


# Alliance for the IPBC

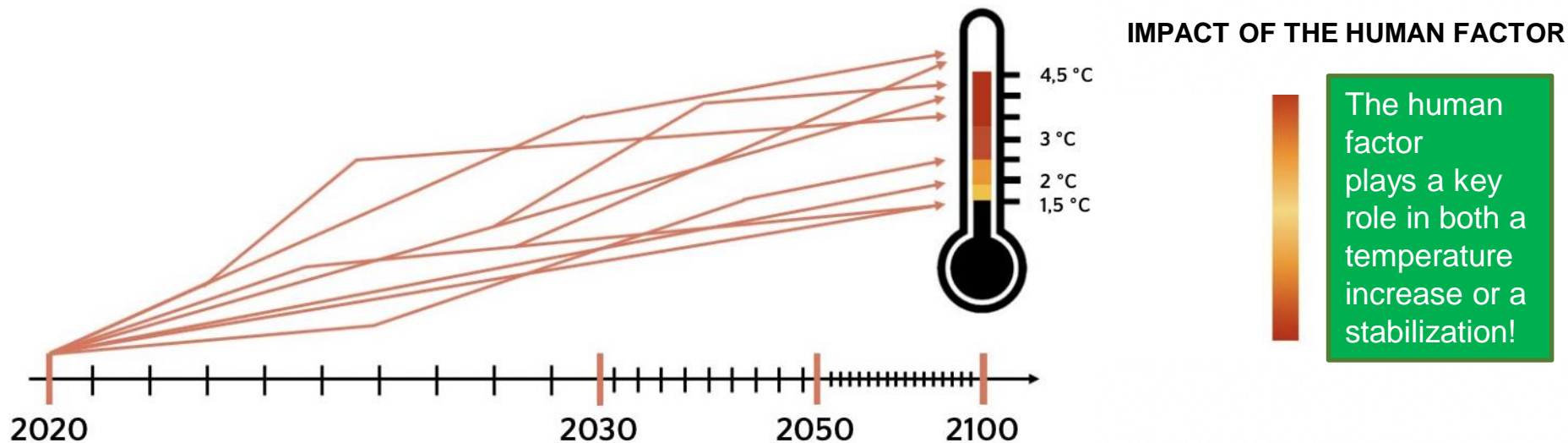


ipbcb | International Panel on  
Behavior Change

A full-page background image showing a person's silhouette standing on a dark, rocky ridge. The person is looking up at a vast night sky filled with stars and the glowing band of the Milky Way galaxy. The sky transitions from a deep blue at the top to a bright yellow and orange near the horizon. A green semi-transparent banner is overlaid on the upper right portion of the image, containing white text.

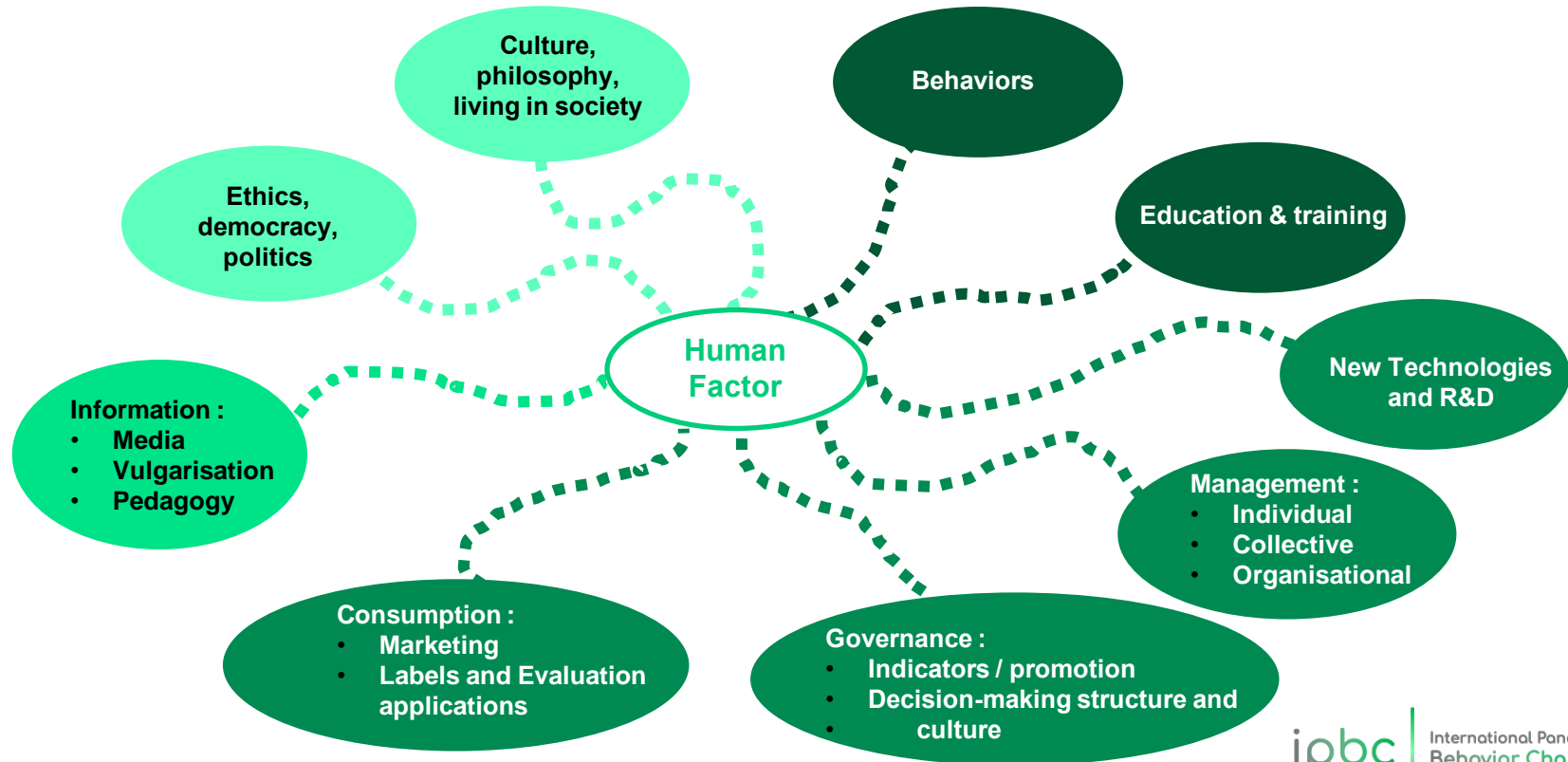
If we humans are the problem...  
we are also the **solutions!**

# The human factor is at the heart of all environmental scenarios...



According to public policy choices, technologies AND collective behavioral changes, the temperature will rise from 1,5 to 4,5 °C, with disastrous consequences on our quality of life at the higher end.

# Understanding the Human Factor is the key for all transitions...







**We need a global/systemic and shared knowledge of the Human Factor in order to facilitate behavioral changes at all levels, for a structurally sustainable society!**



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# The IPBC will play a key role in all transitions: climate, environmental, social, technological, health...

As with the IPCC for climate, the IPBC is an international multidisciplinary scientific organisation dedicated to understanding human behaviors and their drivers, so as to **understand, anticipate and manage the human factor**:

- At the **individual, collective, organisational and systemic levels**
- So as to transform the human factor into an asset, rather than a risk



# The IPBC, an international scientific NGO created by behavioral scientists

Aware of the importance of the human factor in all transitions, some french then french speaking researchers and experts, have set out to create an international scientific body with an ethical perspective and an aim at being socially useful.

**In 1989, a Manifesto for the IPBC's creation was initiated by a collective (Dr. J. Fradin, Pr. P. van den Bosch, Dr. C Lefançois-Coutant, Pr. A. Berthoz, Dr. P. Légeron, Dr. D. Naud) and was signed by over 1200 scientists (2022) from over 35 behavioral disciplines and 76 countries on 5 continents. This led to the creation in 2020 of an NGO : the International Panel on Behavior Change (IPBC).**

*Its development is managed by the IME Fund (Institute for Environmental Medecine), created in 2016 by Dr. Jacques Fradin. The IME FUND collects (tax-free in some countries) donations to the IPBC.*

Check out the Manigesto signatories here (<https://gieco-ipbc.org/en/>)!





# A double mission to accelerate the emergence of a more adaptable, sustainable and equitable world:

- **Scientific mission:**

Integrate all knowledge acquired and emerging, fundamental and applied, on individual, collective 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's publications will:



1- Explain humans behaviors, **by integrating all relevant disciplines.**

Synthesis of scientific knowledge, data meta-analyses, modeling...



2- Identify drivers of change and non change and indicators in recommendations.

Analysis of policies, tools, and strategies



3- Target priorities through thematic reports

According to the needs relayed by the different working groups



4- Contribute to decisions aimed at a sustainable society

Trajectories to follow in all domains: culture, economy, policies, education...

Toward a greater adaptation capacity through better self knowledge as individuals and as a society

# The IPBC's Working groups:



## WG 1 : Scientists



- International researchers from over 35 disciplines, fundamental and applied...
- They alone have voting rights in the association



## WG 2 : Economic Actors



- Companies and field operators representing all sectors and types
- Share with WG1 their experiences and obstacles to change, analysis of operational needs, ...



## WG 3 : Institutions and other related stakeholders



- NGOs, unions, states, regions, cities, all public authorities, communities...
- Act as information relay between WG-1 and civil society, share operational needs, work on pedagogy and dissemination of reports...



## WG 4 : Pedagogical, Cultural and information Actors



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

# The IPBC's scientific contributions



- A real **transdisciplinarity, the only approach that can lead to the emergence of a holistic modeling of behaviors**, with robust indicators and trajectories, necessary to anticipate, guide and optimise tools, policies, strategies and investments (publics and private)...



- Socially useful and meaningful scientific research, with WG1 scientists having explicitly expressed the urgent need to do so !



- **Open access research results and data**, easy to understand, applicable and accessible to all stakeholders.

# A never seen human science multidisciplinary approach... at the scale of problem!

- Behavioral biology
- Genetics
- Behavioral evolutionary sciences (ethologie and anthropologie – human ethologie)
- Neurosciences
- Psychiatry and medicine
- Behavioral medicine
- Psychology
- Sociology
- Pédagogie
- Management
- Behavioral economy
- ...



## IPBC's types of reports:

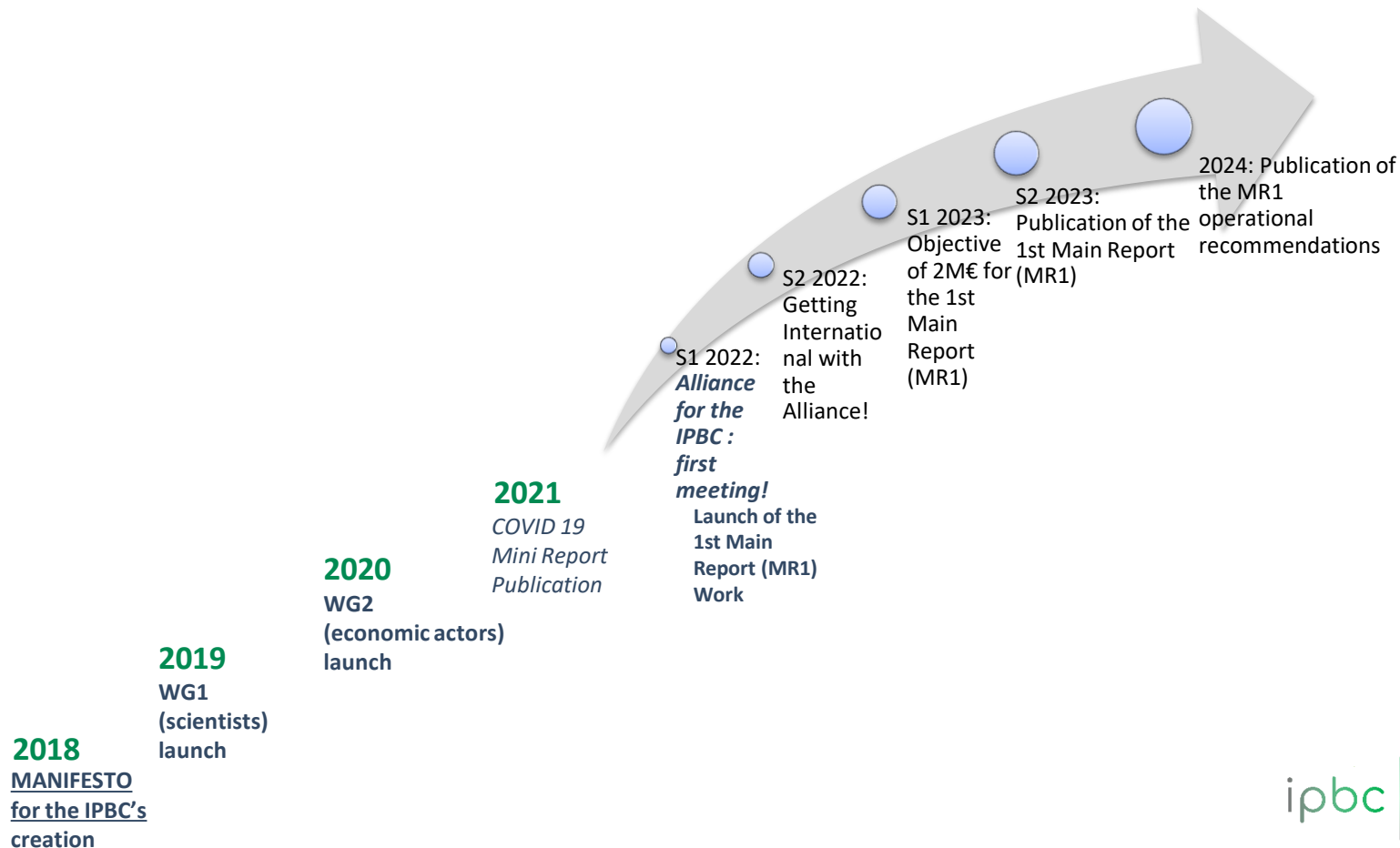


For the First Main Report, a chapter on the role of emotions in behavioral change and non change is already under way!



**The COVID Report:**  
a lighter report in the flow of acute news.  
<https://www.ipbc.science/about-us/reports/thematic-report-1-covid/>

# Towards the IPBC's First Main Report



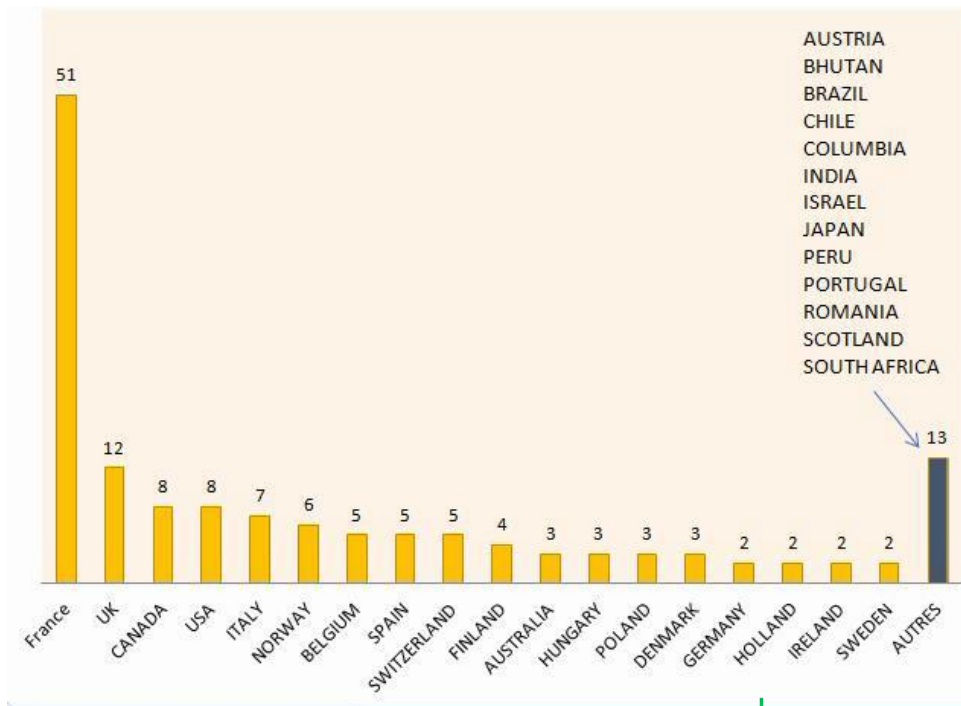
# Our scientific ecosystem for MR1 (to August 5, 2022):

Already from 119 Research institutions and universities...

Over 60 fields of expertise such as:

- Cognitive Sciences and neurosciences
- Ecology
- Economics
- Psychology
- Sociology
- Law
- Urban studies
- Transdisciplinary approaches
- And many more!

31 countries from all continents



# IPBC's STEERING COMMITTEE



**Jacques Fradin**  
IPBC President and  
Founder



**Stéphane La Branche**  
Scientific Coordinator



**Camille Lefrançois**  
General Secretary



**Nicolas Fieulaine**  
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/>

<sup>17</sup> *Administrative committee:* <https://www.ipbc.science/about-us/board/>



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# The Alliance contributes to its scientific work's independence

**To ensure the independence and the usefulness of its reports and other productions, the IPBC relies on the Alliance for the IPBC**

- A diversity of contributions, private and public, organisational and individual: funding, skill and human resource sponsorship, other resources, participation to territorial and organisational experiments, etc...
- Under the control and supervision of several recognised institutions (i.e. legal, ethical, fiscal,...) such as NGOs, UN, auditors, etc.

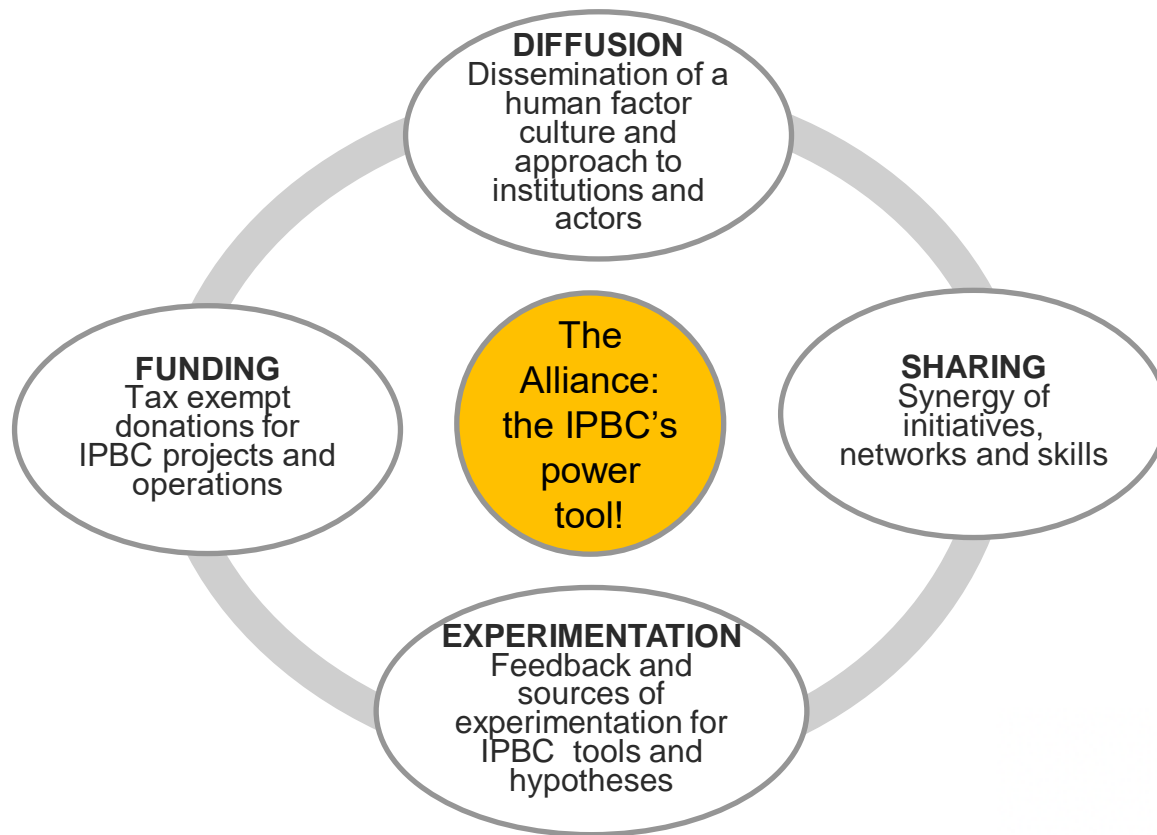
# We invite you to join the Alliance for IPBC

The Alliance is open to all stakeholders who share:

- **A common awareness of the urgent need to have such an institution**
- **The same desire to act and to contribute, in a concrete way, to its rapid “putting into orbit”...**

... **in collaborative mode**: what objectives are shared by the Allies, roadmap, means to be mobilized, roles and commitments of each, messages/communication to be conveyed through the press and networks, etc. ?

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



## Alliance founding members



CHEUVREUX



[ipbcalliance.org](http://ipbcalliance.org)

# *Alliance for IPBC*



*1st meeting [replay](#) (in French)*

The Human Factor, risk or chance to build the world of tomorrow? Jacques Fradin, President of IPBC





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# Your interest in joining our human ecosystem



①

COMMUNICATE ON YOUR INVOLVEMENT AND DEDICATION

②

GETTING YOUR STAKEHOLDER INVOLVED

③

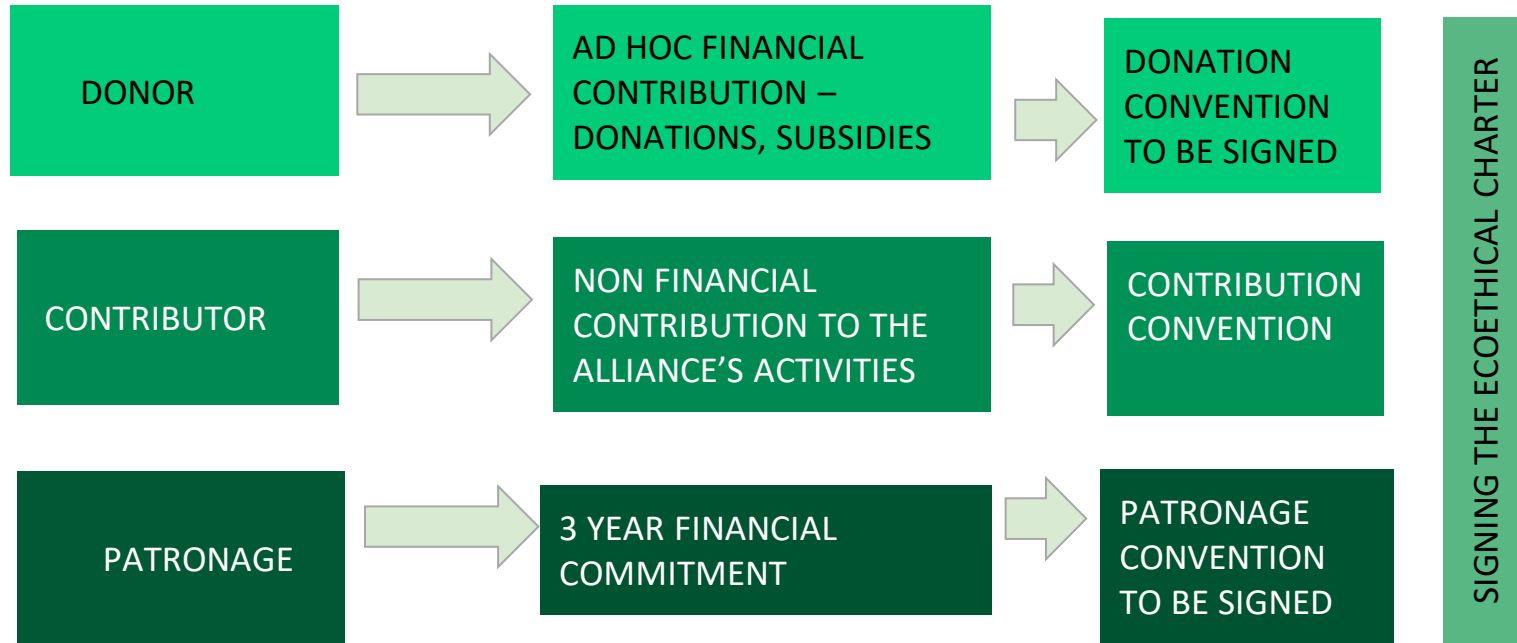
SHARE WITH OUR SCIENTISTS YOUR NEEDS AND EXPECTATIONS

④

NETWORKING AND SHARING WITH OTHER MEMBERS



# How to join the Alliance for the IPBC



# You wish to join Alliance ?

[LINK TO THE SURVEY](#)

# You want to make a donation?

[LINK TO THE IPBC-Website](#)

*The IME Fund is mandated by the IPBC to manage all its donations at a 100% rate.  
You will receive your formal receipt by mail.*



[ipbcalliance.org](http://ipbcalliance.org)