

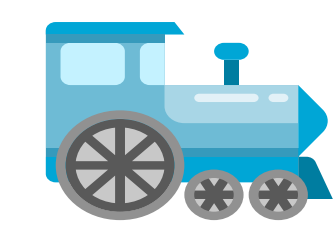
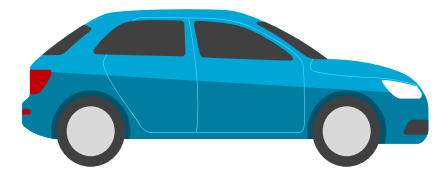
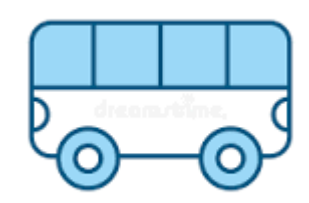
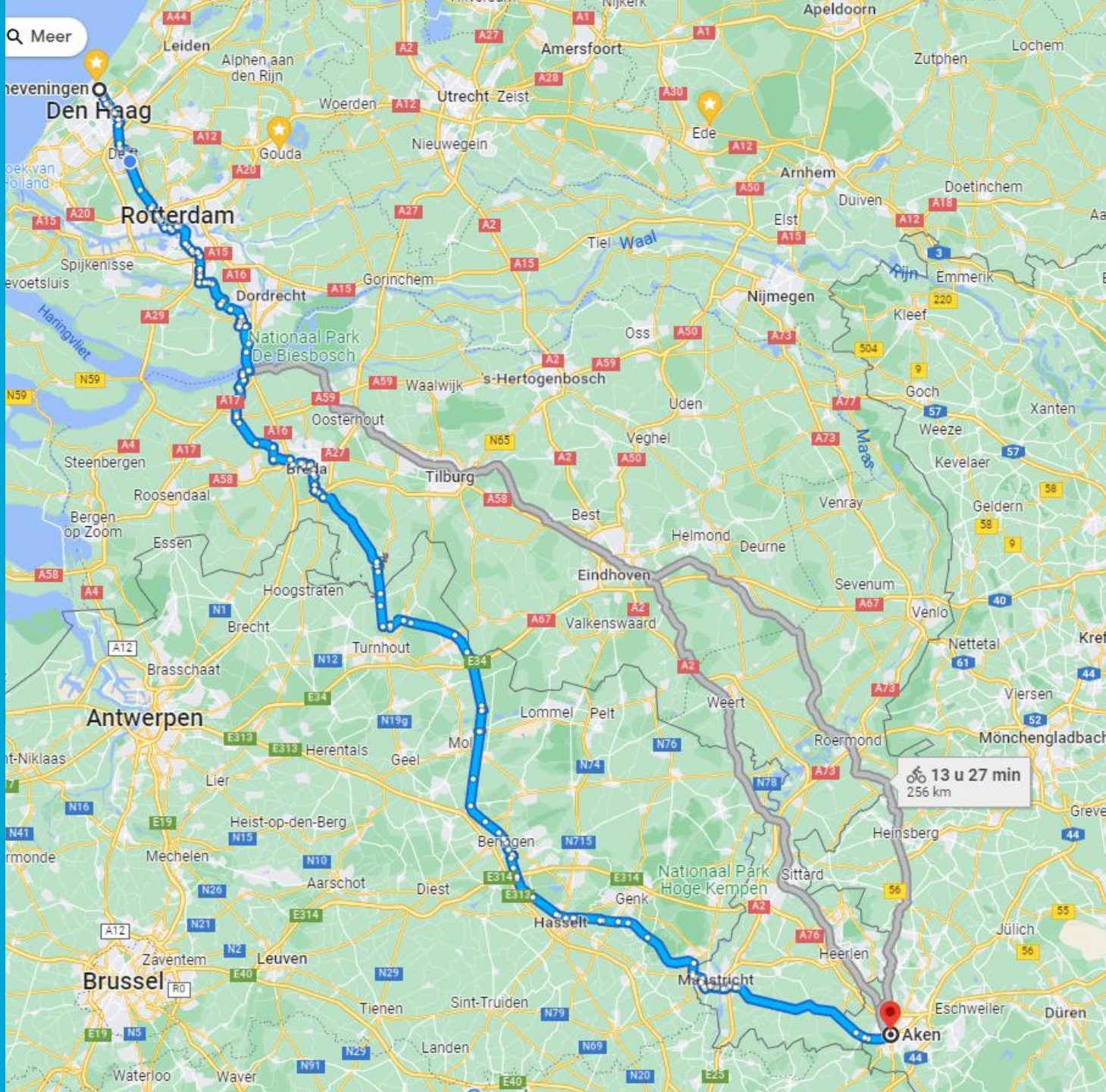
Climate Psychology

Climate action from a behavioural perspective

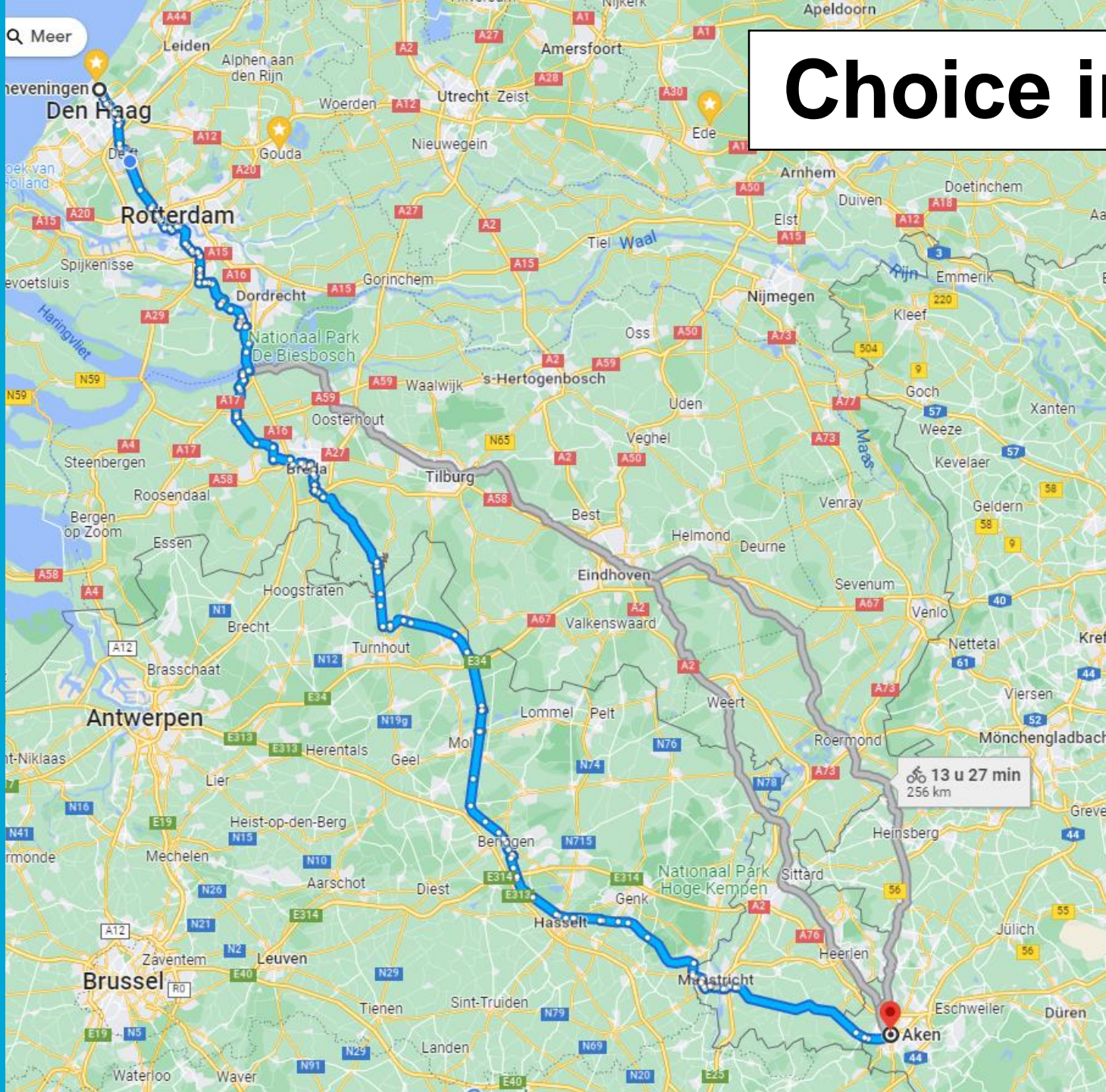
Gerdien de Vries

IDEA League Rheinisch-Westfälische Technische Hochschule Aachen, Germany

8 September 2022



Choice indicators




- Time
- Money
- Comfort
- University rules
- Carbon footprint
- Hassle
- Safety
- Image
- Self-efficacy
- Anxiety

Preferred travel agency: support?

Personal Dashboard

Select travellers and booking type

Booking for:



deVries, Gerdien (You) ×
TU Delft



Book flight




Book flight/train



Book train



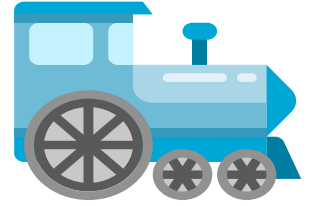
Book hotel



Book car/transfer



Who am I?



Associate Professor

Faculty Technology, Policy, and Management

Scientific Director

TPM Energy Transition Lab

Co-founder

Platform for Social Innovation in the Energy Transition
Delft Energy Institute

Dutch Expert “Behavioural Insights in Energy Policy”

International Energy Agency

Climate Psychologist

(Uhm...what?)

Climate Psychology



Classic view on psychology



Climate Psychology

Approaches **climate and energy-related issues** with psychological perspectives, theories, and methods.

It goes beyond the study of behavior: it acknowledges the human subject and its rich intrapersonal life as nested within their social and ecological context.



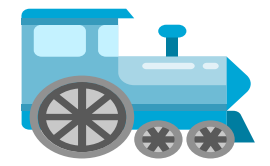
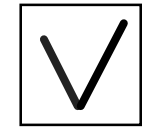
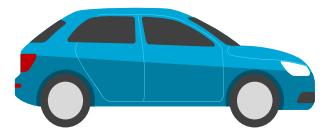
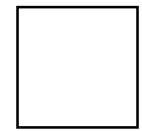
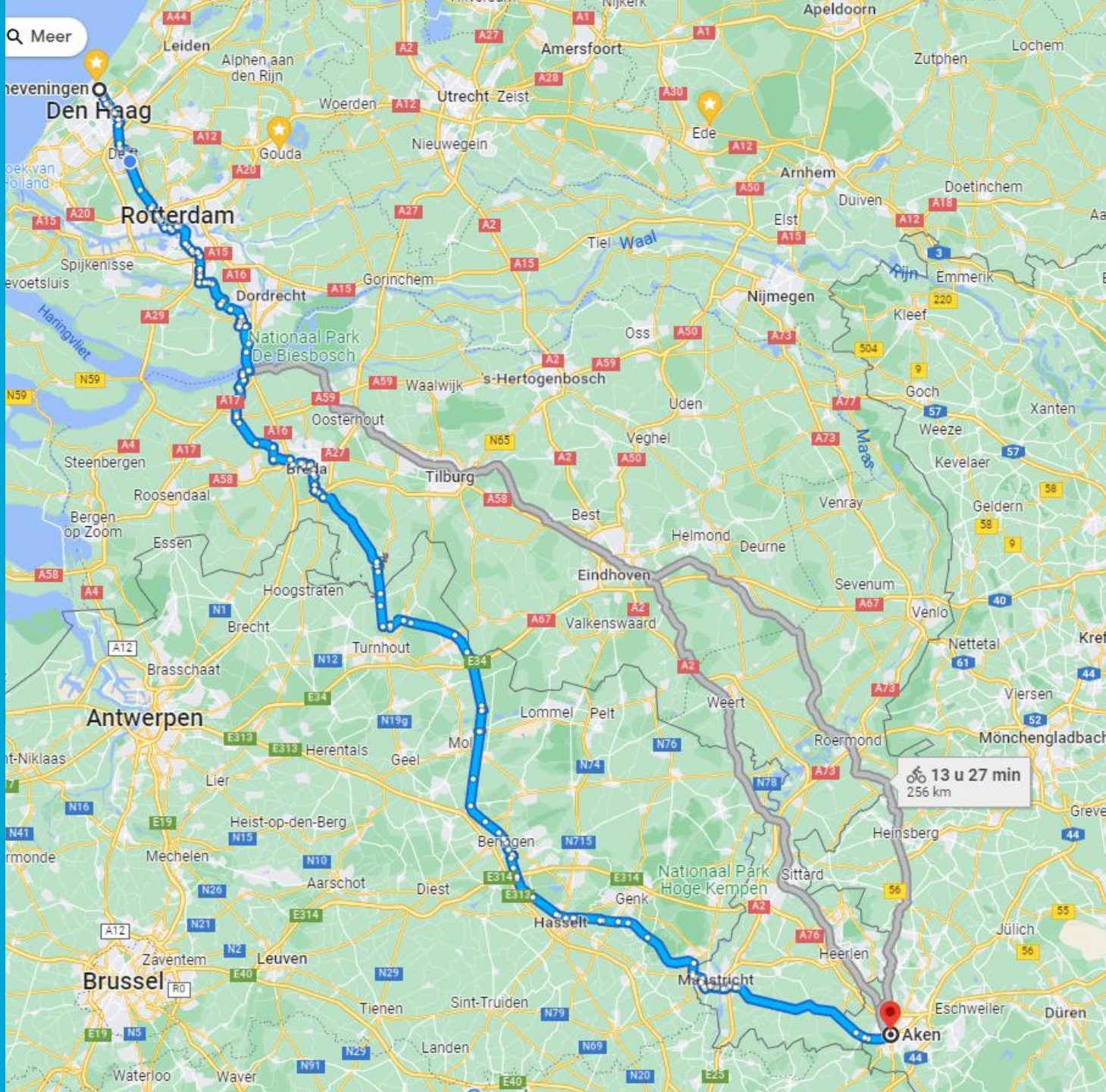
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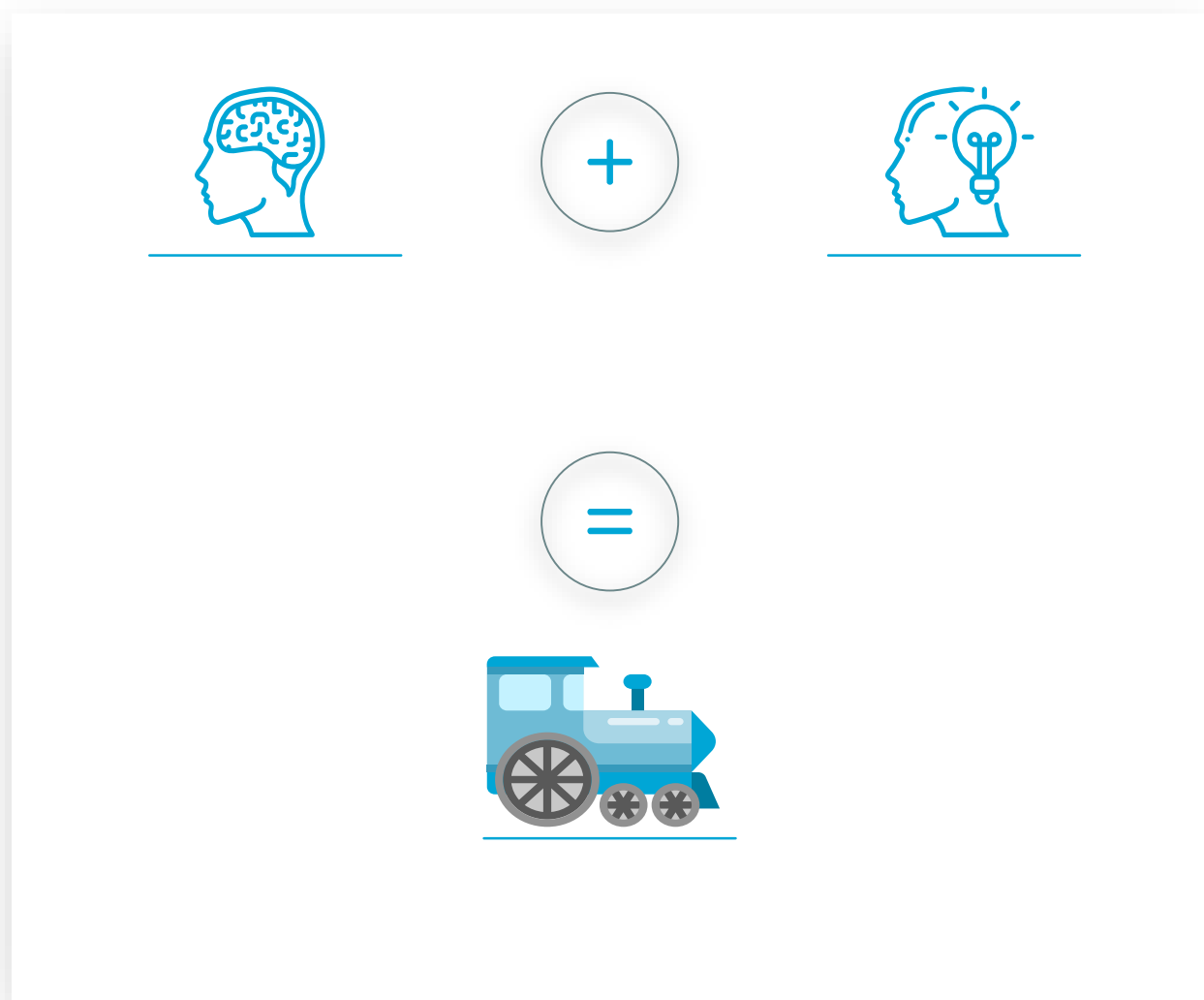
Understanding human decision-making and behaviour

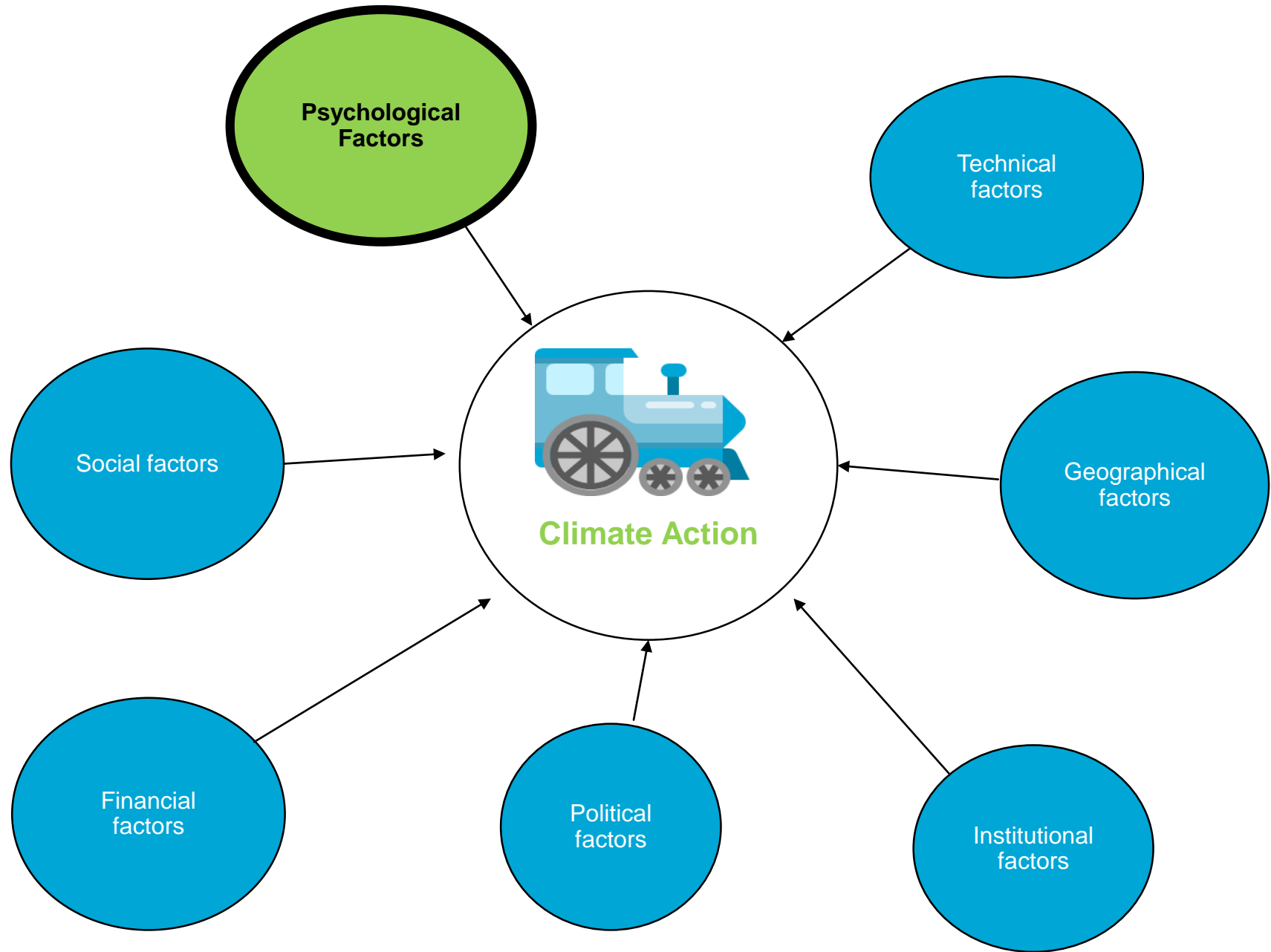
can provide insights on how to design more effective policies on sustainable consumption and production

UN Environment, 2017



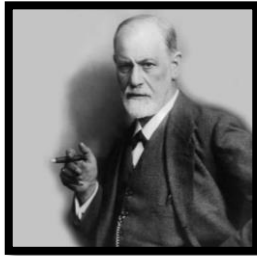
Knowledge-Attitude-Behaviour Model





Psychological mechanisms

- Unconscious processes; denial (Sigmund Freud)
- Motivation; needs (Abraham Maslov)
- Context; Social influence (Philip Zimbardo)
- Emotions (Paul Ekman)
- Heuristics; biases (Daniel Kahneman; Amos Tversky)
- Influence; nudging (Robert Cialdini; Richard Thaler)
- Values; worldviews (Linda Steg)
- Hassle; habits (Gerdien de Vries)



“I always go by car, I find it difficult to travel differently” (**habit**)

“I will take the train when the Intercity hits my town” (**delay, external attribution**)

“My co-workers still take the car! Why should I be the first to take a train?” (**social norm**)

“I take the car for work, but I never take an airplane when I go on holiday!” (**moral licencing**)

“Taking the train takes so much effort and time. Finding tickets, delays, changing trains...” (**hassle**)

“I just bought this car and it was not cheap! I want to enjoy the ride” (**sunk costs**)



These thoughts are often unconscious!

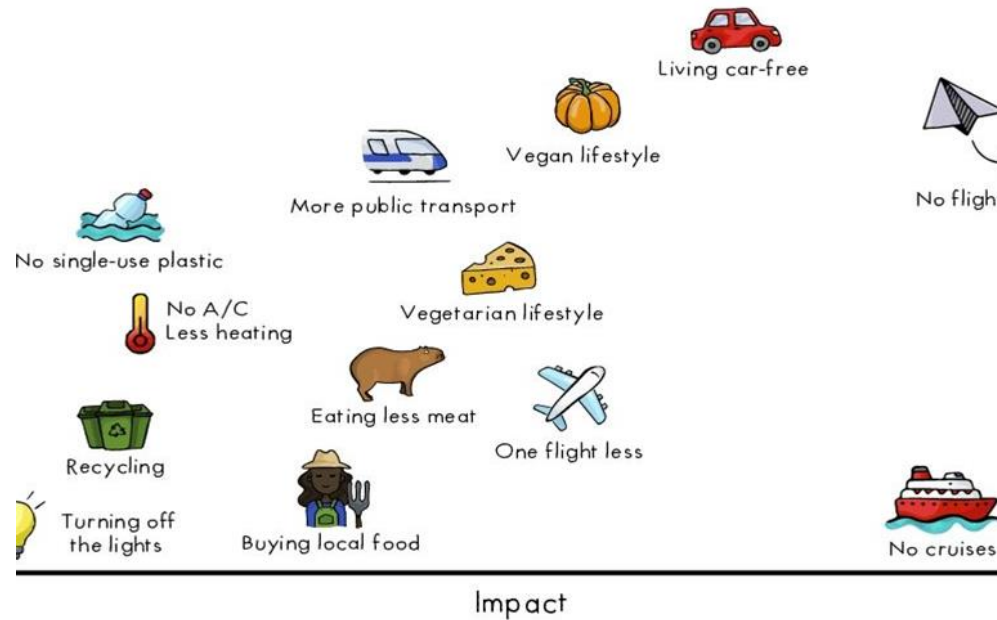


Psychology for effective policies for a sustainable campus



Policy design: start

Difficulty and impact of climate-friendly decisions



Impact and difficulty of climate-friendly decisions -- T Brudermann & A Hoeben -- klimapsychologie.com -- CC-BY-I

- Facilitate wanted behaviour
- Barrier unwanted behaviour
- Know if people need to stop or start doing something, change habitual behaviour etc.
- Know your target group
- Know the context
- Policy toolbox is large: look at money, information, punishment, nudges, sludges, fun etc (or all together)
- No one-size-fits all... Ask for help if needed (bureaus, tools)

Applying behavioural insights to energy policy

A toolkit for practitioners

This toolkit is intended for policymakers, civil servants, and professionals who design programmes to reduce emissions of citizens and businesses.

Energy programmes can fail because citizens and businesses might respond to them in unexpected ways. This toolkit will help you consider how people could respond to your programme and increase the likelihood that it will achieve its intended outcome.

To begin, please select the path that best matches your needs and answer the 3 questions that will follow. You will then be presented with personalised recommendations.



I am developing a new programme

You are designing a new programme to reduce emissions of citizens and businesses. Choosing this path will help you consider different types of interventions.

[Start](#)

I am improving an existing programme

You are either implementing or refining a programme that already exists. Choosing this path will help you consider the underlying factors that might be affecting the programme's success.

[Start](#)

→ [I don't want personalised recommendations, take me directly to the behavioural checklists](#)



Build and sustain new habits

Existing habits often make it difficult for citizens to adopt a green technology, change their energy consumption patterns, or switch to a new mode of transport. Learn what your policy or programme can do to help citizens form new habits and sustain them over time.

[Learn more](#)



Address knowledge and ability gaps

Sometimes, people might simply lack the knowledge, skill, or ability to engage in the desired behaviour. Explore behavioural techniques that can help you address such knowledge and ability gaps.

[Learn more](#)



Use positive social influence

Citizens or businesses might not engage in the desired behaviour because they incorrectly believe that others do not do so either. Learn how to leverage positive social influence to improve compliance with your policy or programme.

[Learn more](#)



Simplify administrative processes

Complex application processes to incentive or grant programmes can feel intimidating and lead citizens to drop out. Learn how to reduce drop-outs by making administrative processes more user-friendly.

[Learn more](#)



Increase public acceptance

Citizens might distrust the institution or the figure that promotes the policy or programme, which might reduce their willingness to engage in the desired behaviour. Learn how to increase public trust and increase public compliance.

[Learn more](#)



Make energy-efficiency attractive

Citizens and businesses might not engage in energy-efficient behaviours if the behaviours do not convey any immediate benefits. Learn how to make the desired behaviours more attractive.

[Learn more](#)



Communicate effectively

People might not pay attention to the new programme or policy or simply not be aware of its existence. Learn how to communicate the desired action effectively to the public.

[Learn more](#)



Increase compliance

Laws or regulations can fall short of their intended outcomes because people might believe that they are not enforced effectively or that sanctions for breaking them are insignificant. Learn how to increase compliance in such instances.

[Learn more](#)



Foster positive attitudes

Citizens might initially take a negative stance towards the new policy or programme. Explore how to foster positive attitudes.

[Learn more](#)



Pull the right motivational levers

Policies and programmes that offer financial incentives might in fact dissuade certain individuals from engaging with the desired behaviour. Learn why this is the case and how you can use different motivational levers to prevent backfiring.

[Learn more](#)



Encourage green purchases

Citizens or businesses might be reticent to switch to new technology if they invested significant resources in their current technology. Learn how to help citizens overcome attachment to past investments and encourage green purchases.

[Learn more](#)

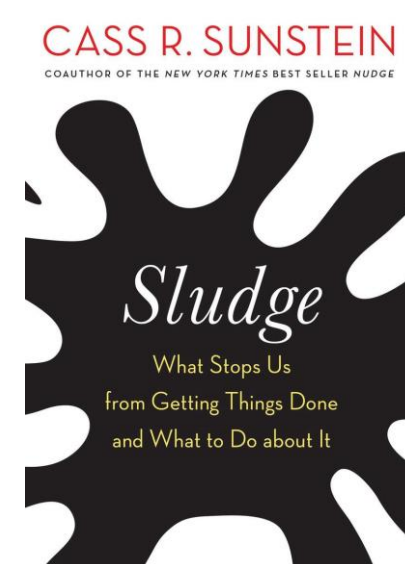
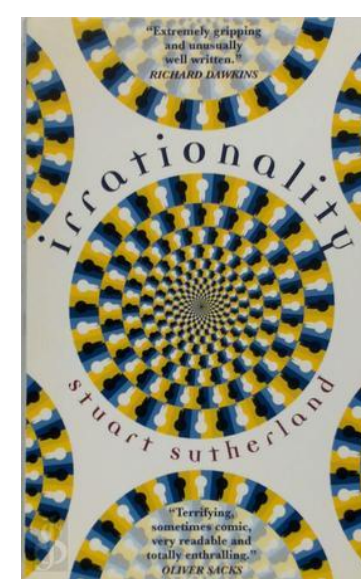
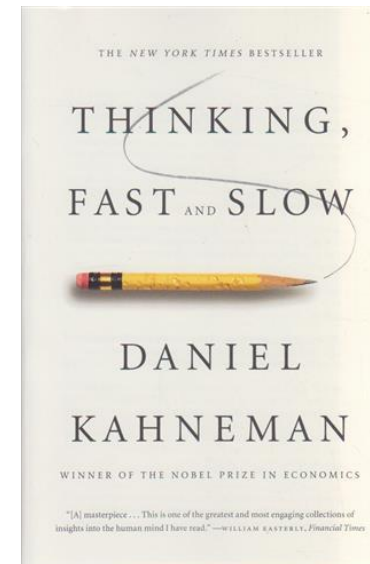
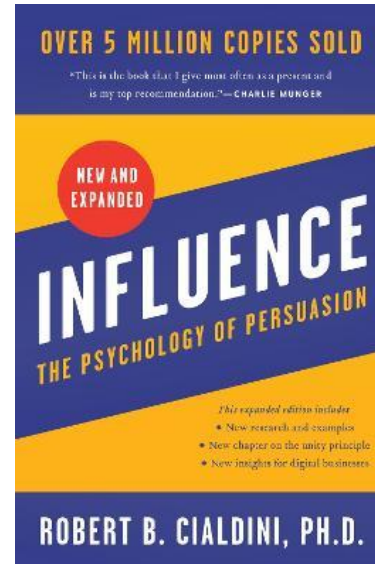
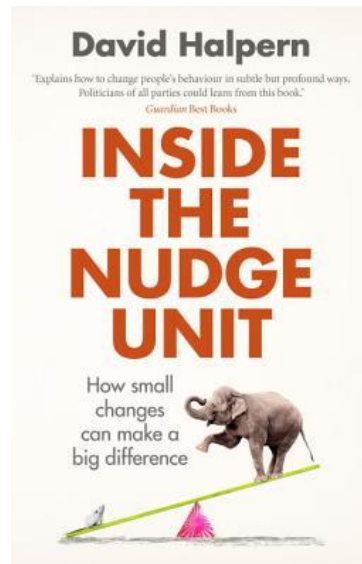
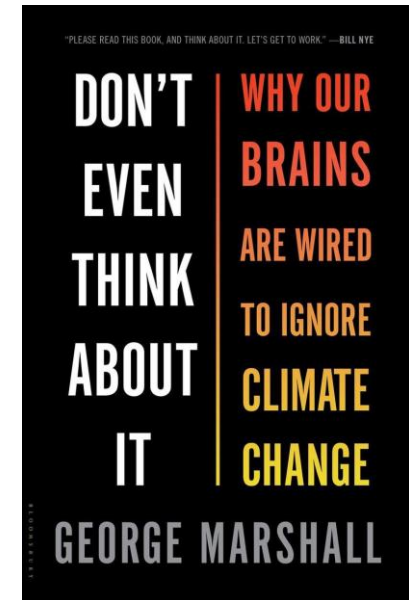
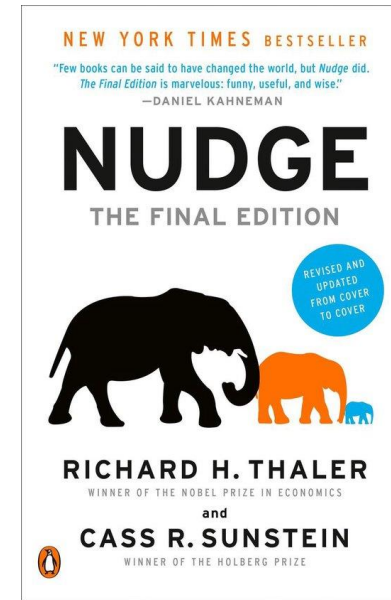


Encourage commitment

Even if a policy or programme is seen favourably by the public, individuals might simply not have enough willpower to engage in the desired behaviour. Learn how to help citizens and businesses formulate commitments to keep up with their intentions.

[Learn more](#)

Food for thought and action!





g.devries-2@tudelft.nl



GerdienDeVries



Gerdien de Vries, PhD



Gerdien de Vries



<https://www.tudelft.nl/tpm/energy-transition-lab>

