



Klima-psykologi:

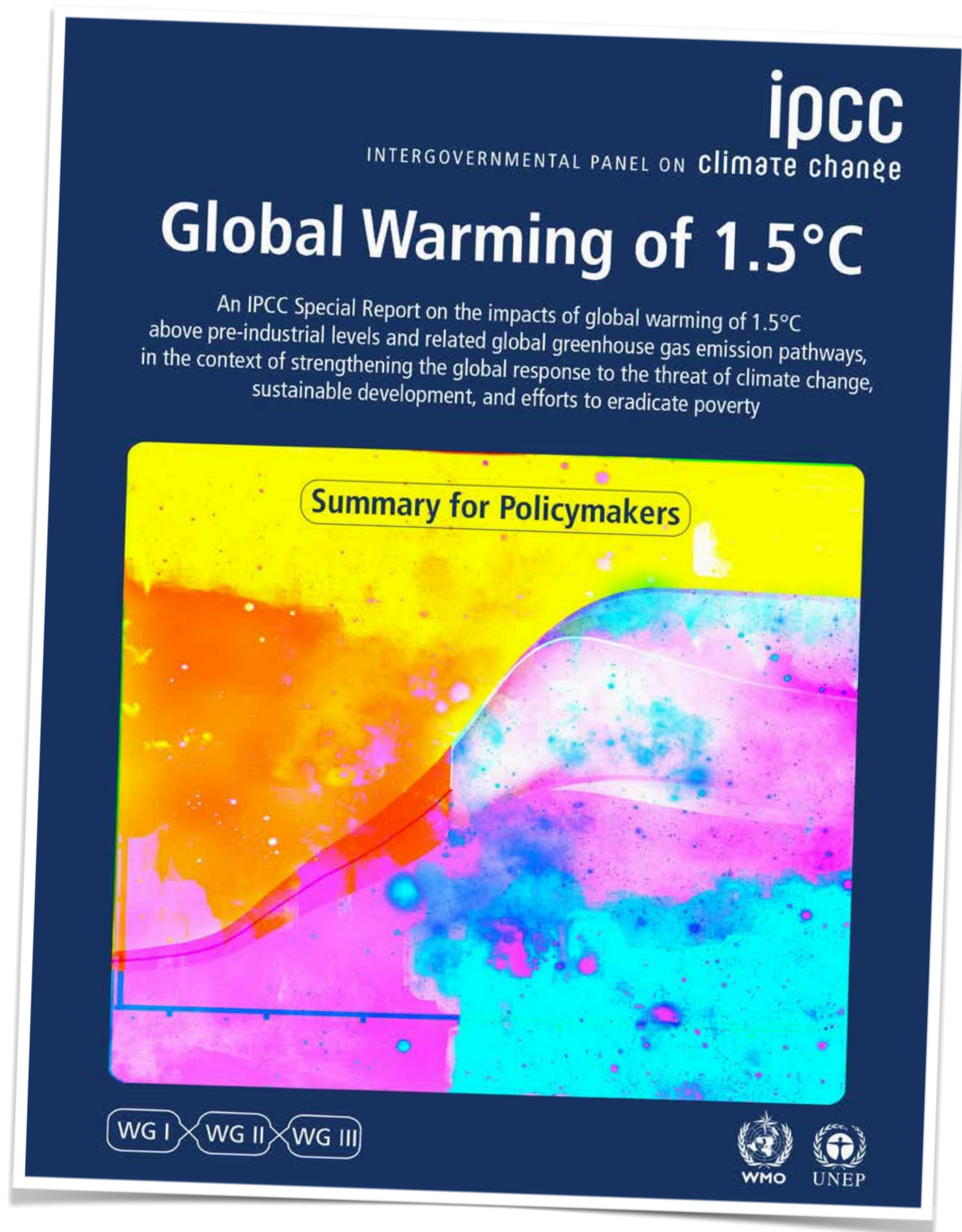
Hvis vi vet så mye,
hvorfor gjør vi så lite?

Per Espen Stoknes

Co-Leder Senter for Bærekraft og Energi
Handelshøyskolen BI

instagram: @estoknes





8.Oct.2018:

- More heat waves
- Less Freshwater
- More floods
- Loose all corals

<https://www.carbonbrief.org/scientists-compare-climate-change-impacts-at-1-5c-and-2c>

“Brutale nyheter” & klimastreiker

from Global Carbon Project on 2018



'Brutal news': global carbon emissions jump to all-time high in 2018

Rapid cuts needed to protect billions of people from rising emissions due to increase in use of cars and coal



▲ Almost all countries are contributing to the rise in emissions, with China up 4.7%, the US by 2.5% and India by 6.3% in 2018. Photograph: Michel Euler/AP

Global carbon emissions will jump to a record high in 2018, according to a [report](#), dashing hopes a plateau of recent years would be maintained. It means emissions are heading in the opposite direction to the deep cuts urgently needed, say scientists, to fight climate change.

<https://www.theguardian.com/environment/2018/dec/05/brutal-news-global-carbon-emissions-jump-to-all-time-high-in-2018>



Everything Is Fucked, Major New Extinction Report Finds

Brian Kahn
5/06/19 9:30am • Filed to: BIG PROBLEMS

80.1K 287 5



Photo: AP



A million species are at risk of extinction. Humans are to blame.

It will likely take millions of years for the Earth to recover from the biodiversity crisis.

By Brian Resnick | @B_resnick | brian@vox.com | Updated May 7, 2019, 2:12pm EDT



MOST



Trump blames Michael Flynn

'Smashed': summer of 2023 the hottest ever recorded

The climate crisis and emerging El Niño event pushed up temperatures and drove extreme weather across the world



Scorched sunflowers in a field during a heatwave in the village of Puy-Saint-Martin, south-east France, in August. Photograph: Jeff Pachoud/AFP/Getty

The summer of 2023 was the hottest ever recorded, as the climate crisis and emerging **El Niño** pushed up temperatures and drove extreme weather across the world.

In June, July and August - the northern hemisphere summer - the global average temperature reached 16.77C, which was 0.66C above the 1991 to 2020 average. The new high is 0.29C above the previous record set in 2019, a big jump in climate terms.

Damian Carrington
Environment editor

@dpcarrington

Wed 6 Sep 2023 15:41 CEST



Verden | Klimakrisen

Klimaforskere advarer: Jordens tilstand verre enn noen gang i menneskehetens historie



Lytt til saken • 3 minutter



Livet på vår planet er i fare, melder internasjonale klimaeksperter. Aldri før har klimaendringene vist så ekstreme utslag som i 2023.



I august raste en dødelig skogbrann på øya Maui i Hawaii. Flammene slukte store deler av byen Lahaina. Minst 99... Vis mer



Hilde Bjørhovde
Journalist

Publisert: 24.10.2023 22:50 | Oppdatert: 25.10.2023 11:25

Klimakrisen

Status og fakta →

Global oppvarming  1.18°C CO₂ i atmosfæren  418.51 ppm

4 hoved-dimensjoner i klimaholdninger:

1. Skjer det?

2. Menneskeskapt?

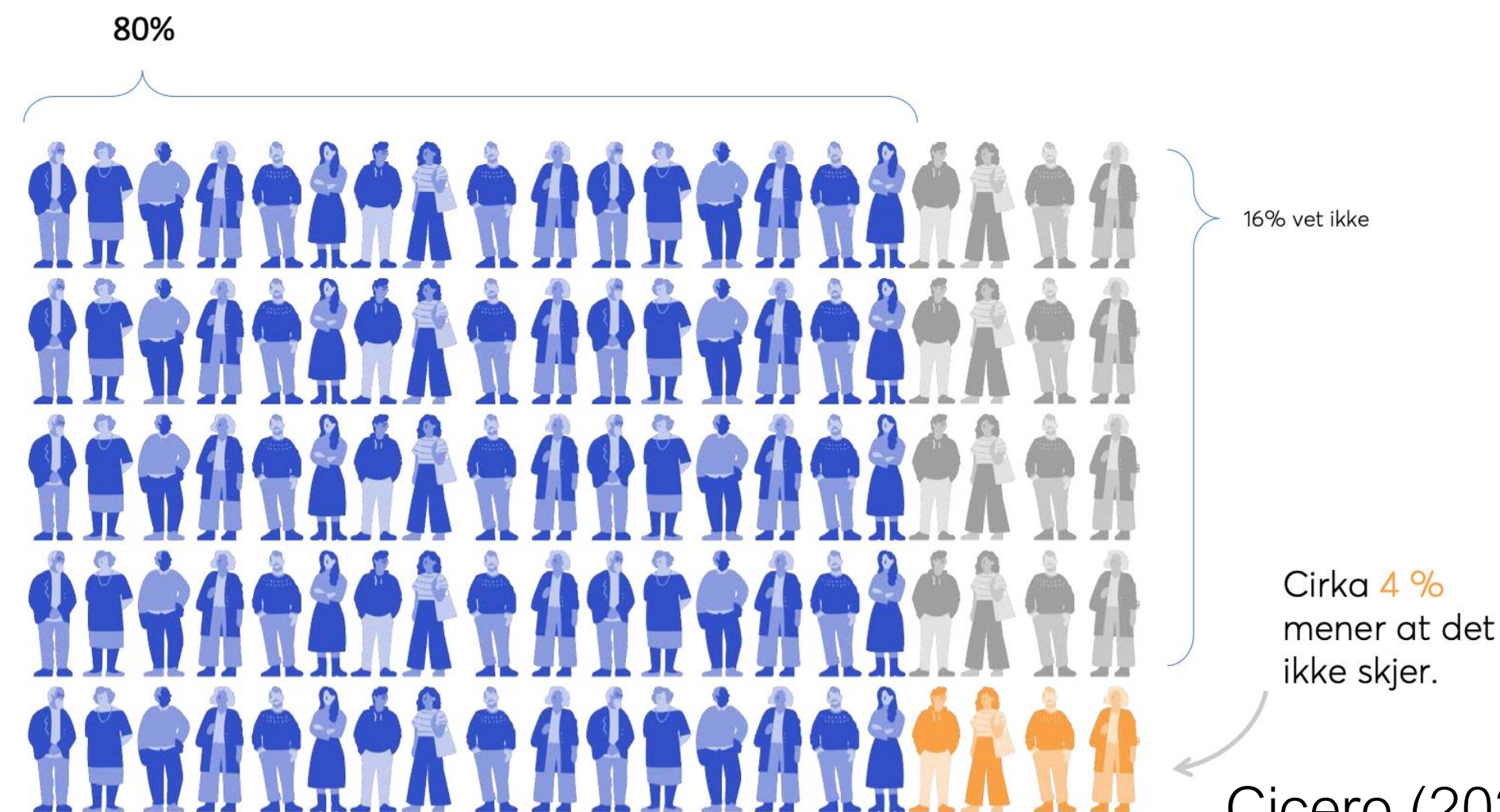
3. Grunn til bekymring?

4. Klarer vi løse global oppvarming?

Hva mener folk i Norge: 1) Skjer det?

Table 3. As far as you know, do you think the world's climate is changing or not? (Question 4)

| | Yes, I think that the world's climate is changing | No, I do not think that the world's climate is changing | Don't know |
|----------------|---|---|------------|
| France | 92% | 6% | 2% |
| Germany | 83% | 16% | 1% |
| Norway | 93% | 4% | 3% |
| United Kingdom | 86% | 12% | 2% |



Source: Steentjes, K., Pidgeon, N., Poortinga, W., Corner, A., Arnold, A., Böhm, G., Mays, C., Poumadère, M., Ruddat, M., Scheer, D., Sonnberger, M., Tvinnereim, E. (2017). European Perceptions of Climate Change: Topline findings of a survey conducted in four European countries in 2016. Cardiff: Cardiff University.

Cicero (2022), Aasen & Vatn, ACT, målt 2018 — 2022

Hva mener folk i Norge:

2) Menneskeskapt?

Table 4. Thinking about the causes of climate change, which, if any, of the following best describes your opinion? (Question 5)

| Climate change is... | There is no such thing as climate change | ...entirely caused by natural processes | ...mainly caused by natural processes | ...partly caused by natural processes and partly caused by human activity | ...mainly caused by human activity | ...completely caused by human activity | Don't know |
|----------------------|--|---|---------------------------------------|---|------------------------------------|--|------------|
| France | 1% | 3% | 5% | 36% | 37% | 18% | 1% |
| Germany | 6% | 3% | 6% | 34% | 34% | 15% | 1% |
| Norway | <1% | 3% | 6% | 57% | 30% | 4% | 1% |
| United Kingdom | 2% | 3% | 8% | 41% | 32% | 11% | 2% |



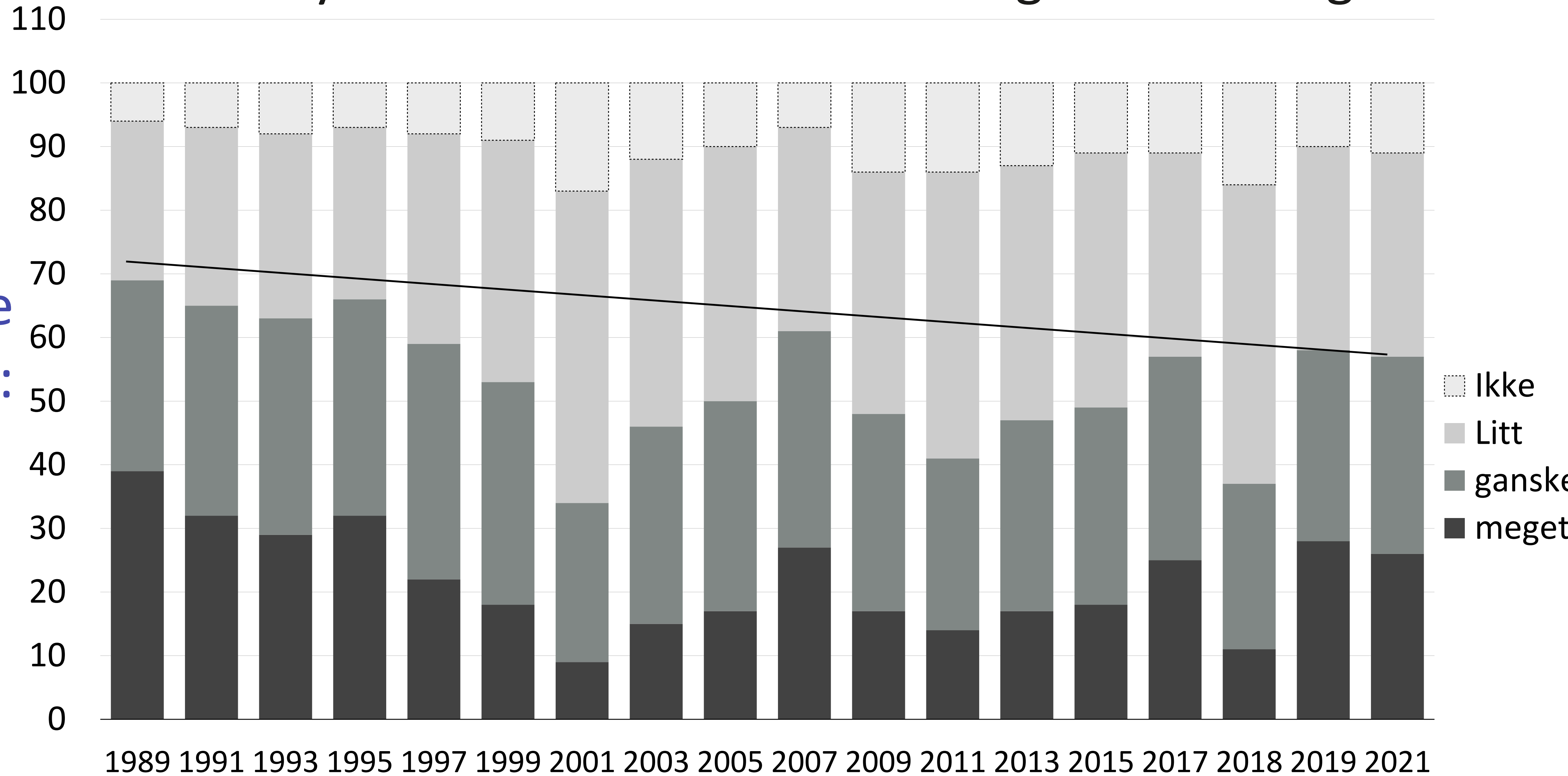
58%
er bekymret for
konsekvenser
klimaendringer kan gi
for dem selv og deres
nærmeste

**3) Grunn til bekymring?
(2023)**

3) Bekymring *over tid?*

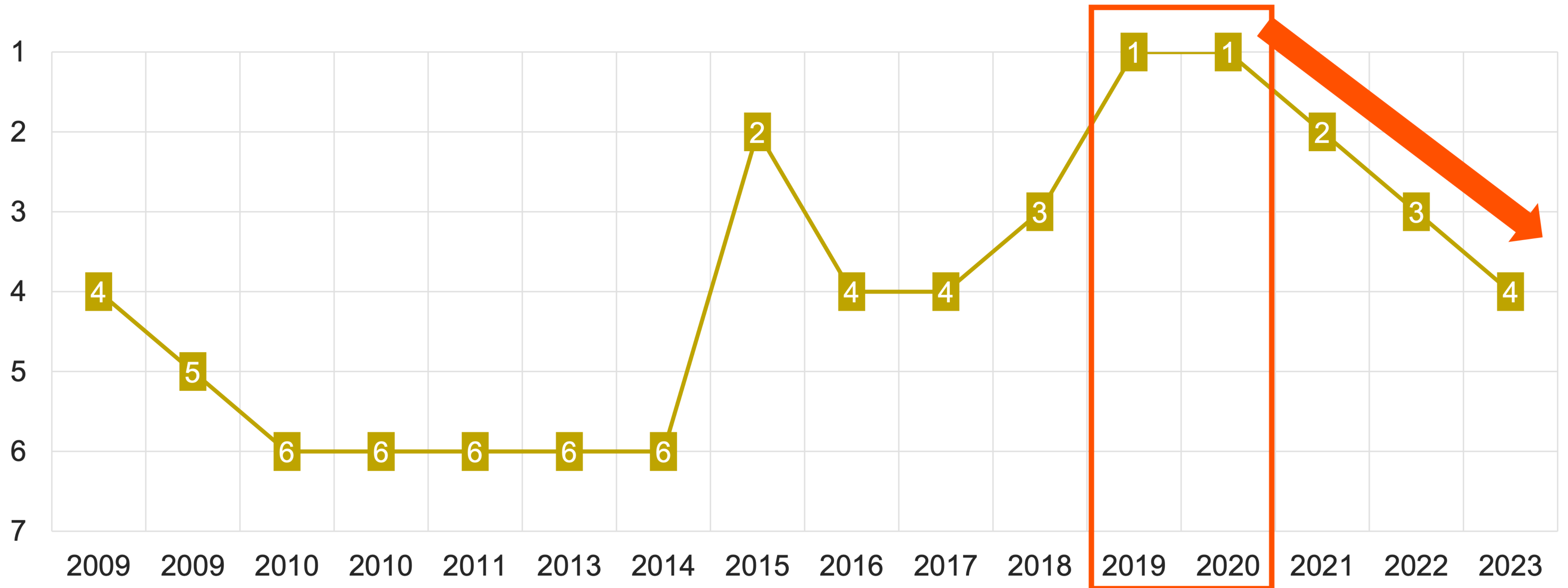
“Hvor bekymret er du for drivhuseffekt og klimaendringer?”

Norske
svar:



Source: Ottar Hellevik, 1989-2021, Ipsos MMI's Survey 'Norsk Monitor',

3) Rangering av «klimaendringer» i forhold til andre saker



Klimaengasjementet faller i alle aldersgrupper

Under 30 år



1. Norsk økonomi 53%
2. Oppgavene i helsetjenesten 38%
3. Økende sosiale forskjeller 36%
4. **Klimaendringer 35% (-5)**

30 – 44 år



1. Norsk økonomi 52%
2. Oppgavene i helsetjenesten 41%
3. Økende sosiale forskjeller 37%
4. **Klimaendringer 34% (-6)**

45 – 59 år



1. Norsk økonomi 51%
2. Oppgavene i helsetjenesten 40%
3. Økende sosiale forskjeller 33%
4. **Klimaendringer 26% (-5)**

60 år+



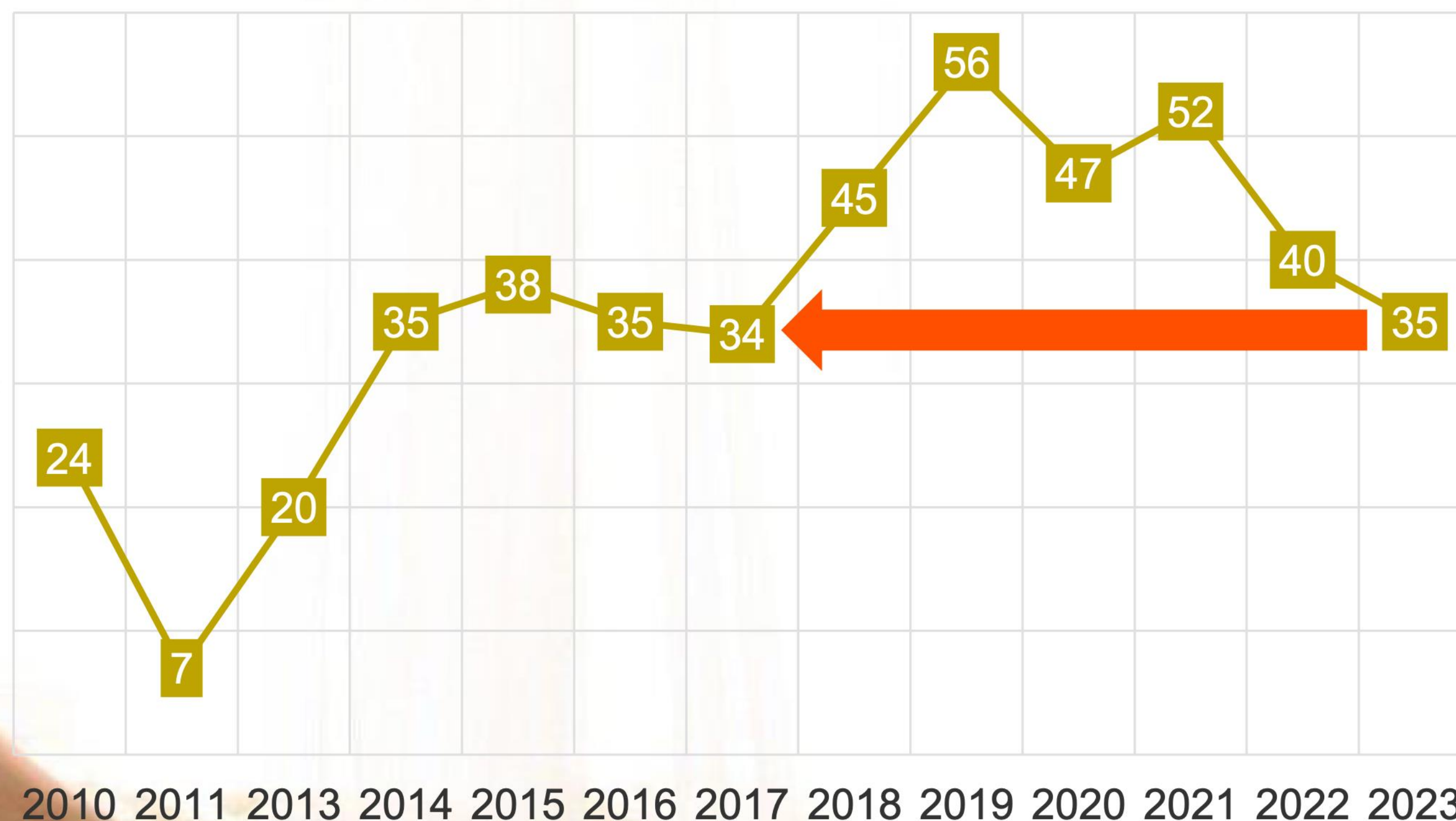
1. Oppgavene i helsetjenesten 44%
2. Norsk økonomi 36%
3. **Klimaendringer 33% (-9)**
4. Økende sosiale forskjeller 32%

Tall i parentes viser prosentpoeng endring fra 2022

Viser de øverste av totalt 13 saker

Klimaengasjementet blant ungdommen avtar

Andelen av aldersgruppen under 30 år som ser «Klimaendringer» som en av de tre viktigste utfordringene Norge står overfor



Hvorfor?



Sikkerhet



Bekymring

MED FORORD AV JOSTEIN GAARDER

PER ESPEN STOKNES

DET VI TENKER PÅ
NÅR VI PRØVER
Å IKKE TENKE PÅ

GLOBAL
OPPVARMING



tiden

What We
Think About



What Not To Think About

Global
Warming

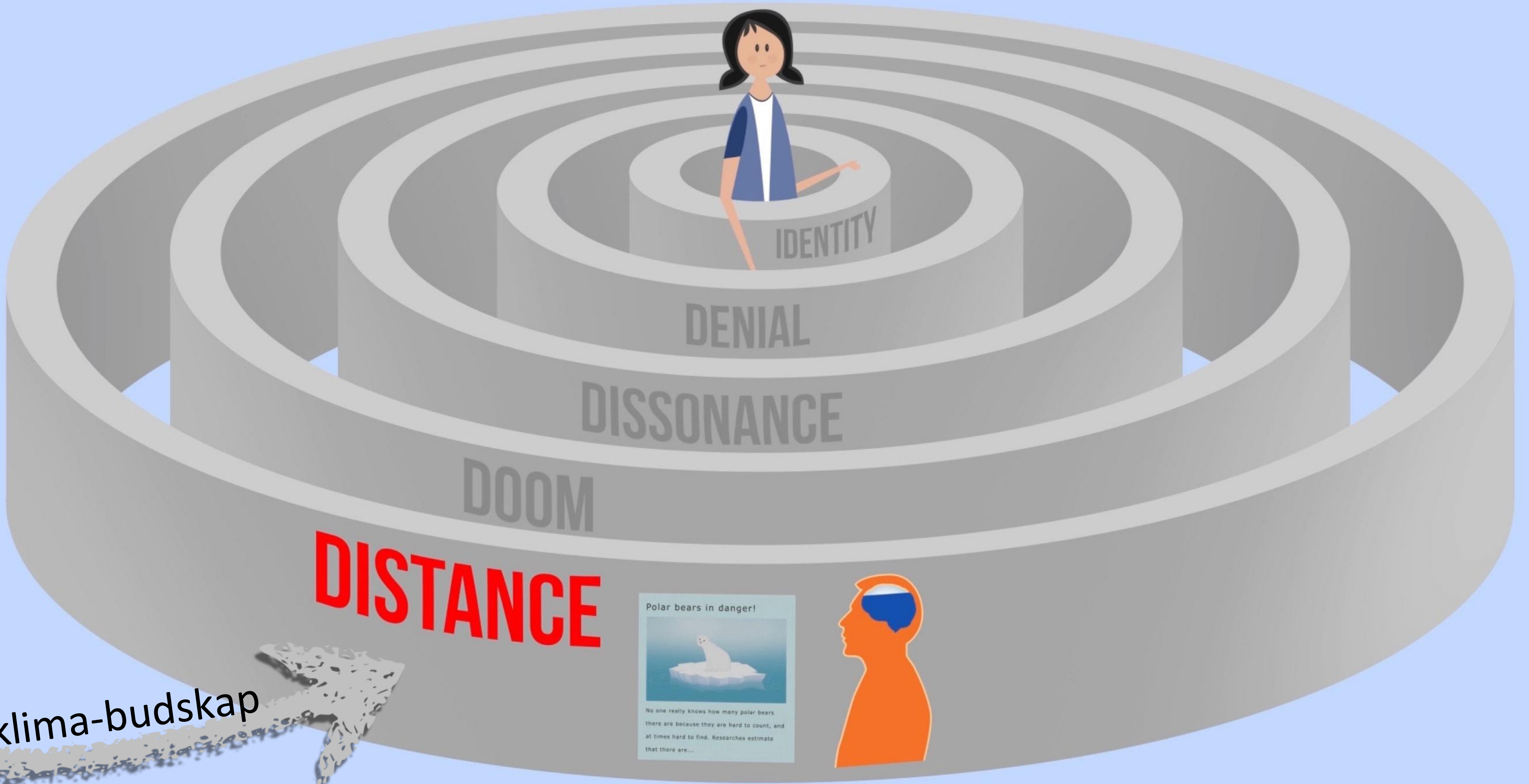
Technology of Climate Action

Per Espen Stoknes

with Jostein Gaarder

→ 5 Barrierer

→ 5 Løsninger



IDENTITY

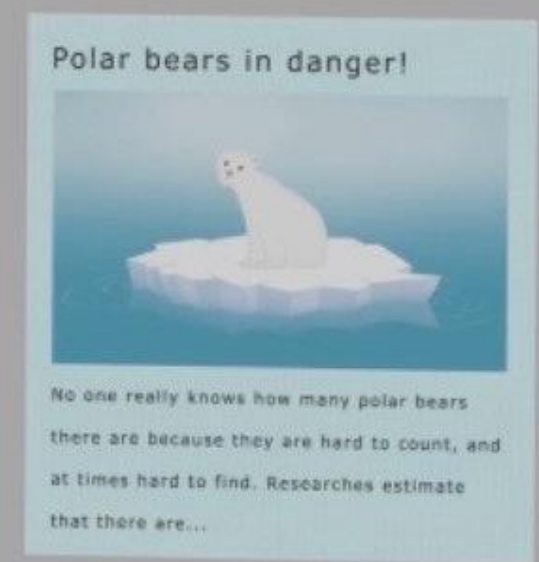
DENIAL

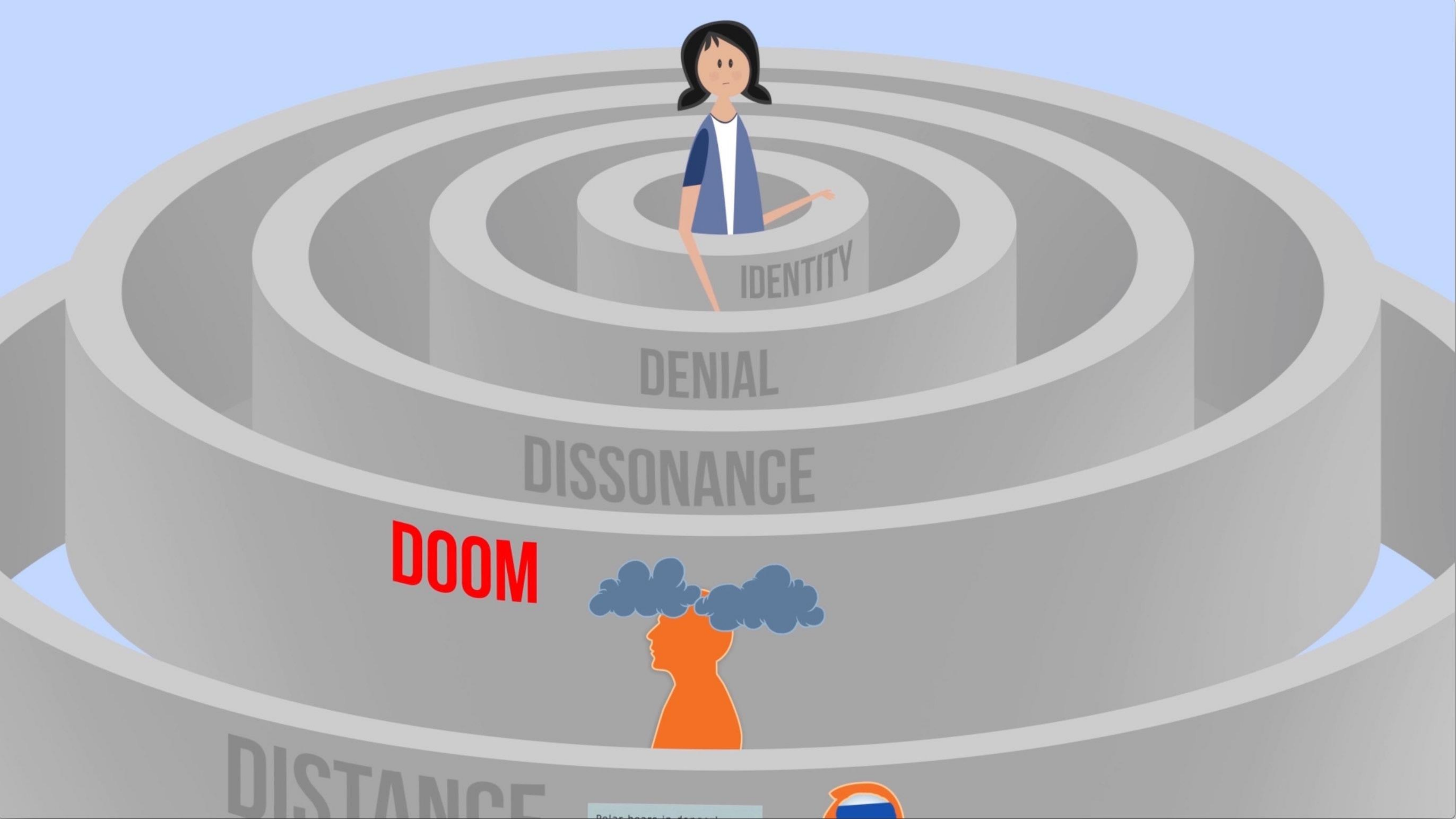
DISSONANCE

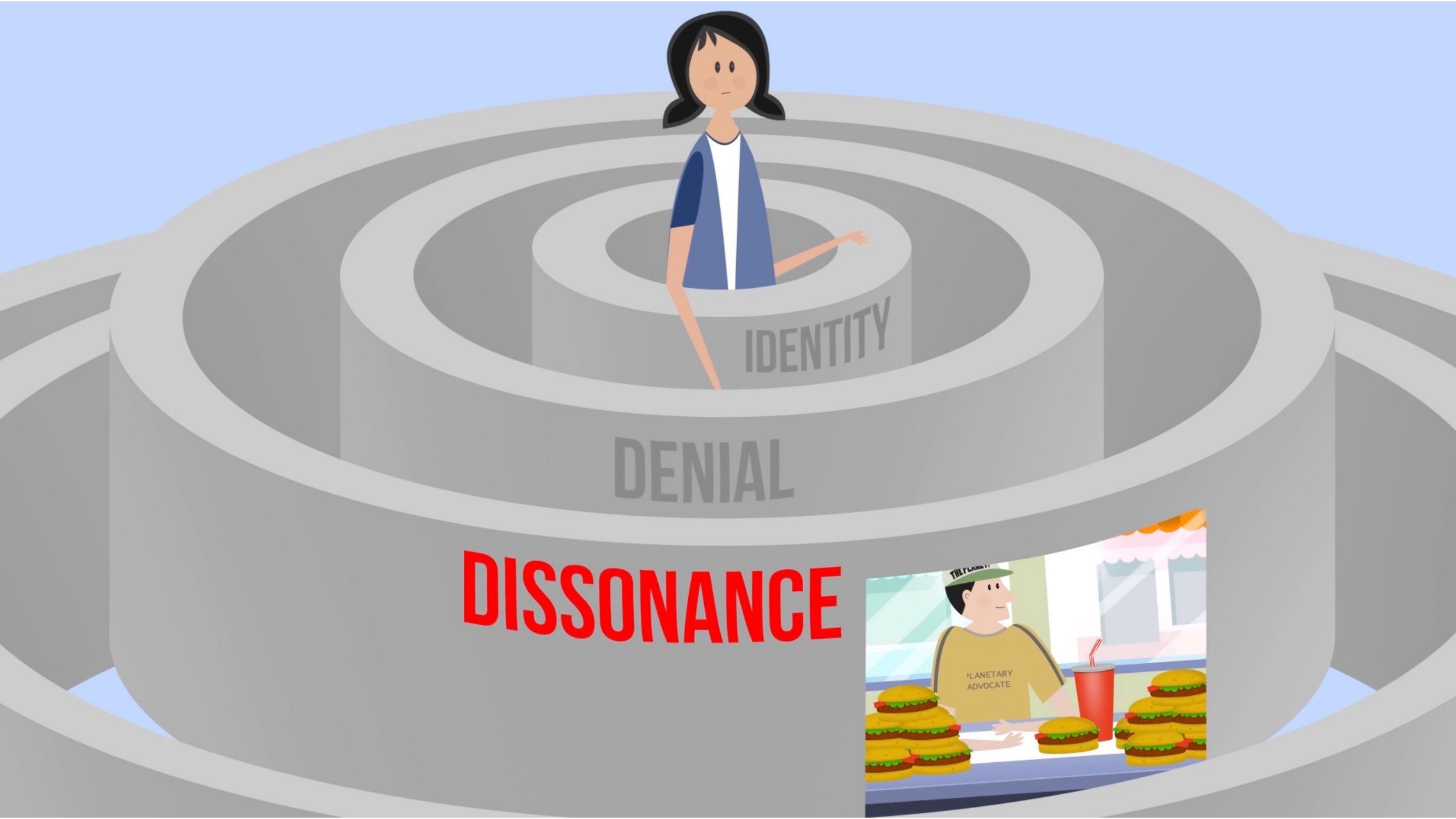
DOOM

DISTANCE

klima-budskap







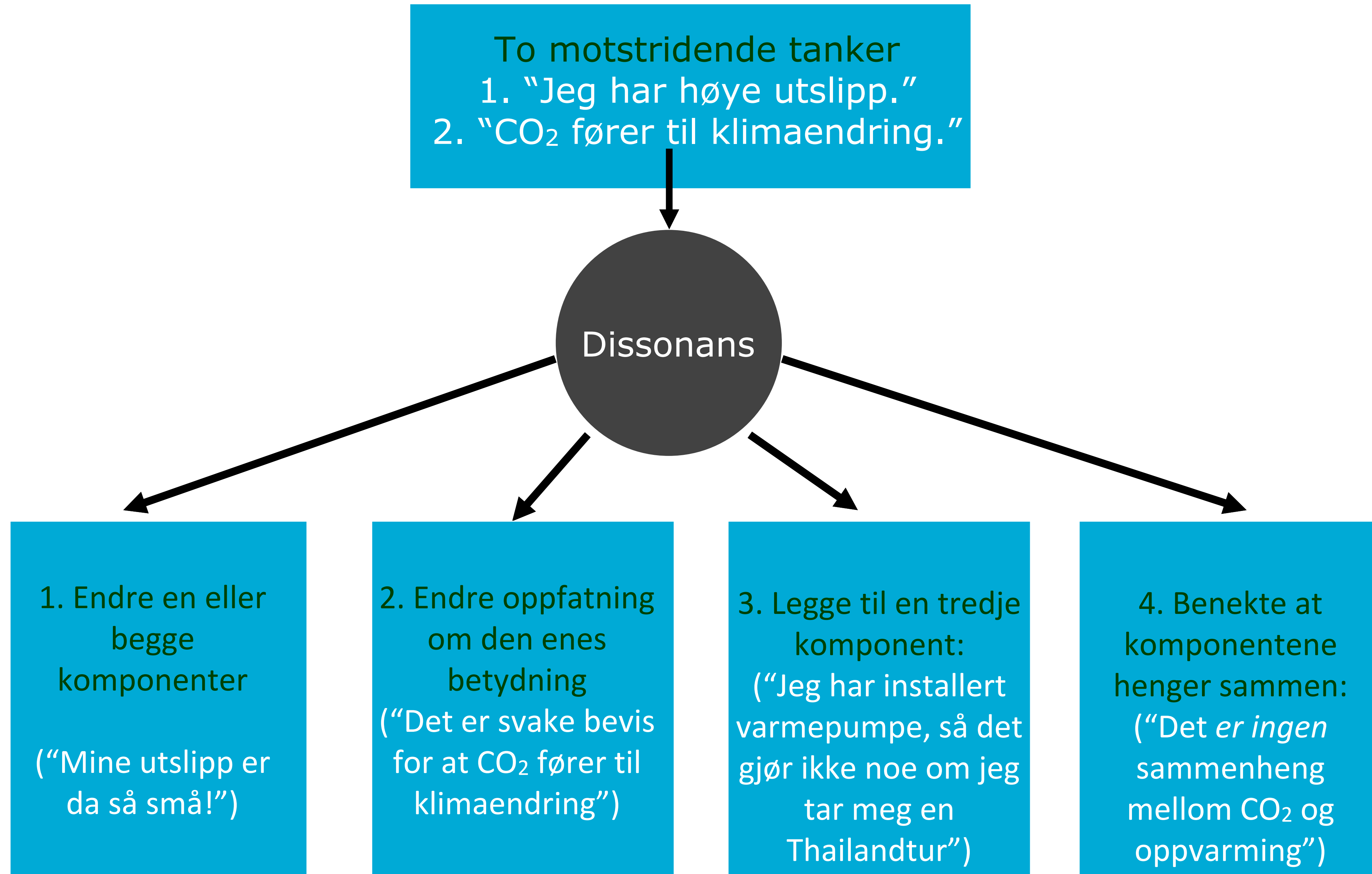
IDENTITY

DENIAL

DISSONANCE



Dissonans skaper etterspørsel for tvil



atferd



holdninger



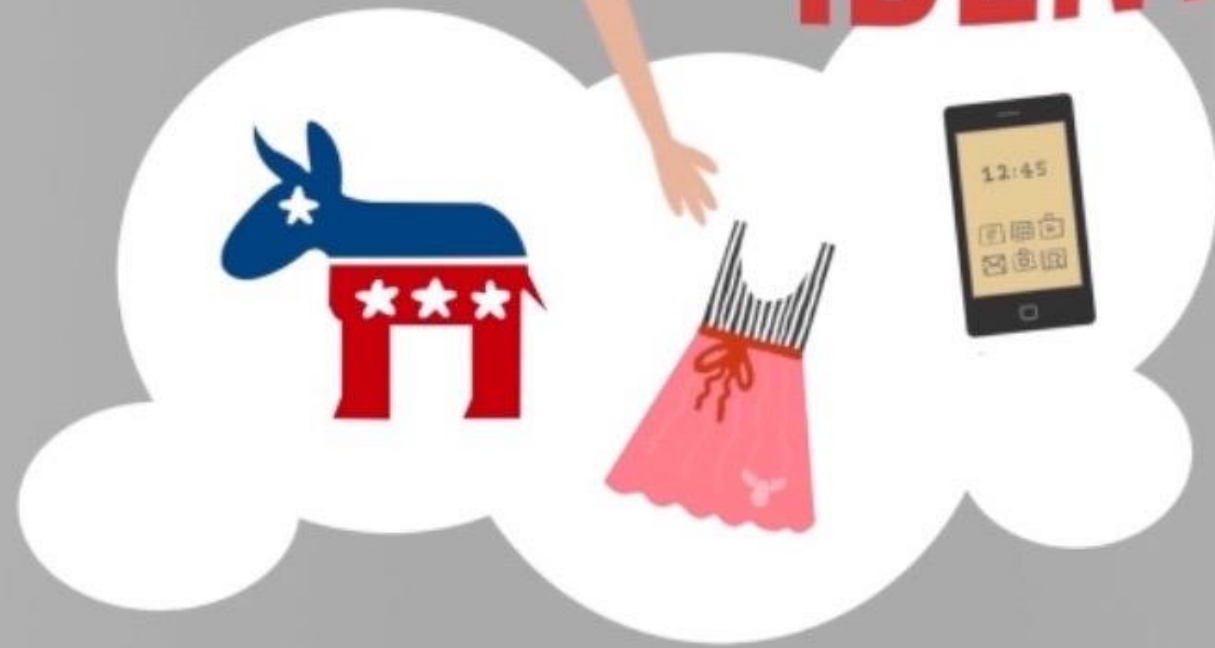
IDENTITY

DENIAL





IDENTITY



DENIAL

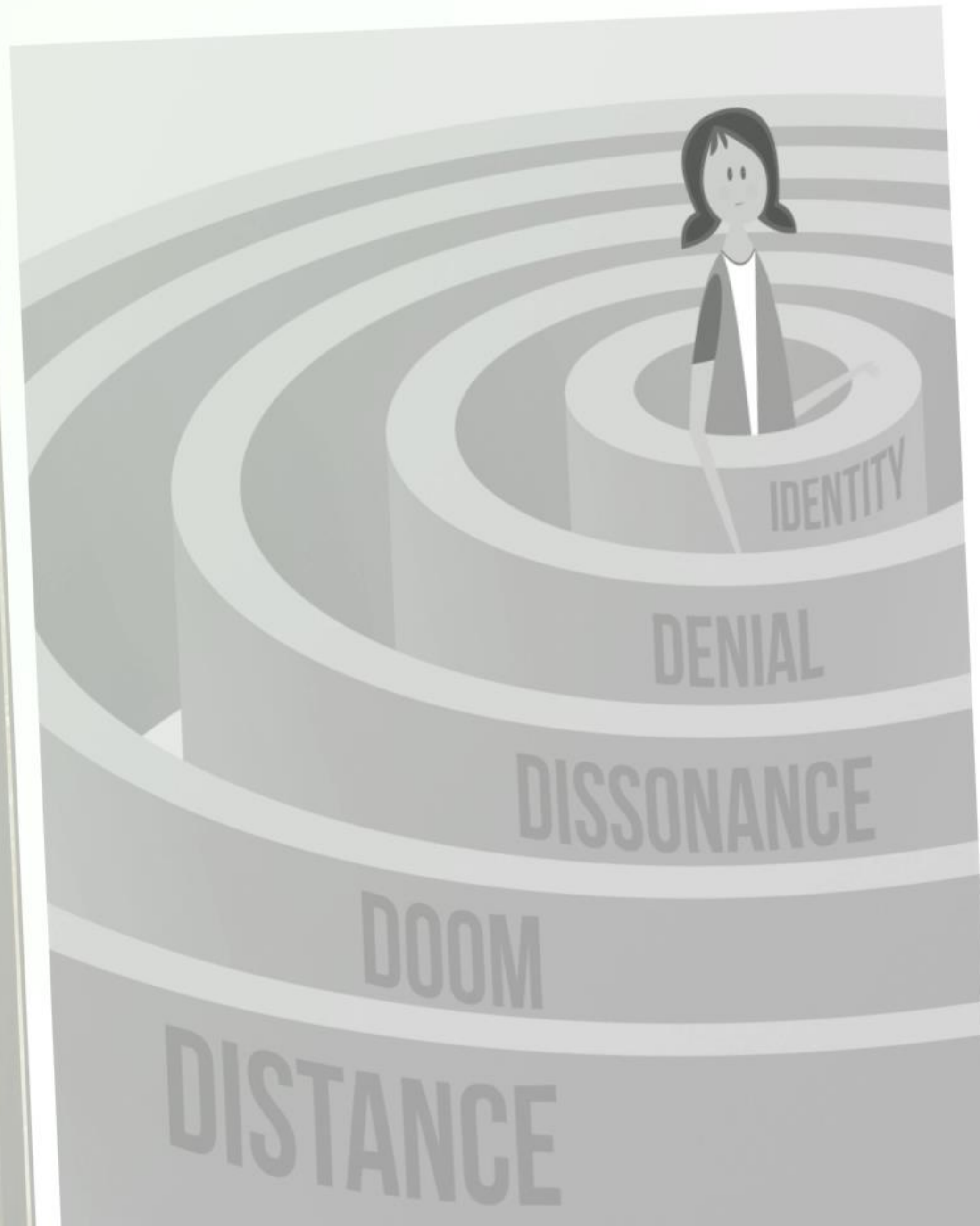
Biler - uttrykker identitet



“Rollin’ Coal”: identitets-beskyttende tenking



THE 5 BARRIERS

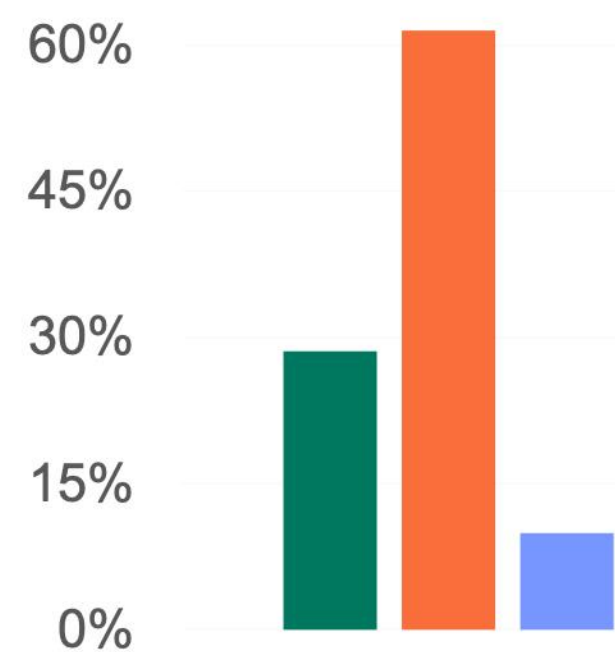


Youtube: The Secrets of "The Climate Paradox"

Kan du tenke deg å gjøre noe av dette for å redusere klimagassutslipp?



Redusere antall flyreiser



Redusere antall reiser med bil som bruker bensin/diesel



Redusere antall måltider med rødt kjøtt



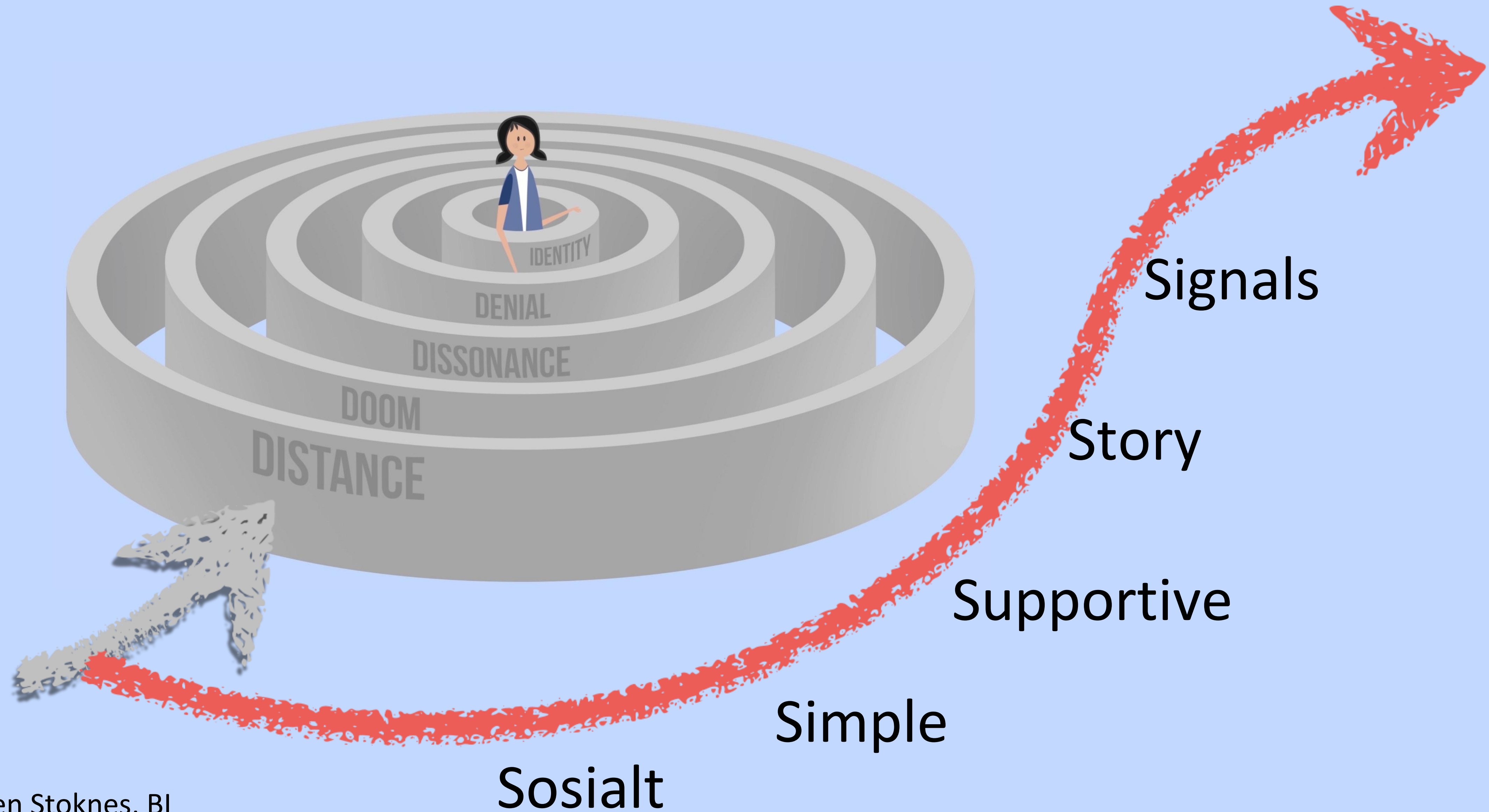
Redusere mengden matavfall



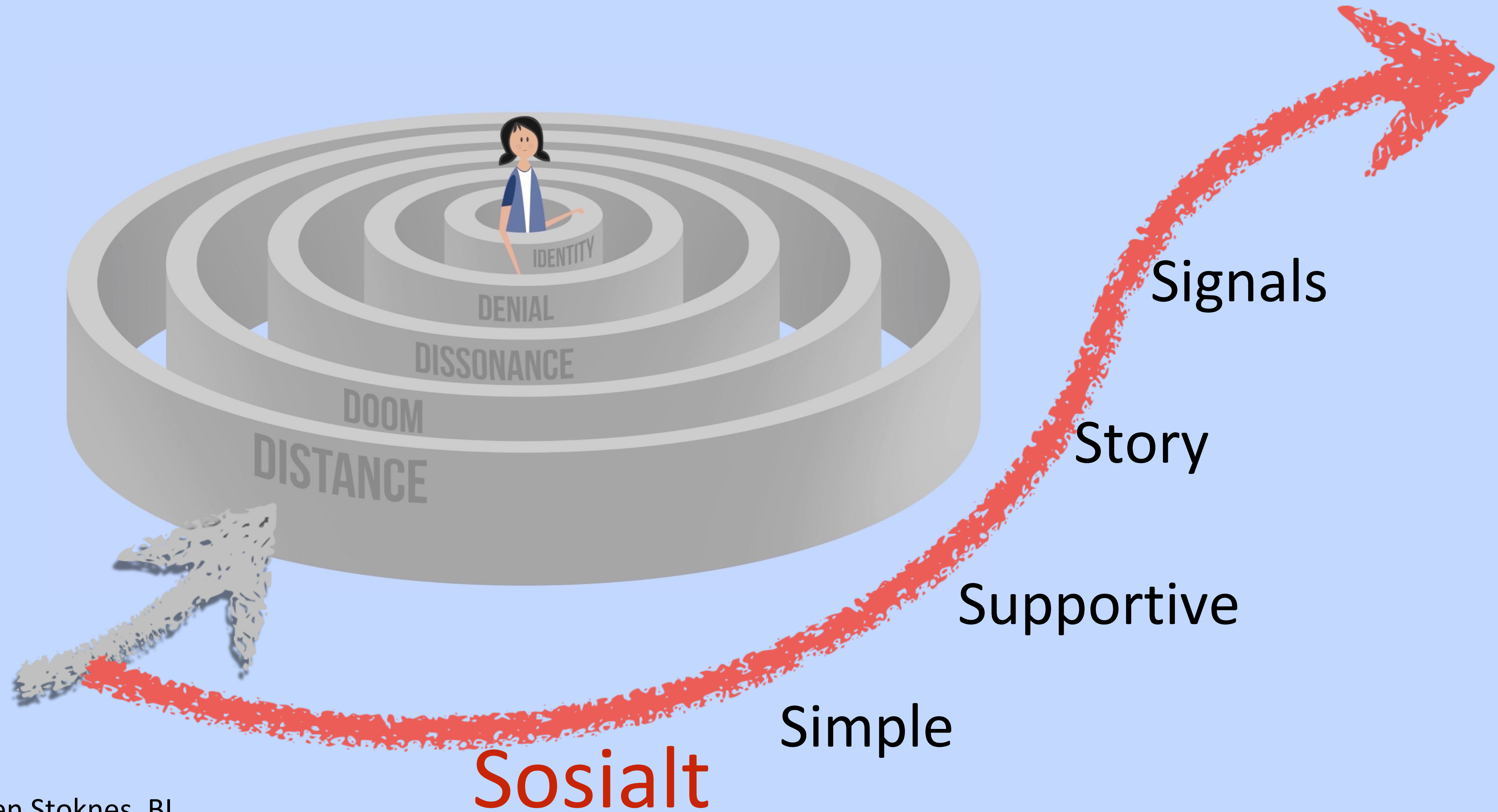
Hvordan bryte ned barrierene ?

eller gå rundt dem?

Fem nye løsninger



Fem nye løsninger

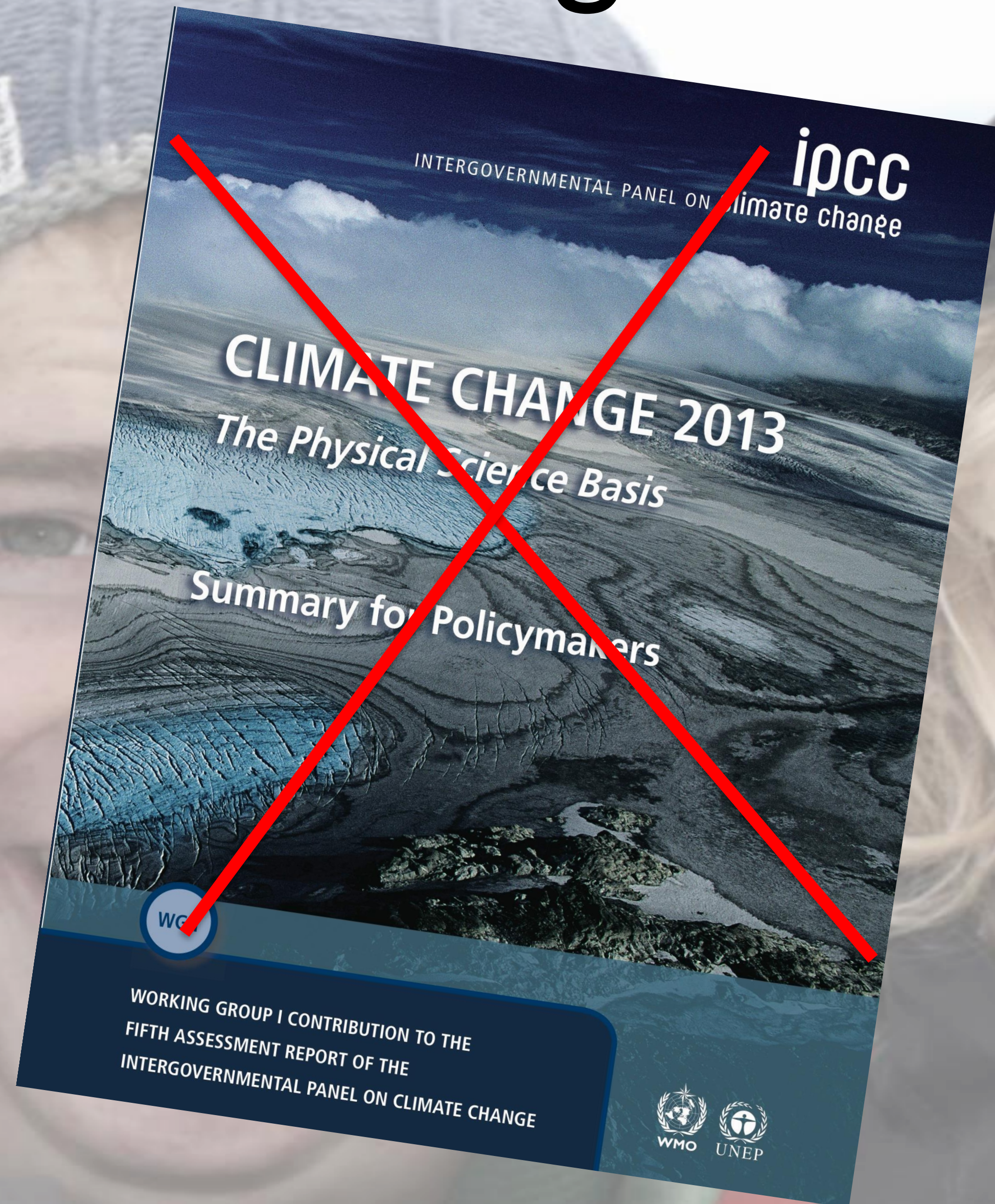


Gjør det sosialt og lokalt

Use:

- Sosiale normer
- Sosiale medier
- Lokale saker
- Flow & glow

Per Espen Stoknes, BI



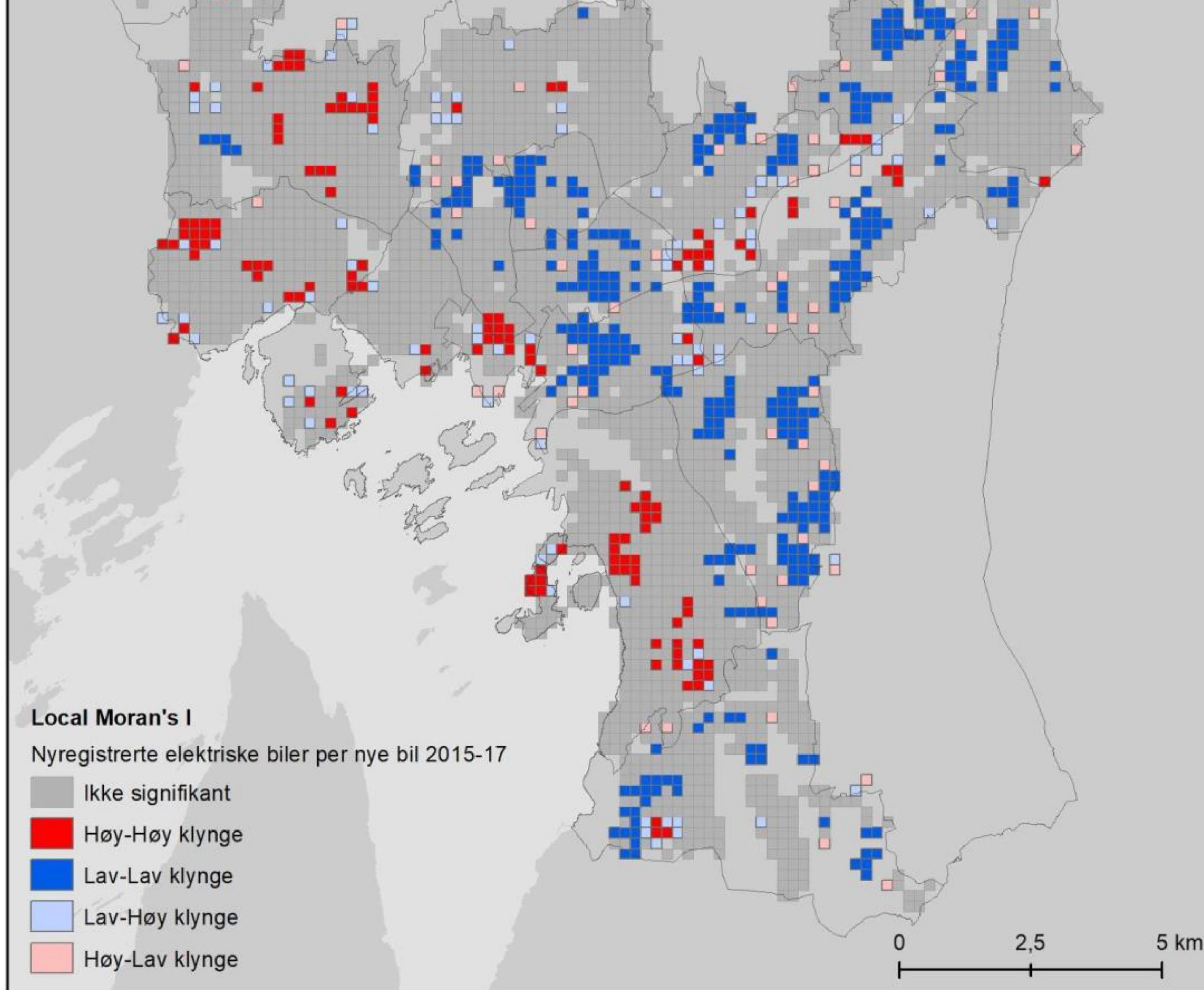
Bærekraftige liv

- fra protest til fest



1. Use Power of Social Networks:

rooftop solar is contagious



Oslo - spredning av el-biler

Source: Borgwardt & Knutsen (2018),
Naboeffekt, Univ Oslo

1. Bruke kraften i sosiale nettverk



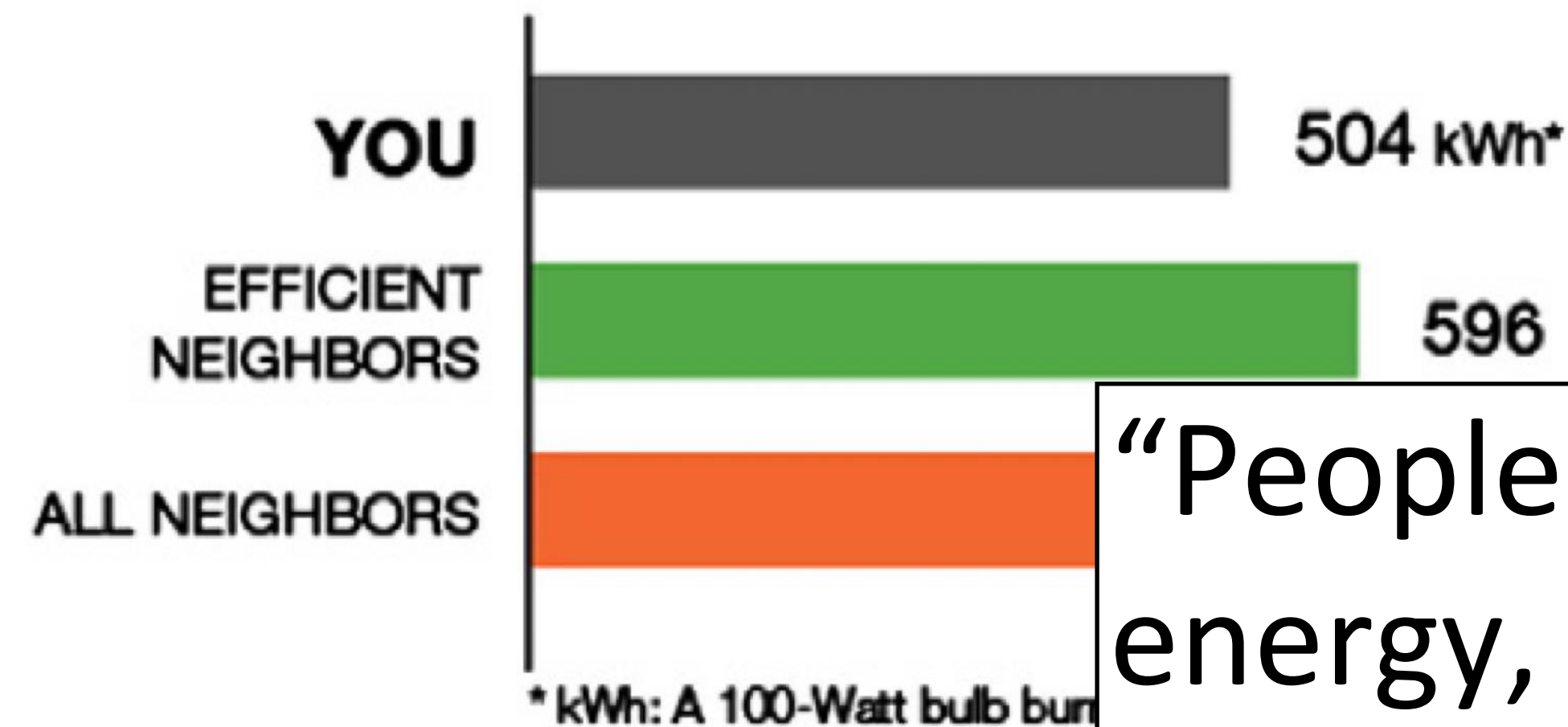
Studier for å redusere strømforbruk sammenlignet fire grupper, som fikk oppgitt følgende:

1. fordi det er best for jorden
2. for fremtidige generasjoner skyld
3. fordi det lønner seg
4. fordi naboene gjør det.

1. Bruke kraften i sosiale nettverk

Last Month Neighborhood Comparison

Last month you used **15% LESS** electricity than your efficient neighbors.



YOUR EFFICIENCY STANDING:

GREAT 😊😊
GOOD 😊

“People don’t just want to conserve energy, they want to be *acknowledged* for conserving energy.”

Robert Cialdini, Arizona S.U.

Grønne sports-arrangement

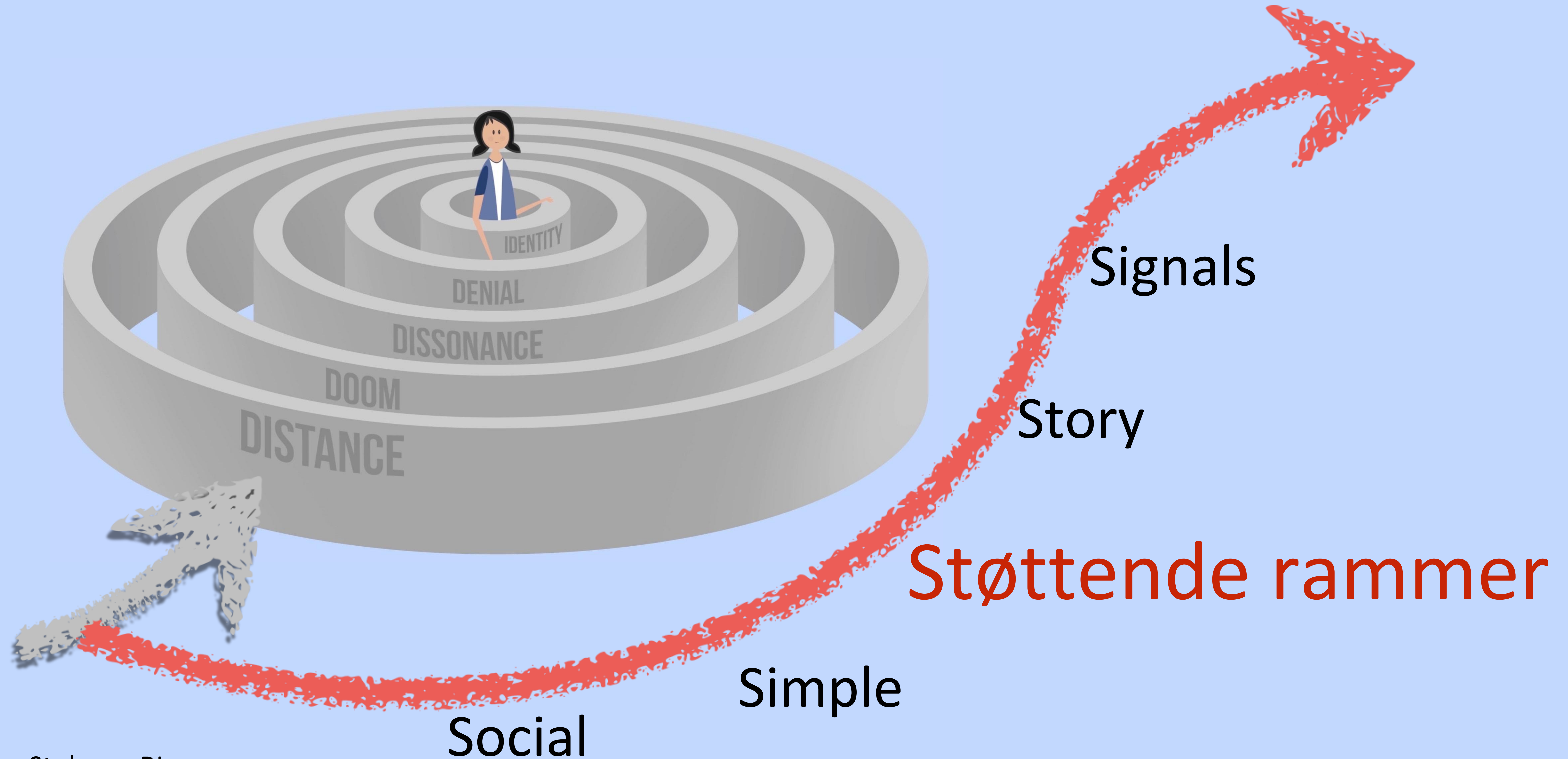
“Grønn Smitte”

GREEN SPORTS ALLIANCE

Leveraging the cultural & market influence of sports to promote healthy, sustainable communities where we live & play.

- Idrettsstjerner er nye avsendere - nærmere til folk flest
- Bruke lokalpatriotisme
- Ny retning for eksisterende team og organisasjoner

Fem nye løsninger



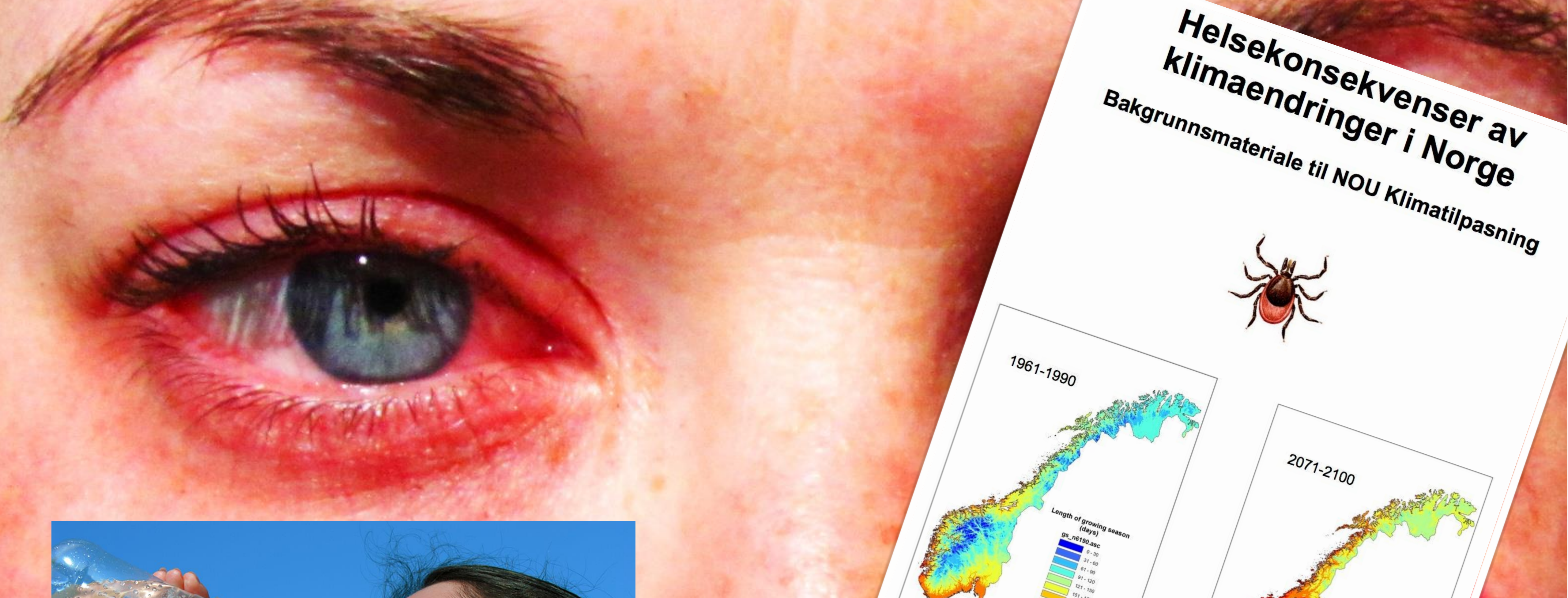


Per Espen Stoknes, BI

Source: Lakoff
2014, *Don't Think of an Elephant*

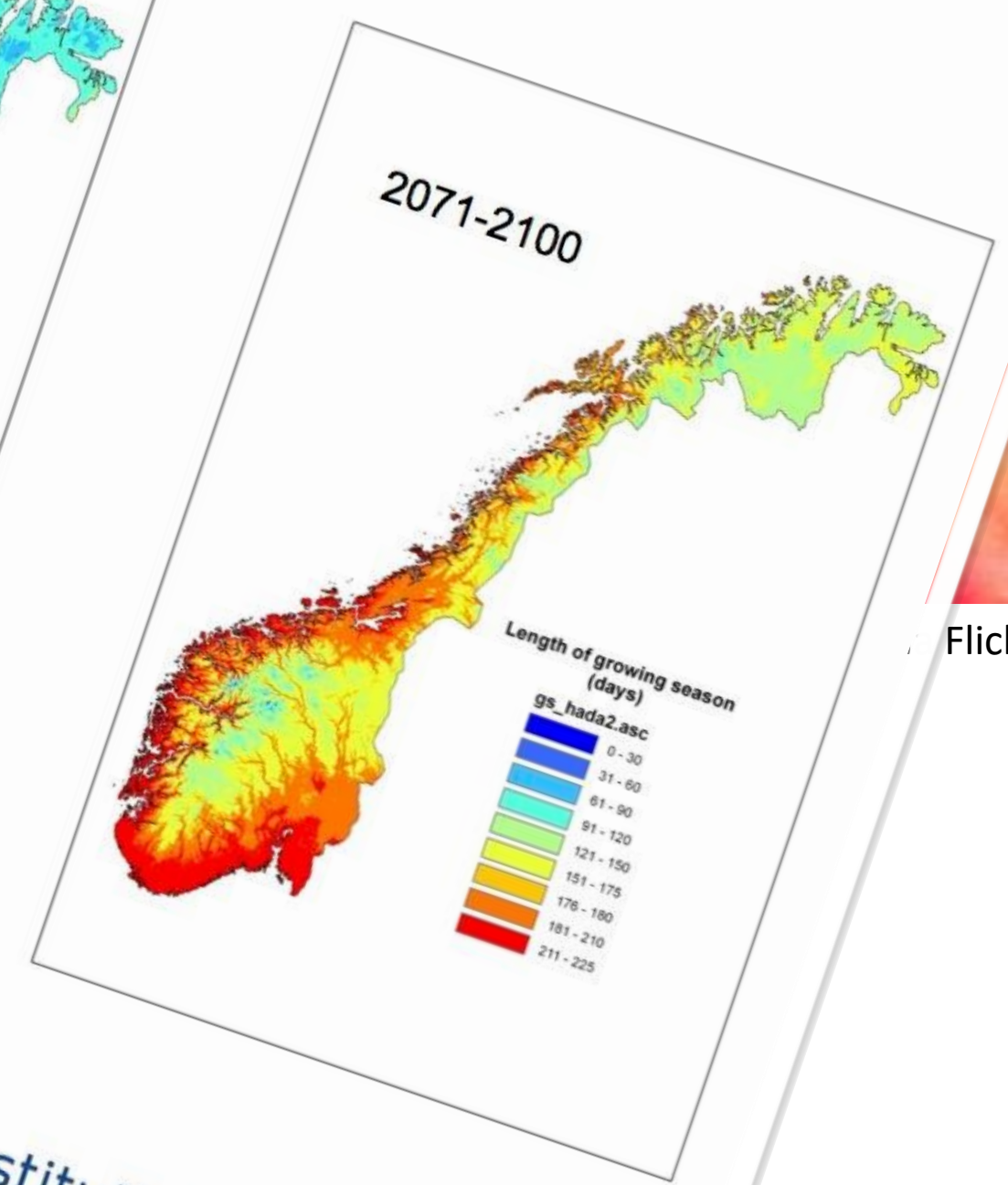
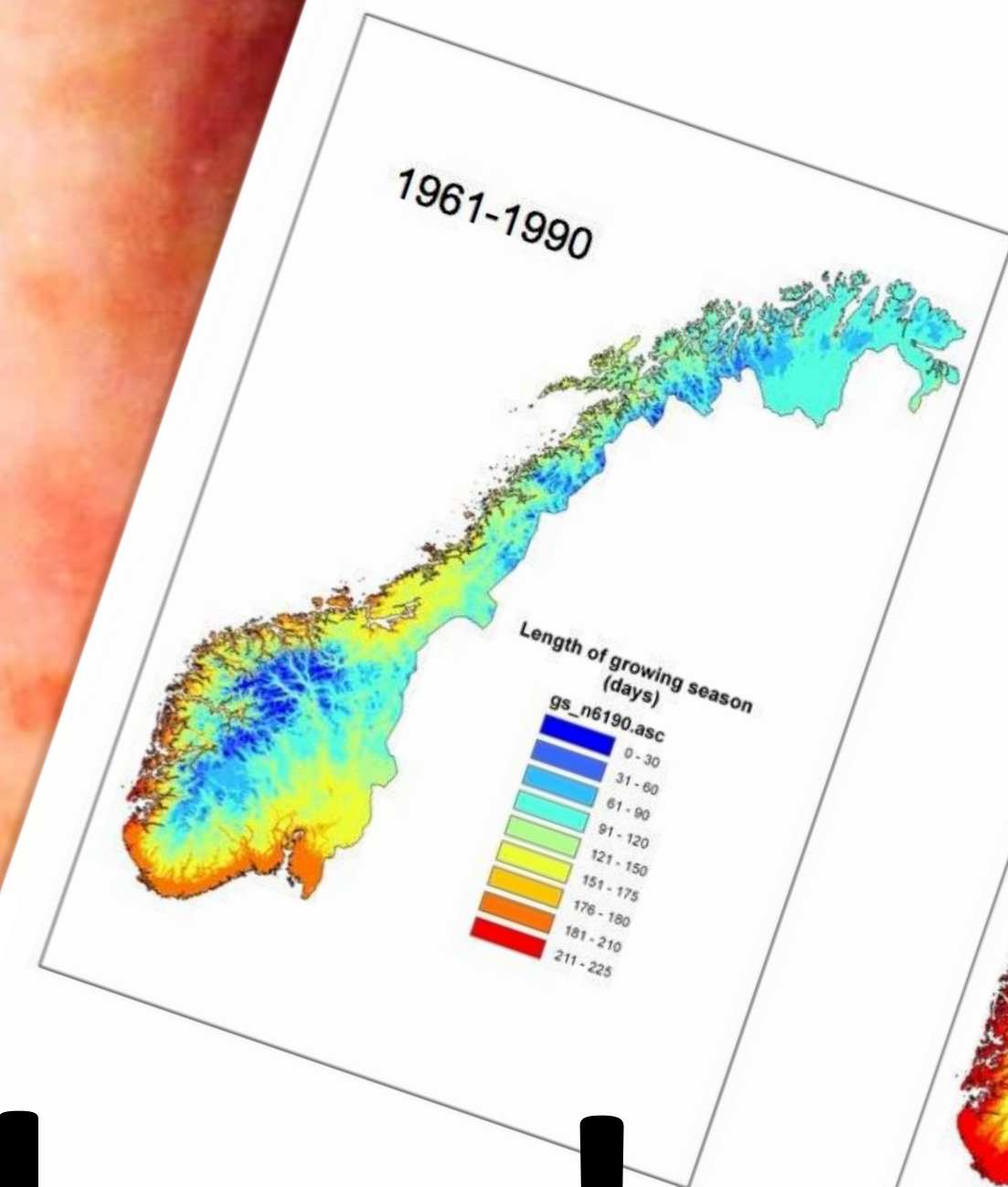


“Kostbart!”
“Miste arbeidsplasser!!”



Helsekonsekvenser av klimaendringer i Norge

Bakgrunnsmateriale til NOU Klimatilpasning



Helse!

folkehelseinstituttet
Helsedirektoratet

Flickr

photo credit: deadlyvibe.com.au

Per



Forsikring!

V. Some Topics for Research



Sandy: ~60bn\$



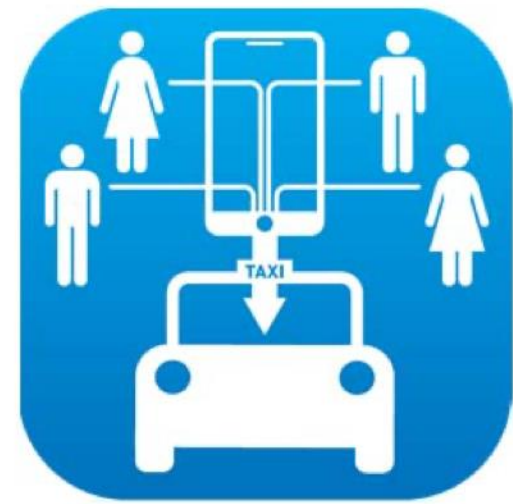
In August 2011, people were evacuated from this house with the aid of an excavator bucket in Stange, Norway. Roads and railway were closed. Photo: Jan Erik Heggelund / Scanpix

<http://business.time.com/2012/10/31/hurricane-sandy-estimated-to-cost-60-billion/>

“Alle mulighetene!” -innramming



e-bikes



'taxi-bus'



ride-share



car-share



bike-share



MaaS



VR & tele-
presence



P2P
goods



P2P
homes



internet
of things



smart
appliances



pre-fab
retrofits



smart
homes



heat
pumps



PV +
storage



P2P
electricity



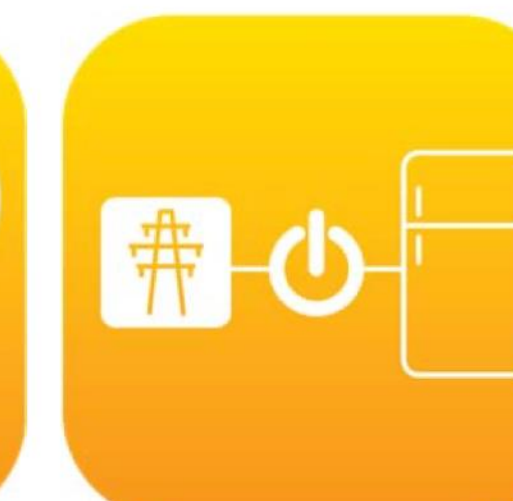
vehicle-
to-grid



disagg.
feedback



time-of-use
pricing



demand
response



energy
service co.s

MENINGER

Sammen skal vi oppgradere Oslo

I 2030 vil Oslo være en langt bedre versjon av den byen vi kjenner i dag. Oslo skal bli en by med friskere luft, bedre helse og et yrende byliv. Velkommen til vår tids største oppgradering av byen.

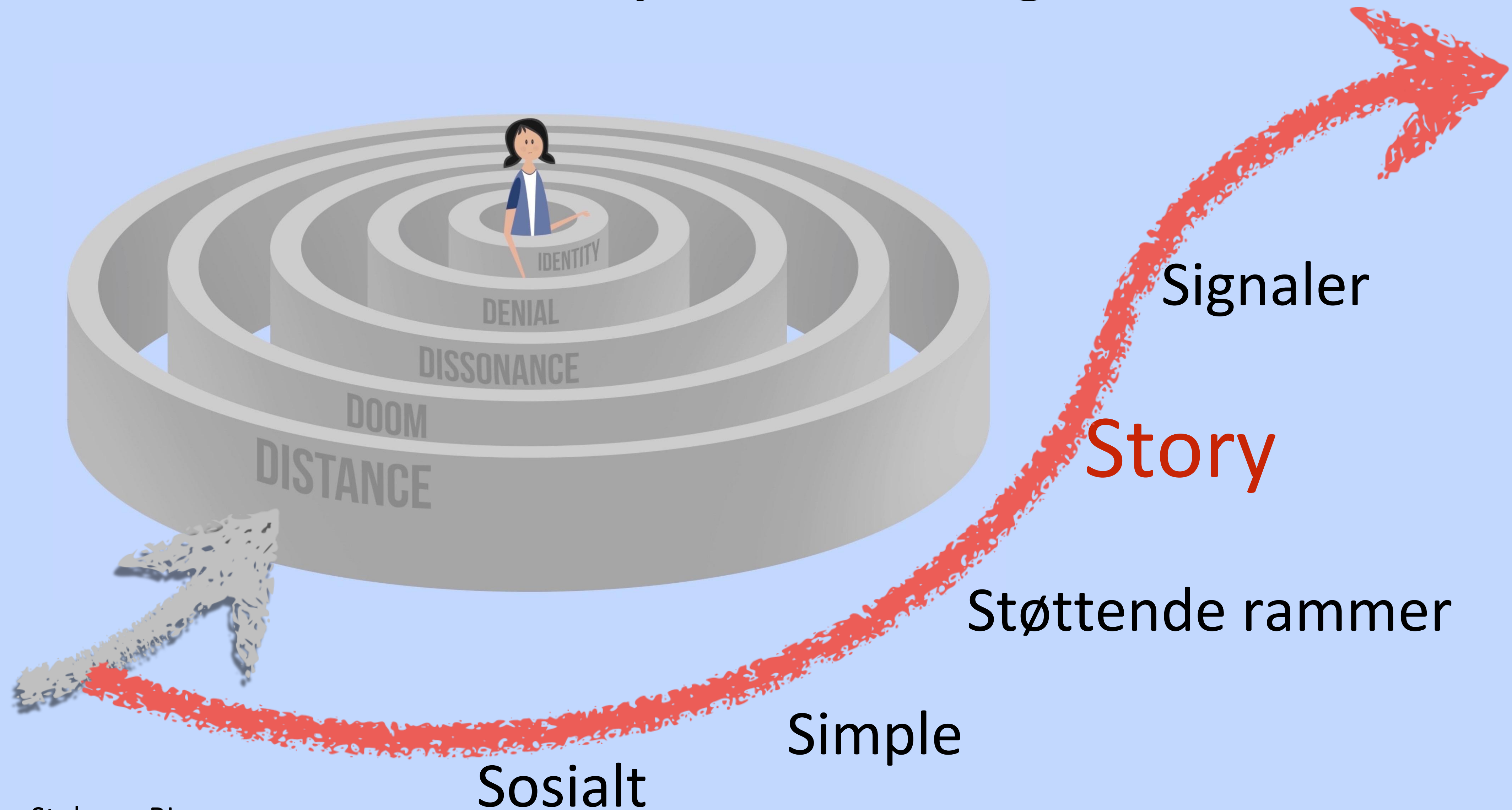
TEKST HEIDI SØRENSEN FOTO NTB SCANPIX → APRIL 28, 2017





Støttende rammer:
Positivitets-balansen

Fem nye løsninger





Det trengs en
ny stor fortelling



Photo: Timothy Allen

Grønn vekst
er smart!

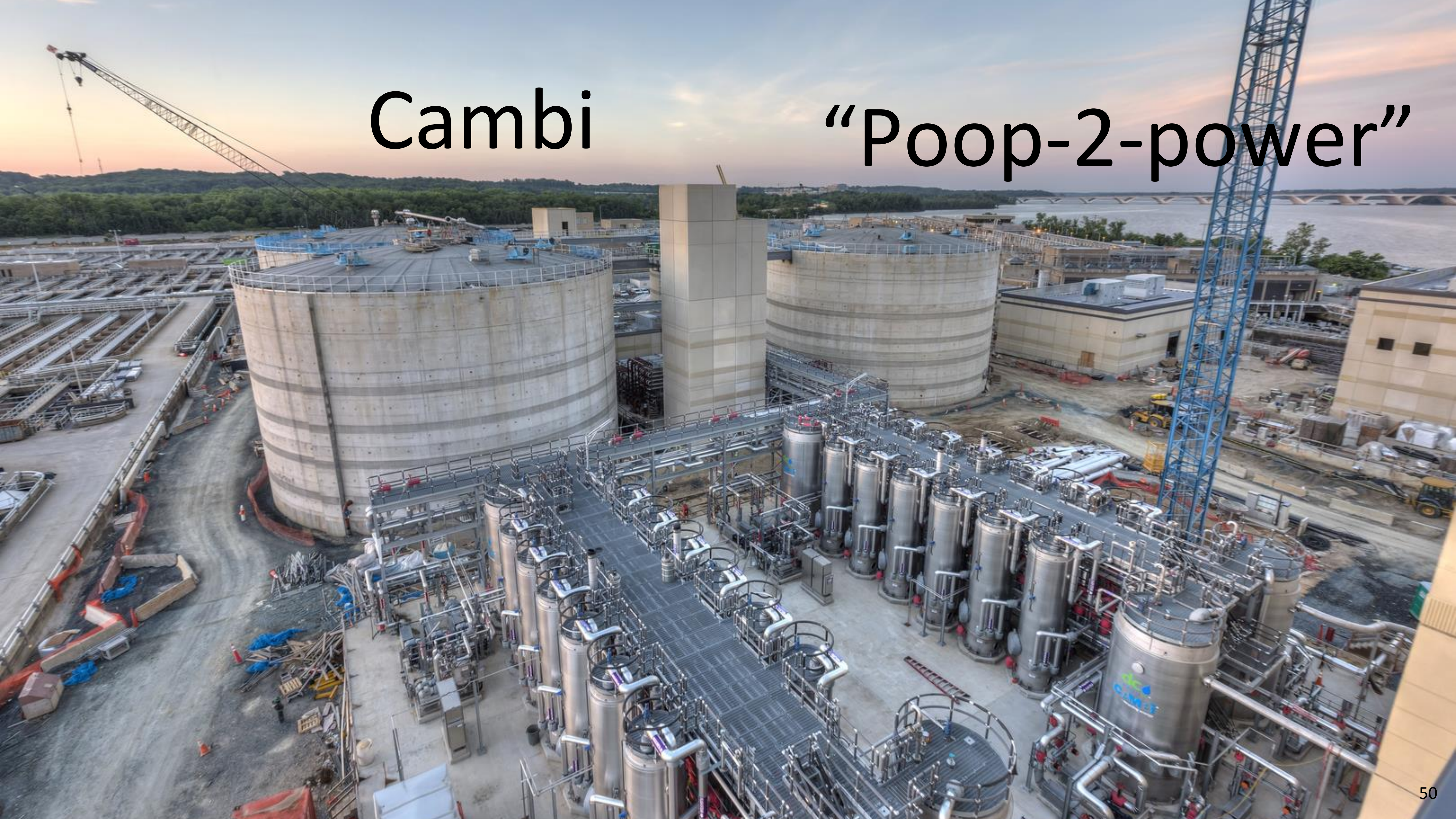


“Agri-voltaics”



Cambi

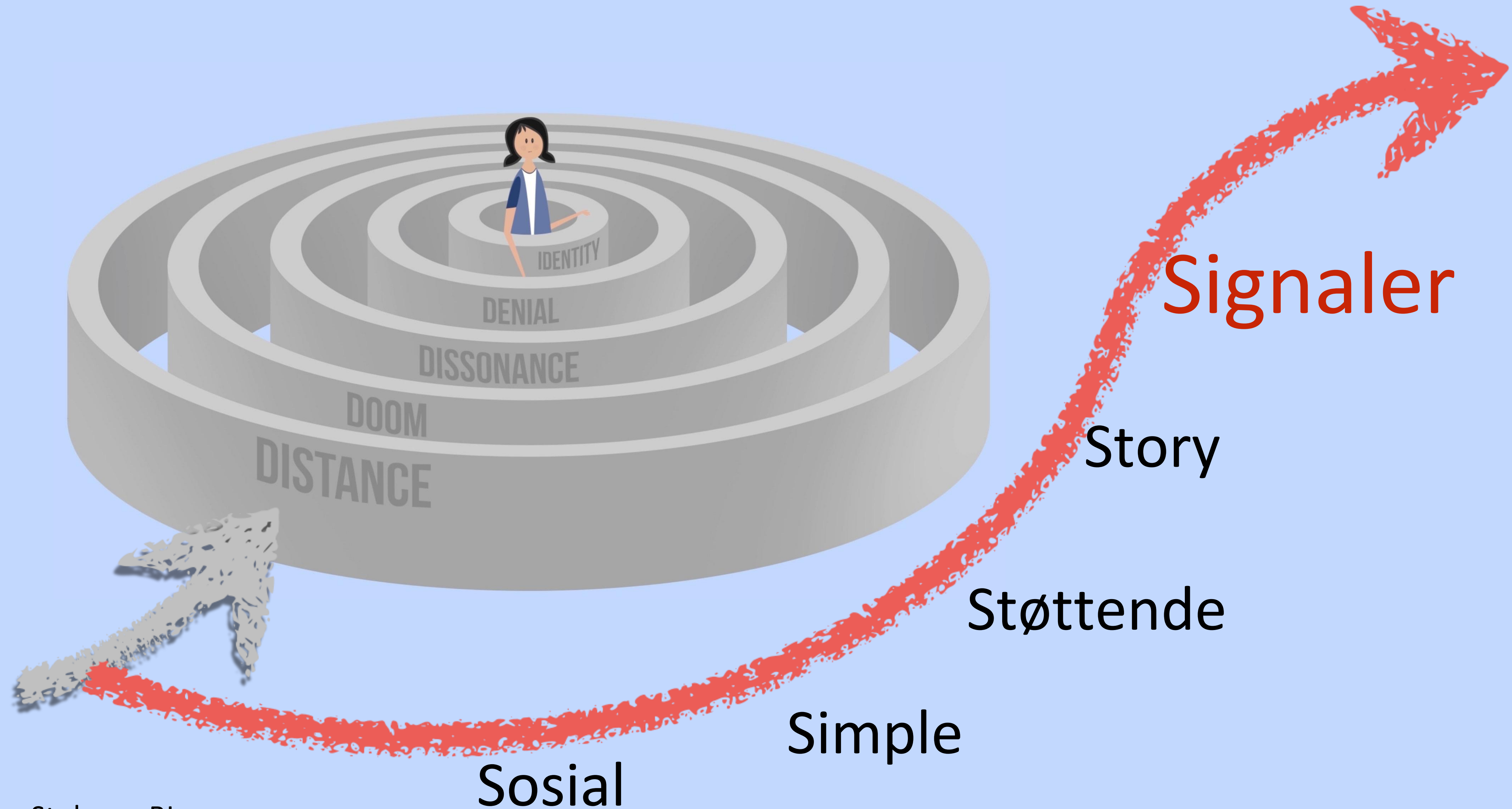
“Poop-2-power”

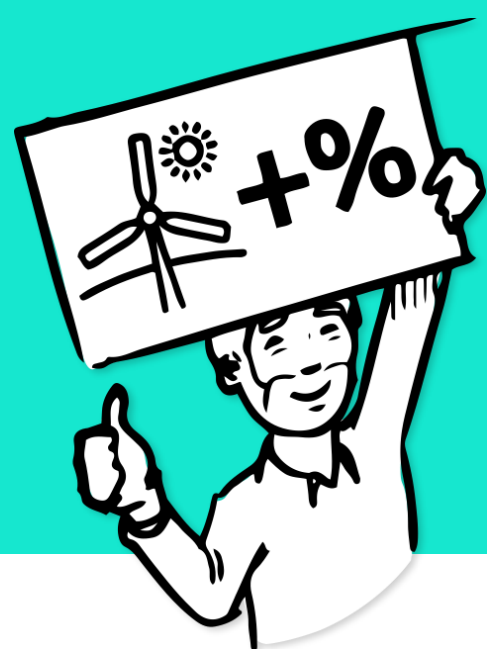


Fortellinger om dype Forandringer

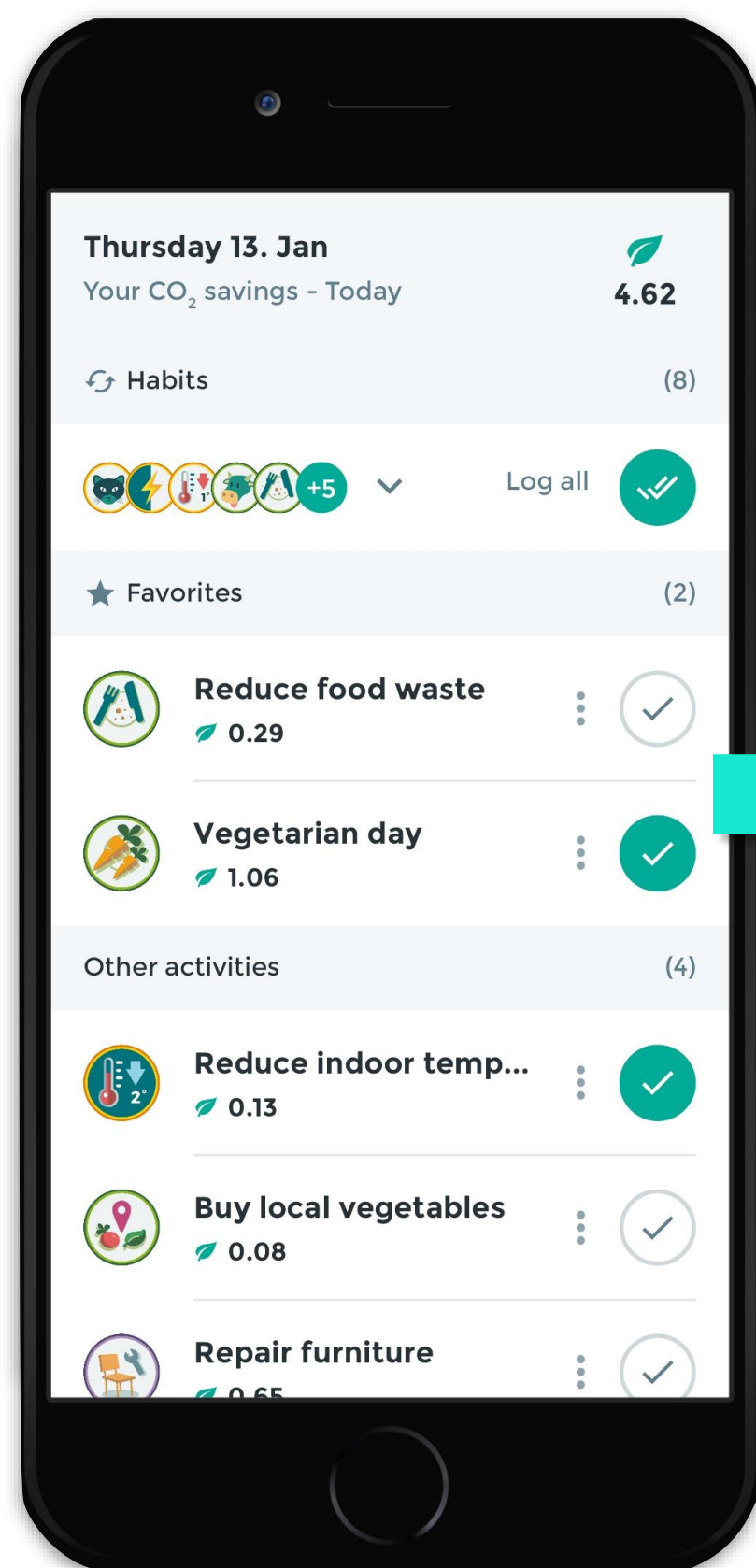


Fem nye løsninger





Snu "Benekting" med "Signaler"



ducky.no

✓ **New level for your team** 12,000
🕒 3 h

Your team has saved more than 12,000 kgCO₂

This corresponds to the amount of CO₂ a passenger plane uses by flying around the world.

Team CO₂ savings

kgCO₂e

Team Rainbow Juice Trondheim 12,295
35 (Your team)

LOG LEADERBOARD **INSIGHTS** RECENT ACTIVITY

Registered activities
✓ **69,567** activities

Most popular activities:

| | | |
|---|--------------------------|------|
| 1 | Emmision free transport | ✓ 98 |
| 2 | Repair electric item | ✓ 93 |
| 3 | Vegetarian day | ✓ 84 |
| 4 | Repair clothing | ✓ 63 |
| 5 | Reduce night temperature | ✓ 41 |
| 6 | Turn off lights | ✓ 40 |

TKM Climate Challenge 2018
How much CO₂ can you and your team save over two weeks?
16. Jan 6. Feb

5 days left | 5,677 participants | 54,098 total savings

Konklusjoner:

Er mennesker uunngåelig

kortsiktige?

1. Ja, den rasjonelle klimakommunikasjon er utilstrekkelig!
2. Men mennesker vil handle langsiktig når visse betingelser er på plass = sosiale normer * støttende rammer * enkle handlinger * samlende fortellinger * signaler
3. Individuelle handlinger løser ikke klimaproblemet alene, men de bygger nedefra-og-opp støtte for forvaltning og næringsliv