

Governance

(21099) - BUILDING COLLECTIVE CLIMATE ACTION AROUND THE WORLD BY UNDERSTANDING MOTIVATIONS, BARRIERS, AND BEHAVIOURS

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Background and objectives

Building collective climate action around the world by understanding motivations, barriers, and behaviours

Facilitating and growing collective responses to climate change is arguably amongst one of the most complex but urgent challenges facing humanity today. Several social movements are trying to build collective climate action around the world. Apart from increasing awareness of climate change, explicit goals typically include facilitating pro-environmental behaviour change and growing public support for policies. Increasing engagement with climate and environmental movements is crucial, achieved by reaching out to the public directly (e.g., campaigns) and building solidarity across issues (e.g., supporting other movements). Thus, understanding how best to motivate collective action for the climate and build bridges with other social movements is of particular interest to environmental and climate movement advocates and activists.

Psychological motivations to engage in collective action are complex, with significant differences between individuals, cultures, and collective action behaviours. There is a growing evidence from the WEIRD (Western Educated Industrialised Rich and Democratic) contexts, but far less evidence from non-WEIRD parts of the world. We know far less about what happens when climate movements intervene in other social struggles to build solidarity across movements. Yet, this is an increasingly important strategy, partly reflecting the interlinkages between climate change and other issues from food security to war.

Chair: Dr Ganga Shreedhar, London School of Economics & Political Science (LSE), UK

1. Social identification with Extinction Rebellion as a driver of collective climate action in the UK – Dr Ganga Shreedhar, LSE
2. Affective nature connection and transcendental values shape conservation attitudes among Amazonian colonist farmers - Dr Katarzyna Mikolajczak, Grantham Research Institute for Climate change and the Environment
3. Differences in motivations and wellbeing across forms of political activism: Emerging evidence from the Occupied Palestinian Territories – Nils Mallock, LSE
4. The unintentional impacts of building solidarity between climate and social movements on support for climate action: The case of Greta Thunberg and the Indian Farmers' Protest – Anandita Sabherwal, LSE

Significance for the advancement of People-Environment relations

The session aims to showcase new research on the cognitive and affective factors (perceived social norms, values, political beliefs, social identification, wellbeing, emotions) influencing types of collective actions (eco- and political activism, and support for movements or policies) alongside external factors (behavioural interventions like pre-bunks, biophysical factors, local governance, and institutional arrangements). All papers use quantitative methods via nationally representative (Shreedhar), field (Mikolajczak), or experimental (Sabherwal) and Mallock) surveys in across different country contexts (UK, India, Palestine, Brazil). Three authors self-identify as female and two as non-white minority ethnic. By studying how to build collective action across the world using distinct settings, therefore, we hope to diversify people-environment studies and broaden insights about what motivates people to support and engage in climate movements.

Palavras-chave : Climate change, conservation, collective action, activism, politics, polarisation, protest