

THE ROLE OF INDIVIDUAL ACTIONS IN GLOBAL CLIMATE CHANGE MITIGATION

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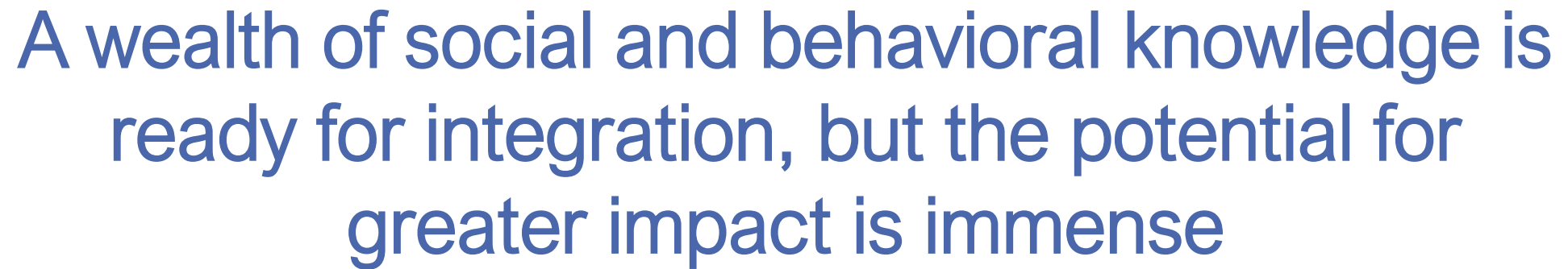
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Three general points about individual action

1. Individual action is more than consumer behavior
2. Behavioral changes are unavoidable
3. Self-initiated change won't cut it

Largescale behavioral changes are possible



A wealth of social and behavioral knowledge is ready for integration, but the potential for greater impact is immense

INCREASING IMPACT

WE NEED MORE AND BETTER
BEHAVIORAL DATA

Individual actions research under constraints

Funding. Social and behavioral science is underfunded and receives only a fraction of funding for climate change mitigation

Infrastructure. Research infrastructure is usually less developed compared to the natural sciences, particularly outside high-income countries

Representation. Social and behavioral scientists are underrepresented in scientific and governmental bodies

Descriptive behavioral data

Who does what, why, when, in which context, and under what circumstances?

A systematic accumulation of descriptive behavioral data will offer important benefits:

1. Create a much stronger foundation for behavior-focused research to stand on
2. Identify which behavioral changes are feasible now and for whom
3. Identify which factors (e.g., social, economic, infrastructural, organizational) prevent change and undermine support for initiatives
4. Help develop more targeted political and organizational mitigation initiatives



Mitigation initiatives

Social and behavioral changes are important for limiting climate change

- Social and behavioral science should **inform** the selection, design, and implementation of mitigation initiatives
- Establish a centralized evidence synthesis entity to curate evidence on **initiative effectiveness** and to unpack its **heterogeneity** across individuals, behaviors, and contexts

This together will improve our science and
help identify and implement more effective initiatives!