

# INFLUENCE!

Inspiration and insight to change  
minds and policy

19 - 20  
June 2019

University of Manchester



Headline Sponsor

**Carbon**Credentials



Don't forget to follow and tweet us @TheEAUC  
Join in the conversation using #Influence2019



- Phones, loos and alarms
- Chatham House Rules
- We'll share a text summary and the slides
- We may take pictures
- The video is just on me, Questions edited out
- Question anytime (1 hand general point, 2 direct response)
- We're going to use appropriate language, some of this is tough to hear

# What we're going to do

3 hour session, a break halfway through

Take coffee and loo breaks whenever

- The state we are in: present calamity and historic reasons
- The psycho-social reasons for our engagement
- How we respond
- The corporate response
- The creative response
- Deep Adaptation: facing up to it and systems change

Spectrum Line:

Climate anxiety

Your Agency



Write Down on the paper:

Hopes and Fears for this workshop

Expectations for this workshop

# Paired listening

# The Feel-Good Picture



John Thorne  
Climate Psychology Alliance Scotland  
Glasgow School of Art

# Who Am I?

## DILBERT<sup>®</sup>

BY SCOTT ADAMS

OUR DIFFERENTIATING  
VALUE-ADDED STRATEGY  
IS TRANSFORMATIONAL  
CHANGE.



HOW WAS THAT?  
DOES ANYONE  
FEEL DIFFERENT?



MY URGE TO HURL HAS  
INCREASED A LITTLE  
BIT.

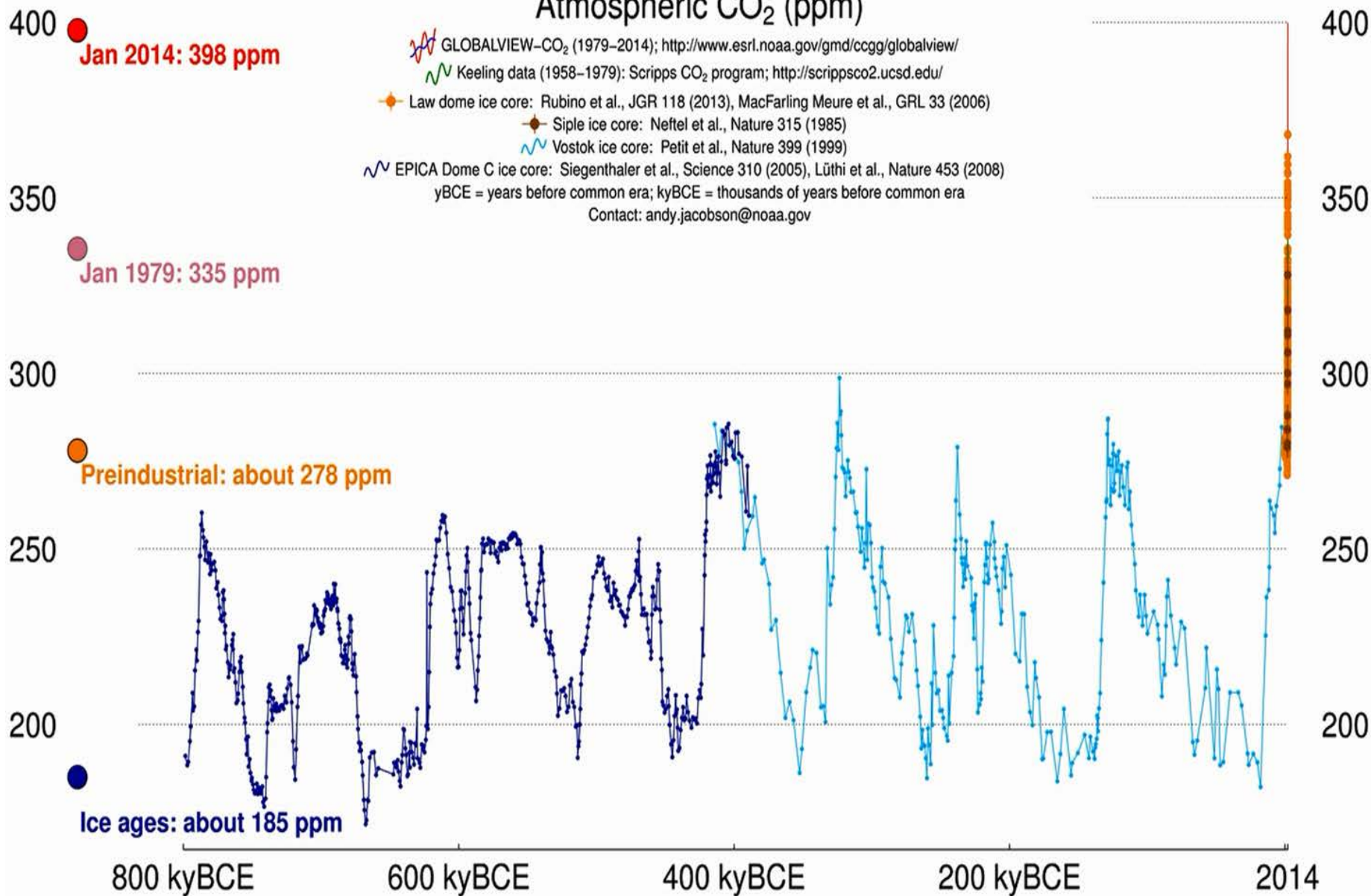
THAT'S WHAT  
CHANGE FEELS  
LIKE.



1-9-05 © 2005 Scott Adams, Inc./Dist. by UFS, Inc.

# Scene Setting

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



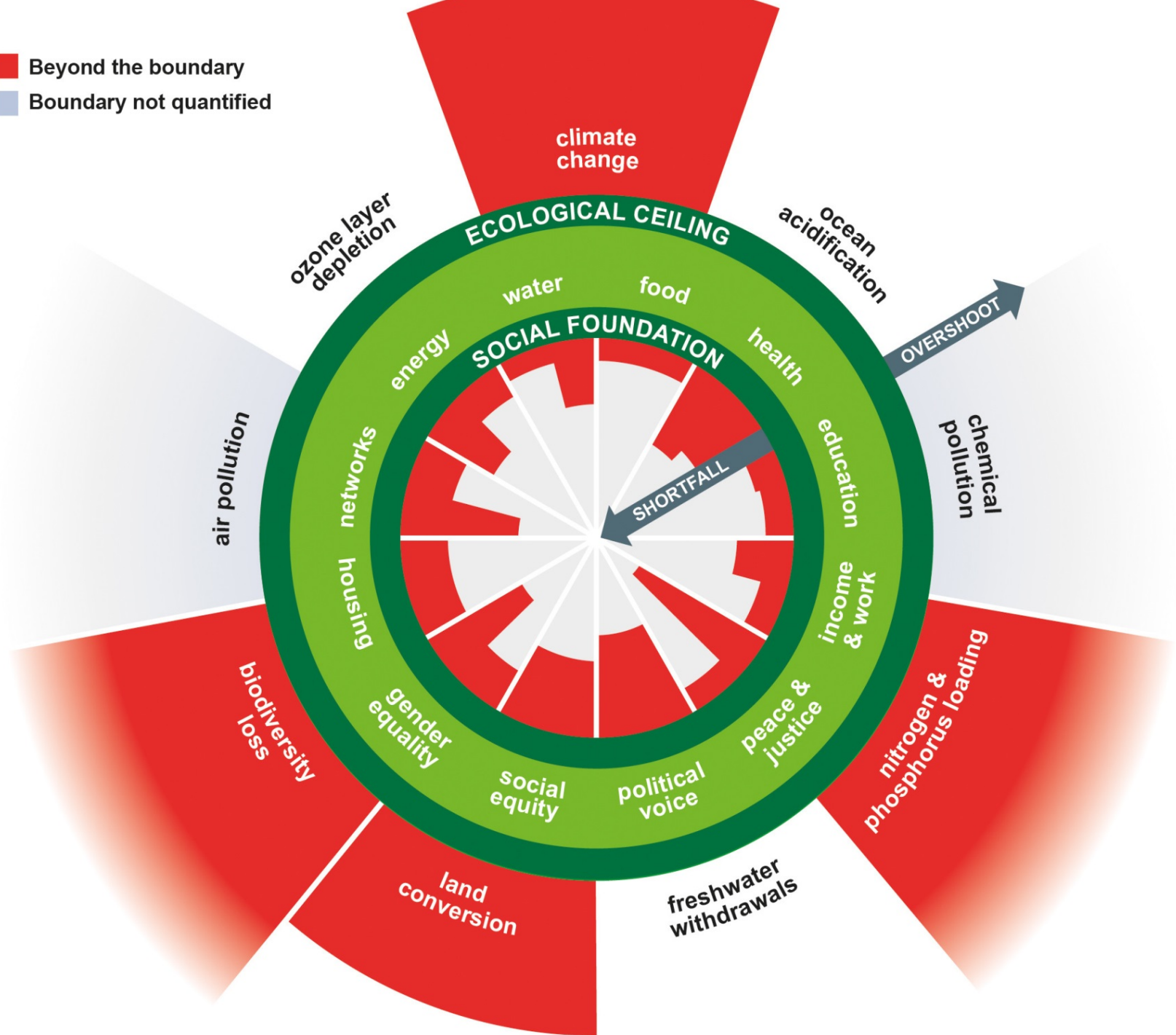




Joseph Fourier, 1827

*"The establishment and progress of human societies, the action of natural forces, can notably change, and in vast regions, the state of the surface, the distribution of water and the great movements of the air. Such effects are able to make to vary, in the course of many centuries, the average degree of heat; because the analytic expressions contain coefficients relating to the state of the surface and which greatly influence the temperature."*

■ Beyond the boundary  
■ Boundary not quantified





# Bird Losses

The following lists percentage declines of some bird species recorded in the Common Bird Census between 1970 and 1999:

Tree sparrow -95 per cent

Corn bunting -88 per cent

Willow tit -78 per cent

Spotted flycatcher -77 per cent

Woodcock -74 per cent

Starling -71 per cent

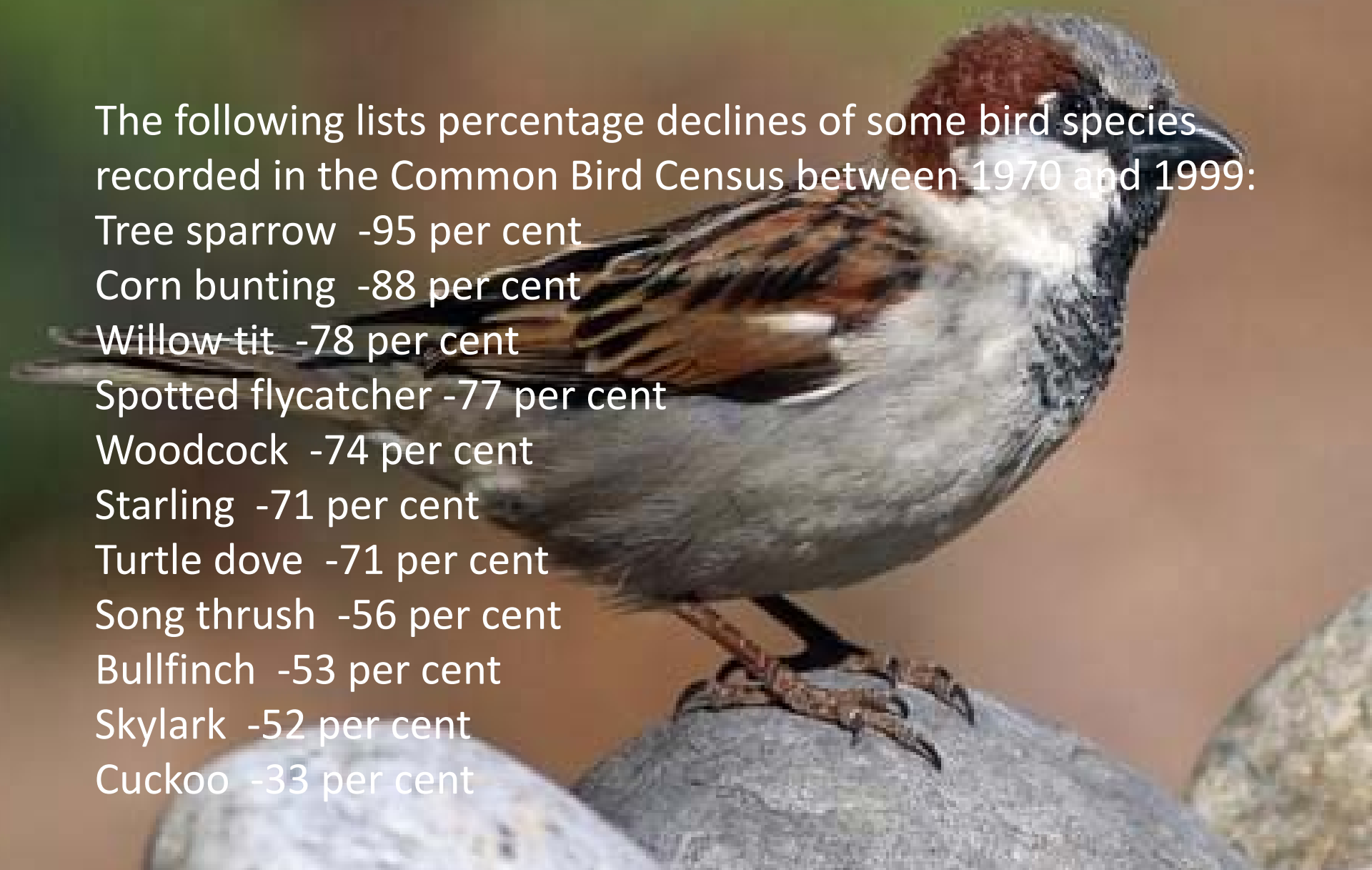
Turtle dove -71 per cent

Song thrush -56 per cent

Bullfinch -53 per cent

Skylark -52 per cent

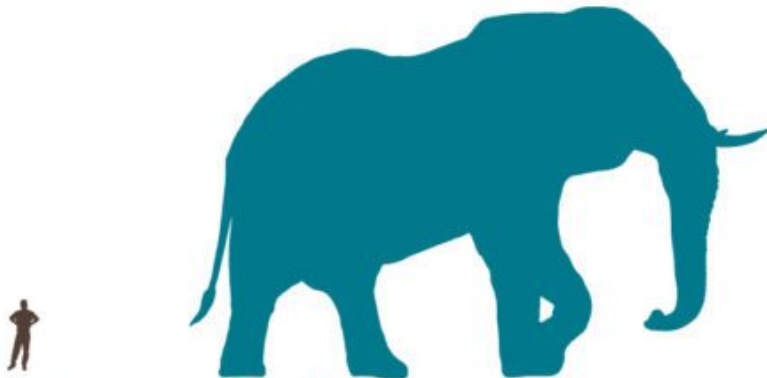
Cuckoo -33 per cent



# Weight of vertebrate land animals

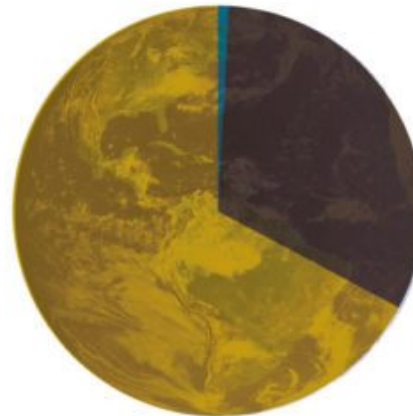
population  
matters

10,000 YEARS AGO



1% Humans 99% Wild Animals

TODAY



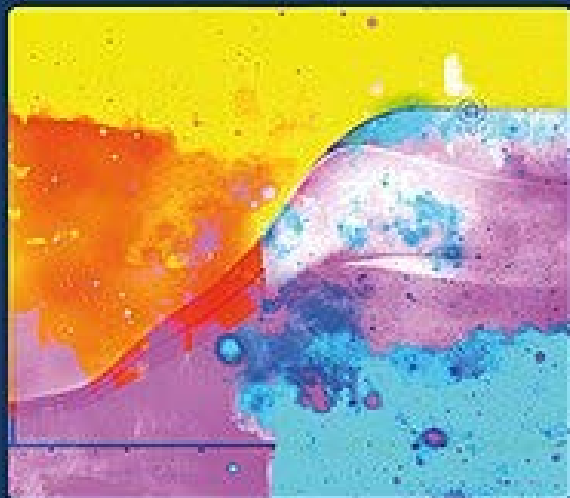
32% Humans 1% Wild Animals 67% Livestock

Calculations based on Smil (2011)

Those are the Threats —  
What about the System We are in?

# Global Warming of 1.5°C

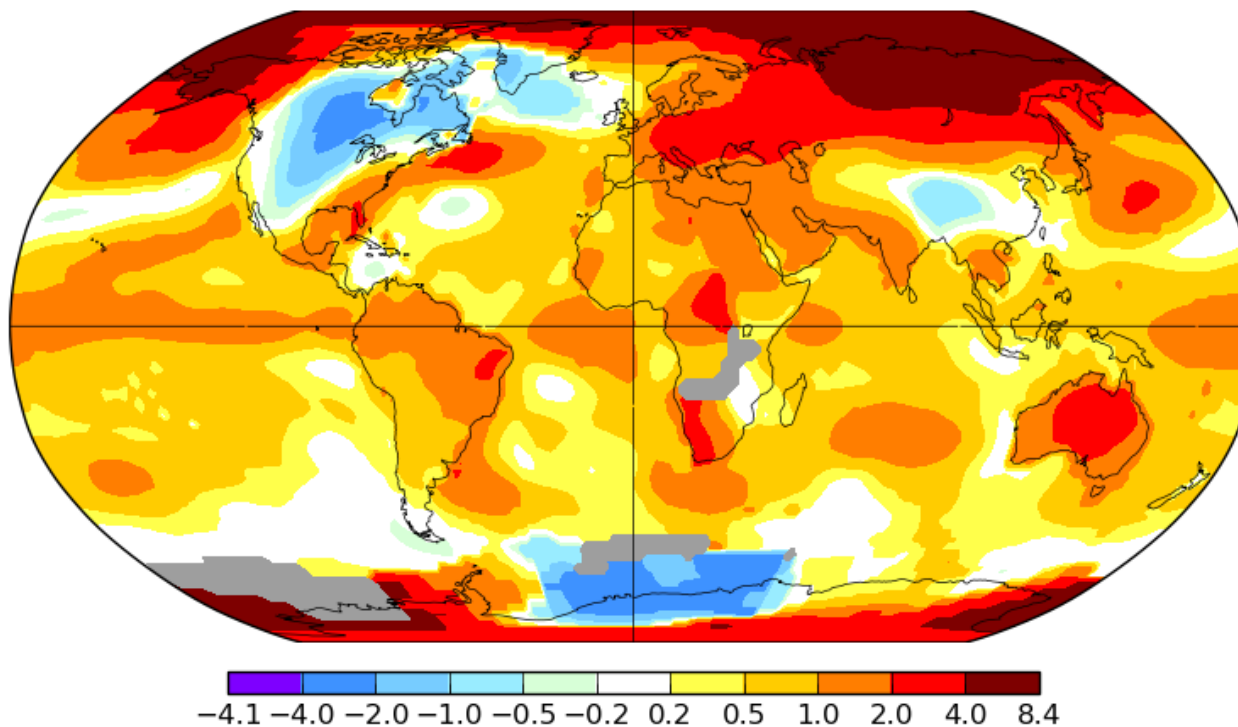
An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty



October 2018

L-OTI(°C) Anomaly vs 1951-1980

0.96













# **A Psycho-Social Approach**



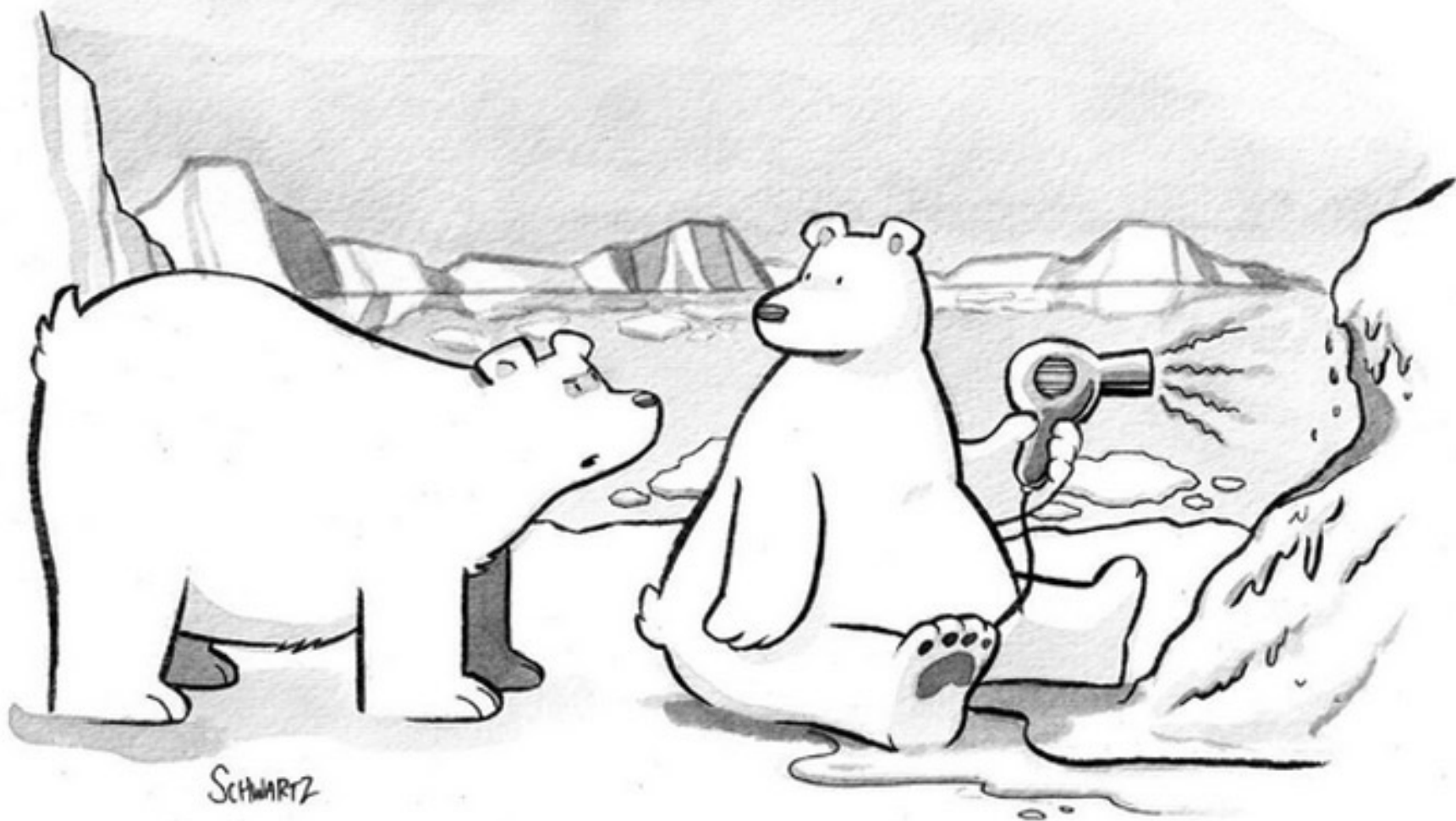


Psycho-social approaches to climate change are concerned with understanding the non-rational, unconscious and emotional dimensions of our individual, collective and social difficulties in making and agreeing to positive changes in the face of the dangerous, life threatening effects of climate change.









*"I recognize that climate change is a complex subject with multiple causes, but this really isn't helping."*

The overwhelming individual response to climate change is a psychological response: anxiety.

And denial - a psychological process





# **WORKSHOP**

**What is going on here? Discuss**

**Environmental**

**Social**

**Cultural**

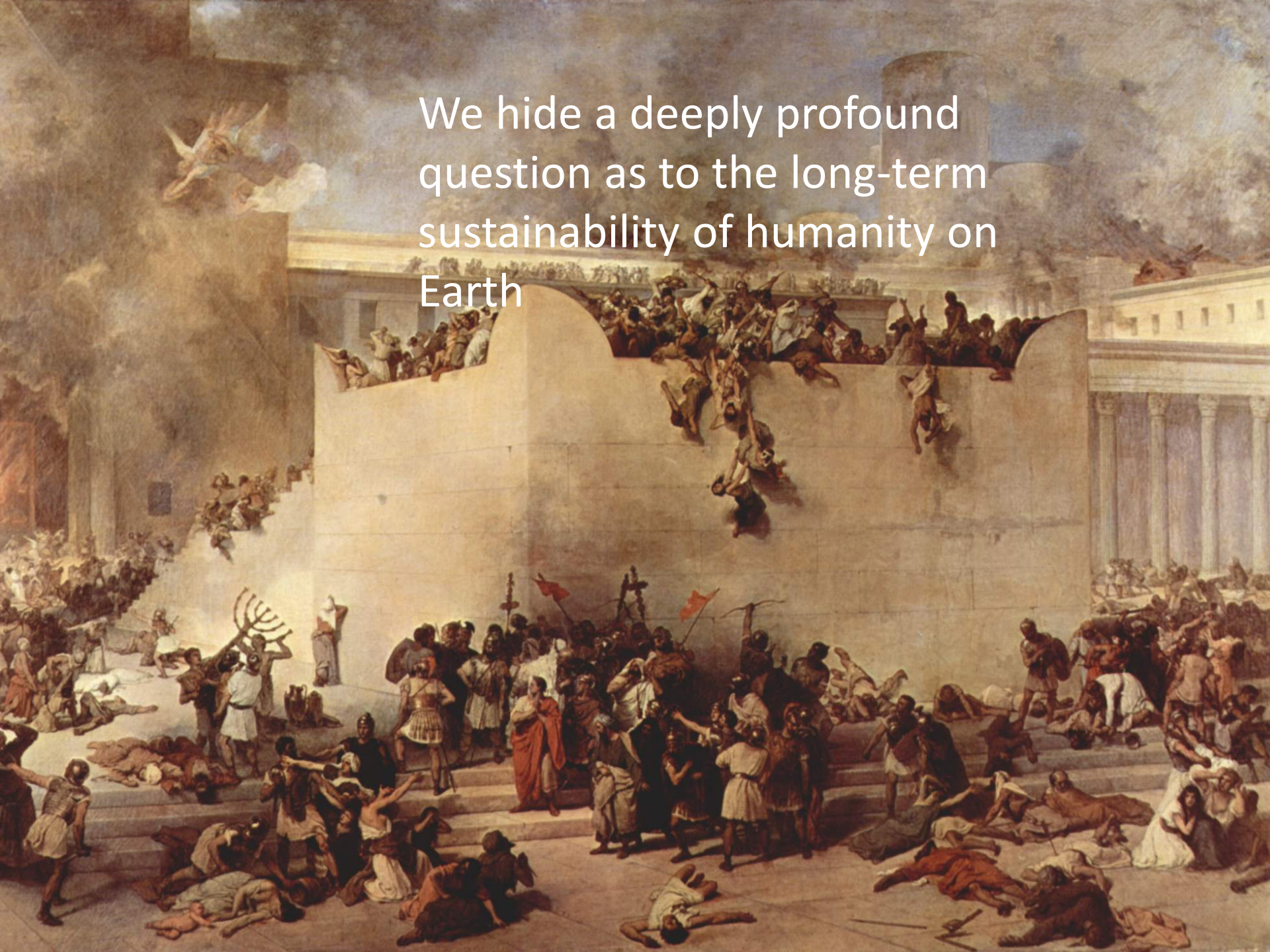
**Social Justice**

**Ecology**

**Economy**



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



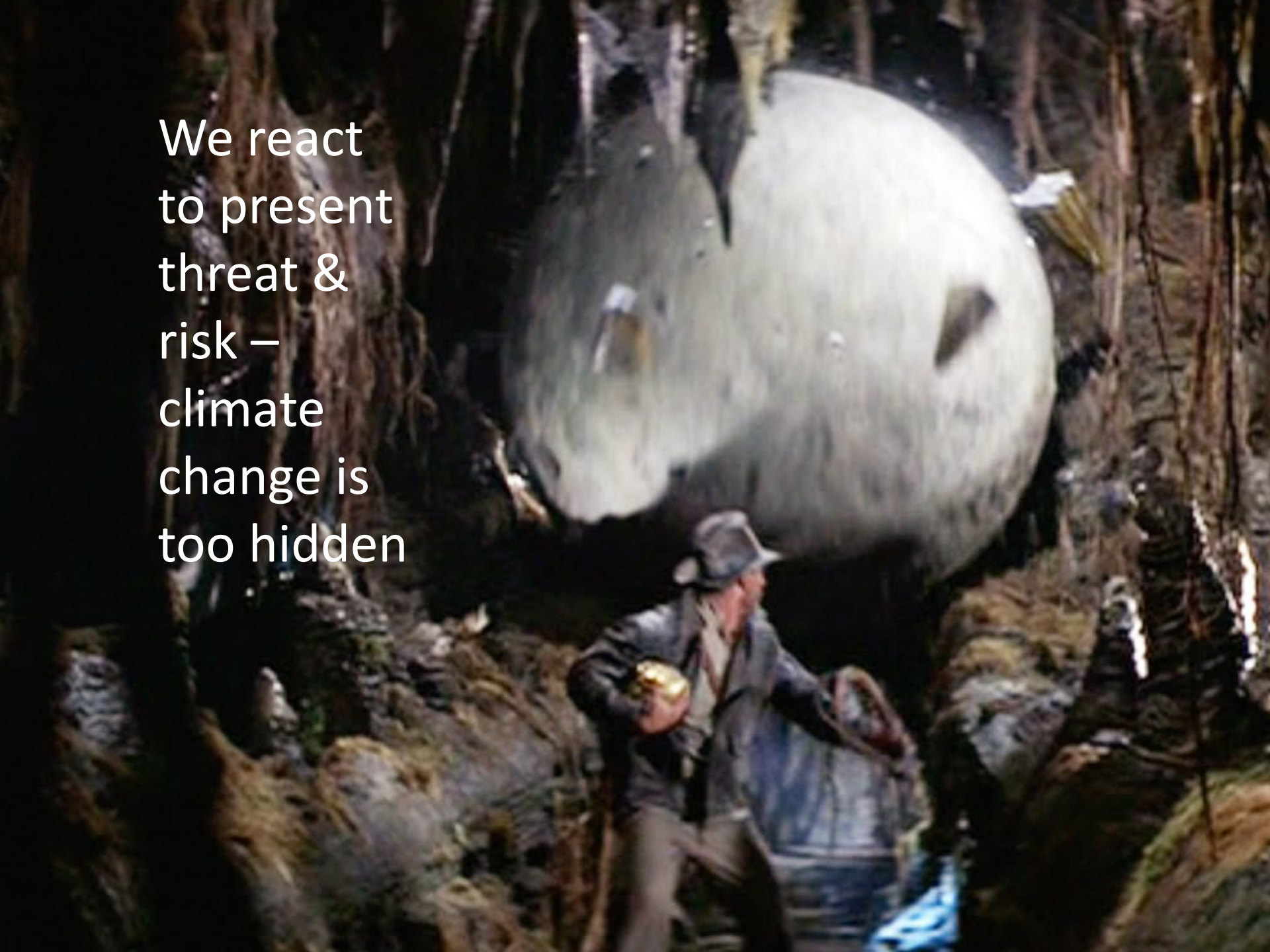


Climate  
Change  
is a  
vague,  
distant  
threat



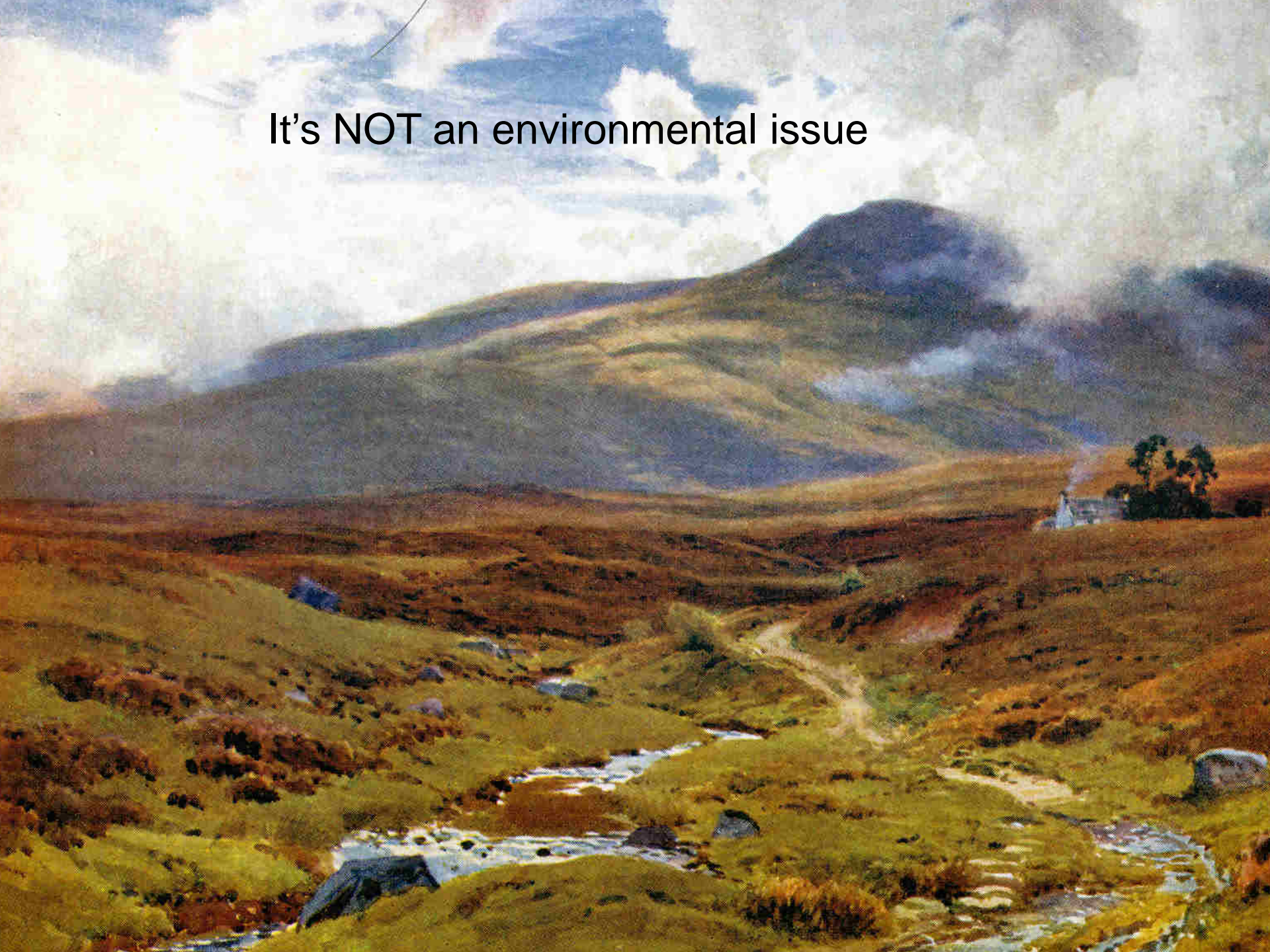


We react  
to present  
threat &  
risk –  
climate  
change is  
too hidden






It's NOT an environmental issue



**Who is Guilty here?**



You're all  
Guilty

And our Response?  
We split off from the issue



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

**What are our responses?**

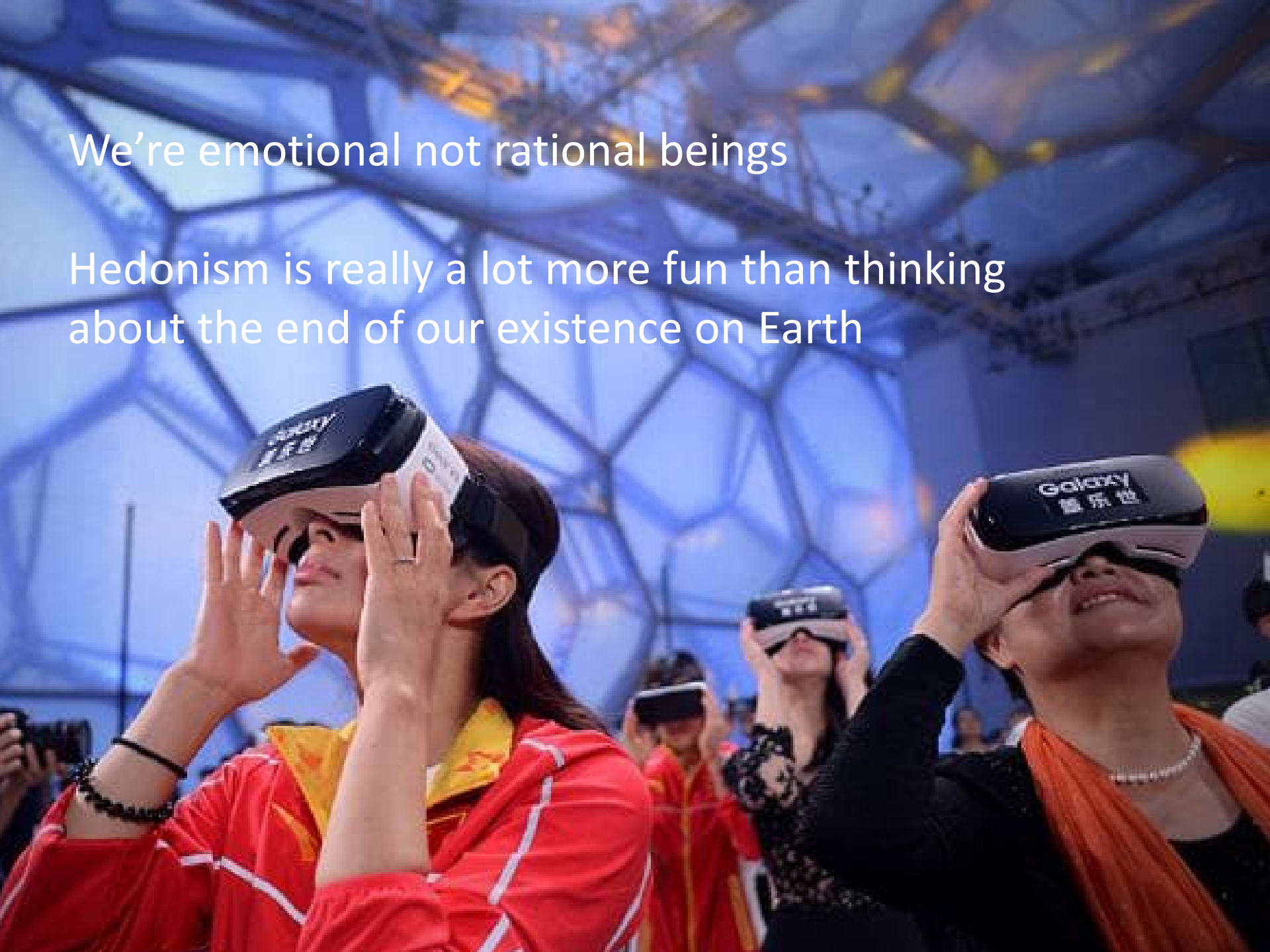
A cartoon illustration of Donald Trump with a shocked expression, wide eyes, and a hand to his chin. He has his signature blonde hair and is wearing a dark suit, white shirt, and red tie. The background is a solid blue color.

we're  
screwed



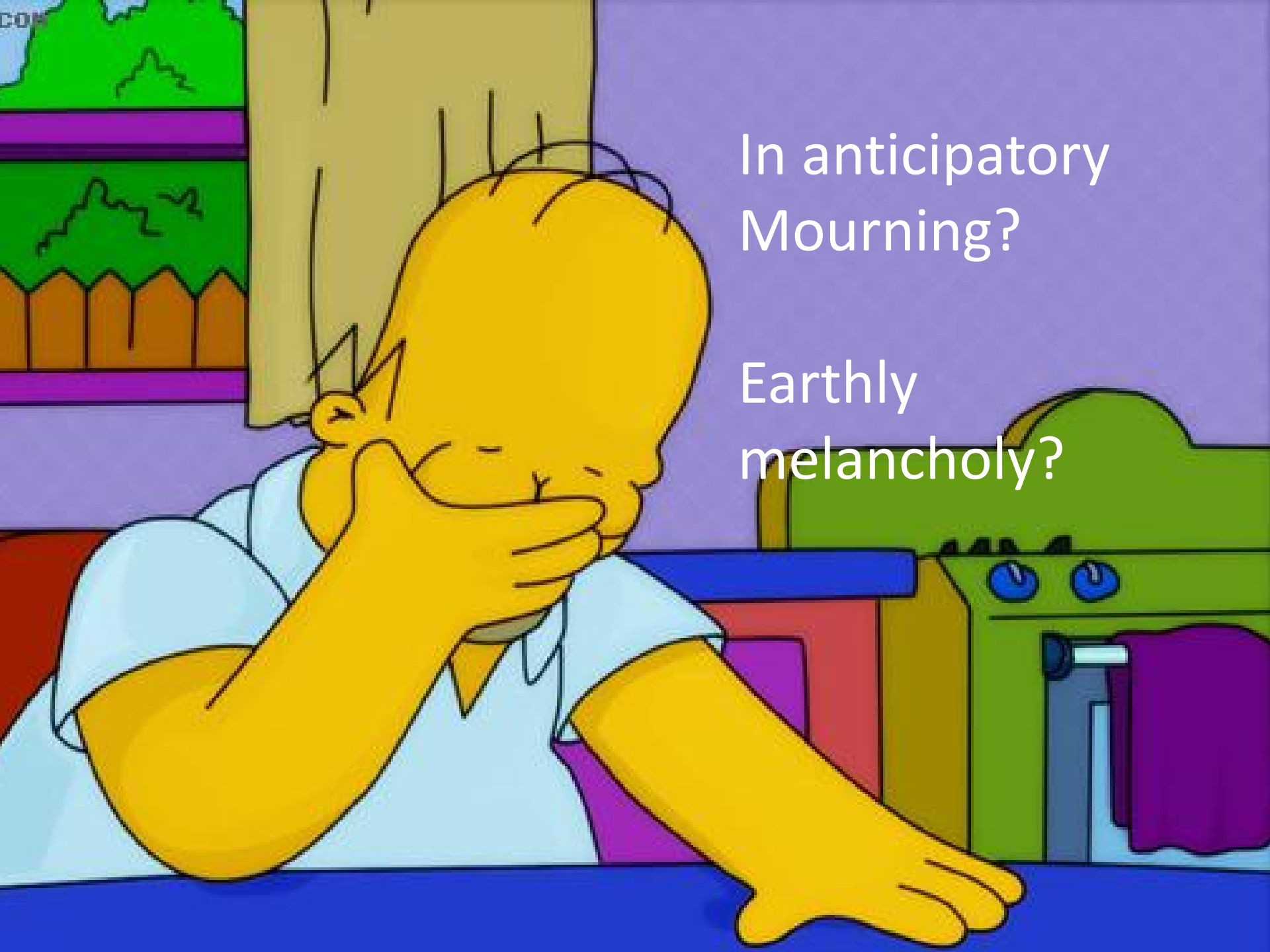
We're emotional not rational beings

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



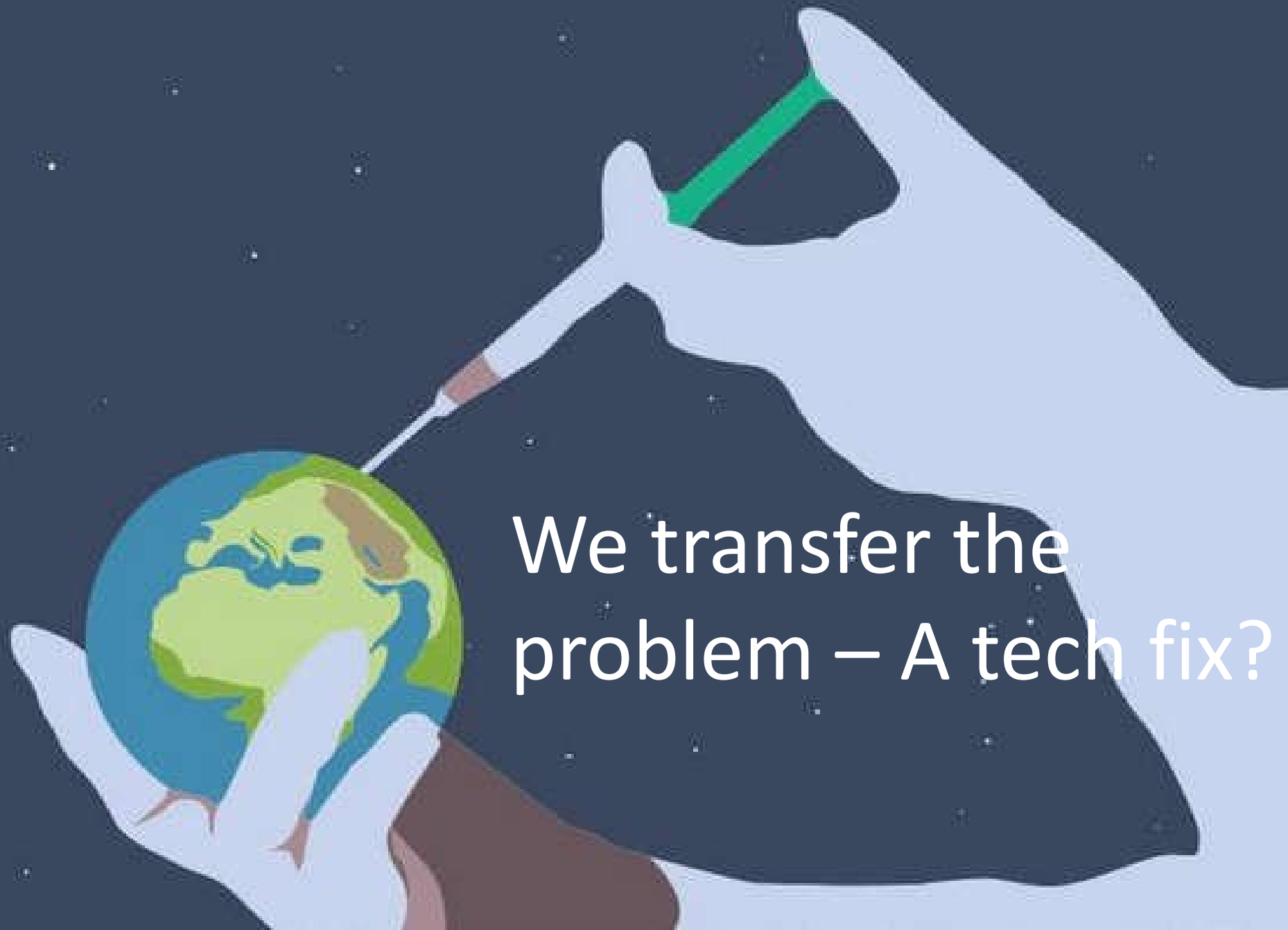
Are we Angry?





In anticipatory  
Mourning?

Earthly  
melancholy?



We transfer the  
problem – A tech fix?



Negation?  
Denial?  
Disavowal?



An aerial photograph of Lower Manhattan, New York City, showing a significant portion of the city submerged in water. The water level is high enough to reach the lower floors of many skyscrapers. The image is used as a background for a series of text overlays.

Constant GDP growth is neither needed nor possible

We face controlled or uncontrolled climate disaster

The IPCC are hopelessly conservative

We can mitigate some effects, but not all

Deep adaptation means global systems change

Green Growth may not be possible

It's a time for Climate Honesty

# **WORKSHOP**

**How does it feel to explore these feelings?**

**How can we better react  
to Climate Change?**





KEEP  
CALM

cause

I'm

Controversial

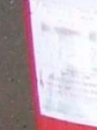
# **Strategic Institutional Denial**



### Plastic Bottles Only

Please remove the lids

- NO**
- Plastic Bags
  - Pots, Tubs
  - Carburetors
  - Food Items
  - Packing
  - Wrappers
  - Other Plastic Bits & Bobs



### cans & foil

- NO**
- Other plastic
  - Food items
  - Wrappers
  - Any hard metals

### BROWN GLASS BOTTLES AND JARS ONLY



### Newspapers, Magazines & Junk Mail

- NO**
- Cardboard
  - Yellow Pages
  - Thomson Directory
  - Plastic Bags
  - Packing
  - Wrappers
  - Other Bits & Bobs



### Clear Glass Bottles & Jars

- NO**
- Crockery / Plate Glass
  - Pyrex / Pots
  - Plastic Bags
  - Cardboard
  - Packaging
  - Refuse
  - Any Other Bits & Bobs



### Green Glass Bottles & Jars

- NO**
- Crockery / Plate Glass
  - Pyrex / Pots
  - Plastic Bags
  - Cardboard
  - Packaging
  - Refuse
  - Any Other Bits & Bobs







*“What we’re being told to do is change your  
cotton-buds and all these pathetic micro-  
consumerist bollocks, which just isn’t going to get  
us anywhere”*

George Monbiot  
Frankie Boyle’s New World Order  
BBC, 11 April 2019

Asks to “Save” something  
are largely useless





# **WORKSHOP**

**How can we work within our organisations to  
address these issues?**



# **Corporate Denial**



NOW  
**100%  
RECYCLED**

STILL  
**100%  
RECYCLABLE**

**DON'T LET  
FASHION GO  
TO WASTE.**

**#MCONSCIOUS**  
For a more sustainable fashion future

## M&S Plan A: In Numbers...

**64%** - of M&S products now have at least one Plan A quality

**36%** - improvement in energy efficiency in UK stores

**2.8 billion** – the number of carrier bags saved as a result of the 5p Food Hall carrier bag charge introduced in 2008

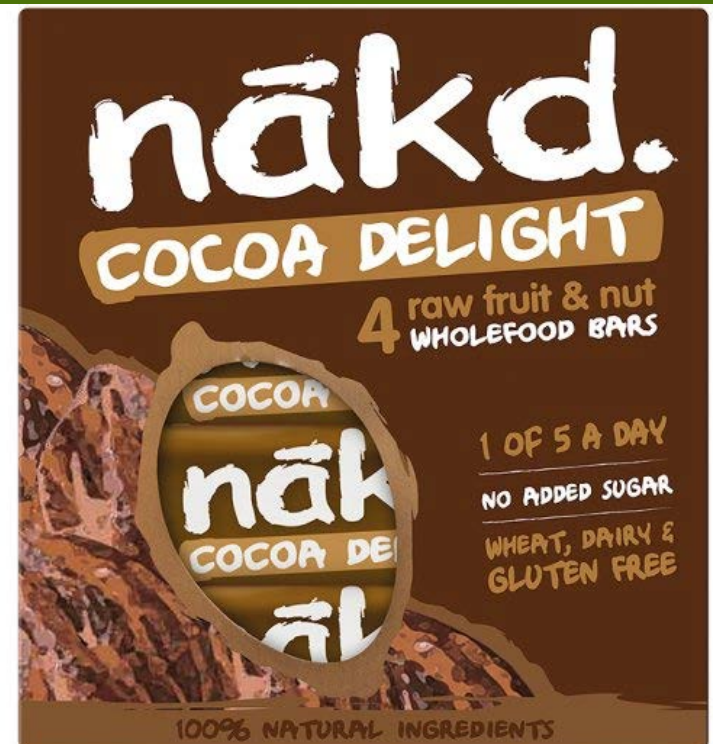
**2.8 million** – Garments donated through the M&S Shwopping initiative over the past year

**100%** - of M&S's directly-purchased electricity in the UK comes from renewable 'green' tariffs

**1 million** – the number of customers engaged with Plan A online since 2007

**10** – years of collaboration with WWF on a shared vision of sustainable natural capital

**Zero** – waste to landfill from M&S operations since 2012



# The Corporate Response

Greenwashing

Delay

Nay-sayers

Confuse





# GET INVOLVED NOW. POLLUTION HURTS ALL OF US.

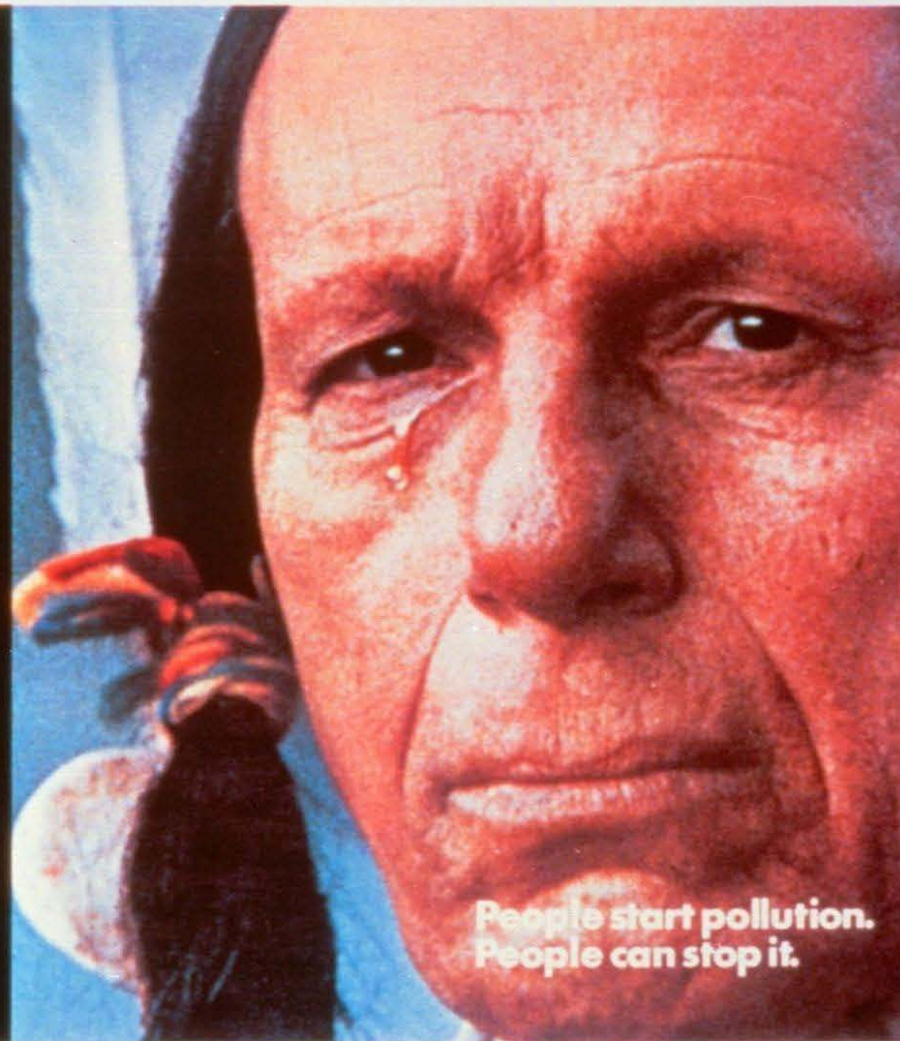
You can help by becoming a community volunteer. Write:



**Keep America Beautiful, Inc.**

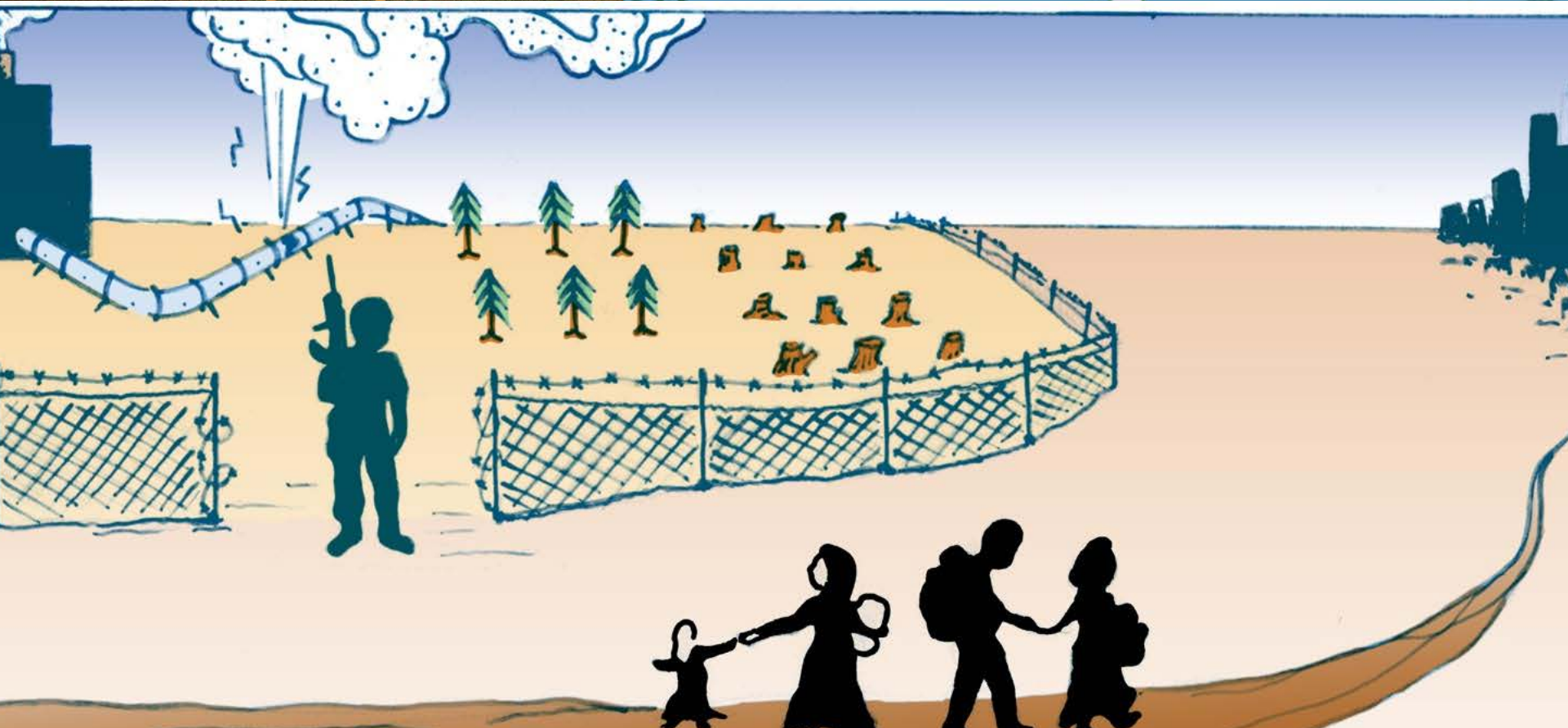
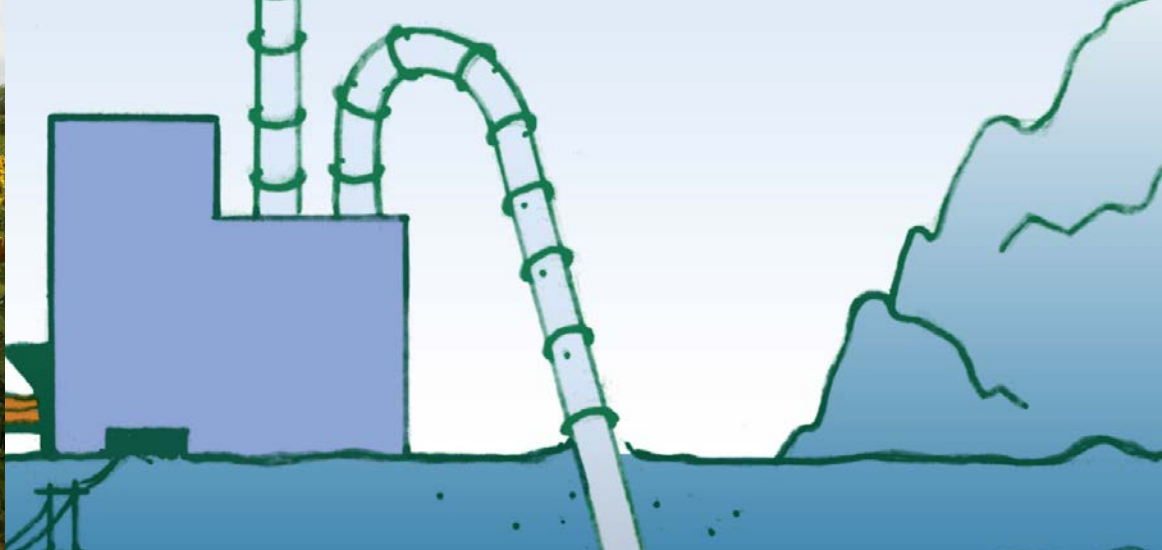
99 Park Avenue, New York, New York 10016

A Public Service of Transit Advertising & The Advertising Council.



**People start pollution.  
People can stop it.**







Phoebus cartel:

The world's longest-  
lasting **light bulb**:  
the **Centennial**  
**Light** located at 4550  
East Avenue,  
Livermore, California.





**T**HE need for vigorous nationwide action to promote street and highway safety has prompted Secretary of Transportation Drew Lewis to call a conference of representatives of the various agencies interested in achieving the steady increase in vehicular accidents. The conference will be held in Washington on Dec. 15. It will treat the subject from seven angles, including air, motor, rail, water, pedestrian, bicycle, engineering, city planning and zoning, insurance, education and the motor vehicle and public relations.

In schools and towns, however, that would be a privileged class who would starve each remainer. In reality, the non-removable citizens are a privileged class right now.

"Under present conditions there is a healthy competition between patriotism and materialism for a use of these stripes of territory we call streets. A useful study is to compare, with the victory in the contest.

"Probably, it is largely a matter of temperament, this war problem, and the more individual it gets, the more altered from its other self, joined the wheel. As both must take the highway and as two bodies cannot occupy the same state at once, when the two meet, as they so often do, what is the solution?

"Occasionally, the old or weakest go on. The struggling and crawling cannot continue, however." In the end, the hunched teacher who would not allow little child off to school or out to play, the hunched aged person who frantically attempts a crawling race have some measure of their success. Community, the simultaneous experience *who-with* these persons was the final short rest before his very path from these cramped dimensions is destined to come repeated.

"As it stands, the material has been in contact for the use of the streets over the last 400,000 years, despite the general effects of pollution, traffic and minor vehicle accidents to separate him and his kind. The material has inspired fear and the sort of respect that breaks down barriers."

[illegible]

#### As to Regulating Depositions.

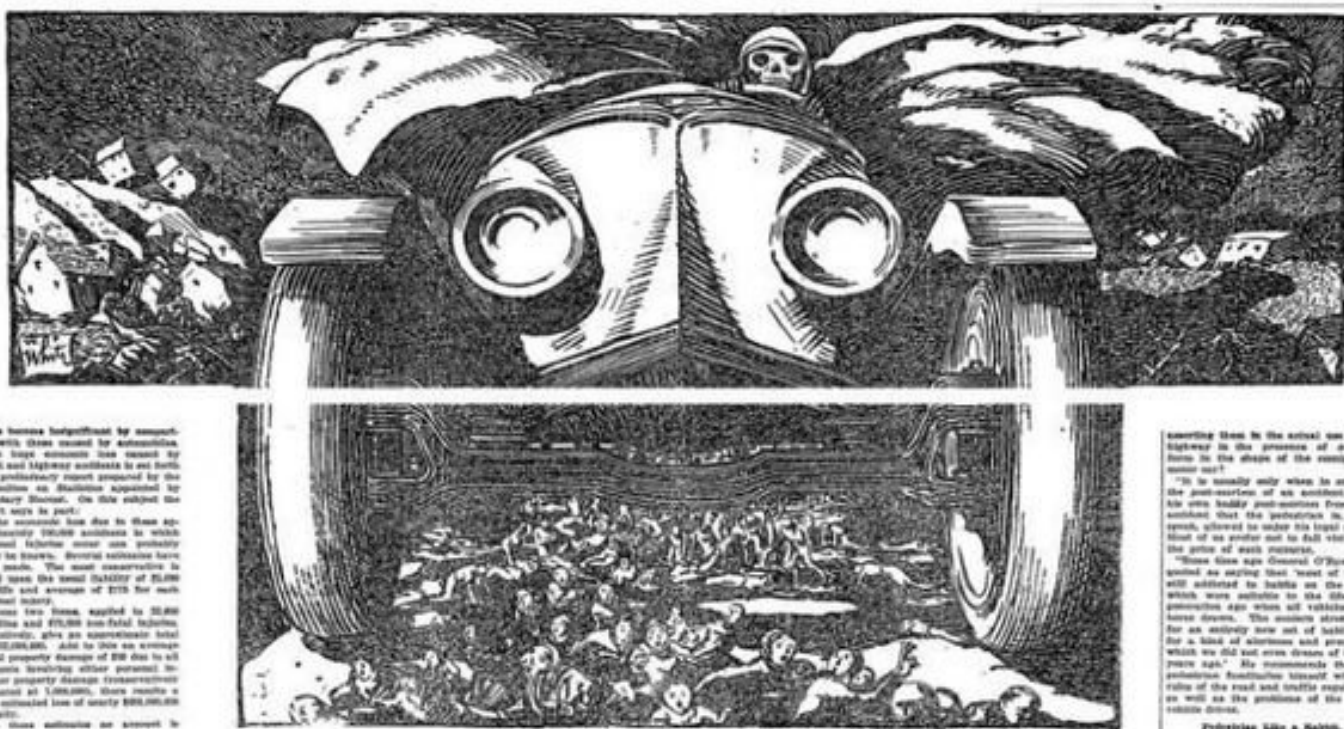
"Any regulation of the procedure is to be done with caution. The constitutional rights still exist on paper, at least. To show in the hands of any single official such as the Public Commissioner of this or any other city the concentrated power to prosecute would be to concentrate in a questionable measure, no matter how well meaning that official may

exporting them to the actual use of the highway in the presence of superior forms in the shape of the reinforcement means, etc.

"It is usually only when in court at the possession of an accident or of his own bodily possessions from such accident that the pedestrian is, as to speak, allowed to order his legal rights: that of an order not to fall victim to the price of such success.

"Some time ago General Officer was asked on seeing that most of us are still addicted to habits on the street which were suitable in the life of a gentleman, and which will reduce our nation down. The general officer said for an entirely new set of habits and for a kind of atmosphere and protection which we did not have down of twenty years ago." He recommends that the police should discipline himself with the rule of the road and traffic regulations as well as the problems of the motor vehicle down.

**Editorial Board:**



The large amounts lost caused by street and highway accidents is not forth in a preliminary report prepared by the Committee on Statistics appointed by Secretary Hoover. On this subject the report says in part:

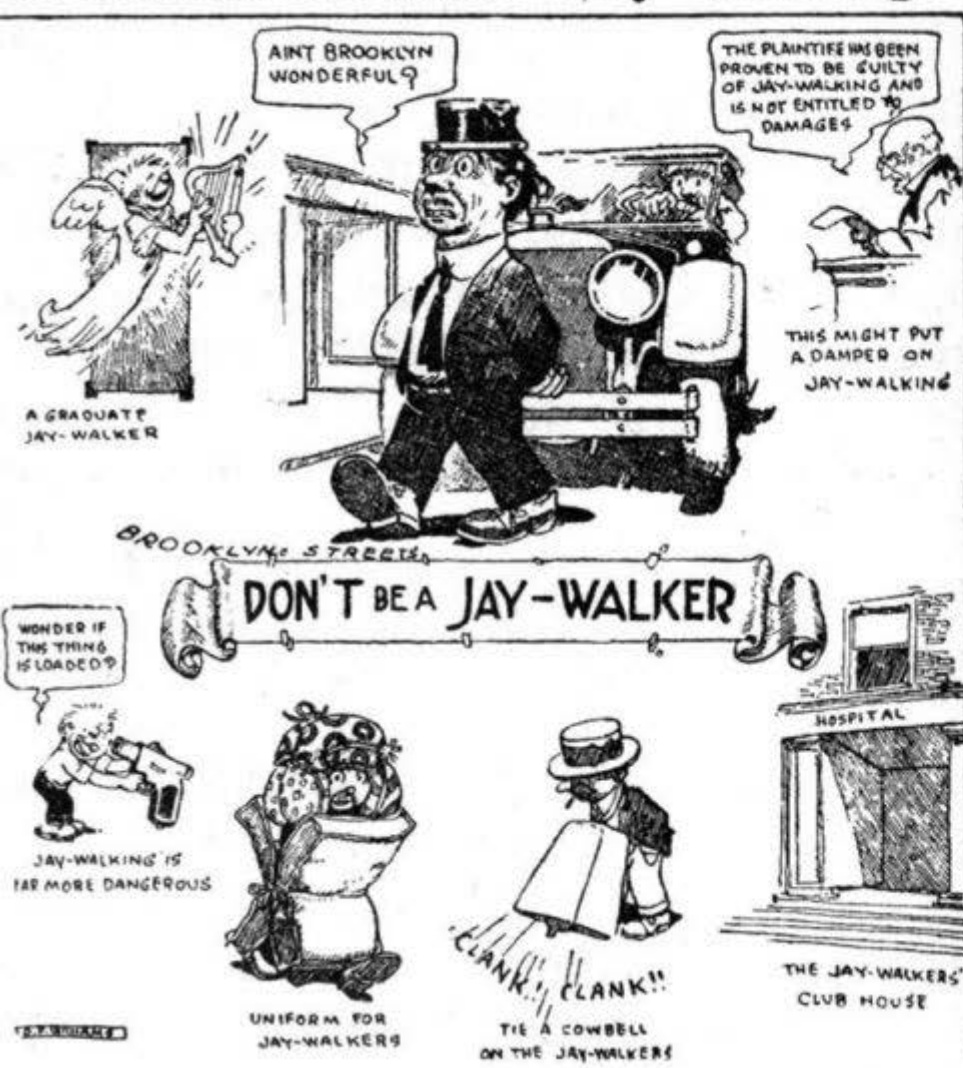
"The economic loss due to these epidemics (which outbreaks in which persons injure one another) has been great. The most conservative is based upon the total liability of \$1,000 per life and average of \$175 for each

\*These two items, applied to 22,000 fatalities and 470,000 non-fatal injuries, respectively, give an approximate total of \$22,000,000. Add to this an average actual property damage of \$20 due to all accidents involving either personal injury or property damage transients insured at 1,000,000, there results a total estimated loss of nearly \$20,000,000 annually.

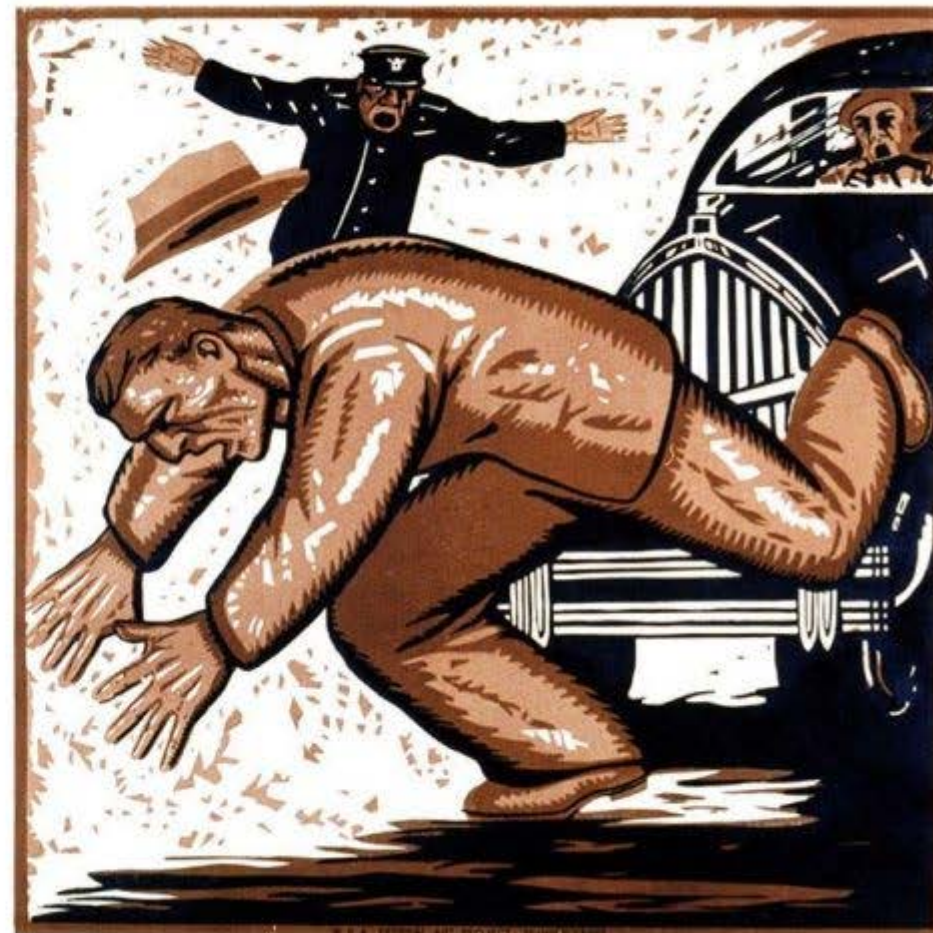
<sup>12</sup>In these situations an attempt to



# A Traffic Problem—Jay Walking



# DON'T JAY WALK



**WATCH YOUR STEP**

# WORKSHOP

**Any other work you know of that**

- **Transfers blame and responsibility?**
- **What do you think of litter-picks and beach cleans?**

**Art Can Help**







Fred  
Martins



Global Warming  
FRED MARTINS



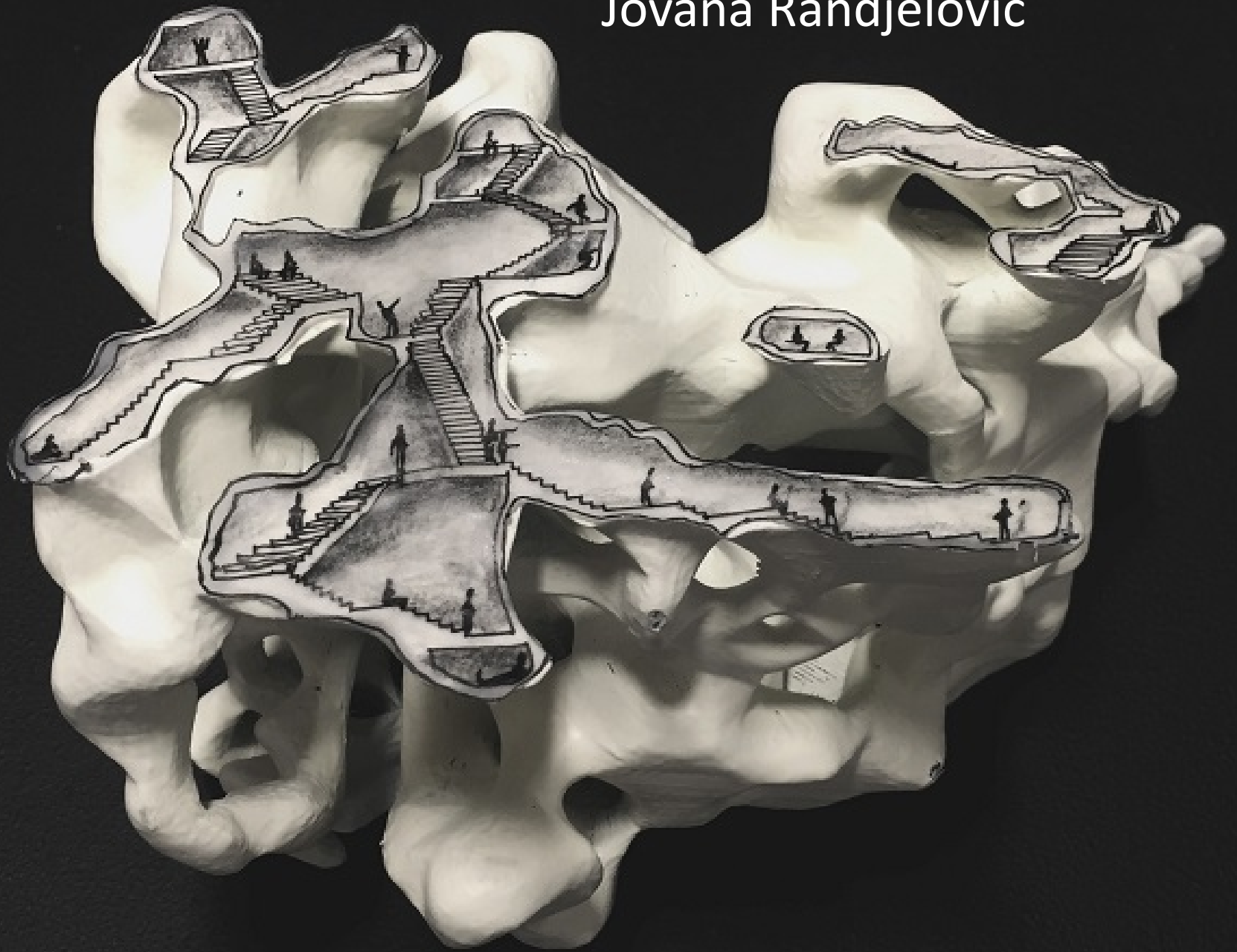








Jovana Randjelovic





100%  
RAINFOREST  
DESTRUCTION



#ProtectParadise

GREENPEACE



# **WORKSHOP**

**What works for you?**

- Examples of images and work**
- How do you connect?**
- Why do you care?**
- How do you put work out that makes others care?**



**Emotional Connection  
And  
Present Solutions**

We must have a deep emotional connection to ourselves, each other & nature  
We don't need everyone to do it: No revolution is voted for by everyone  
We need a Zeitgeist of public opinion to allow change  
We need some things to become socially unacceptable  
We need a few, key people to make the change









Climate  
Emergency

RISE  
UP

ACT  
NOW

LISTEN  
TO SCIENCE

REBEL  
FOR LIFE

REBEL  
FOR LIFE

EXTINCTION  
REBELLION

REBEL  
OR DIE



REBEL FOR LIFE



REBEL FOR LIFE

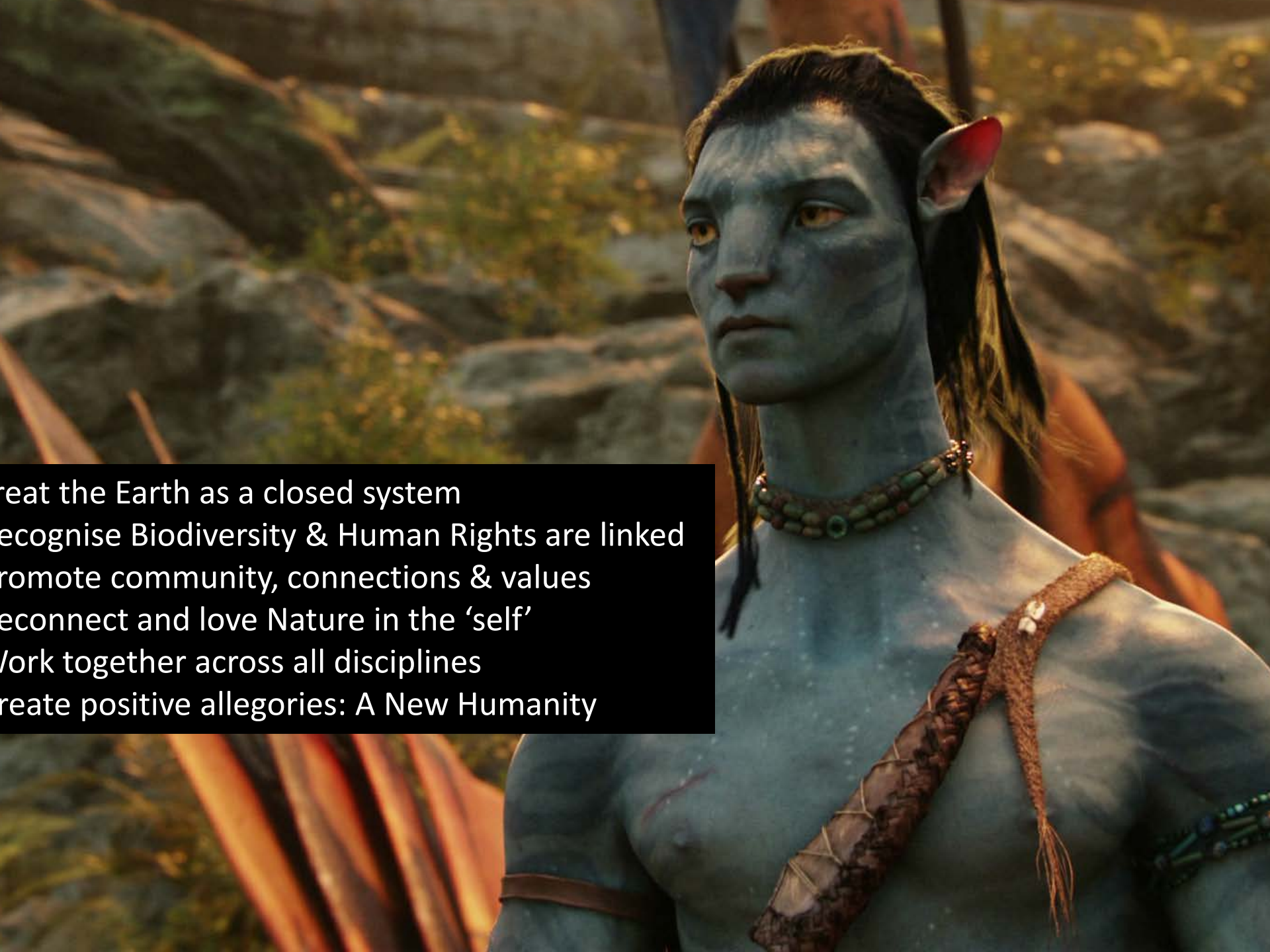




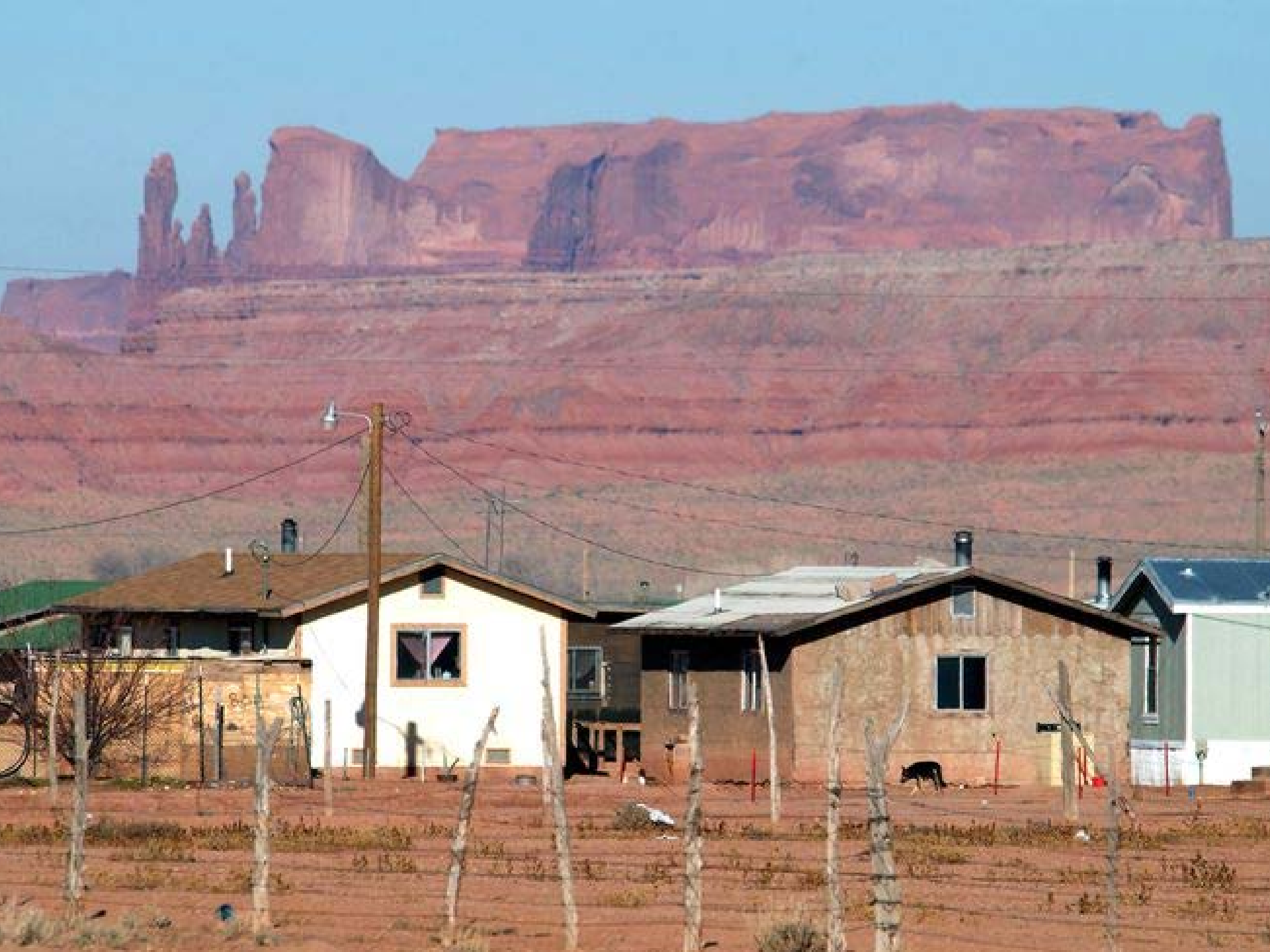
# Harming something you love

If, every time we went to Tescos in our car to buy processed meat dinner in plastic....





reat the Earth as a closed system  
recognise Biodiversity & Human Rights are linked  
romote community, connections & values  
reconnect and love Nature in the 'self'  
ork together across all disciplines  
reate positive allegories: A New Humanity



# Tell the Truth







An illustration of a woman in a white dress and blue apron standing in a kitchen, looking out a window. The window is divided into four panes, each showing a different scene: a man in a hat, a child in a yellow dress, a man in a green jacket, and a child in a yellow dress. The kitchen has a yellow sink and a black countertop.

**Women don't leave the Kitchen!**

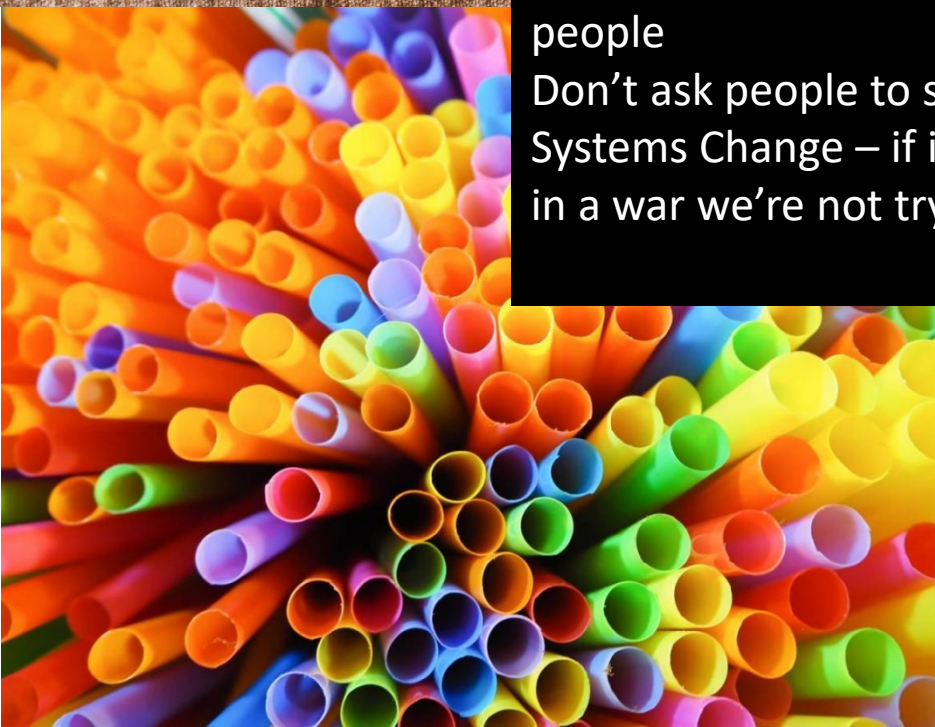
We all know a woman's place is in the home, cooking a man a delicious meal. But if you are still enjoying the bachelor's life and don't have a little miss waiting on you, then come down to Hardee's for something sloppy and hastily prepared.

Hardee's





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  
Don’t ask people to sacrifice  
Systems Change – if it doesn’t feel like you’re  
in a war we’re not trying hard enough

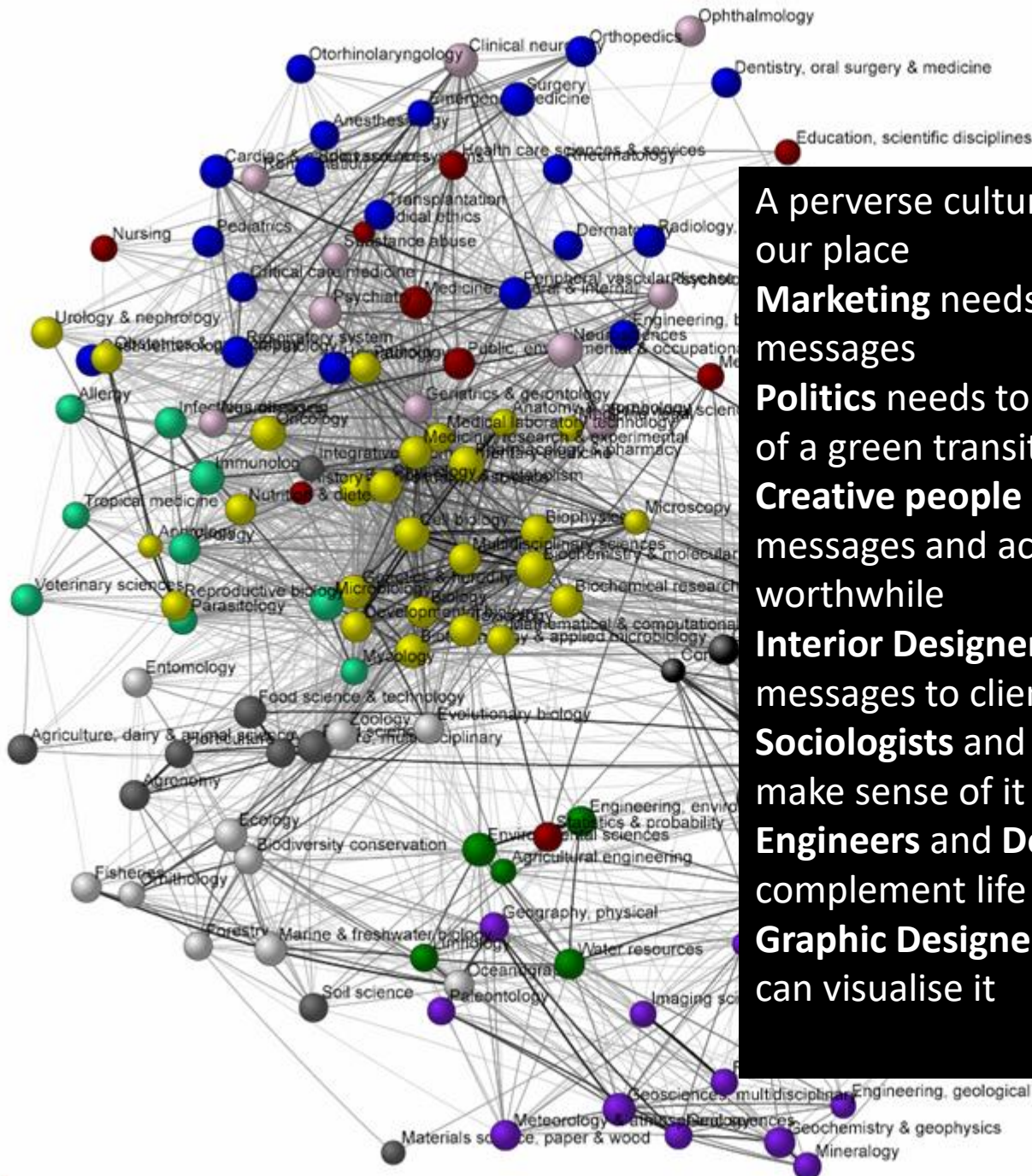








## Types of Science



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 Civil Engineers Can Adapt to Climate Change  
and Its Effects on Infrastructure**



**GREEN  
CLIMATE  
FUND**























# DOUGHNUT ECONOMICS

Seven Ways to Think Like a  
21st-Century Economist



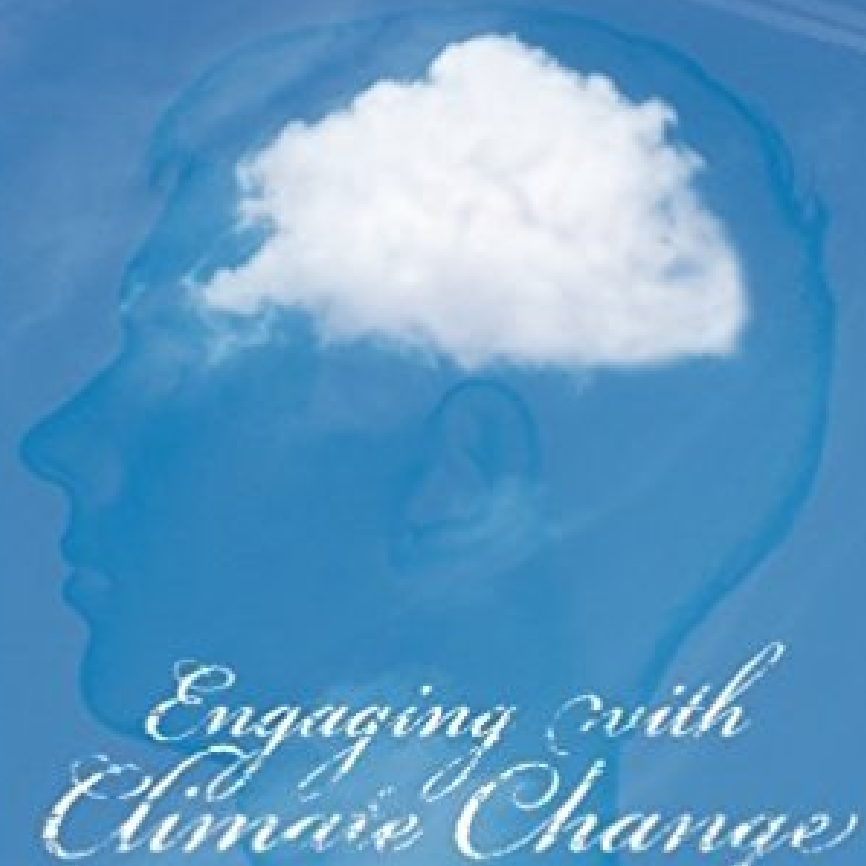
KATE RAWORTH

'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: Alexandra Lomax



PSYCHOANALYTIC AND  
INTERDISCIPLINARY PERSPECTIVES

EDITED BY  
SALLY WEINTROBE

Published in association with the Institute of Psychoanalysis, London



# P

# ropaganda

**Edward Bernays**

With an Introduction by Mark Crispin Miller

**O**nly through the active energy of the intelligent few can the public at large become aware of and act upon new ideas.

**p**ropaganda bears the same relation to education as to business or politics. It may be abused. It may be used to over-advertise an institution and to create in the public mind artificial values. There can be no absolute guarantee against its misuse.

**a** presidential candidate may be "drafted" in response to "overwhelming popular demand," but it is well known that his name may be decided upon by half a dozen men sitting around a table in a hotel room.

**g**overnments, whether they are monarchical, constitutional, democratic or communist, depend upon acquiescent public opinion for the success of their efforts and, in fact, government is government only by virtue of public acquiescence.

**a**s civilization has become more complex, and as the need for invisible government has been increasingly demonstrated, the technical means have been invented and developed by which opinion may be regimented.

**n**owadays the successors of the rulers, those whose position or ability gives them power, can no longer do what they want without the approval of the masses, they find in propaganda a tool which is increasingly powerful in gaining that approval.

**d**emocracy is administered by the intelligent minority who know how to regiment and guide the masses.

**a**n entire party, a platform, an international policy is sold to the public, or is not sold, on the basis of the intangible element of personality.

"Bernays's honest and practical manual provides much insight into some of the most powerful and influential institutions of contemporary industrial-state capitalist democracies."

—Noam Chomsky

# MANUFACTURING CONSENT

**NOAM CHOMSKY AND THE MEDIA**

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



GREEN HOUSE THINK TANK



GREEN EUROPEAN  
FOUNDATION

# FACING UP TO CLIMATE REALITY

SEPTEMBER 29, 2018 • 10AM-4PM  
THE FORUM, AUDITORIUM, NORWICH  
FREE ENTRY

Organised by the Green European Foundation with the support of Green House think tank and with the financial support of the European Parliament to the Green European Foundation

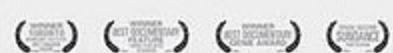
FOR MORE INFORMATION ABOUT THE EVENT, VISIT OUR  
EVENTBRIGHT PAGE AND REGISTER YOUR INTEREST

*How a Handful of Scientists  
Obscured the Truth on  
Issues from Tobacco  
Smoke to Global  
Warming*

# Merchants of DOUBT

Naomi Oreskes  
& Erik M. Conway





"AWE INSPIRING! STIMULATES THE SENSES AND THE CONSCIENCE SIMULTANEOUSLY."

EDWARD BURTYSKY

# MANUFACTURED LANDSCAPES

A FILM BY JENNIFER BAICHWAL



Can fashion save the planet?



## RIVERBLUE

NARRATED BY JASON PRIESTLEY

NOUVEAU MONDE EN MARCHÉ

Manchesterfilmcoop Presents...

WINNER OF BERLIN'S CINEMA FOR PEACE AWARD FOR JUSTICE IN 2011

# BLOOD IN THE MOBILE

BY FRANK POULSON



IS THERE BLOOD  
IN YOUR POCKET?

## FILM SCREENING AND DISCUSSION

TUESDAY 20<sup>th</sup> MAY 2014 - SCREENING 8PM PROMPT

ULME INSPIRE CAFE 747 STOCKPORT RD. MANCHESTER M19 3AR

£3 WAGED/£2 UNWAGED & STUDENTS

THE WORLD FOLLOWS THE CONNECTION BETWEEN OUR PRINCIPLES AND THE CIVIL WAR IN THE CONGO. DIRECTOR FRANK POULSON TRAVELS TO EASTERN

CYRIL DION

## DEMAIN

UN NOUVEAU MONDE EN MARCHÉ



PARTOUT DANS LE MONDE,  
DES SOLUTIONS EXISTENT.

D'APRÈS LE FILM DE CYRIL DION ET MÉLANIE LAURENT

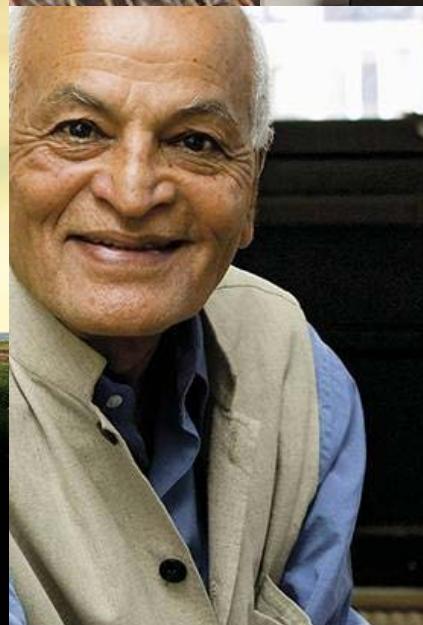


DOMAINE DU POSSIBLE  
ACTES M.D

WHO PAYS THE PRICE FOR OUR CLOTHING?



## THE TRUE COST

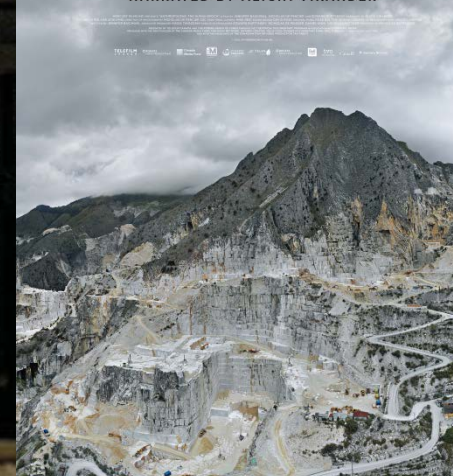


A FILM BY JENNIFER BAICHWAL, NICHOLAS DE PENCIER  
AND EDWARD BURTYSKY

## ANTHROPOCENE

THE HUMAN EPOCH

NARRATED BY ALICIA VIKANDER











*self-censorship*

















# What are you going to do now? Paired listening

## WORKSHOP

- Examine your own professional identity
- What are your professional values?
- Is it *really* about which bin coffee cups go into?
- Re-frame your work around climate disaster
- Self-care
- Take action



# Questions?

**CLIMATE  
PSYCHOLOGY  
ALLIANCE**  
**Scotland**  
Insights for effective action

**GSA**  
SUSTAINABILITY



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



# More info

- [www.facebook.com/ClimatePsychologyAllianceScotland/](https://www.facebook.com/ClimatePsychologyAllianceScotland/)
- [www.gsasustainability.org.uk/thinking](https://www.gsasustainability.org.uk/thinking)
- [www.theguardian.com/sustainable-business/2014/nov/10/brain-climate-change-science-psychology-environment-elections](https://www.theguardian.com/sustainable-business/2014/nov/10/brain-climate-change-science-psychology-environment-elections)
- <https://sites.google.com/view/cultureddeclaresemergency/what-to-do-next?authuser=0>
- [www.apa.org/science/about/publications/climate-change-booklet.pdf](https://www.apa.org/science/about/publications/climate-change-booklet.pdf)
- [www.heartlessmachine.com/modern-fossils/](https://www.heartlessmachine.com/modern-fossils/)
- [www.youtube.com/watch?v=1CISrmfbgmQ](https://www.youtube.com/watch?v=1CISrmfbgmQ)
- [www.sallyweintrobe.com/engaging-with-climate-change/](https://www.sallyweintrobe.com/engaging-with-climate-change/)
- [www.pschoanalysis.org.uk/blog/disavowal-sally-weintrobe-and-the-psychoanalysis-of-climate-change-denial](https://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/](https://www.hedgerleywood.org/empathymedia/the-psychology-of-climate-action/)
- [www.pachamama.org/blog/healing-ourselves-and-the-earth-with-ecopsychology](https://www.pachamama.org/blog/healing-ourselves-and-the-earth-with-ecopsychology)
- [www.wmconolly.org.uk/sci/fourier\\_1827/fourier\\_1827.html](https://www.wmconolly.org.uk/sci/fourier_1827/fourier_1827.html)
- <https://theconversation.com/climate-change-narrate-a-history-beyond-the-triumph-of-humanity-to-find-imaginative-solutions-109819>
- <https://valuesandframes.org/>
- <https://getpocket.com/explore/item/the-forgotten-history-of-how-automakers-invented-the-crime-of-jaywalking>
- <https://fuelfix.com/blog/2017/05/22/exxon-mobil-completes-massive-plastics-expansion-near-houston/>
- <https://twitter.com/novaramedia/status/1116652253589450752>
- [www.lifeworth.com/deepadaptation.pdf](https://www.lifeworth.com/deepadaptation.pdf)
- <https://courses.lumenlearning.com/boundless-ushistory/chapter/preparing-the-economy-for-war/>
- <https://eh.net/encyclopedia/the-american-economy-during-world-war-ii/>
- <https://jembendell.wordpress.com/2019/04/10/responding-to-green-positivity-critiques-of-deep-adaptation>

# The SDG Accord

Headline Sponsor



Don't forget to follow and tweet us  
**@TheEAUC**

Join in the conversation using  
**#Influence2019**

**End extreme poverty, inequality and climate change**  
**[www.sdgaccord.org](http://www.sdgaccord.org)**

