

CLIMATE

PSYCHOLOGY

What is the Psychology of Climate?

If the situation is so serious, why so little citizen support?

Can Nudging Help?

When prices are not enough, how can choice design help?

Deadly Denial?

Why does the sceptic mindset still impacts climate policy?

Climate and psyche?

What is the ethical relationship to climate as human beings?

A SEMINAR ON THE PSYCHOLOGY OF CLIMATE

One thing is the climate science and the seriousness of the situation. Another is how people perceive and react to the information of impending climate change or doom.

Most surveys show a high citizen concern for climate change, but this predictably fails to follow through to sustained actions, purchases or voting behavior. What is the psychology of climate, and the related the ethical and sociological underpinnings of the "climate issue"? This seminar focuses on the experience of climate change, its symbols, emotions and ethical consequences.

Program 28.Sept.2012 - at BI, Norwegian Business School, Nydalen Oslo:

Part I, The Paradoxical Present: Crisis and Complacency

08.30 Registration

09.00 Opening by *Jørgen Randers*, Director Center for Climate Strategy (BI)

09.15 *Per Espen Stoknes*: Core concepts of the psychology of Climate?

10.00 *Gunhild Stordalen*- GreeNudge: What and why is nudging?

10.30 *Nina Witozek* and *Atle Midttun*: Communicating Ecomodernity

11.00 *Siri Kalvik*: Experiences with communicating climate change in Norway

11.30 Lunch

Part II: The Shift to an Ecological Mind-set

12.15 Introduction *Per Espen Stoknes*: Modern vs. ecological mind-sets.

12.20 *Tom Brookes*: director Energy Strategy Centre (ESC) Deadly Denial:

How the sceptic mindset impacts our ability to address climate change.

13.05 *Marthe Austgulen*, SIFO, Exploring Norwegian climate skepticism and denial

13.25 Coffee break

13.40 *Per Ingvar Haukeland*: The deep sources of change.

14.00 *David Abram*: Climate and Psyche.

14.45 Plenary summary: Green growth, ethics and climate change.

15.00 End

Organised by:

The Department of Accounting, Auditing and Law at BI Norwegian Business School (BI)

An initiative by:

a) *The Centre for Climate Strategy, (BI)*

b) *GreeNudge, Oslo, and*



c) *The Centre for Corporate Responsibility, (BI)*