

## COLLABORATIONS FOR CHANGE

# Global Goals for Tomorrow's Education, Today

19TH ~ 21ST JUNE 2018 KEELE UNIVERSITY



# The psycho-social approach to climate change engagement



Headline  
Sponsor

# CarbonCredentials

# FACING DIFFICULT TRUTHS

Climate Psychology Alliance  
Scotland

**GSCA**  
SUSTAINABILITY



*Daddy, what did YOU do about Climate Change?*



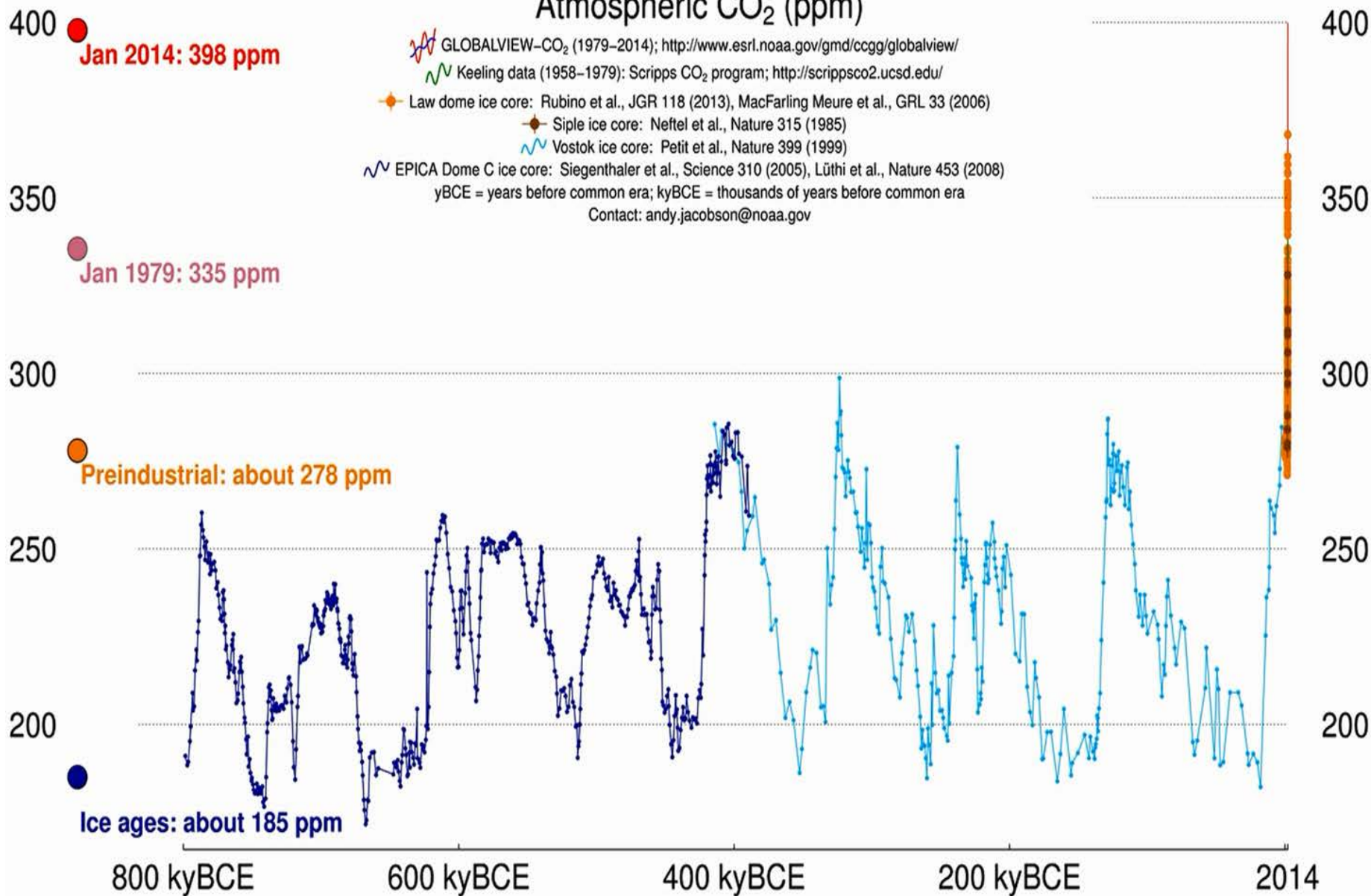
- What's the Issue?
- What's our reaction?
- How can this approach help?
- How can I apply it within my organisation?



# The Feel-Good Picture



# Atmospheric CO<sub>2</sub> (ppm)



The overwhelming individual response to climate change is a psychological response: anxiety. And denial - a psychological process





# Psycho Social approach

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Psycho-social approaches to climate change are concerned with understanding the non-rational, unconscious and emotional dimensions of our individual, collective and social difficulties in making and agreeing to positive changes in the face of the dangerous, life threatening effects of climate change.



# Addressing needs and possible developments

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To increase the understanding of complexities and contradictions when facing climate change, and improve the understanding of the unconscious psycho-social processes that influence responses to climate change.

To enable us to move away from the adversarial, black and white positions towards a common cause where the theoretical and practical aspects of communication are drawn together to produce positive change.



Art can help



Isaac Cordal





Fred  
Martins



Global Warming  
FRED MARTINS









# How do you feel about climate change?

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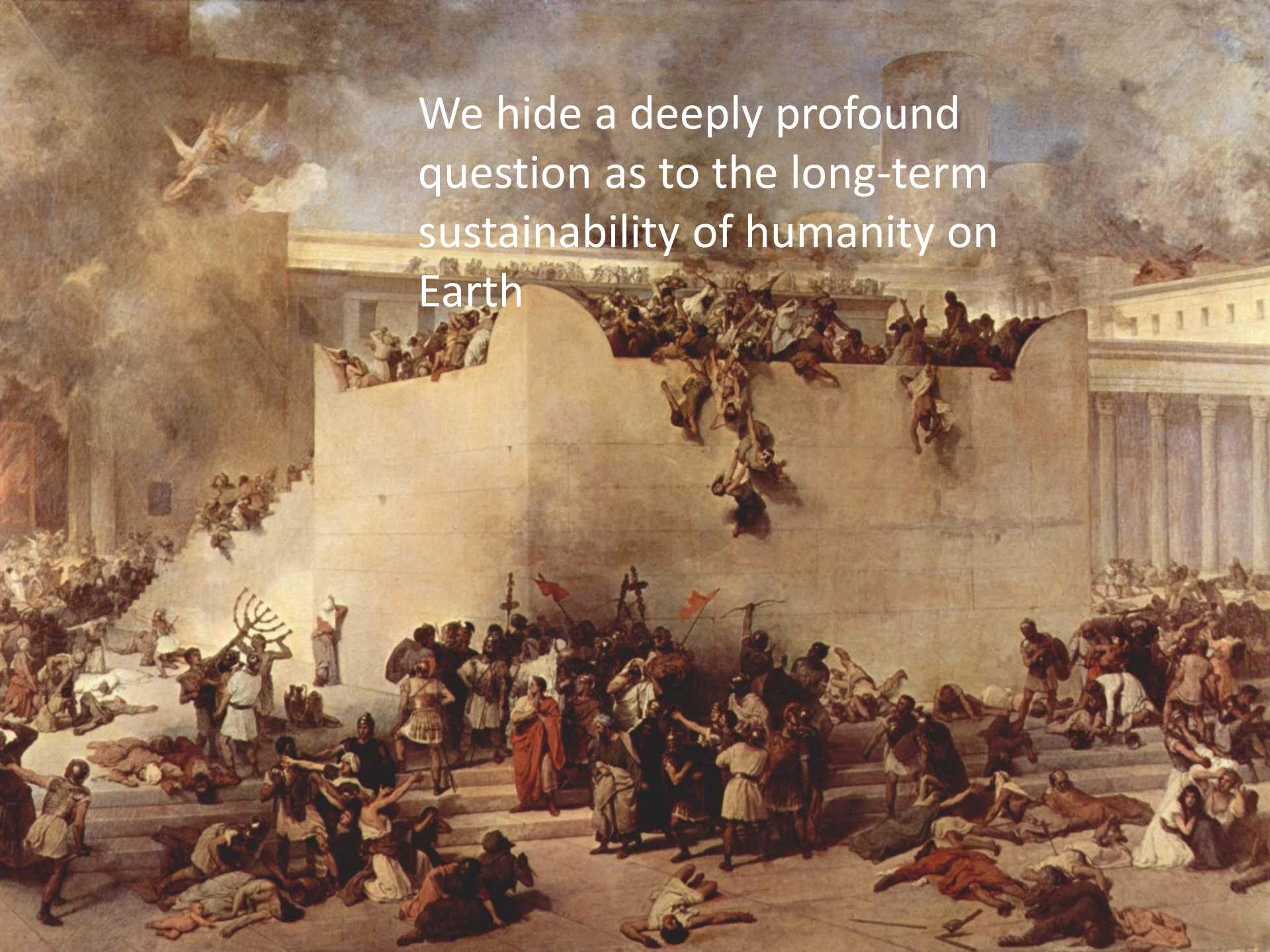
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.....Shout out words

We hide a deeply profound  
question as to the long-term  
sustainability of humanity on  
Earth





Climate  
Change  
is a  
vague,  
distant  
threat

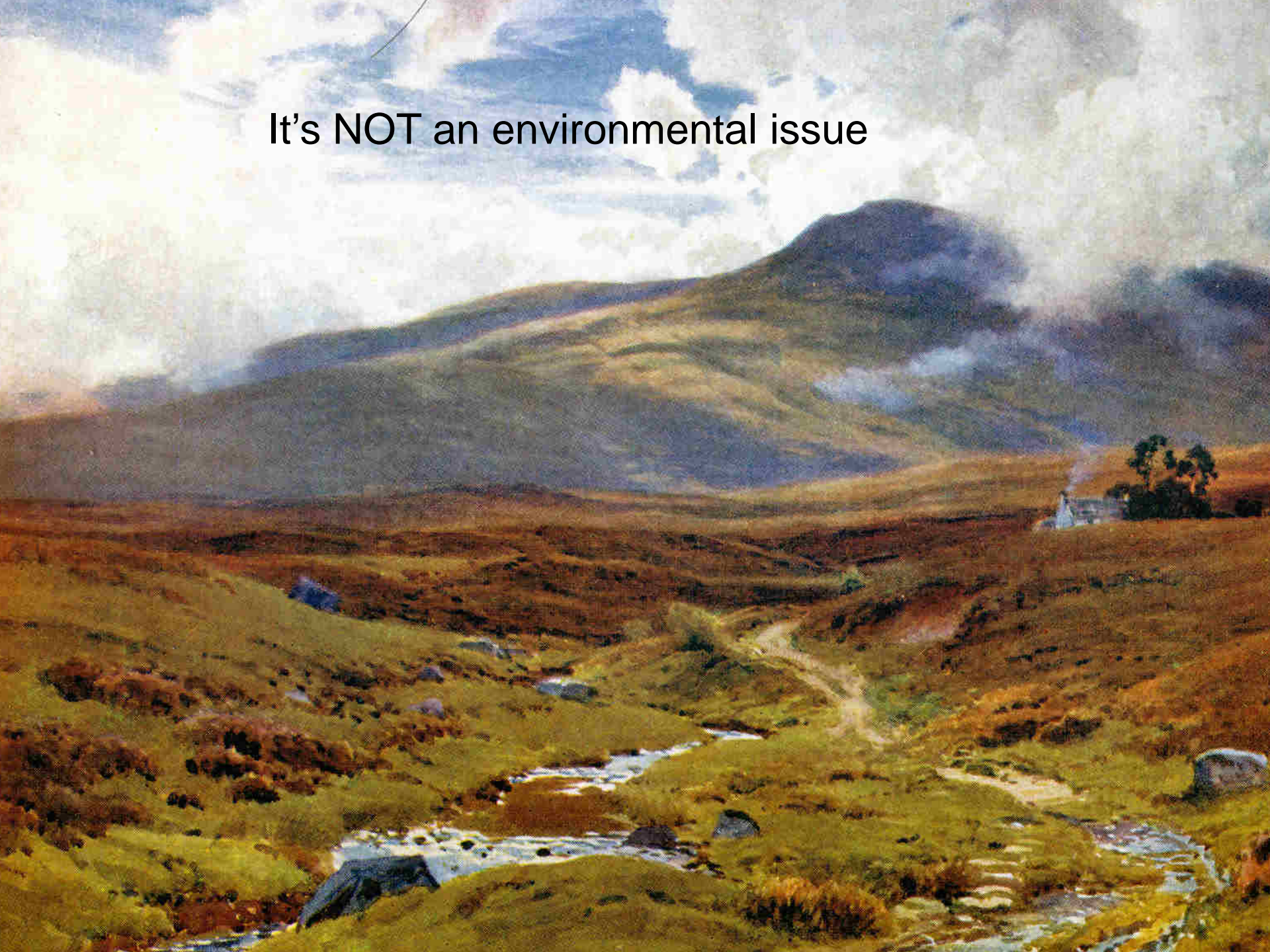








It's NOT an environmental issue





# Who's Guilty here?

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- Corporations?
- Governments?
- Airlines?
- Supermarkets?
- Meat eaters?

.....Who?

A caricature of an elderly man with a large, prominent nose, wearing glasses and a dark suit. He is holding a wooden gavel in his right hand. The background features a wooden panel and an American flag. The text "You're all Guilty" is overlaid in large white letters.

You're all  
Guilty



# The Corporate Response

Greenwashing

Delay

Nay-sayers

Confuse



# And our Responses?

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Just because I don't  
care doesn't mean I  
don't understand.  
- Homer Simpson



# What are our responses?

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- How do we react to these feelings?

.....shout out



A cartoon illustration of Donald Trump with a shocked expression, wide eyes, and a hand to his chin. He has his signature blonde hair and is wearing a dark suit, white shirt, and red tie. The background is a solid blue color.

we're  
screwed

Hedonism is really a lot more fun  
than thinking about the end of  
our existence on Earth



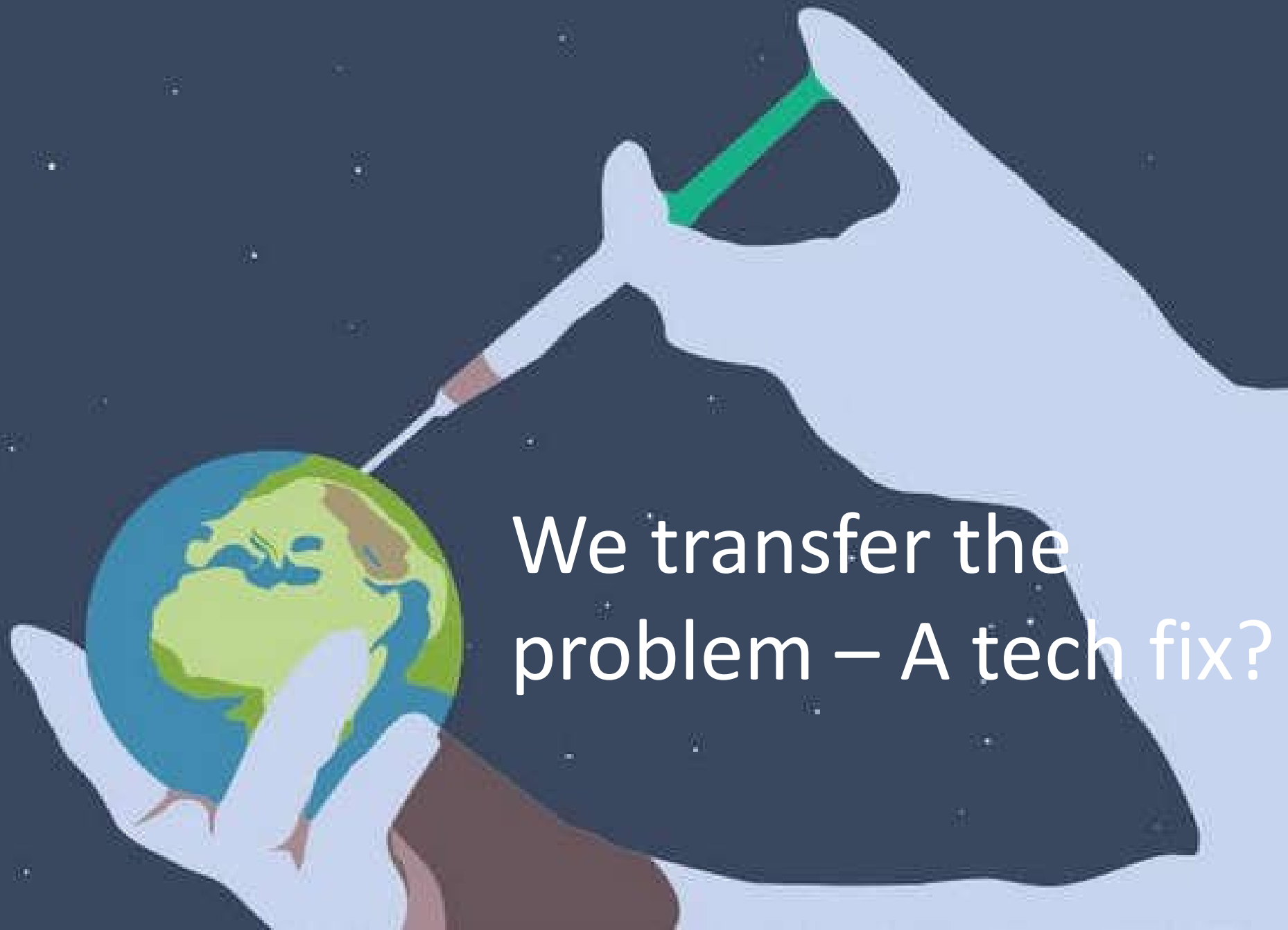
Are we Angry?





In anticipatory  
Mourning?





We transfer the  
problem – A tech fix?

Negation?  
Denial?  
Disavowal?





An aerial photograph of New York City, showing the dense urban landscape of Manhattan and surrounding areas. The city is surrounded by water, and a significant portion of the lower-lying areas is submerged in floodwaters, illustrating the impact of sea-level rise. The text is overlaid on the right side of the image.

Traditional approaches aren't fast enough

Only some people are susceptible to  
behaviour change

That change won't happen fast enough

This is a supply-side not a demand-side issue

We need to tackle future leaders

# How can we better react to Climate Change?

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....shout out



KEEP  
CALM

cause

I'm

Controversial



# Demand-led responses are largely a negative response





# Old Ways

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- Makes us more anxious
- For years we've been told changing a light bulb will save the planet
- We know this isn't true, so adds to our anxiety
- It's a ghetto behaviour which doesn't lead to other behaviour change
- They offer a get-out clause for some: they have done their bit & carry on regardless
- Anxiety means we react negatively to future requests for action
- We then hide in hedonism, transfer or ignore



# DISTURBING SLIDE ALERT

# IF OF A NERVOUS DISPOSITION

# LOOK AWAY NOW





# Disturbing Slide

- The Fossil Fuel Economy will end the ability of humans to live on this planet
- You, your family and everyone you know
- It is comforting, easy and profitable for some
- It is inequitable and unstable
- It often feels great and privileged
- It ends with the end of us
- We need to tell a new story
- From fossil to clean



# Supply led Systems Change

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- We must change what's made and supplied
- Give only choices that are positive impacts
- Redesign everything
- Move from fossil fuel

.....art can help,  
but all disciplines must work together



100%  
RAINFOREST  
DESTRUCTION

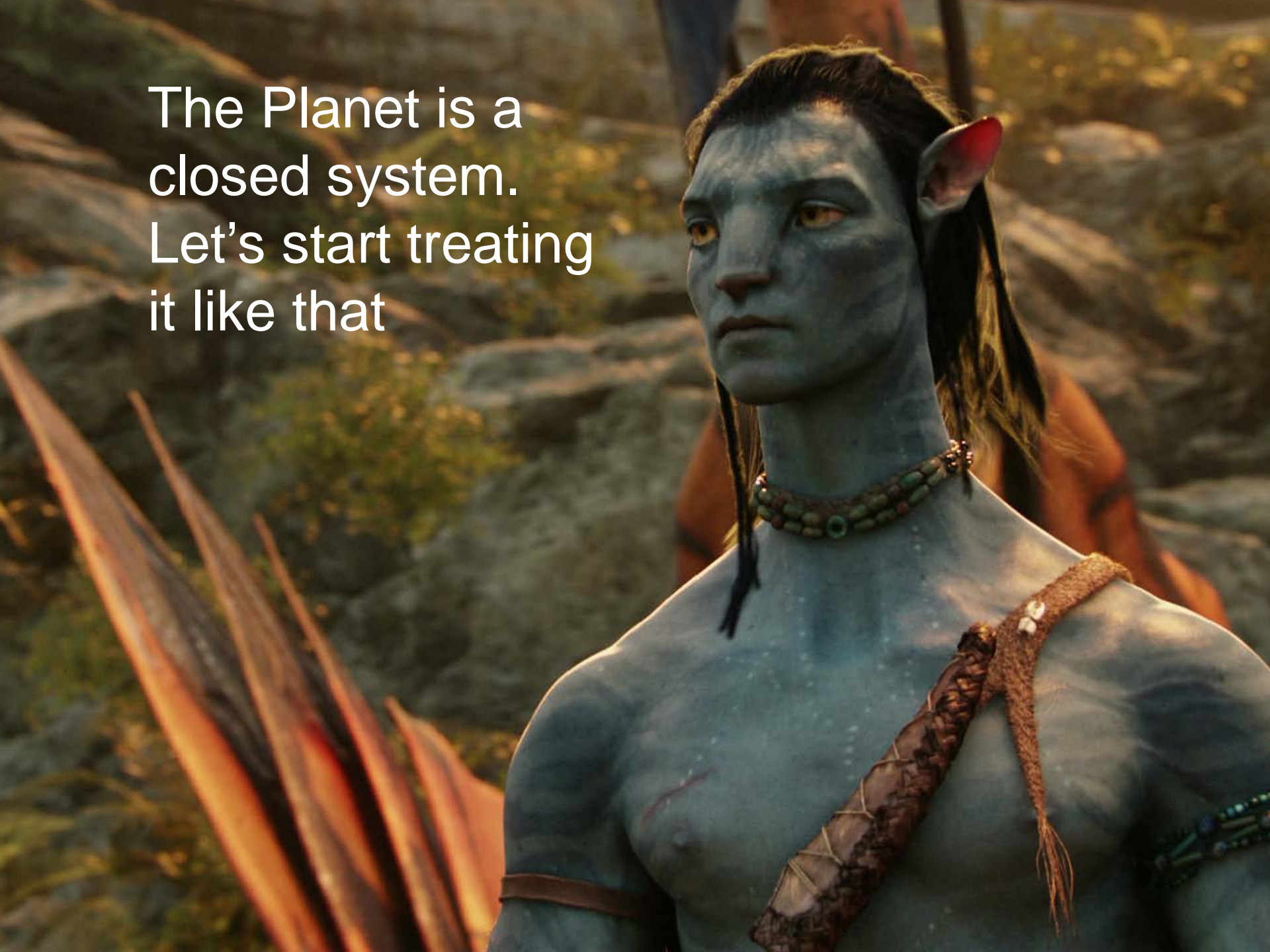


#ProtectParadise

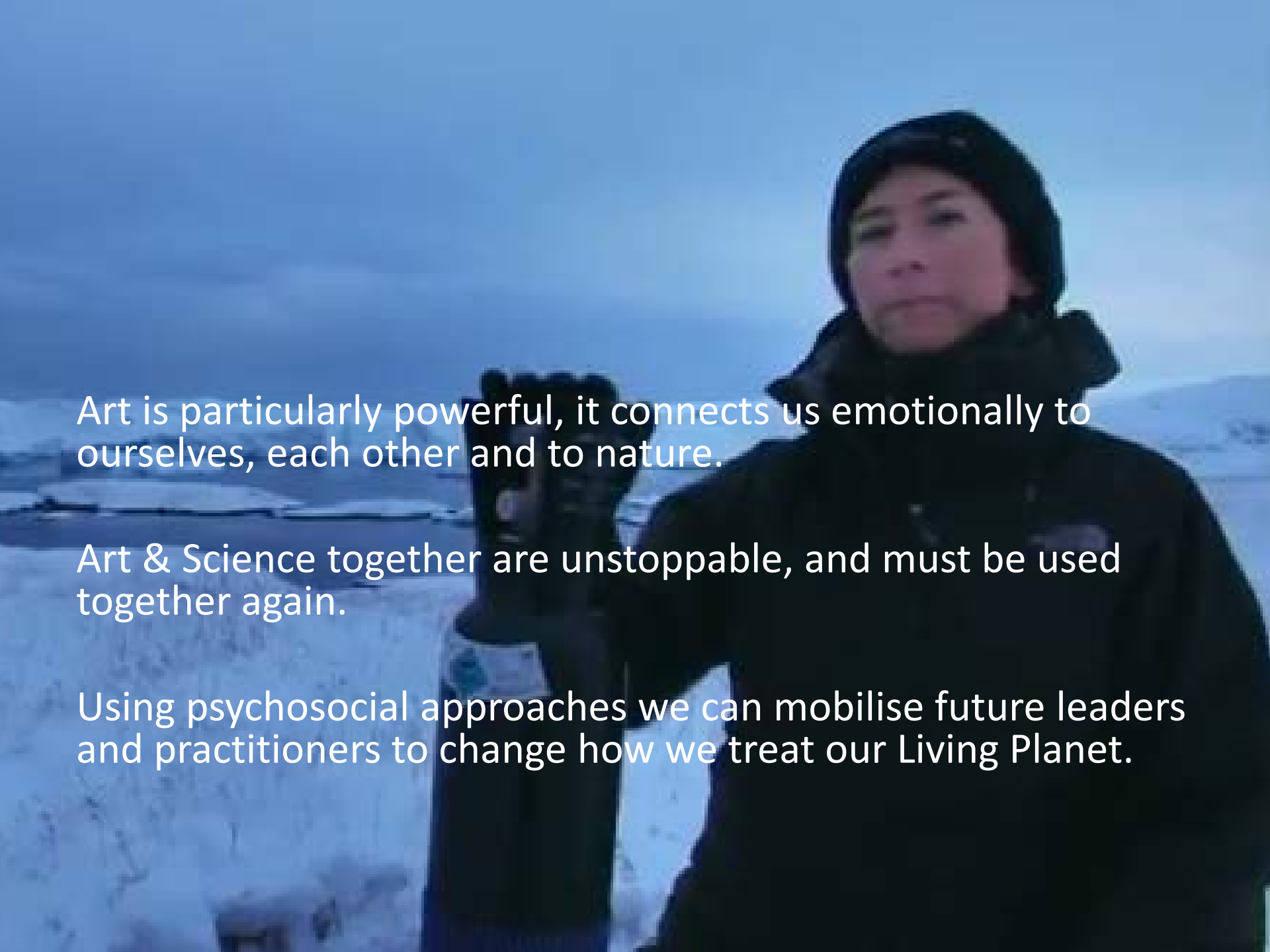
GREENPEACE



The Planet is a  
closed system.  
Let's start treating  
it like that





A person wearing a dark jacket and a hood is standing in a snowy, mountainous landscape. They are holding a camera up to their eye, as if taking a photo. The background shows a vast, snow-covered valley and distant mountains under a clear sky.

Art is particularly powerful, it connects us emotionally to ourselves, each other and to nature.

Art & Science together are unstoppable, and must be used together again.

Using psychosocial approaches we can mobilise future leaders and practitioners to change how we treat our Living Planet.

# Everyone needs to do this as part of their professional lives



Examples of inter-disciplinary connections:

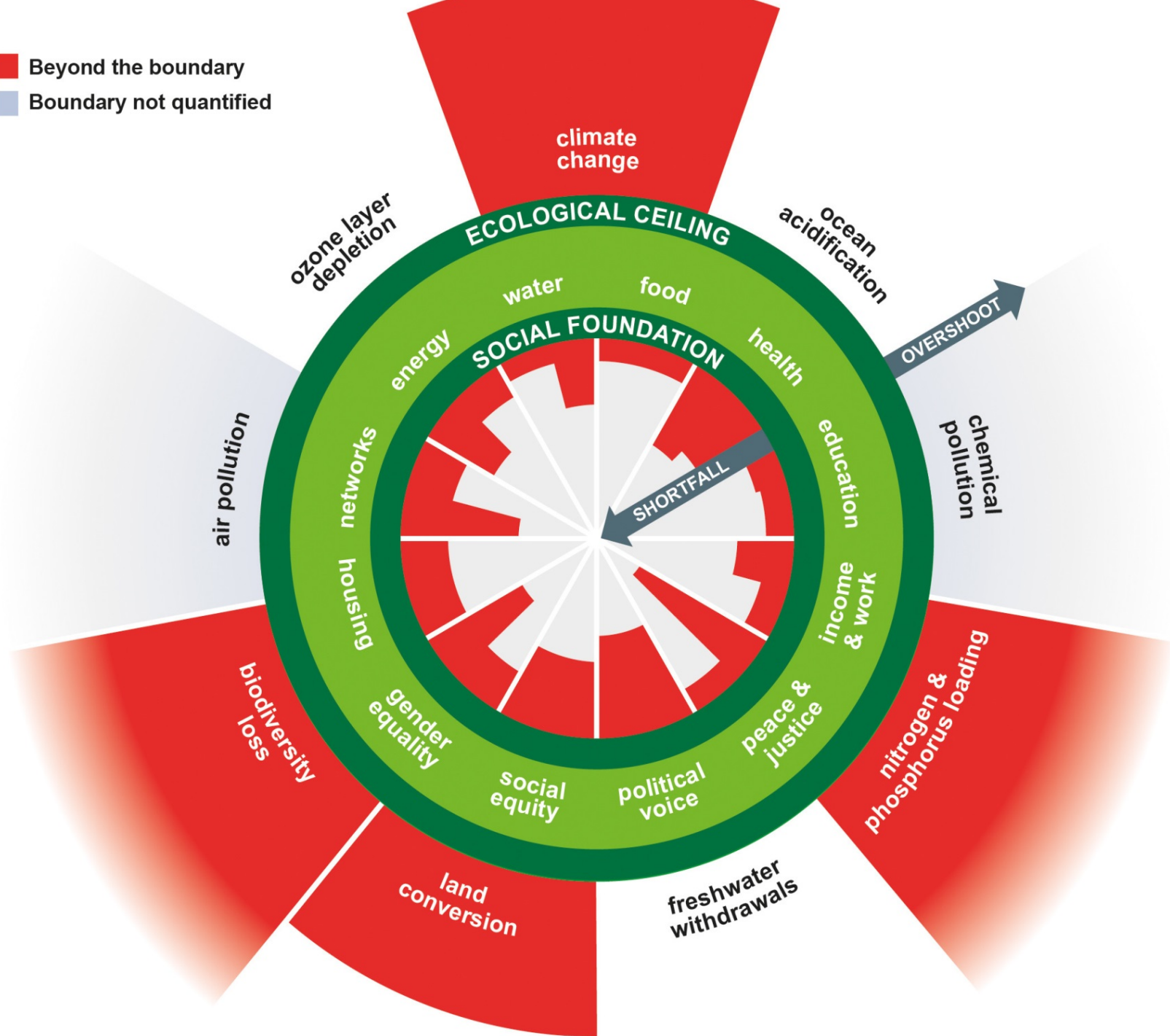
- A perverse culture: **historians** can help us find our place
- **Marketing** needs to change and embrace new messages
- **Politics** needs to discover the benefits to them of a green transition
- **Creative people** can re-visualise and make messages and actions clearer so they are worthwhile
- **Interior Designers & Architects** can send messages to clients through their work
- **Sociologists** and **psychologists** can help us make sense of it
- **Engineers** and **Designers** make in ways that complement life
- **Graphic Designers & digital platform designers** can visualise it

.....how can you make a personal/professional contribution?

# Tell the Truth



■ Beyond the boundary  
■ Boundary not quantified







# What to Change?

- Truth and change are hard work: economic growth, neo-liberalism, consumerism and hedonism are much easier
- Avoiding empty solutions (like recycling)
- Avoiding blame and stereotyping of others
- Discourage wishful thinking and an unlimited “environmental mother”
- Recognise that social structures fail, not people
- Systems Change – if it doesn’t feel like you’re in a war we’re not trying hard enough



# How to Change?

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- By treating the Earth as a closed system
- Recognising that Biodiversity and Human Rights are linked
- Promoting community cohesion, connections & values
- Reconnect and love Nature in the 'self'
- Work together across all disciplines
- Create positive allegories: A New Humanity

# DOUGHNUT ECONOMICS

Seven Ways to Think Like a  
21st-Century Economist



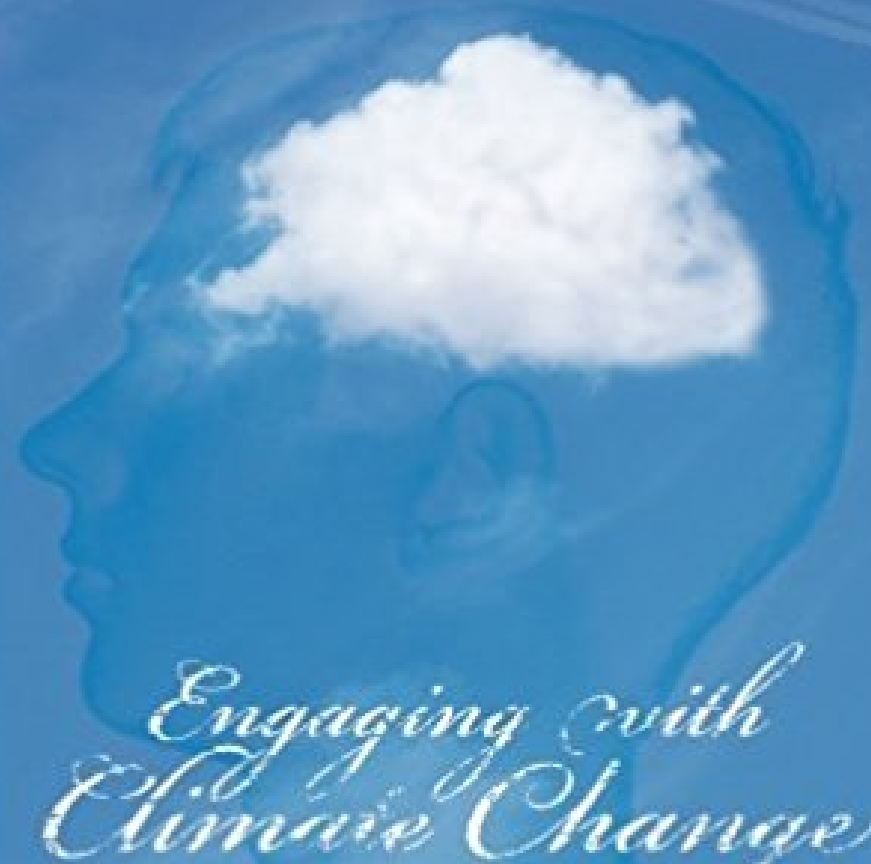
KATE RAWORTH

'I read this book with the excitement that the people of his day must have read John Maynard Keynes's *General Theory*. It is brilliant, thrilling and revolutionary.' George Monbiot

'BEYOND THE COUCH' SERIES

THE NEW LIBRARY OF PSYCHOANALYSIS

General Editor: Alessandra Lemma



*Engaging with  
Climate Change*

PSYCHOANALYTIC AND  
INTERDISCIPLINARY PERSPECTIVES

EDITED BY

SALLY WEINTROBE

Published in association with the Institute of Psychoanalysis, London



THE NEW YORK TIMES BESTSELLER—UPDATED AND EXPANDED

# THE NEW CONFESSIONS OF AN ECONOMIC HIT MAN

15 EXPLOSIVE NEW CHAPTERS WITH  
NEW REVELATIONS ON:

- HOW ECONOMIC HIT MEN HAVE SPREAD IN THE UNITED STATES AND WORLDWIDE
- HOW THE EHM SYSTEM IS MORE TREACHEROUS TODAY THAN EVER
- WHAT WE CAN DO, INDIVIDUALLY AND COLLECTIVELY, TO SAVE OUR FREEDOM

## JOHN PERKINS



# MANUFACTURING CONSENT

NOAM CHOMSKY AND THE MEDIA

A FILM BY / UN FILM DE MARK ACHBAR & PETER WINTONICK





# Hope and Agency





# Offer a Way Out

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- We need to frame the issue and provide a way forward: a vision to match that of neo-liberal capitalism
- We need to link feminism, animal & human rights, race and gender rights, civil rights
- We need to reduce anxiety to useful levels
- Acknowledge people's fears and reasons, not dismiss them
- We need consensus for a systematic, holistically driven positive change



# Joining the Dots

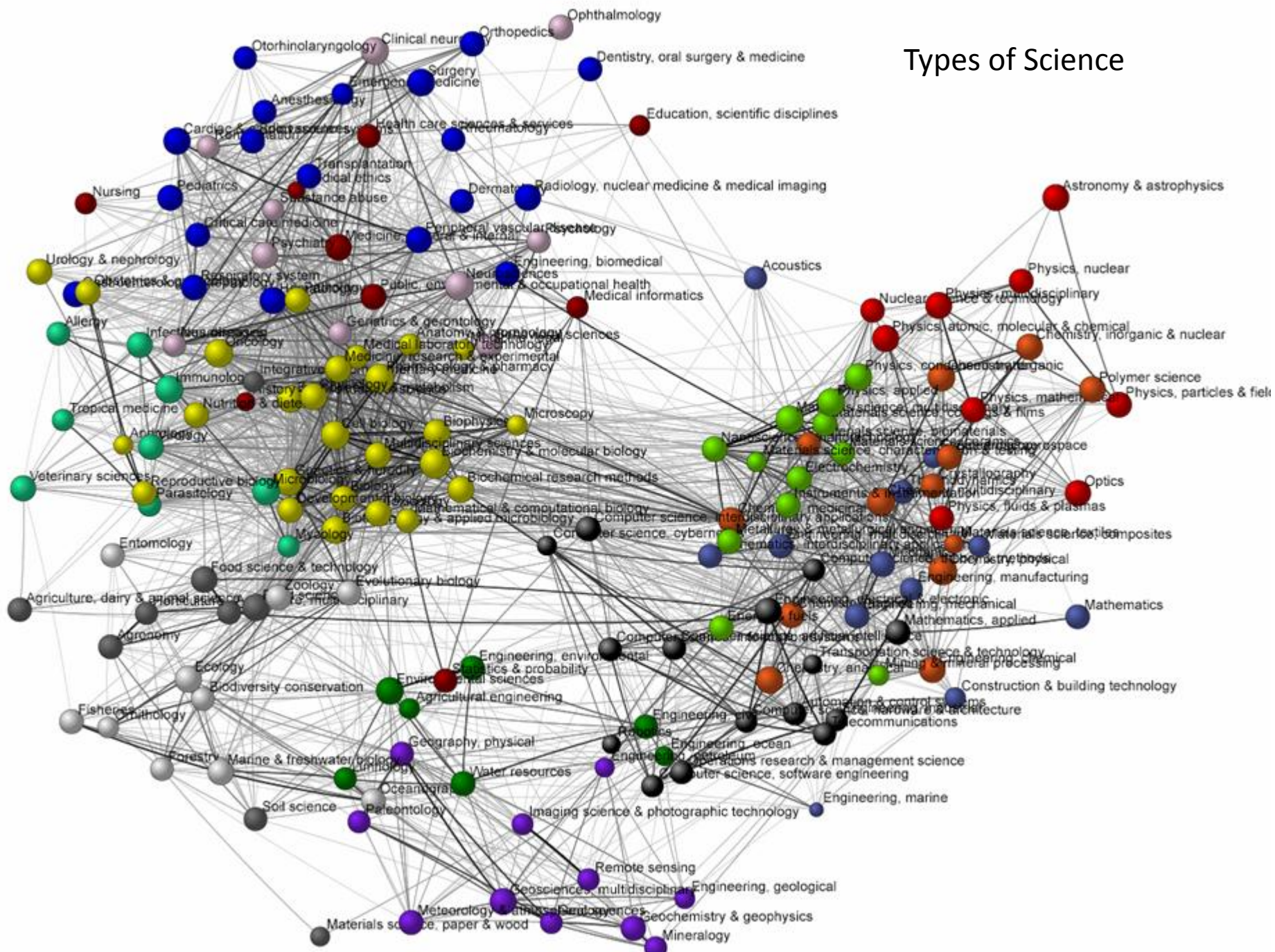
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- Address the hypocrisy in our society and in our curricula
- We feel despair
- We are in a planned system – it is NOT our natural state it can be changed
- Taxing wealth, investing in a new economy
- Finance serving society
- Equitable shares, here and everywhere
- Extending circular economy: whole economy





## Types of Science



# How FHEIs can help the change: Joining the Dots

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- Send students out to work with a deep emotional connection
- All disciplines – from hard sciences to business to the creative arts – must work together
- We can deal with anxiety when given a way out
- The research opportunity of the millennium
- Training and redesign for everything



# What you can do after this

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- Read, get informed and start lobbying, within your curriculum and department
- Pick an engagement issue, it could be a theme such as materials/waste, or a group you work with, such as management
- What fears & anxieties exist in your example?
- What tools can you use to address them?
- What outcome do you want?
- Join CPA and apply psychology to your work



# More info

- [www.climatepsychologyalliance.org/](http://www.climatepsychologyalliance.org/)
- [www.theguardian.com/sustainable-business/2014/nov/10/brain-climate-change-science-psychology-environment-elections](http://www.theguardian.com/sustainable-business/2014/nov/10/brain-climate-change-science-psychology-environment-elections)
- [www.apa.org/science/about/publications/climate-change-booklet.pdf](http://www.apa.org/science/about/publications/climate-change-booklet.pdf)
- [www.heartlessmachine.com/modern-fossils/](http://www.heartlessmachine.com/modern-fossils/)
- [www.youtube.com/watch?v=1CISrmfbgmQ](http://www.youtube.com/watch?v=1CISrmfbgmQ)
- [www.sallyweintrobe.com/engaging-with-climate-change/](http://www.sallyweintrobe.com/engaging-with-climate-change/)
- [www.pschoanalysis.org.uk/blog/disavowal-sally-weintrobe-and-the-psychoanalysis-of-climate-change-denial](http://www.pschoanalysis.org.uk/blog/disavowal-sally-weintrobe-and-the-psychoanalysis-of-climate-change-denial)
- <https://oneplanet-sustainability.org/2013/11/21/corporate-sustainability-profit-motive-and-intention-in-greenwash/>
- [www.hedgerleywood.org/empathymedia/the-psychology-of-climate-action/](http://www.hedgerleywood.org/empathymedia/the-psychology-of-climate-action/)
- [www.pachamama.org/blog/healing-ourselves-and-the-earth-with-ecopsychology](http://www.pachamama.org/blog/healing-ourselves-and-the-earth-with-ecopsychology)



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*Daddy, what did YOU do about Climate Change?*

# Thank You

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*End extreme poverty, inequality and climate change*

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