

IPBC Fall 2020 Newsletter

Check out our updated [site!](#)

From the IPBC board

Dear colleagues and friends

First, let me...

Welcome you to our very first newsletter!

Some of you may not have received much feedback in the last few months but we want to assure you that we have been active! Hence, this brand new IPBC Newsletter to keep you posted, and which will probably become a recurring (if not entirely regular at first) publication. We will work on form and content, as well as diffusion methods. All suggestions are welcome!

Support the IPBC's nomination to the Earthshot prize!

To start bluntly, the most important point of this newsletter is this one:

SUPPORT THE IPBC'S NOMINATION TO [PRINCE WILLIAM'S EARTHSHOT PRIZE!](#)

The Earthshot prize is centred around five issues: Protect and restore nature; Clean air; Oceans; Waste free world and; Climate. As each of them is closely related to behavioral issues, we think this could be a good opportunity for the IPBC to find a significant financial and reputation support!

5 projects will be selected every year over the next ten years, at one million British pounds per project.

"Nominations opened on 1st November, with over 100 nominating partners from across the world being invited to submit nominations of those individuals, communities, businesses and organisations who could win The Earthshot Prize. Nominators will include our Global Alliance but also academic and non-profit institutions from across the world who have been selected for their ability to identify

the most impactful solutions to the Earthshots".

SUPPORT THE IPBC'S NOMINATION by using your networks and contacts so they propose the IPBC to the nominators! You can start with simply transferring the [IPBC Home Internet Link](#).

INTERNAL NEWS

The [Ethics Committee](#) has been working on an ecoethical charter. Discussions on form, content and spirit has led to a preliminary text which has already been approved by the executive committee. The next step is now to write the IPBC's ecoethical charter that will be signed by members and partners, as an integral part of joining the IPBC. A pre-final draft will be sent to the Executive Committee for their feedback and pre-approval by end of November to be effective from January 2021 on.

The **Covid and ecological transition publication** (see [the IPBC page on this](#)) is well underway, with almost all 9 texts finalized! We are under discussion with a few partners interested in a collective publication with diffusion across the globe. This publication takes the form of "informed food for thought" and, therefore does not have the same level of scientific standard as our future Main Report. The first aim was to show the type of work the IPBC can do in a light, easy of access, manner. The second aim was more... utilitarian form, as IPBCs scientific coordinator: the Covid publication was an interesting learning process on how the IPBC's First Main Report's process should take place. This ambitious project will hopefully start in 2021, pending funding (see above! You get the point...).

News from the WG2 (private firms)

Following 5 meetings in March and June that brought together about 50 managers of large and medium-sized French and international

companies, we are putting the finishing touches to our first CR on the contributions of Group 2. It includes a qualitative content analysis by Stéphane La Branche and a quantitative lexical analysis carried out by Stéphanie de Chalvron (IME). This first level of scientific analysis will be simultaneously transmitted to the WG2 participants and to the WG1 scientists and the Scientific Committee. This will then lead to a quantitative survey on the issues linked to the human factor in management and efforts transition in private firms. This will also help feed the preparatory work for writing the first Main Report, which we hope to publish in 2022 (pending on the level of funding obtained).

NETWORK BUILDING

We have been contacted by a few universities and research centres with whom we have, or soon will, sign a partnership convention, such as with the Institute of People–Environment Transaction, EötvösLoránd University, Budapest who will be contributing to our Covid publication through Varga Attila Senior Research Fellow (<https://www.ppk.elte.hu/en/staff/attila-varga>).

We are also exploring a collaboration proposed to the IPBC by the University of Waterloo, via Imre Sezman.

IPBC scientific coordinator, Stéphane La Branche, has been interacting with several French national institutions interested by our approach on behaviour (a national association on air quality [FIMEA](#); the National Energy Regulation Commission; a private association such as [EPE](#) and others working on ecological transition efforts).

Jacques has been very proactive in getting in touch with potential funders and economic partners, in France and abroad but the economic crisis represents a real challenge in this regards.

Efforts are also made to become more European and global, but more needs to be done. To help us with this as well as our other activities, we are going to take a few internships from January. In

this sense, we are planning, in early 2021, to build an Alliance integrating actors interested in behavioural change issues, involved in the IPBC's launch and its financing. We hope that our paths cross there and that it will result in many good things... in this somewhat gloomy if not potentially sinister time!

We will soon launch the first steps of our **WG3** (NGOs, Foundations, professional organisations of all types and public authorities), with a planned launch in January.

CONTACTING THE MEDIA

We have also been active contacting different media. Camille Lefrançois has been busy reaching to the media in many different countries with a reporter from the *NY Times*, *Le Monde*, *The Conversation*, and some getting back in touch. We will keep you posted of course! But for the moment, while these media seem interested in what we are doing, they are waiting for proof of concept - until we have published the first report before commenting on our initiative. We need some extra help to do so in countries outside of France. Our Covid publication is partly aimed at showing how our angle on drivers of behavioral change and non change can contribute to understanding but also it is meant to attract media attention so they start talking about us. So, once it is published, please spread the word!

More effort is needed to reach international actors and actors in other countries, and for this, the IPBC can use your networks. Do not hesitate to contact the media and scientific journals in your fields! If you need help, do not hesitate to contact us and you can use the internet site for a first contact, [link here](#).

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Thanks to Uri Roll for the Visual!