

#EUROPCOM

WORKSHOP FROM CLIMATE CHANGE TO BEHAVIOURAL CHANGE

MODERATOR
KOEN THEWISSEN
 COMMUNICATION SPECIALIST,
 WeareDaniel

DR PROF. PHOEBE KOUNDOURI
 PRESIDENT, EUROPEAN ASSOCIATION
 OF ENVIRONMENTAL AND NATURAL
 RESOURCE ECONOMISTS

CILLIAN LOHAN
 VICE-PRESIDENT
 EUROPEAN ECONOMIC
 AND SOCIAL COMMITTEE

THOMAS FROMOVICI
 HEAD OF UNIT, WEB
 CONTENT, EUROPEAN
 INVESTMENT BANK


**CLIMATE
 NEUTRAL
 LIVING**

PHOEBE

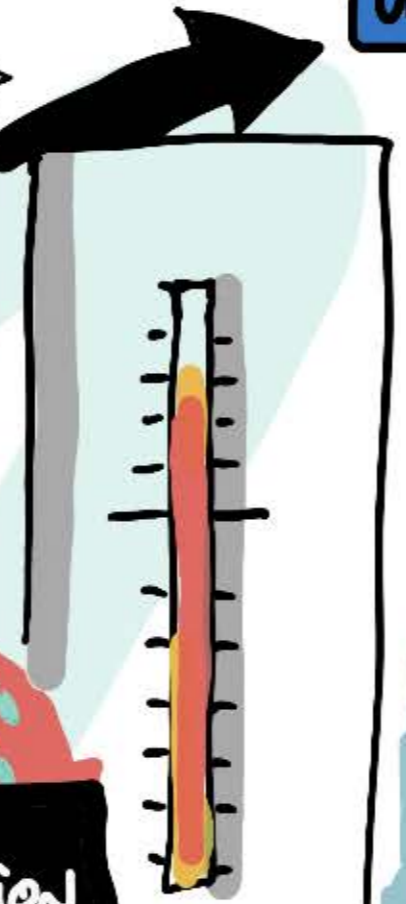
WHAT IS COMING

3 WAVES
 ...
 1 2 3


 THE OBVIOUSNESS
 OF THE CRISIS IS
 A BIG ASSET NOW


 PARIS
 AGREEMENT

2
 A PUBLIC+PRIVATE
 DEBT CRISIS

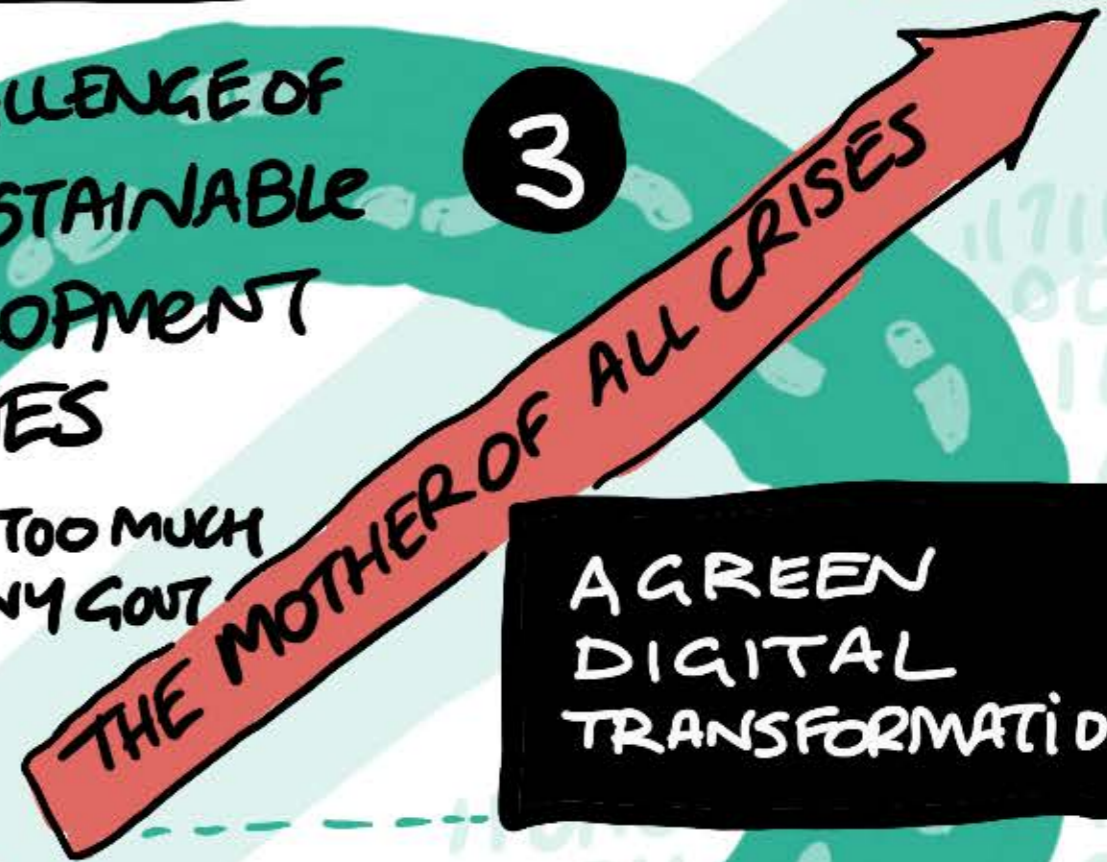


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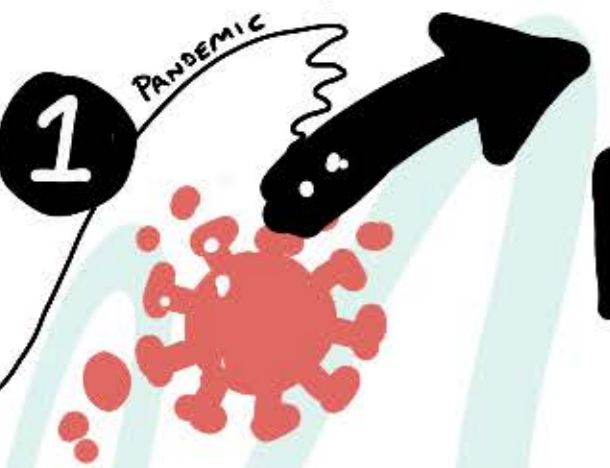
THE CHALLENGE OF
 17 SUSTAINABLE
 DEVELOPMENT
 THEMES


 THIS IS TOO MUCH
 FOR ANY GOVT

3



A GREEN
 DIGITAL
 TRANSFORMATION



WE DON'T LACK STIMULUS
 SPENDING - WE NEED INTEGRATION

CO DESIGN IS ESSENTIAL
 TECHNOLOGY IS
 MATURING...

#EUGREENDEAL

#EUNEWGENERATION

FOCUS ON FEWER THEMES €750BN

WE HAVE THE

SME CAPACITY

- CLIMATE
- DIGITAL
- CITIZEN

UPSKILL US!



WORKSHOP FROM CLIMATE CHANGE TO BEHAVIOURAL CHANGE

#EU GREEN DEAL = CAPACITY & ENABLING

WHERE IS OUR POSITIVE VISION?



★ TOO MUCH IS FRAMED AS DISASTER AVOIDANCE



THIS PLANET HAS NOT HAD ENOUGH OF EXPERTS

#PARAPHRASE

ALARM BELLS

How we measure ECONOMIC TIME

GDP?

- DIGITAL UTOPIANISM
- IGNORING EXISTING ANSWERS (INDIGENOUS WISDOM)
- NATURAL SOLUTIONS



Well, we've BEEN HERE BEFORE...

HAVEN'T WE.

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CILLIAN

★ COVID HAS SHOWN WHAT WE CAN DO

LEGACY OF INDUSTRIAL PRODUCTION & EDUCATION

LINEAR SYSTEMS

THIS IS THE BEHAVIOURAL CHALLENGE AT THE CONSUMER LEVEL

A TRANSPARENT ENABLING ENVIRONMENT
CO DESIGN AND CO WORKING

THESE DO NOT HAVE TO BE EXACTLY GREEN

NON STATE ACTORS MANAGING A 'JUST' TRANSITION

★ THE DESIRE FOR CHANGE EXISTS

LINEAR POST INDUSTRIAL

✗ THERE'S A SUSPICION OF DISSENT



SOLUTIONS HIERARCHICAL TRIANGULAR SOLUTIONS



DISATISFACTION WITH METHODS OF ENGAGEMENT
ANGER! ACTIVISM

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THOMAS

