

ver.18.Sep.2013

CLIMATE PSYCHOLOGY AND SOLUTIONS

What is the psychology of climate?	Can nudging help?	User-friendly solutions?	Climate and psyche?
<i>If the situation is so serious, why so little citizen support?</i>	<i>When CO₂ prices are low, how can choice design help?</i>	<i>How can small practical solutions shift attitudes?</i>	<i>What is humans' ethical relationship to climate?</i>

More climate facts don't help. We must study *how* people perceive and react to the information of impending climate change or doom -and find small, 'easy' solutions.

Most surveys show a high citizen [concern](#) for climate change, but this predictably fails to follow through to sustained actions, purchases or voting behavior. What is the psychology of climate, and the related ethical and social underpinnings of the "climate issue"? This seminar focuses on the experience of climate change, its symbols, emotions and the power of small-scale solutions.

Program 10.Oct.2013 - at BI, Norwegian Business School, Nydalen, Oslo:

Part 1 - Status on climate communication

- 09.00 Welcome, P. Stoknes, BI: The Climate Paradox updated
- 09.05 Kikki Kleiven, Bjerknæs: Highlights from IPCC5:How to tell stories about climate facts?
- 09.20 Daniel Rees, TNS Gallup: Did climate lose the 2013 parliamentary elections?
- 09.35 Øyvind Christophersen, Norw. Environ.Agency: What is the role of the IPCC?
- 09.45 Asun St.Clair & Christian Bjørnæs, Cicero: ECCO and the road from IPCC to policy
- 10.00 Panel discussion

Part 2 - The psychology of climate facts and beliefs

- 10.15 Tom Brookes, European Climate Found.: Why does one have to *believe* in climate?
- 10.45 Tom Crompton, WWF UK: Values and climate communication campaigns
- 11.15 Per Espen Stoknes, BI: From barriers to new strategies in climate communication
- 11.45 Panel discussion
- 12.00 Lunch

Part 3 - A cure for climate apathy: New behavioral solutions that work

- 12.45 GreeNudging: Activating the silent majority, GreeNudge - Ivar Spydevold
- 13.00 The power of social networks in Bergen Langås, Anders Waage Nilsen,
- 13.10 Motivating companies through networks, Climate partner Arendal - Svein Tveitdal
- 13.20 Oslo – on the way to become a city of the Future? Tove Dyblie
- 13.30 Transport hubs for convenience, NSB Group, Margrete Sagevik
- 13.40 Norwegian Post's new electric distribution, Posten, Elisabeth Gjølme
- 13.50 Break
- 14.00 Climate friendly jobs; buildings, bikes & flexibility, Ronny Ruud, Miljødirektoratet
- 14.10 Station wagons on two wheels; making biking fun and safe, Geir Anders Ørslie
- 14.20 Power consumption: from boring to fun, OPower solutions, Michela Beltracchi
- 14.30 Q&A, interaction between audience and lecturers
- 15.00 Jamie Clarke, COIN-UK: Four new stories for communicating climate change
- 15.30 Conference summary, 15.45 End.

In collaboration with
[Arne Næss Symposium2013](#),
Polly Higgins lecture 10oct.17.⁰⁰

An initiative by:

- a) The Centre for Climate Strategy, (BI)
- b) GreeNudge,
- c) Norwegian Environment Agency
- d) NSB Group



Organised by:

The Department of Accounting,
Auditing and Law at BI
Norwegian Business School (BI)

Embodiment facilitation by
Anne Solgaard, Changelab

[Discuss on Facebook](#)

For [registration, click here](#). For questions, contact Marit.S.Marino@bi.no Free seminar, incl. lunch, but limited attendance and binding registration required. Final date for unregistrering is 3rd Oct. No-show gives administrative fee of 250 kr. The above program may be subject to changes. If so, they will be announced on www.bi.no. The BI campus in Nydalen is easily reached by subway 4, 5 or 6, and bus 30 or 37.