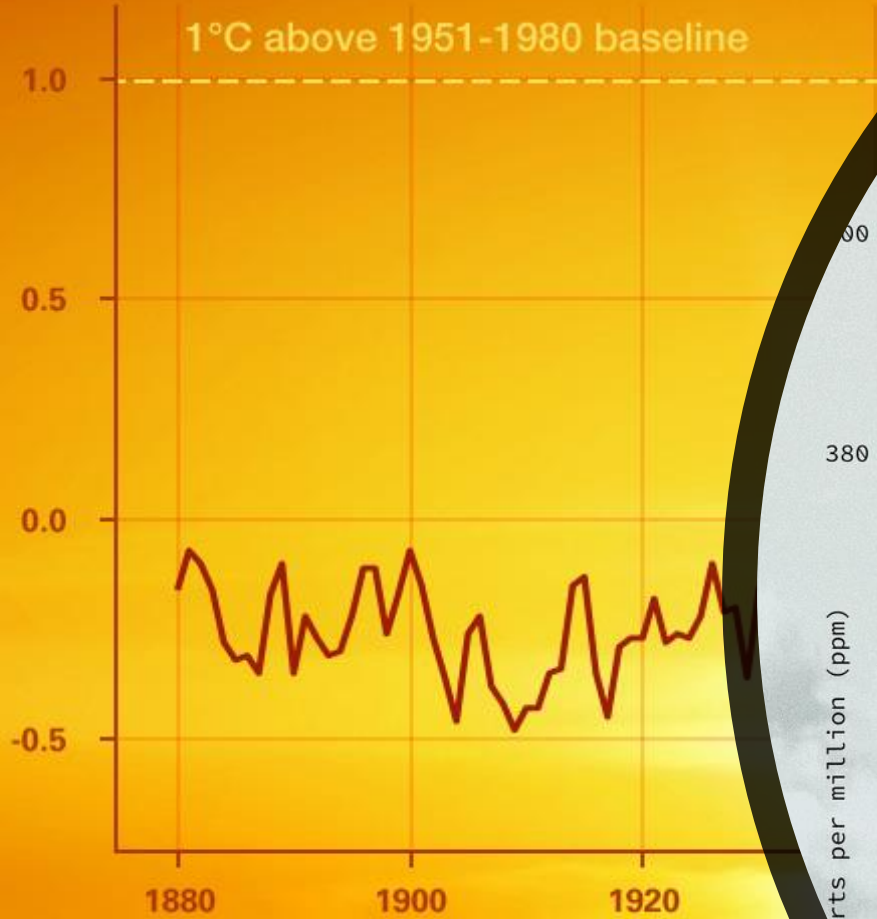
WE WARMEN OP

- **Op 31 december 2020 eindigde het warmste decennium ooit (UN, 2021).**
- **De jaren 2015 tot en met 2019 zijn de vijf warmste jaren ooit geregistreerd (WMO, 2020).**
- **Sinds de jaren tachtig is elk opeenvolgend decennium warmer dan elk ander decennium sinds 1850.**



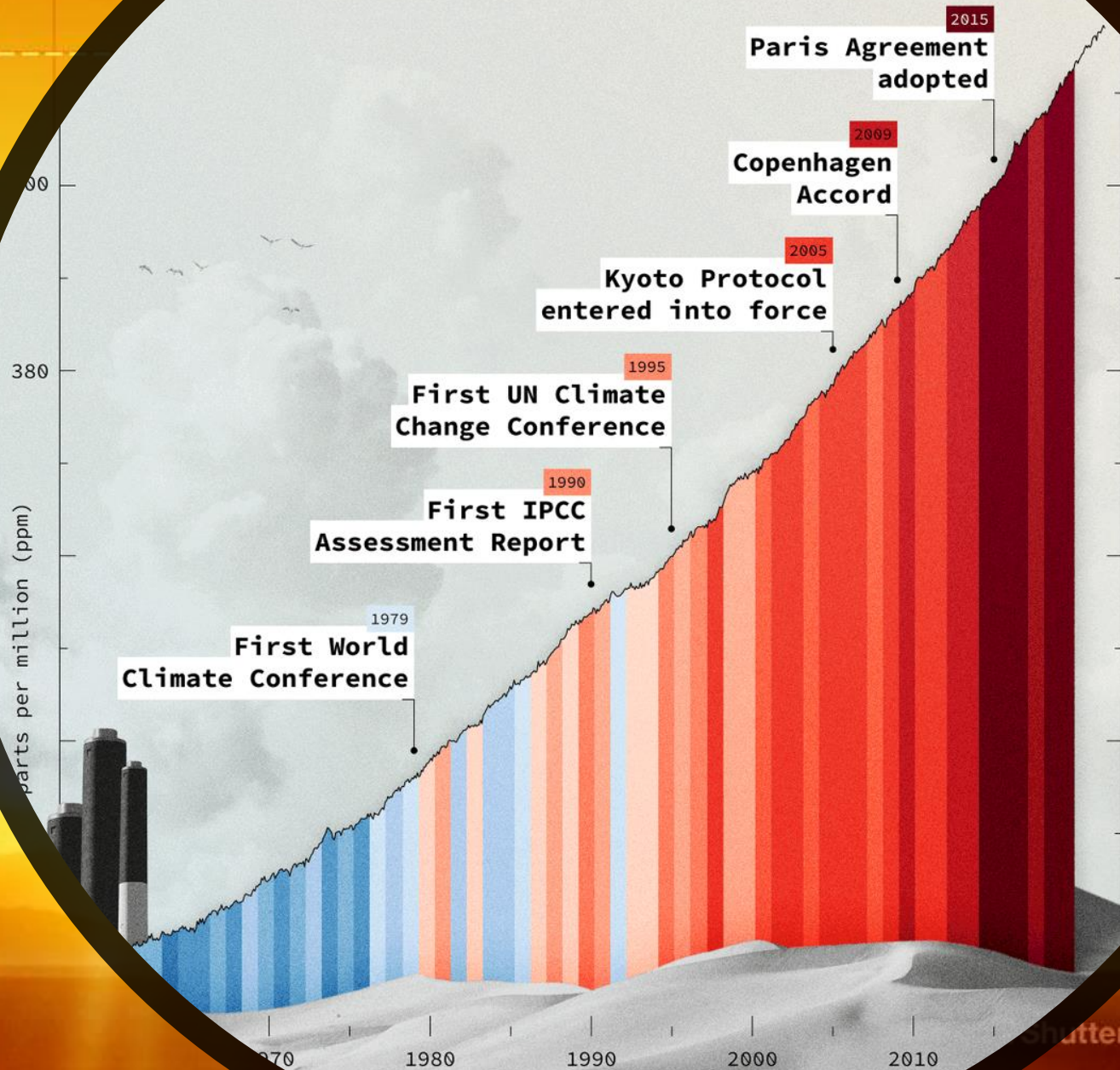


Temperature Anomaly (C)

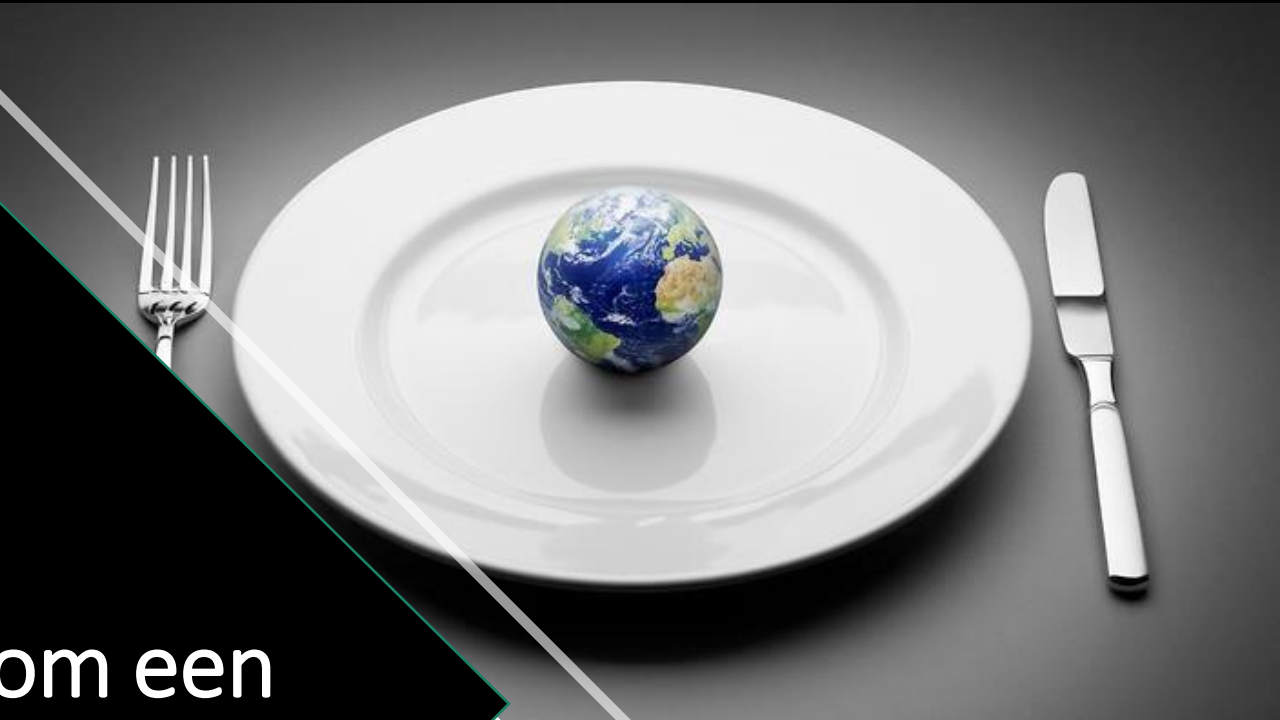


Atmospheric CO₂ vs Global Temperature Change

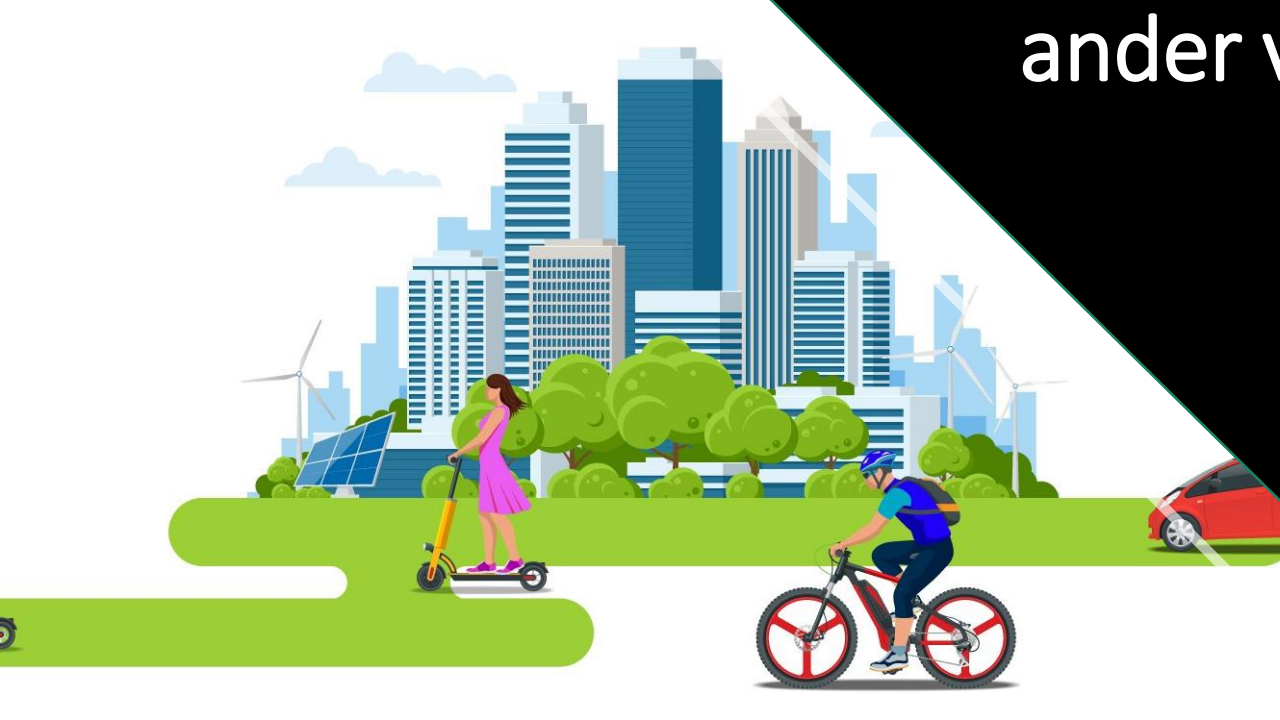
#climateINACTION



Composite Graph of: Atmospheric CO₂ at Mauna Loa Observatory, December 2021 - Scripps Institution of Oceanography
NOAA Global Monitoring Laboratory | #ShowourStripes - Graphics & lead scientist: Ed Hawkins, National Centre for Atmospheric Science, University of Reading; Data: UK Met Office | Design by: sustentio [PG] | Twitter: @sustentioEU



Vraagt om een
ander verhaal



UN CLIMATE CHANGE CONFERENCE UK 2021

Partnership with Italy



United Nations
Climate Change



UN CLIMATE
CHANGE
CONFERENCE
UK 2021

THE CLIMATE IS
CHANGING
WHY AREN'T WE?



“Ergens bewust van zijn en er
naar handelen zijn twee
verschillende dingen”

(Uit: Tijd voor biodiversiteit, Naturalis, september 2021)



‘Motivational Gap’



Waarom komen we niet in **actie**?





Complexiteit X Wilskracht







EN DUS ...







(COMPLEX 1/3)

**HET PROBLEEM VAN
ABSTRACTHEID**





(COMPLEX 2/3)

LANGE TIJDSHORIZON





(COMPLEX 3/3)

DE UITDAGING VAN
COLLECTIEVE ACTIE

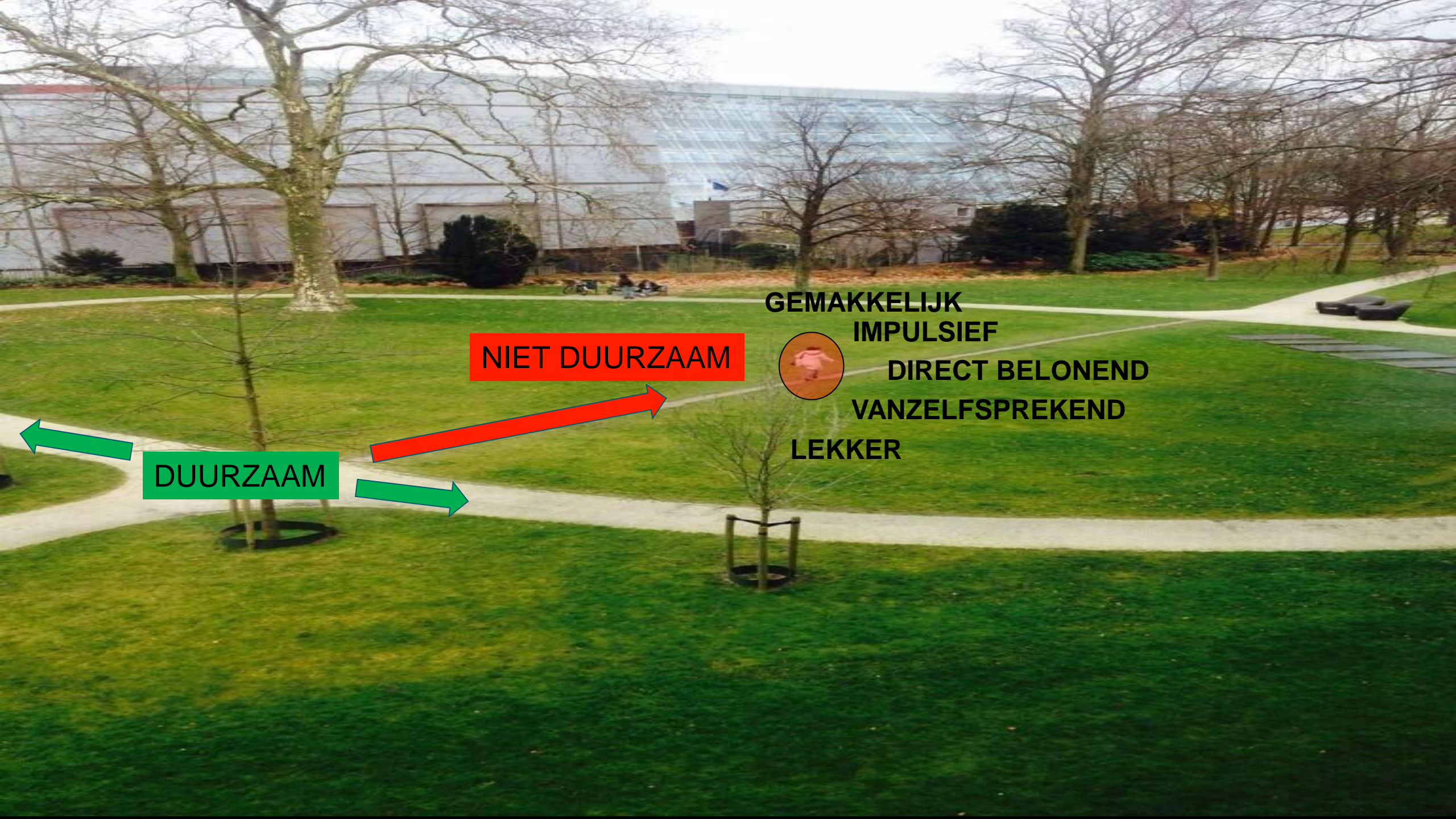




A man in a light-colored shirt and dark trousers stands on the edge of a dark, arched bridge structure. The bridge has a gap in the middle, and the man is looking towards it. The background is a plain, light-colored sky.

(WILSKRACHT 1/2)

**AUTOMATISCH VERSUS
GEREGULEERD**



NIET DUURZAAM

**GEMAKKELIJK
IMPULSIEF
DIRECT BELONEND
VANZELFSPREKEND
LEKKER**



DUURZAAM



(WILSKRACHT 2/2)

DE ZELF-ANDER COMPROMIS



50

OUR

FUTURE

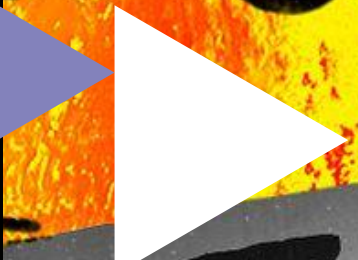
#SchoolStrike4Climatechange

#SchoolStrike4Climatechange

#SchoolStrike4Climatechange

R.I.P. EARTH

1 + 2 + 3 =



A large yellow pencil is shown drawing a thin, dark line across a gap between two dark, rocky cliffs. Three small silhouettes of people are walking across this line from left to right. The background is a cloudy sky. A thin white horizontal line is positioned above the text on the left side of the image.

1. COMPLEX

- Abstractheid
- Lange tijdshorizon
- Collectieve actie

2. WILSKRACHT

- Automatisch vs gereguleerd
- Zelf-ander compromis

We willen wel
heel graag
het goede
doen

- Discrediting evidence of harm'
- 'Advantageous comparison'
- 'Diffusion/displacement of
'responsibility'



US emissions roared back last year after pandemic drop, figures show

- Planet-heating emissions rose by 6.2% compared with 2020
- Rise largely down to increase in cars and trucks on the road

Oliver Milman

@olliemilman

Mon 10 Jan 2022 11.00
GMT





Wat kan helpen?

FALSE CONSENSUS



**We maken ons toch
allemaal zorgen om het
klimaat en verlies van
biodiversiteit?**





DUTCH PRIME MINISTER: NEED TO GO FROM 'BLAH BLAH' TO ACTION



Ministeries schraptten minder vlees-advies uit klimaatcampagne



NOS (10 september, 2021)

Weten & Willen

≠

Doen



Om effectief tot
verandering te
komen, moeten we
durven kiezen en
(wetenschappelijk)
willen puzzelen





Pro-klimaat handelingen hebben een eigen –
extra uitdagende - psychologische constitutie



En zelfs binnen 1 type pro-klimaat handeling zijn
weer actie-eigen psychologische constituties

“Seeing People in the Data”



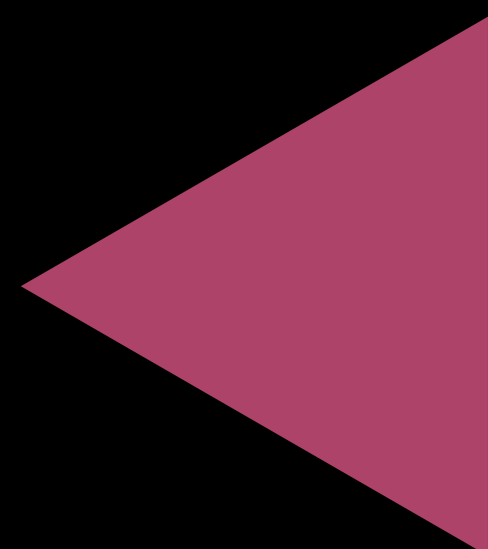
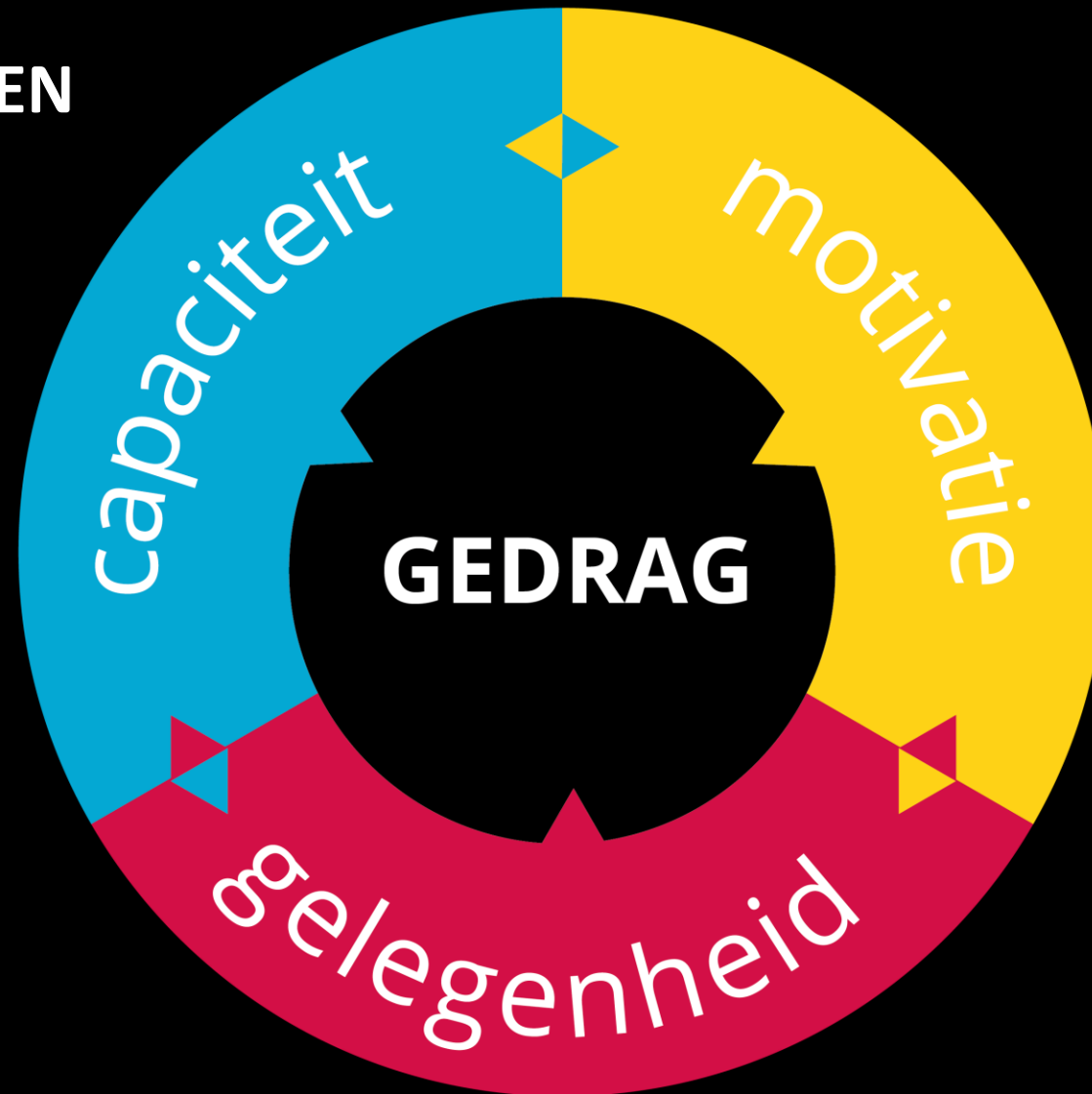


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RANDVOORWAARDEN

GEDRAG

Michie et al., 2018





Een beter **klimaatverhaal?**



‘Motivational Gap’

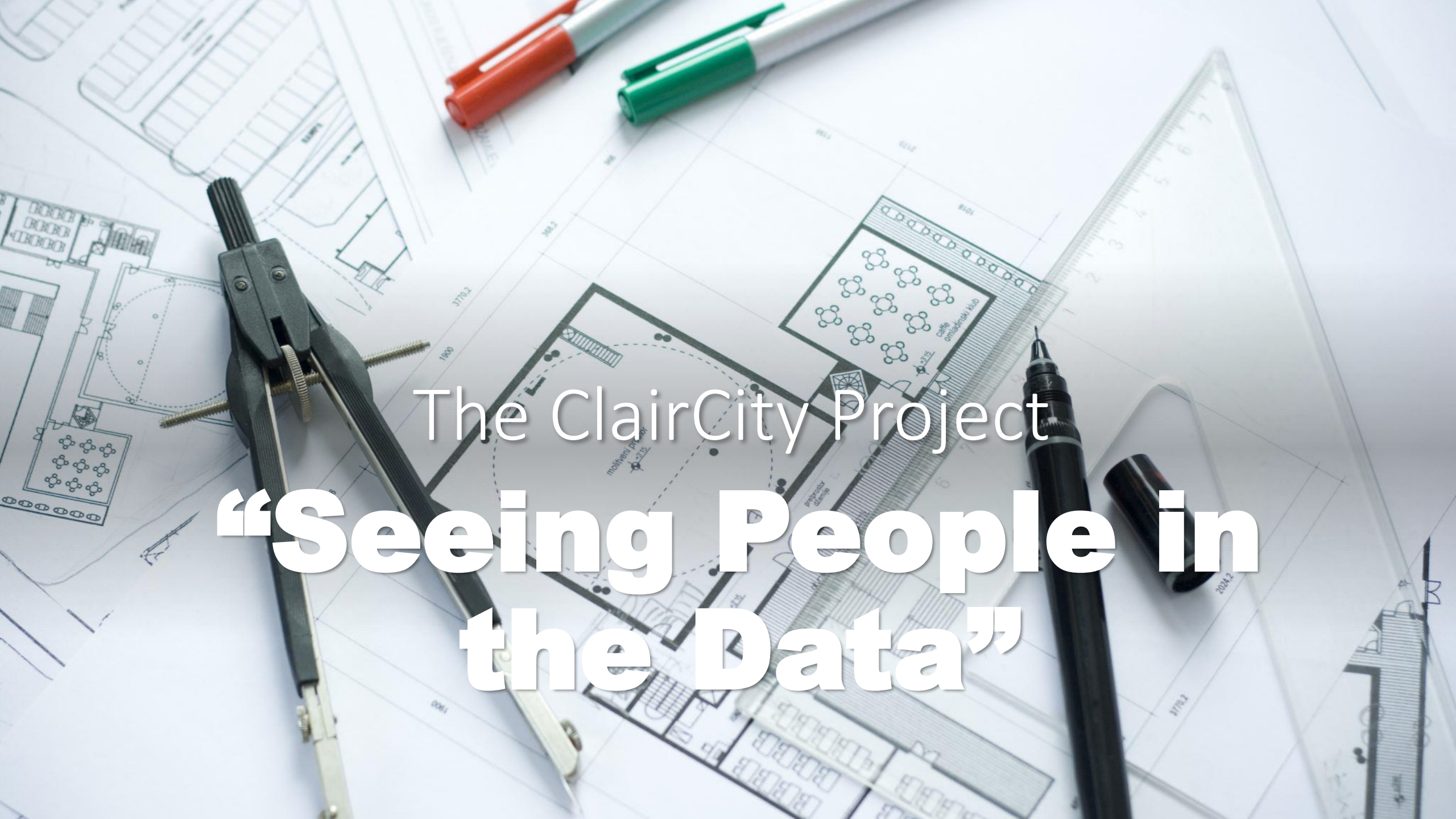
Communicatie uitdagingen

- Hoe maken we het klimaatvraagstuk voor mensen **persoonlijk relevant**, saillant en urgent: hier en nu?
- Hoe maken we mensen **onderdeel van de oplossing**?
 - Response-efficacy: 'every penny counts'
 - Self-efficacy: succesverhalen, koppelkansen en kleine stapjes
- Hoe maken we mensen bewust van '**double dividend**'?
 - Outcome expectancy: een duurzame keuze verhoogt kwaliteit van leven en maakt gelukkiger.



Communicatie uitdaging 1/3

- Hoe maken we het klimaatvraagstuk voor mensen **persoonlijk** relevant, saillant en urgent: hier en nu?

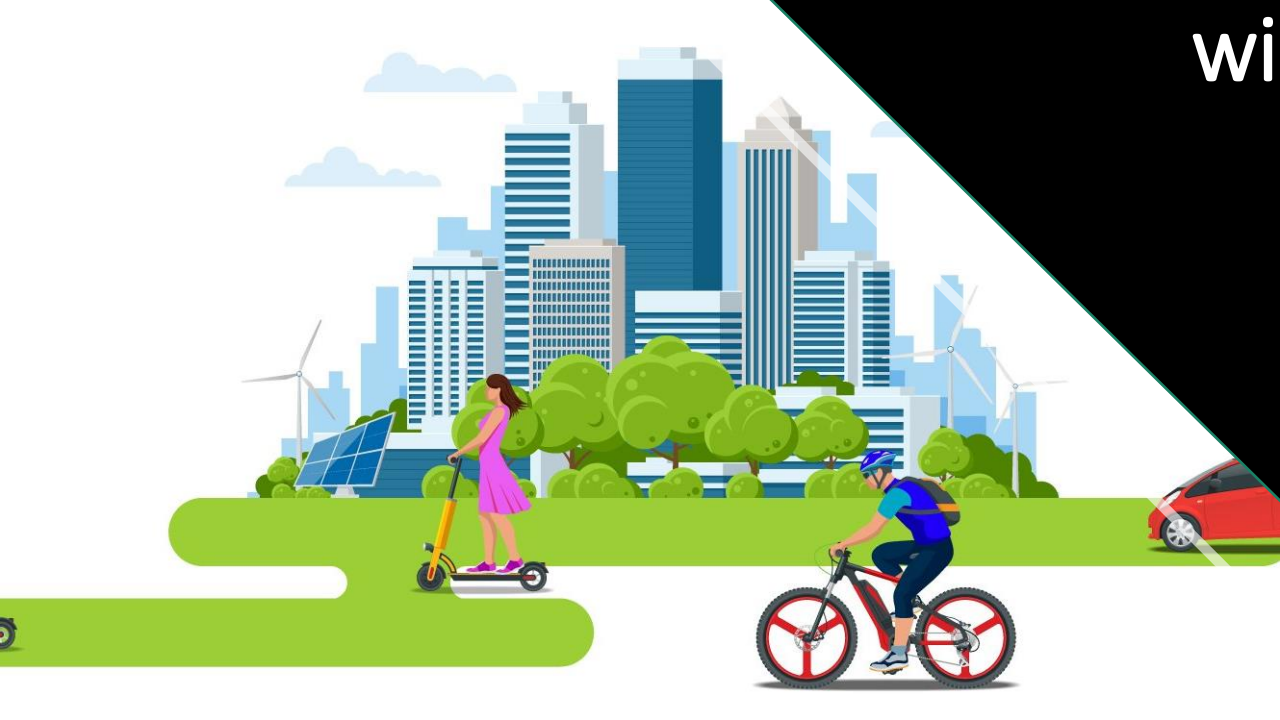
A top-down view of architectural blueprints spread on a white surface. Various drafting tools are scattered around: a pair of compasses on the left, two markers (orange and green) at the top, a clear ruler on the right, and a black pen with its cap off on the right. The blueprints show floor plans with various rooms and furniture, including a 'Café občinski klub' and a 'motivni park'. The text 'The ClairCity Project' is written in a white, sans-serif font, and 'Seeing People in the Data' is written in a larger, bold, white, sans-serif font, both centered over the blueprints.

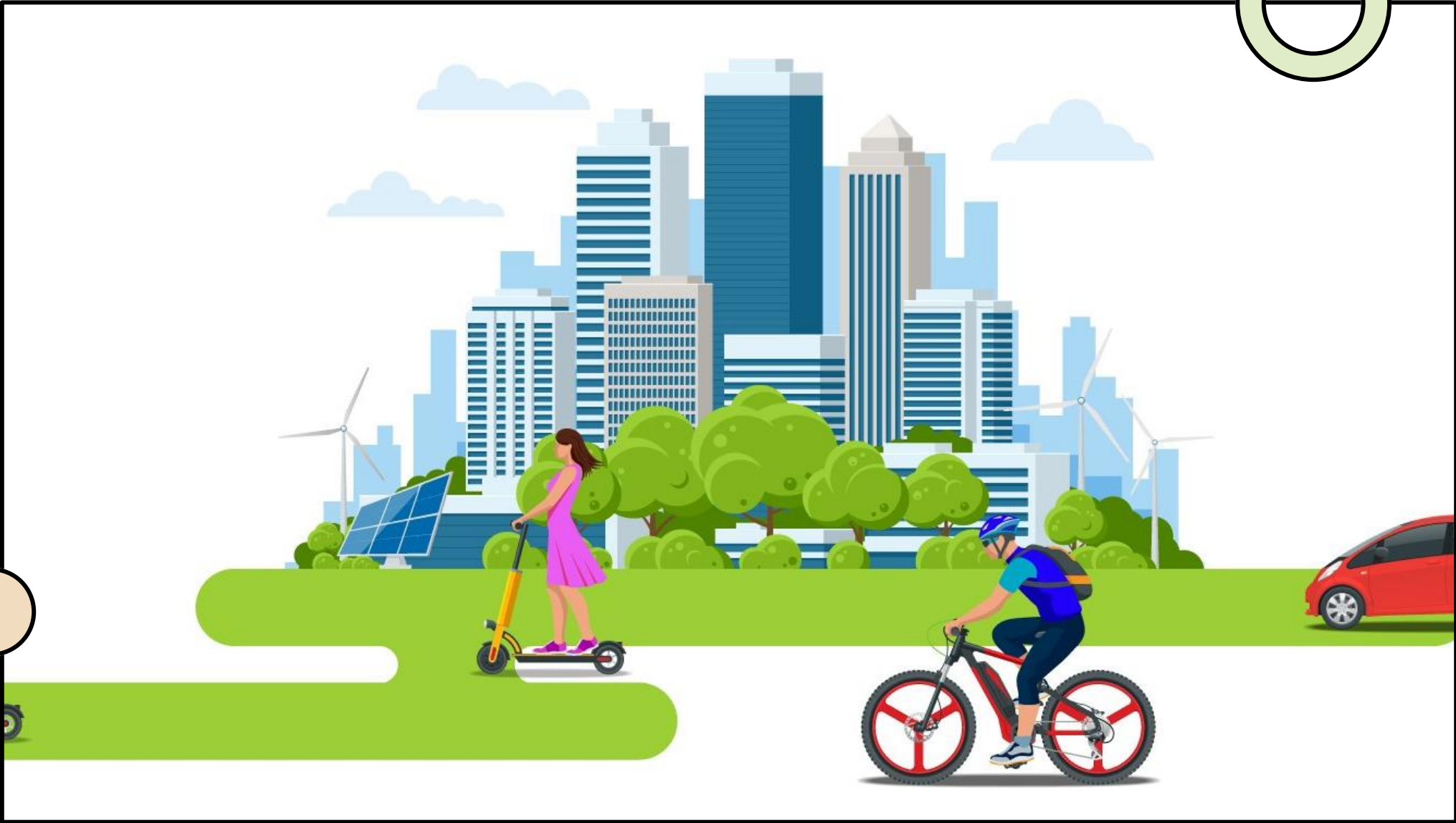
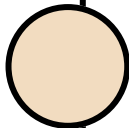
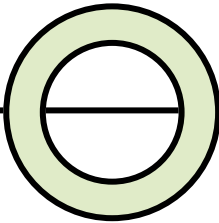
The ClairCity Project

Seeing People in the Data



Welke shift bij
wie?





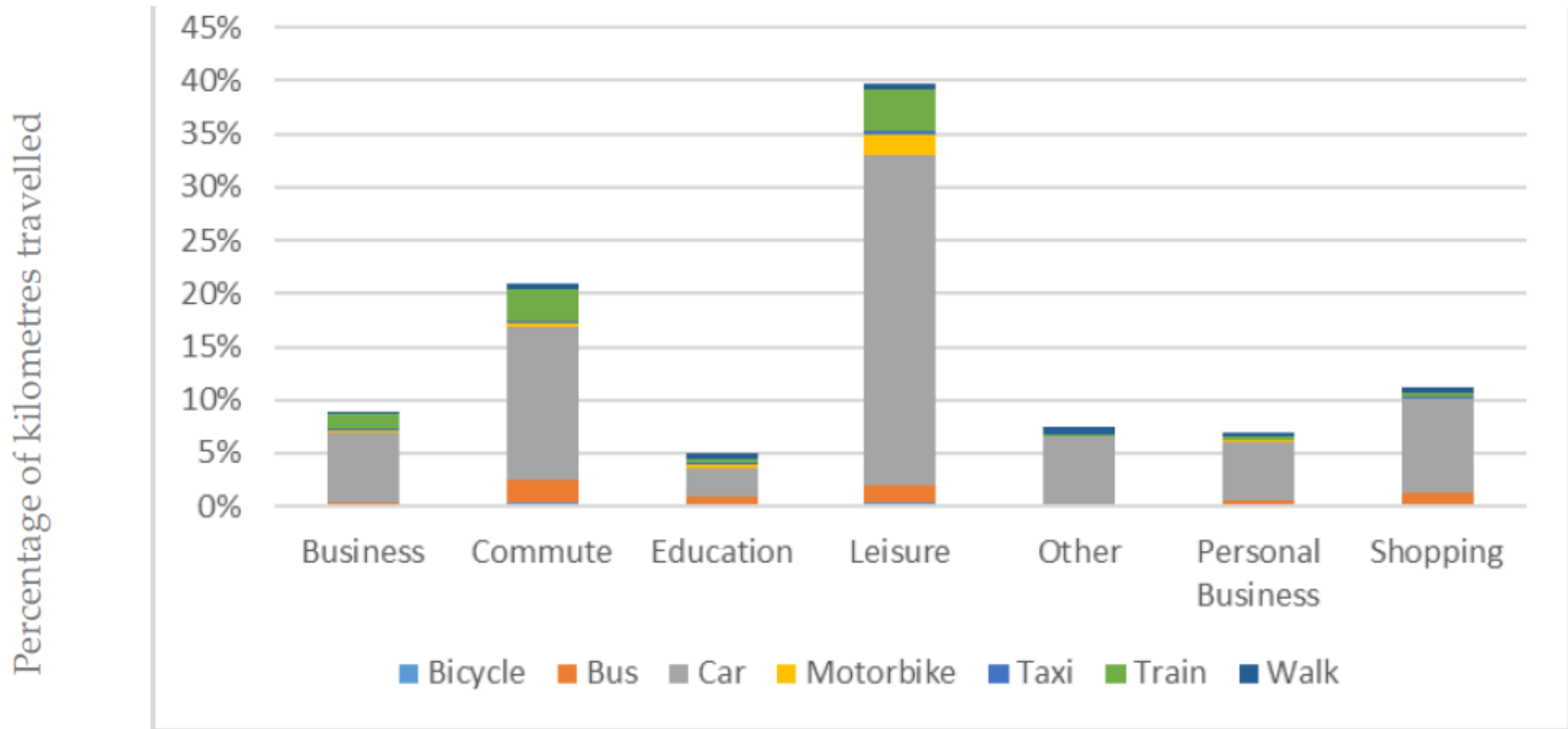
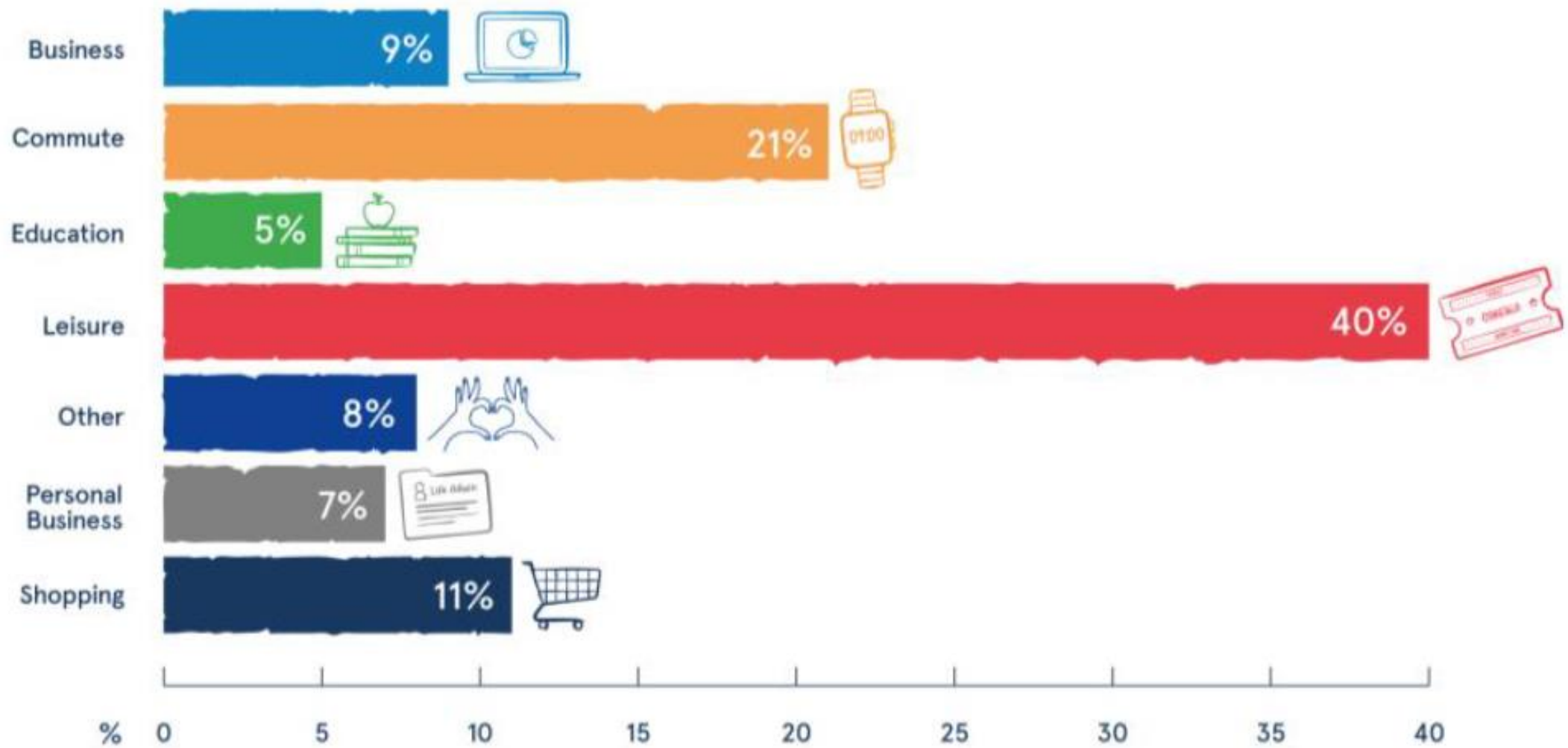


Figure 1. Kilometres travelled in Bristol (2015) source-apportioned by motive and mode.



Leisure and shopping
accounts for half of all travel
journeys by car in Bristol -
that's more emissions than
business and commuting
combined



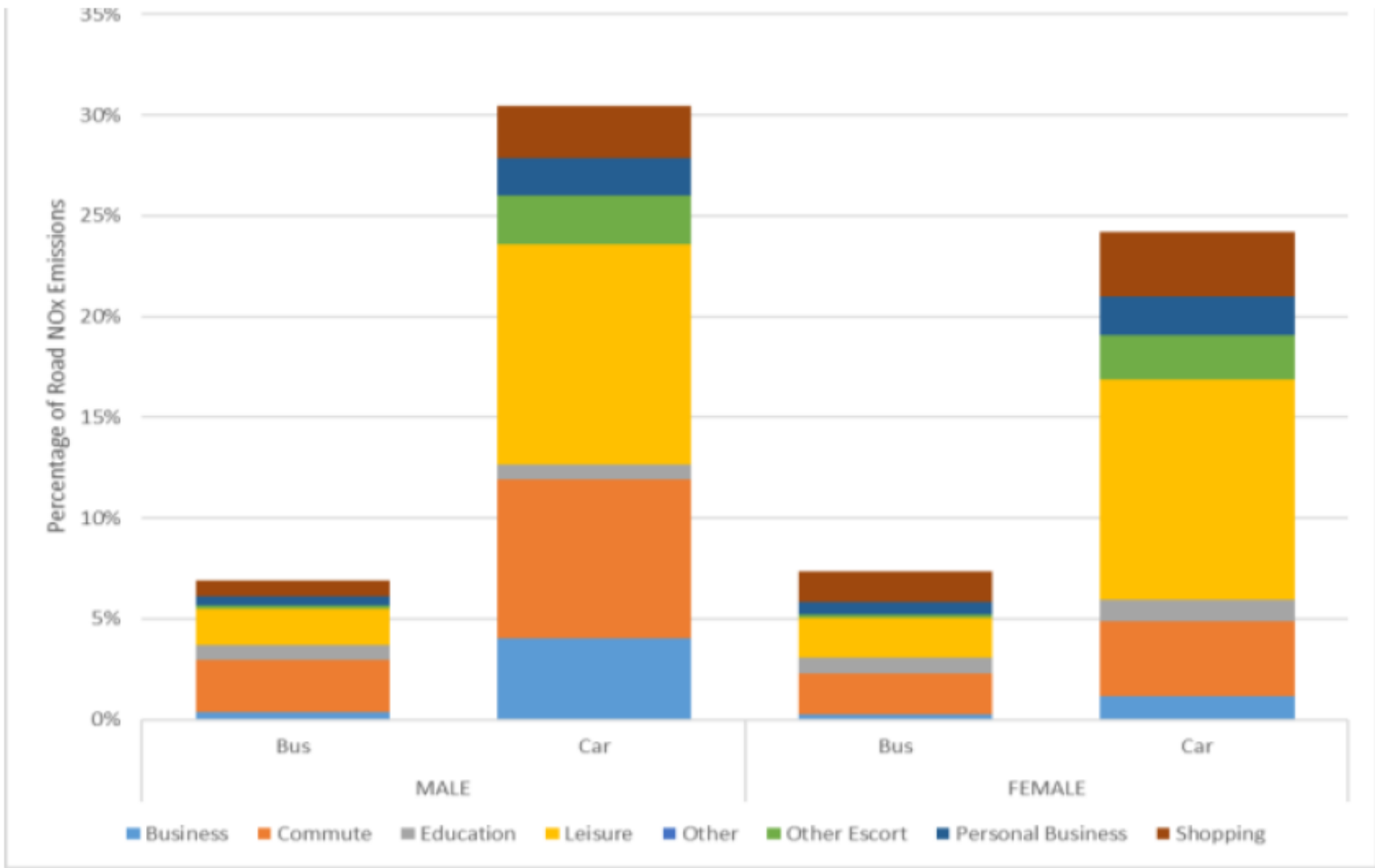
Did you know: leisure +
#shopping trips in #Bristol
contribute more #airpollution
than than work-related +
commuting trips? Commuting
is still bad... but leisure is
worse.

Read more about Bristol's air
polution here:
ow.ly/6rba50xzwcs

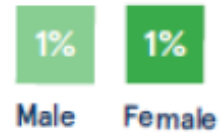
8:10 AM · Dec 20, 2019 · Hootsuite Inc.

2 Retweets 1 Quote Tweet 1 Like

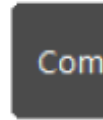
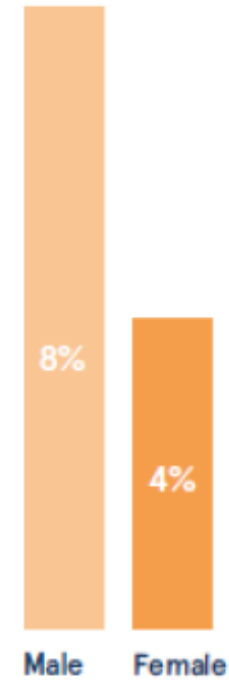




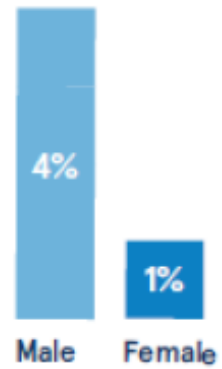
Education



Commute



Business



www.claircity.eu





Bristolian men travel more by car for work than women, contributing more to NOx* emissions.

*Nitrogen Oxides (NOx) are produced during the combustion of fuel, such as diesel in cars.



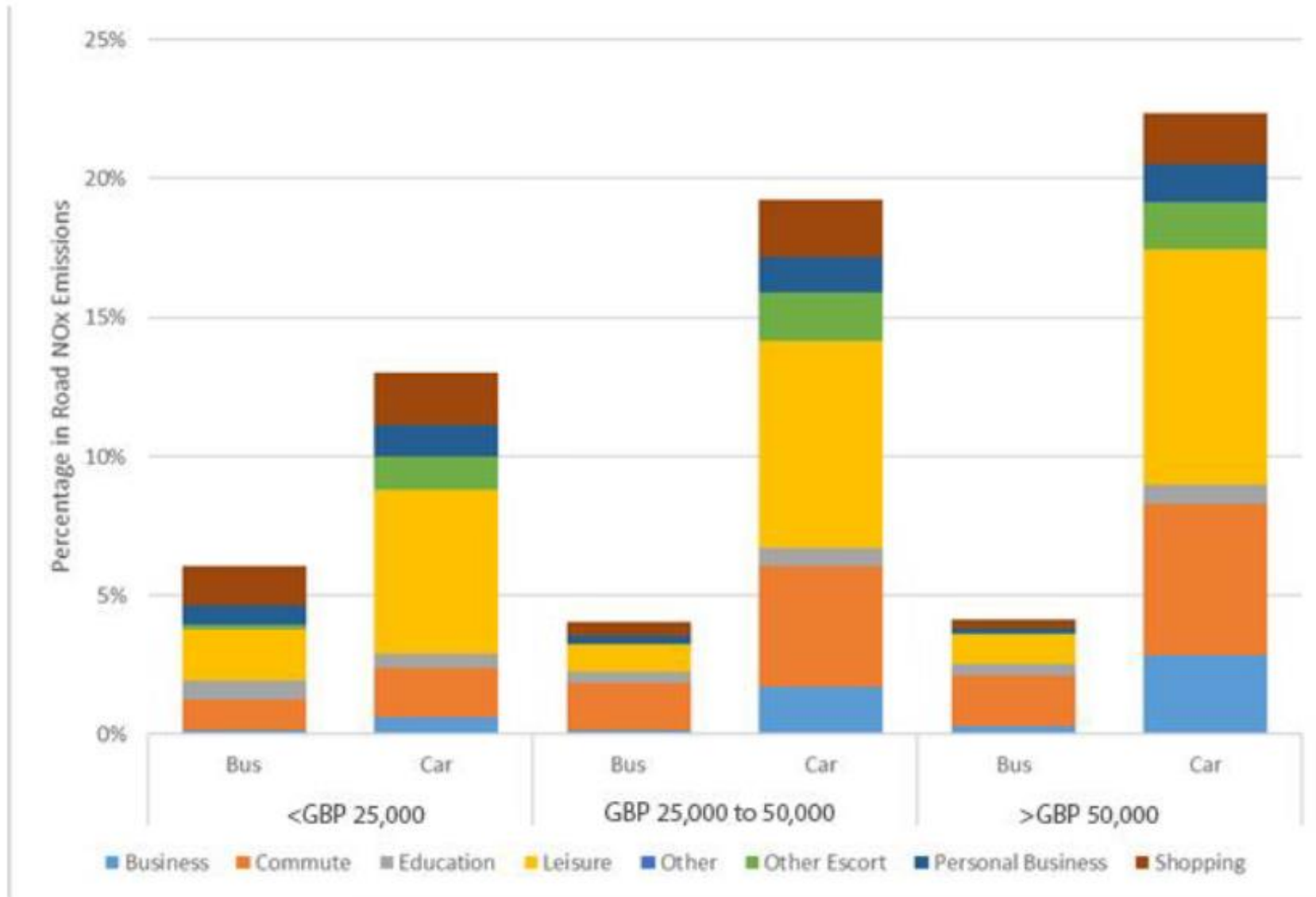
Are you a man from #Bristol? What would help you to drive less?

Read more about Bristol's #airpollution here: ow.ly/6rba50xzwcs

8:10 AM · Dec 23, 2019 · Hootsuite Inc.

4 Retweets 4 Likes





High income households produce almost 30% of road emissions from NOx* in Bristol, with over 20% coming from cars alone.



*Nitrogen Oxides (NOx) are common air pollutants produced during the combustion of fuel, such as diesel in cars.



ClairCity
@ClairCity



There is a major disparity between the polluters and polluted. We'll be releasing some graphs soon to show you how income stacks up against air pollution. Stay tuned!

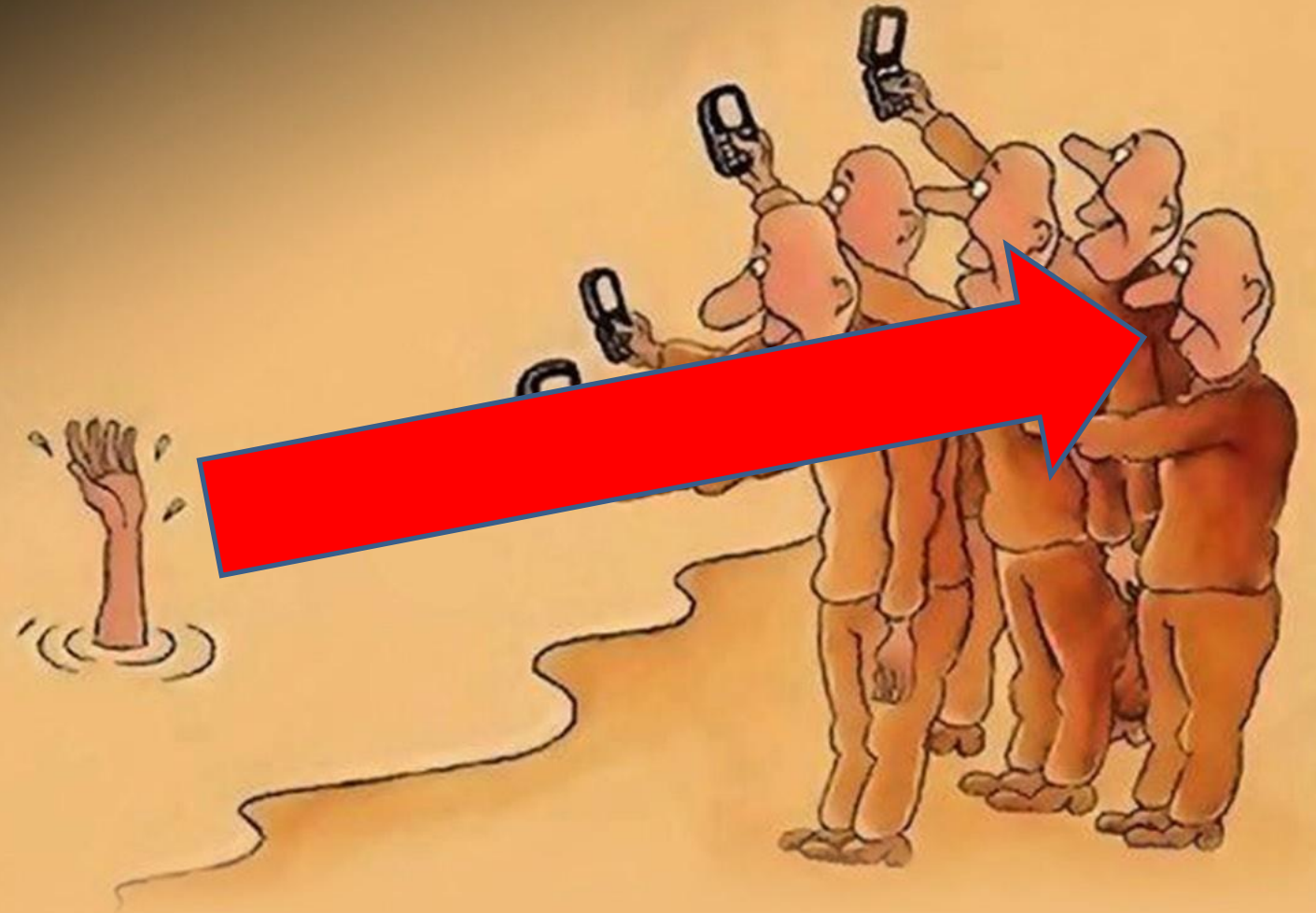
Read more about Bristol's air pollution here:

ow.ly/6rba50xzwcs

8:10 AM - Dec 24, 2019 - Hootsuite Inc.

6 Retweets 12 Likes





RETTEKETET
WAT EEN 
SCHIJT KABINET



Communicatie uitdaging 2/3

- Hoe maken we mensen **onderdeel van de oplossing?**
 - Response-efficacy: 'every penny counts'
 - Self-efficacy: succesverhalen, koppelkansen en kleine stapjes

Bristol's top five

Citizen-led clean air policies

- 1. Ban/phase out polluting vehicles**
- 2. Make buses greener and cleaner**
- 3. Make public transport more affordable**
- 4. Create alternatives to car use through better walking and cycling infrastructure**
- 5. Reduce vehicle road space and increase public transport space**





Amsterdam schakelt de hulp in van burgers voor klimaatbeleid

Communicatie uitdaging 3/3

- Hoe maken we mensen bewust van 'double dividend'?
- Outcome expectancy: een duurzame keuze verhoogt kwaliteit van leven en maakt gelukkiger.

LIVE

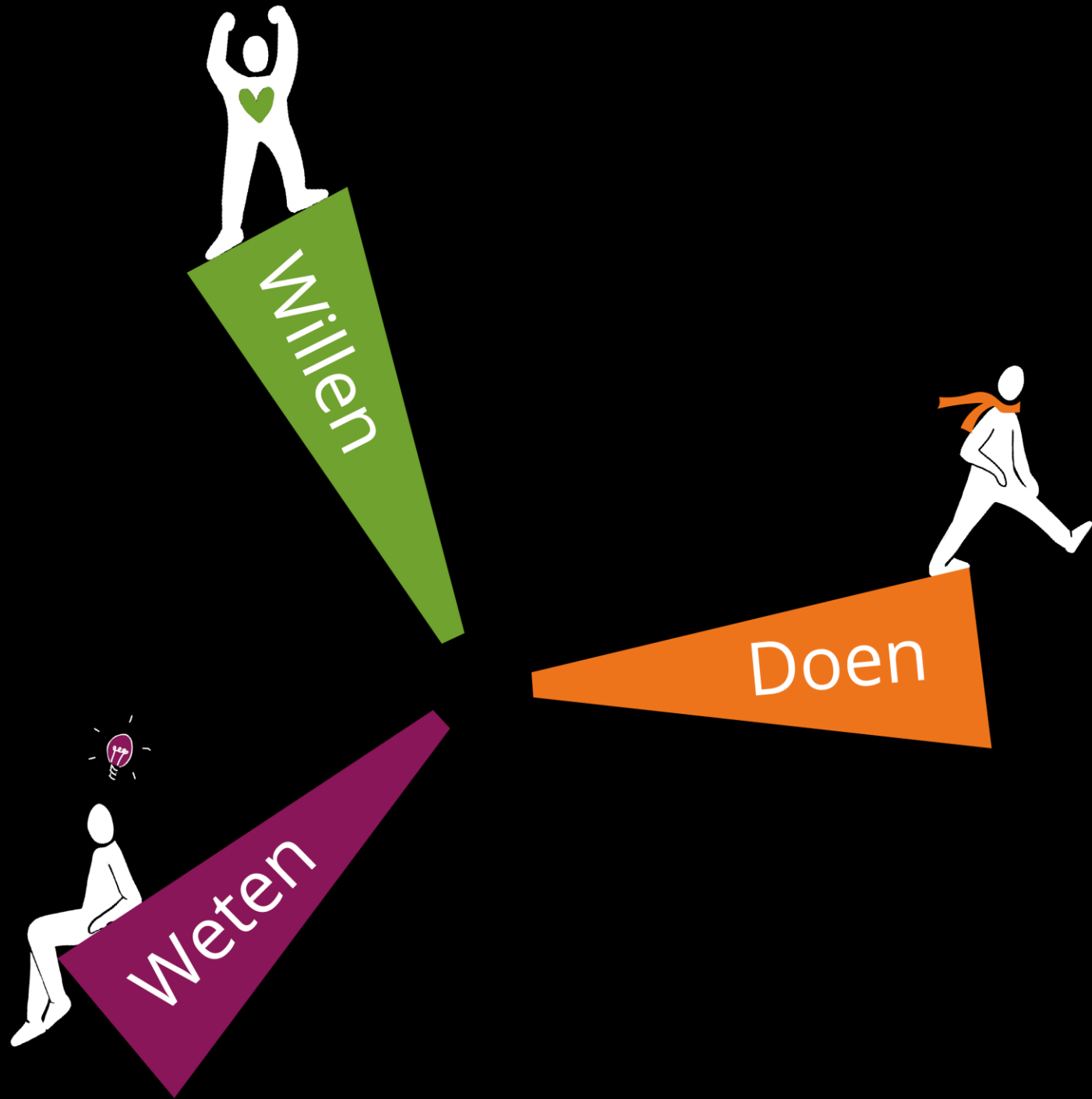
„Natuurlijk is het vervuילend. Maar dat is het verschil met GroenLinks. Zij willen dat we allemaal **geitenwollen sokken** dragen, de kachel zachter en in een **zwartwit-foto** gaan wonen.”

GESPREK MARK RUTTE

PREMIER MARK RUTTE OVER HET THEMA KLIMAAT

**Now you can
While working**



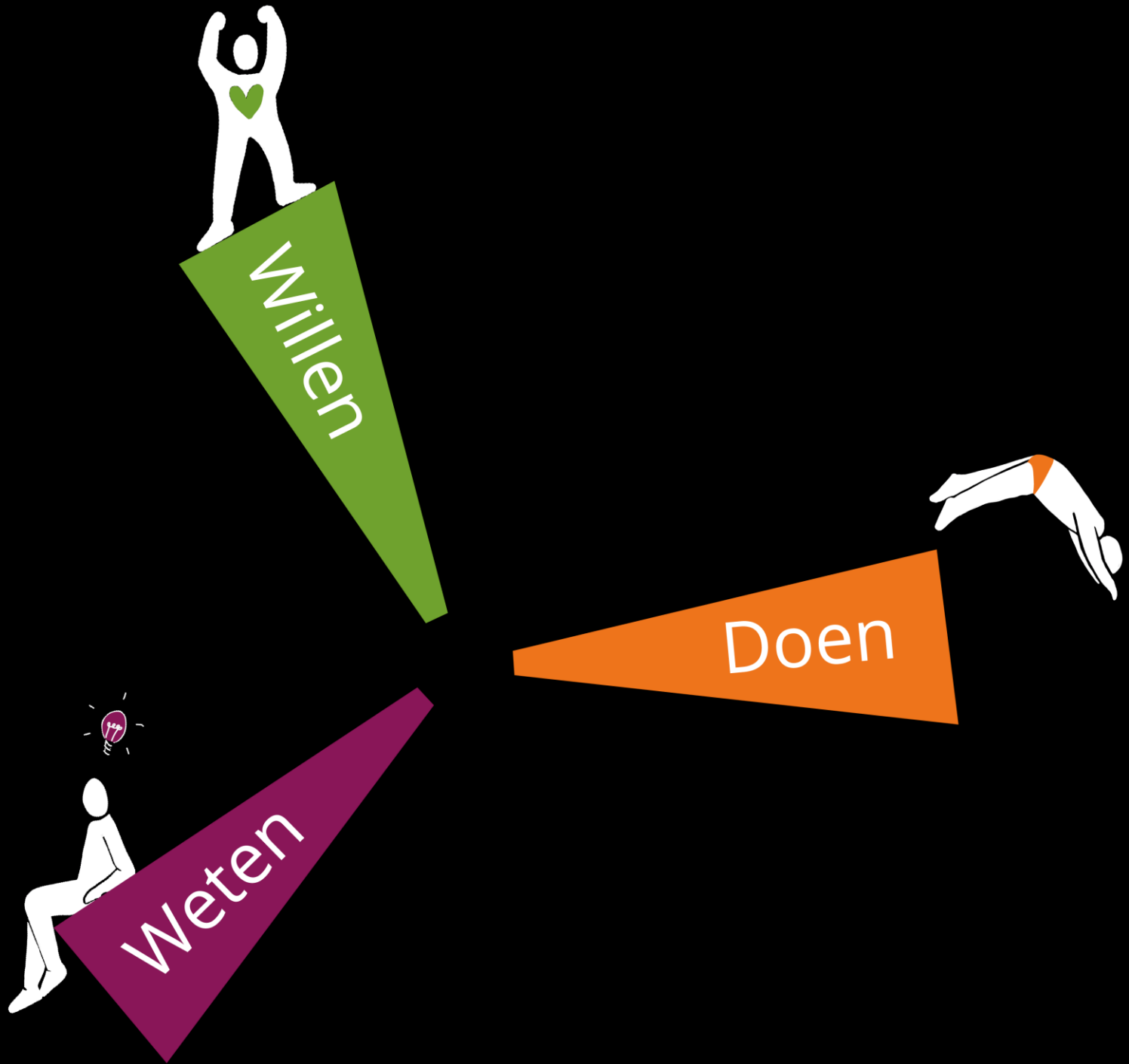




Een beter **klimaatverhaal**



Decorative elements: a large pink triangle on the left, a blue triangle in the middle, and a white triangle on the right, all pointing towards the center.



We must begin from where we are – changing ourselves, changing our leaders, and changing our institutions – but from here we can change the world. Biking instead of driving or choosing the veggieburger rather than the hamburger may seem like small choices, and it may seem that such small choices by such little people barely matter. But ironically, they may be the only thing that matters. For large changes are caused and constituted by small choices. And in the end, however things turn out, it is how we live that gives meaning and significance to our lives.



Jamieson (2006, 481-482)

