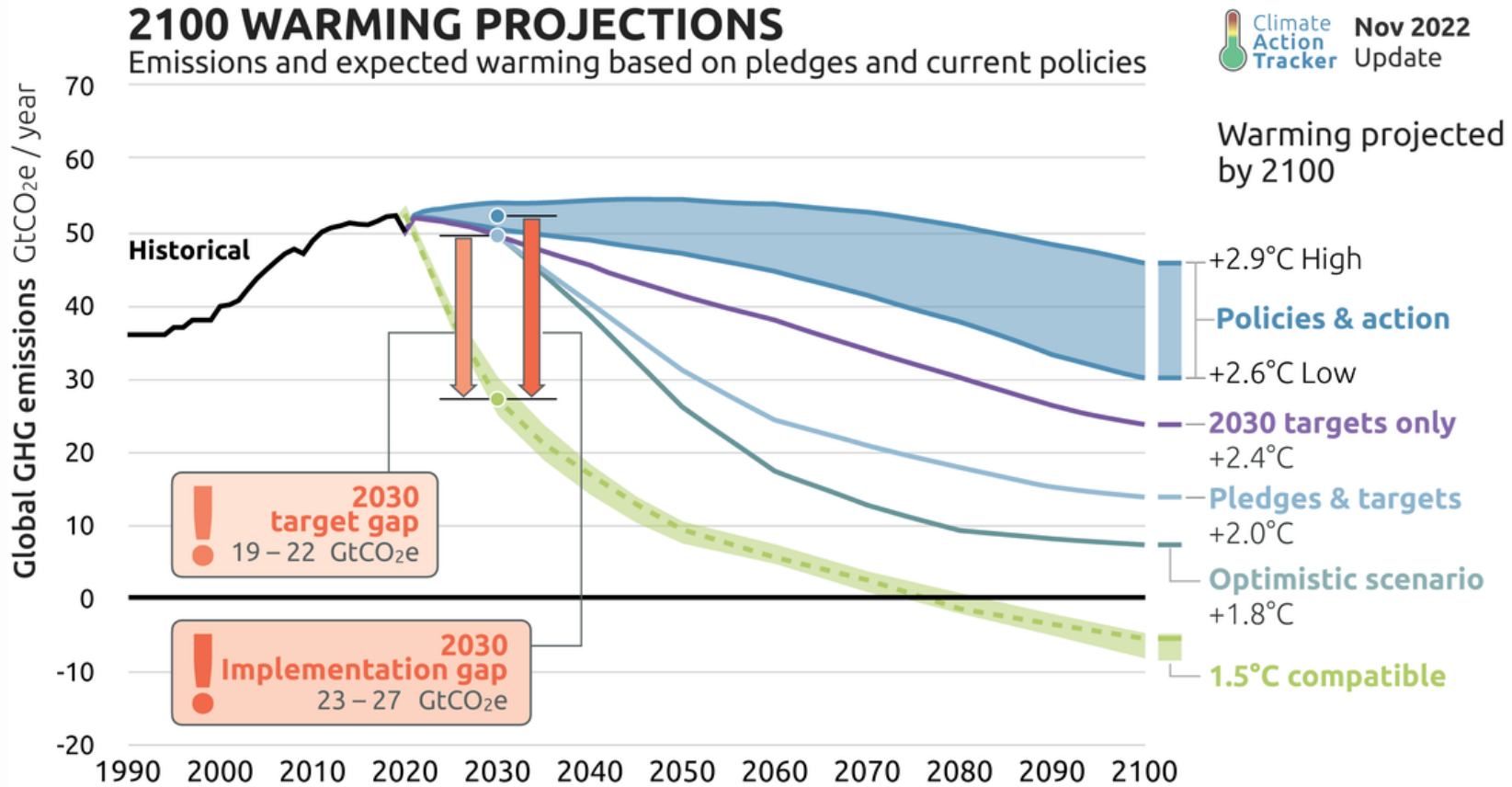


Invited talk

# The psychology behind sustainable energy transitions

**Dr. Thijs Bouman**  
**University of Groningen**  
**The Netherlands**

# Why sustainable action?



# Why psychology?

AR6 Synthesis Report

RESOURCES ▾

DOWNLOAD ▾

READ ONLINE ▾

ipcc

“Having the right policies, infrastructure and technology in place to enable changes to our lifestyles and behaviour can result in a 40-70% reduction in greenhouse gas emissions by 2050.

This offers significant untapped potential”

AR6 Synthesis Report  
Climate Change 2023

Artwork credits

# Why psychology?

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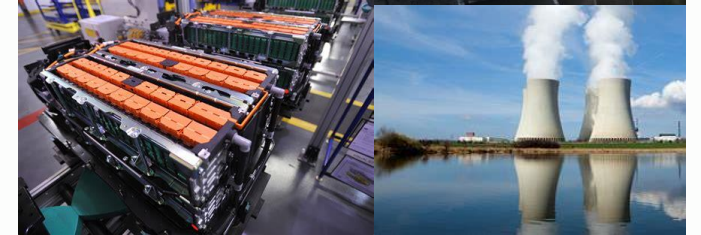
Artwork credits



# Why psychology?

What changes in “lifestyles and behaviour”?

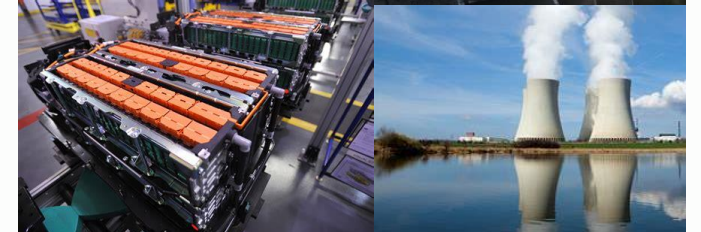
- Accept
- Adopt
- Use
- Use correctly



# Why psychology?

What changes in “lifestyles and behaviour”?

- Accept
- Adopt
- Use
- Use correctly
  
- Change behaviours
- Collaborate
  
- Etc.



# Why psychology?

What changes in lifestyles and behaviour?

- Accept
- Adopt
- Use
- Use correctly
  
- Change behaviours
- Collaborate
  
- Etc.

When?  
**Why (not)?**  
How?

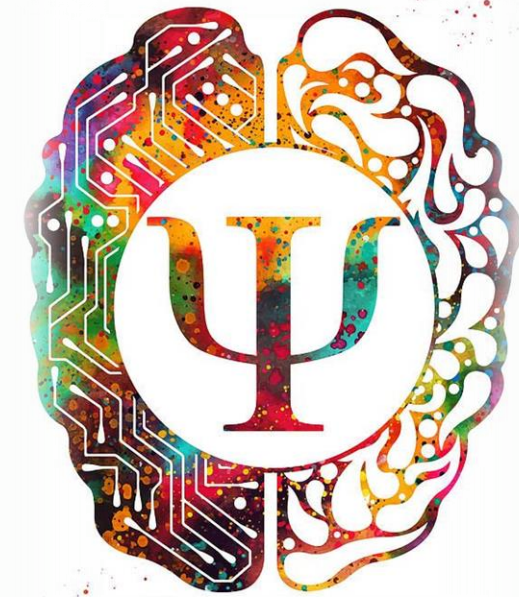


# Environmental Psychology

people ↔ environment

individual  
group

physical  
social



PSYCHOLOGY





# Why (not)?

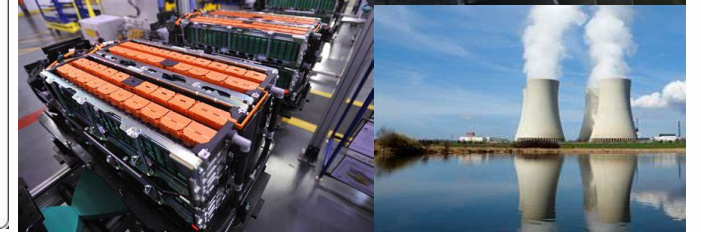
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Mentimeter

## Motivation - WHY?

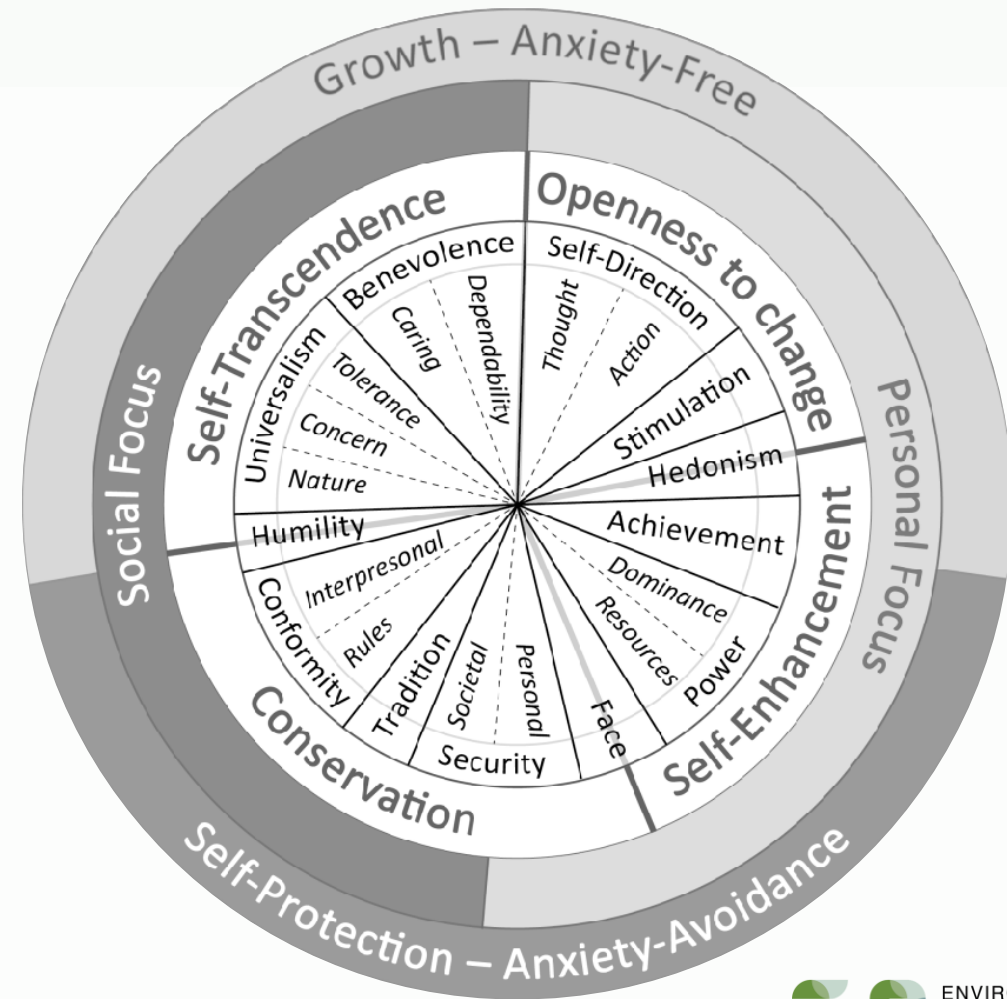


leader  
inspiration  
transpiration  
focus bold  
creative  
fast

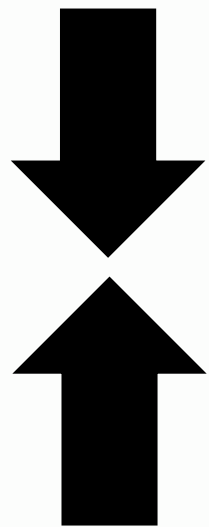


# Basic human values

- Desirable life goals
- Universal
- Stable
- General
- Transcending
- Guiding principles



# Value-basis for sustainable action



Hedonic

Egoistic

Altruistic

Biospheric

Self-enhancement

Self-transcendence

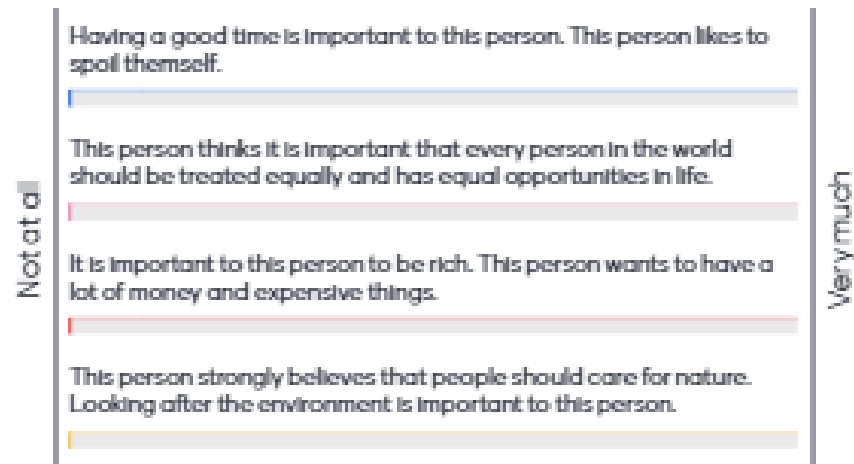


# Value endorsement

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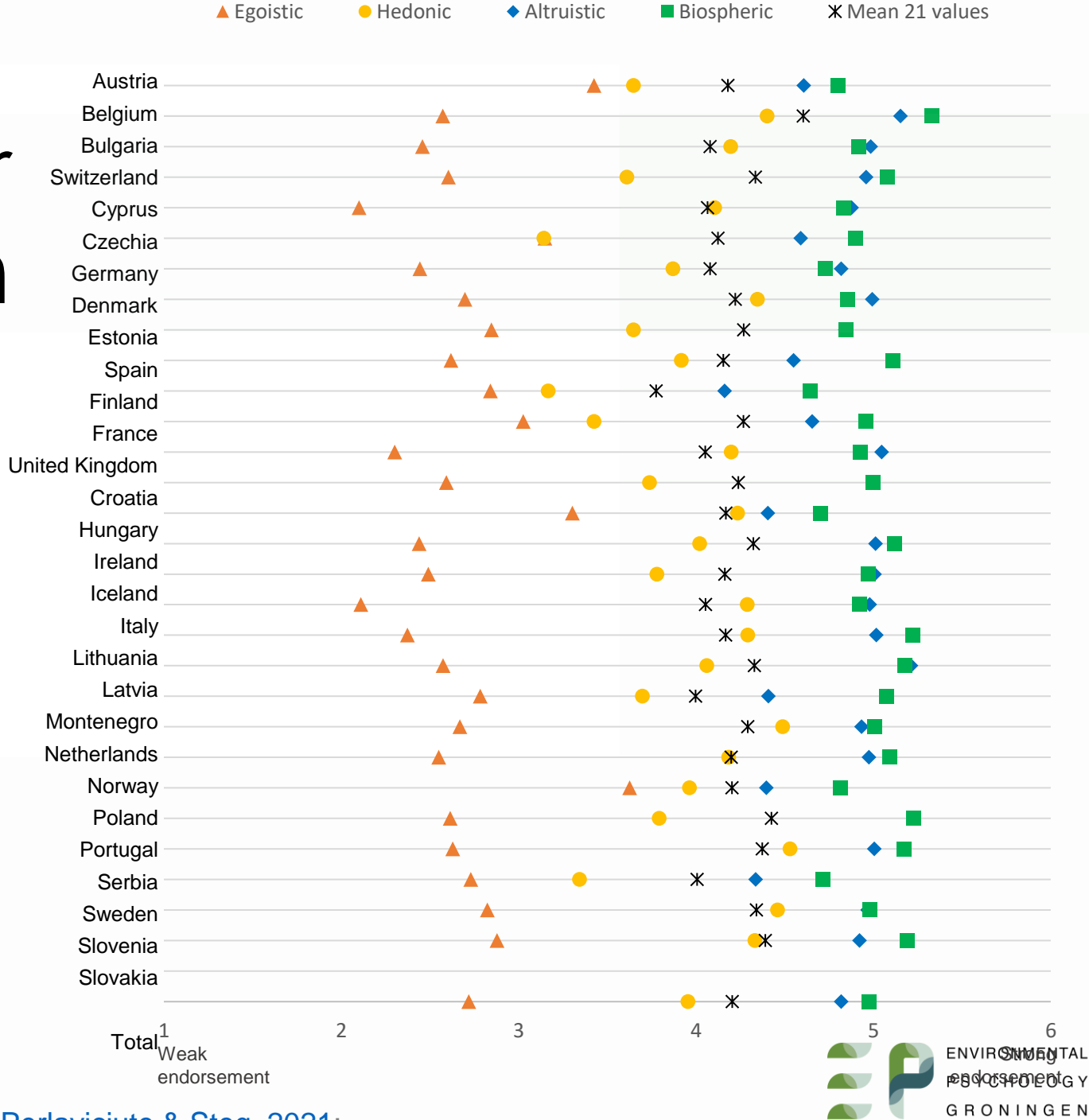
To what degree is the described person like the "average" resident in your country?





# Value-basis for climate action

- Hedonic
- Egoistic
- Altruistic
- Biospheric



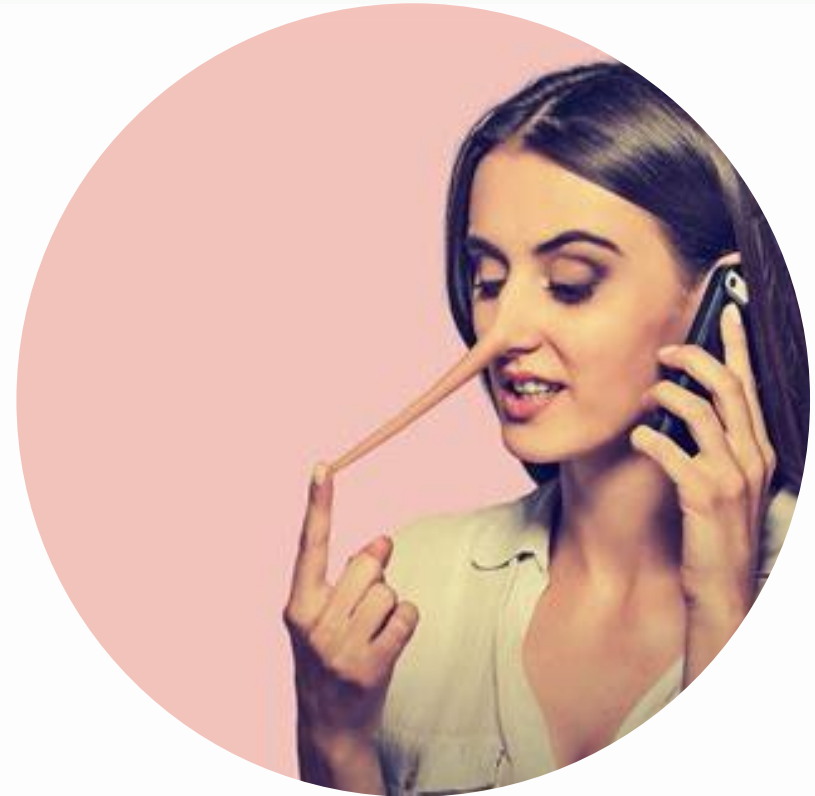
# Why still too little action?

If there is a strong value-basis  
for sustainable action ...



# Why “so little” action?

- **Are we lying?**
- Lack of knowledge
- Lack of capabilities
- Value conflicts
- Value instantiations
- Misperceiving others



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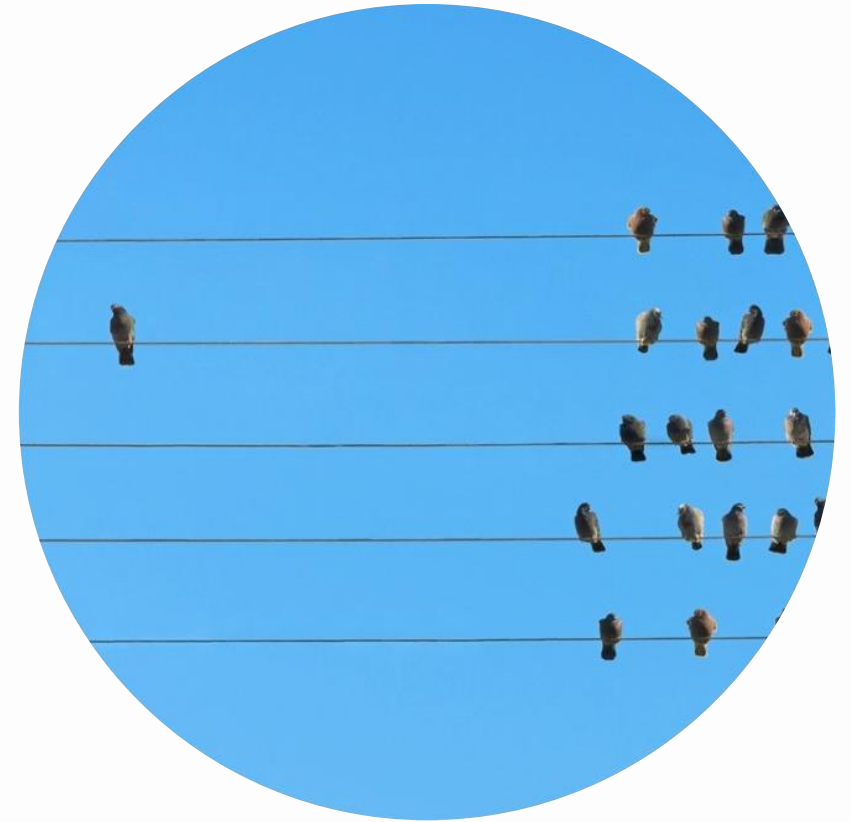
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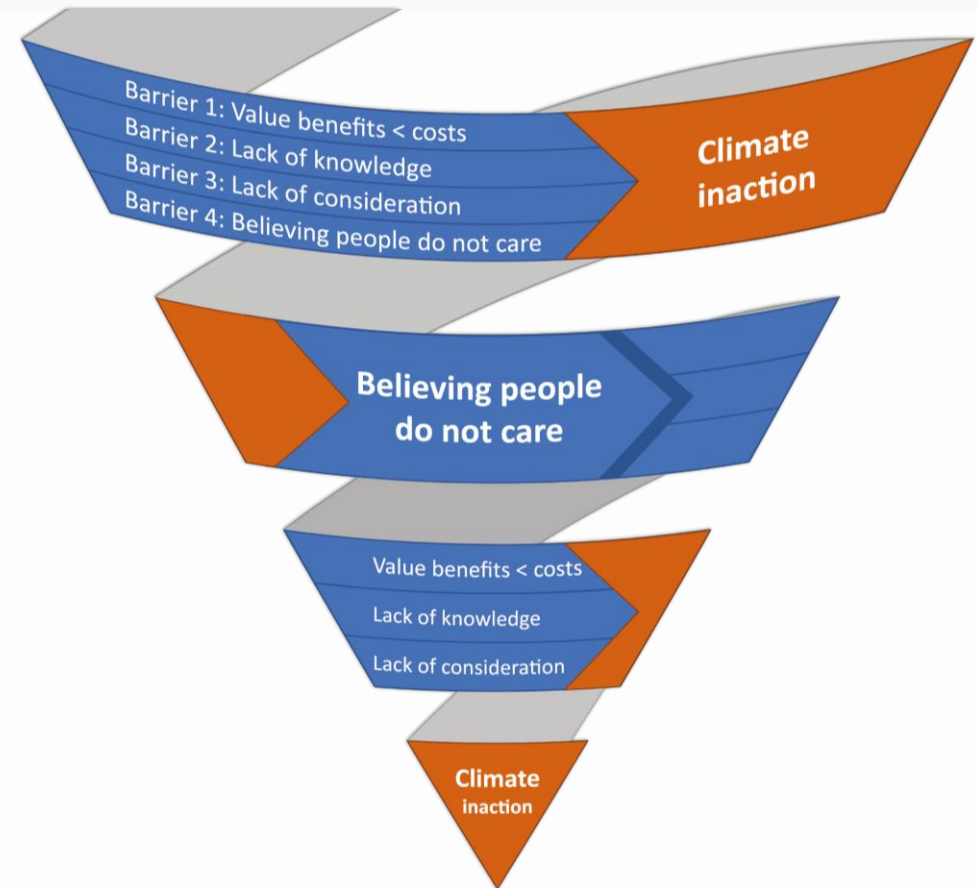
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- **Misperceiving others**



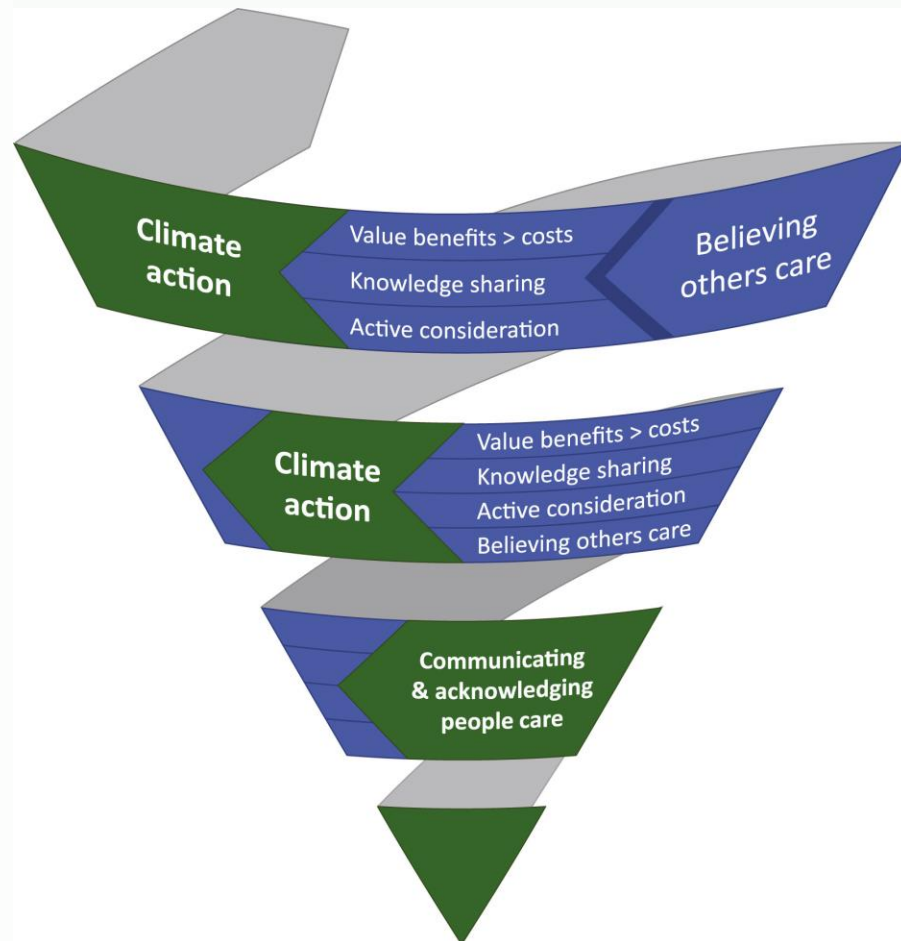


# Why “so little” action?

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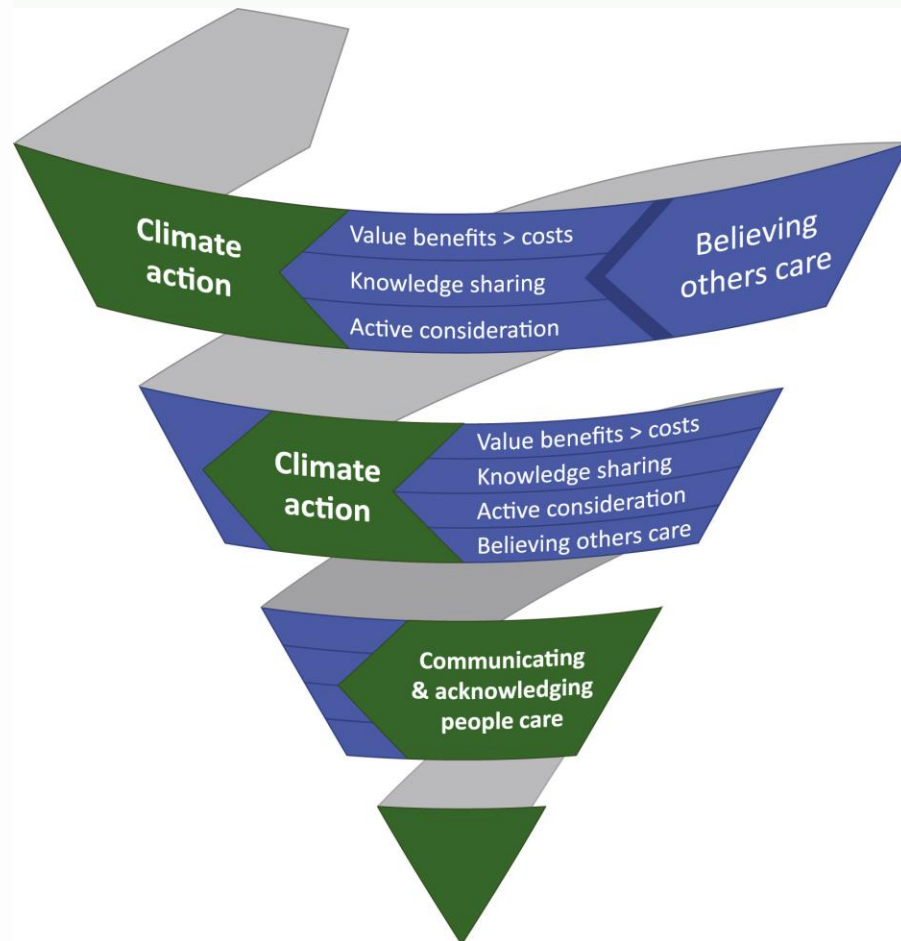


# How to increase action



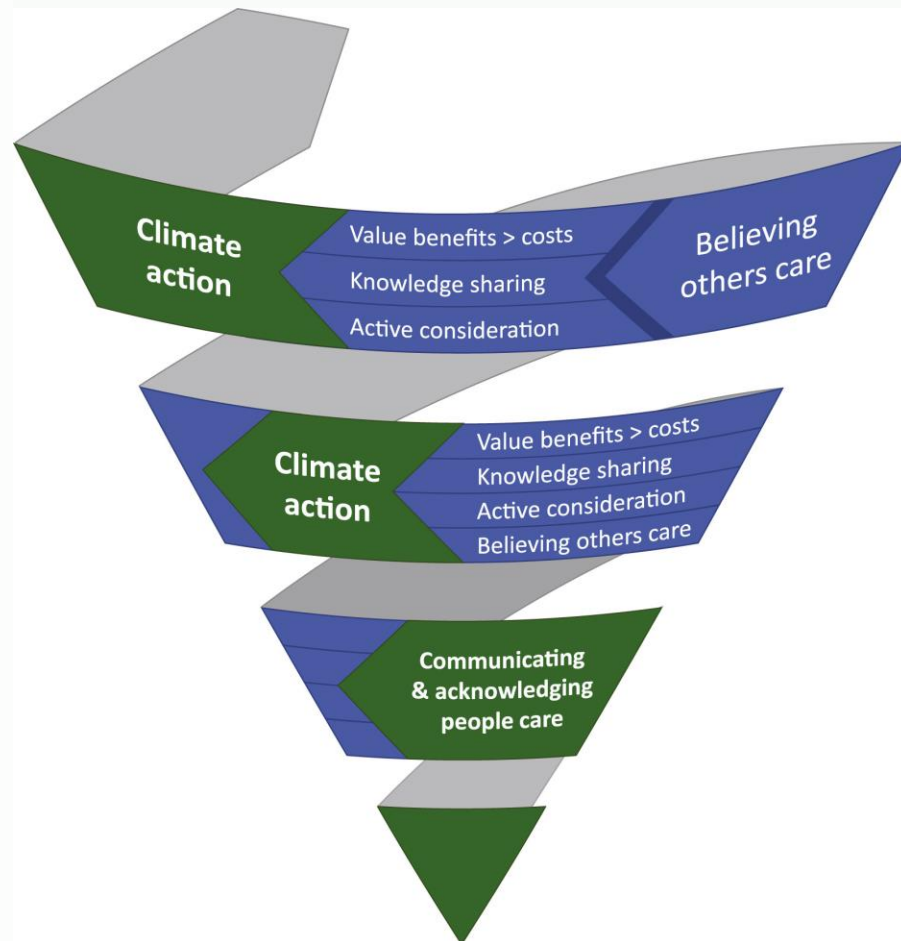
- **Address the relevant motivations**
- Reduce big costs
- Enable & increase opportunity
- Increase knowledge & assist
- Increase Awareness

# How to increase action



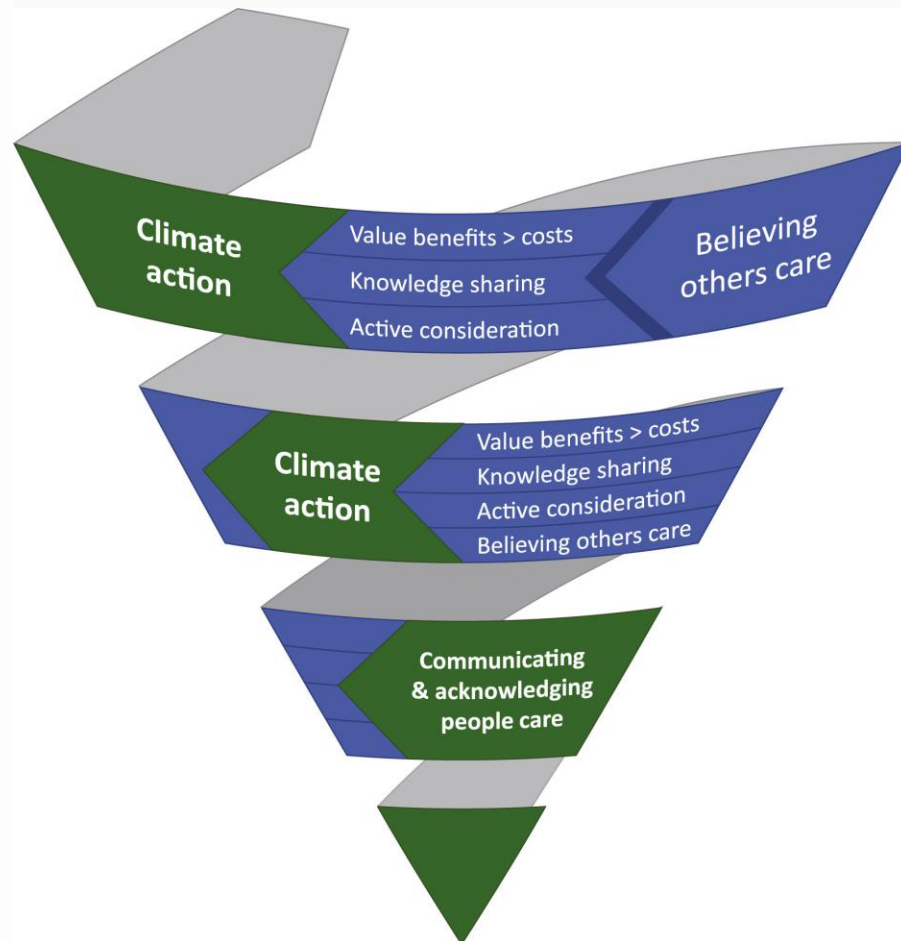
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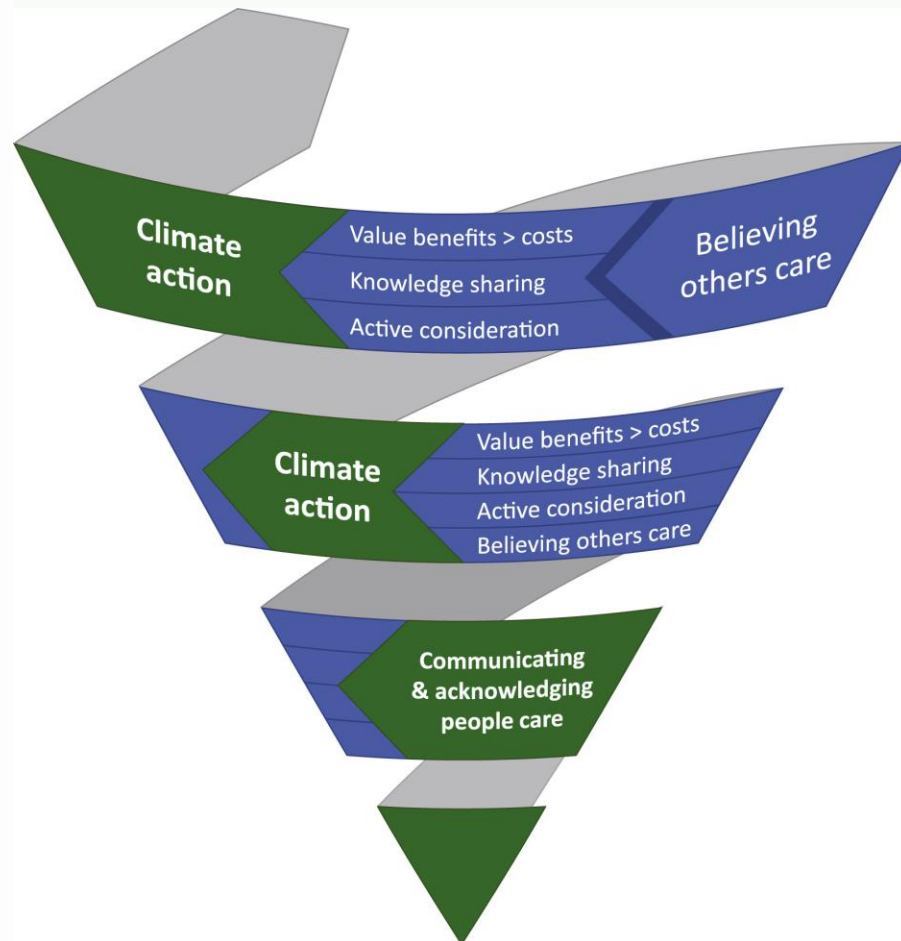
# How to increase action



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# How to increase action



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- **Increase Awareness**

# How to increase action



- Address the relevant motivations
- Reduce big costs
- Enable & increase opportunity
- Increase knowledge & assist
- Increase Awareness
- **INVOLVE**

# Take home

- Technological and physical transition also involve psychology
- Not only accept, adopt and use, but also behaviour and collaboration
- Many people motivated, but hindered from taking or supporting sustainable action → key opportunities to intervene
- Involve people in design, development and implementation



# Thank you! Questions?

Contact: [t.bouman@rug.nl](mailto:t.bouman@rug.nl)

