



Per Espen Stoknes, BI

Klima-psykologi på “bussen” i Covid-tider, folks frykter og lyster i mobilitet

Per Espen Stoknes

Leder Senter for Bærekraft og Energi
Handelshøyskolen BI

on twitter: [@estoknes](https://twitter.com/estoknes)



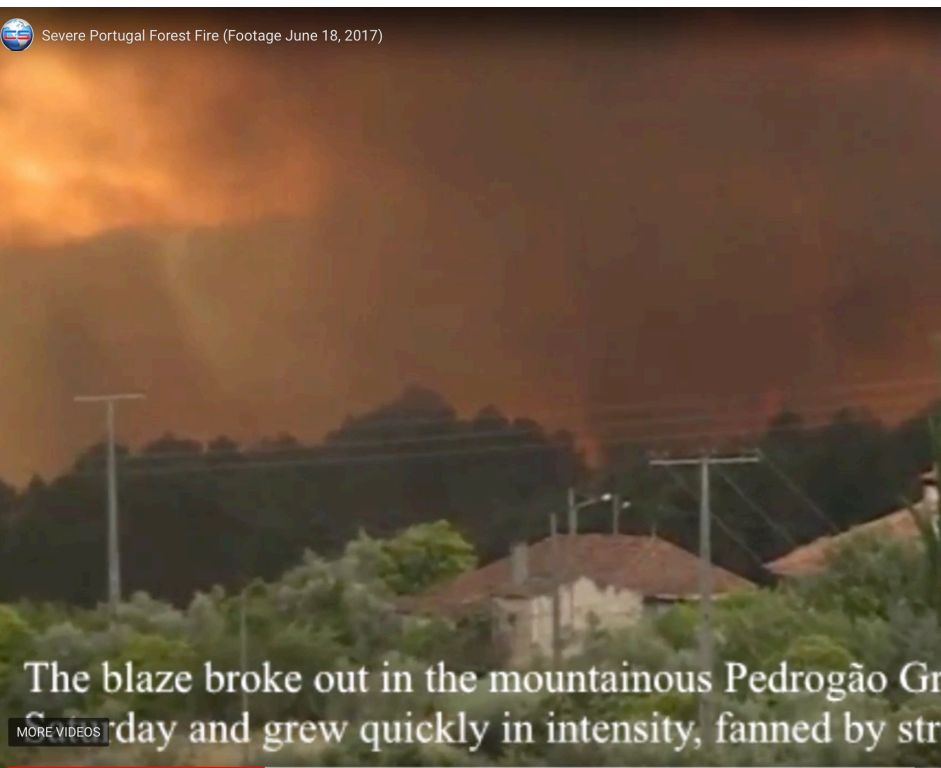
Per Espen Stoknes



Grønn Vekst

Sommeren fra helvete

 Severe Portugal Forest Fire (Footage June 18, 2017)

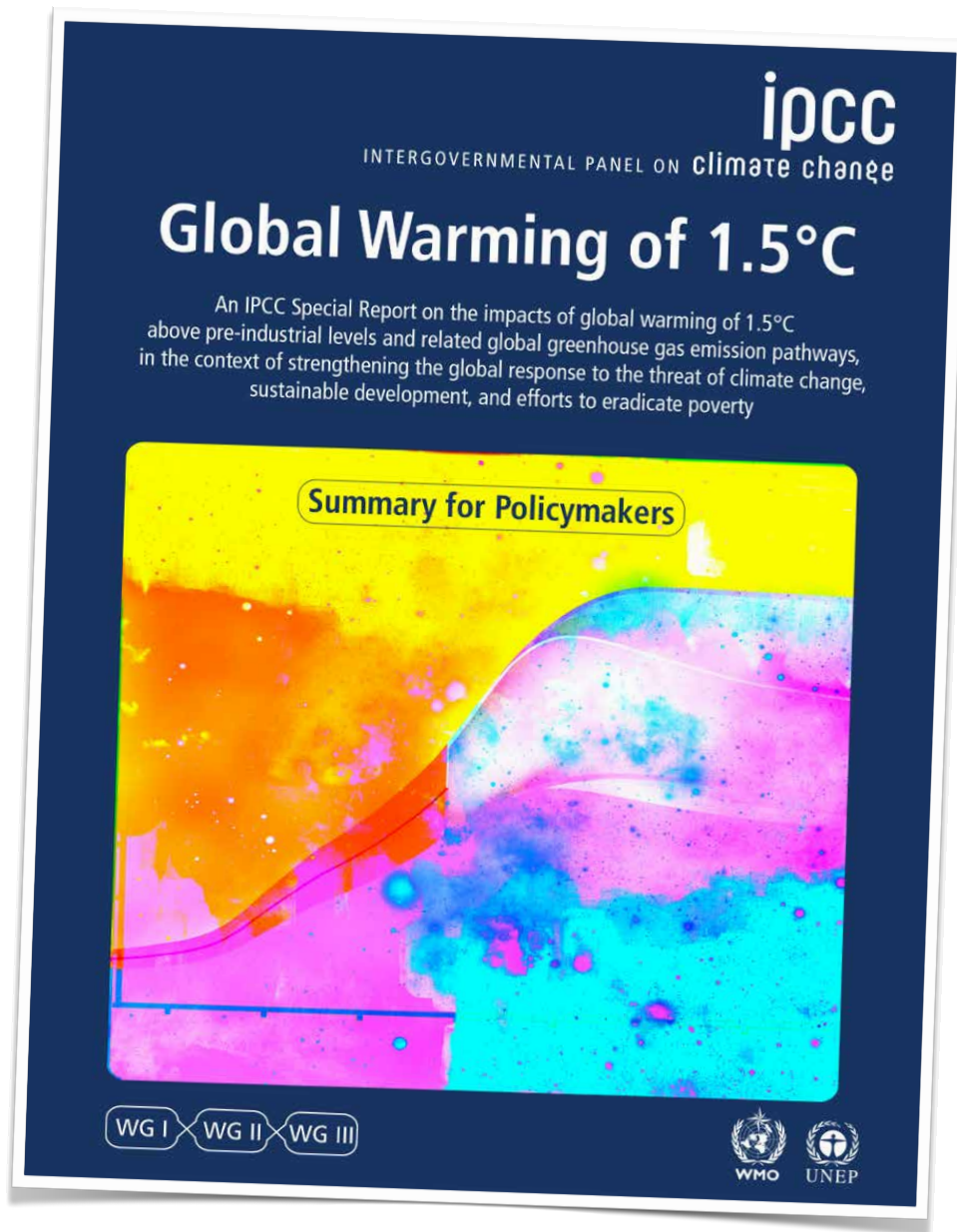


- Portugal, Spania, Sverige, Tyskland, Norge ..

- 18 av 19 varmeste år siden 2000

Per Espen Stoknes, BI





8.Oct.2018:

- Mer varmebølger
- Mindre ferskvann
- Flere flommer
- Miste alle koraller

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

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



RECODE EXPLAINERS THE HIGHLIGHT FUTURE PERFECT THE GOODS POLITICS & POLICY MORE

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

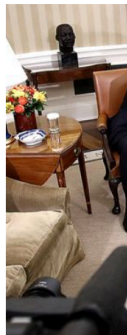
It will likely take millions of years for the Earth to recover from the biodiversity crisis.

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

f t SHARE



MOST R



Trump blames Michael Flynn

News response to IPBES Global Assessment report, May 2019

“Brutale nyheter” & klimastreik

fra Global Carbon Project i 2018-2019

Sign in Search The Guardian International edition

'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

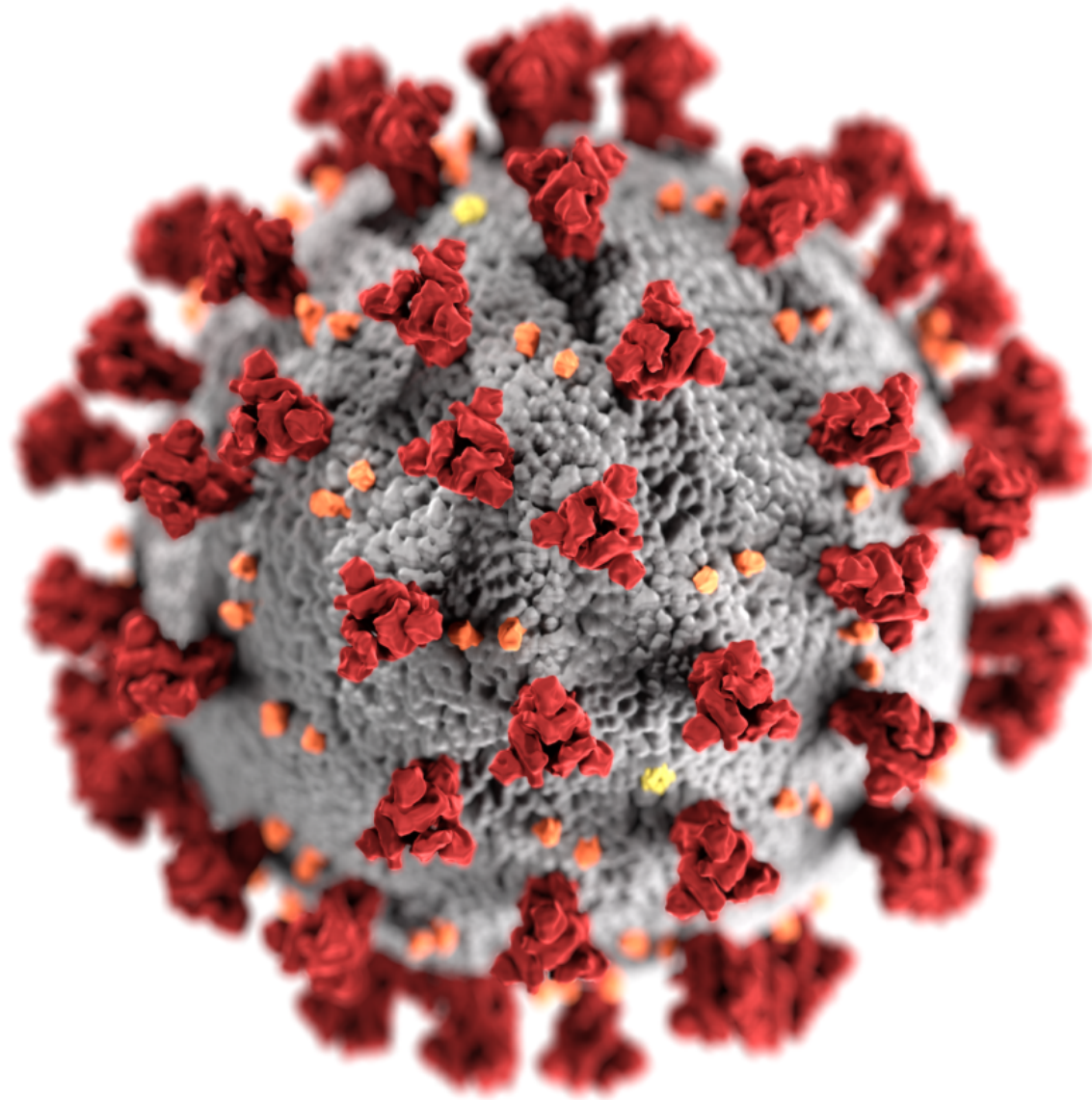


▲ Almost all countries are contributing to the rise in emissions, with China up 4.7%, the US by 2.5% and India by 6.3% in 2018. Photograph: Michel Euler/AP

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.

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





4 hoved-dimensjoner i klimaholdninger:

1. Skjer det?

2. Menneskeskapt?

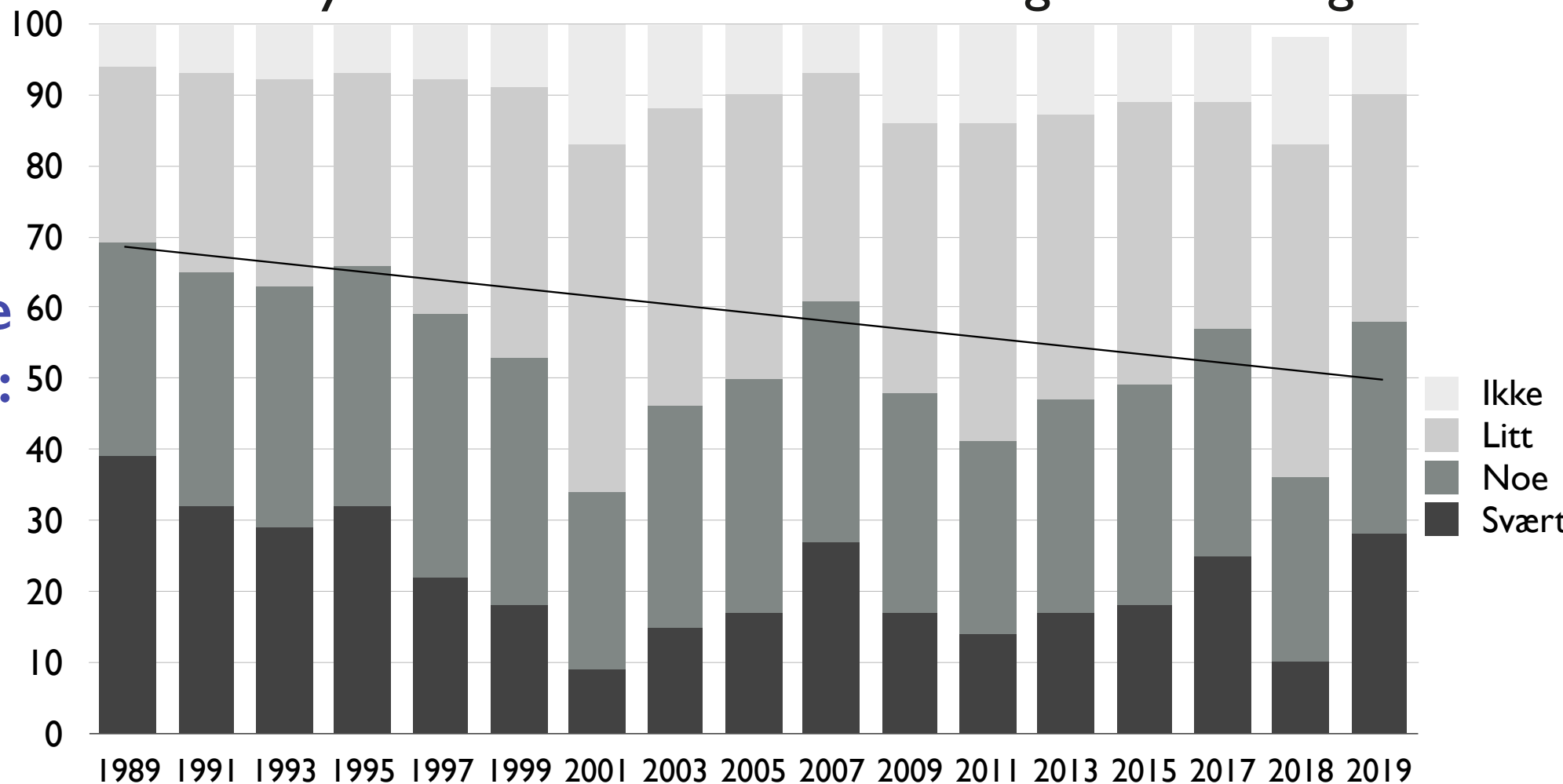
3. Grunn til bekymring?

4. Klarer vi løse krisen?

3) Bekymring over tid?

“Hvor bekymret er du for drivhuseffekt og klimaendringer?”

Norske
svar:



Source: Ottar Hellevik, 1989-2019, Ipsos MMI's Survey 'Norsk Monitor',
2018: Aasen & Vatn, ACT Cicero

Hvorfor?





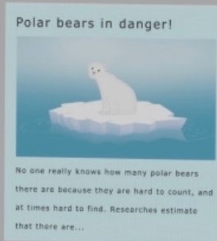
- ➡ 5 Barrierer
- ➡ 5 Løsninger

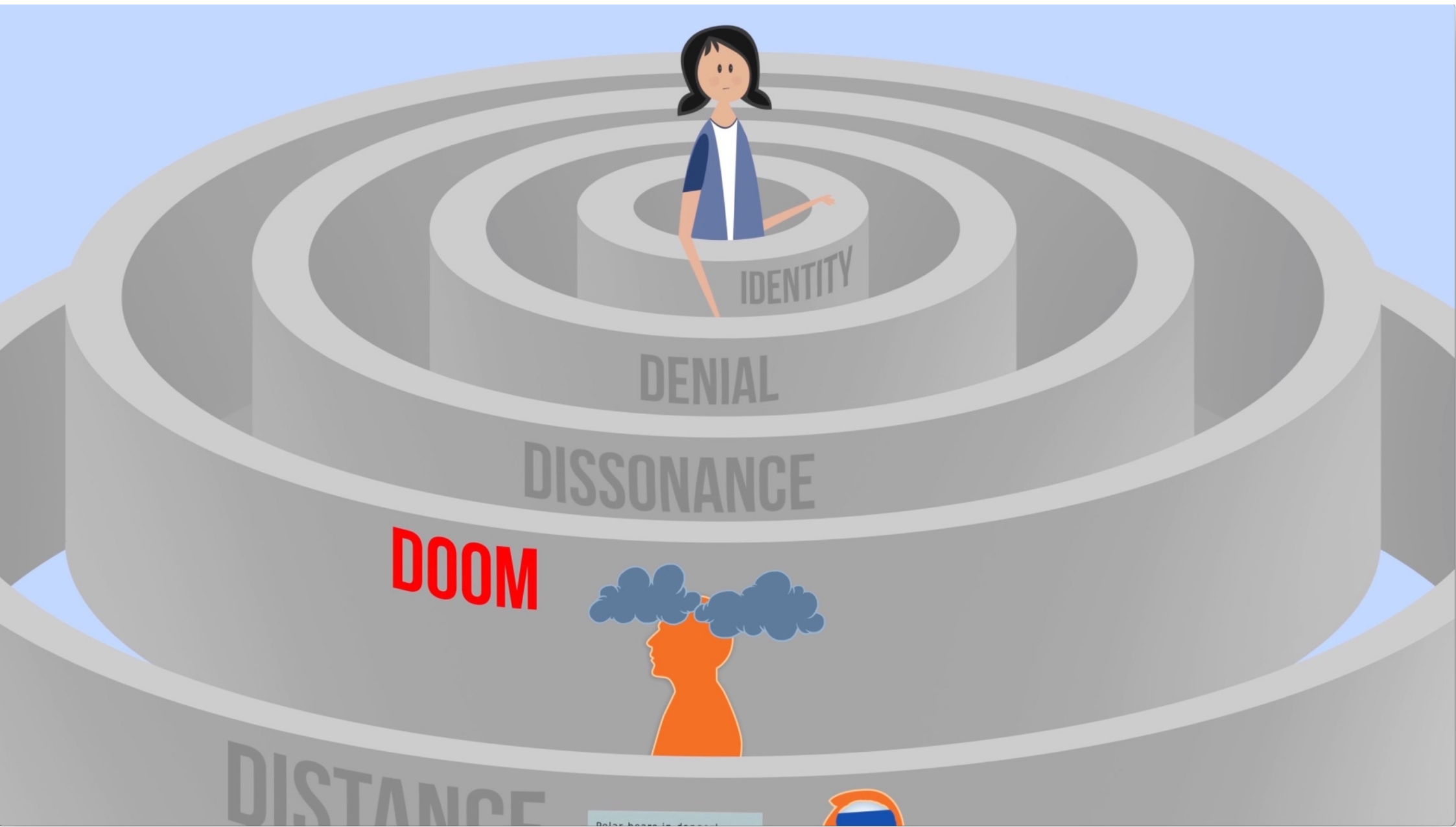




covid-budskap !!!

klima-budskap





IDENTITY

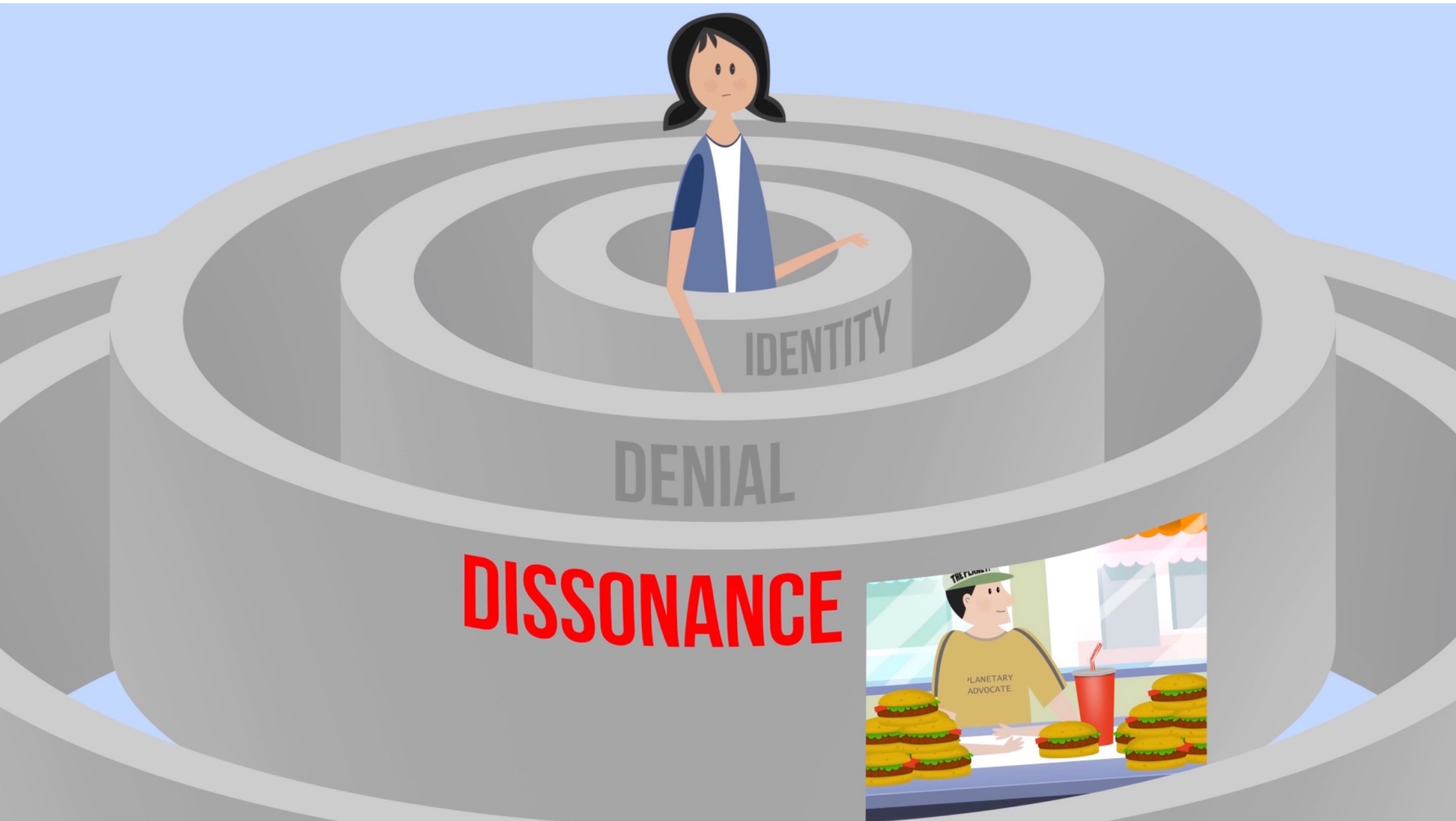
DENIAL

DISSONANCE

DOOM

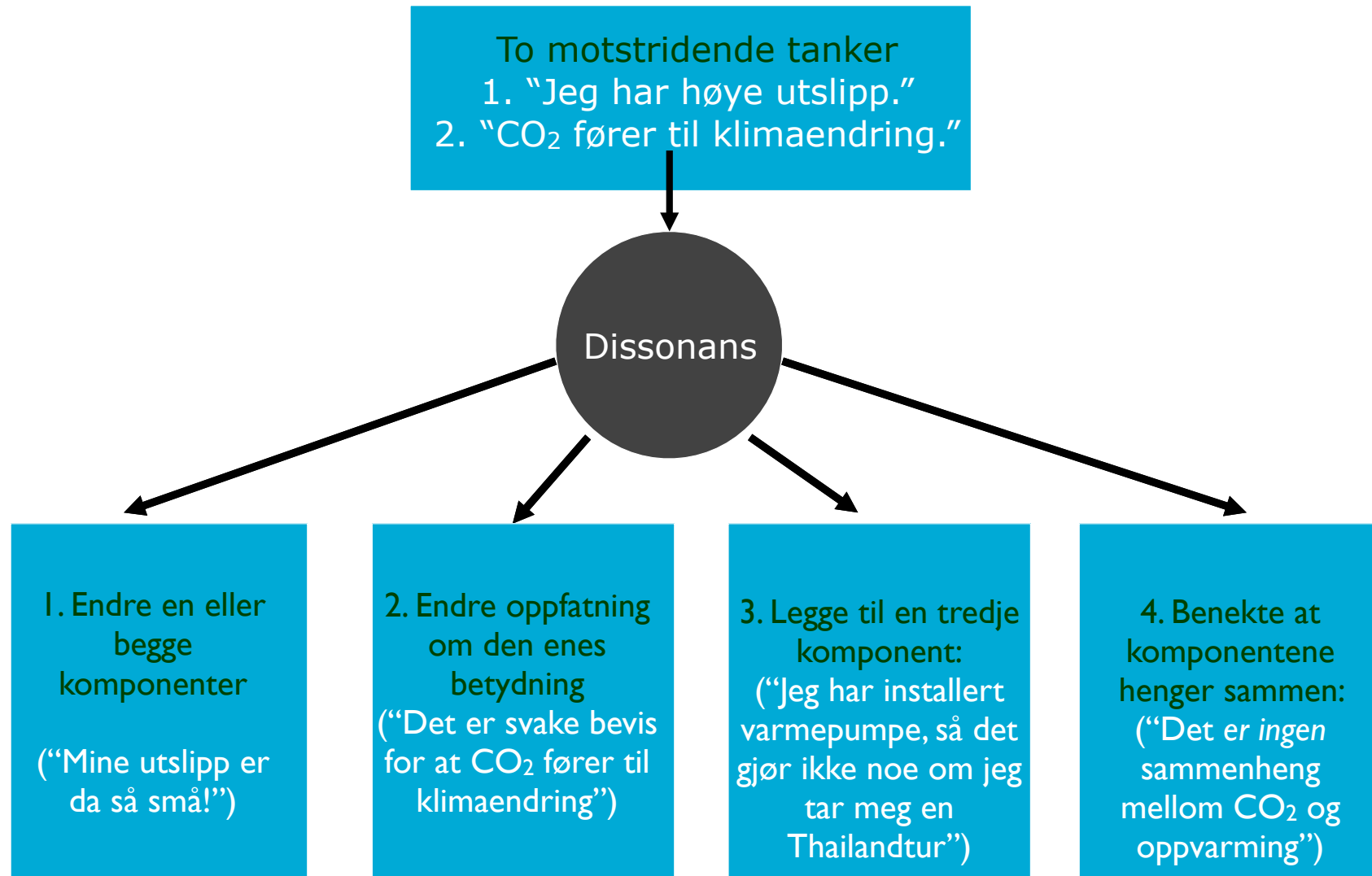
DISTANCE

Release is a process

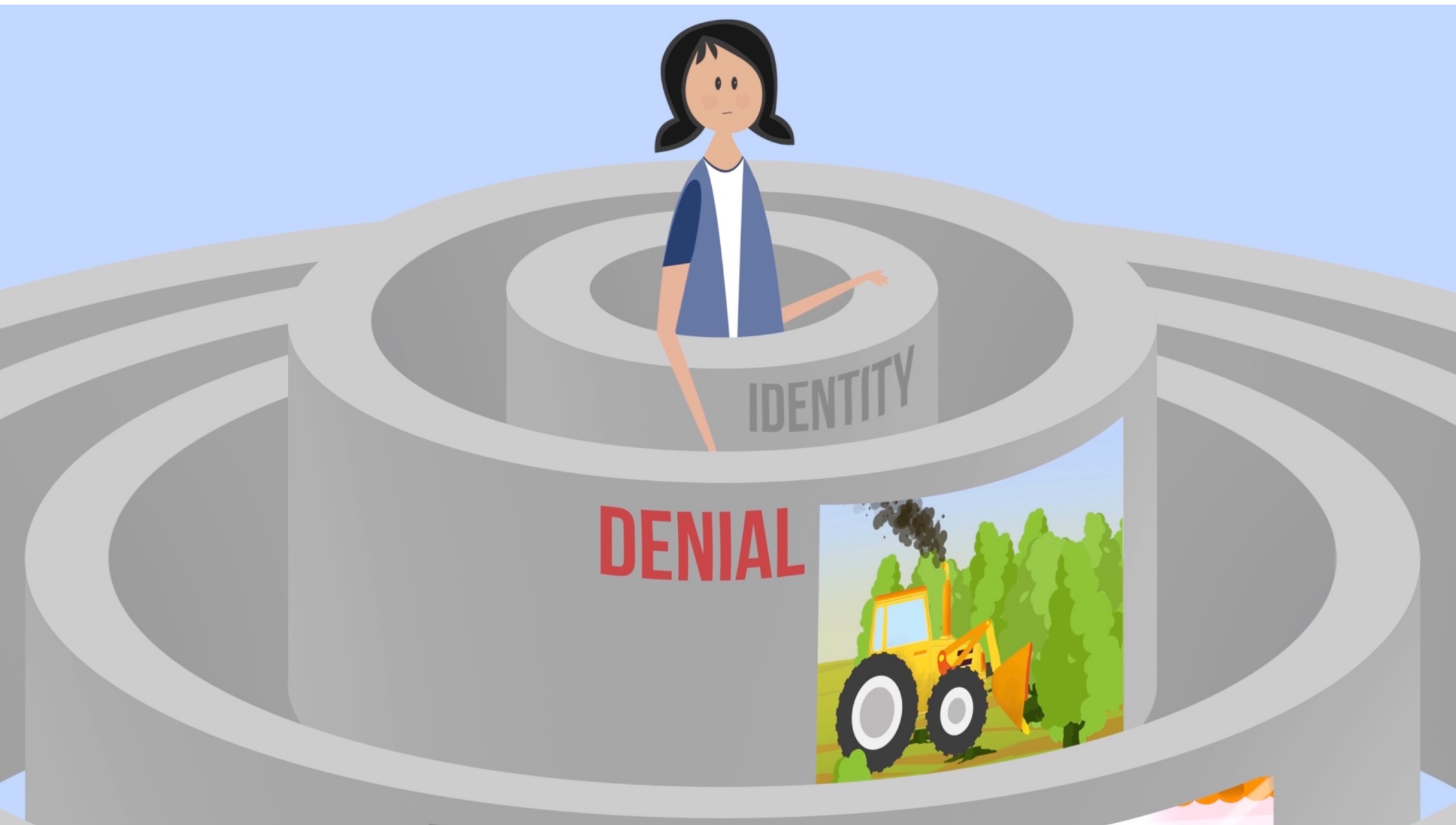


Dissonans skaper etterspørsel for tvil

Per Espen Stoknes, BI









Biler - uttrykker identitet



Respons på

Psykologiske barrierer	Klima	vs.	Korona
Distanse	Usynlig & langt borte. “ikke her & nå”		Her & nå! “på setet ved siden av meg”
Dommedag	uunngåelig & tilvenning		“denne kampen kan vi vinne”
Dissonans	selvrettferdiggjøring (dem ikke meg)		håndvask, sprit, avstand, albuehilsing “Vi gjør noe med det”
Benekting	leve som om alt er OK		bare i jan - februar 2020
Identitet	“De angriper <i>meg</i> / min livsstil”		Er <i>jeg</i> sårbar?

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



Redusere
antall flyreiser



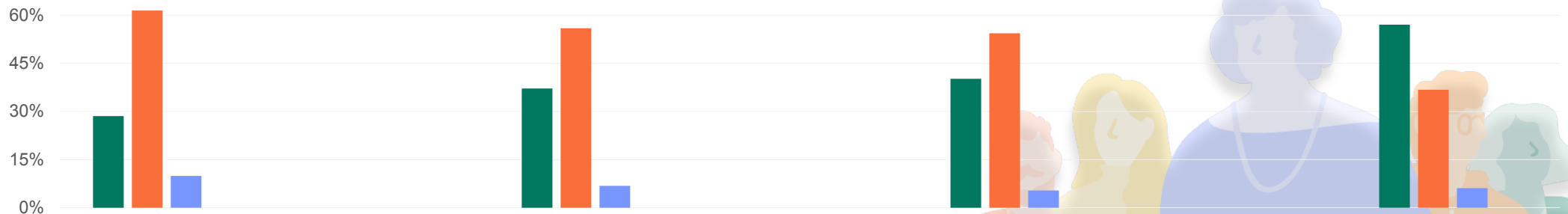
Redusere antall reiser med bil
som bruker bensin/diesel



Redusere antall måltider
med rødt kjøtt



Redusere mengden
matavfall



°CICERO

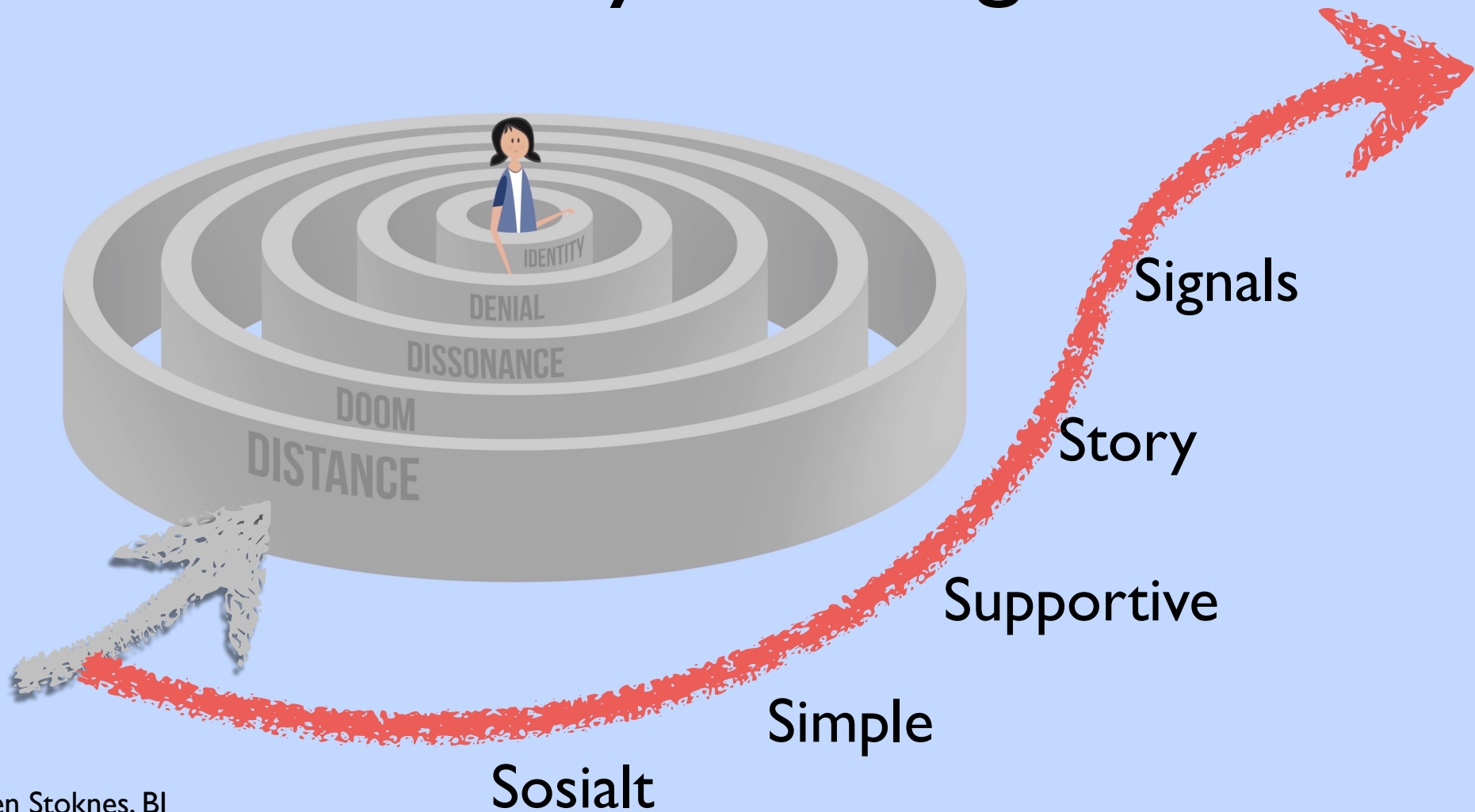
■ Ja

■ Nei

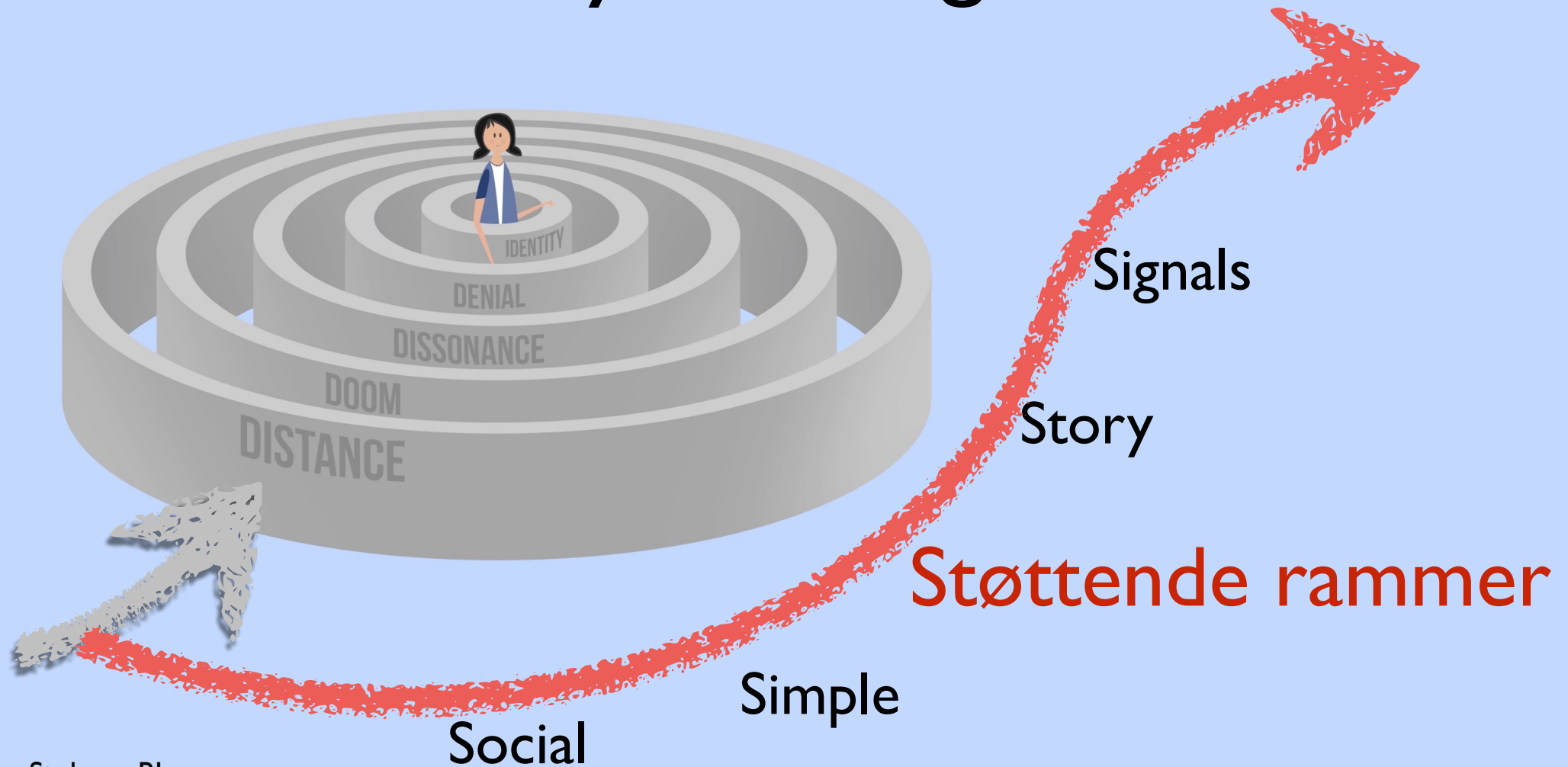
■ Ikke relevant

Kilde: Cicero, ACT, Vatn & Aasen

Fem nye løsninger



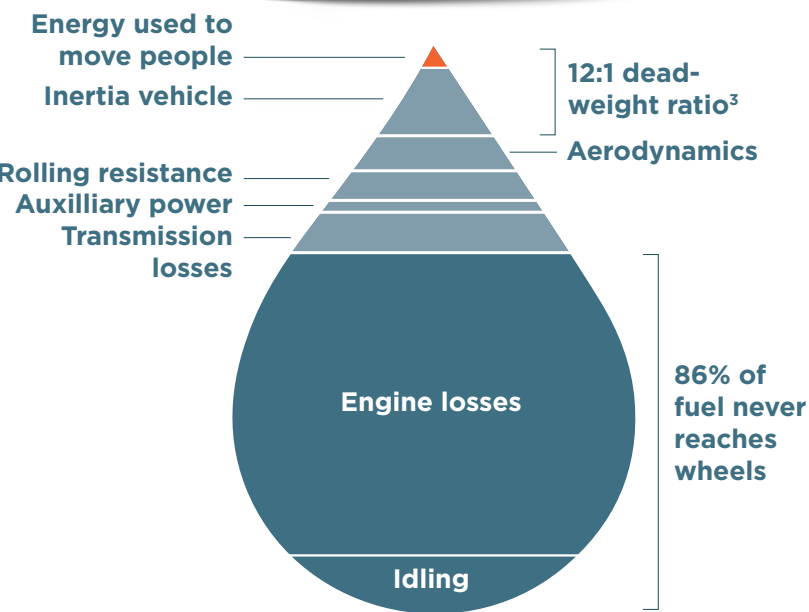
Fem nye løsninger



Grey Growth

Mobilitet: A — B, 10km

Green Growth



● ca 0.8 l/10km x 9 kWh/l = 7.2 kWh

Per Espen Stoknes, BI
Source: McKinsey Center for Business and Environment, E MacArthur Foundation and SUN (2015).

1. -99%!
(0,1 kWh)



0,01 kWh/km

2. -93%!
(0,5 kWh)



0,8 kWh/km

3. -72%!
(2 kWh)

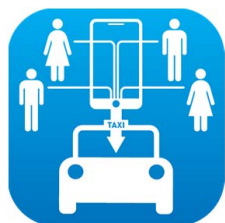


0,2 kWh/km

Potensielt disruptive sluttbruker innovasjoner *en Growth*



e-bikes



'taxi-bus'



ride-share



car-share



bike-share



MaaS



VR & tele-
presence



P2P
goods



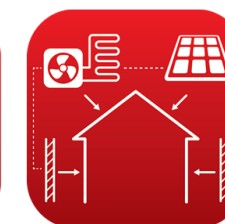
P2P
homes



internet
of things



smart
appliances



pre-fab
retrofits



smart
homes



heat
pumps



PV +
storage



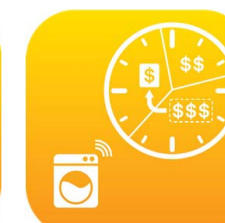
P2P
electricity



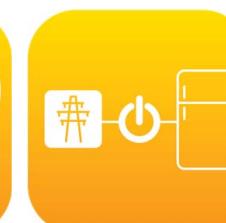
vehicle-
to-grid



disagg.
feedback



time-of-use
pricing



demand
response

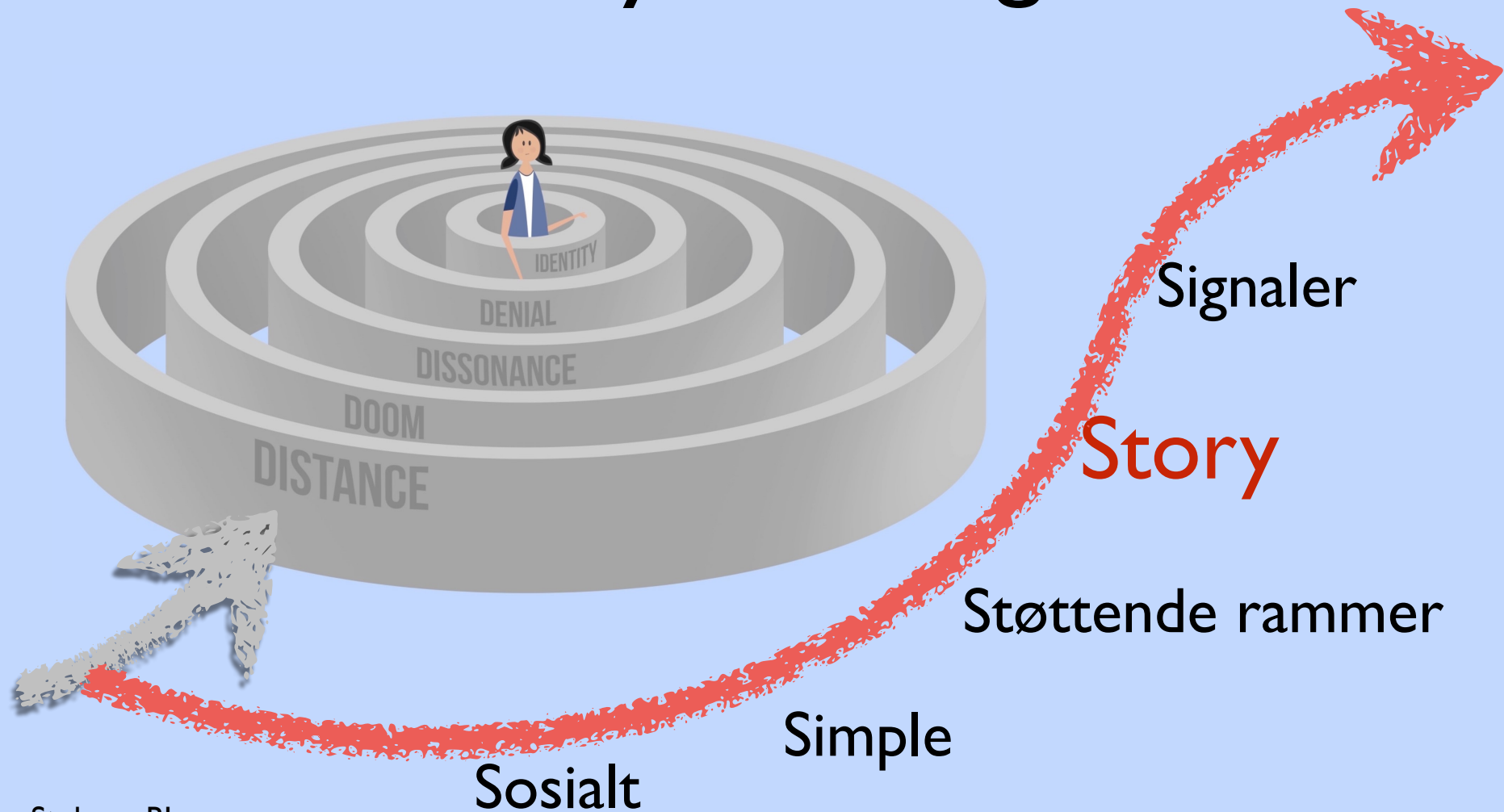


energy
service co.s



Støttende rammer:
Positivitets-balanse

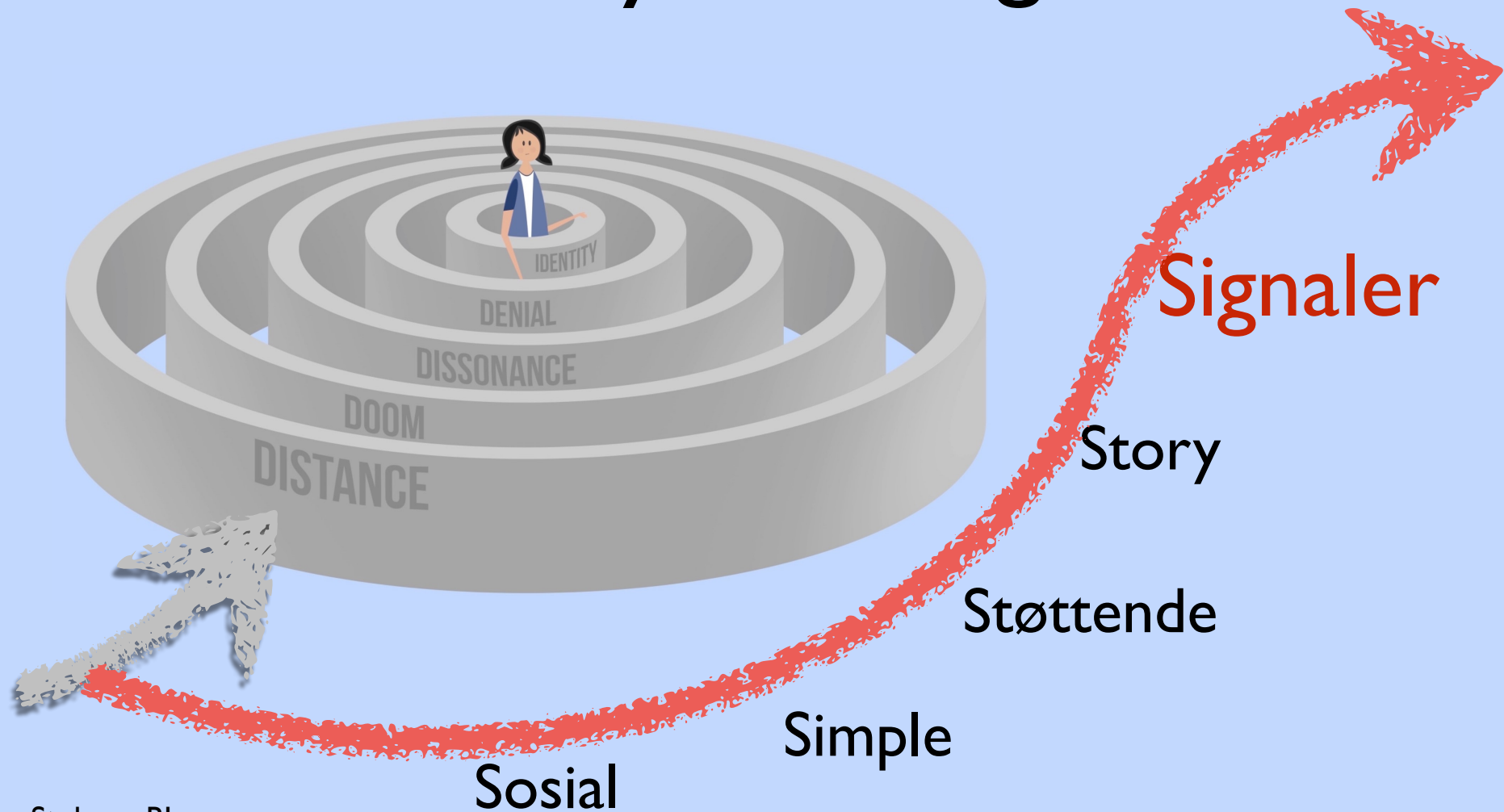
Fem nye løsninger



Fortellinger om dype Forandringer

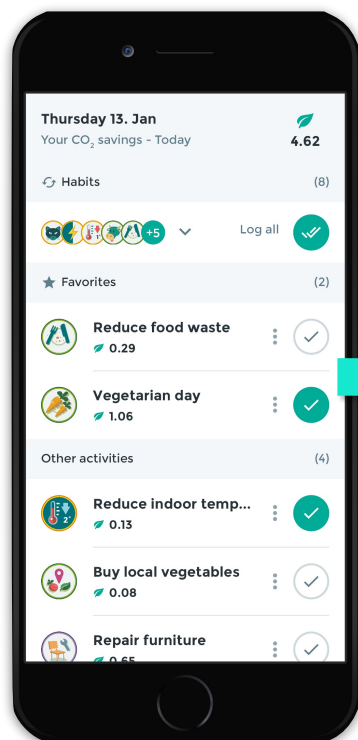


Fem nye løsninger





Snu “Benekting” med “Signaler”



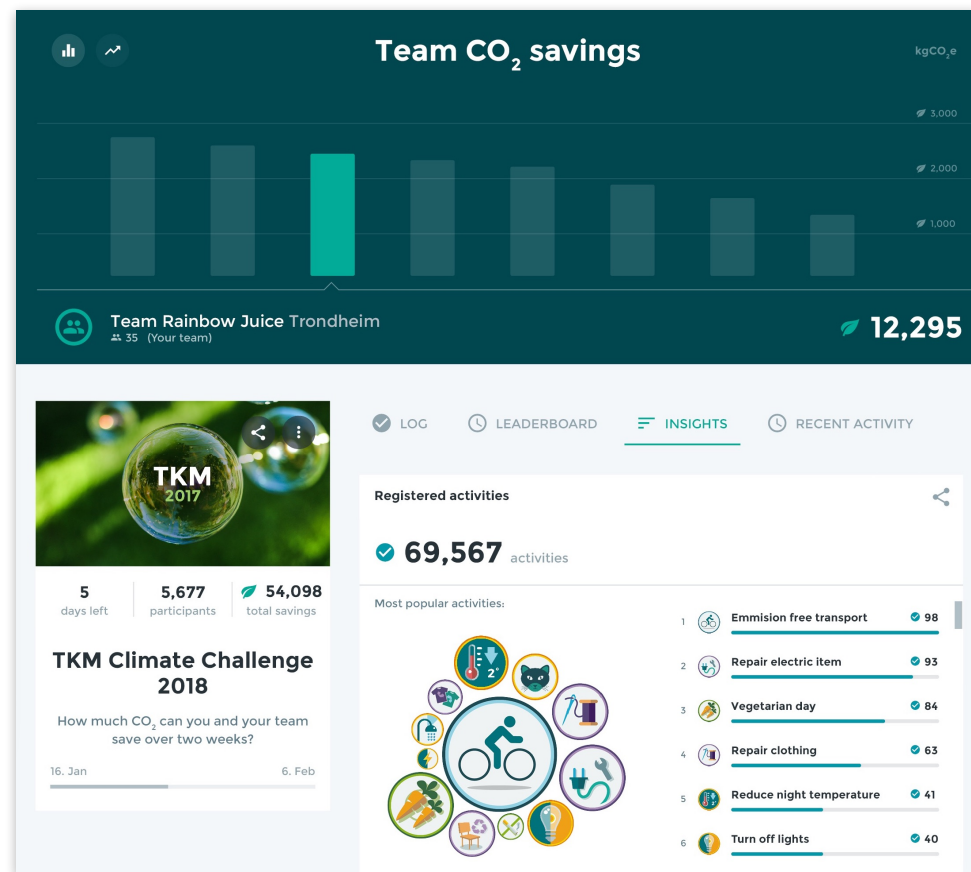
ducky.eco

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

1x

Your team has saved more than 12,000 kgCO₂

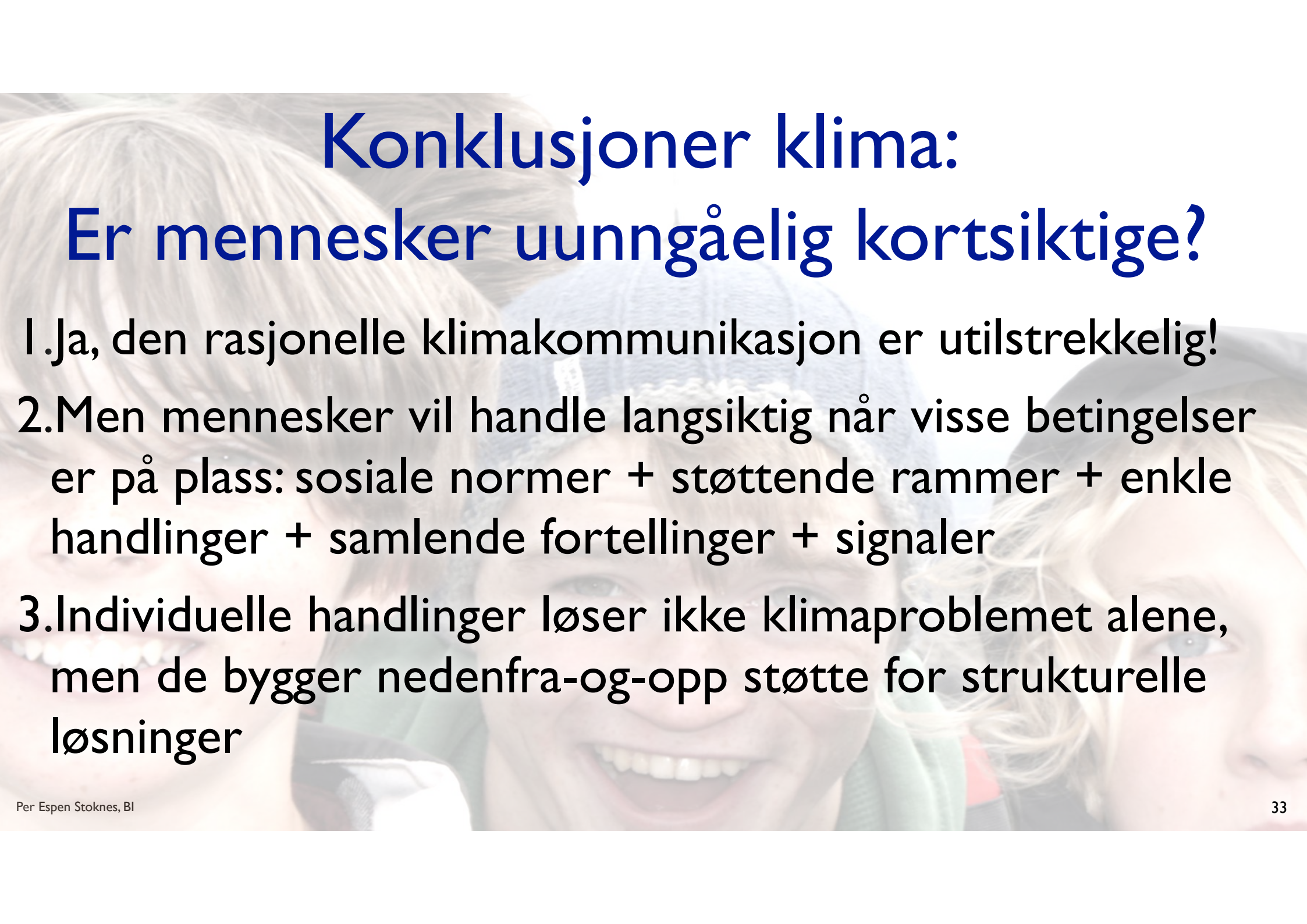
This corresponds to the amount of CO₂ a passenger plane uses by flying around the world.



A background image showing three young people smiling. On the left, a person with light brown hair is partially visible. In the center, a person with light brown hair wearing a blue knit beanie with a white pom-pom is smiling broadly. On the right, a person with blonde hair is partially visible. The image is slightly faded to allow the text to be read clearly.

Konklusjoner fra Covid-håndteringen

1. Verden kan være handlekraftig når det først gjelder, alle ser en felles fiende
2. Store kriser krever økt samhandling og samarbeid
3. Krisehåndtering trenger store investeringer

A background image showing the faces of several smiling children, with a focus on a young girl in the center wearing a blue beanie.

Konklusjoner klima:

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 nedena-og-opp støtte for strukturelle løsninger