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SAUR ENERGY HOME NEWS RESEARCH EV+STORAGE POLICY EVENTS

Largest US Solar Project Cancelled On Aesthetic Grounds

By Praerana Singh / Updated On Tue, Jul 27th, 2021

Highlights :

- The cancellation marks the biggest pushback to a solar project in the US till date.
- Local resistance to projects is not unique to the US, and is an issue in higher population areas like India too.

Virtually every large power generation option has faced objections at some stage from locals in nearby areas. Solar just joined that list decisively, with the proposed 850 MW Battle Born Solar Project in the US.

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India's Clean Energy Push: Protests Intensify in Kutch over Windmill Plant on Forest Land

Residents of Sanganara village of Kutch are spearheading a protest against further installation of windmills on their land, stating that the ecosystem and the livelihoods of farmers on the 500 sq kilometers of sacred groves is threatened by mass energy projects.

Sumedha Pal 11 Aug 2021

NL TIMES TOP STORIES HEALTH CRIME POLITICS BUSINESS TECH

MONDAY, JULY 5, 2021 - 12:50


Doctors concerned about planned wind turbines' proximity to residential neighborhoods

A number of doctors are worried about plans to build wind turbines close to residential neighborhoods, they said to the Telegraaf. They've asked an independent epidemiologist to study a number of reports from public health institute RIVM on how close these turbines can be placed to homes. The results are expected in eight weeks.

While the epidemiologist's analysis is not done yet, the doctors - united under the name Windwiki - believe that wind turbines' proximity to residential neighborhoods could impact locals' health, child psychiatrist Simone Brands said to the newspaper. According to Windwiki, the current standards for noise and distance related to wind farms are too flexible and that could result in serious health effects like insomnia and long-term stress.

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Universal Declaration of Ethical Principles for Psychologists

“Psychologists recognize that the lives and identities of human beings (...) are connected across **generations**.

and that there is a reciprocal relationship between human beings and their **natural** and **social environments**.”

- **Psychologists recognize that (...) their work contributes to a stable society that enhances the quality of life for all human beings.**
- **“The Universal Declaration (...) reaffirms the commitment of the psychology community to help build a better world.”**

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“We study social processes and, in field experiments, promote sustainable behaviour

Behaviour that meets the needs of current generations without compromising the ability of future generations to meet their own needs.

- Commission Brundtland, 1987

Psychologists, sociologist, economist, social work, data scientist, IT professional, ...

=> *Social, behavioural and cognition sciences*

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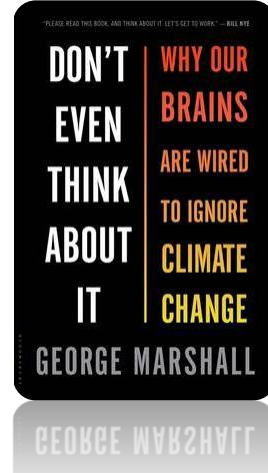
Why, given the urgency, has the energy transition not been realised already?

1. Does the climate change?
2. How much impact does humanity have?
3. Can we do something about it?
 - Do we have the necessary resources?
 - Do we have impact ourselves?
 - What do we have to do?
 - Who has to do what?
4. ... or do we have to opt on climate adaptation?

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Why we don't believe in climate change:

<https://www.youtube.com/watch?v=y2euBvdP28c>



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What are the reasons that people did not change their behaviour?

- No “PAIN” (personal, abrupt, immoral, now)
 - Uncertain threats in the future => excuses*
- Optimism bias
- Cherry picking
- “Familiarity” (immune)
- “Failure to communicate” => not really...!
 - (other problems are dealt with)
- Frames determine what we see
 - => experiences, preferences, ingroup

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Other reasons for “unsustainable” behaviour:

1. Habits (and other non-conscious behaviour)
2. Other goals are more important
3. Social practices
4. Lack of knowledge
5. Impact of own behaviour is judged to be low
6. Experienced disadvantages
7. Perceived procedural/distributive unfairness
8. Etc.

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What can we do about this?!

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Starting points

In Western countries, we are used to a high level of comfort and most of us do not know what is needed to establish it

We assume that everything is safe, clean and working (the distance to nature is relatively high)

Because of climate change, thorough changes are needed

... and we do not know yet which future adaptations will be necessary

This means that a **conscious** change process is indicated

= logical first step

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Behaviour change

Non-conscious

Conscious

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“Dual Process Theories”

Emotional vs. Rational
Superficial vs. Deep
Heuristic vs. Systematic

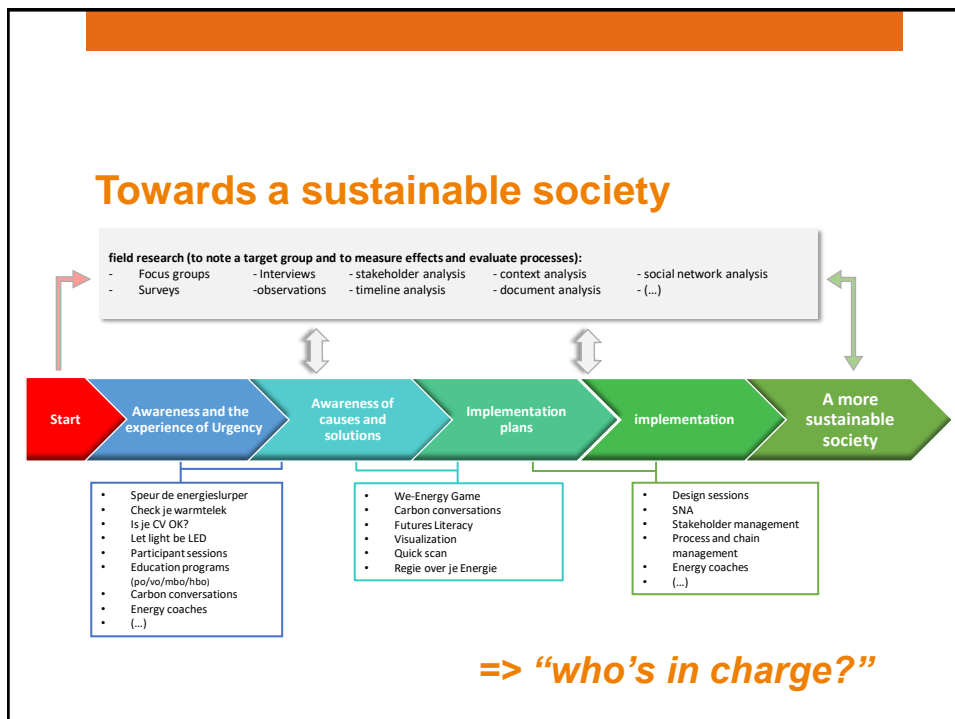
Nonconscious

Heuristics (but also conditioning and social learning), nudging, choice architecture

Conscious

Persuasion (more general: most learning processes)

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Towards a sustainable society

Ownership of behaviour change
=> co-creation

Conscious change in meaningful social groups

- More efficient
- easier (social beings)
- Use of social capital
- More sustainable through social support

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CBSS

Help people to make conscious choices and behave in a more sustainable way

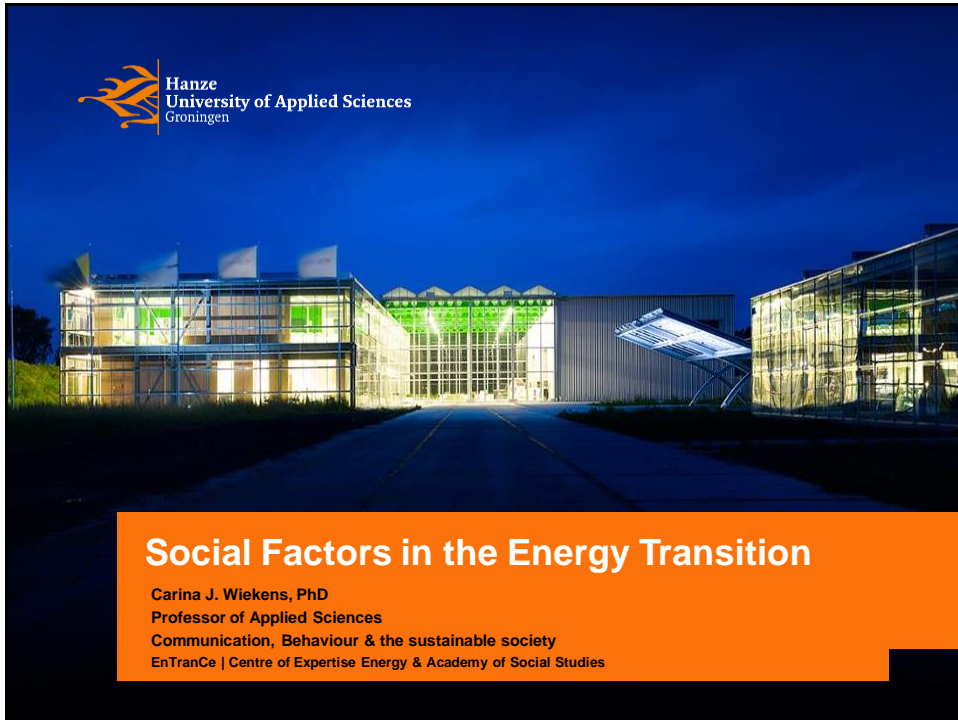
How?


1. Through increasing knowledge and motivation (preferably intrinsic motivation) to make **conscious choices**.
2. Through **support**.
3. Through **bringing people together**.

Why?

Because 99% thrive in a more social and sustainable society.

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Social Factors in the Energy Transition

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