



From “have to” to “want to”

How to inspire action in the energy transition

Dr. Erlijn van Genuchten

Extrinsic vs intrinsic motivation



Inspiring change



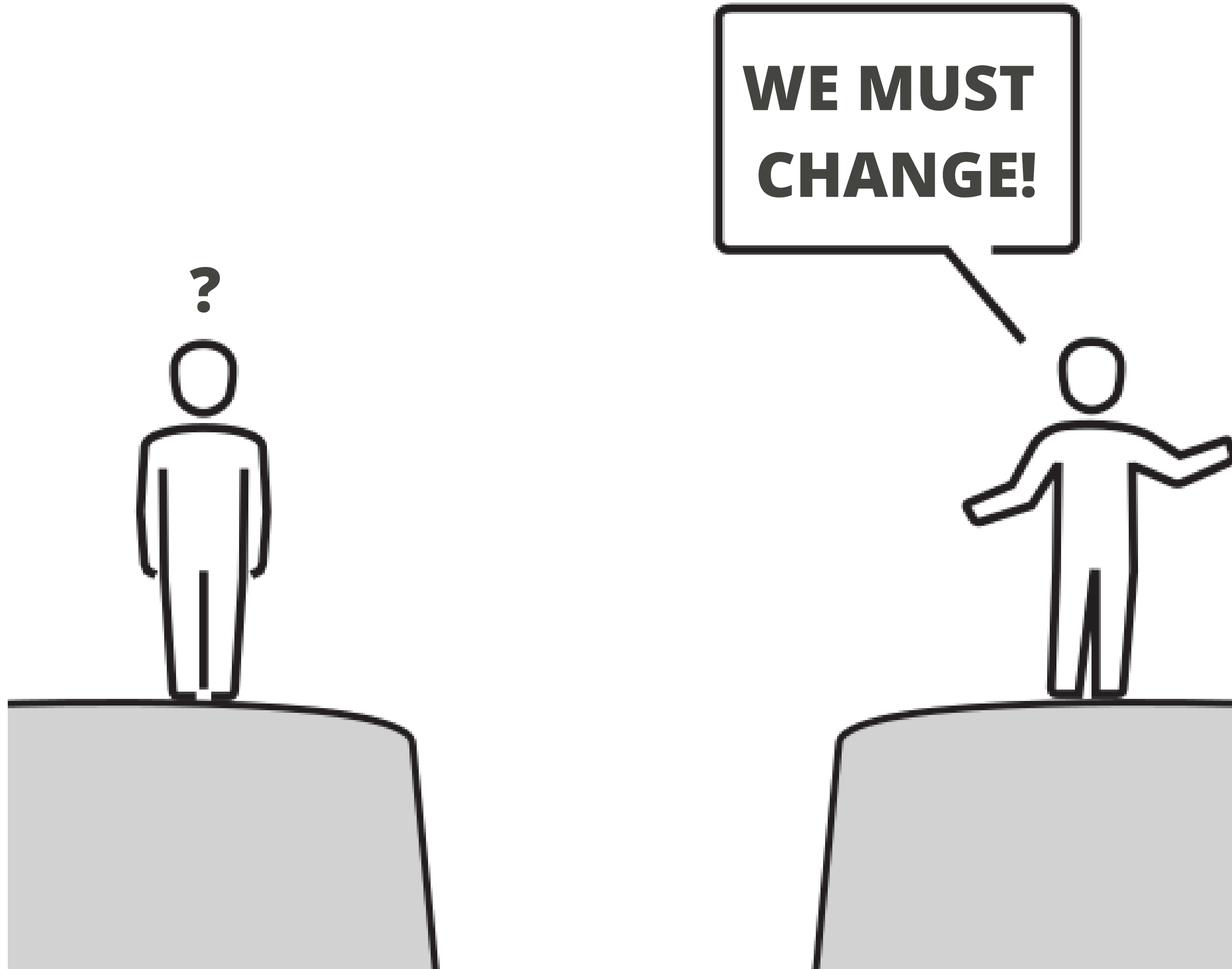
Inspiring change



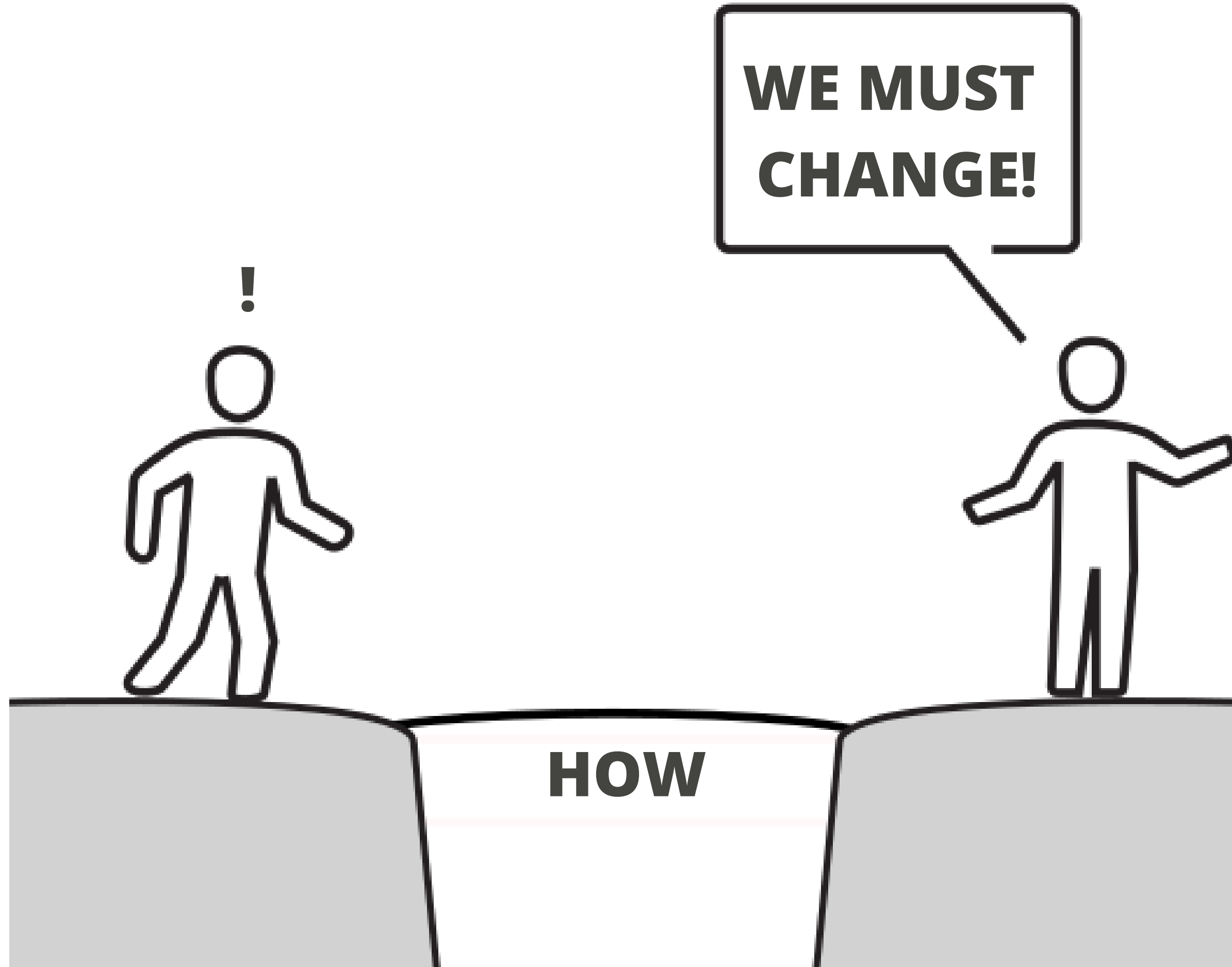
Inspiring change



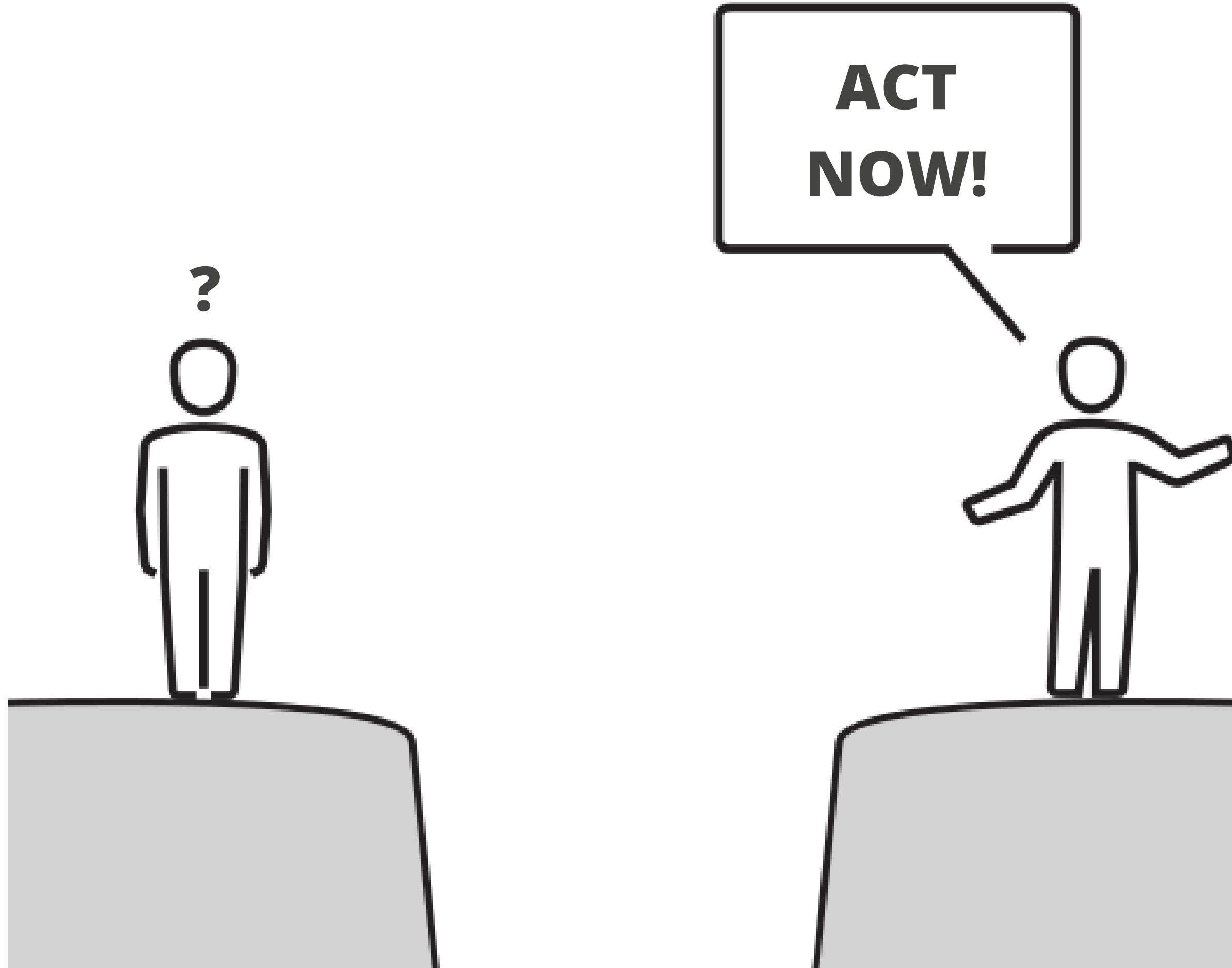
Inspiring change



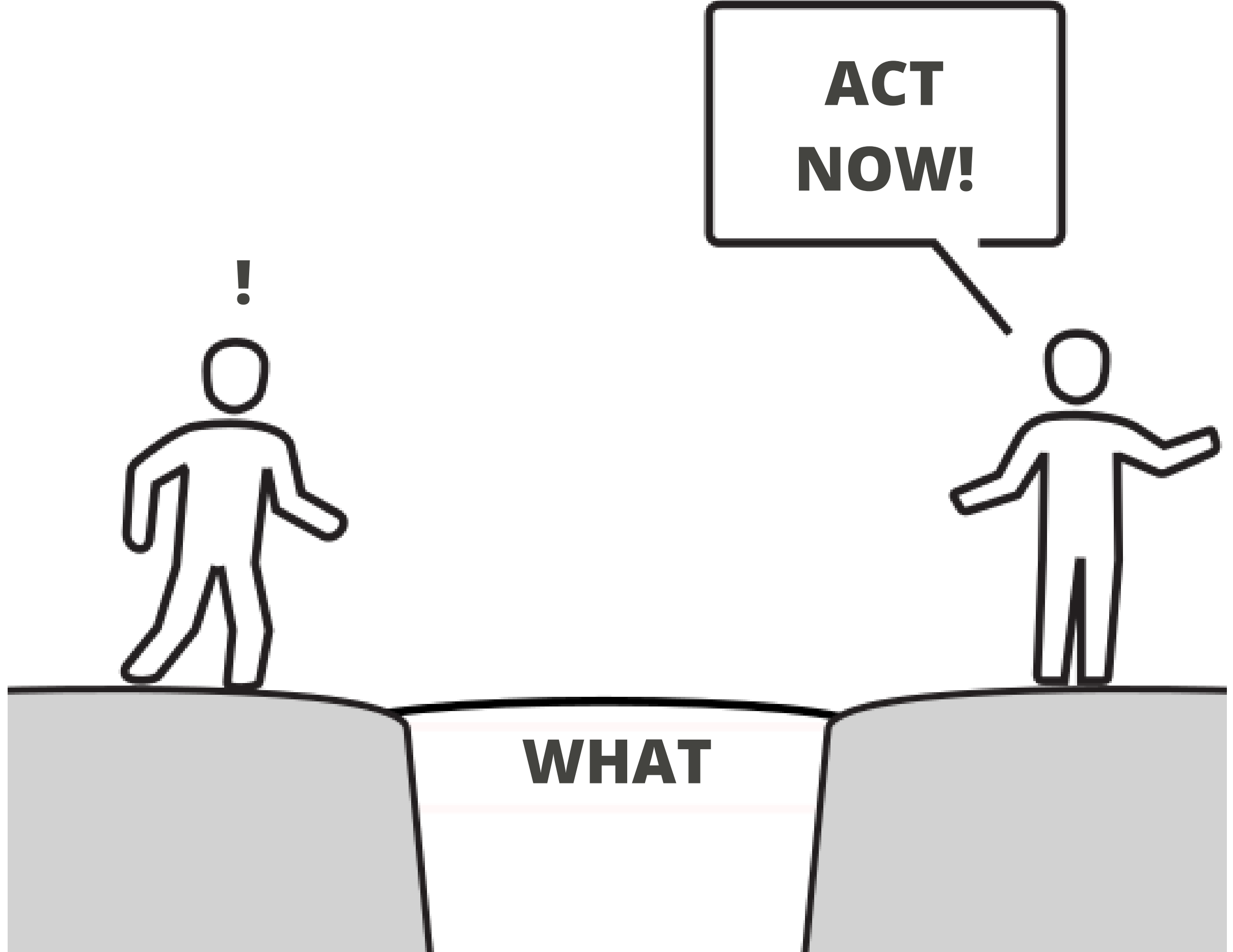
Inspiring change



Inspiring change



Inspiring change



Inspiring change



WHY

HOW

WHAT





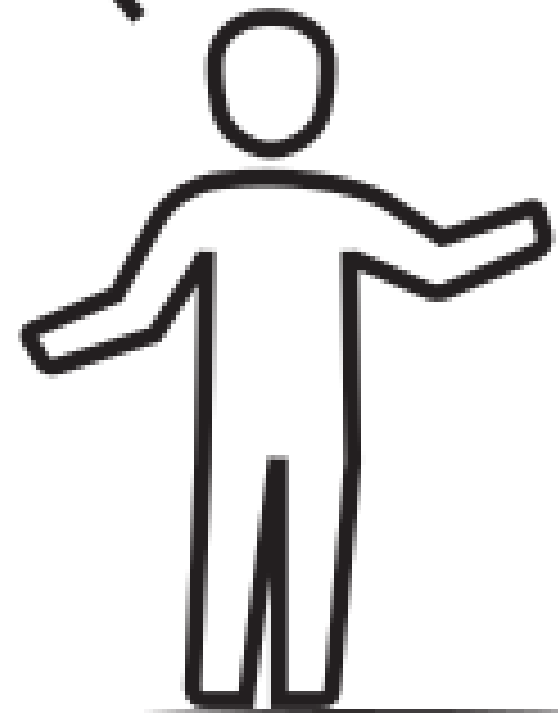
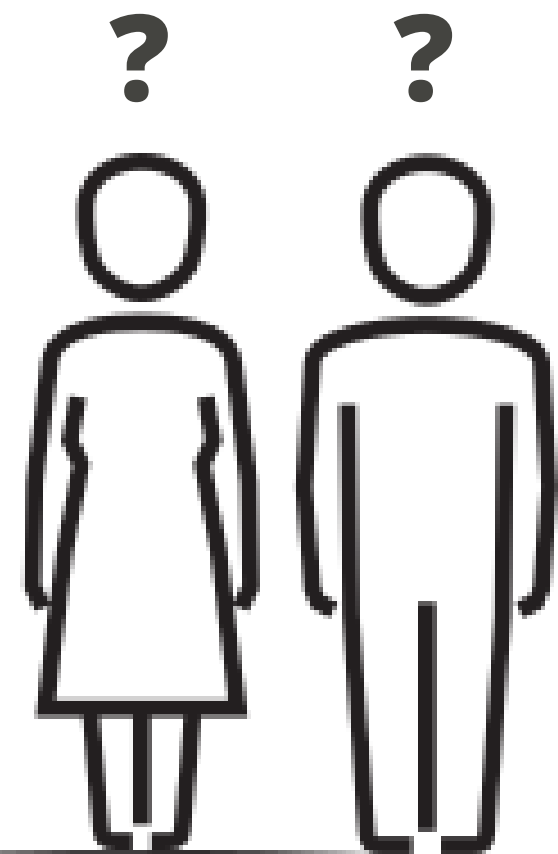
Science communication

- Science in easy-to-understand language
- Concise
- Educative
- Entertaining
- Actionable steps

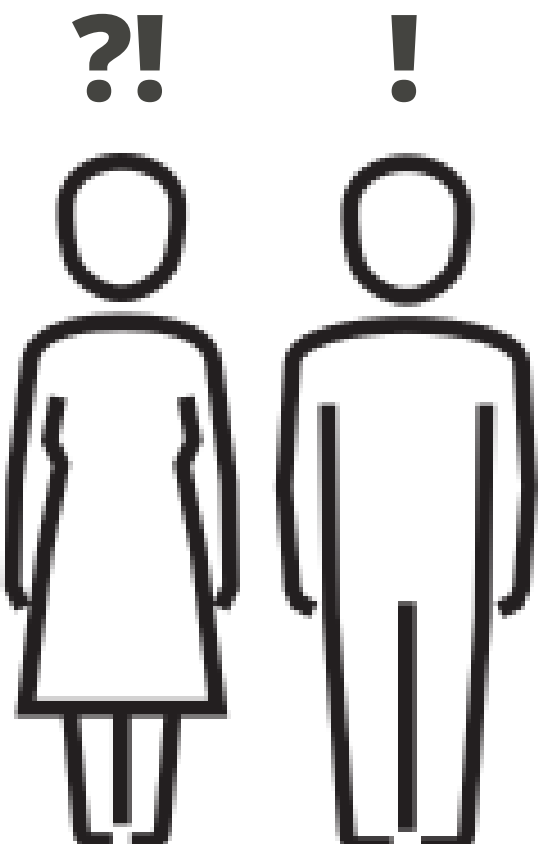
Science communication



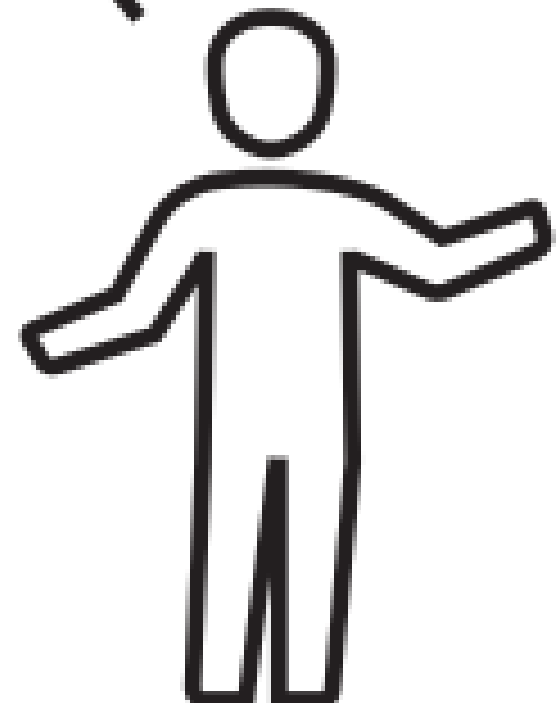
**OUR
FUTURE IS
AT RISK!**



**OUR
FUTURE IS
AT RISK!**



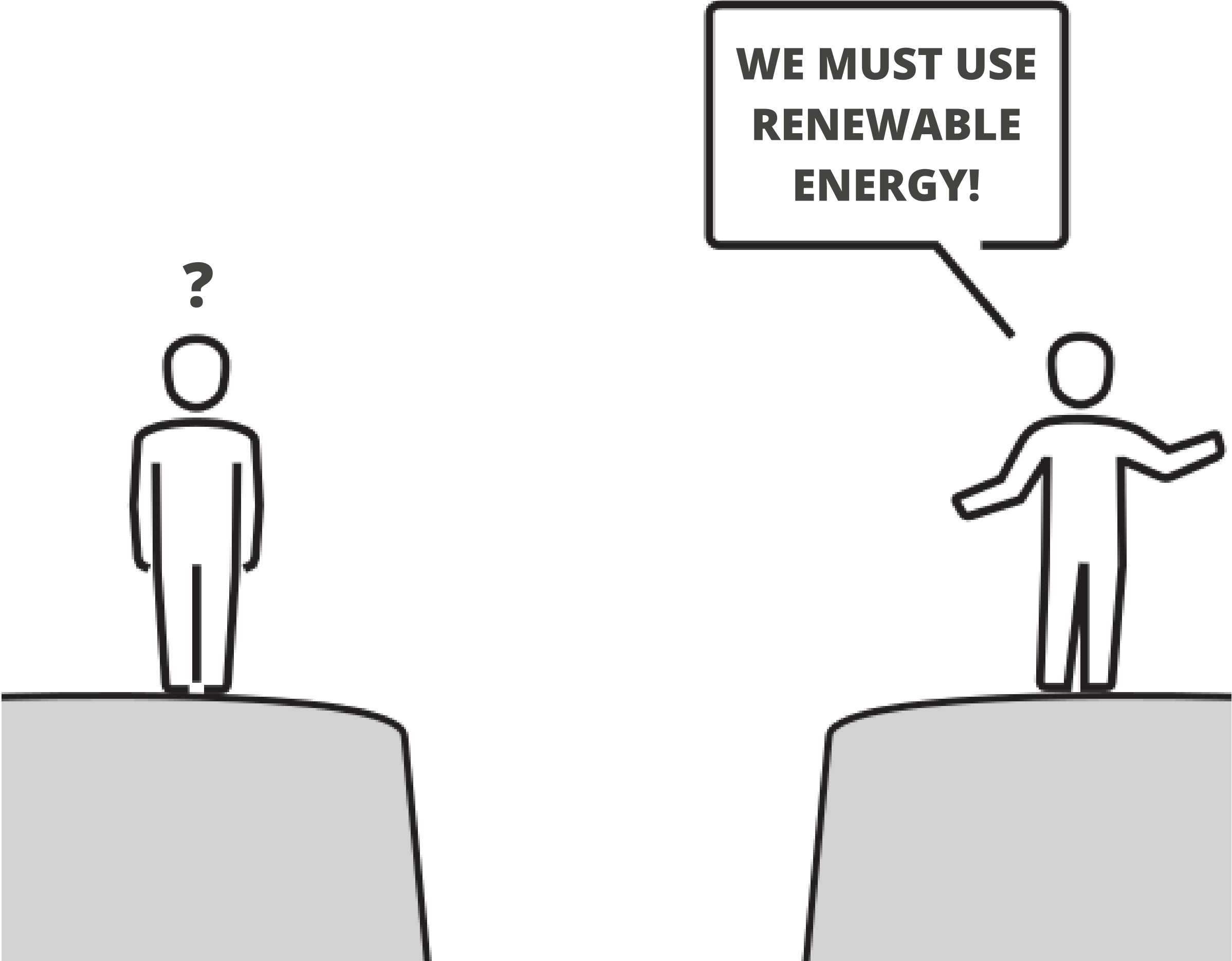
**Far-reaching and
wide range of
consequences due
to CO2 emissions**



Science communication

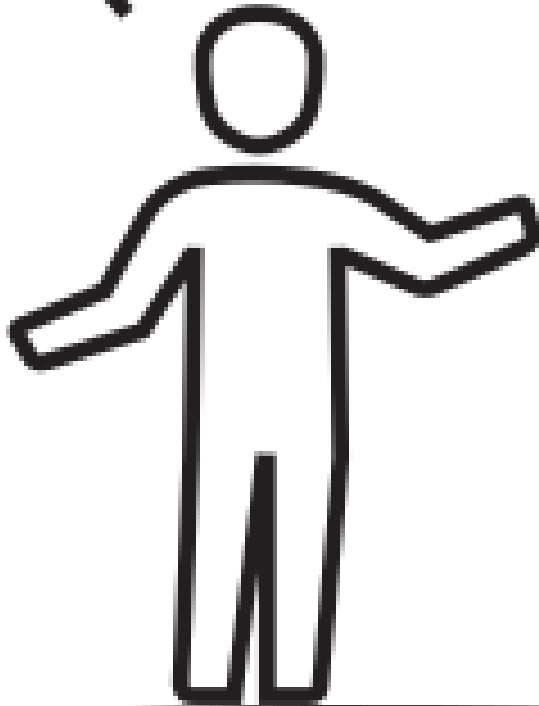


Science communication



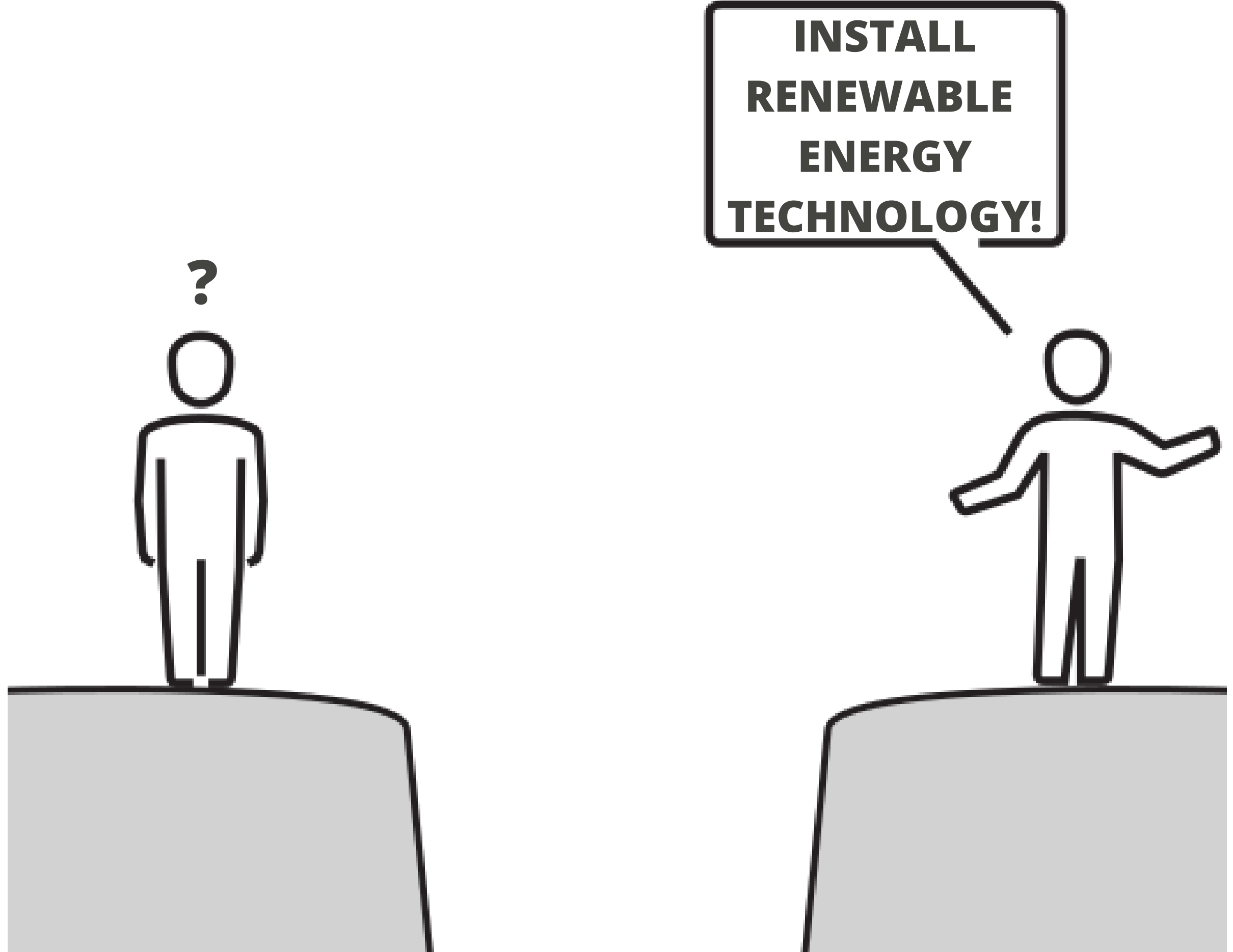
**WE MUST USE
RENEWABLE
ENERGY!**

**E.g. How solar
energy and CO2
can be used
to create
kerosene**



HOW

Science communication



**INSTALL
RENEWABLE
ENERGY
TECHNOLOGY!**

**INSTALL
RENEWABLE
ENERGY
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**E.g. Replacing
conventional
kerosene
with renewable
alternative**



WHAT

Science communication for the energy transition

WHY

**Far-reaching and
wide range of
consequences due
to CO2 emissions**

HOW

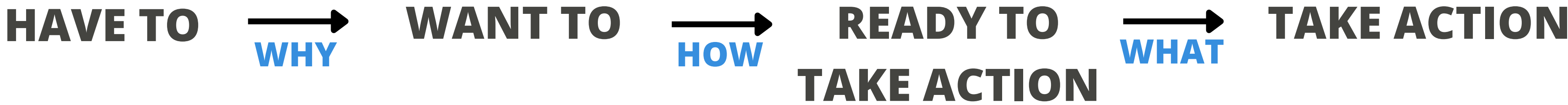
**E.g. How solar
energy and CO2
can be used
to create
kerosene**

WHAT

**E.g. Replacing
conventional
kerosene
with renewable
alternative**



From “have to” to taking action with science communication



Actionable steps

E.g.

- **Continuing discussion about science communication**
 - Dr. Erlijn van Genuchten
 - sustainableDecisions@erlijn.nl
 - www.sustainableDecisions.eu
- **Learning more about psychological barriers**
 - UN Paper “Addressing Behavioural Barriers to Energy Digitalization”:



English



русский



français

