Coalition of Behavior Science Organizations
Climate Change Task Force

WE'RE ALL IN THIS TOGETHER:

A COALITION OF BEHAVIOR SCIENCE ORGANIZATIONS TO COMBAT CLIMATE CHANGE

Association for Contextual Behavior Science
World Conference 2020

CLIMATE CHANGE TASK FORCE

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WHAT CONTEXTUAL BEHAVIOR SCIENCE HAS TO OFFER

- Understanding of human behavior and how to influence healthy and sustainable behavior change in the interest of human well-being

- Enable our societies to achieve unprecedented advances in human well-being across communities and issues.

A FEW BARRIERS

- **Common knowledge** across communities is lacking

- **Awareness** across sectors of the promise and documented successes of behavior science is sparse

- Impact of **nurturing environments** on health and well-being is not widely understood, often even by professionals tasked with improving public health.

CLIMATE CHANGE

- Increase in average temperatures and temperature extremes

- Extreme weather events

- Ice melt (Permafrost)

- Sea levels and ocean acidification

- Plants and animals (Migration & Extinction)

- Social Effects

  - Agriculture & Food Security

  - Human Health

  - Forced Migration

A SUPER WICKED PROBLEM

- It is a public policy problem defined by four characteristics:

  1. Time is running out and the problems are becoming more difficult

  2. Those who can best address the problem caused the issue and have the least incentive to act.

  3. Lack of central authority and institutional framework of government developing, implementing, and maintaining the laws necessary to address problem.

  4. Responses to problem delayed for the future, in spite of, immediate action towards longer term policy solutions is needed.
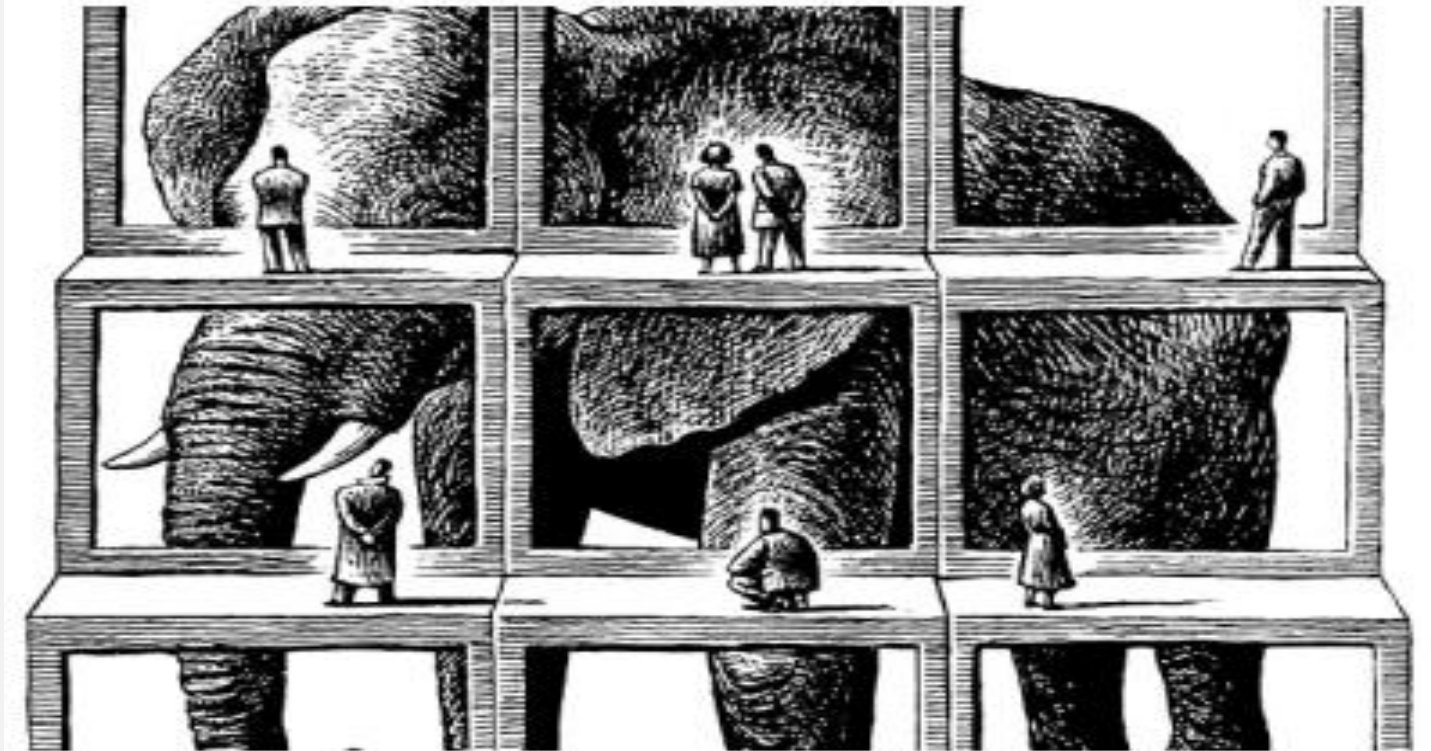
STICKY SOLUTIONS

- What can be done to create *stickiness* making reversibility immediately difficult?

- What can be done to *entrench* support over time?

- What can be done to *expand* the population that supports the policy?

- In other words, policy responses to climate change need to find ways to lock themselves in, or create path dependency.

INFINITE CONTEXTS

WHERE TO START?

- Understand High Impact Areas
- Identify opportunities and develop a plan
  - Individual
 - Work/Professional
  - Community

HIGH IMPACT TARGETS

SOLUTION	SECTOR(S)	SCENARIO 1 *
Reduced Food Waste	Food, Agriculture, and Land Use / Land Sinks	87.45
Health and Education	Health and Education	85.42
Plant-Rich Diets	Food, Agriculture, and Land Use / Land Sinks	65.01
Refrigerant Management	Industry / Buildings	57.75
Tropical Forest Restoration	Land Sinks	54.45
Onshore Wind Turbines	Electricity	47.21
Alternative Refrigerants	Industry / Buildings	43.53
Utility-Scale Solar Photovoltaics	Electricity	42.32
Improved Clean Cookstoves	Buildings	31.34
Distributed Solar Photovoltaics	Electricity	27.98
Silvopasture	Land Sinks	26.58
Peatland Protection and Rewetting	Food, Agriculture, and Land Use / Land Sinks	26.03
Tree Plantations (on Degraded Land)	Land Sinks	22.24
Temperate Forest Restoration	Land Sinks	19.42

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Gigatons CO2 Equivalent Reduced / Sequestered (2020–2050)

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Silvopasture	Land Sinks	
Peatland Protection and Rewetting	Food, Agric	
Tree Plantations (on Degraded Land)	Land Sinks	
Temperate Forest Restoration	Land Sinks	

Dependent Variables Across Behavior Analytic Studies
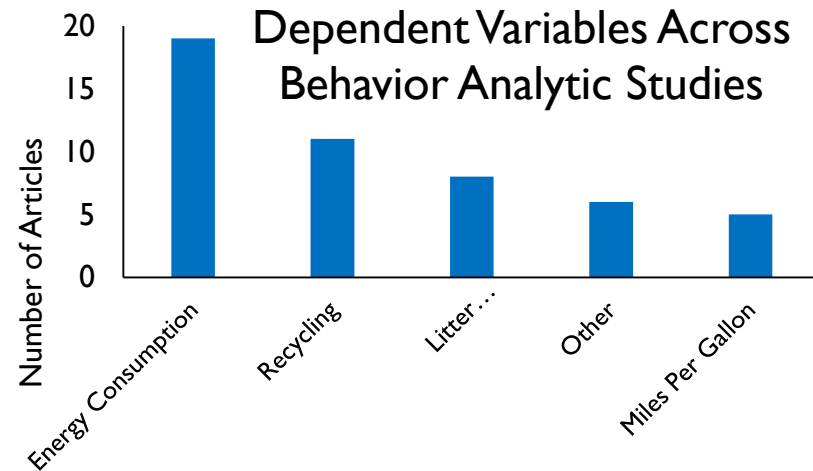
REDUCED FOOD WASTE

- 33% of food produced globally is never eaten
- About 8% of global green house emissions comes from producing the food we waste
  - In regions where income is low waste occurs earlier in the supply chain
  - Higher income regions food waste occurs farther along the supply chain

HEALTH & EDUCATION

- Educating Girls and Universal Education
  - make school affordable;
  - help girls overcome health barriers;
  - reduce the time and distance to get to school; and
  - make schools more girl-friendly.
- Family Planning
  - Focus as healthcare provision &meeting women's expressed needs
 - Empowerment, equality, and well-being a direct impact

PLANT RICH DIETS

- Meat-centric diets make up 20% of global emissions

- Emissions could be reduced by as much as 70 % (vegan diet) and 63 % (vegetarian diet)

- $1 trillion in annual health-care costs and lost productivity would be saved.

CREATING OPPORTUNITIES

Committed Actions	
Personal	Family and Home
Professional	Workplace
Community	Local government, city or county associations, local advocacy groups or community groups, neighborhood groups

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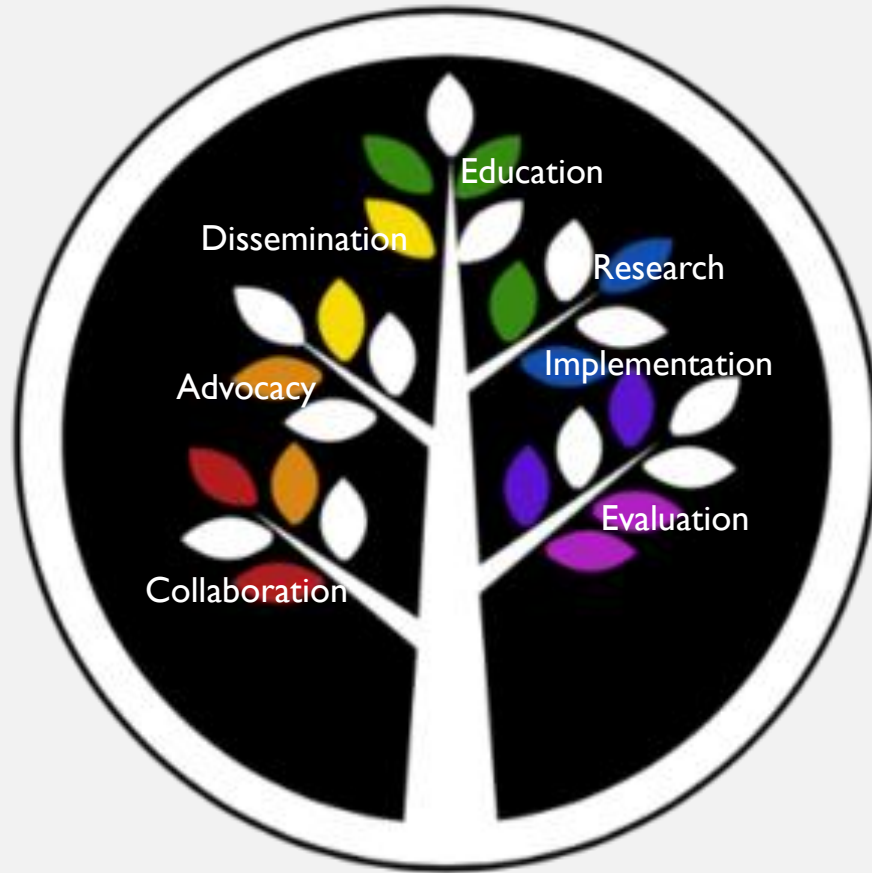
Thank you!!

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