

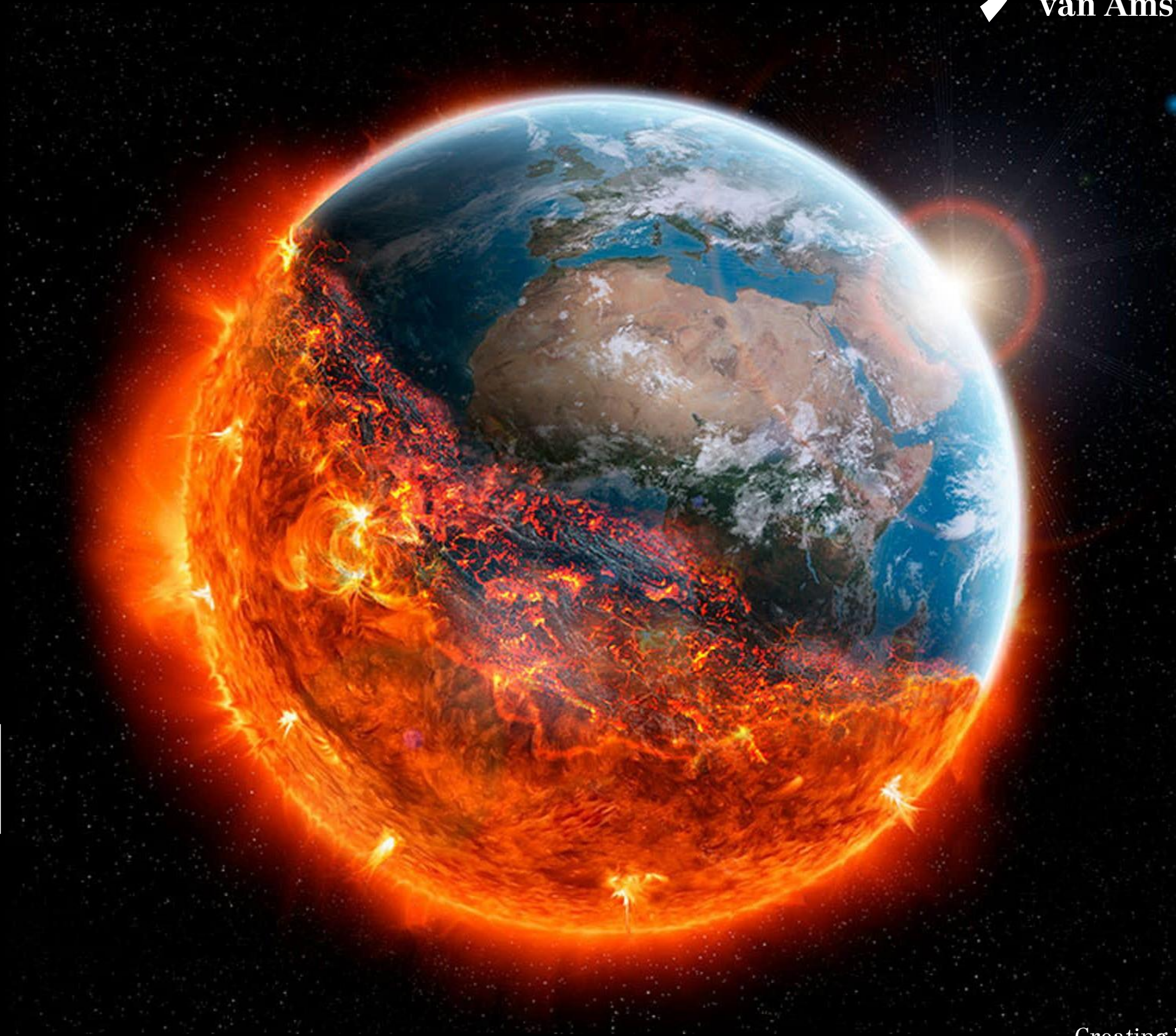


DE KLIMAATSPAGAAAT

Over de psychologische uitdagingen
van collectieve actie



PROBLEEM



The Guardian



The age of extinction

Top scientists warn of 'ghastly future of mass extinction' and climate disruption

Sobering new report says world is failing to grasp the extent of threats posed by biodiversity loss and the climate crisis

The Guardian, 13-01-2021

SCIENTIFIC AMERICAN®



**We Are Living in a Climate Emergency, and
We're Going to Say So**

Scientific American, 12-04-2021

**Nieuw-Zeeland roept
klimaatnoodtoestand uit: "Erkenning
voor toekomstige generaties"**

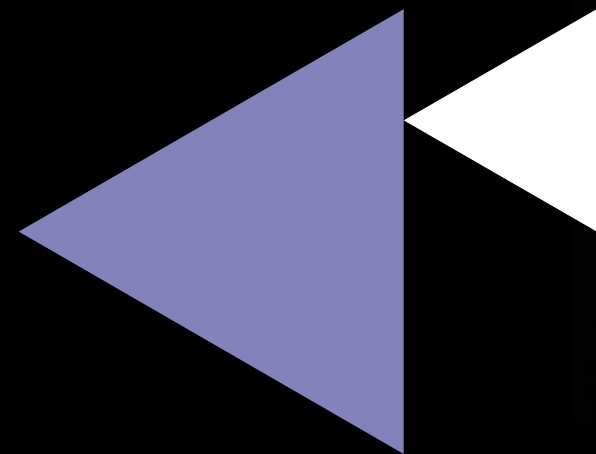
HLN, 02-12-2020

THE CLIMATE IS
CHANGING
WHY AREN'T WE?



VANDAAG

- False consensus
- Waarom komen we niet massaal in actie?
- Wat kan helpen?
- Hoe verder?



LECTORAAT **PSYCHOLOGIE** VOOR EEN **DUURZAME** STAD



► Marije van Gent



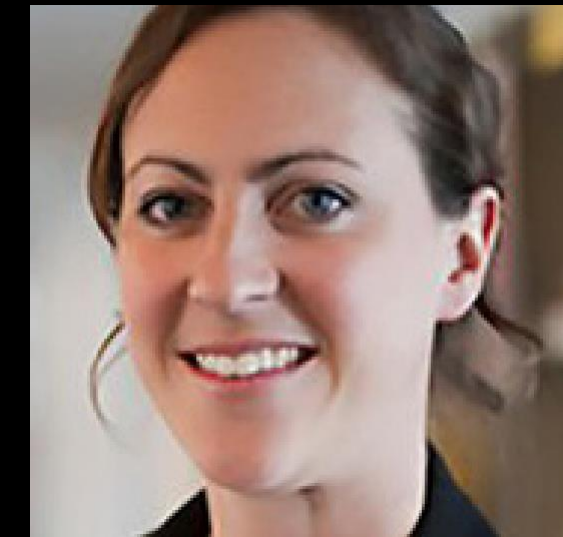
► Joyce van Brecht



► Loes Kreemers



► Krispijn Faddegan



► Irene kamp



► Carlijn Kappers



► Milan Tamis



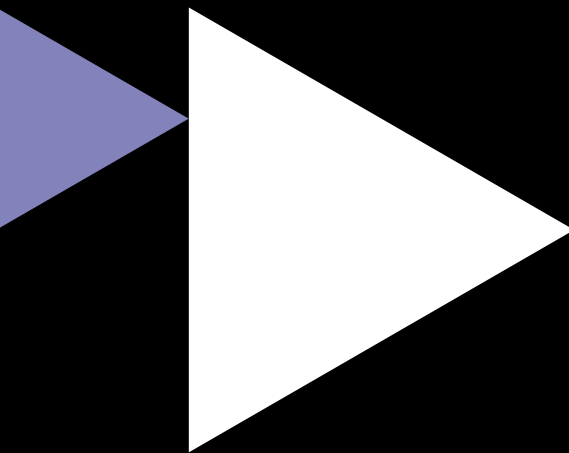
► Helena Schmidt



► Eva Post



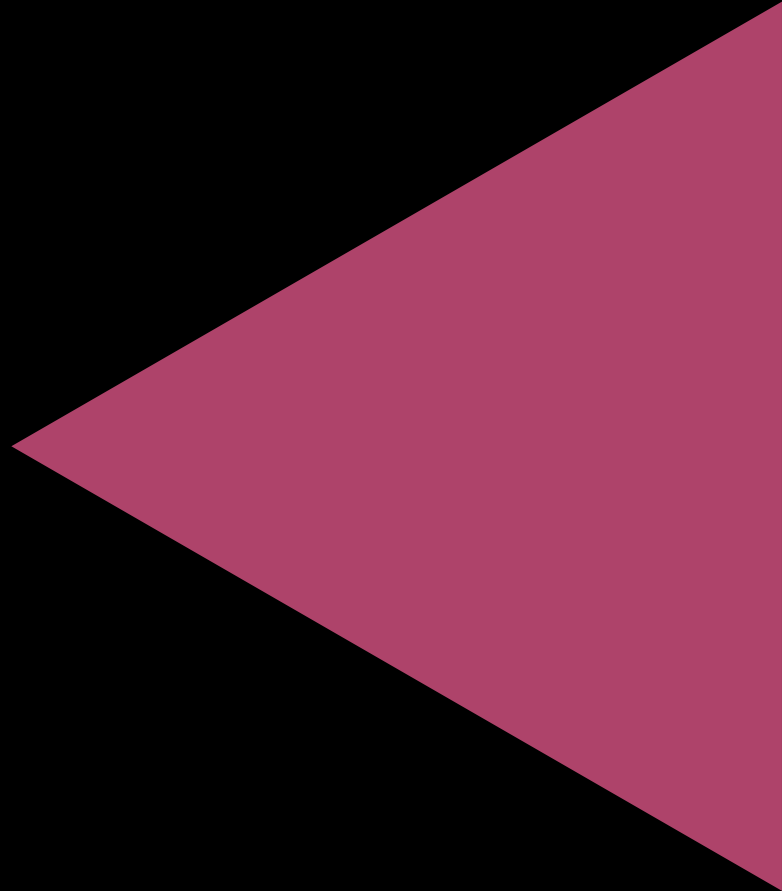
► Ellen Abbes

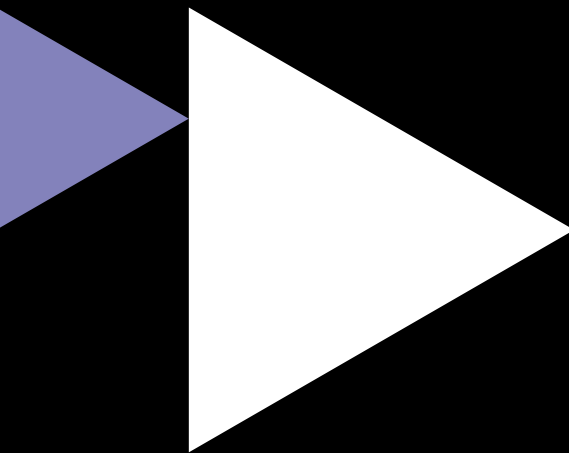


DUURZAAM WETEN

≠

DUURZAAM WILLEN

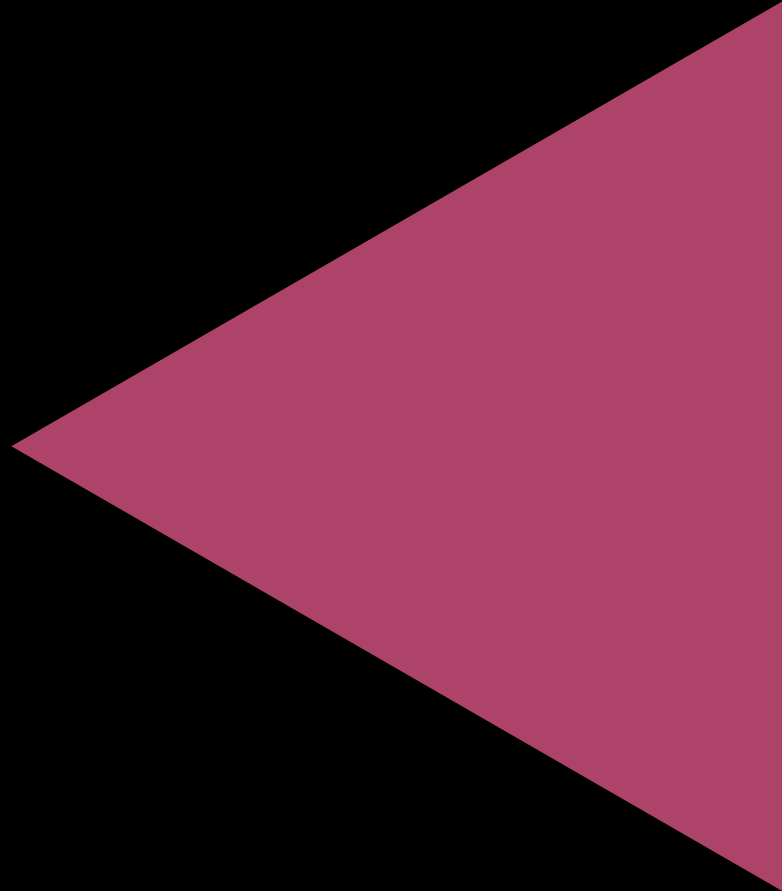




DUURZAAM WILLEN

≠

DUURZAAM DOEN



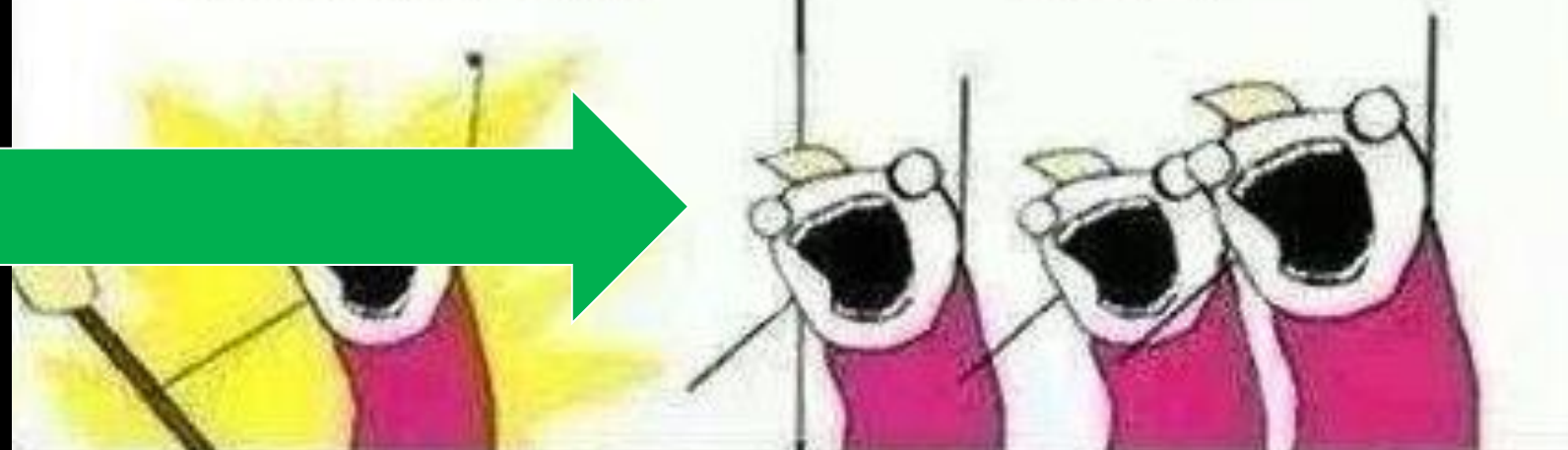


Het beseft



What are we ??

Fat!!!!



What do we want??

To start our diet
and exercise!!!



When do we want
to start???

On Monday!!!



TODAY IS MONDAY

NEXT MONDAY!!!!



'Selfdeception'

Willen



We plannen



Het beseft



VANDAAG NOG EVEN NIET!

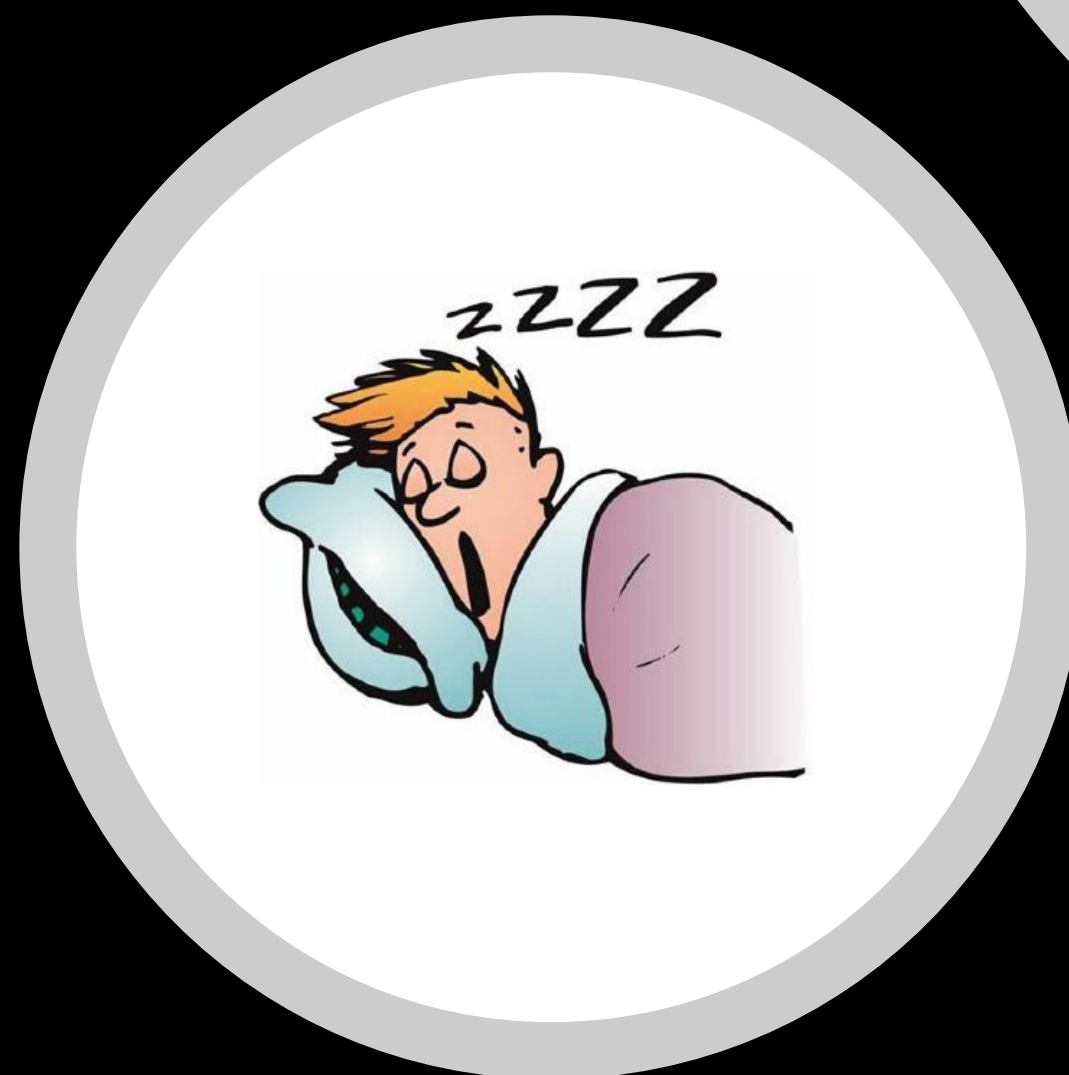




optimisme

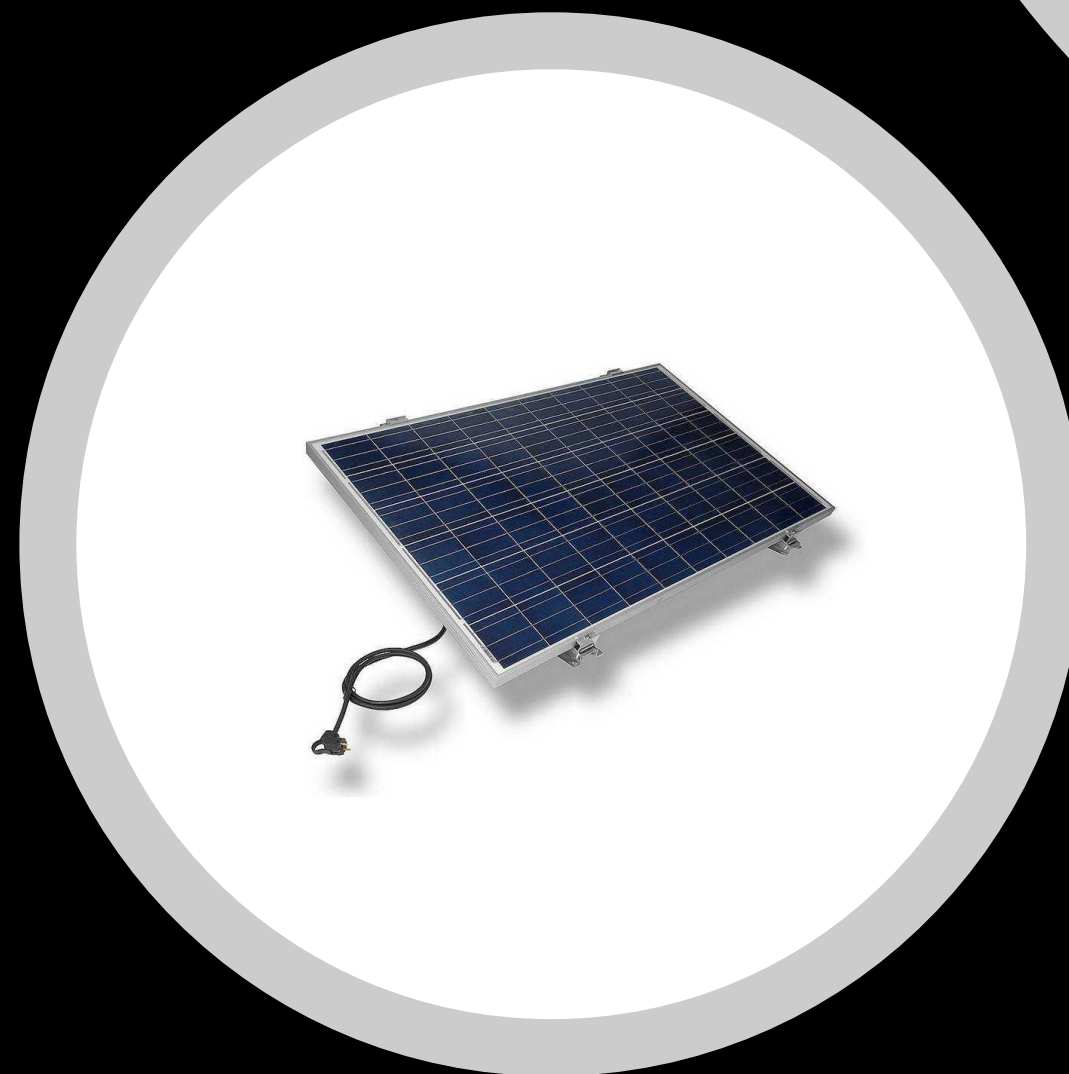
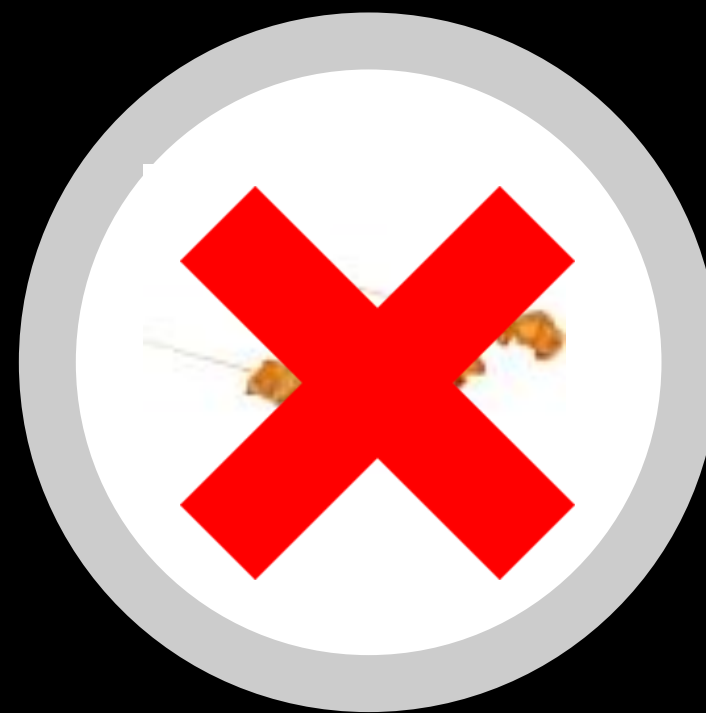
Onrealistisch

“Mensen zijn
supergemotiveerd
als het om hun
gezondheid gaat”

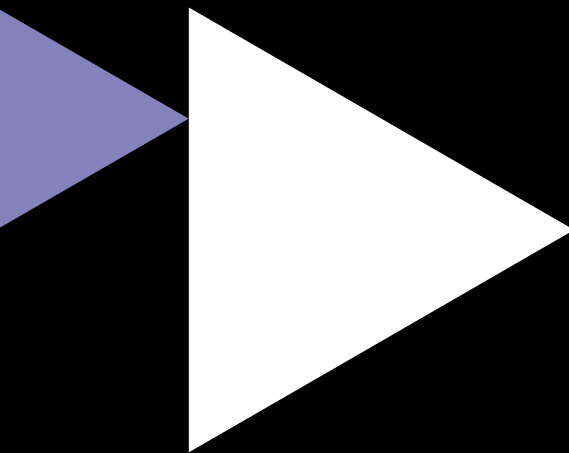


“Ondanks corona wordt
klimaatproblematiek als
grootste **dreiging** voor de
mensheid gezien.”

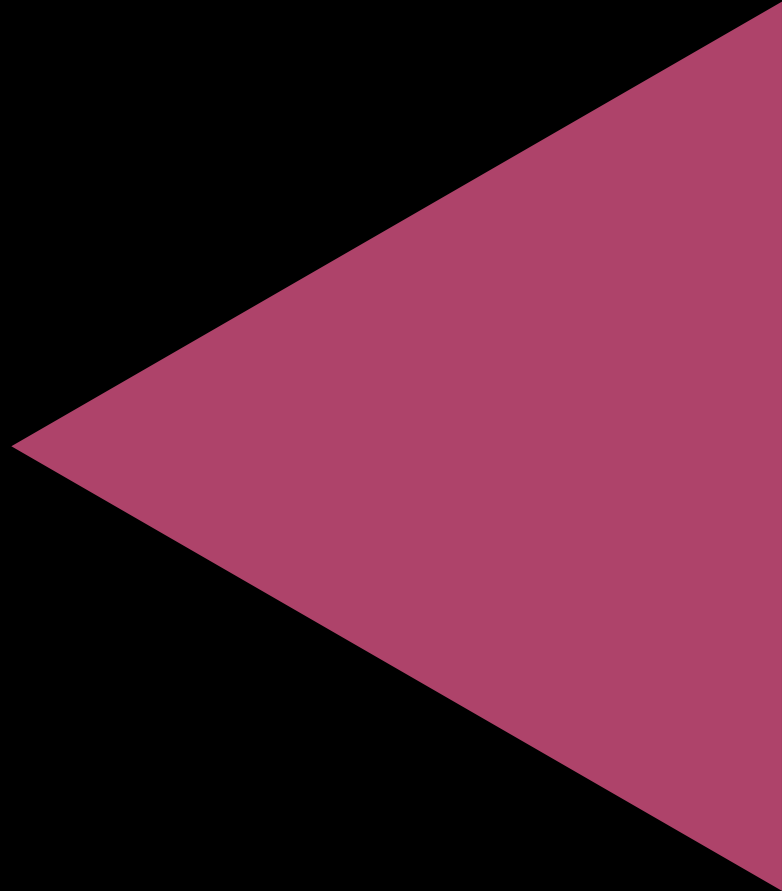
(peiling: augustus 2020)

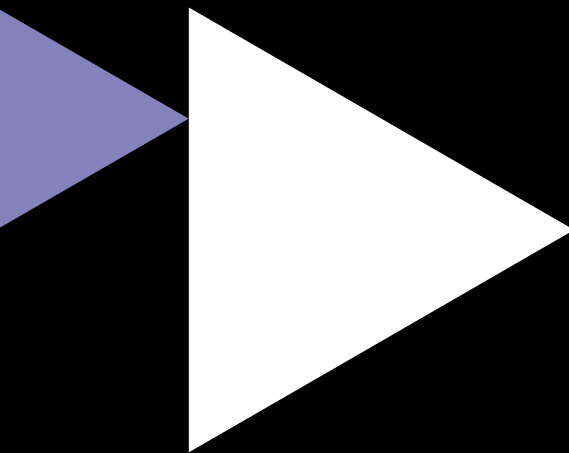






FALSE CONSENSUS

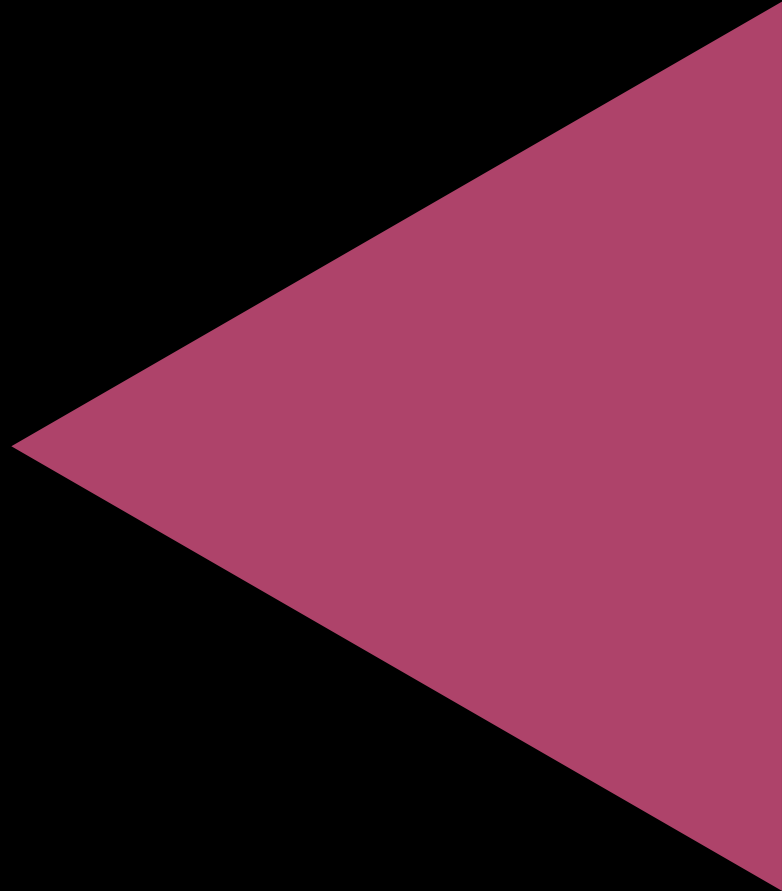


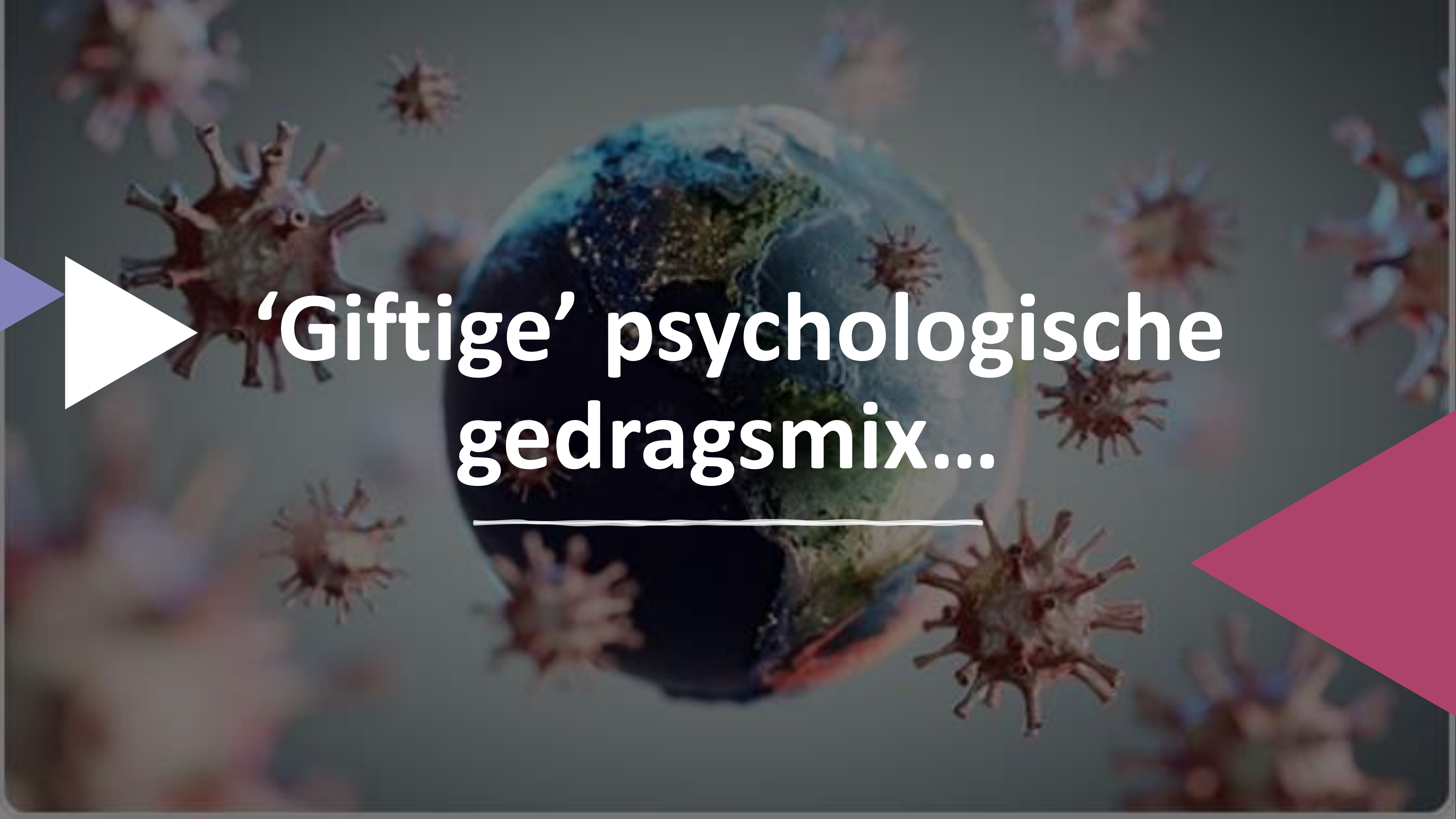


GENERIEK DRAAGVLAK

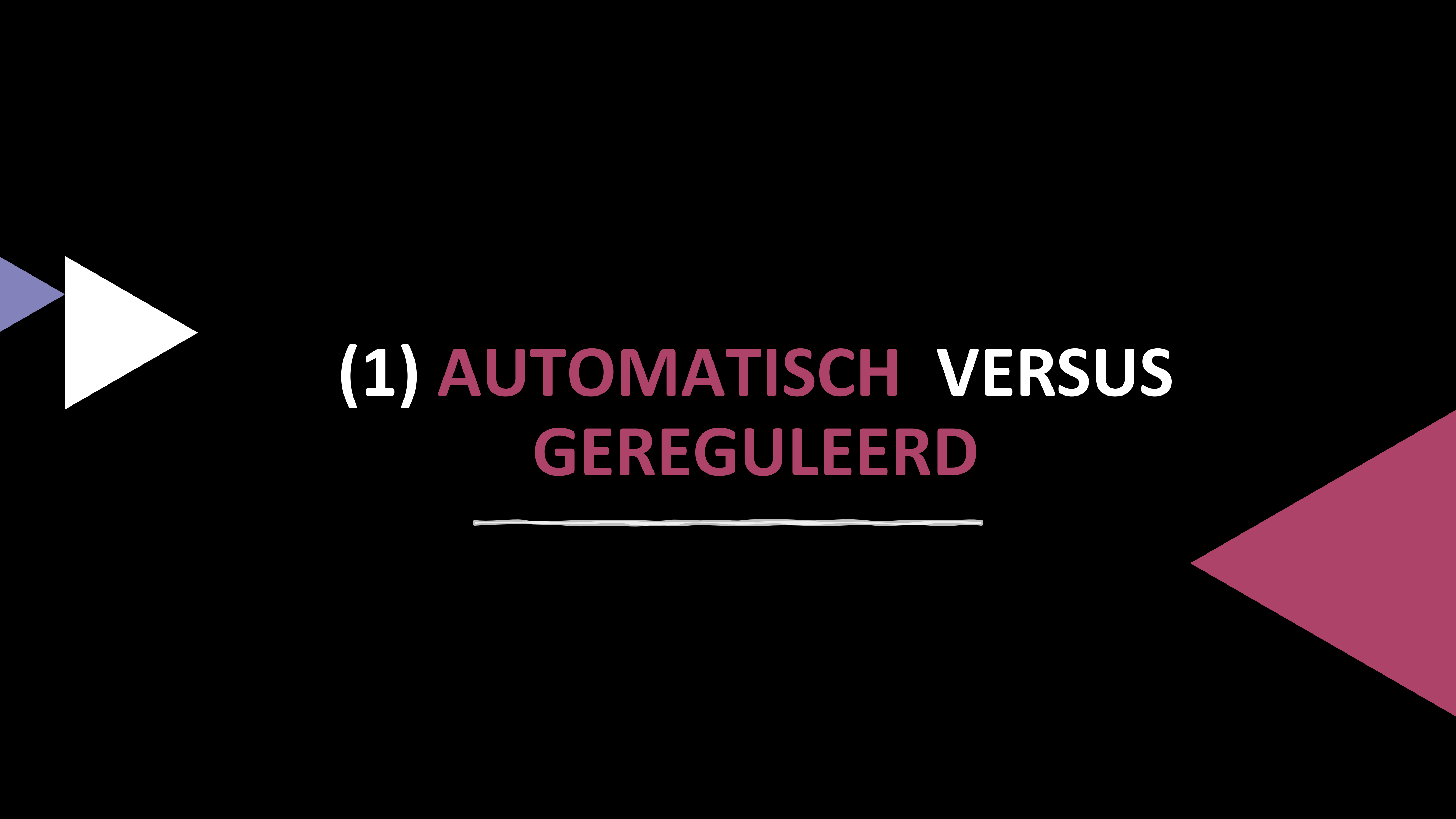
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INDIVIDUELE ACTIE

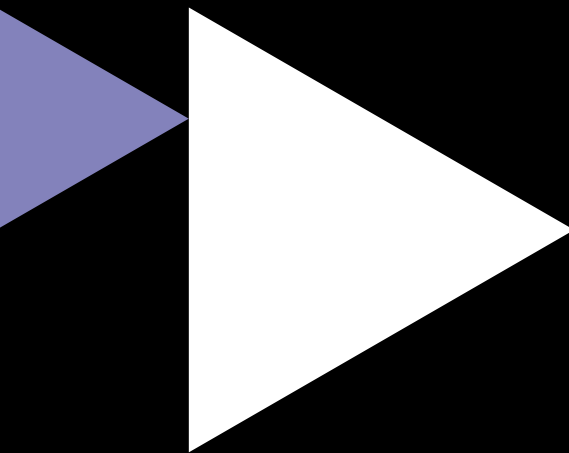




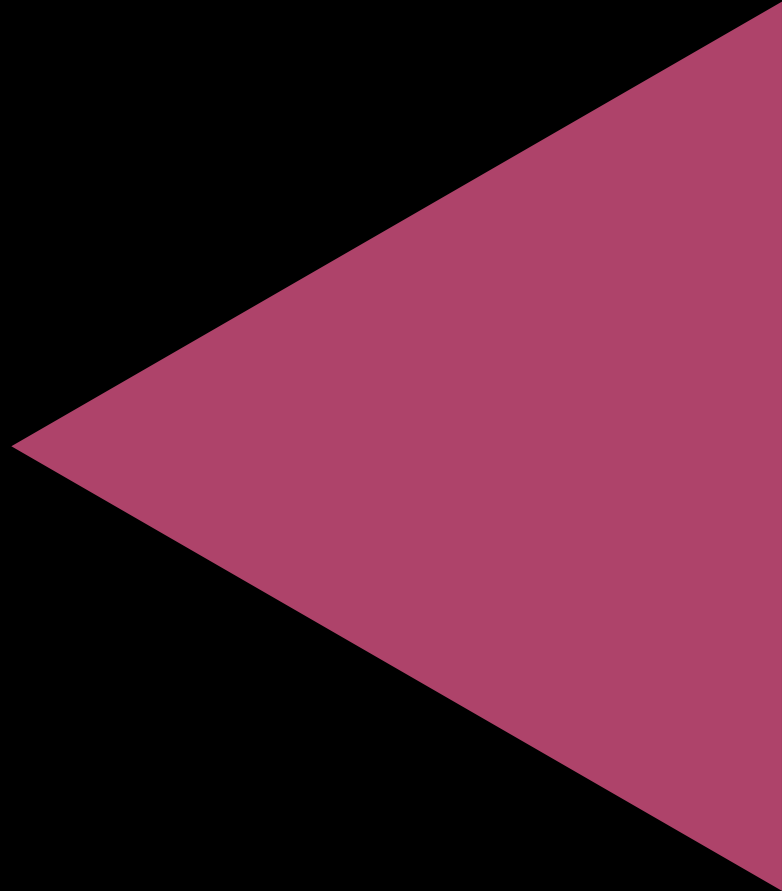
**‘Giftige’ psychologische
gedragsmix...**



(1) AUTOMATISCH VERSUS GEREGULEERD



(2) DE UITDAGING VAN COLLECTIEVE ACTIE





(3) DE ZELF-ANDER COMPROMIS



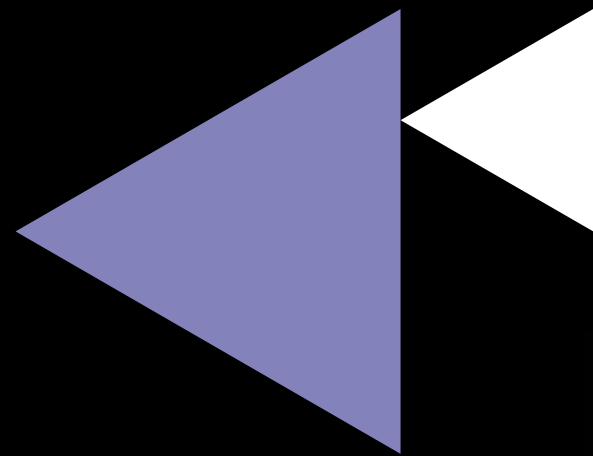
(4) LANGE TIJDSHORIZON



(5) HET PROBLEEM VAN ABSTRACTHEID

- 
- A high jumper in mid-air, performing a Fosbury Flop over a bar. The athlete is wearing a red singlet and black shorts. The background is a bright, cloudy sky. The bar is white with black markings. The athlete's body is arched, with one leg bent and the other extended. The arms are spread wide. The bar is supported by red posts. The overall scene is dynamic and captures a moment of peak athletic performance.
- 1. **Automatisch vs gereguleerd**
 - 2. **Collectieve actie**
 - 3. **Zelf-ander compromis**
 - 4. **Lange tijdshorizon**
 - 5. **Abstractheid**

(White, et al., 2019)



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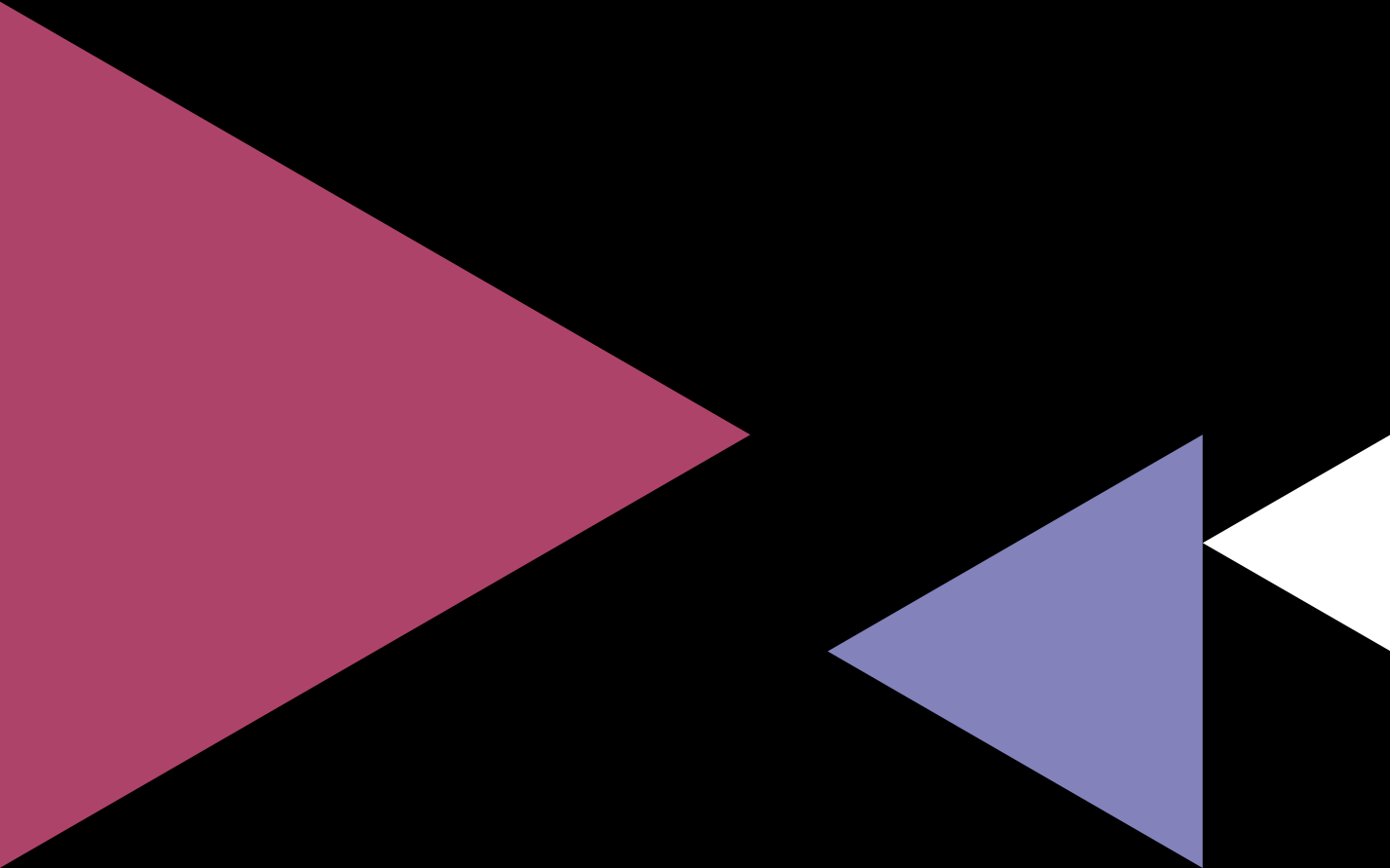
‘De grootste **bedreiging** voor
onze **aarde** is de overtuiging dat
iemand **anders** haar gaat redden.’

(Robert Swan, 2012)





Wat kan helpen?

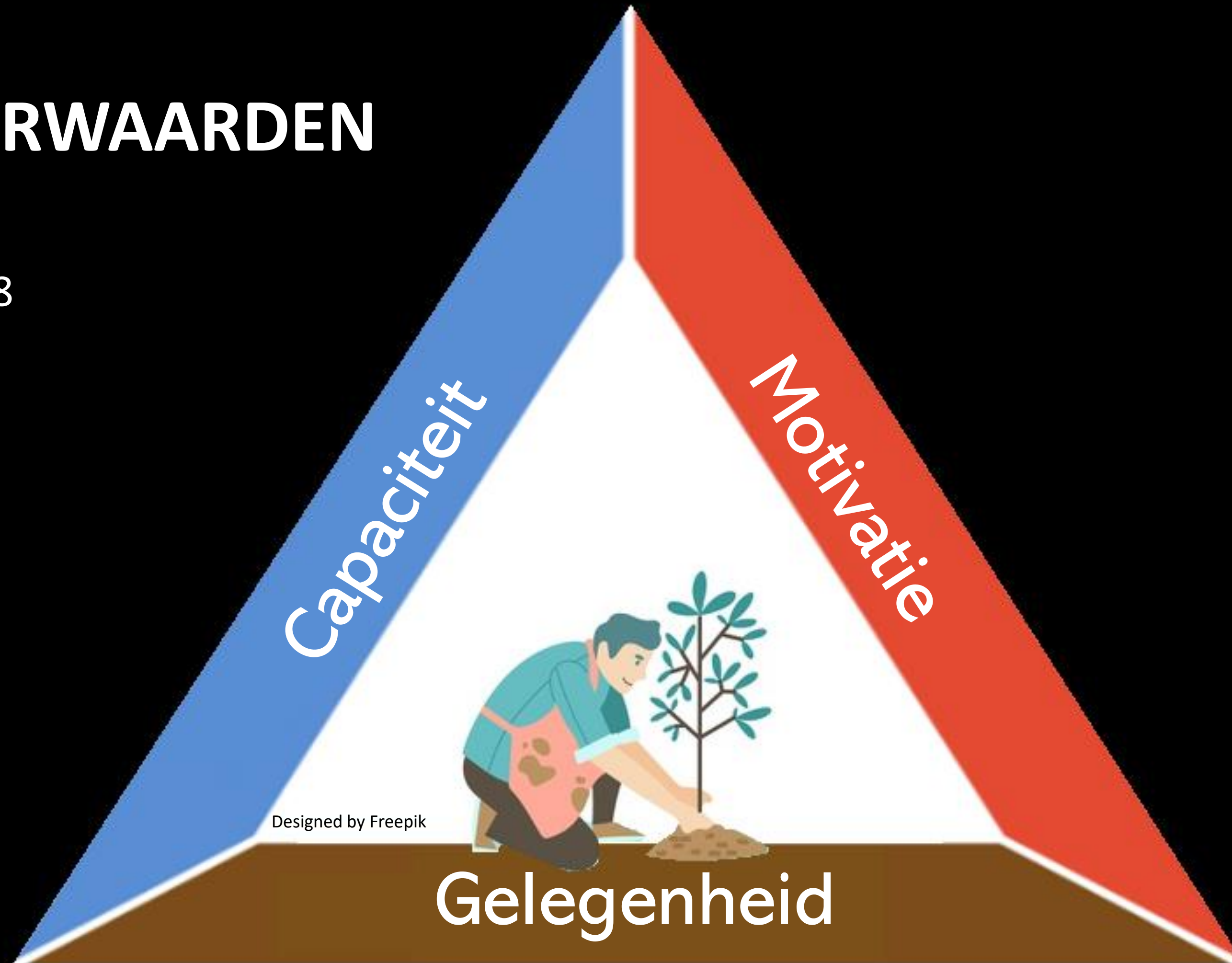


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RANDVOORWAARDEN

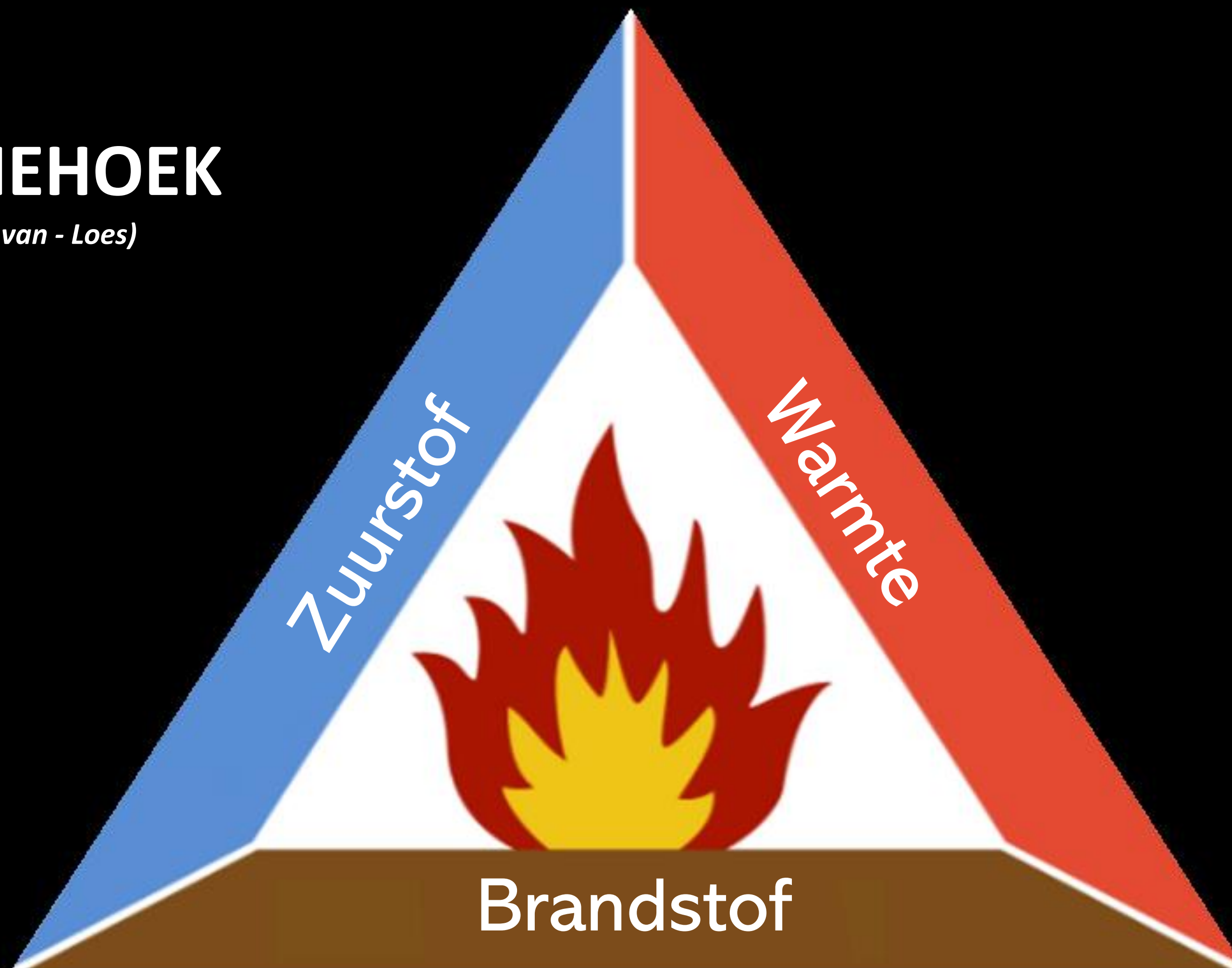
GEDRAG

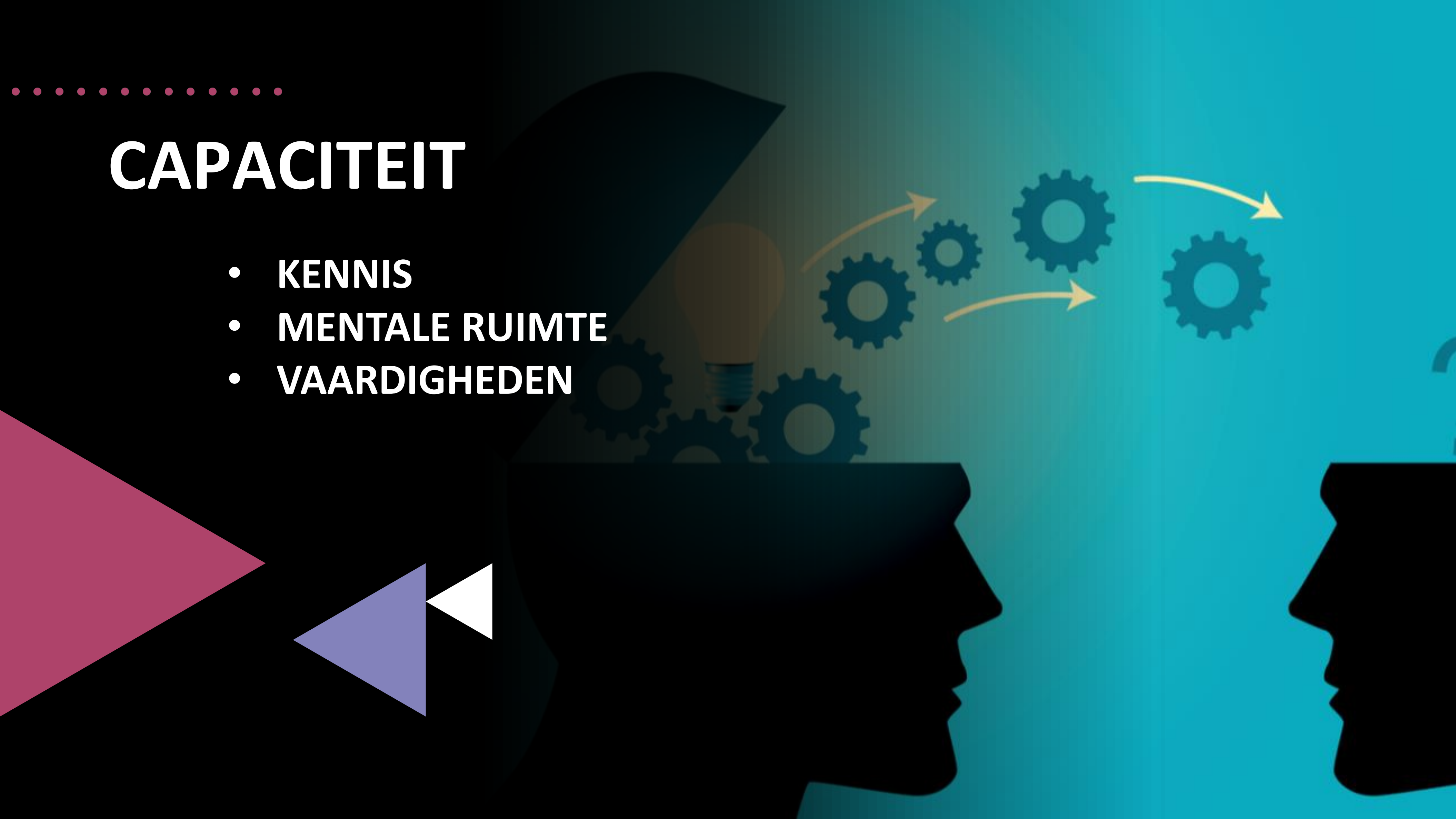
Michie et al., 2018



BRANDDRIEHOEK

(Met dank aan – de vader van - Loes)





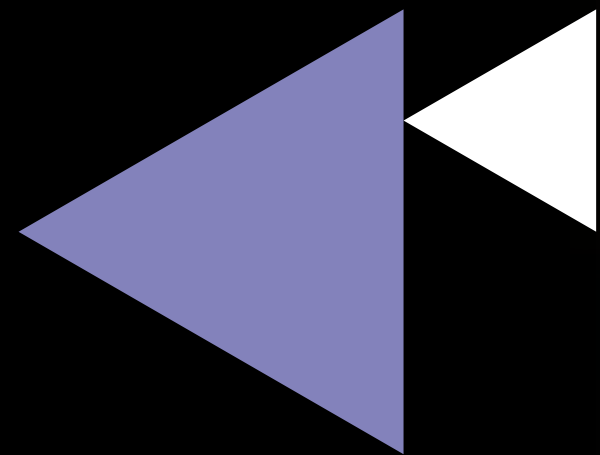
CAPACITEIT

- KENNIS
- MENTALE RUIMTE
- VAARDIGHEDEN



MOTIVATIE

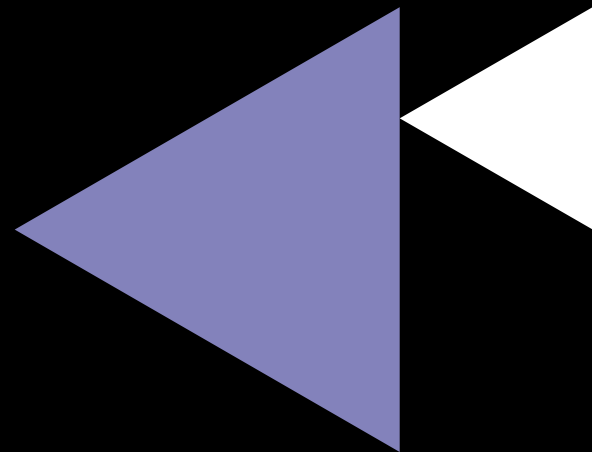
- **WAARGENOMEN NUT**
- **VERTROUWEN IN EIGEN KUNNEN**
- **IDENTITEIT**
- **ERVAREN URGENTIE**





GELEGENHEID

- SOCIALE INVLOED
- SOCIALE STEUN
- VOORZIENINGEN
- REGELGEVING
- HANDHAVING

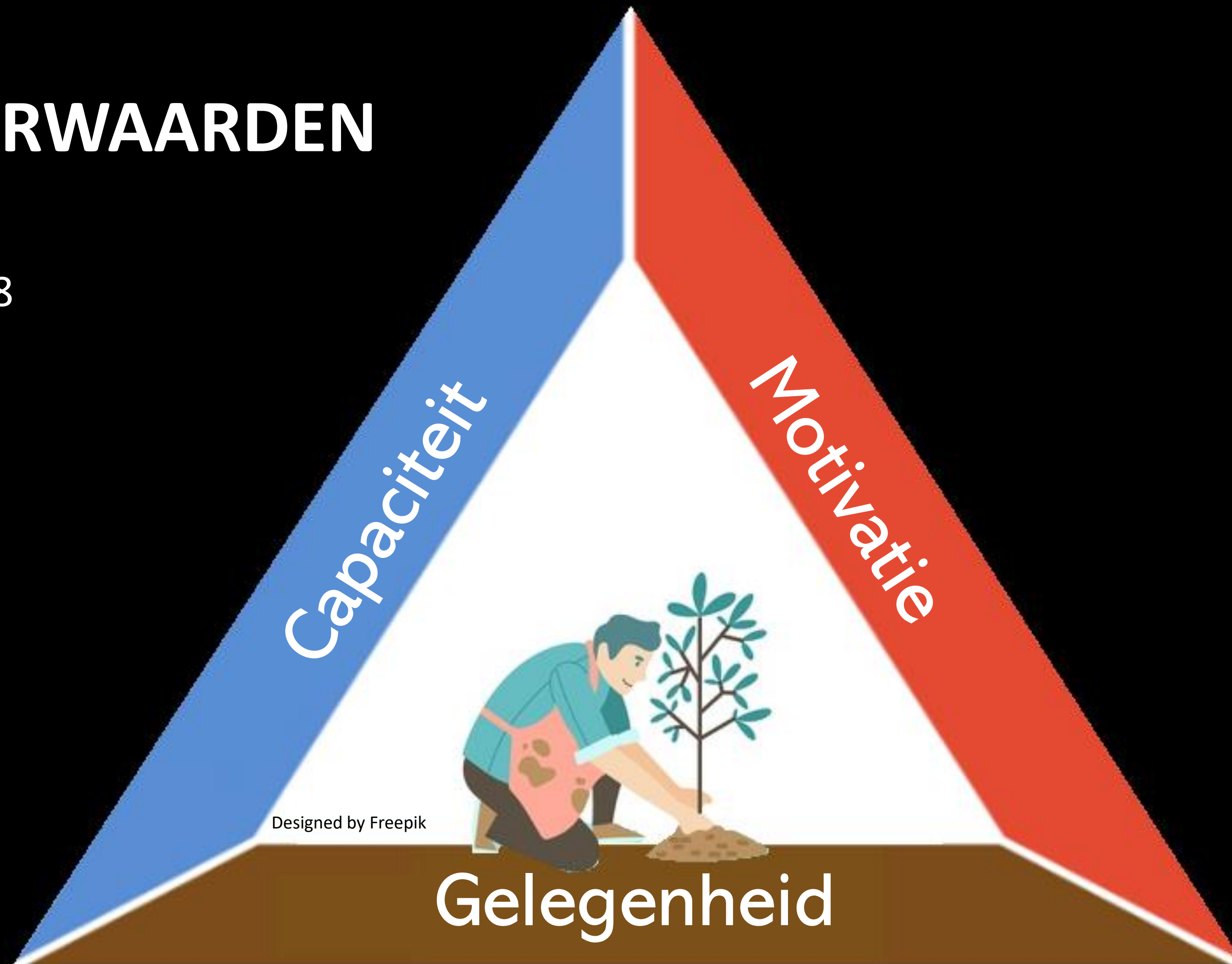


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RANDVOORWAARDEN

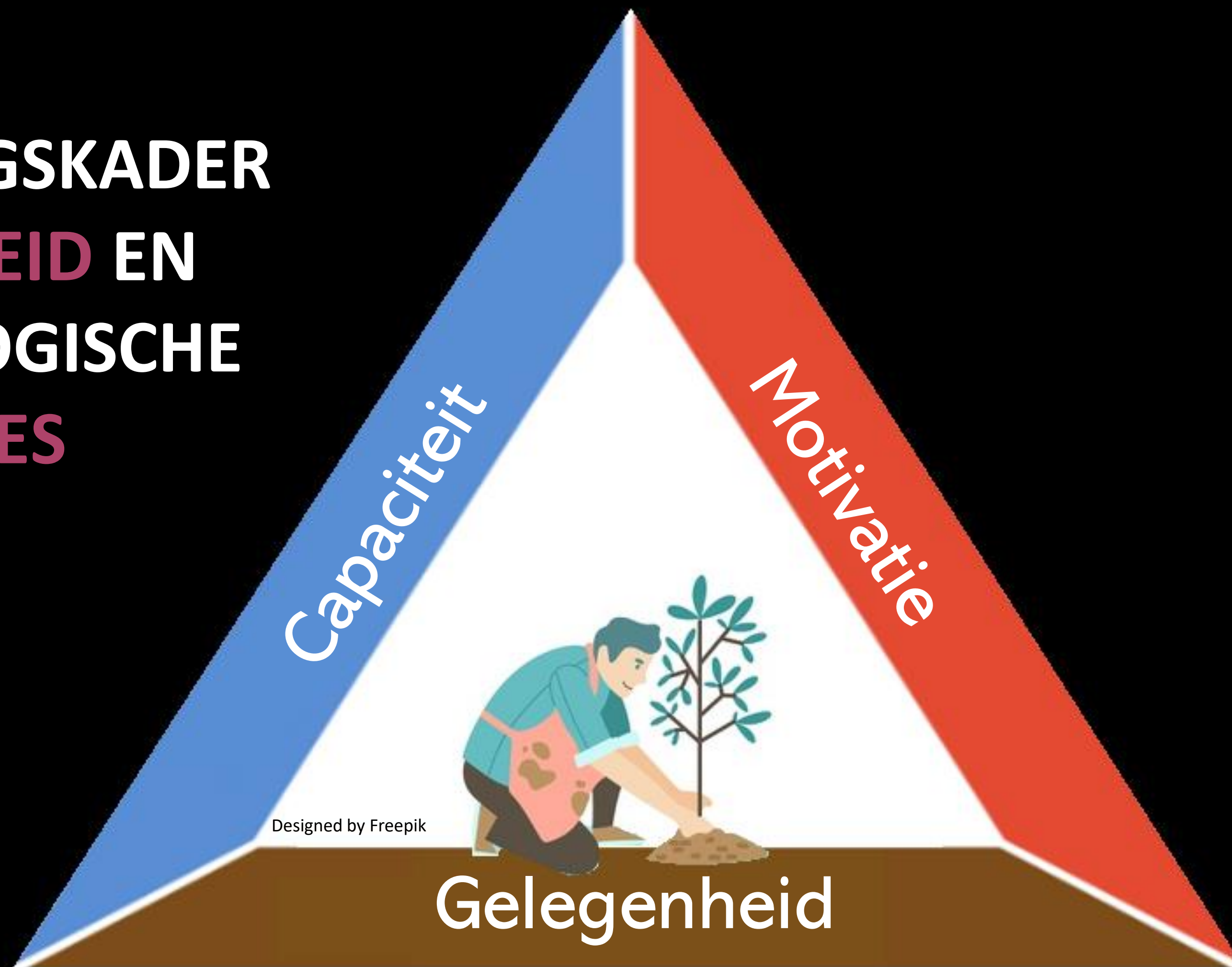
GEDRAG

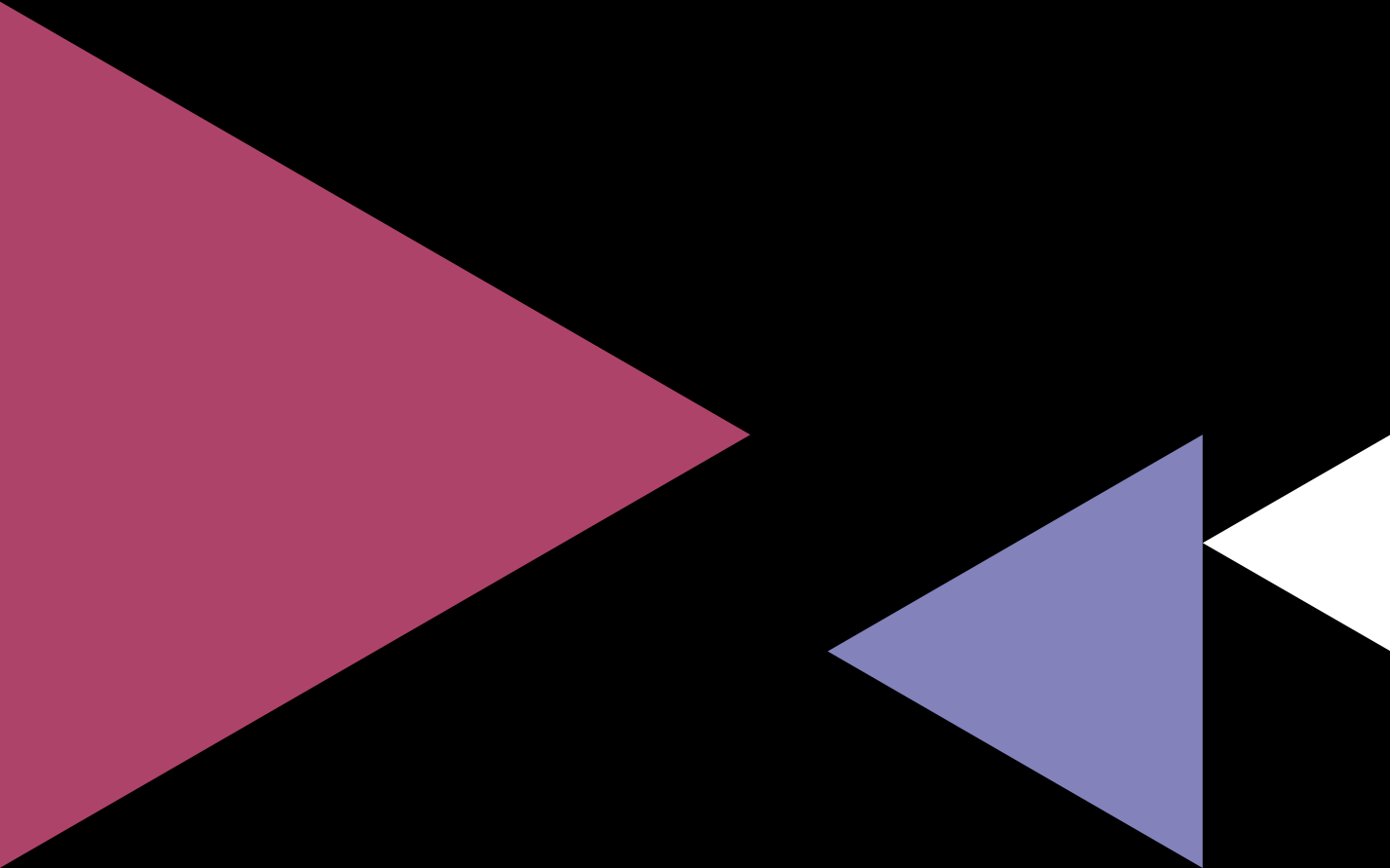
Michie et al., 2018



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AFWEGINGSKADER VOOR **BELEID** EN TECHNOLOGISCHE **INNOVATIES**





Hoe verder?

ROUTEKAART

Gemeente
Amsterdam

Routekaart
Amsterdam
Klimaatneutraal 2050

Uitnodiging
aan de stad

Gesprek met
de stad

Routekaart

Klimaatakkoord

Stap 1

Stap 2

Stap 3



ROUTEKAART





De basisregels voor iedereen

Heb je klachten?

 Blijf thuis.

 Laat je testen.

Ben je ook benauwd
en/of heb je koorts?
Dan moeten alle huis-
genoten thuisblijven.

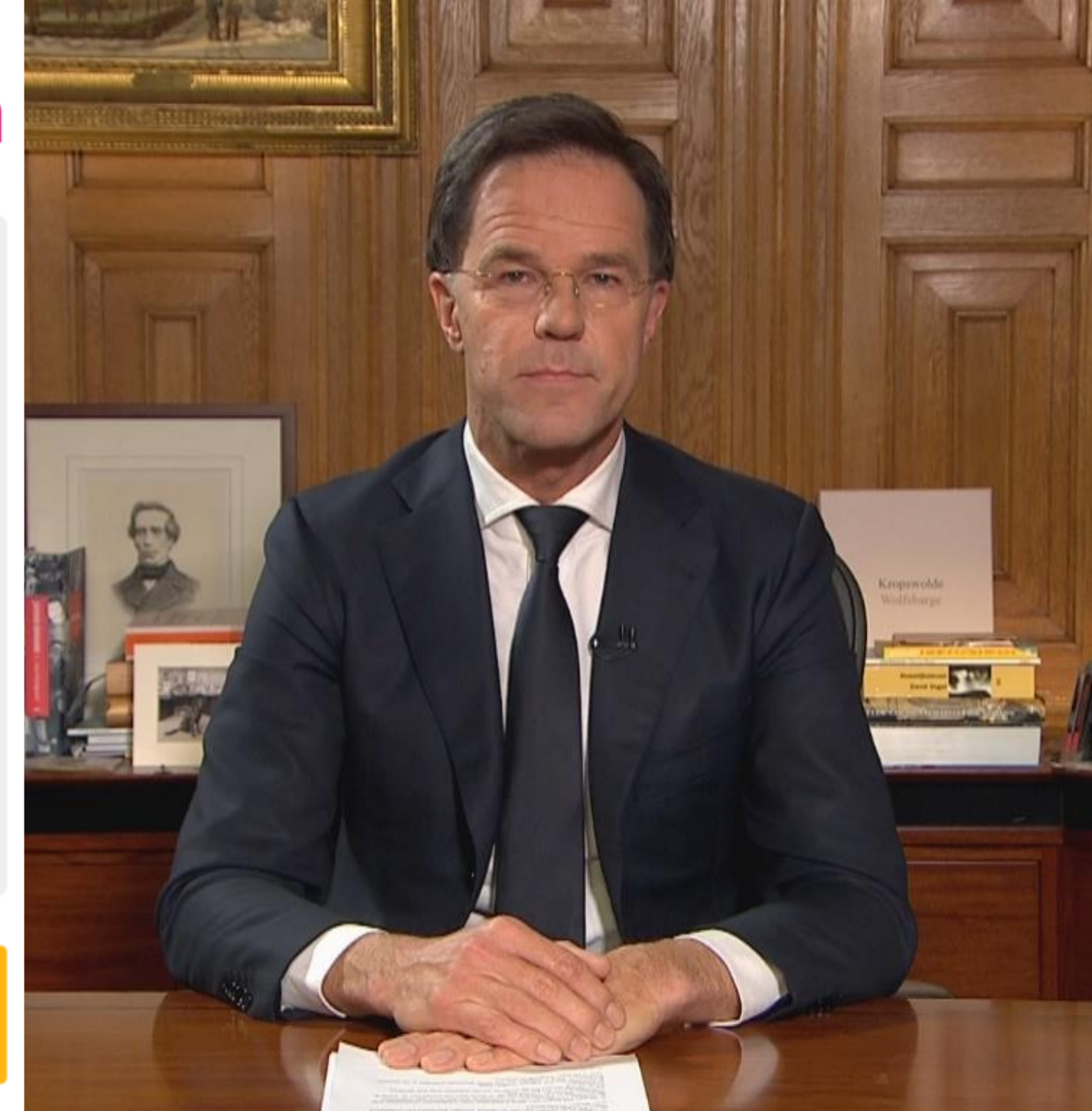
 Houd 1,5 meter
afstand.

 Vermijd te
drukke plekken.

 Werk zoveel
mogelijk thuis.

 Was vaak je
handen.

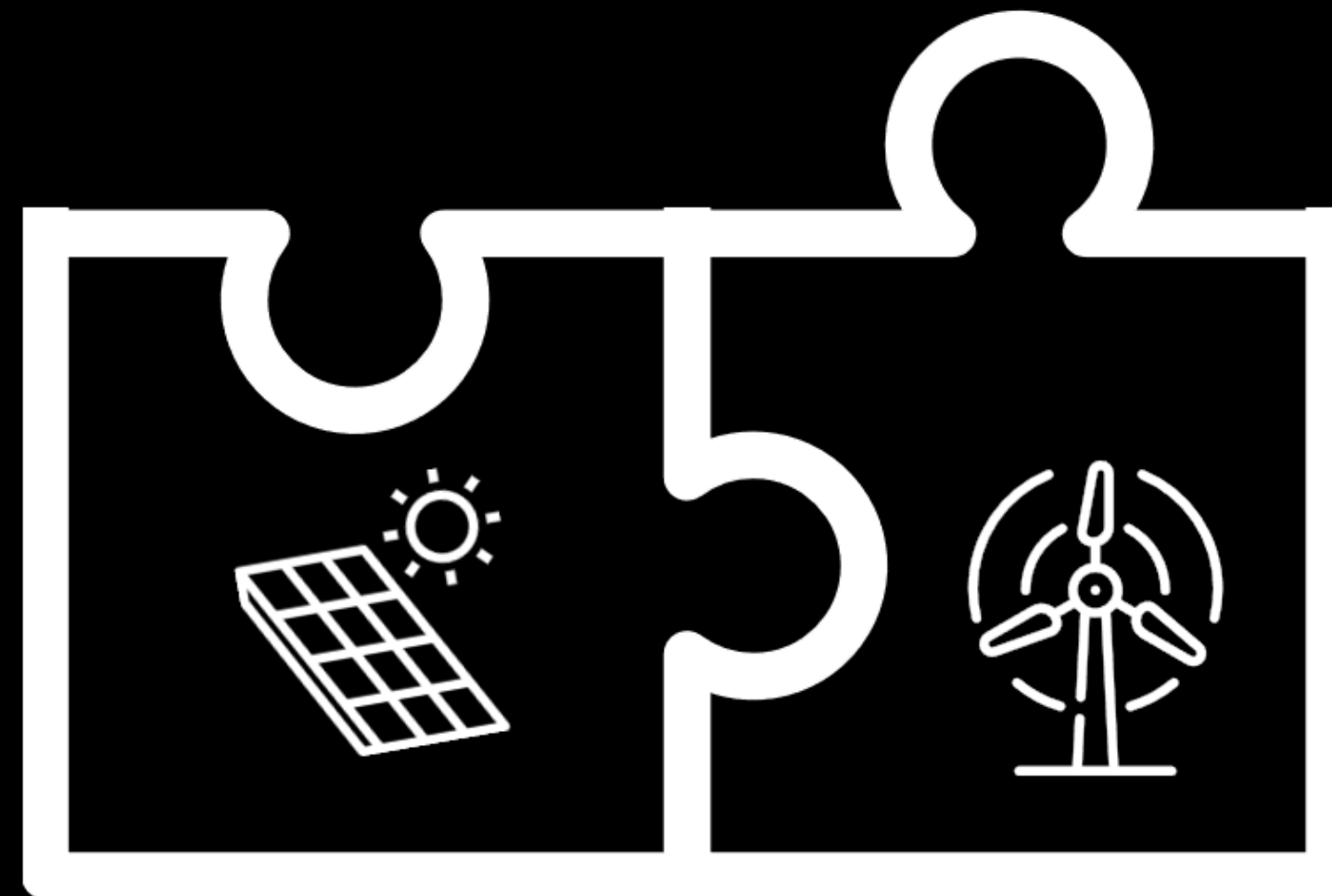
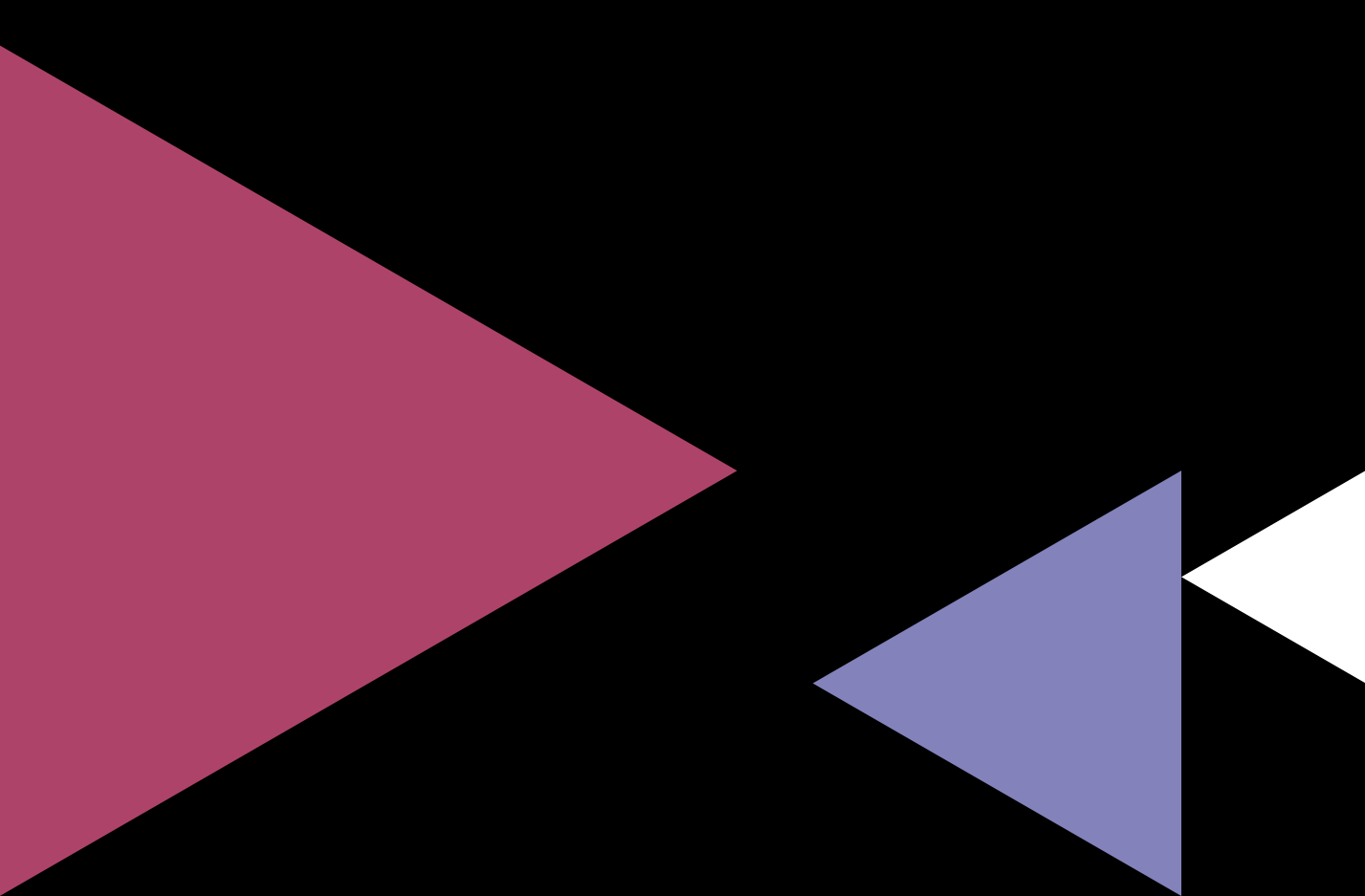
alleen samen krijgen we
corona onder controle



Concrete (haalbare) maatregelen

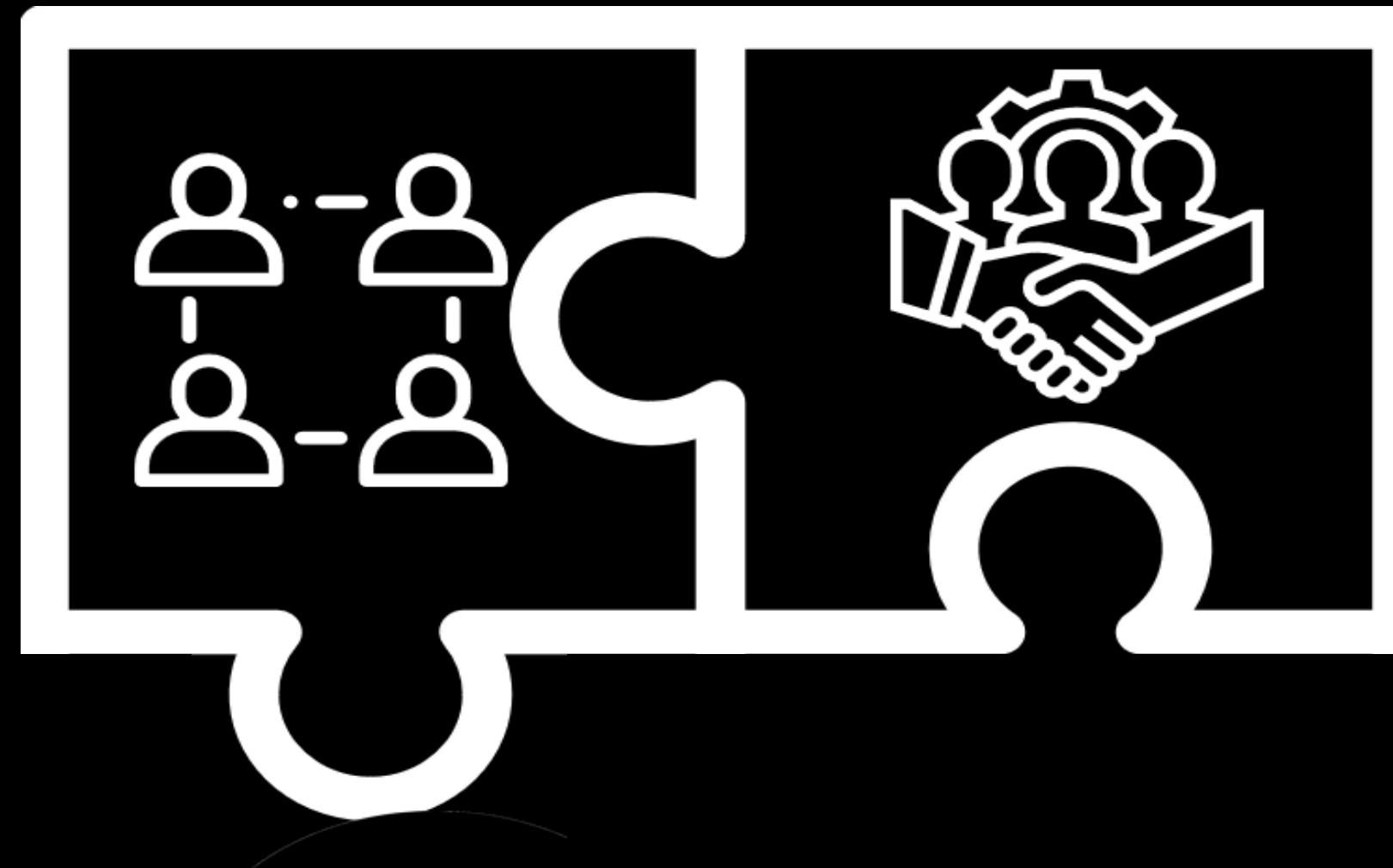
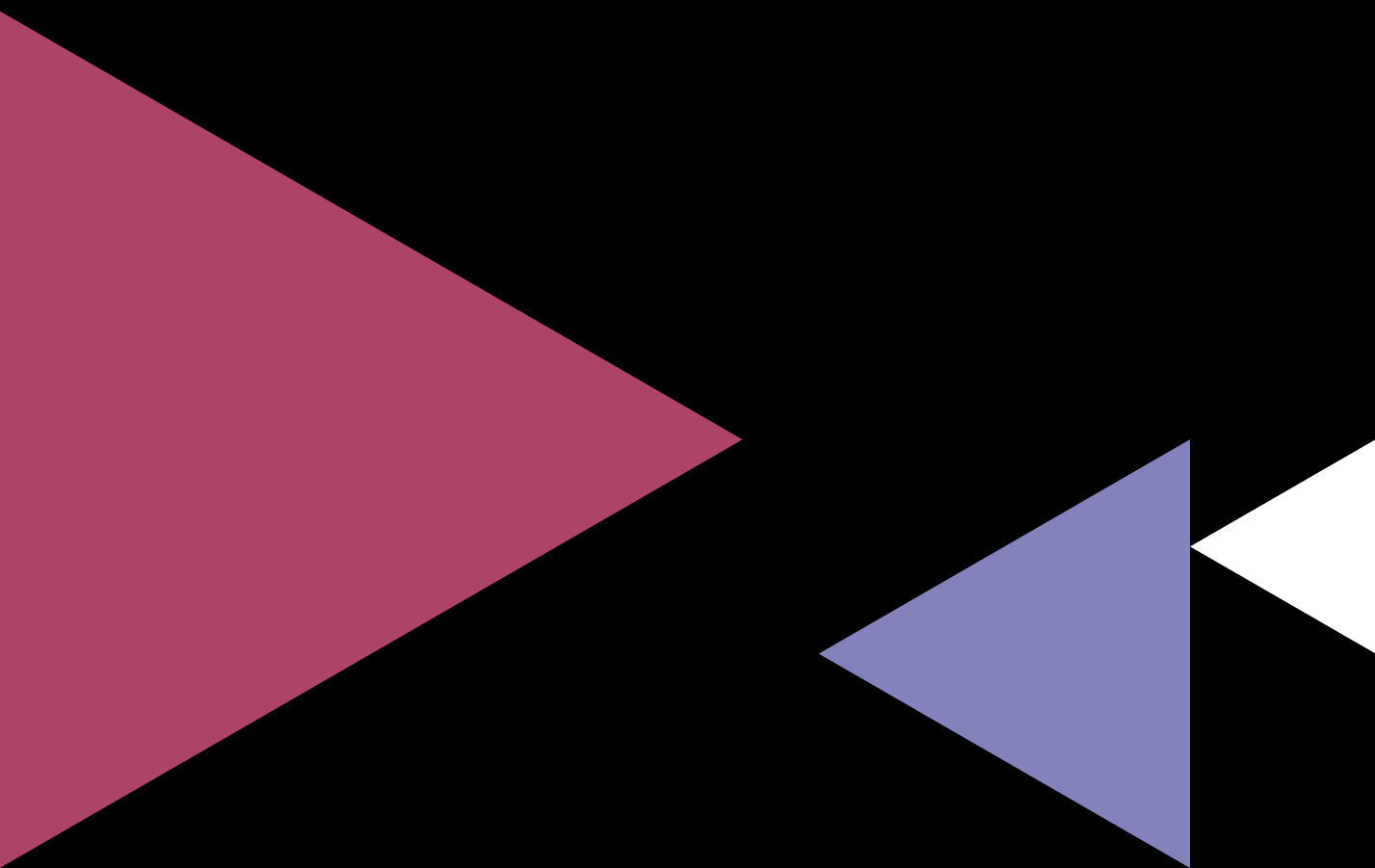


Technological readiness levels

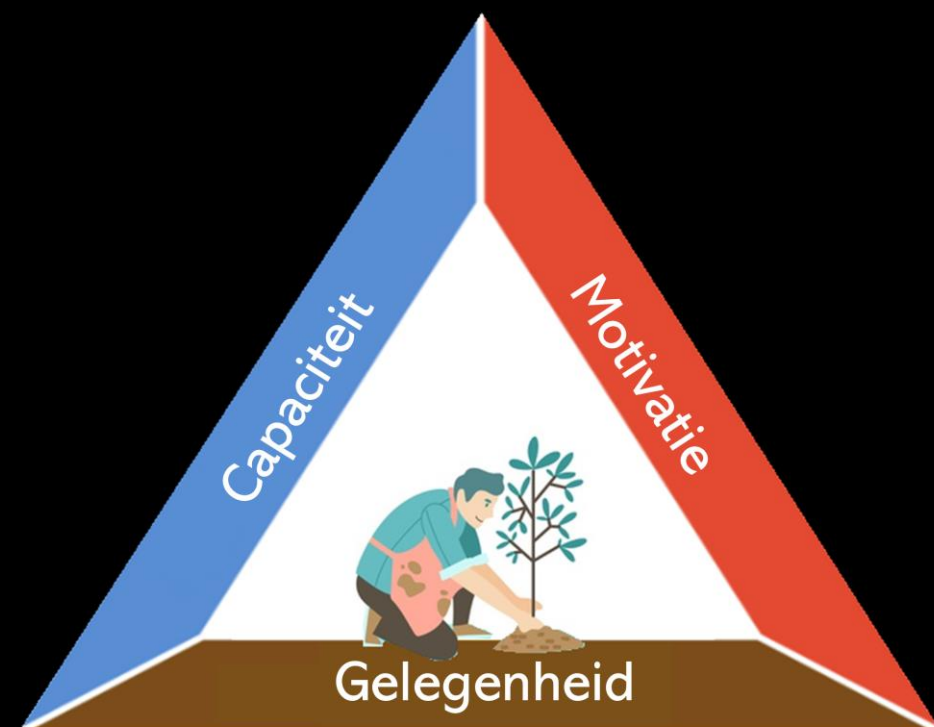




Societal readiness levels



ROUTEKAART



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CREATING TOMORROW TOGETHER

