Energy, behaviour and creatives

CHARGE/CLICKNL – ACIN @WeMakeThe.City – June 21st 2018

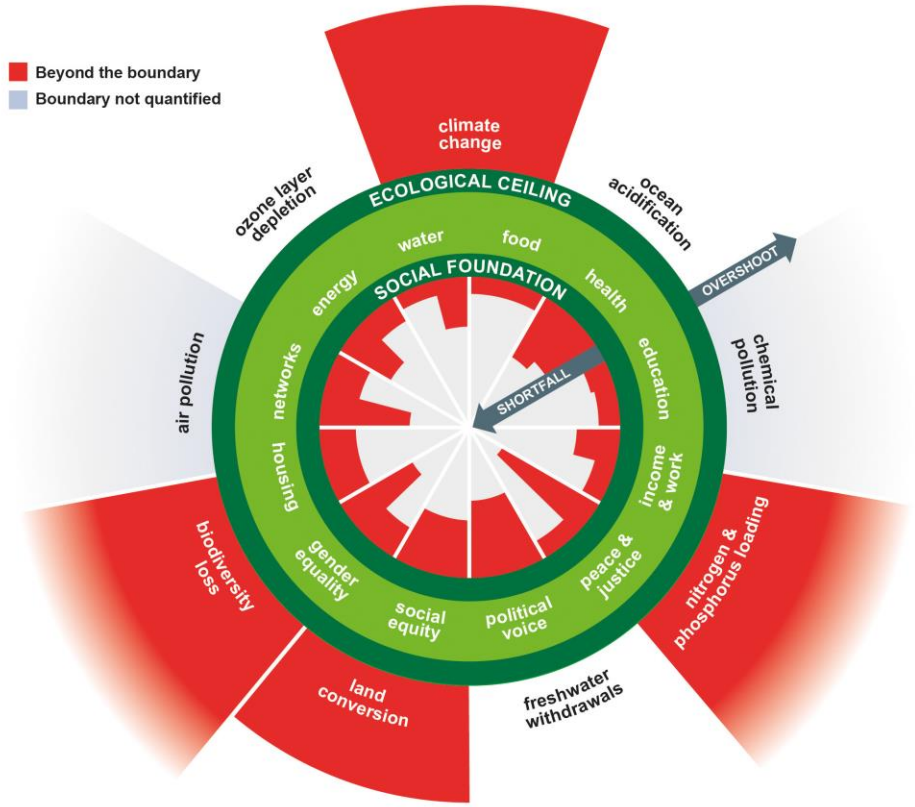
Ruurd Priester – Research fellow Citizen Data Lab

Citizen Data Lab

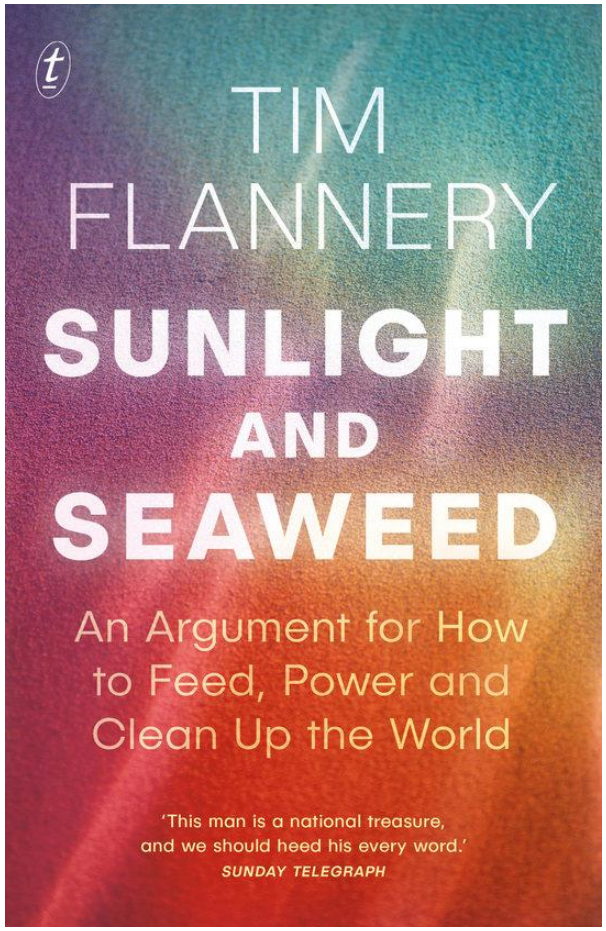
Amsterdam University of Applied Sciences


Coca-Cola
TRADE MARK REGISTERED



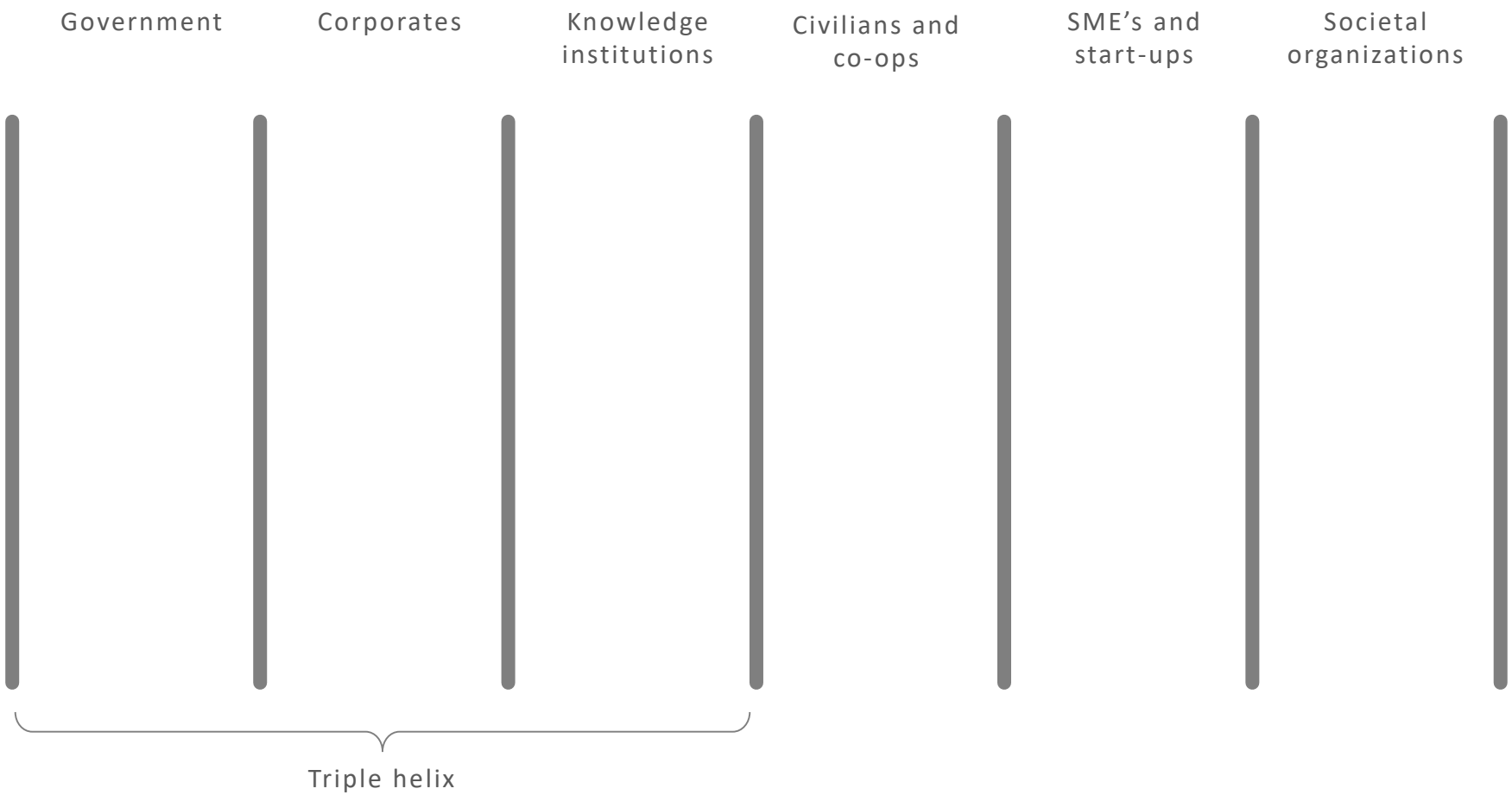


Doughnut Economics – Kate Raworth

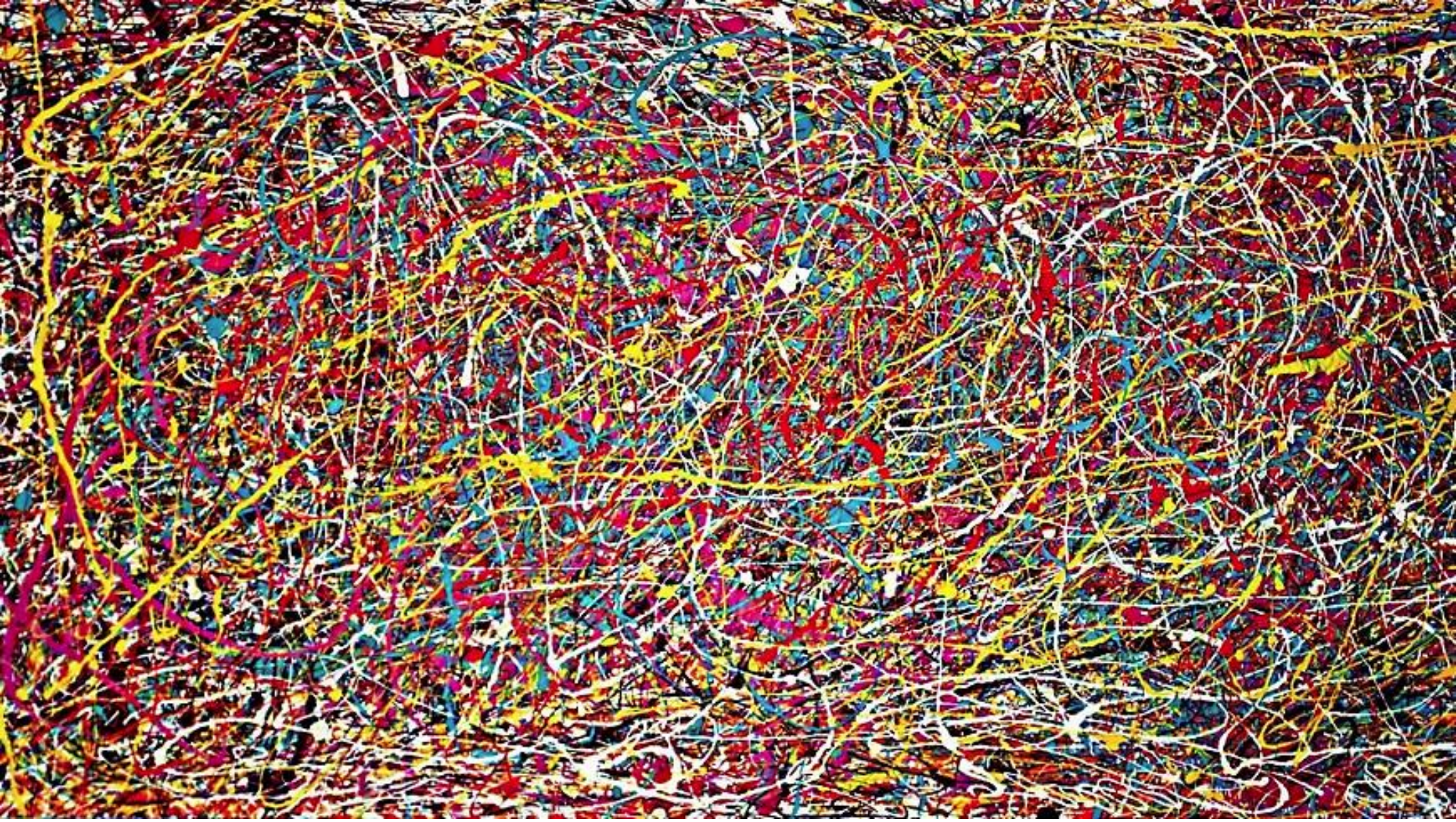


Feed, Power and Clean Up the World

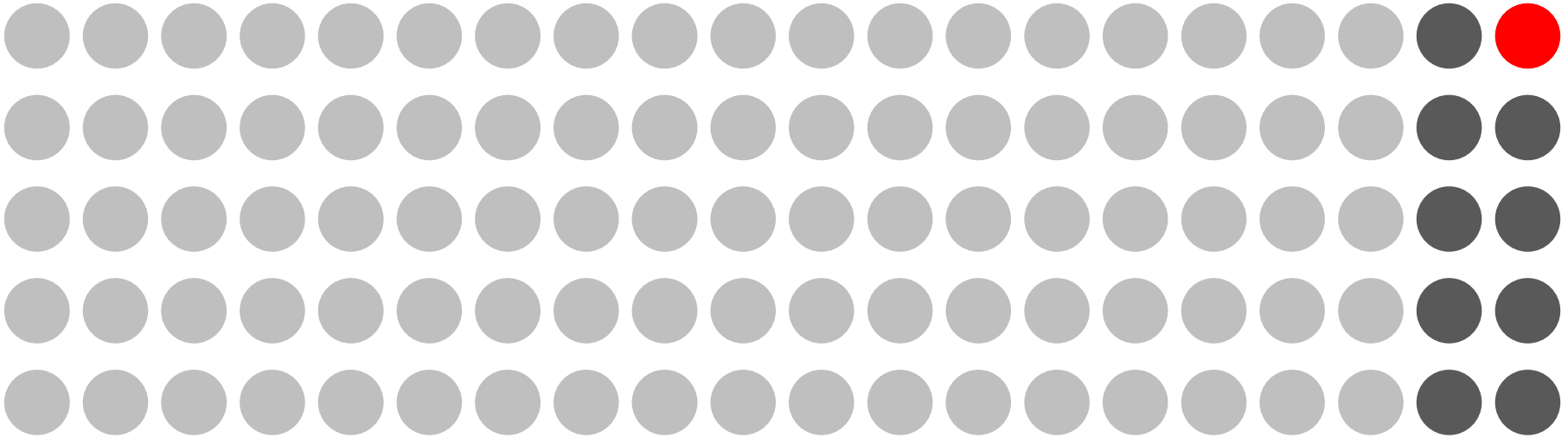
About creatives and educated creatives



Reality #1: Silo's

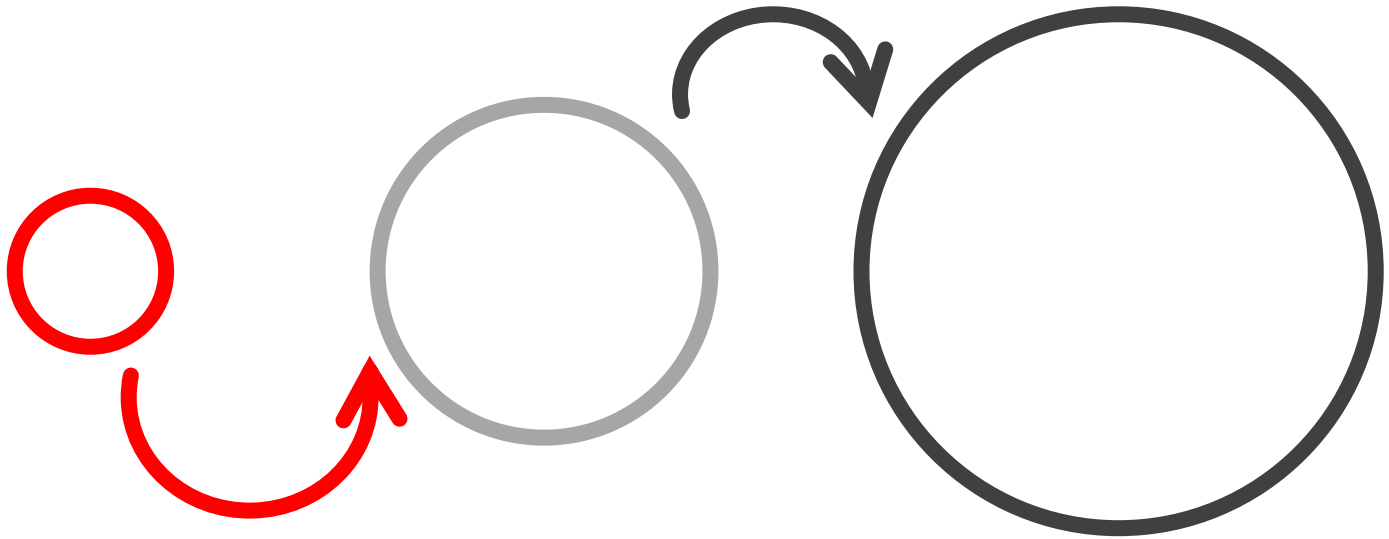


Reality #2: Networked Society

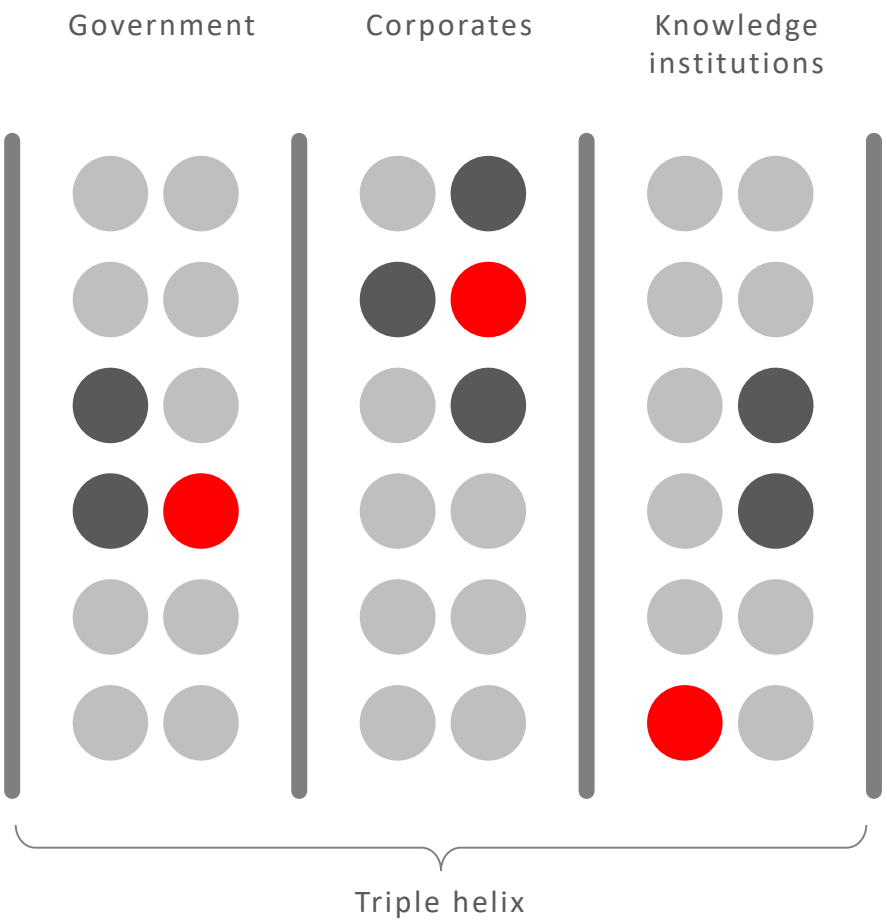


90-9-1 Rule for Participation Inequality – Nielsen

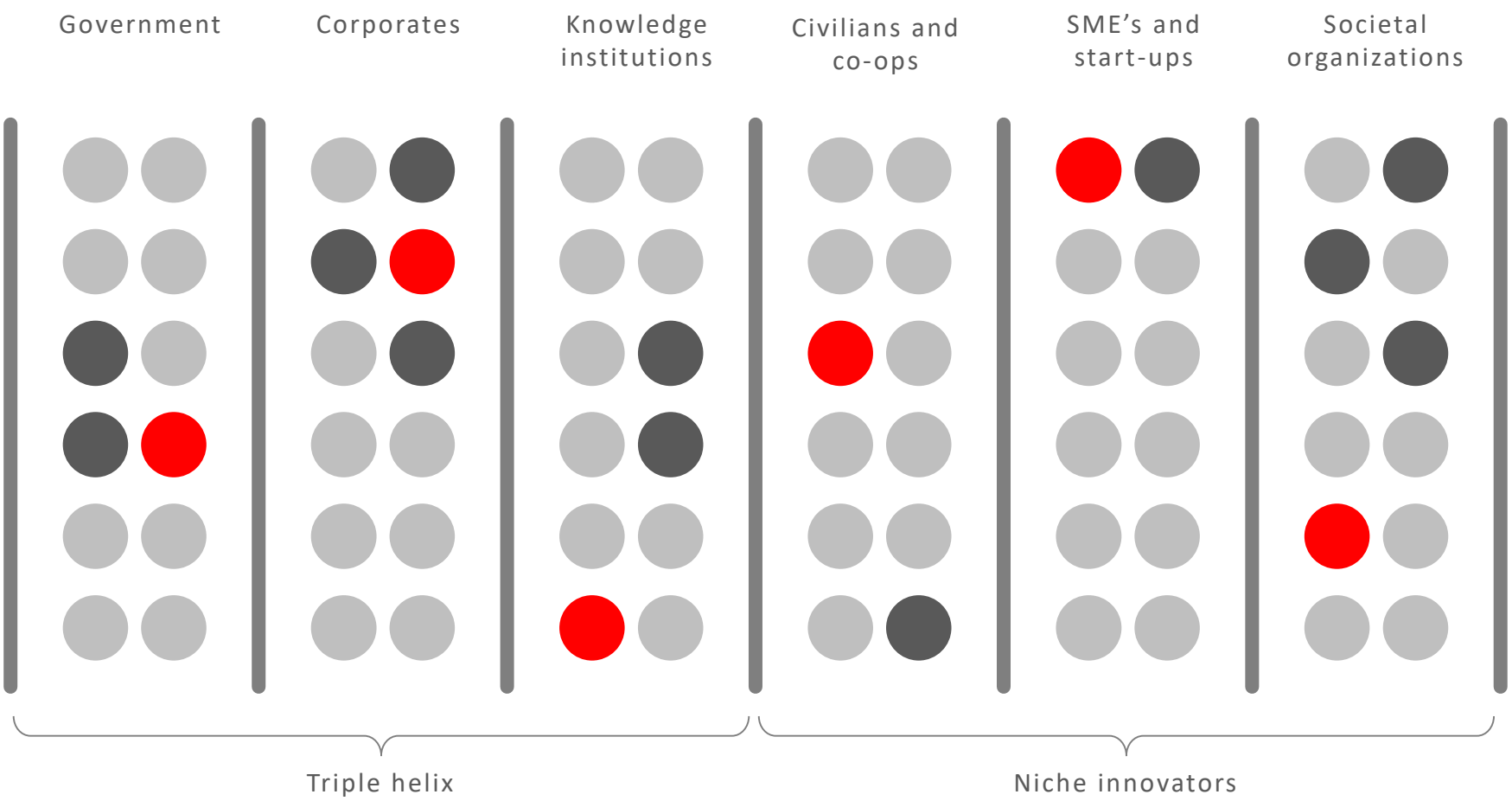
90% lurkers 9% followers 1% creators



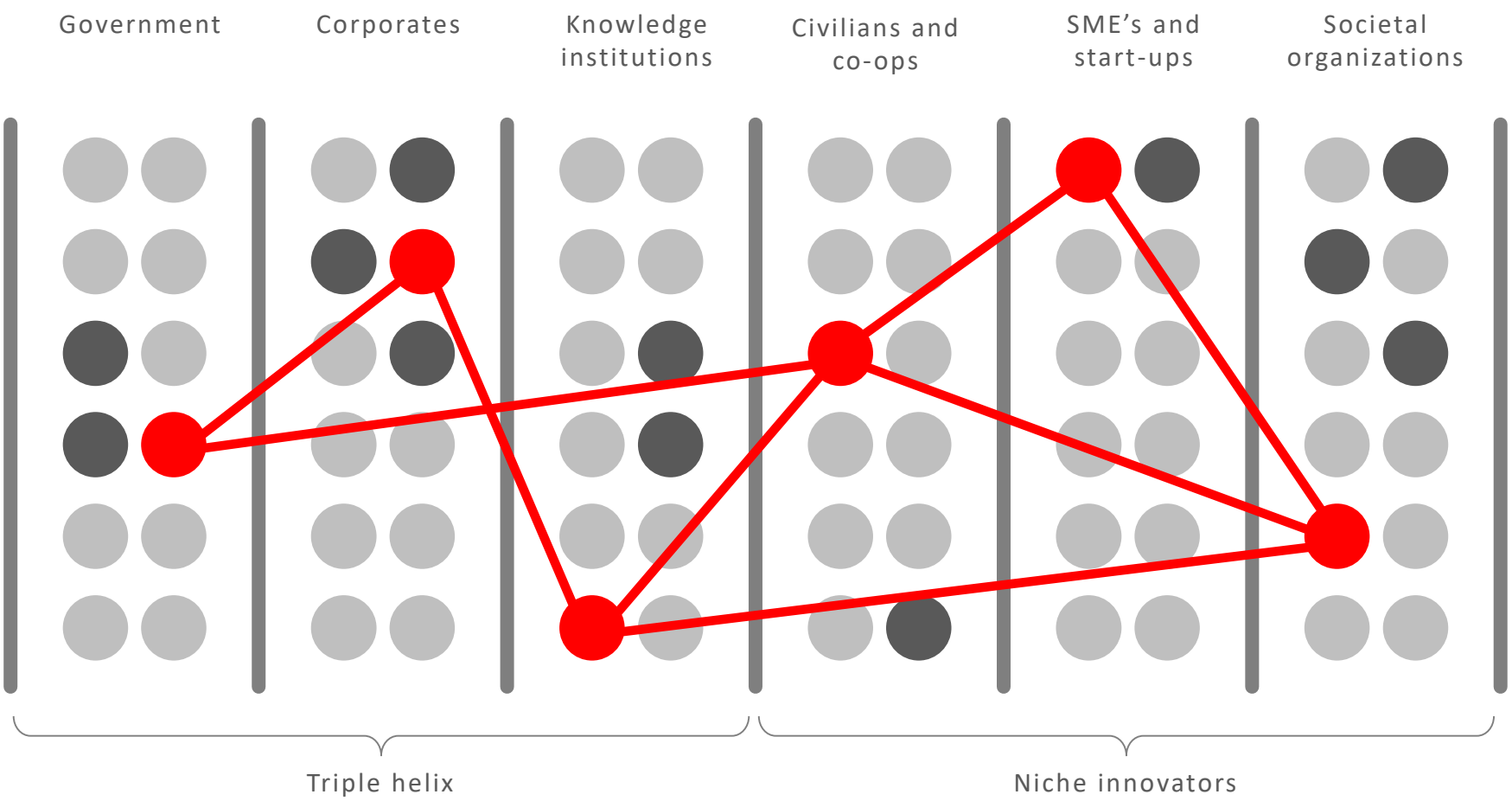
Specialist Interdisciplinary Multi stakeholder



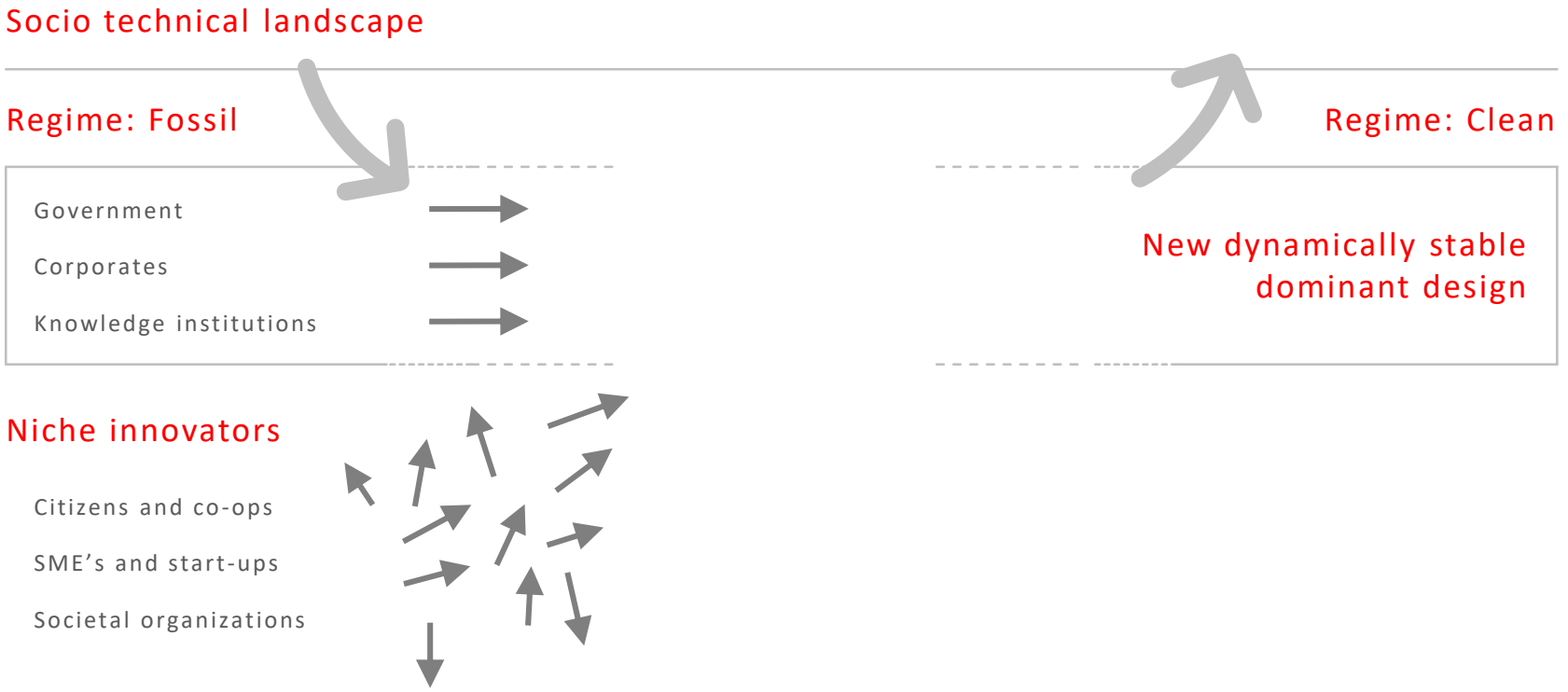
Old: Triple helix innovation



New: Open innovation



Transition networks



Inspired by Geels.

Transition theory

Socio technical landscape

Regime: Fossil

Government

Corporates

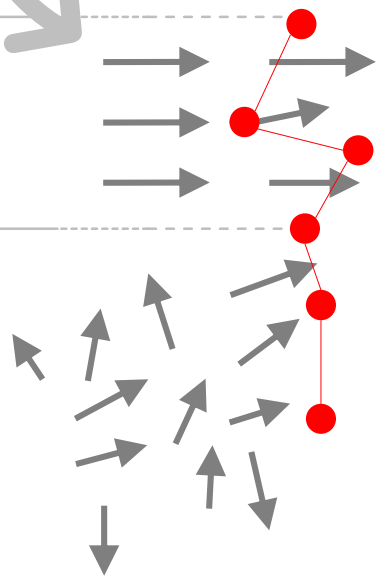
Knowledge institutions

Niche innovators

Citizens and co-ops

SME's and start-ups

Societal organizations

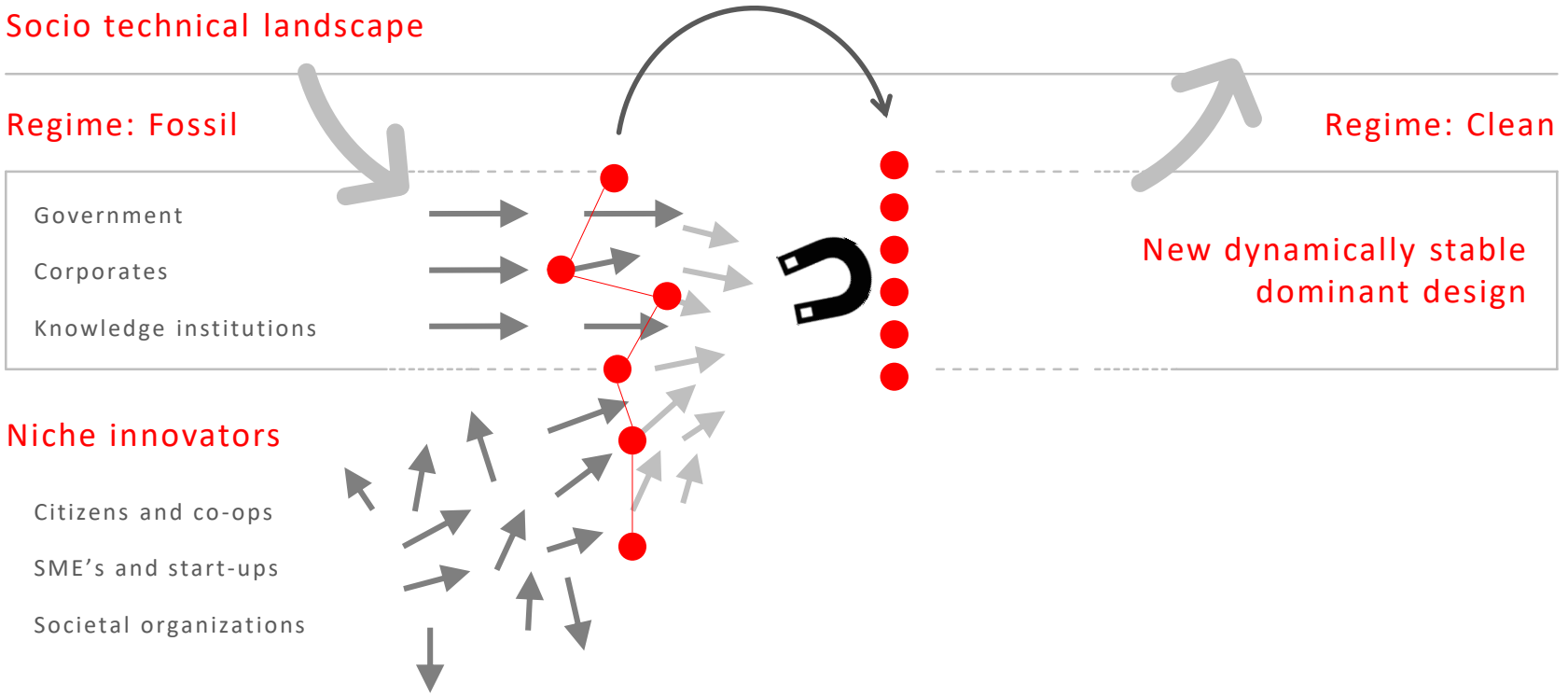


Regime: Clean

New dynamically stable dominant design

Inspired by Geels.

Connecting the dots

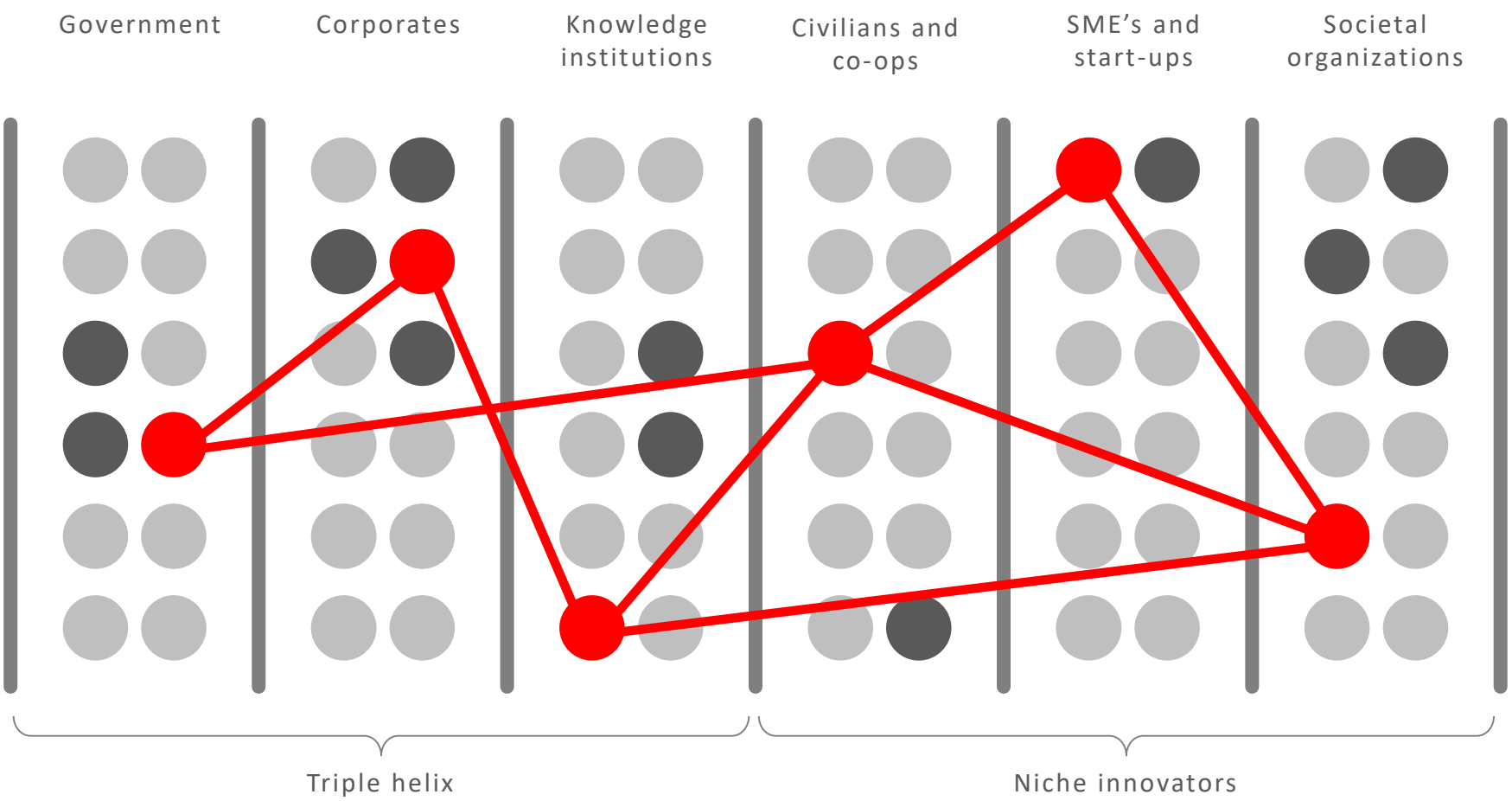


Inspired by Geels.

Creating a pull (x 1.000)



The Amsterdam Approach – It is happening



Start or step into a transition network

Educated creatives: Nudges needed!

Robert Gifford

33 ‘dragons of inaction’

Psychological Barriers That Limit Climate Change Mitigation and Adaptation



Limited cognition

- Ancient brain
- Ignorance Environmental numbness Uncertainty
- Judgmental discounting Optimism bias
- Perceived behavioral control/
- self-efficacy

Ideologies

- Worldviews
- Suprahuman powers
- Technosalvation
- System justification

Comparisons with others

- Social comparison
- Social norms and networks Perceived inequity

Sunk costs

- Financial investments
- Behavioral momentum
- Conflicting values, goals, and aspirations

Discredence

- Mistrust
- Perceived program
- inadequacy Denial
- Reactance

Perceived risks

- Functional Physical
- Financial Social
- Psychological
- Temporal

Limited behavior

- Tokenism
- Rebound effect

33 ‘key consumer insights’ for free!

Eventually everything connects – Charles Eames

Eventually everything connects – Charles Eames

But it better be within the next few years

Thank you!

Ruurd Priester
Research fellow Citizen Data Lab
ruurdsnotes.tumblr.com
citizendatalab.org



Citizen Data Lab



Amsterdam University of Applied Sciences