

Session Title: Behavioral Innovation for a Decarbonized Society

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Abstract title: No time left for behavioural experiments? The central role of pricing and wider ethical discourse in delivering sustainable lifestyles quickly.

Although we all know what sustainable lifestyles look like, this presentation delivers a frank appraisal of the failure of the information and education approach to deliver them, and the need to recognise the limits of nudge theory and voluntary collective actions.

It will then present evidence on the key roles of pricing and subsidy in mass behaviour change in markets, and of the need for urgent and decisive regulatory intervention, whilst paying attention to the unequal impacts of pricing interventions.

Situating individual behaviour change in the context of a requirement for behaviour change within businesses and government is important too.