

# What We Think About



When We Try Not To Think About

# Global Warming

*Toward a NEW PSYCHOLOGY of Climate Action*

**Per Espen Stoknes**

*Foreword by Jorgen Randers*

# Individuelle handlinger - kollektive løsninger?

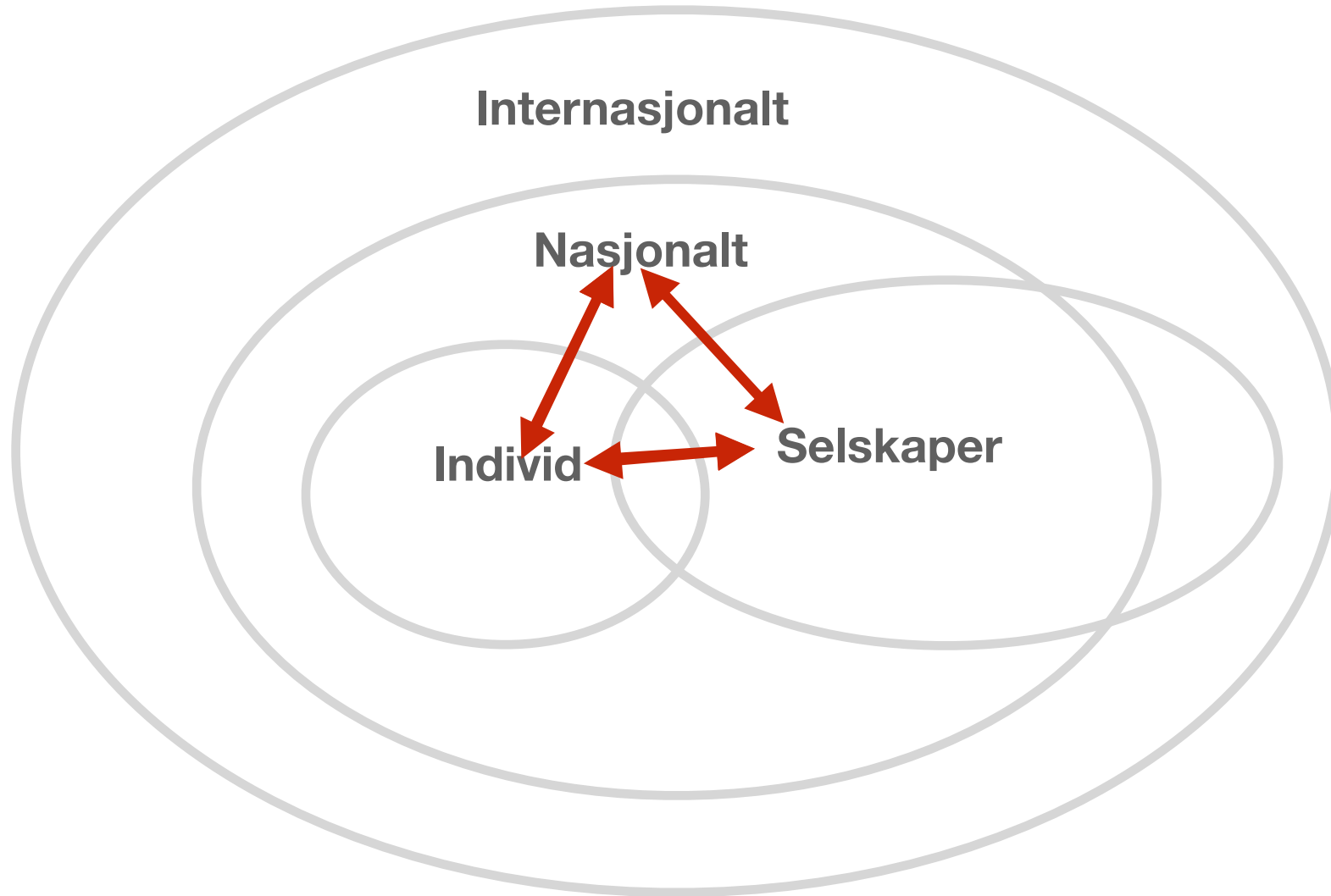
Per Espen Stoknes  
BI Center for GreenGrowth

on twitter: @estoknes

# ***Individuelle handlinger - kollektive løsninger?***

1. Hvem har ansvaret for å løse klimaproblemet?
2. Hva skal til for at individer handler langsiktig i hverdagen?

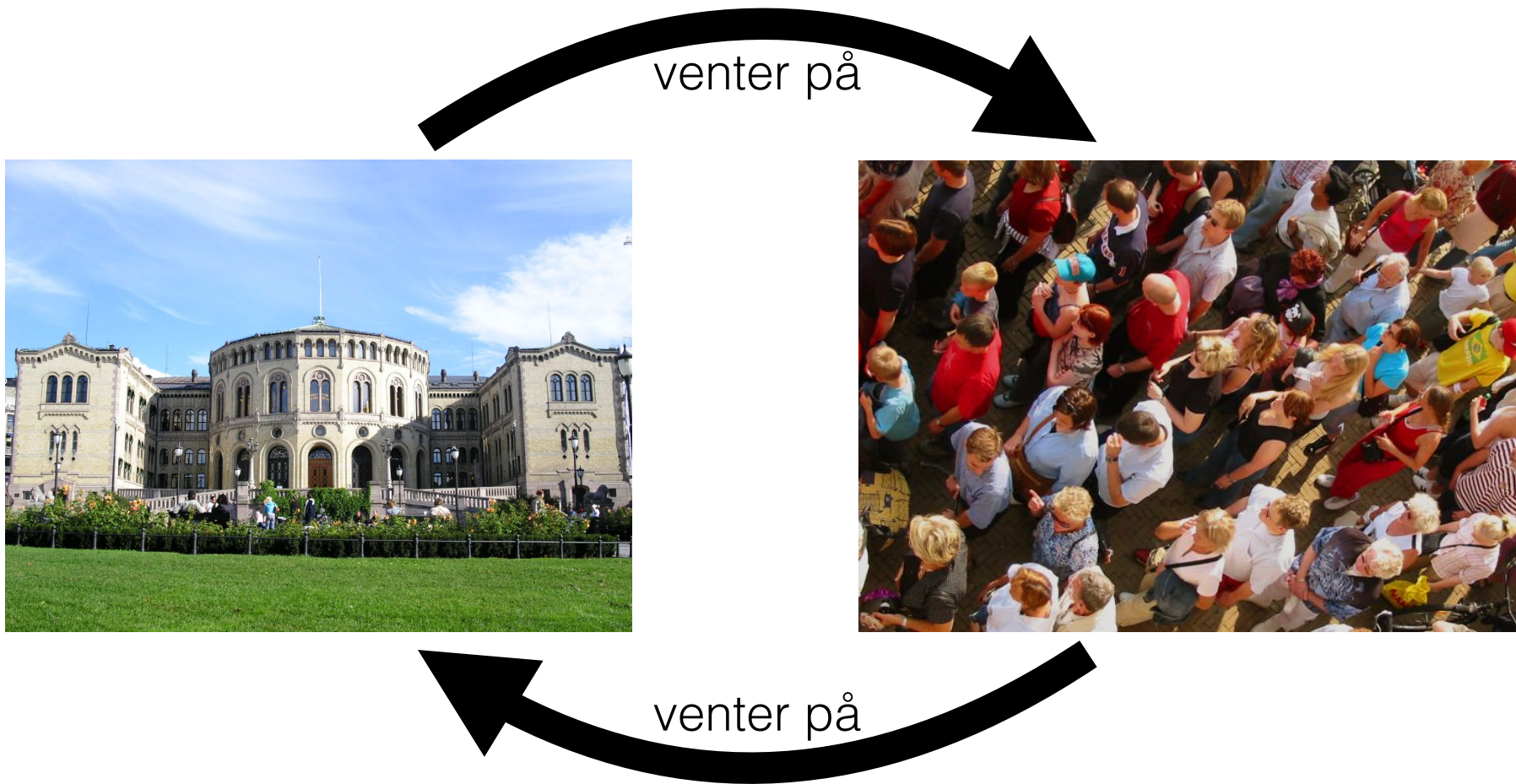
# På hvilket nivå ligger ansvaret?



# Analyse-nivåer for klima-endringer

Nivå	Fag-disipliner og teorier	Begreper
<b>Internasjonalt</b>	Rational Choice, Game theory	Prisoner's dilemma, Tragedy of commons
<b>Nasjonalt</b>	Economics, Political science,	Cost-efficiency, short term voting, institutions, democracy, indicators
<b>Selskaper</b>	Micro economics, strategy, accounting	quarterly shorttermism, discount rate, corporate gov.
<b>Individ</b>	Psychology, behavioral economics	attitudes, behaviour, nudges perception, fear, denial

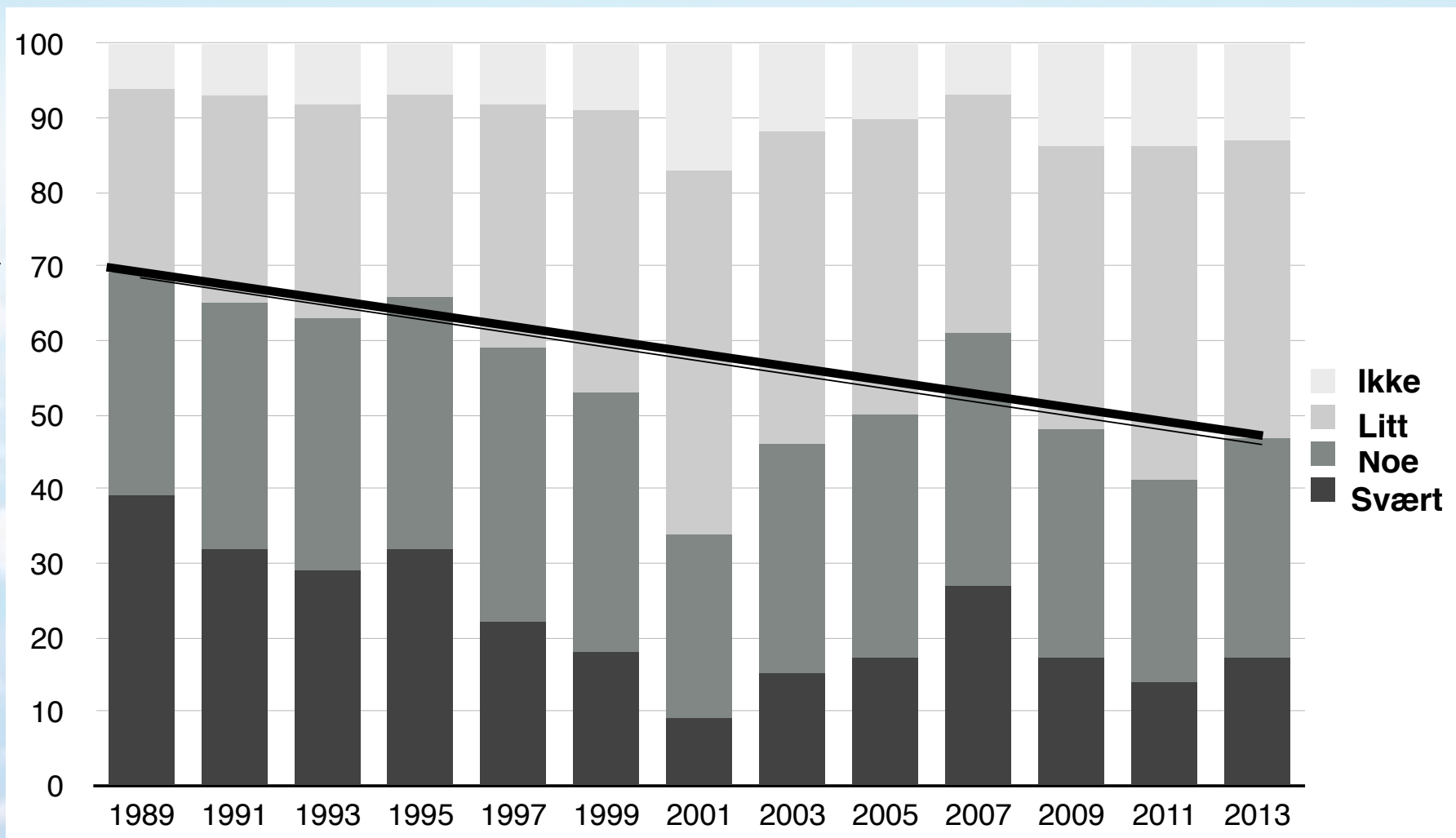
# Styrings-fellen på Nasjonalt nivå



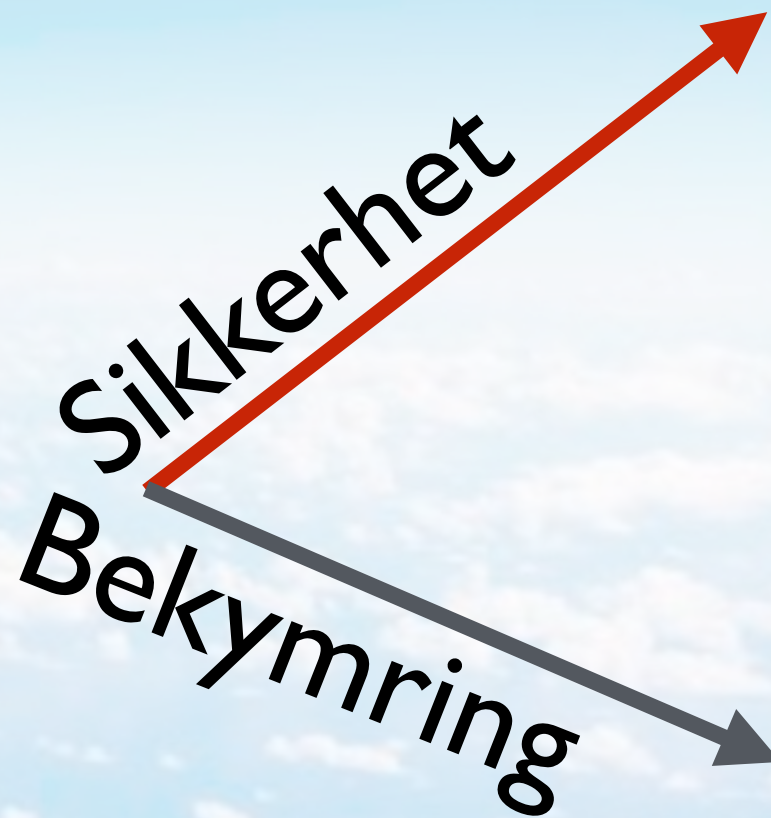


# Norske holdninger 1989-2013

“Hvor bekymret er du for drivhuseffekt og klimaendringer?”



# Hvorfor?



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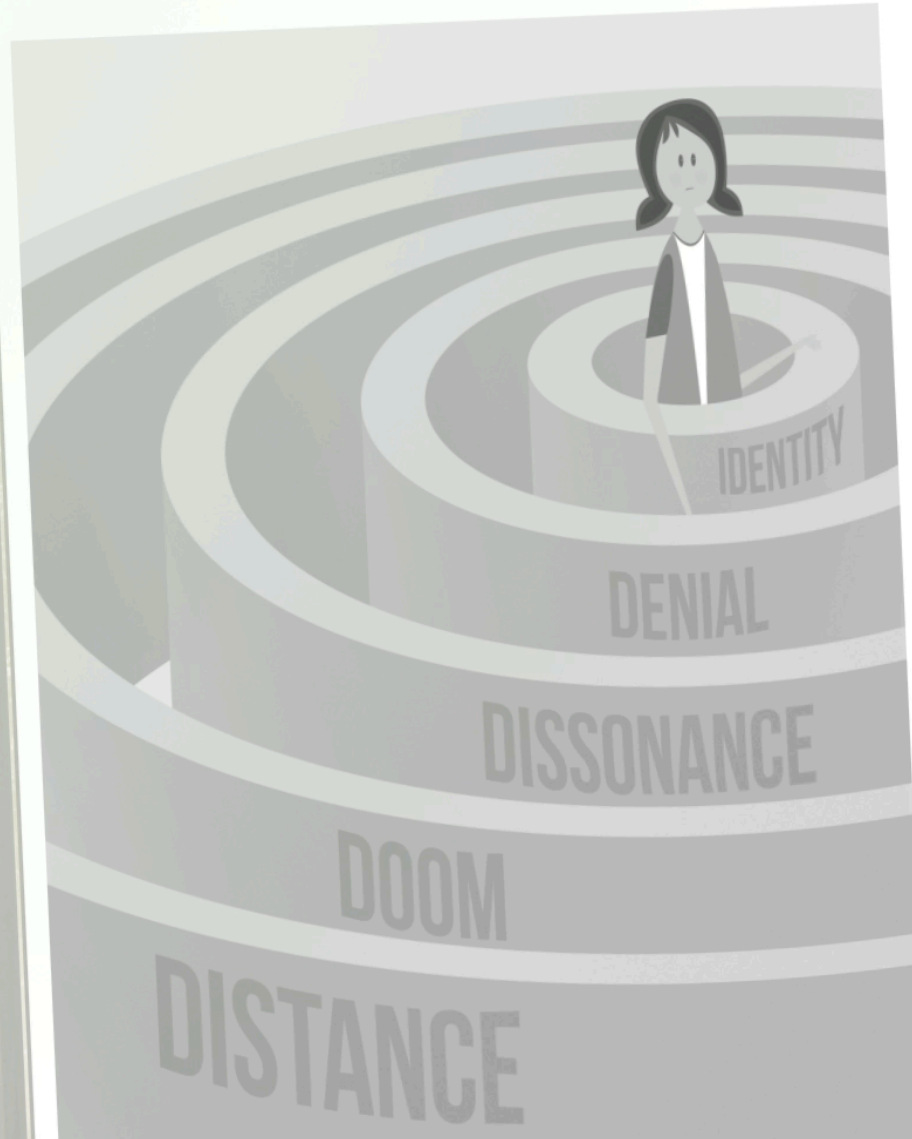
**Per Espen Stoknes**

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- ➡ 5 barrierer
- ➡ 5 løsninger
- ➡ Hvorfor bry seg egentlig?



## THE 5 BARRIERS

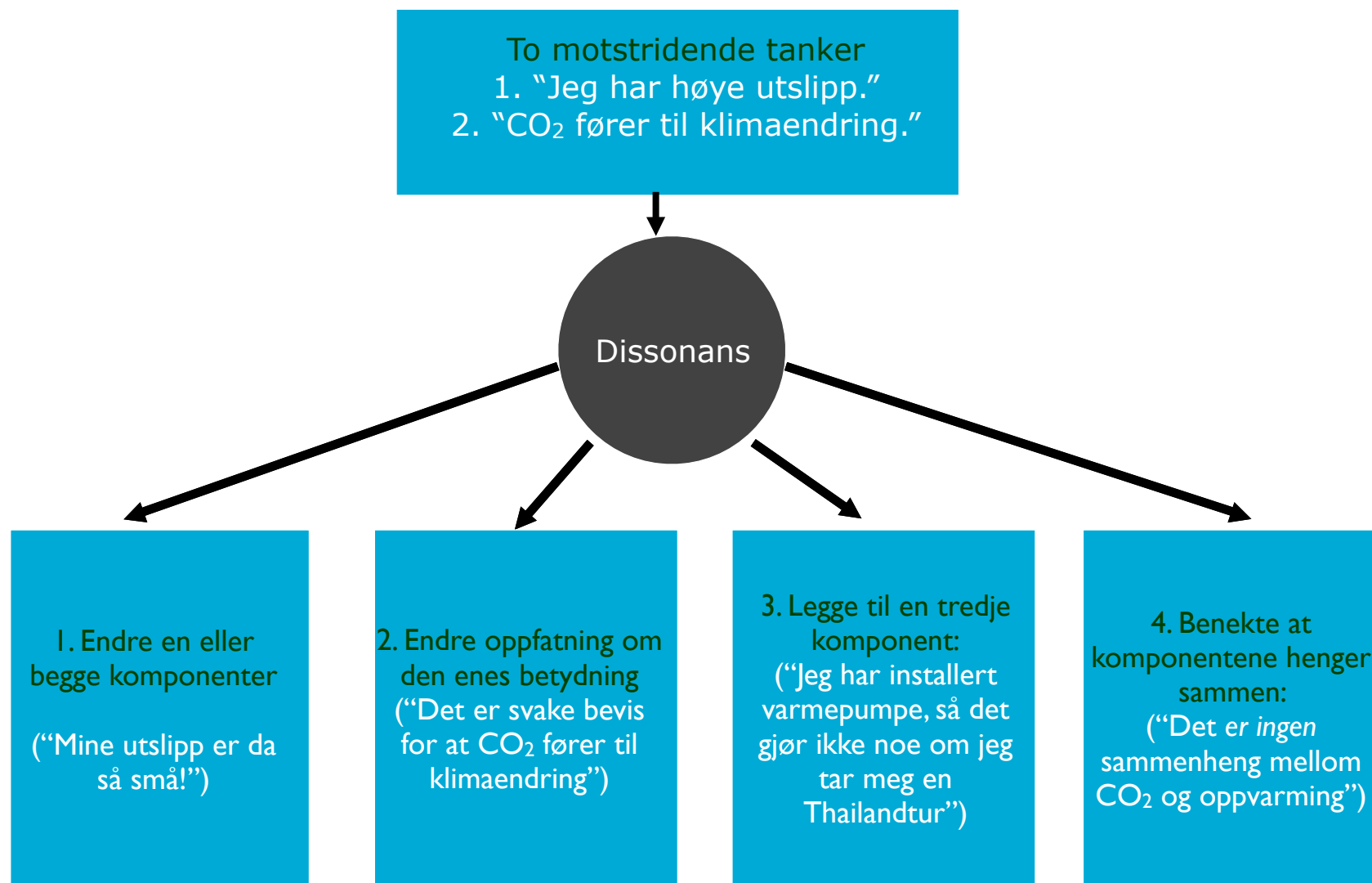


# Dissonans når handlinger skurrer ift kunnskap

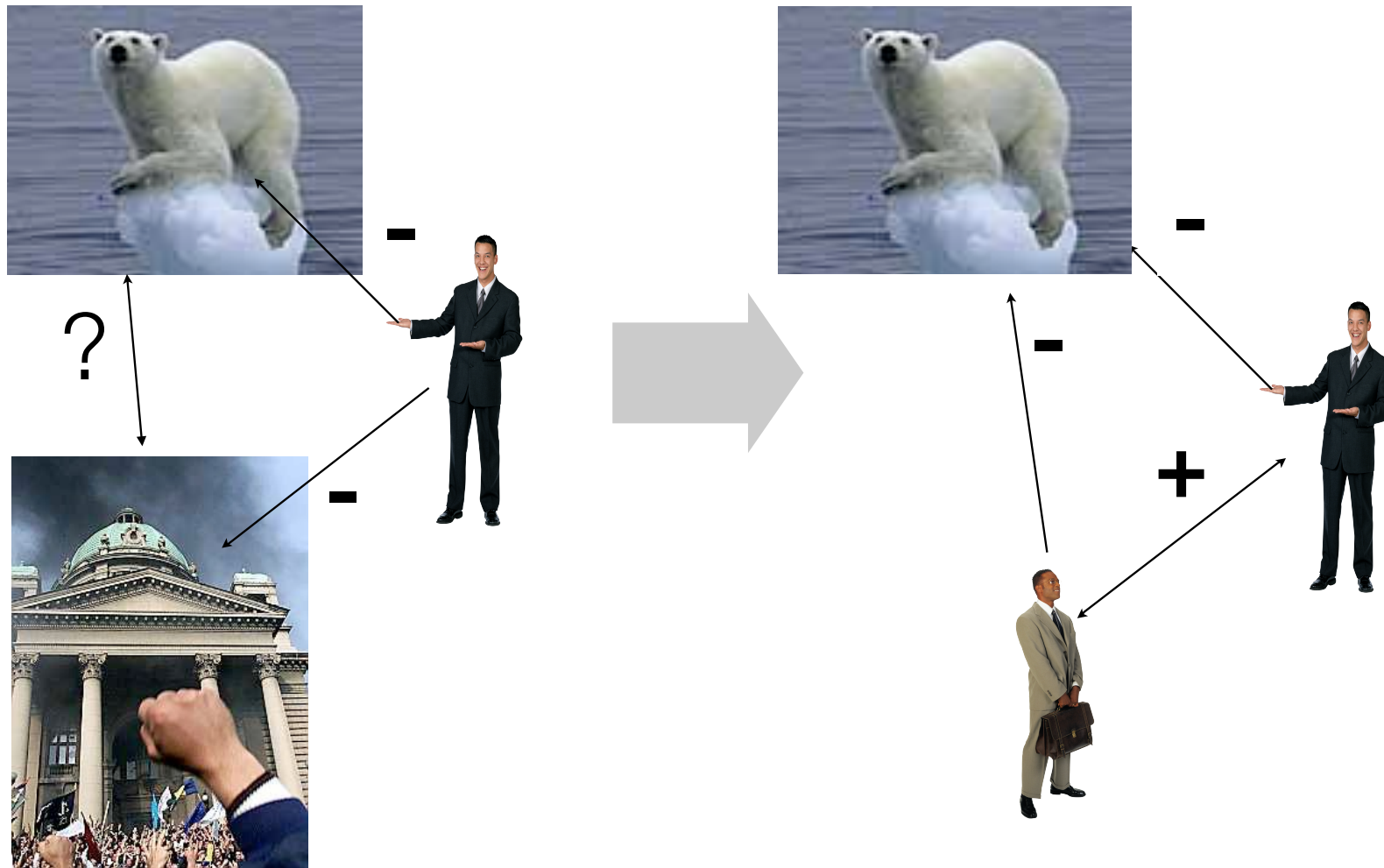
Jeg både kjører og flyr, alle andre gjør det samme, og myndighetene vil pumpe mer olje og gass, så det kan ikke være så farlig ...

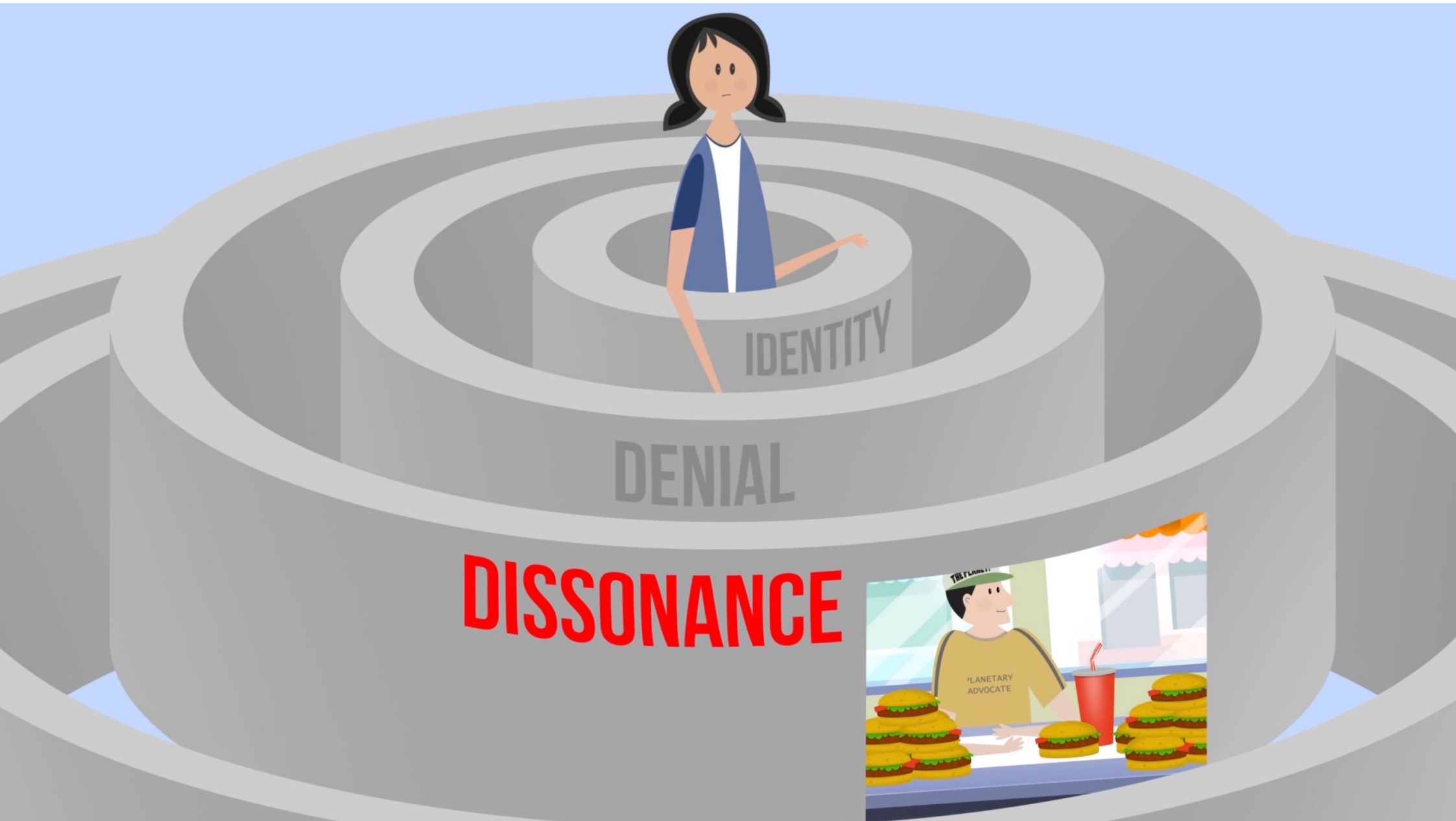


### 3. Dissonans bidrar til benektning




# Kognitiv og sosial dissonans







Handling  holdninger

# Enkelt å handle klima-vennlig:



# Enkelt å handle klima-vennlig:



- **Default two-sided printing:**  
15% less paper
- **If applied to all US offices**  
800 ktCO<sub>2</sub>e/year  
equivalent to 150.000 cars

Sources: Egebark and M. Ekström, "Can Indifference Make the World Greener?," IFN Working Paper No. 975, 2013.  
Pichert and Katsikopoulos, "Green defaults: Information presentation and pro-environmental behaviour," *J. of Environmental Psychology*, vol. 28, no. 1, pp. 63–73, Mar. 2008



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### Flight Details

#### Fri., 8 May., 2015 | Seattle, WA (SEA) to San Francisco, CA (SFO)

Depart:  
**07:42**  
Fri., 8 May., 2015  
Seattle, WA (SEA)

Arrive:  
**09:52**  
Fri., 8 May., 2015  
San Francisco, CA (SFO)

Travel Time:  
**2 hr 10 mn**

Flight distance:  
**678 m**

Flight: **UA294**  
Aircraft: **Airbus A320**  
Fare Class: **United Economy (K)**  
Meal: **None**  
**No Special Meal Offered.**

#### Tue., 12 May., 2015 | San Francisco, CA (SFO) to Seattle, WA (SEA)

Depart:  
**18:00**  
Tue., 12 May., 2015  
San Francisco, CA (SFO)

Arrive:  
**20:07**  
Tue., 12 May., 2015  
Seattle, WA (SEA)

Travel Time:  
**2 hr 7 mn**

Flight distance:  
**678 m**

Flight: **UA560**  
Aircraft: **Airbus A320**  
Fare Class: **United Economy (N)**  
Meal: **None**  
**No Special Meal Offered.**

Traveler(s): **Dr. Per Espen Stoknes**

[Edit traveler\(s\)](#)

Enkelt å handle klima-vennlig:

## Recommended Add-ons

### Take the fast track through the airport

☐ Check to not pay carbon credits

Per Espen Stoknes, BI



**WARNING:**  
Cigarettes  
are  
addictive.







Per Espen Stoknes, BI

# BRITISH COLUMBIA





A background image showing the faces of three children, likely of Norwegian descent, smiling and looking towards the camera. The child in the center is wearing a blue knit hat. The image is slightly blurred, giving it a soft, candid feel.

# Konklusjoner:

## Er mennesker uunngåelig kortsiktige?

1. Ansvaret for å handle ligger hos individer, bedrifter og myndigheter.
2. Mennesker vil handle langsiktig med støttende betingelser:
  - a) sosiale normer, b) støttende rammer, c) samlende historier, d) synlige signal og sist - men kanskje viktigst - e) enkle handlinger
3. Individuelle handlinger løser ikke klimaproblemet. Men de motvirker barrierene og skaper støtte for politisk handling.