

It's not easy being green

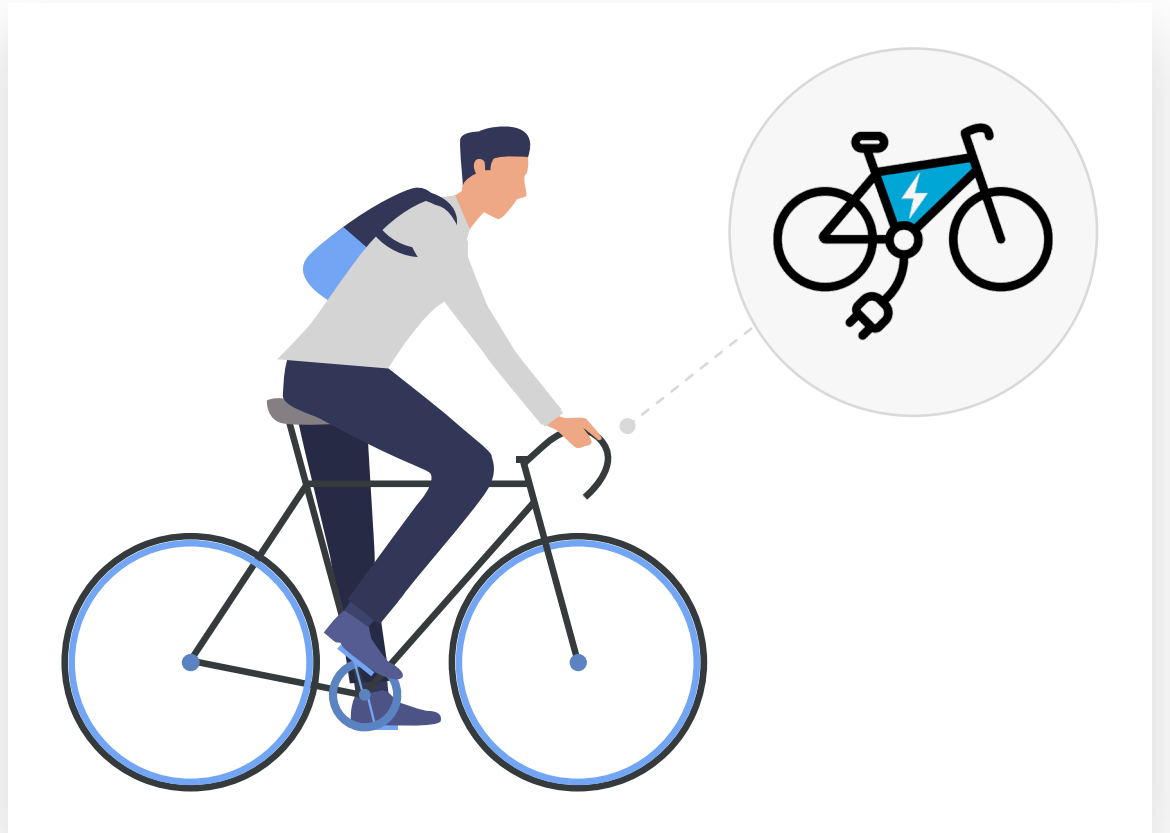
Dutch Engineers Alumni Network – Online Lecture 10.12.2020

Dr. Gerdien de Vries

Climate Psychologist



Travel to campus the other way





Participate or not?



Knowledge



Positive Attitude



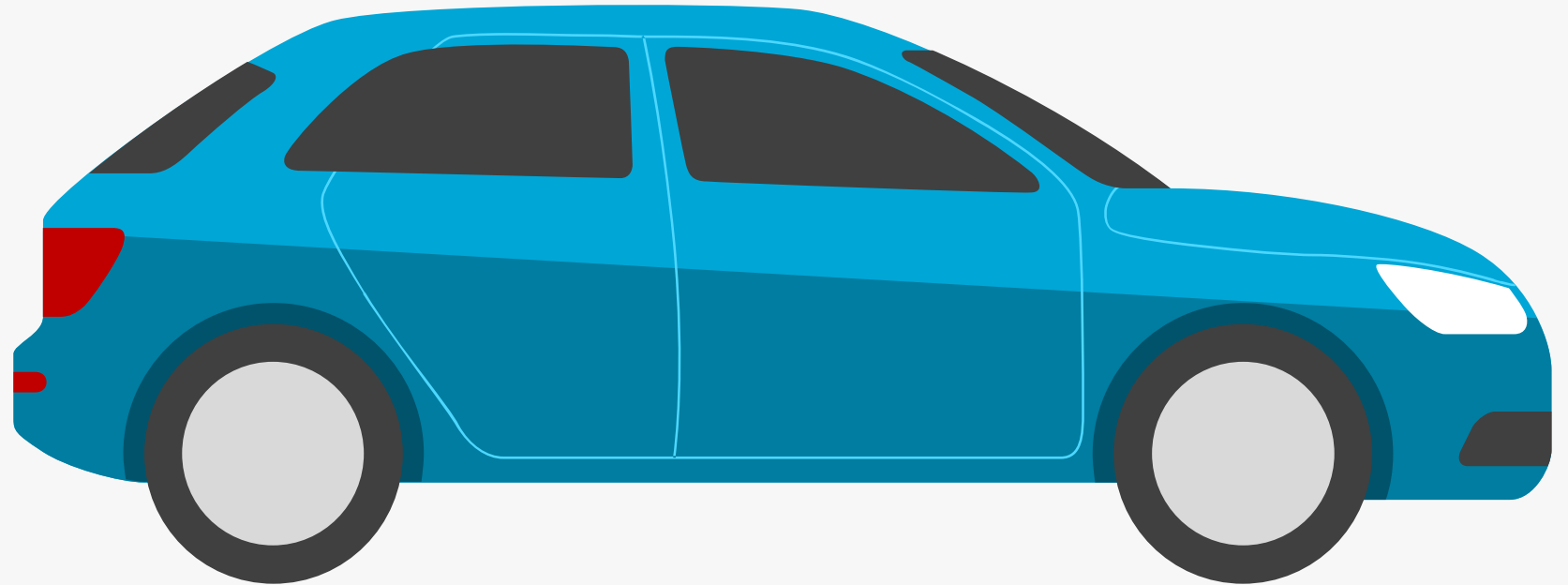
Behaviour!

HASSLE

+

HABIT

=



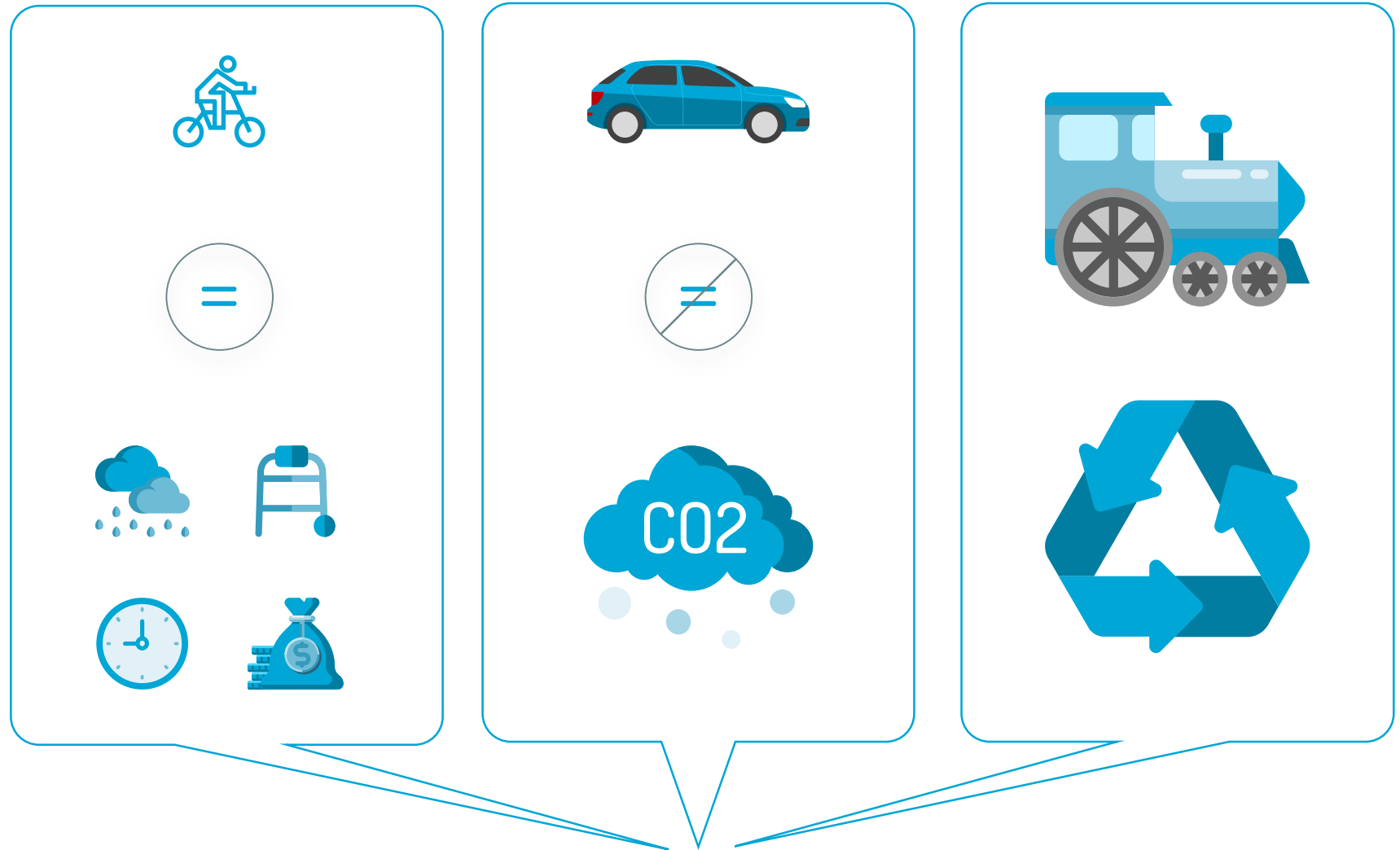
COGNITIVE DISSONANCE...

(Festinger, 1957)

I am driving a car

But cars are bad for
the environment!





Recognize yourself?




A = I do not believe that human actions have an influence on climate change

B = I believe that humans can have an influence but I do not necessarily want to be green myself

C = I want to be green but I find it difficult, so I recognize your story

D = I am being green!



In short....

It's not easy being green



Who am I?

- Assistant Professor Faculty Technology, Policy, and Management
- Scientific Director TPM Energy Transition Lab
- Co-founder Platform for Social Innovation in the Energy Transition (part of Delft Energy Initiative)
- Dutch Expert “Behavioural Insights in Energy Policy” (IEA/RVO)
- Scientist who reveals psychological mechanisms in socio-technical systems (such as energy transition) and designs and tests interventions influencing those mechanisms.
- Car driver...

Why is being green important?

Background



4 KEY FINDINGS

of the Intergovernmental Panel on Climate Change*

- 1** There is 95 percent certainty that human activities are responsible for global warming
- 2** Carbon dioxide is at an "unprecedented" level not seen for at least the last 800,000 years
- 3** Sea level is set to continue to rise at a faster rate than over the past 40 years
- 4** Over the last two decades, the Greenland and Antarctic ice sheets have been melting and glaciers have receded in most parts of the world

* IPCC Assessment Report Summary for Policy Makers, released Sept. 27, 2013
<http://www.ipcc.ch/>



GLOBAL CLIMATE CHANGE
climate.nasa.gov



Goals of Environmental Policies

Energy Efficiency

- Reduce carbon footprint

Energy Transition

- Accept (new) energy technologies

Climate Adaptation

- Adapt to climate change effects





*Understanding human decision-making
can provide insights on how to design
more effective policies on sustainable
consumption and production*

UN Environment, 2017

Understanding green human decision-making

Research





**Behaviourally-
aligned**

(hindsight)

**Behaviourally-
informed**

(theoretical)

**Behaviourally-
tested**

(assessed)

Current Research

- Sustainable mobility
- Sustainable housing
- Acceptance of environmental policies and technologies
- Behavioural insights in environmental policies
- Focus on “hassle-factor”



NL_Wetenschap @NL_Wetenschap · 19 u

De Vraag van Vandaag: wat is een grotere barriere voor mensen om hun woning te isoleren? Kosten van een aannemer of het gedoe dat gepaard gaat bij het zoeken naar een (betrouwbare) aannemer?

Geld

24,5%

Gedoe

75,5%

551 stemmen · 4 uur resterend

18

4

5





Future Research

- Long-term behaviour change
- Role of stress (technology use)
- Multilevel/multi actor focus
- Water management

Questions? Ask them now

or later...



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Gerdien de Vries, PhD



Gerdien de Vries



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

