

geplanten EFPA-Kampagne „Psychologie und Umweltschutz“ und deren Umsetzung mitgewirkt. Eine ad-hoc Arbeitsgruppe wird gebildet und entwickelt Vorschläge zur Verbindung interner und nationaler Aktivitäten mit europäischen und internationalen Aktivitäten. Termine und Vorschläge für medienwirksame Aktionen sollen dem Präsidium im Frühjahr vorgelegt werden.

Antragsbegründung:

Das Thema Klimaschutz hat politisch in den letzten Jahren sehr an Bedeutung gewonnen und dementsprechend hat die EFPA auf ihrer letzten Generalversammlung 2019 die Entwicklung einer Kampagne beschlossen.

Psycholog*innen als Expert*innen für Erleben und Verhalten, für die Gestaltung von Prozessen der Entwicklung und Veränderung, Kommunikation etc. können wesentliche Beiträge für Politik und Gesellschaft, für Entscheidungstragende in Wirtschaft und Verwaltung und Bürger*innen leisten. Die Psychologie als Disziplin bietet einen breiten Fundus und Konzepte zur Unterstützung eines globalen Umdenkens und zur Umorientierung der Einzelnen im Hinblick auf die Sicherung der Lebensgrundlagen und der Vermeidung von diesbezüglichem Stress und von Ängsten.

Eine Bündelung der Aktivitäten der Verbände und die Erzeugung von Synergieeffekten im medialen Raum wird durch diesen Antrag angestrebt.



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Psychology: A Global Remit

Developing a global campaign

Sarb Bajwa,
Chief Executive, The British Psychological Society

Moscow, July 2019



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Why have a global campaign?



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- Psychology does not ‘punch its weight’ on a global scale
- A multitude of organizations and associations on national and global level mean its voice is fragmented
- There has never been one global, unified voice ‘from Psychology’ on a policy matter
- In an age with multiple issues facing the planet, more than ever, Psychology needs to be at the table contributing to and influencing policy development
- However, Psychology as a whole is not yet seen as an essential voice and partner in shaping public policy

The challenge:

Create a unified, global voice for Psychology to prove to influential decision-makers the role it can play in shaping effective policy



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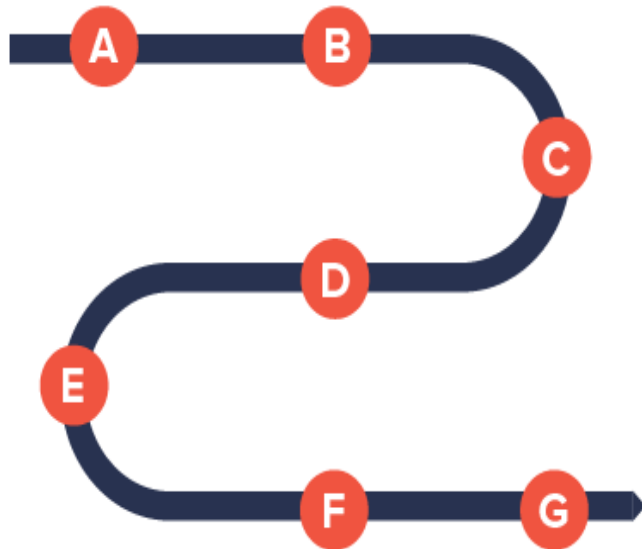


The idea

Give Psychology a 'global remit' by creating an international campaign addressing one pressing global issue that demonstrates to key decision-makers the effective role Psychology can play in impactful policy development, to be implemented at a global, regional and national level.



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Our approach so far

- Presentation of core 'global remit' concept at EFPA Presidents' Council Meeting in Nicosia, Cyprus (Nov'18)
- Appoint a PR Agency to develop the 'global remit' concept (Mar'19)
- Survey of international colleagues to inform a campaign workshop (Apr'19)
- Hold a campaign workshop ahead of the BPS's Annual Conference in Harrogate, England (May'19)



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The discussions

- The survey produced a number of potential global issues to be considered.
- These included *Mental Health, Climate Change, Community Cohesion, Refugees / Migration* and the *Future of Work*.
- Participants at the workshop considered all these issues in breakout groups.



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The issue

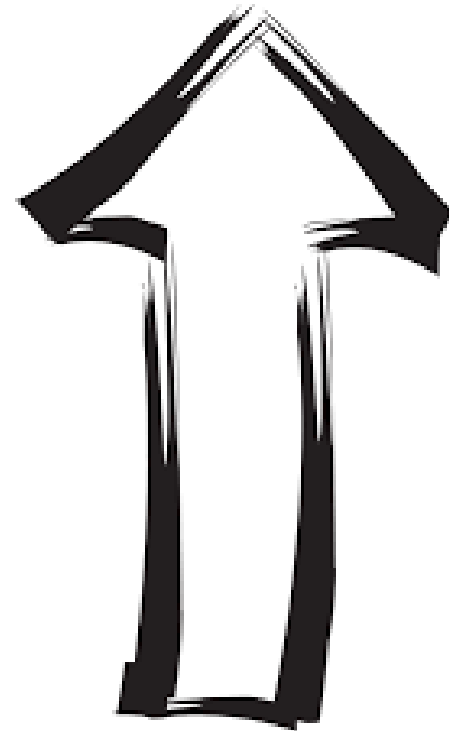
Following a robust discussion at the workshop, the collective decision was made to explore a campaign that addresses the role that Psychology can play in tackling **climate change**



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Aim high

The workshop attendees were challenged to aim high: if all the national bodies were to come together to create this global campaign – what would Psychology have to say about climate change? Who would we want to reach out to? What would a campaign look like?





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Why Psychology and Climate Change?

High Profile – Climate strikes / Greta Thunberg have pushed the issue to the top of the global agenda

Debate Focus – Traditionally led by experts and voices from the fields of natural science and economics, but this may be changing

Individuals Matter – Their perceptions and experiences are important in their own right and relevant to societal outcomes

Role of Psychology – To understand the factors that drive differential engagement in diverse societies

A Fresh Approach – To address the perceived disconnect between warnings from experts and individual and collective behaviour



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Opportunities for Psychology on Climate Change

- At an **individual level** people see climate change as an issue for governments and big business to address. People need to realize they can make a difference.
- Alongside this, **politicians are focused on re-election** and impact in the short-term, so any campaign needs to give them both short and long term solutions.
- Focusing on putting people first, giving them agency and recognizing the **values that underpin their decision-making**.
- Psychology can help **nudge the public's behaviour**, but also **help policymakers to communicate** about these issues in the right way.



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What is a campaign and what would it say?



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Campaign essentials

Understand the issue, what you want to say and to who, what you want to achieve



Develop a compelling evidence base and create powerful messaging to appeal to audiences we want to build relationships with



Develop a set of strategies and tools that can be implemented (globally and nationally) to reach out and communicate with our target audiences (media, events, meetings, etc.)



Keep the conversation going and build lasting relationships



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Campaign priorities

1

Champion the value of Psychology in understanding people and their needs

2

Educating and helping governments and business to lead effectively and communicate successfully

3

Demonstrate the importance of Psychology in helping to fill the gap between expert opinion and public response

4

Focus on the hierarchy of values that determine individual actions and responses



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Creating a Campaign Platform

Framing the issue

- Everyone understands **that public behaviour needs to change** to help governments reach their lower carbon emission targets
- So far, despite the **magnitude of the problem**, the response from governments, businesses and individuals **has been limited**
- However, a sole **focus on individual behaviour is not enough** and we need to understand perceptions of where responsibility lies
- We need to understand the role of people in their wider context as **parents, employees and citizens**, and within the communities they live
- We also need to be prepared to address head on some of the **more impactful and difficult behaviours**, e.g. meat-based diets and transport choices
- Can understanding values (the guiding principles of a person's life) **help to address the gap** between expert evidence and public action?



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Creating a Campaign Platform

Developing evidence

- As Psychologists, we know the value we can add to tackling Climate Change
- However, on this issue, we have produced limited evidence to make the case for Psychology as an essential partner to policymakers and influencers
- There is a great opportunity and need for us to **gather existing evidence** and conduct **further research** to present a compelling case that is **hard to ignore**



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Creating a Campaign Platform

Core campaign themes

Understanding human values in the context of climate behaviours

Explaining the variations in different countries and regions

Ascertaining whether there is compelling evidence of generational shift in values

Identifying potential intervention models that can help shift behaviours

Highlighting examples of successful interventions and why they work



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Creating a Campaign Platform

The campaign needs to:

- Provide compelling research and content that defines and explains the need in climate policymaking to **address people's values** in decision-making
- Engage opinion-formers at a global, regional and national level to update attitudes towards the role of Psychology as an **equal partner in the debate**
- Provide supportive evidence and insights coupled with research models that can be used as an **evidence base and road map for change**



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In summary

Changed behaviours – both individually and communally – are urgently needed to help fight climate change

Attempts to shift behaviours on climate change have failed to take into consideration the values that underpin individual actions

Psychology is at the heart of understanding how these values and guiding principles affect people

And you can't understand the Psychology unless you're talking to the Psychologists

Place Psychology at the heart of policymaking to help bridge the gap between fact and action on combatting climate change



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Developing a global campaign?



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Developing a Global Campaign

Academic Advisory Board

- We would put together an international academic advisory board to help inform and support the campaign
- This is to ensure that there is representation both cross-culturally and cross-discipline
- The Board will ensure the campaign is underpinned by the most robust evidence





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Developing a Global Campaign

Global research

- Values-based opinion survey across different geographies and regions
- Survey to look at cross-cultural and cross-generational differences to identify the values hierarchy in terms of climate change
- Supported by a review of existing research plus case studies of existing programmes that demonstrate effectiveness of changing behaviours through values appreciation





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Creating Compelling Content

1. Global research report

Produce a report based on the global research

Highly visual, with short, easy to digest sections covering:

- Peer review/summary of existing research
- Key learning points from new global research
- Strong focus on **practical implementation** of ideas and recommendations for policymakers
- **Case studies** of successful global examples that bring the recommendations to life





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Creating Compelling Content

2. Developed collateral

Create resources which will be the backbone of the campaign



Illustrated recommendations

Graphics of the report's recommendations

Sharable content

Videos, infographics, animations, interviews, and case studies based on the report's recommendations

Global Digital Channels

Campaign website and social media channels to support the campaign



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Creating Compelling Content

3. Campaign hub

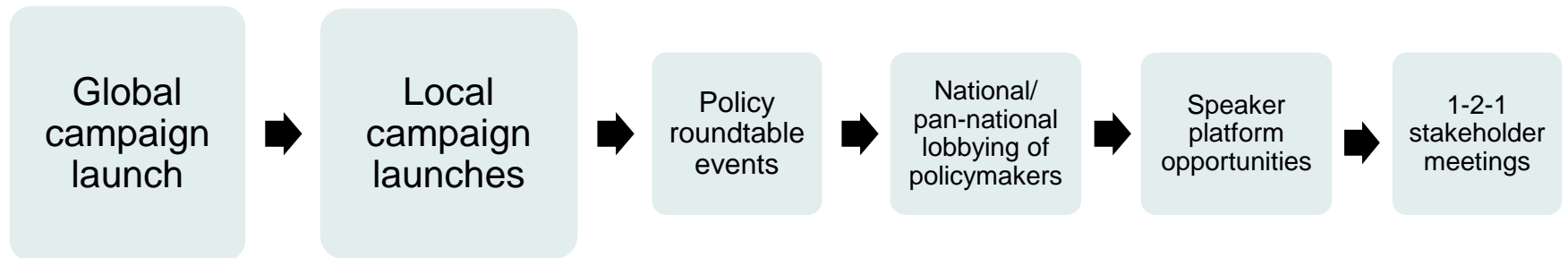
Provide content that can be used by every country for their local campaign implementation





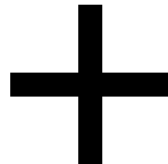
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Outline Campaign Execution



Global launch

- Target key international bodies and media outlets
- Launch event
- Research report launch
- Website and social media launch



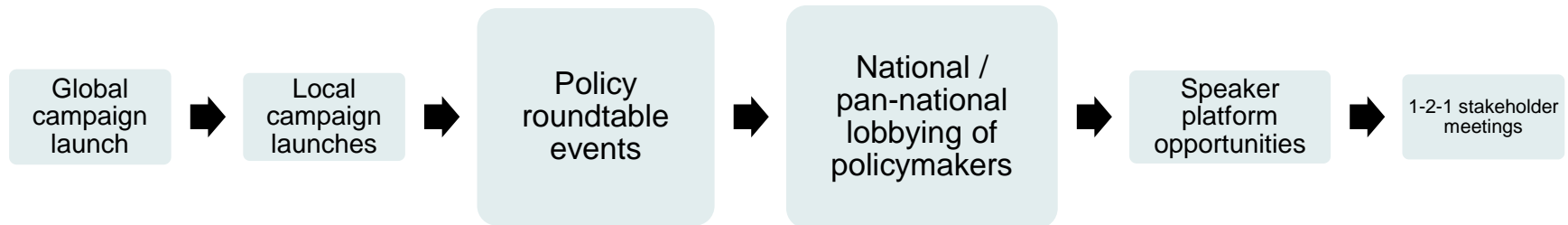
Local launches

- Each country to use the campaign toolkit to support their national launch
- Launch research report
- Target national and local media
- Plan stakeholder engagement



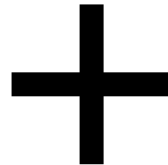
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Outline Campaign Execution



Roundtables

National bodies carry out a series of roundtable events with key stakeholders as part of the report's launch



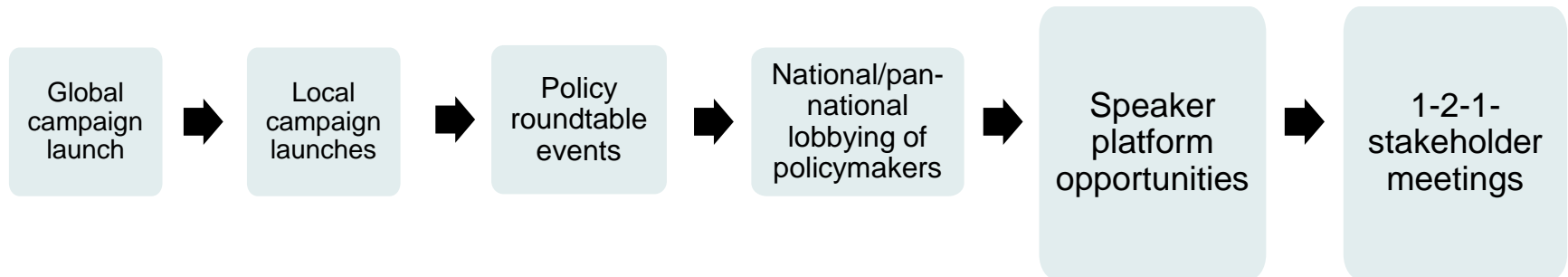
Lobbying

The global team and national bodies to identify and reach out to key policymakers



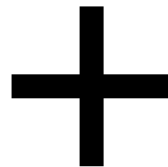
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Outline Campaign Execution



Platform opportunities

The global team will spearhead a program of international speaking engagements to drive thought leadership; this can be complemented at a national level



1-2-1 meetings

The global team and national bodies to identify other key stakeholder and reach out to conduct a series of 1-2-1 meetings



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What comes next?



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Next steps

- Agree the overall campaign platform
- Set up the Academic Advisory Board
- Set out the framework for the global research report and put together a team to deliver it
- Develop the campaign plan
- Develop the global campaign hub and supporting collateral
- Develop the campaign toolkit
- Prepare the global launch of the report and campaign