

Inclusive processes for increased behavioural compliance

Lars Klüver

Director at

The Danish Board of Technology

Policy obstacles for climate compatible behaviour

and how inclusive processes could help

- Individualising the collective responsibilities
- Failing to provide know-how
- Ignoring the power of shared ownership
- Hesitating political behaviour is a bad role model

Individualising the collective responsibilities

"Eat less red meat" could easily be de-individualised by a climate tax on red meat – the revenue could be used to compensate for inequality effects

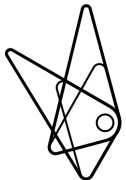
"Buy an e-vehicle" will not work with lack of policies for role-out of a charging infrastructure

Lesson: Don't try to individualise the need for action when simple regulation or public investments would be more effective or are needed for individual action to make sense.

Learn from citizen: Use deliberative mini-publics to identify political responsibilities and actions that could backup behavioural change.

- Citizen Assembly (50-100+ persons, found by lottery, 5-8 weekends, decision by votes)
- Consensus Conference (12-16 persons, selected for diversity, 3+ weekends, decision by consensus)

Photo: Involve Foundation



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Failing to provide know-how

Danish surveys indicate that 2/3 of population wants to change behaviour.

50% do not know what to do or how to do it.

Citizens get conflicting information about the good behaviour and its impact.

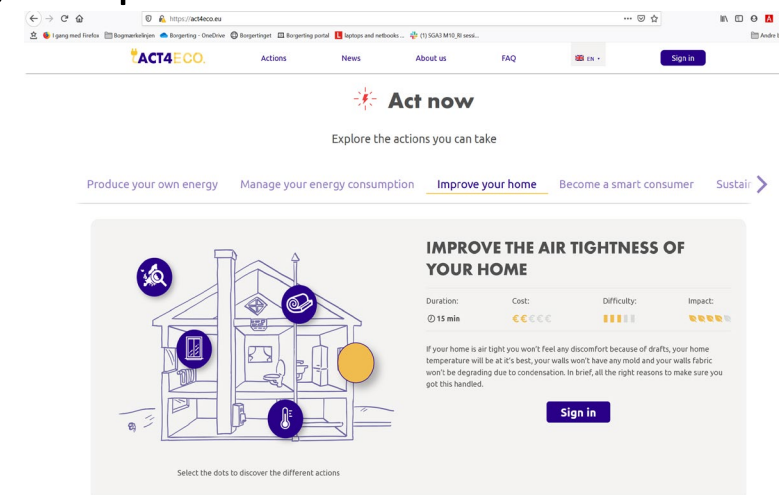
Few, if any, countries have a clear policy for empowering citizens by giving them know-how.

Lesson: The feeling of being un-empowered to do the right thing drains the motivation.

Teach the citizens: There is an obvious lack of public investments in activities that can provide citizens with independent validated knowledge and know-how.

- Large-scale public education programmes
- Bottom-up networks for social transitional learning
- Platforms for achieving independent and validated know-how
- Green Guides

ACT4Eco.EU:



Ignoring the power of shared ownership

"We get all the disadvantages, while they take all the profit" is a reasonable explanation to many NIMBY conflicts.

The good examples of NO-NIMBY are often characterised by shared ownership.

Being part of the 'large transition' makes it more obvious to perform the small daily contributions in terms of changed behaviour.

You do not only own part of a wind turbine – you own a part of the transition.

Lesson: Shared ownership is a concrete form of bottom-up inclusion into the transition – in contrast to top-down deployment of solutions by large economic actors.

Let citizens take part: Develop policies that allow citizens to be co-designers and co-investors in the climate compliant production systems.

- Schemes for 'citizen shares' of large energy production plants, the bioeconomy etc.
- Easier paths to setting up local collective investments in terms of democratic enterprises.



Photo: Hvide Sande Havn

Hesitating political behaviour is a bad role model

"If they don't act – why should I?"

Political action is caught in a tension between welfare policy and liberal market policy.

*Together these positions result in a lock-in:
The speed of policy decisions does not match the availability of good policy options at hand. Much could be done, but is not.*

Lesson: It is hard to explain to citizens that they should change their behaviour, when they are witnessing a lack of political action.

Give citizens influence on political decisions: Policy options that are ready for decisions can be scrutinised by citizen panels and evaluated by representative panels in order for politicians to receive a non-partisan majority advice.

- Different citizen hearing methods are capable of scrutinising policies in-depth.
- Methods such as Citizen Summits are well-established for providing representative policy evaluation.



Key messages

1. Behavioural change depends on policy change if it is to embrace more than the 'holy few'
2. It is deep and wide policy change that is needed:
 1. The speed of political climate action – policy actors at the forefront of change
 2. Establishing the needed infrastructures and invite citizen to get co-ownership to them
 3. Making use of a clear climate related tax and incentives policy
 4. Dismantling barriers for local collective citizens' initiatives
 5. Investing heavily in public education to give citizens validated know-how
 6. Make use of public participation in policy processes to increase the effectiveness and legitimacy of policy action
3. Getting citizens involved and providing co-ownership to the transition is not a methodological problem – the tools are there to be used.

Thanks

Lars Klüver

lk@tekno.dk

+45 40110182

www.tekno.dk