

**MICRO, MESO AND MACRO DRIVERS OF BEHAVIORAL CHANGE AND NON CHANGE.
FIRST IPBC MAIN SCIENTIFIC REPORT PROPOSAL**

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SUMMARY

General timetable :

June 2021: Project Launch among WG1 members only - nearly 75 people from around 20 disciplines!

- Expression of intention on the part of scientists and their role (chapter director, contributors, as well as expertise, disciplines and budget estimates).

Sept-Dec 2021: Project structuring, organization, business model definition

- Open call for contribution: authors outside IPBC GT1, selected according to needs and expertise.

January 2022: MR-1 Drafting

- Beginning of the writing process by teams.

Stream 2023: Publication

Reminder of IPBC MR-1 content:

Section 1: Background, Introduction, and Report objectives.

Introduction + 2 theoretical chapters on the key concepts of the disciplines used in MR-1.

Section 2 (2 or 3 chapters): drivers of behavioral change and non change (DBCNC) at the micro level

Section 3 (2 or 3 chapters): DBCNC at Meso level.

Section 4 (2 or 3 chapters): DBCNC at the macro level.

Conclusion: Cross-cutting DBCNC, key consensus and divergence, strengths, emerging weak signals.

NB: The main report will be broken down into more operational mini-deliverables. It will include rewriting, translation into different languages, popularization, marketing, layout, distribution, and multimedia.

PRESENTATION.

Even in 'purely' scientific issues, such as the climate, biodiversity or health crises (ex: Covid!) or in everyday operation and decisions as well as management, the human factor is absolutely fundamental both as the causes of these crises but also as sources of solutions! In other words, ***solving even a scientific or technical problem requires the integration of the human factor.***

Beyond its obvious scientific interest, the IPBC's First Main Report (PR-1) aims to:

- Undertake a review of the multidisciplinary literature in behavioral sciences. What do law, psychology, neurobiology, sociology, economics, ergonomics and so on say about drivers of behavioral change and non-change (DBCNC)? About 30 disciplines are already represented by IPBC scientists;
- Report also on what these sciences do not know and which knowledge could be useful and important to understand, so as to propose i) empirical solutions to obstacles to change and ii) new areas of research;
- Draw the attention of scientific, private, public, media and civil society actors to the importance of i) taking the human factor into account in transitions and to ii) the IPBC work on this issue.

MR-1 guidelines:

- Chapters will be organized according to a ***typology of DBCNCs*** (e.g.: emotions, public policies or infrastructures) in order to better understand the transversal factors playing a role in change and resistance to change. They will NOT be organized by sectors!
- Different sectors will serve as sources of examples for reflections on DBCNC, even if some will be prioritized and defined with our partners from IPBC Working Groups: 2 (economic actors), 3 (institutional actors and other stakeholders) and 4 (actors of information, education and culture) and those of the Alliance.
- Sectors taken into account will be integrated into the different chapters (e.g.: mobility will be integrated into chapters on individual motivations and town planning)... Choice of sectors will be based on:
 - Impacts: high degree of environmental, social, economic and societal impact
 - Level of scientific understanding: choosing sectors that differ in terms of level of scientific understanding will allow WG1 scientists to better understand the role of DBCNCs in different contexts / sectors.
- Long-term objective: draw general conclusions (meta-analysis) relating to DBCNCs, with a view to exploring the potential of general behavioral models and increasingly robust forecasting tools. A permanent working group will eventually be set up for this purpose.
- Particular attention will be devoted to i) choice, ii) non-choice and iii) constrained choice: what is the role played by: biology, information, incentives, personal motivations, values, emotions, nudges, institutional structure, social or political norms, economy, choice of consumption, laws...).

GENERAL PLANNING

Under the condition of obtaining the necessary funding, the provisional schedule is as follows:

JUNE 2021: Official launch of the project for IPBC members

Start of the report's organization and development of the initial business plan:

- Call for participation restricted to members of GT1.
- Drafting of note of intent (No commitment sought at this point!)
- Definition of authors' roles: chapter coordinator; co-author, post doc/doctoral students...
- Budget estimate: between 2 and 3 million, including for: the production of mini, targeted, operational and understandable deliverables. This will require rewriting, vulgarization, translation into different languages, marketing, layout, distribution, multimedia...
- Identification of priority sectors as sources of examples (but not exclusive, so that the report is of interest to a wide population). A survey of WG2 and Alliance members will be conducted!

OCTOBER-DECEMBER 2021: Project organization phase 2

- Open call for contributions to the MR-1 to new partners, recognized in their disciplines, according to disciplines not represented; those absent will be the subject of a specific co-optation effort.
- Each chapter will have at least TWO coordinators from two different disciplines and authors. Number of scientists planned for this first Main Report: 50 to 80 (two per discipline).
- Preparation of the scientific and editorial template of the Report AND of each chapter: general structure; confirmation of chapters; disciplines; challenges / sectors...
- IPBC Human Resources needs: help with project coordination and management, logistics, reminders to teams, work monitoring, etc.
- Final budget confirmation.

JANUARY 2022: Launch of the writing phase

- Beginning of the writing of the chapters by the teams.

2023: Publication of the First Report and its different deliverables

CONTENT AND GENERAL STRUCTURE OF THE REPORT

- Each chapter will cover:

- i) What behavioral sciences know; ii) What they do not know; iii) Weak / emerging signals... for each discipline; iv) Emergence of transdisciplinary concepts and test of their robustness (or not!).

Report structure:

Report Summary

Section 1: Background and purpose of the report, introduction.

Introduction: Objective, method and motivations for MR-1. Also includes the challenges and limitations of the exercise.

Two theoretical chapters on the key concepts (with a glossary).

The next chapters of the next two sections will be devoted to the three scales of DBCNC.

Section 2 (2 or 3 chapters): DBCNCs at the micro level

Section 3 (2 or 3 chapters): DBCNC at meso level.

Section 4 (2 or 3 chapters): DBCNCs at the macro level.

*** ATTN: many DBCNCs play a role at several levels; they will be specified in each chapter.**

Ex 1: the effects of a carbon tax at the individual level will be dealt with in sections 2 and 3.

Ex 2: Power relations exist at all scales: individual and small group levels (section 1 and 2) and international level (section 3).

Conclusion: Cross-cutting DBCNCs, key consensus and divergence, strengths, emerging weak signals.

The main report will be broken down into more operational mini-deliverables. It will therefore include rewriting, translation into different languages, popularization, marketing, layout, distribution, multimedia... These will be written

- For partners,
- By themes and sectors,
- With an emphasis on both positive and negative conclusive results.

Ex: Which DBCNCs play a role in the evolution of lifestyles (food- from farm to fork-; building; daily consumption)?

ANNEX: POINTS TO BE CAREFUL ABOUT

Particular attention will be devoted to the complex question of choice, non-choice and constrained choice (biology, information, incentives, personal motivations, values, emotions, nudges, institutional structure, social or political norms, economy, choice of consumption, laws...).

Ecological normativity: the objective of all the reports of the IPBC (Main or Thematic) is NOT to pass a judgment on what is a good or a bad ecological, social, economic or societal measure: it is to report this that the behavioral sciences understand and conclude (or not), both in observational, conceptual / explanatory and intervention / predictive terms, about DBCNCs in a context of sustainable transition. It also means that we can - and should! - say what the sciences say about the level of efficiency of a measure, for example, for water consumption in relation to climate or biodiversity and for which categories of population.

Political and economic normativity: the purpose of reports is NOT to pass judgment on the political system (democratic, authoritarian, etc.); it is to account for what the sciences understand and conclude (or not) concerning the interactions between different categories of measures and DBCNCs. This could also include the evaluation of measures, projects, policies of organizations (company, institution, etc.). But we will report what the sciences say about the impacts of different categories of policy measures on democratic rights, transition efforts, etc. In other words, we cannot exclude coercive politics from our relationships simply because we do not agree ethically or vice versa, because we believe that a bottom-up democratic process does not work for the environment. The same goes for economic measures.

Scientific exercise in the service of human collective intelligence is a delicate but necessary balance to ensure that conclusions based on scientific methods are relevant.

Such an approach and the multidisciplinary in the very broad sense ("exhaustive") will be a real added value of our relations compared to what is done in the world, even if the balance is delicate and potentially conflicting. Points of divergence will be made explicit as potential sources of new solutions and new understandings. This is why the report will be transdisciplinary.

This only provides partial answers as to how to categorize the incredible number and diversity of DBCNCs, which is the key question methodologically, scientifically and for the structure of the report. WG1 recommends adopting an operational categorization for several reasons.

- Purely conceptual categories are too closely linked to the disciplines and their history/cultures/evolution of methodological limits of education and scientific journals, etc. Operational categories are more conducive to multidisciplinary approaches (IPBC's scientific ambition).
- Operational factors come from empirical bases and are therefore more consistent with the idea of contributing to the empirical understanding of DBCNCs in transition efforts (IPBC's societal ambition).
- Operational categories are more interesting, useful and easier to understand for IPC's partners (IPBC's educational/cultural ambition).