

International Panel On Behavior Change (IPBC)

Groupe International d'Evolution du Comportement (GIECo)

Over 1100 signatory scientists and experts
in 35 disciplines, from 76 countries on 5 continents





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IPBC: Who are we?

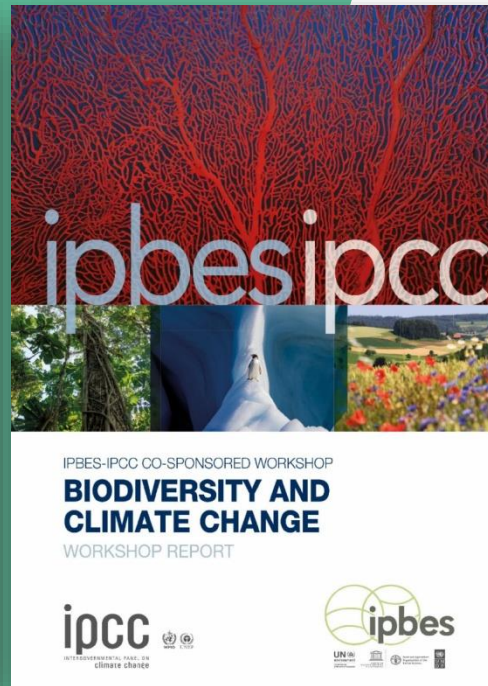
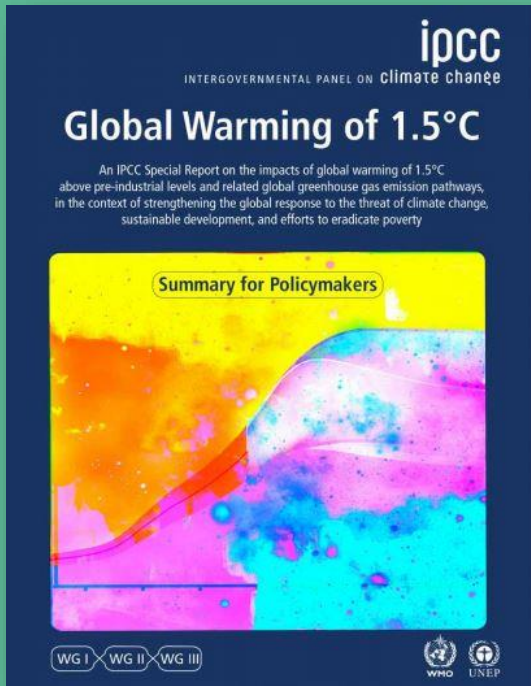
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Alliance for the IPBC

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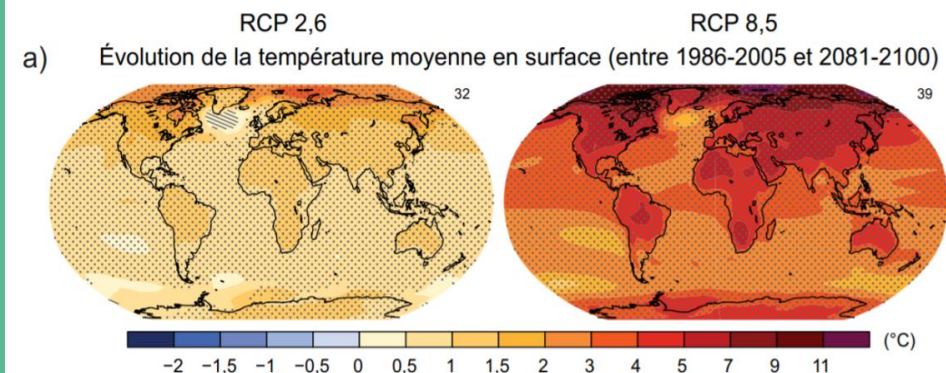
Operational Perspectives

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Scientific warnings about the environmental crises caused by human activities are confirmed and growing!

Information and awareness raising campaigns improve actors' understanding and awareness but...



... at the collective and individual levels, efforts at changes are NOT up to the challenge... but why?

BUSINESS AS USUAL.

International institutions all conclude that there was no structural decrease in greenhouse gases emissions in 2020 in the world.

Globally, our use of natural resources has tripled since 1970, and it keeps on increasing

Actions for biodiversity are lagging behind even more than for climate change!

A photograph of a man standing in the middle of a massive pile of garbage. The trash is everywhere, covering the ground and reaching up to the top of the frame. The man is wearing a light blue denim jacket over a black t-shirt and light blue jeans. He is looking directly at the camera with a serious expression, his hand near his face. The trash includes plastic bags, cardboard boxes, food waste, and various other discarded items. The background is a solid green color.

THE HUMAN FACTOR

is at the heart of the ecological transition...

- ✓ How can we mobilise all actors and institutions in the fight against the ecological and climate crisis?
- ✓ What are the deep cultural, behavioural and mentality changes needed to reach this goal?
- ✓ Which actors are better suited for this and how are they to act?
- ✓ Which mistakes and false leads are to be avoided and corrected?
- ✓ Which are the good leads that work and could be implemented?

A photograph of a man standing in the middle of a massive pile of garbage. The trash is composed of various items including plastic bags, food waste, cardboard boxes, and other debris, covering the ground completely. The man is wearing a light blue denim jacket over a black shirt and light blue jeans. He is looking directly at the camera with a serious expression, his hand near his face. The background is a vast expanse of the same trash, emphasizing the scale of the waste problem.

THE HUMAN FACTOR

is a development issue for our civilization in a world undergoing fast mutations!

- ✓ What are people's expectations relative to their own actions, efforts, objectives and results?
- ✓ Which governance and modes of cooperation are best suited to contemporary and future issues?
- ✓ What are tomorrow's training and jobs?
- ✓ What are the new generations' hopes, expectations, fears and desires?
- ✓ What do we scientifically know about the Drivers of behavioural change and non change?

Isn't any crisis, after all, a human issue?

If humans are a risk factor, we can also be
part of the solutions !

A 4x4 Rubik's cube is shown at an angle. The top face is yellow, the right face is green, and the bottom face is red. The cube is partially solved, with some pieces already in their correct positions. The text "The Human Factor: what is it all about?" is overlaid in white.

The Human Factor: what is it all about?



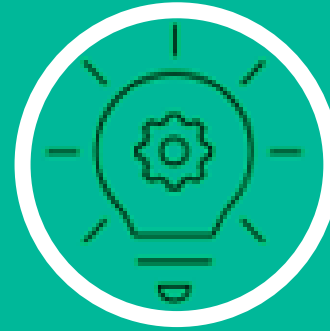
The human factor: a complex subject with many counter-intuitive answers

- What side effects as well as rebound effects can be anticipated?
- Are the most commonly accepted explanatory models most effective and pertinent? If not, why not, and which ones are?
- How many perspectives that were unthinkable or perceived as unlikely a few years ago are now an integral part of our daily lives; which ones will become 'obvious' in the near future?

Behavioral sciences make it possible to understand, quantify and reduce risks associated to individual and collective behaviors, but also offer understanding on solutions and opportunities



complex
globalized
systems



acceleration of
technological
innovations



environmental
issues at
unprecedented
scales

Human change: why, how, which direction?

Human factor sciences and our globalized systems ...



In our complex globalized systems ...

- How are we to assess risks associated to market developments?
- Which organizational and decision-making models are best suited to the management of interdependent actors' networks in complex and globalized value chains?
- What solidarity/empathy is possible between interdependent but geographically and culturally distant workers and consumers?



... Marked by the acceleration of technological innovations



... And environmental issues at unprecedented scales

Human factor sciences and technological innovations ...



In our complex globalized systems ...



... Marked by the acceleration of technological innovations

- How are we to anticipate new social expectations and behaviours linked to innovations (open source, peer-to-peer, homeworking...)?
- What are the new economic models to be designed (functional/circular/collaborative economy, ...)?
- What organizational & management methods are best suited for this?
- What are the new jobs, skills and sectors to be developed?



... And environmental issues at unprecedented scales

Human factor sciences, biodiversity and climate issues



In our complex globalized systems ...



... Marked by the acceleration of technological innovations



... And environmental issues at unprecedented scales

- How can we mobilize all actors on a large scale, knowing that impacts already exist, and that the present young generation will suffer from them?
- How to organize a rapid transition of behaviors at the collective and individual levels?



The IPBC in the international scientific context

A common point: science!

Three international scientific institutions that produce international state of the art literature reviews

IPCC/GIEC (1988)

Understand, explain and prevent climate change

Review of Climate Sciences and related policies



IPBES (2012)

Understand, explain and prevent biodiversity loss

Ecological Sciences and related policies




IPBC/GIECo (2020)

Understand, explain and manage the human factor to transform it into an asset

=> Sciences related to human factors and related policies



A high-angle, black and white photograph of a rowing team in a long, narrow white boat. The team consists of several rowers, each with their own oar, and a coxswain at the stern. They are on a body of water with visible ripples. The image is partially obscured by a green rectangular overlay on the right side.

The IPBC was created to develop, share and diffuse knowledge relative to the role played by the human factor in all transitions so as to contribute to the emergence of desirable and ecologically compatible world

The IPBC brings together scientists and experts from all behavioural sciences around the world, in order to become an international scientific institution, on par with the IPBES or the IPCC.

The first objective is to produce regular exhaustive state of the art transdisciplinary literature reviews on Drivers of behavioral change and non change by mobilizing all relevant sciences.

Behavioral biology, neurosciences, ethology, anthropology, psychology, sociology, pedagogy, management, behavioral economics, law and many others !



The IPBC/GIECo's 4 working groups

Working Group 1 Scientists

- International researchers from more than 30 disciplines
- Production of exhaustive state of the art, transdisciplinary theoretical integration (models / trajectories / tools)

Working Group 3 Institutions and other stakeholders

- NGOs, unions, institutions, States, regions, cities, public authorities, communities ...
- Information relay between WG-1 and civil society, sharing operational needs, work on pedagogy and dissemination of reports

Working Group 2 Economic actors

- Companies and field operators representing all sectors and types
- Sharing experiences and obstacles to the transition, analysis of operational needs

Working Group 4 Cultural and information Actors

- NGOs, arts, medias, movies, ad agencies...
- The messages, contents and images carried by these actors influence what we think, desire, what we think is feasible or not, the direction we want to take (or not!).

The IPBC/GIECo: a social and scientific mission

- **Scientific mission:** Integrate all knowledge acquired and emerging, fundamental and applied, on individual, social and organizational behaviours
- **Social mission:** Share key knowledge and drivers of in/action, universal or contextualized, to facilitate the evolution of human behaviours in favour of a more sustainable and equitable future



The IPBC/GIECo: an independent scientific organisation

- Diversity of funding: corporate sponsorship, foundations and funds, institutions, the general public ...
- Diversity of disciplines
- Trans-sector, transcultural, global
- Legal support and partner observers

Contacts :

- Chairman: jacques.fradin@ipbc-science.org
- Scientific coordinator: stephane.labranche@ipbc-science.org



Scientific AND operational reports with recommendations

Download the First INFORMED FOOD FOR THOUGHT



<https://www.ipbc.science/about-us/reports/thematic-report-1-covid/>

Scientific reports

- The “Main” reports: state of the art transdisciplinary, global or thematic, exhaustive and updated
- Fundamental work on integrating multiple data and models from all disciplines relative to behaviours, with eventual emergence of global models (meta-analyzes, trajectories, etc.).

Compact and operational deliverables

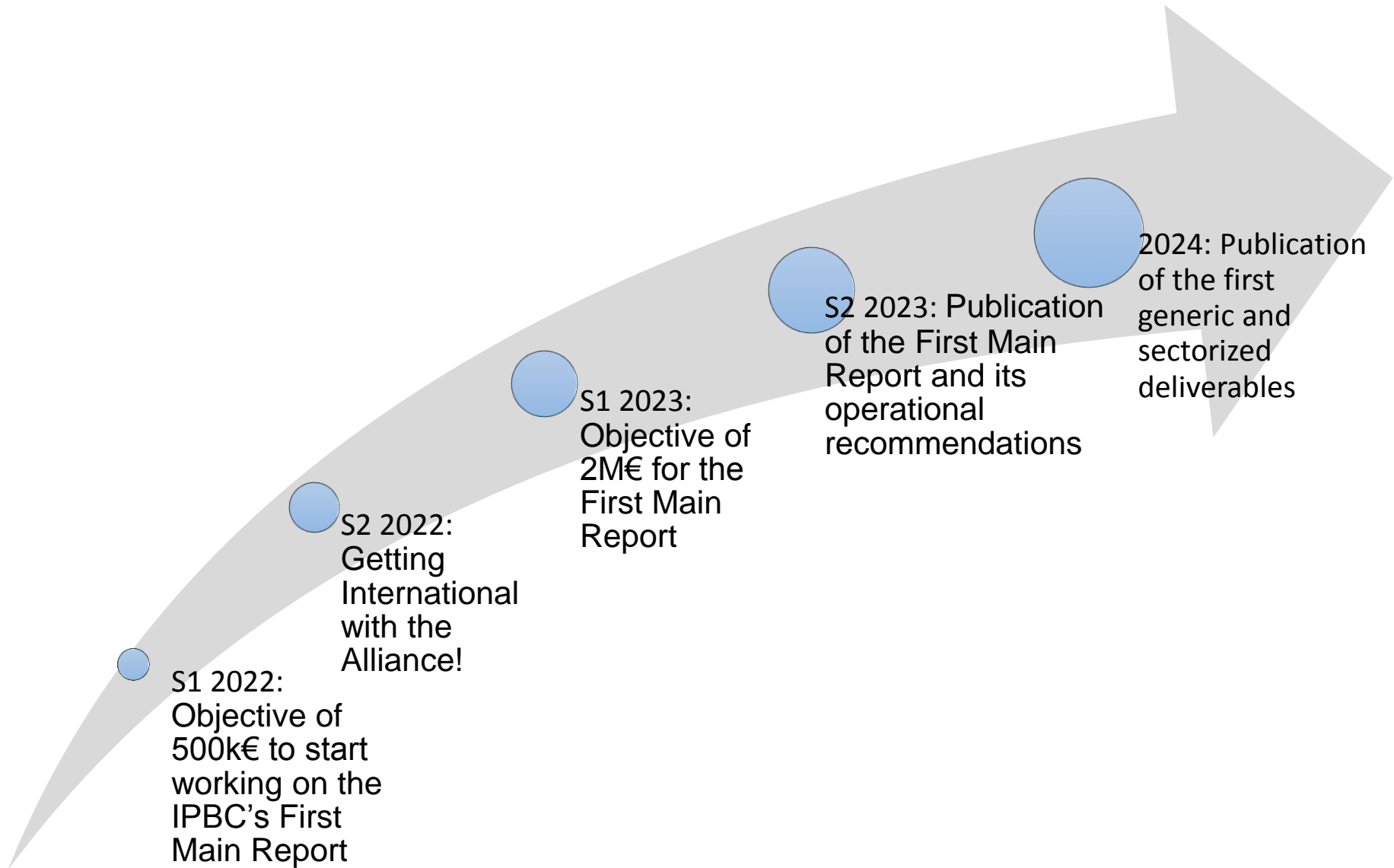
(10 to 20 pages for experts, 2 to 4 pages for actors / decision-makers in a hurry, etc.)

- Addressed to actors in each field, integrating their short-medium-long term concerns and their language
- Clear concepts, tools and recommendations applicable without delay by non-specialists
- Contextualized Reports by activity sector and/or profession, territorial, cultural, socio-economic and/or generational particularities in order to adapt the relevance and/or acceptability of recommendations.

Perspectives for the IPBC's First Main Report (2023-24)

- International behavioural science knowledge literature review related to the Drivers of behavioural change and non-change (DBCNC).
- Identification of weak and emerging knowledge
- Raise the interest of scientific, private, public, media and civil society actors.
- A transversal approach, by DBCNC category (such as social norms, power relations, etc.). Specific sectors will be used as sources of examples for DBCNCs.
- Thematic reports will be the subject of cross-discussions with the IPBC's Working Groups and the Alliance in order to validate the most relevant priorities.

Prospective Calendar : towards a First Main Report in 2023-24





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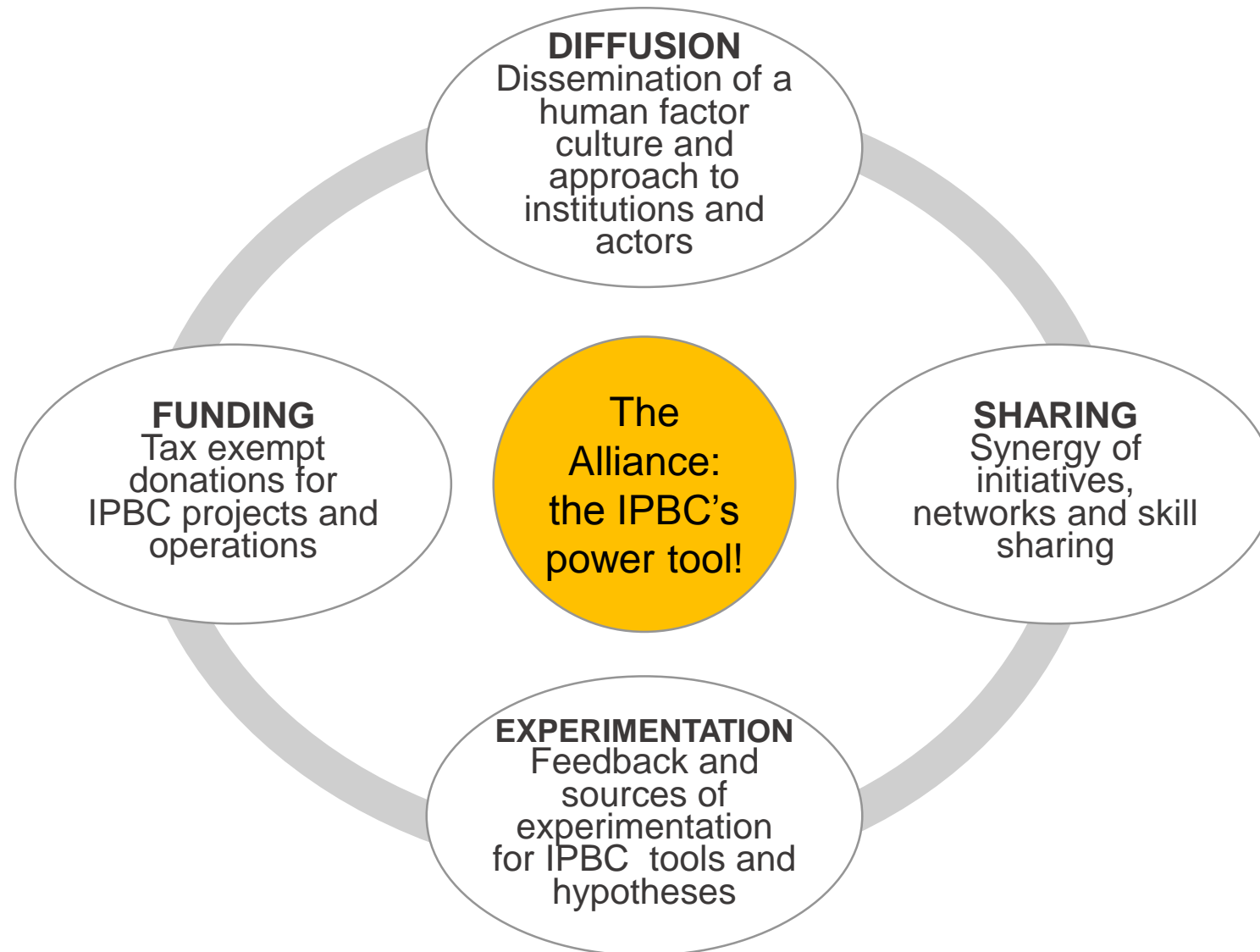
Alliance for the IPBC

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Operational Perspectives

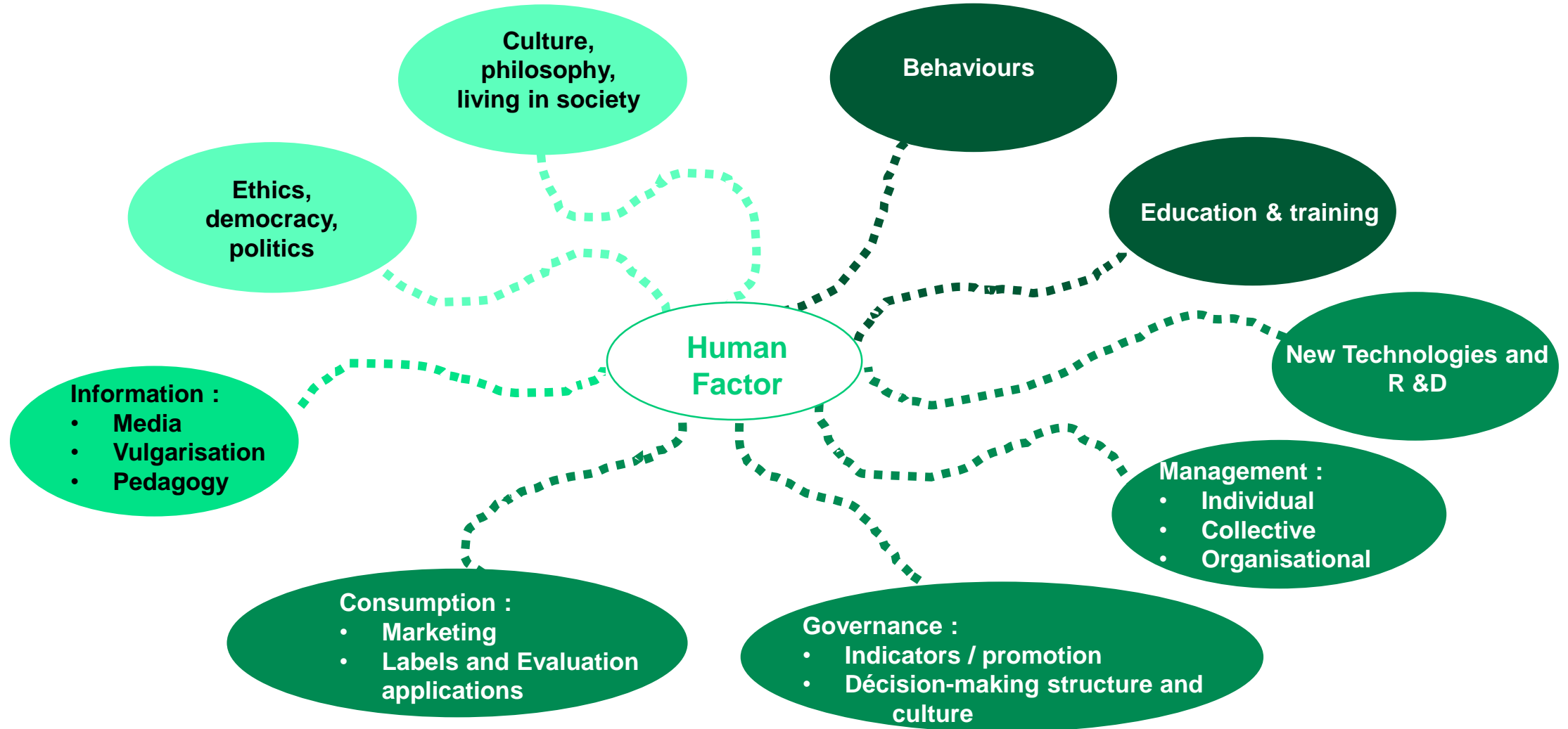
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Support the for the IPBC: a growing Alliance of partners!



Which transitions?

The study of the Human Factor is the key to contemporary issues...



You wish to support the IPBC ?

Join the Alliance and:

- Support research financially by making a tax-exempt donation (no minimum or maximum amount), directly on the IME website or by contacting us at: <https://www.ipbc.science>
- Sponsor skills to facilitate the IPBC's organization, development and influence internationally
- Bring your ideas, your feedback and your critical eye on the work produced by the IPBC
- Support the project objectives and intention here: [Manifesto - IPBC.SCIENCE](#)
- Talk about the IPBC around you and in your networks

Contacts :

President : jacques.fradin@ipbc.science

Scientific Coordinator : stephane.labranche@ipbc.science

First partnerships





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Operational Perspectives

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Working Groups' roles and outputs

GIECO / IPBC

WG 1 (Scientists) :

- Meta-analysis of data, Modeling
- Become the #1 international scientific reference on behavioural change
- Contribute to research

Productions

Publications:

- Main Report every 4 years
- Special Issue Reports every 2 years
- Outputs : operational reports, by sector, target, actor, territorial level, etc.

Work on:

- Indicators
- Prospective
- Organisational and/or territorial experiments

ALLIANCE

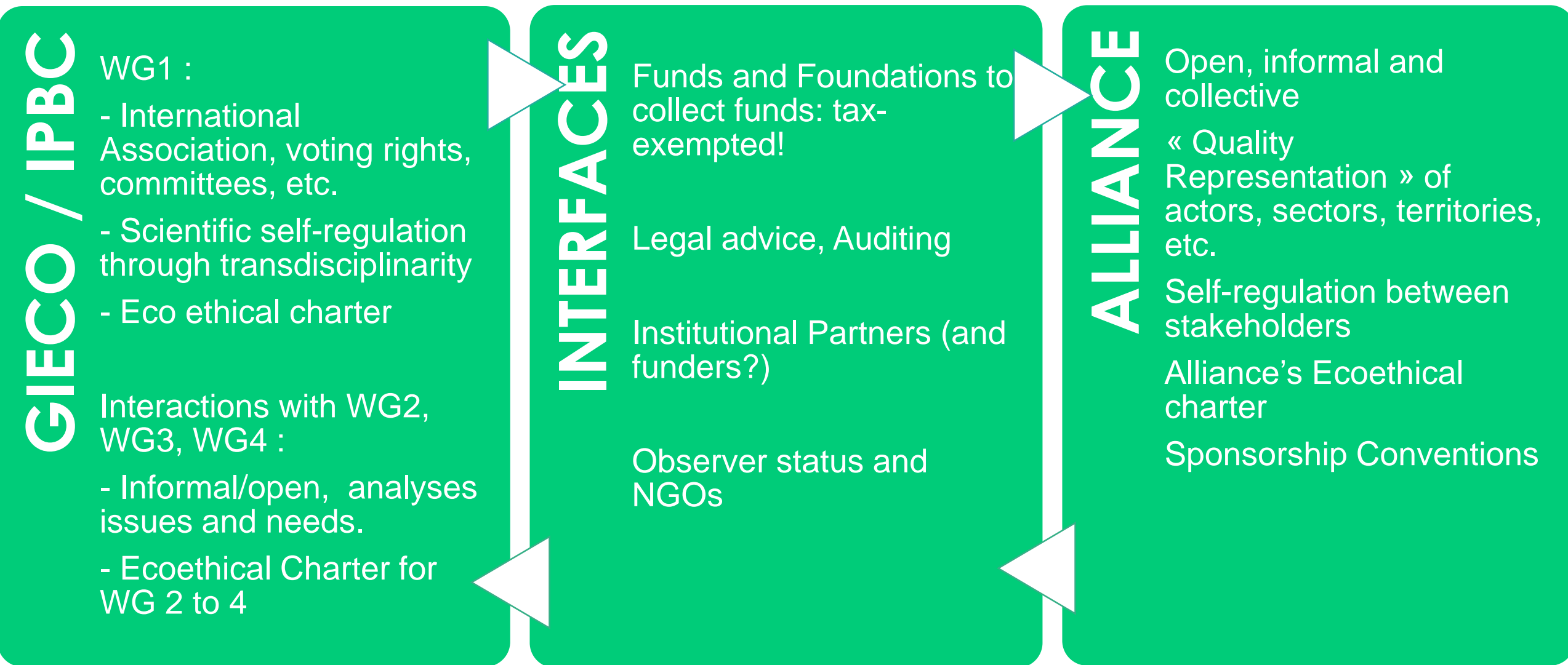
Develops :

- Financial and other types of supports
- Mobilises medias, networks, event organisation
- Participate to experiments (later)

Contributions :

- Expectations/issues,
- Feedback /outputs

Structures and interactions



Decision-making process

GLECO / IPBC

WG1 :

- Permanent Interaction with other WGs and Alliance
- Final decision on content and scientific responsibility
- Agenda setting
- Budget
- Reports
- Social involvement

INTERFACES

Funds and Foundations:

- protect WG-1 from direct pressure,
- collective fund management

Ensuring autonomy and transparency:

- Legal advice,
- Auditing,
- Observers,
- NGOs...

ALLIANCE

« Feeds » the IPBC with needs and questions

Limited individual Influence but...

High collective influence both for private and public actors so as to have...

Real social and ecological impacts

No veto rights

M(ain) R(eport)-1: content and structure

GIECO / IPBC

MR-1 Objectives:

- Multidisciplinary scientific literature review on Drivers of behavioral change and non change (DBCNC).
- What sciences know, and do not know, or are not sure about as well as weak and emerging signals
- Draw attention of scientific, private, public, economic actors, medias, civil society...

GIECO / IPBC

Structure

- NOT by sector! Based on DBCNC categories (ex: emotions).
- Sectors and issues will be used as sources of examples for understanding DBCNCs.

Ex.: From plough to fork (agriculture to food); mobility (debate: a rather well understood issue but easy to develop transversal multidisciplinary understanding).

- Sectors to be defined with WG2 and Alliance partners !

ALLIANCE & Hors Alliance

General Planning

- Early 2022 : Organisation of process and team pre-identification: NOW UNDERWAY!
- 2022 : Main Report writing.
- Publication in 2023 !

IPBC's EXECUTIVE COMMITTEE



Jacques Fradin

Behavioral medicine
Founder
President



Stéphane La Branche

Climate Sociologist
Scientific Coordinator



Camille Lefrançois

Researcher, Neurocognitive
Therapy
General Secretary



Nicolas Fieulaine

Psychosociologist
ENA, Science Po
Strategic Coordinator

IPBC's SITE (International Panel on Behavior Change) : <https://www.ipbc.science/>

Scientific Committee: <https://www.ipbc.science/about-us/committees/scientific-committee/>

Administrative committee: <https://www.ipbc.science/about-us/board/>