

“I feel like climate scientists have kind of done our job,... but nobody’s doing anything.
So now, it’s kind of up to the social scientists.”
P. Kalmus, climate scientist.

To whom it may concern,

Please consider our International Panel on Behavior Change ([IPBC](#)) project for Prince William’s [EarthshotPrize](#). We believe that the IPBC is an innovative, and necessary, **scientific institution focusing on the behavioural change that would address all five Earthshots**.

Indeed, for many years, natural and physical sciences have been alerting us that our planet is undergoing major biodiversity and climate crises. As these crises stem from our lifestyles, linked to consumption and production modes, addressing them requires deep lifestyle changes. Yet, current strategies to drive change have not worked as well as expected. Operational and theoretical insights from behavioural sciences regarding ***behavioural change and resistance to change are therefore essential, if we are to find viable solutions to transitioning society towards a more sustainable future***. What are the physical, individual, collective and structural factors that play a role in behavioral change and resistance to change in the context of transition?

While there are thousands of scientific publications and projects in the world on collective and individual behavioral change, ***we lack an integrated multidisciplinary approach to behavioral sciences*** that would include neuroscience, psychology, anthropology, economics, law, decision science, and others, such as traditional knowledge, and how all these relate to humans’ two way relationship with nature.

Based on the fact that we are both at the heart of the crisis and of the solution, an international interdisciplinary group of scientists thus created the **International Panel on Behavioral Change**, which has already raised interest worldwide; our [manifesto](#) has been signed by over 1 000 scientists and experts from 70 disciplines and 76 countries on 5 continents. Behavioral scientists working to drive a sustainable transition thus now have the IPBC.

Our main objective is to accelerate and improve the behavioral changes necessary for a successful transition toward a nature-compatible society, based on the best available behavioral science evidence.

Our targets are all actors: international, national and local decision makers, citizens, civil society, economic actors and scientists of all disciplines and addressing all sectors related to transition efforts.

To achieve its goals, the IPBC:

- Will produce empirically relevant and theoretically based, and accessible, scientific reports on drivers of behavioral change and non-change from all behavioral disciplines, so as to;
- Deepen understanding of these issues, so as to;
- Orient and coordinate actions, policies and investment as well as
- Anticipate and propose trajectories while;
- Making available and accessible behavioral knowledge, to develop levers for action to all actors.

We have already raised some funds to launch our operations and some activities. But to move to the next level and publish our first scientific report (in 2022), we need around one million Euros. This is both a lot and very little, given the human and natural scale of the issue! Your support would be transformational, it would attract additional support and “launch us into operational permanent orbit”.

We hope this project attracts your attention and we thank you deeply for your attention,

The [IPBC scientific committee](#)