



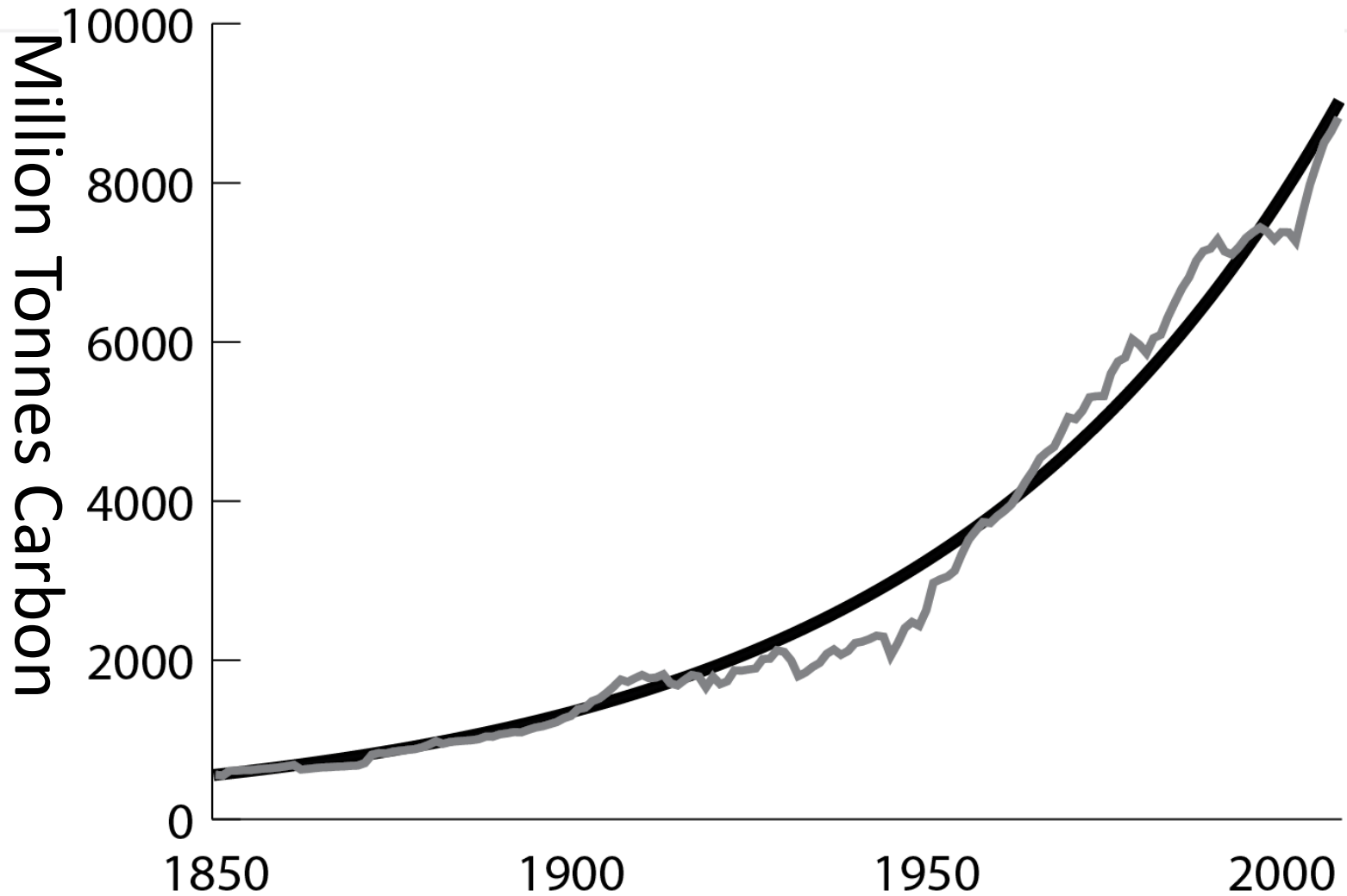
The psychology of human acceptance and engagement.

Mike Berners-Lee



QUICK SUMMARY OF SOME EVIDENCE

CO₂ since 1850

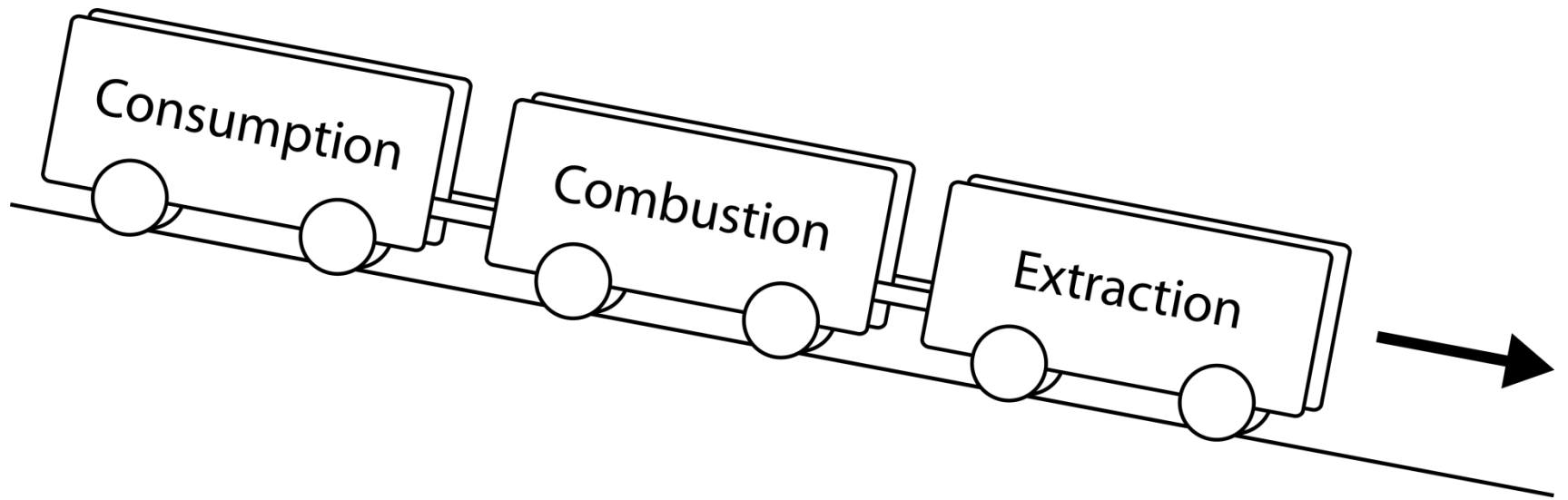


From A Jarvis et al. 2012, Nature Climate Change. bitly.com/carbon-curve

Local savings are like squeezing a balloon



Everything we dig up gets burned



The total CO₂ budget for 2°C - mainly spent already

Emissions so far

2000 billion
tonnes

Future emissions

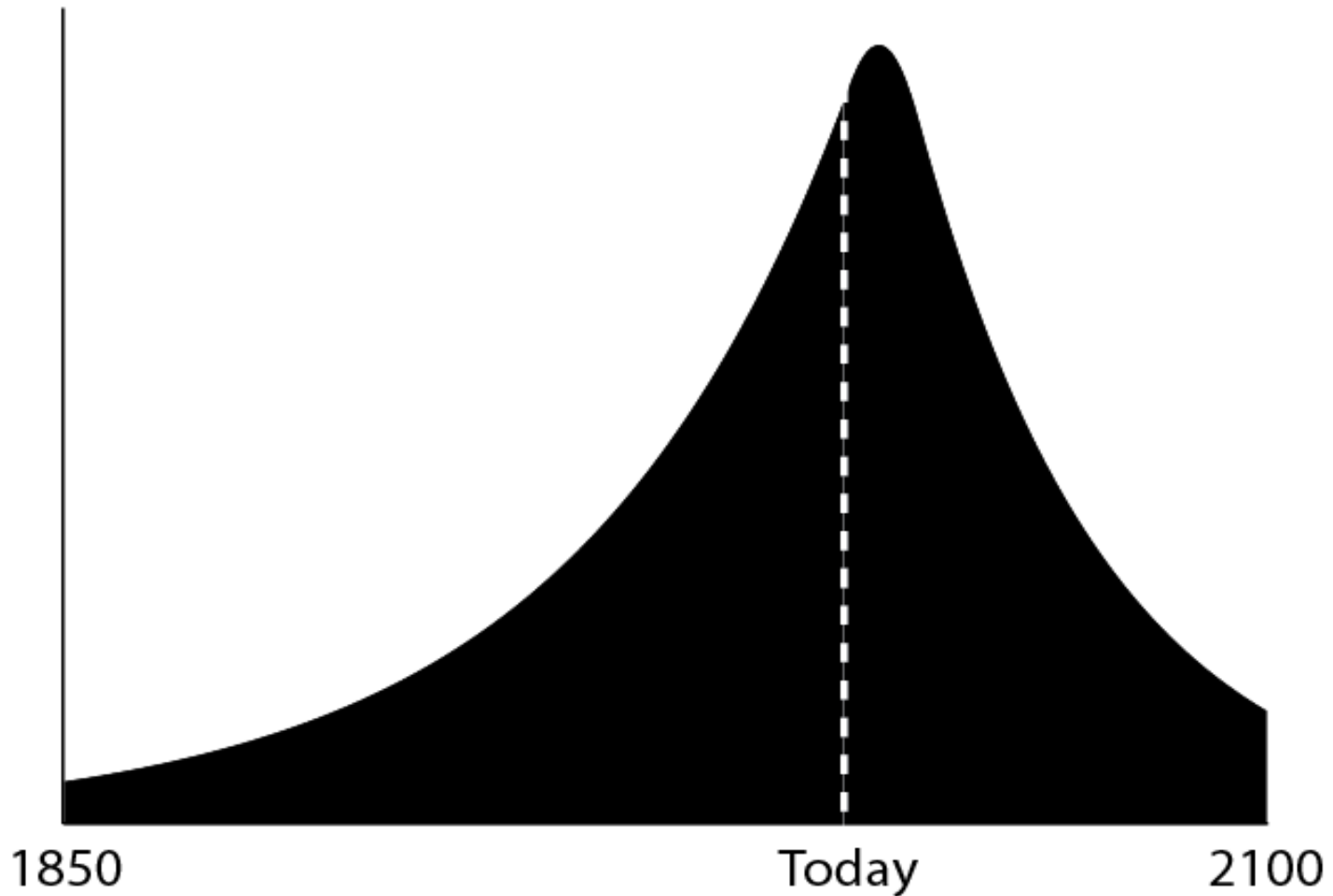
1600 billion
tonnes

700 billion
tonnes

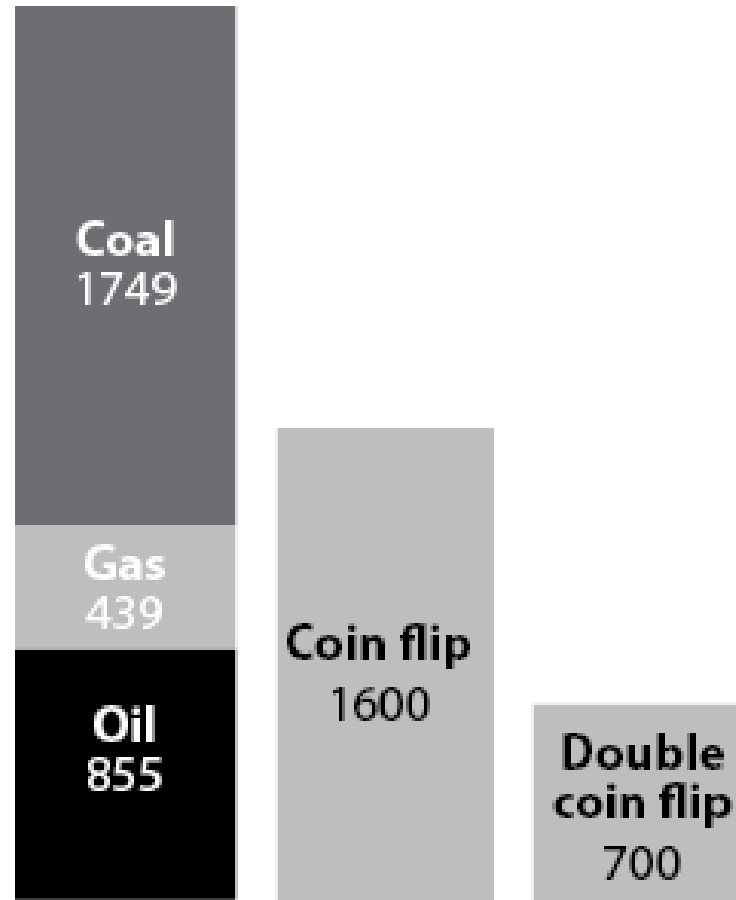
*Coin-flip scenario
for 50% chance of success*

*Double coin-flip scenario
for 75% chance of success*

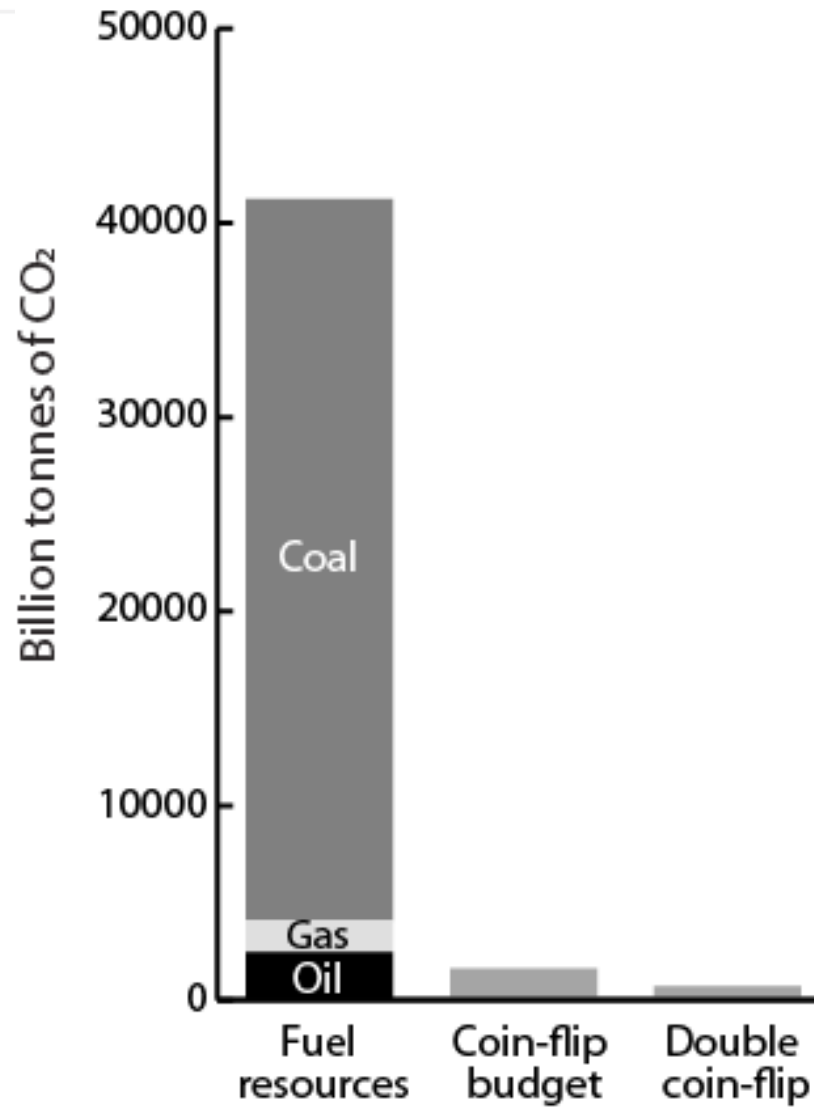
50% chance of $<2^{\circ}\text{C}$ – peaking in 2020



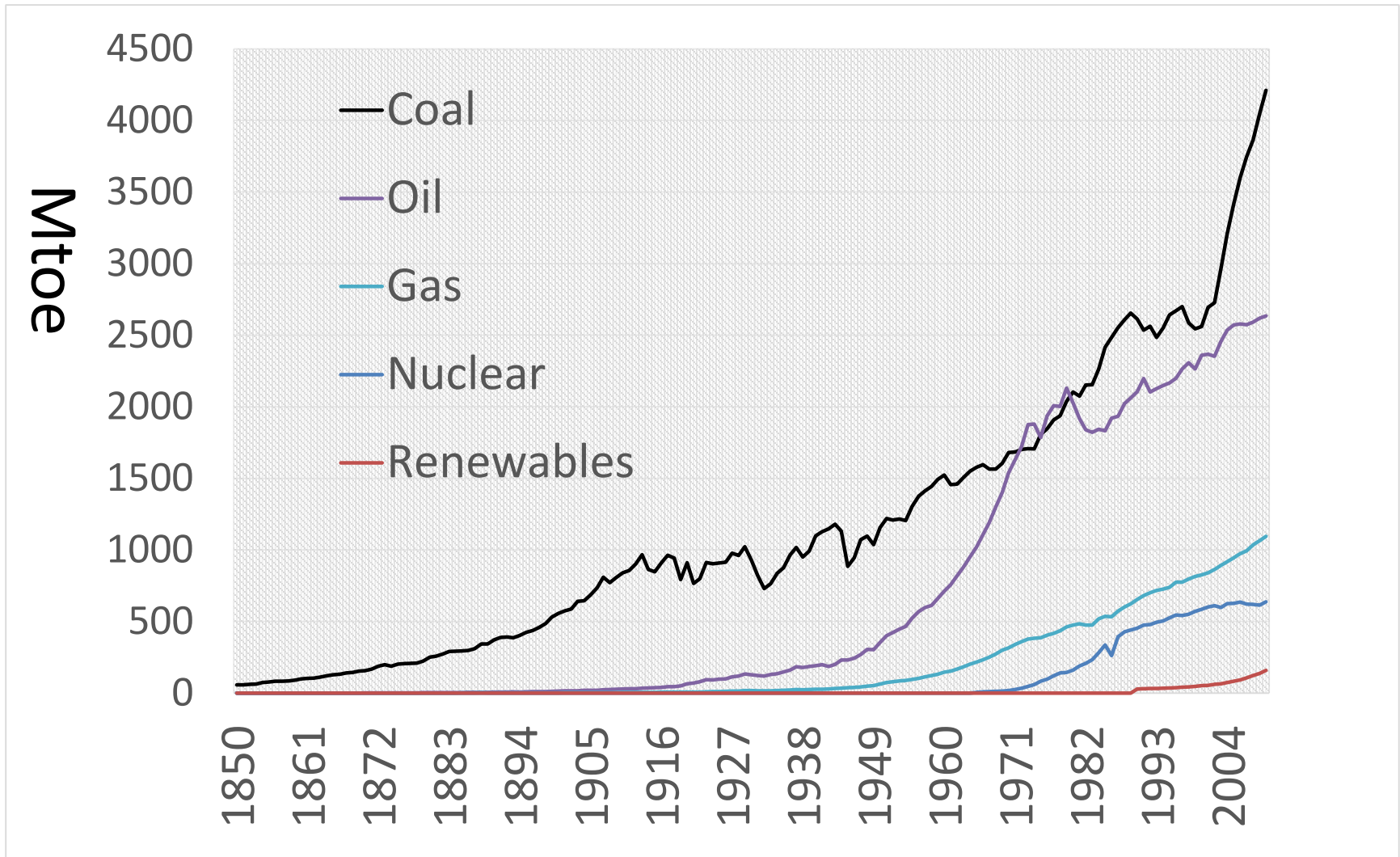
How much of the proven reserves can we burn?

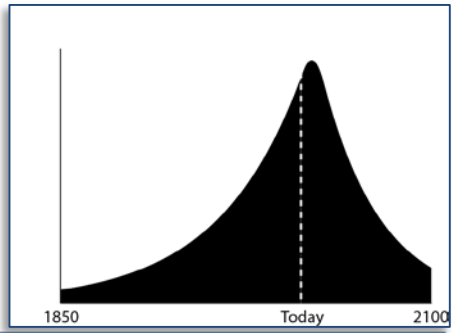
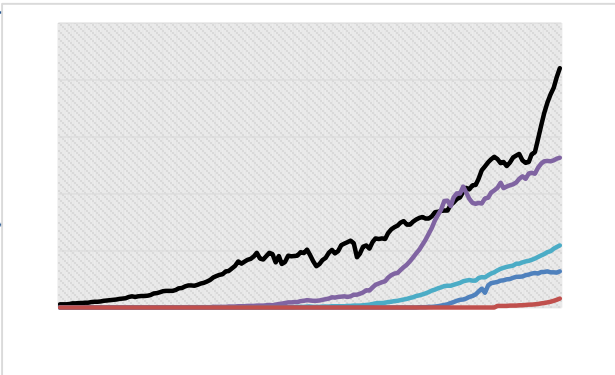
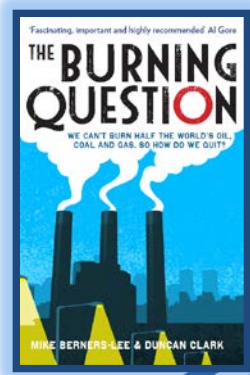
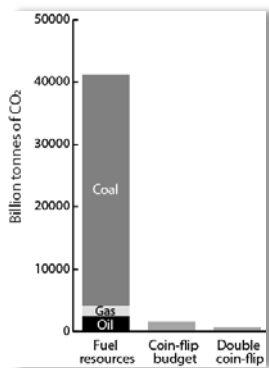
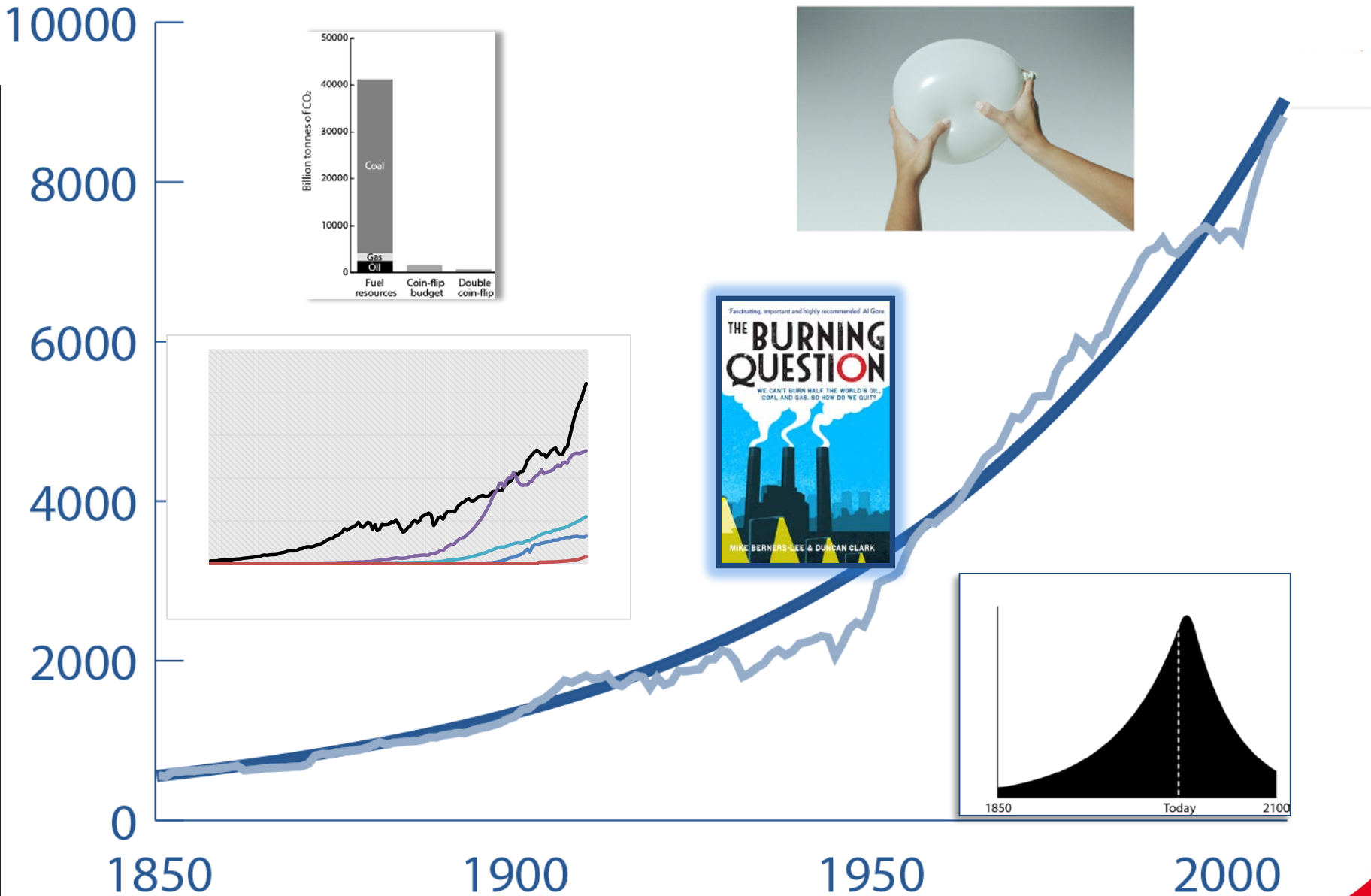


How much of the recoverable resources can we burn?

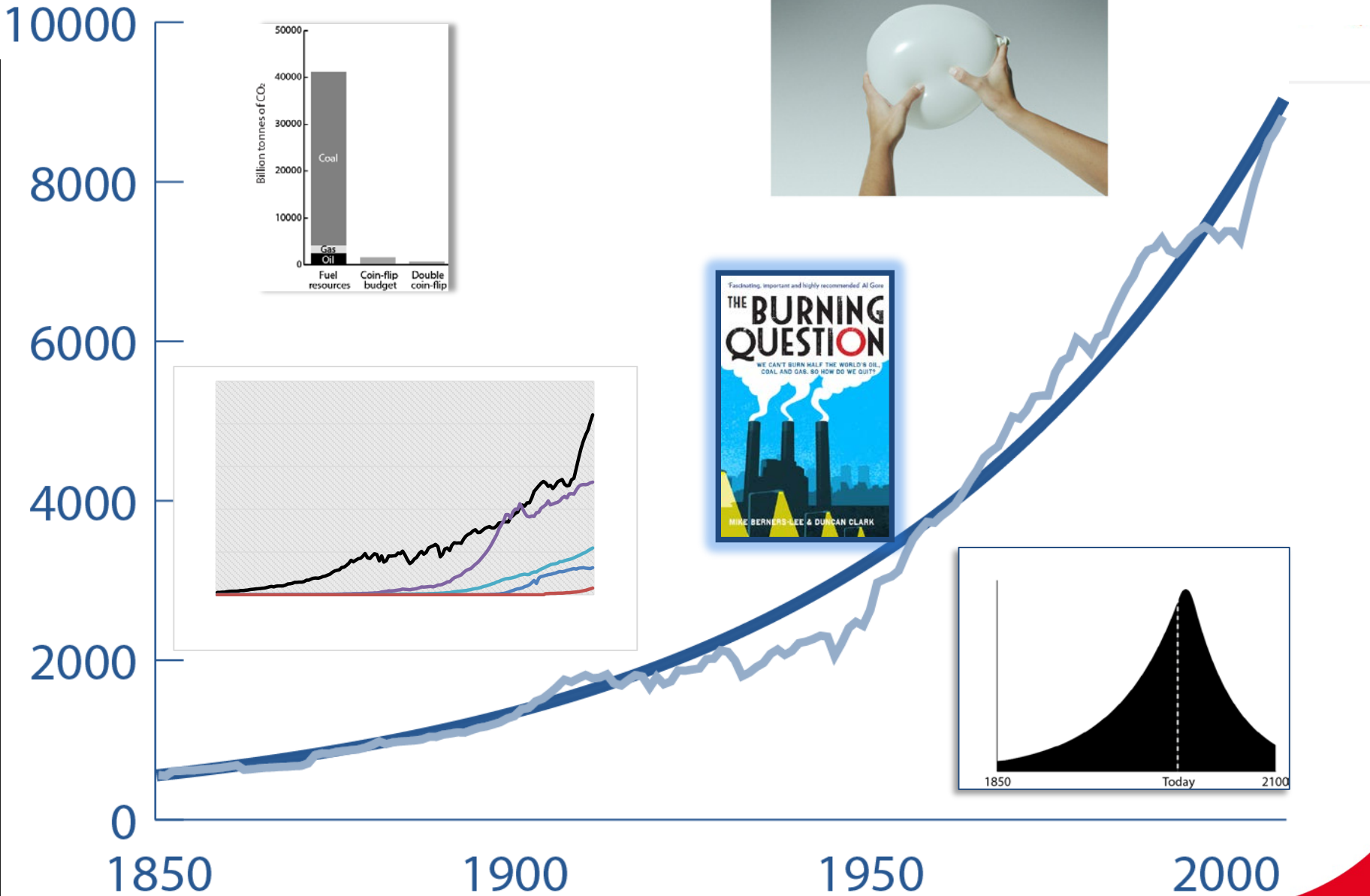


Renewables in perspective.



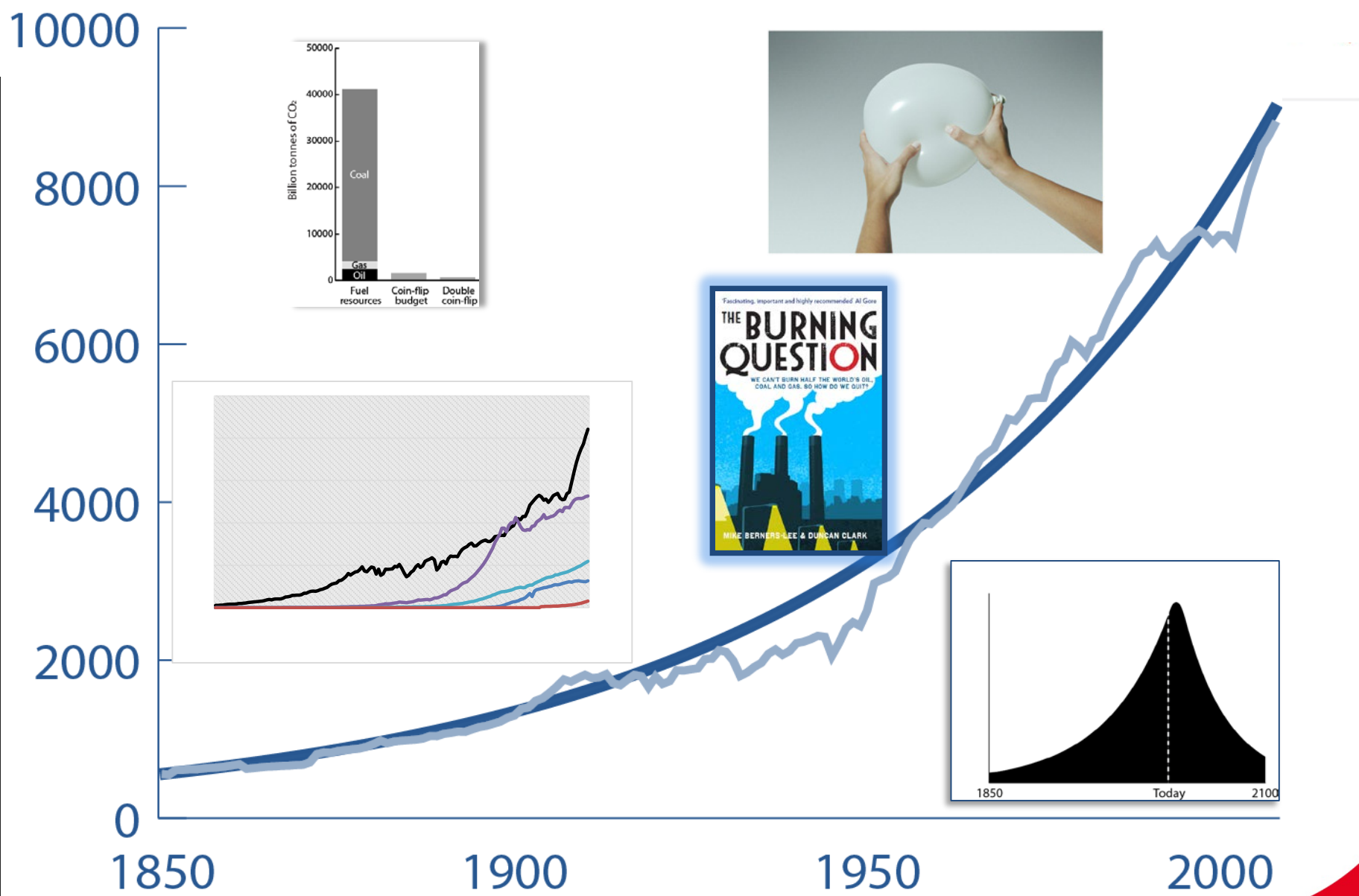


All this is clear ...



All this is clear. ...

So clear that it leads us to real the crux of the problem ...



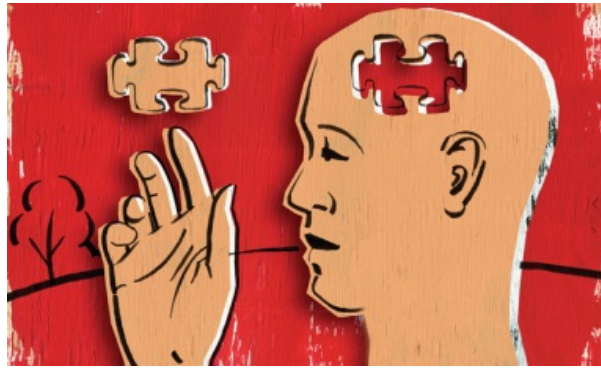
The evidence is getting ignored



Some explanations

- Too complex
- Too abstract
- Too far in the future
- 'Bigger than self'
- Too much vested interest
- Too uncomfortable to whistle blow
- Too comfortable to carry on
- Solutions too negatively framed
- Too stuck in economic and cultural tramlines

The global brain isn't working properly

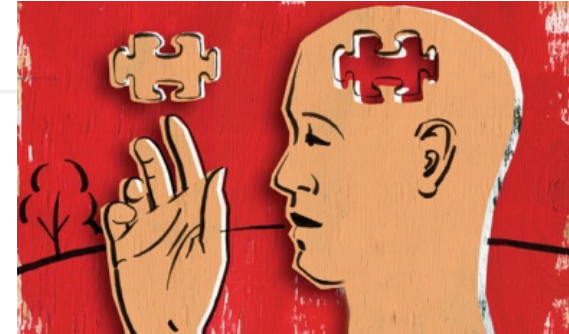


Rational analysis isn't guiding action

Climate change is a psychological puzzle even more than a it is a rational problem

Some implications

- Persuasion through logic isn't the key
- We need to be consistently clear and firm – avoiding collusion
- We all need to find new approaches
- We need to enable creativity and dreaming
- We need to create psychologically attractive solutions



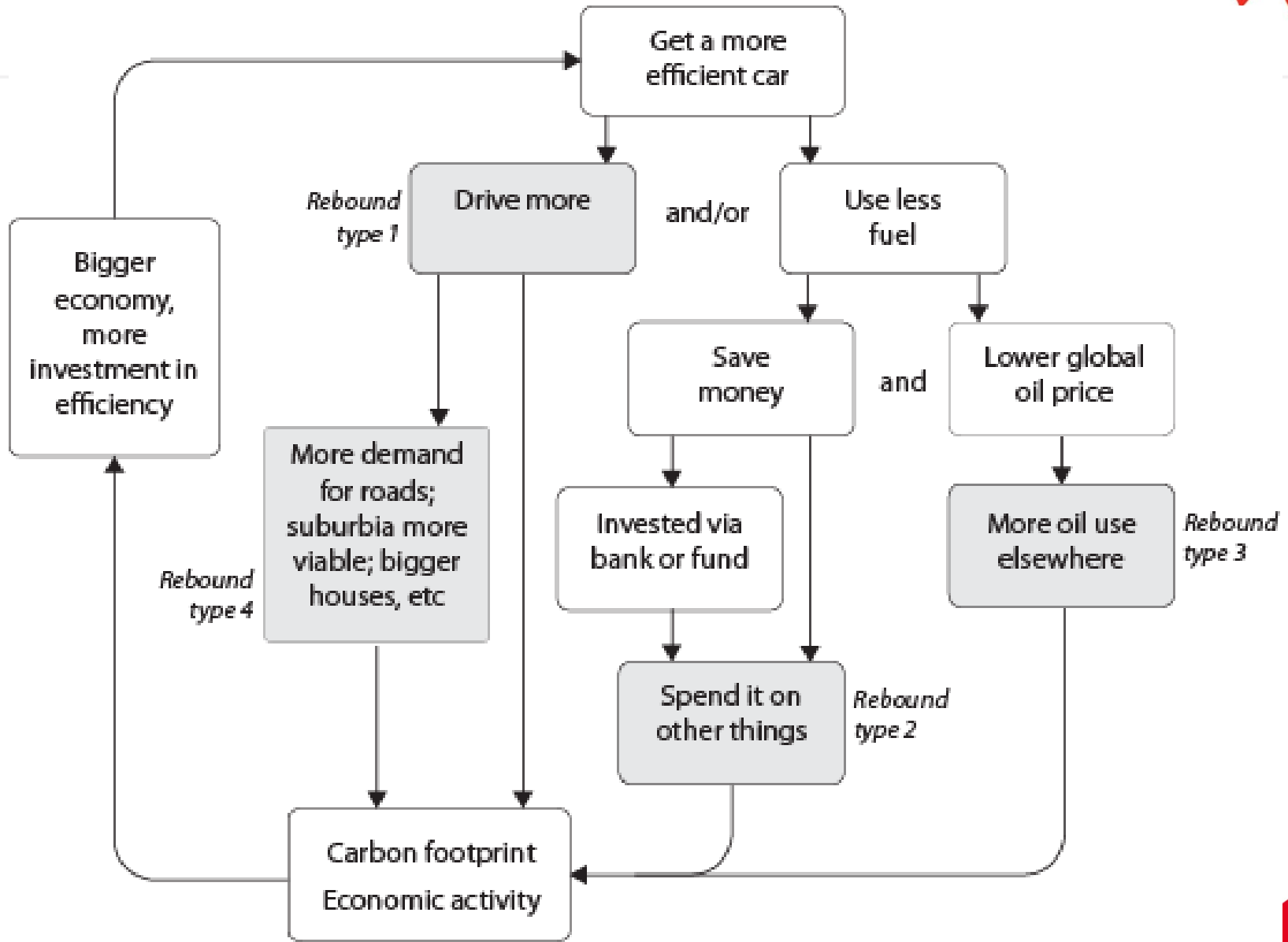


Thank you for listening

Any questions?

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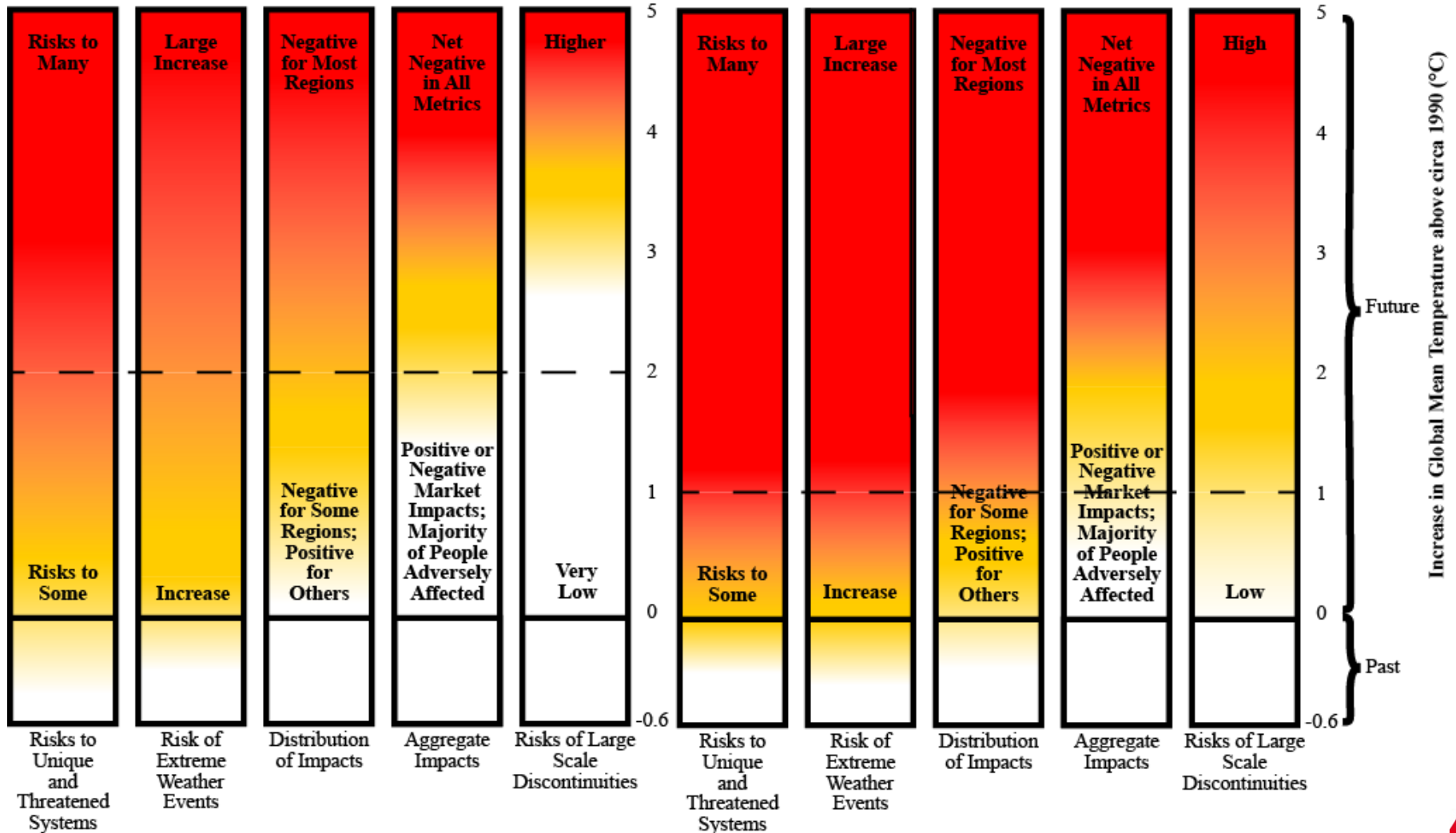
Innumerable Rebounds



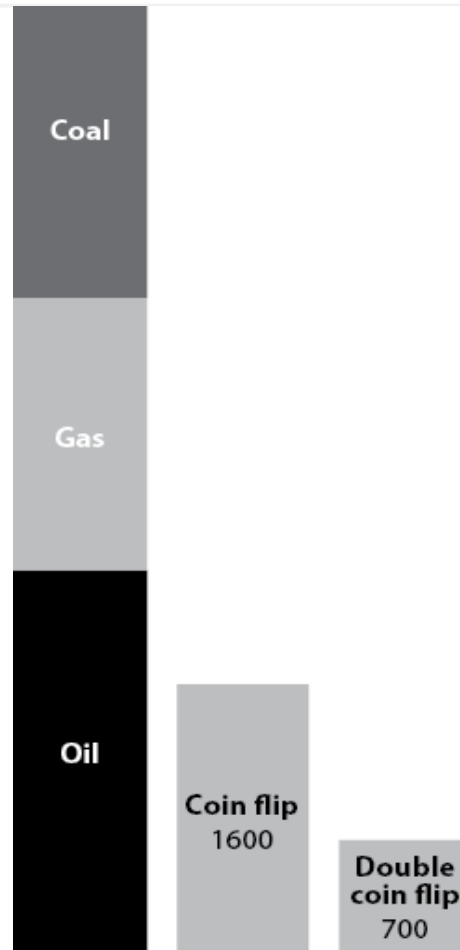
2 degrees is riskier than we thought

TAR (2001) Reasons For Concern

Updated Reasons For Concern



How much of the probable reserves can we burn?





- The evidence is clear enough.... But it isn't the crux of the problem
- If the climate change puzzle was just science, technology, economics and politics we'd be on the case
- The missing ingredients are psychology, sociology, psychiatry

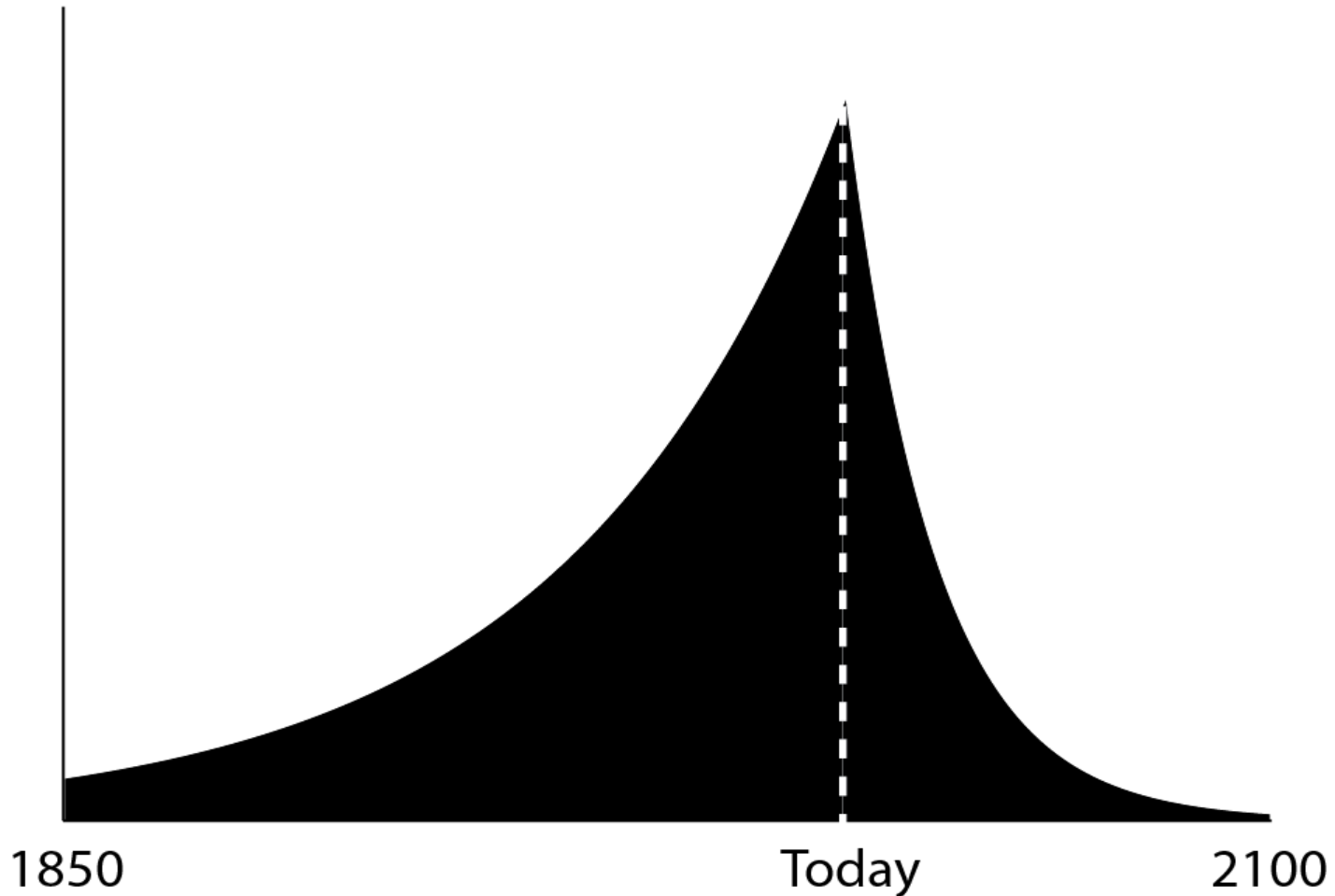
The value of reserves and infrastructure:

\$10–100 trillion

Meanwhile:

**\$764 billion on developing
NEW reserves!**

75% chance of $<2^{\circ}\text{C}$ – peaking today



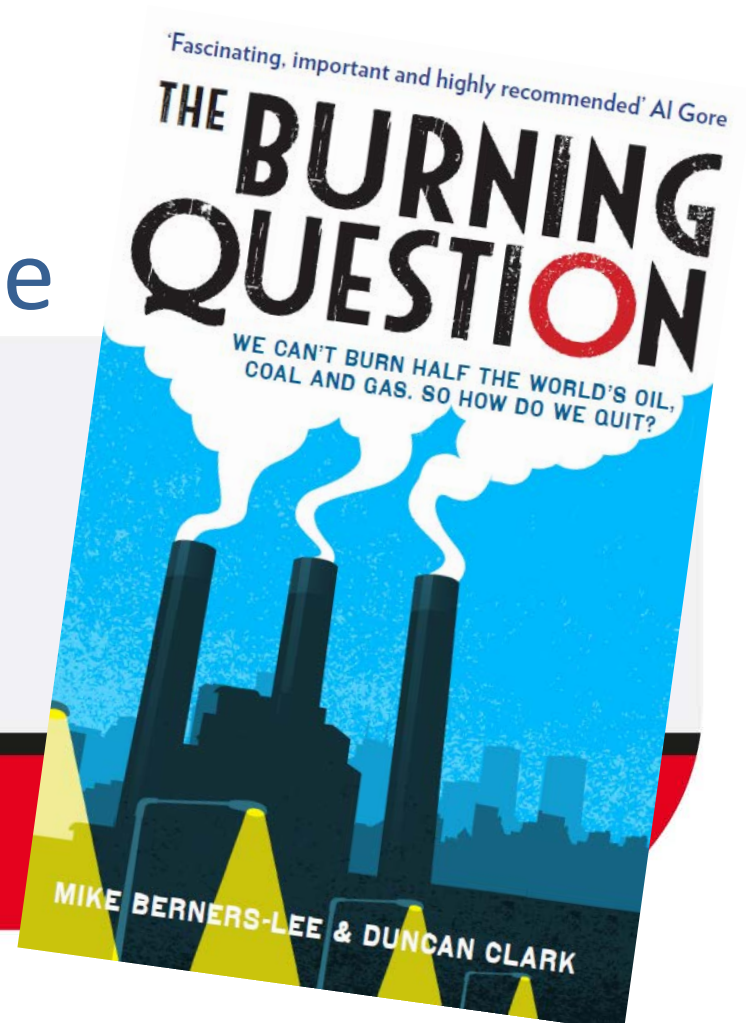
Bananas and the Burning Questions Beyond

Lancaster
Environment Centre

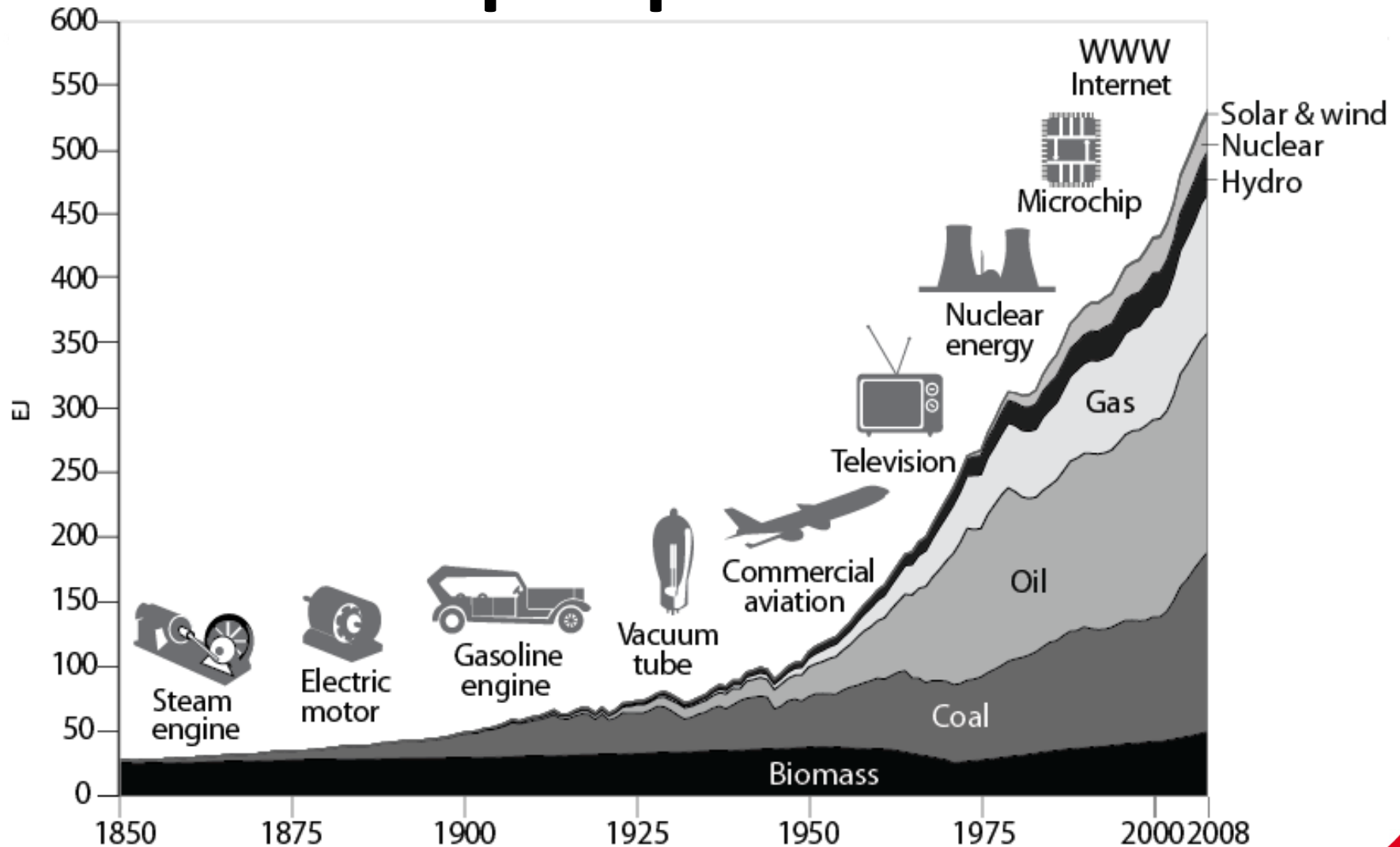
LANCASTER
UNIVERSITY



Mike
Berners-Lee



Efficiency and innovation in perspective





Discussion



How population, affluence & efficiency fit in

