

January 2022 Newsletter

HAPPY NEW YEAR TO YOU!

Another Covid year has passed (go see our [Special Covid Report](#) if you have not already done so) and 2022 might be yet another one but for the IPBC, it is the year we launch the process for our FIRST MAIN REPORT!

WATCH OUT FOR THE IPBC GENERAL ASSEMBLY, in April.

We will contact you directly very soon!

But before getting to this point (i- next section), we are glad to inform you that we have been very active in the last few months: ii) building our Alliance with private partners; iii) contributing to different French national bodies and; iv) discussing with public authorities to establish partnerships (WG3) with several cities in France; v) Last but not least, we welcome several new scientific members to our working group 1!

Towards the First Main Report (MR-1)

January 2022: we are launching the work on the First Report, which includes several steps before even getting into the writing part. These general guidelines and principles were acted upon at the Paris meetings (but they remain adaptable!):

- Identifying two **lead** authors for each chapter (some of you will be contacted very soon!)
- Identifying level-one authors and teams, including PhDs and post doctoral researchers (which raises the issue of the budget you will need)
- Evaluating the costs for the Report's writing, diffusion and Comm, after the scientific work
- Finalising the Report's overall scientific structure and themes.
- This has several implications for the project's governance and work will start on this very soon.

Then, we can start working on the report's writing!

REMINDER: the First Main Report (MR-1) aims to:

- 1- Show the type of work the IPBC will produce: i.e., a multidisciplinary up-to-date scientific literature review regarding **drivers of behavioural change and non change (DBCNC)**.
- 2- Produce a State of the art literature review on what behavioural sciences know and do not know, and are unsure, about DBCNCs in different sectors, including knowledge that needs to be improved as well as weak but upcoming potentially meaningful signals.
- 3- Attract interest of scientific, private, public, media and civil society actors.
- 4- **Our reports are not militant, they are scientific!** The IPBC's deep scientific work long term goal is to draw general conclusions (through meta analysis) regarding DBCNCs and **start exploring the potential scientific and methodological issues associated to potential large-scale behavioural modelling and prospective.**

For this,

- 5- Chapters will NOT be organised according to sectors but according to categories of NDBC's (micro, meso and macro)
- 6- Sectors will be selected according to their socio-ecological footprints
- 7- Sectors will be used as sources of empirical examples for DBCNCs (chosen from a pool defined with WG2 and IPBC Alliance partners).
- 8- They will thus need to be varied in terms of level of scientific understanding which will allow WG1 scientists to better understand the role of DBCNCs in different sectors.

News from the Alliance!

In the last few months, Jacques Fradin (IPBC's president) has been very active in the construction of our "Alliance for the IPBC". Indeed, while in the last newsletter, we informed you that the Alliance had just been launched, things have moved quite well since then: we now have several partners and others are under discussion.

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The Alliance aims to:

- Help with funding the First Main Report and other IPBC activities
- Provide operational support, such as dissemination in networks, professional federations, providing human and technical resources as well as various supports
- Make the IPBC known to institutions, media, other private actors, in order to ensure that our productions will arouse interest and be implemented in the real world
- Share members' lists and facilitate mutual membership access
- Provide an operational base to potential future studies and empirical research projects.

Several private actors as well as federations have thus joined the IPBC in the last few months, convinced by the necessity to take the Human Factor (an easier way to say "DBCNC") into account in their daily operations and their governance but also in terms of impacts they want to have in transition efforts. We thank them for their interest and participation!

Premiers partenariats établis ou en cours de négociation



Behind the scene, getting into such partnerships with private firms meant that we had to develop a convention template (not always simple), with ethical and scientific rules of conduct and attitudes (aimed at preserving the WG1's scientific independence and for all partners' mutual benefits). The [IPBC's Ethics committee](#) contributed in a very significant manner to this. THANKS so much - once again- to Grazyna Kmita, Stéphane La Branche, Laura MacGuire, Gonzalo Marchant and Antonino Raffone!

IPBC's contribution to French national policies and private projects.

In the last year, several French IPBC scientific members have contributed to many national and territorial public, private and research actors' strategies, measures and research projects:

- National Energy Regulatory Commission (<https://www.cre.fr>) Foresight and Innovation Department (<https://www.eclairerlavenir.fr>), on **the role and place of the human factor in energy transition strategies**
- French government, WG on "Social dynamics and Ways of Life of the Climate and Energy Transition National Strategy" (<https://www.ecologie.gouv.fr/strategie-francaise-lenergie-et-climat-lancement-consultation-publique>); The IPBC is contributing to reflections relating to **the role and place of behaviours and values in forecasting and models in the efforts to reach carbon neutrality in 2050**.
- "Representations of lifestyles and ecological transition, Guide for communicators" (<http://www.epe-asso.org/representations-des-modes-de-vie-et-transition-ecologique-novembre-2021/>), for (EpE) Companies for the Environment. We contributed to the **methodology and content of a manual aimed at identifying 'carbon' stereotypes in advertising**. We are also under discussion for a formal partnership with them, as an Alliance member.
- With IDDRI, a French International research institution (<https://www.iddri.org/fr>), we worked on a methodology relative to the potential contributions and limits of **modelling and forecasting of lifestyles and modes of living towards zero net emissions in 2050**. Publication coming soon!
- The IPBC is also part of several territorial transition experiments in Lyon, Grenoble, rural mountainous areas...

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Now that we have a good base in France, **we need your support to internationalize our approach as quickly as possible, on all these issues as well as on the WG1 (scientists) for the First Report.**

We will get back to you with this very soon as well but on this last point, we would like to warmly welcome our new members!

Welcome to our new WG1 members!

The more, the merrier... and the better informed and the more transdisciplinary and the better we will be!

With the aim of enriching MR-1, the IPBC is pleased to welcome the following researchers:

- Madhur Anand (University of Guelph, Canada), whose topics of research include coupled human-environment systems and forest and forest-grassland mosaic ecosystems, and especially how sources of stress and disturbance, such as agriculture and climate change, impact these ecosystems across different spatial scales and time scales;
- Gladys Barragan-Jason (Station d'Ecologie Théorique et Expérimentale in the Pyrenees, France), who uses multidisciplinary approaches (including ecology, psychology, economics, neuroscience and evolution) to study prosociality and pro-environmental behaviors in humans;
- Taylor Davis (Purdue University, USA), member of the Building Sustainable Communities, studying the application of theories of norm evolution and norm psychology to norms of sustainability;
- Emna Gana (University of Manouba, Tunisia), whose research focuses on the theme of managerial choices in companies, with regard to social and environmental responsibility;
- Hélène Hagège (University of Limoges, France), whose research focuses on the theme of education for responsibility;

- Jambay Jambay (Royal University of Bhutan) should participate in the project on resource management;
- Anne-Sophie Lafuite (University of Guelph, Canada), who studies the sustainability of coupled social-ecological systems;
- Luis Mundaca (Lund University, Sweden), deputy head of Department of The International Institute for Industrial Environments Economics. He's an environmental economist who works in the fields of climate change, energy, resource efficiency, behavioural change and development. He has served as a Lead Author for the IPCC Fifth Assessment Report on Climate Change Mitigation (Working Group III) and the Global Energy Assessment;

Do not hesitate to suggest other contributors, we will consider their participation with great interest!

A thesis in perspective

In view of IPBC objectives, Serena Colombo, under the supervision of Pr Antonino Raffone (member of the IPBC ethics committee, researcher at Sapienza University - Italy) and Camille Lefrançois (IPBC secretary general, researcher at the Institute of Environmental Medicine), starts her thesis in cognitive psychology (at the frontier of social psychology and affective neurosciences), on the study of the cognitive and psychological DBCNCs involved in pro-environmental behaviours, and the exploration of strategies that allow the emergence of behavioural changes.