



Seize the moment – and get fresh momentum

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Specialists in designing, facilitating training and advising on co-operative decision making in policy and practice

INTRODUCTION

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Seize this moment



If we don't seize this moment with every fibre of our courage, wisdom and imagination, and show the way, future generations will not have a habitable planet to live on.

We have to do our utmost to bring about the vital transformation that all life on earth depends.

The climate and nature crisis is part of the same thing – our overexploitation of the planets capacity to handle our waste or provide resources we depend on.

Tackling either without the other is flawed thinking. But tackling both together in a technical way is also flawed! There is so much more to be considered.

Diana Pound 2020

Breaking down barriers to gain momentum



We want others to change but so must we!

We must look at what works and accelerate amplify and scale it

We must take an honest look at outdated practices and break down barriers of our own making

What I will talk about...



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- Reasons to be hopeful
- Overcoming barriers to:
 - Motivate ourselves
 - Motivate others
 - Understand the climate and nature crisis
 - Share power
- Call to action

REASONS TO BE HOPEFUL

The pandemic represents a rare but narrow window of opportunity to reflect, reimagine, and reset our world.

Klaus Schwab. World Economic Forum

My life's aim has been to do all I can, to keep things as good as possible, for as long as possible, in the hope the world will wake up ...last year it did!

Diana Pound



- Research suggests that 25% of a group thinking or doing differently, is enough to tip the group.
- So what of concern for climate and nature?
- How close to 25% are we?
- It is very good news!

Reuters

- 80,000 surveyed in Jan and Feb 2020
- 97% think climate change is serious
- 70% Very serious
- Some countries 85 - 90% think very serious

Futurra May 2020

- 77% of people in the US and UK, believe we should make as many life style changes to stop climate change as we're making to stop COVID19
- 88% Believe the lifestyle change needed will improve their quality of life or make no difference.

PROPORTION THAT THINK CLIMATE CHANGE IS VERY OR EXTREMELY SERIOUS - ALL MARKETS



Top business leaders call on Boris Johnson to set out green recovery plan

Heathrow, HSBC and National Grid among 200 CEOs calling for a 'clean, just recovery'



▲ Boris Johnson at the launch of the COP26 UN Climate Summit. Business leaders want the prime minister to build 'a more sustainable, inclusive and resilient UK economy for the future'. Photograph: WPA Pool/Getty Images

Britain's most powerful business leaders have called on Boris Johnson to set out economic recovery plans that align with the UK's climate goals to help rebuild a resilient UK economy in the wake of the coronavirus crisis.

Almost 200 chief executives - from companies including HSBC, National Grid, and Heathrow airport - signed a letter to the prime minister calling on the government to "deliver a clean, just recovery".

UK arts' leading figures join call for green recovery from coronavirus crisis

Exclusive: Sir Mark Rylance, Neil Tennant, Brian Eno and head of Tate sign letter to government



▲ Sir Mark Rylance, who signed the letter asking the government to adopt green and carbon-cutting targets alongside its economic rescue plans. Photograph: Andreas Rentz/Getty Images

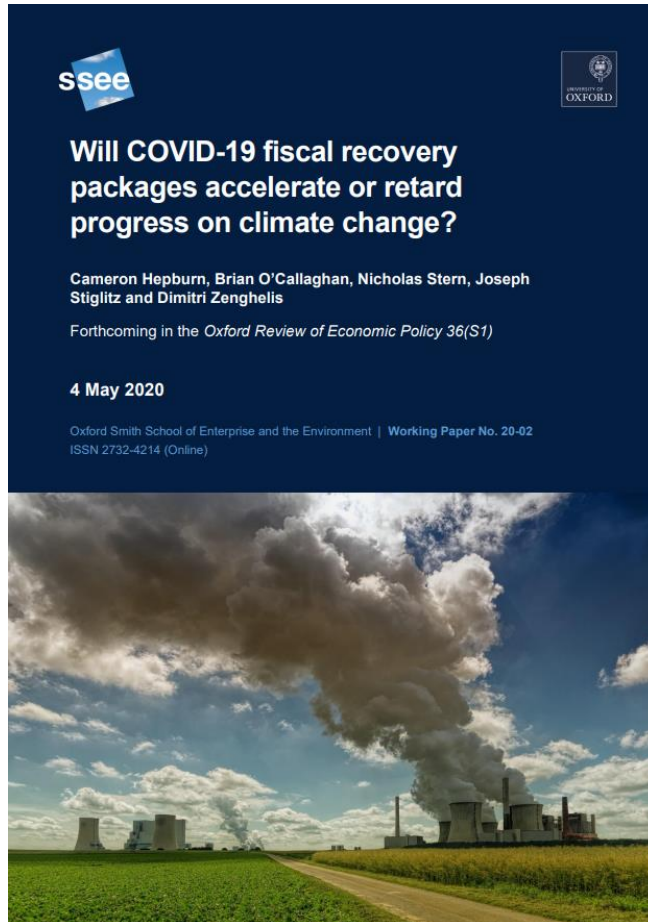
The chiefs of scores of the UK's foremost arts and culture organisations have joined the call for a **green recovery** from the coronavirus crisis, even as their own sector faces the **biggest threat to its existence** in modern times.

Sir Mark Rylance, Neil Tennant of the Pet Shop Boys, Brian Eno and the leaders of the Tate and National Youth Theatre are among those signing a

Shift in corporate and bankers thinking



- Shift from shareholder to stakeholder capitalism
- ESG (Environment Society and Governance)
- SDGs
- Brand allegiance - ethical consumers



Expert economists found a green recovery will:

- repair the global economy and create more jobs
- provide a greater return on investment short term
- provide increased long-term cost savings than conventional stimulus

US to join summit on global green recovery from Covid-19 crisis

Exclusive: IEA chief warns rebound in emissions would be missed economic opportunity

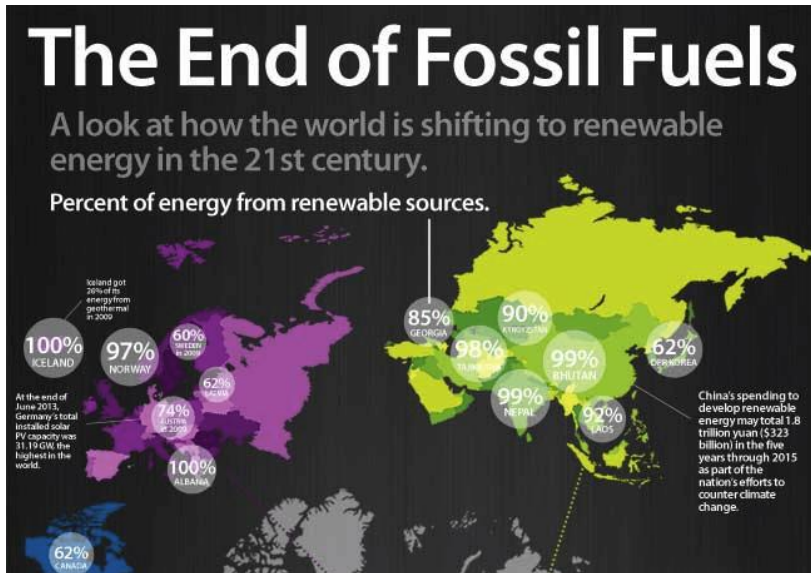


▲ Constructing wind farms and solar plants could help put emissions into structural decline. Photograph: Alexei Pavlishak/TASS

The US is to join with other major powers including China, India and the EU in formulating plans for a global green recovery from the coronavirus crisis, in the only major international summit on the climate emergency this year.

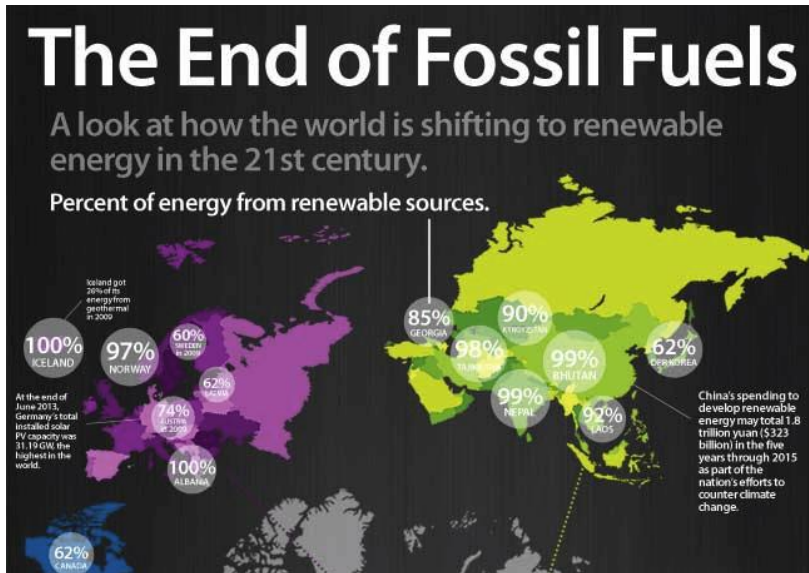
The idea of a [green recovery](#) to prevent a dangerous rebound in greenhouse gas emissions to above pre-Covid-19 levels has been gathering steam, but few governments have yet committed to plans.

- Half of the world's total GDP is at moderate to severe risk from nature loss (WHO 2020)
- Helping people and the planet are now the same thing!
- Solving two challenges in one = an attractive political proposition!
- EU, US, China and India joined in formulating plans for a global green recovery. (International Energy Agency)
- The Overton window is opening up: i.e. policy ideas once dismissed out of hand are now being widely discussed e.g. green new deal



<http://theearthproject.com/wp-content/uploads/2016/01/the-end-of-fossil-fuels.png>

- Pace and price for renewables is phenomenal
- Panic in financial world - potential 100 trillion dollars of stranded assets
- Pre pandemic market predicted to collapse by 2028 – now sooner
- Divestment movement accelerating



<http://theearthproject.com/wp-content/uploads/2016/01/the-end-of-fossil-fuels.png>

We are in the crossing point between economic paradigms. It takes 3 things to converge:

- **A change in communication tech** – paper to the internet
- **A change in energy** - fossil fuels to renewables and battery
- **A change in mobility and logistics** – the sharing economy, AI, and Internet of Things

And this time its not just convergence but integration in the digital revolution

The shift to the next industrial revolution was at the starting blocks. COVID-19 fired the gun.

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Overcoming Barriers to motivating ourselves:

FROM LOSS TO “STUBBORN OPTIMISM”

Which inspires you to action?



- “The year is 2050. The world is on fire. The air is suffocating and deadly. Entire countries are under water”



- “The year is 2050. The world is breathing. The air is fresh. Nature is thriving. Entire populations have better quality of life”.



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*Our individual boundaries are porous -
we infect each other with ills and joys -
so let's infect each other with stubborn
optimism and determined action*

*A compelling vision is like a hook in the
future. It connects you to pockets of
possibility that are emerging and pulls
them into the present. Hold on to that.*

Christiana Figueres (UN Secretary for Climate
Change between 2010 and 2016)

What is your 'why'?



- Why bother?
- Tap into deep inner motivations
- When describing her green vision for the EU, President Ursula von der Leyen talked of the next generation and said with great force: “we are going to do this”.
- **Why do you think this future is worth fighting for?**

- Accept grief but increase your resilience and hope
- Find your 'why'
- Look for signs of hope and share widely
- Read brilliant books: “Hope in Hell” by Jonathan Porritt and “The Future we Choose” by Christiana Figueres and Tom Rivett Carnac.
- Sign up to Global Optimism: <https://globaloptimism.com/>
- Support high ambition and impact projects: check out Ark2030

Overcoming Barriers to motivating others:

UNDERSTAND SOME PSYCHOLOGY

- *Green won't spread by guilt or fear, we need aspiration and desire' Carlotta Perez, Economist*
- *Creep subtly into people's hearts . Jane Goodhall, Primatologist*
- *Knowledge is overrated as way to change behaviour. Sabione Pahl (Plymouth University)*

Shift people from defensive and defeated to energised action:



Effect on people when the focus is on problem solving	Effect on people when the focus is on building on strengths
<ul style="list-style-type: none">▪ Frustration	<ul style="list-style-type: none">▪ Motivated
<ul style="list-style-type: none">▪ Efforts not valued	<ul style="list-style-type: none">▪ Efforts valued
<ul style="list-style-type: none">▪ Environment is complex and difficult = a problem	<ul style="list-style-type: none">▪ Looking after the environment has many benefits and is do-able
<ul style="list-style-type: none">▪ Feeling overwhelmed	<ul style="list-style-type: none">▪ Believe in own capacity and agency to make a difference
<ul style="list-style-type: none">▪ Risk averse	<ul style="list-style-type: none">▪ Fosters innovation
<ul style="list-style-type: none">▪ Disowning – it's not our problem	<ul style="list-style-type: none">▪ Willing to get involved and make a difference
<ul style="list-style-type: none">▪ No momentum or resistance	<ul style="list-style-type: none">▪ Momentum for delivery

Work with individual psychological drivers

Individual psychological drivers	Solutions
People have a natural bias to short- termism and localism	First focus on long term vision Then short term action in your groups gift
People desire autonomy and control	Work with stakeholders to generate ideas together as equals
People pursue happiness and avoid negative emotions (so they avoid thinking about climate change or nature loss)	Help groups focus on what they're doing well so action strengthens, amplifies and adds to that
People are very driven to maintain self esteem	Ensure good efforts are uncovered, recognised and acknowledged

Work with group psychology

	Solution
Desire to be part of groups with a good reputation	Work respectfully and appreciatively
To belong to a group we create and defend group norms	Engage opinion leaders/formers and create norms of support and action
When there is change, groups and factions can polarize	Apply Consensus Building principles to find win/wins
Drive for justice equity and fairness	Lead the group through equitable good practice constructive dialogue



With this understanding, we (environmentalists) can avoid tramping around catalysing the very resistance, denial, reactance, and barriers that so frustrate us. We can work with the grain of human nature.

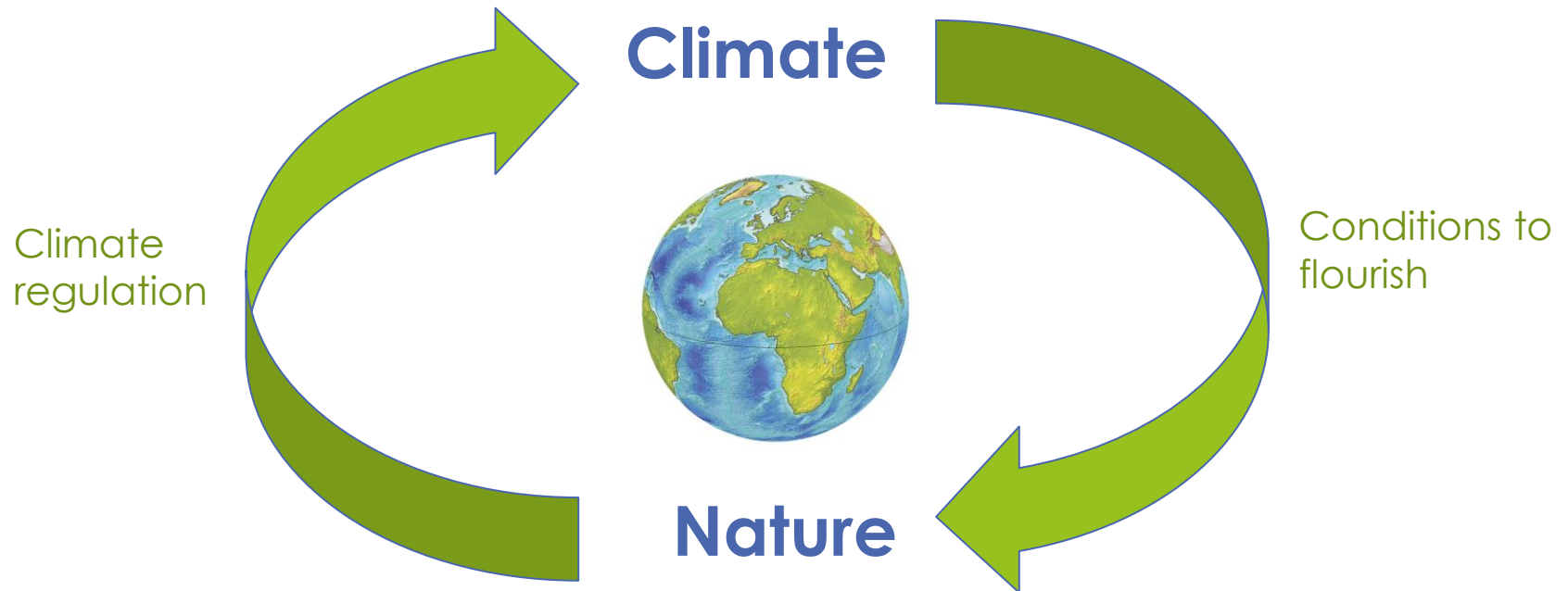


1. Listen attentively & be curious, and respectful
2. Invite people to tell you what they're already doing for nature and climate
3. Affirm whatever they say
4. Ask if there is a way they could do more (don't advise, suggest or instruct uninvited...let them think of the answers)
5. Ask what would make it easier
6. Ask about the first small step to get that underway and when.
7. Finish with encouragement
8. Stand back and watch the effect!

- Let go of doom and gloom it doesn't motivate you or anyone else! For resources check out "Love. Not Loss" <https://www.iucn.org/commissions/commission-education-and-communication/resources/love-not-loss>
- Focus on strengths not problems in conversations and dialogue
- Audit, recognise, celebrate, and fanfare success to inspire and motivate others
- Apply great practice participatory dialogue
- Find out more about the science of effective communication - choice of language, framing, images, stories, messaging: Framing nature toolkit <https://publicinterest.org.uk/nature-toolkit/>

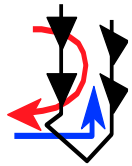
Overcoming Barriers to understanding:

**FROM REDUCTIONIST LINEAR
THINKING TO COLLABORATIVE
SYSTEMS THINKING**





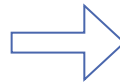
Interdependencies



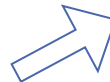
Complexity



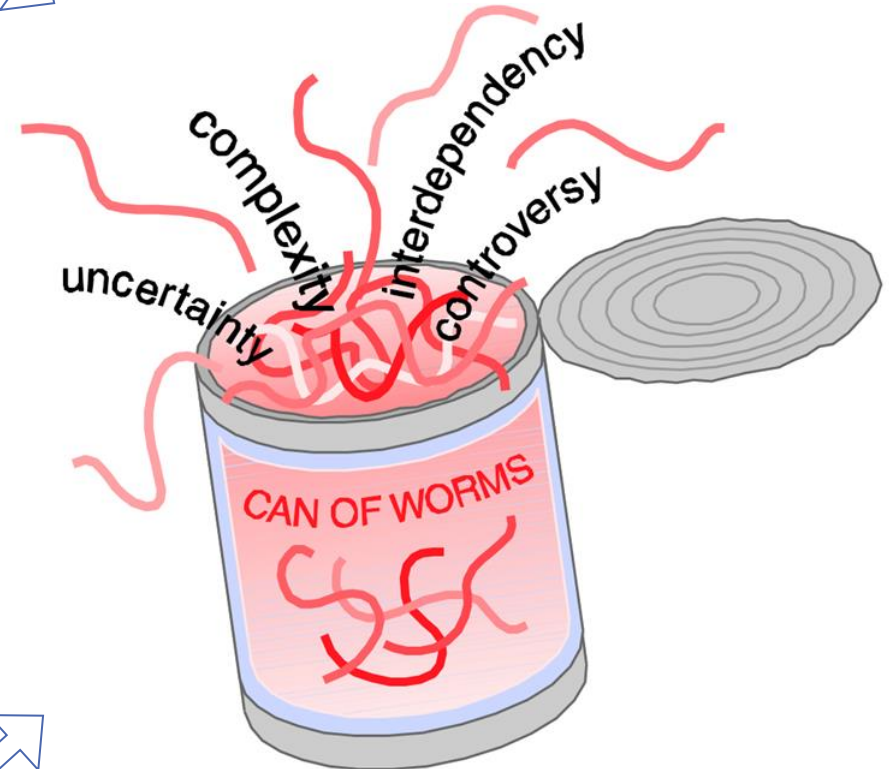
Uncertainty



Controversy

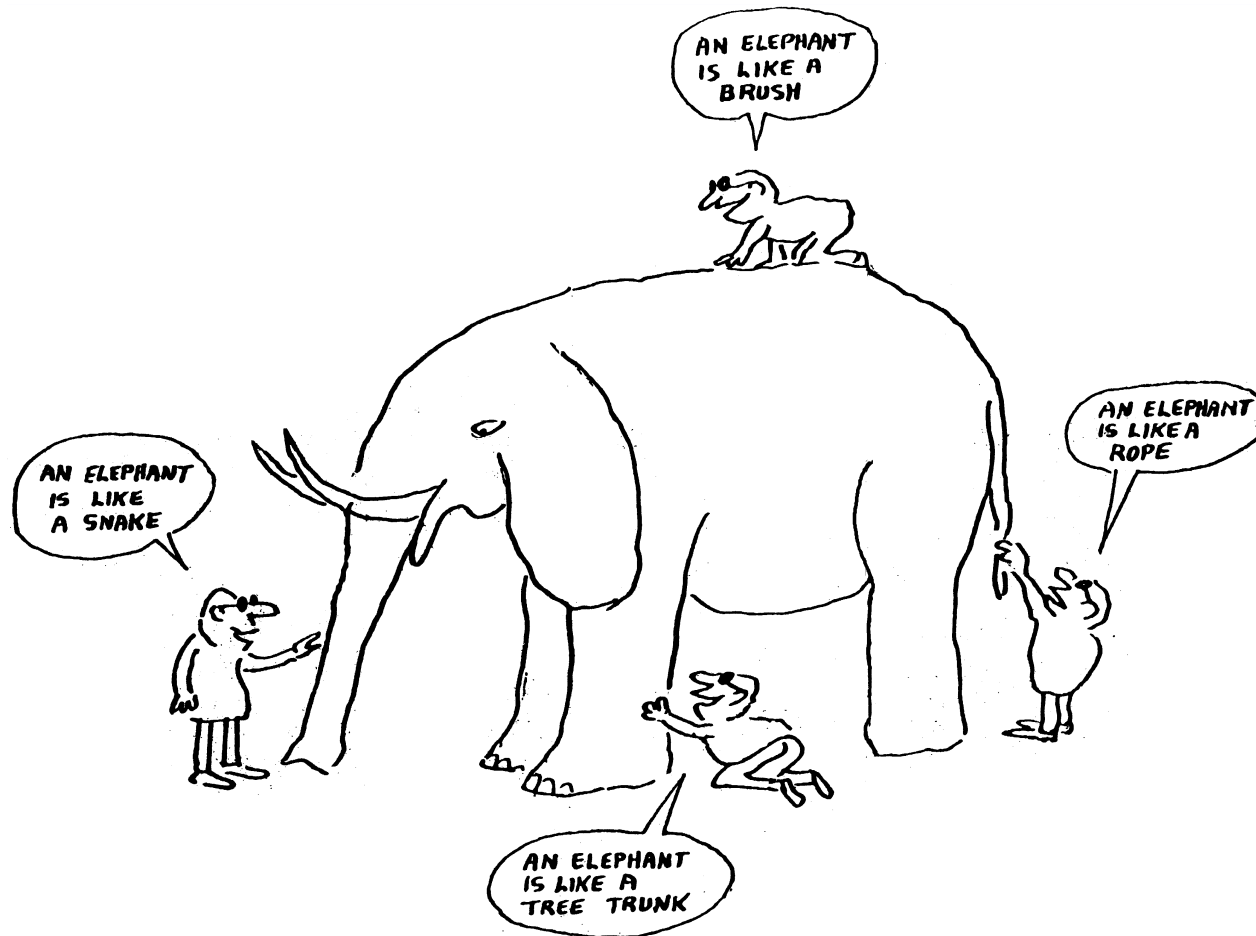


Multiple perspectives

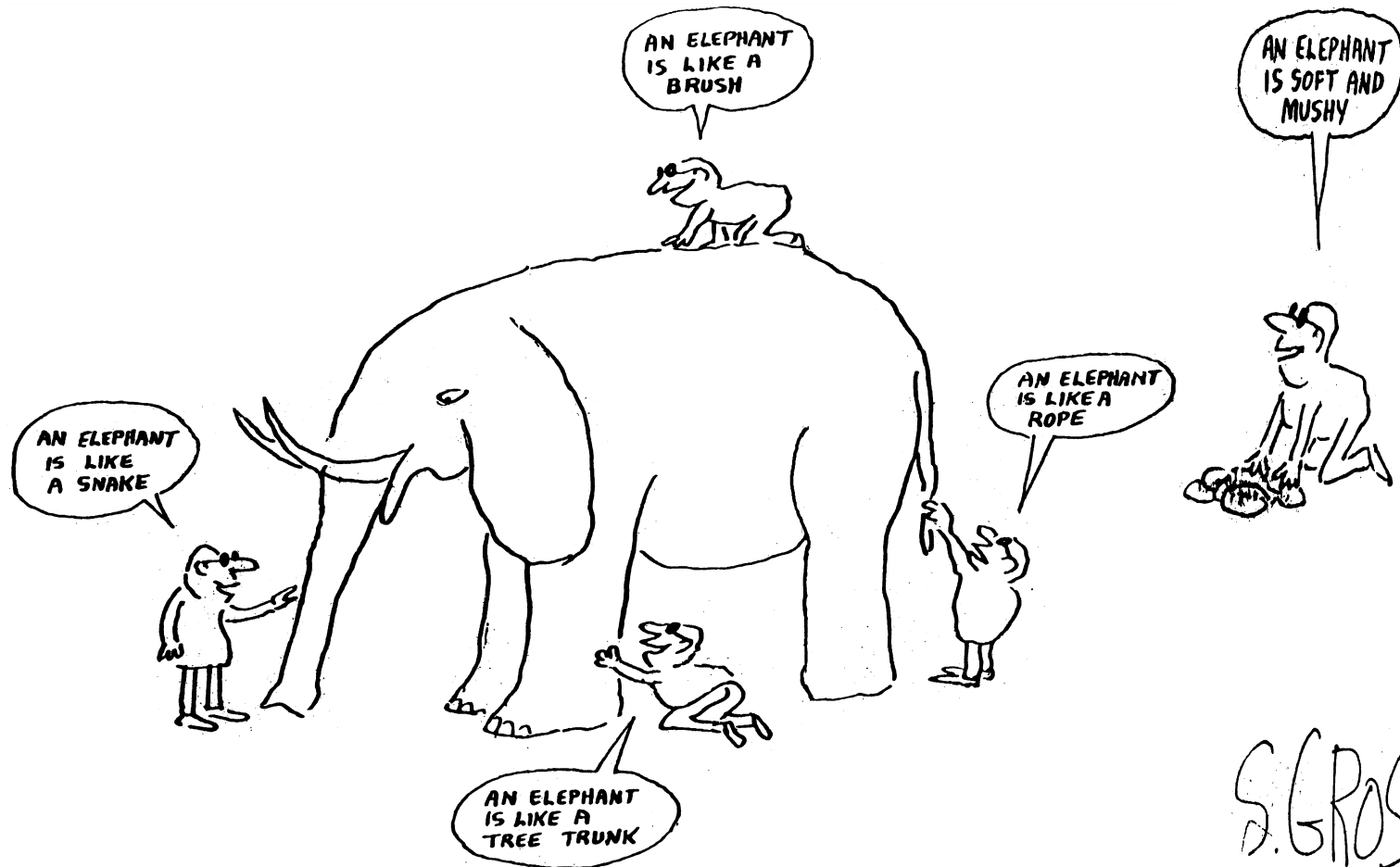


Kevin Collins SLIM project, Open University, 2004

We fixate on part of the system and miss the whole....

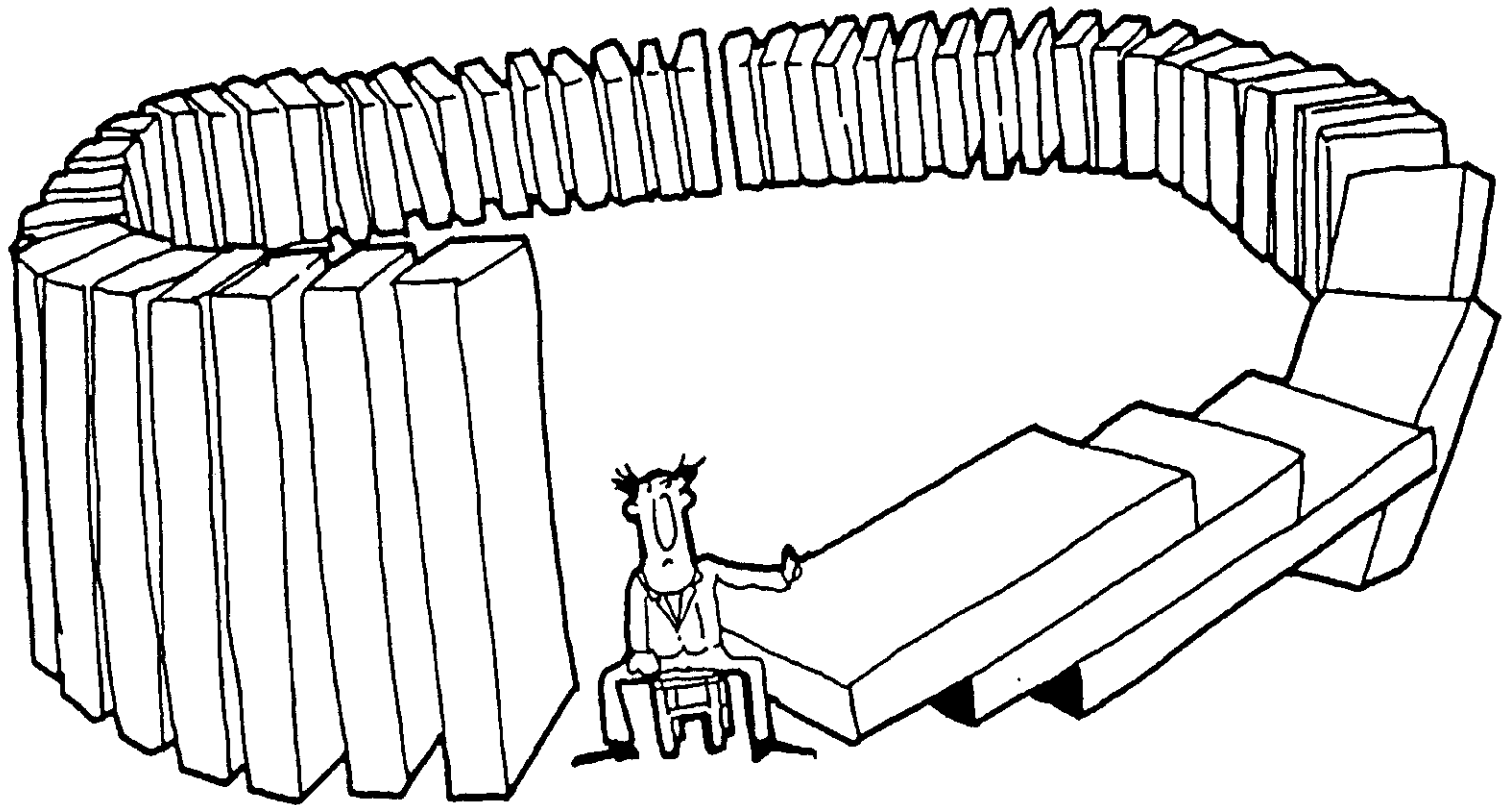


We fixate on part of the system and miss the whole....

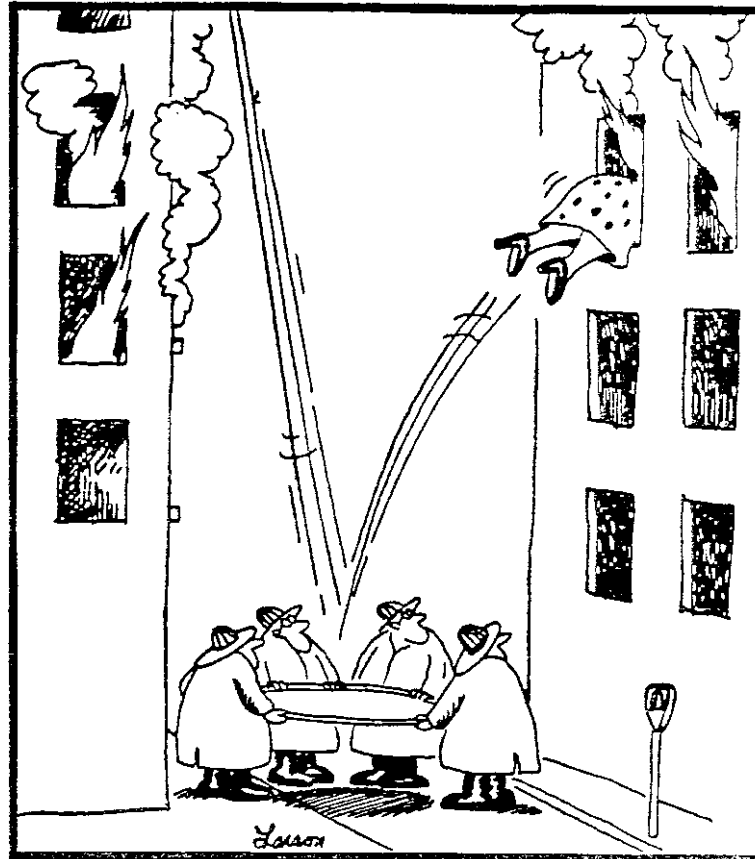


S. GROSS

We can act to produce short term benefit at long term cost..



The solution to one problem may cause another problem with unintended results:





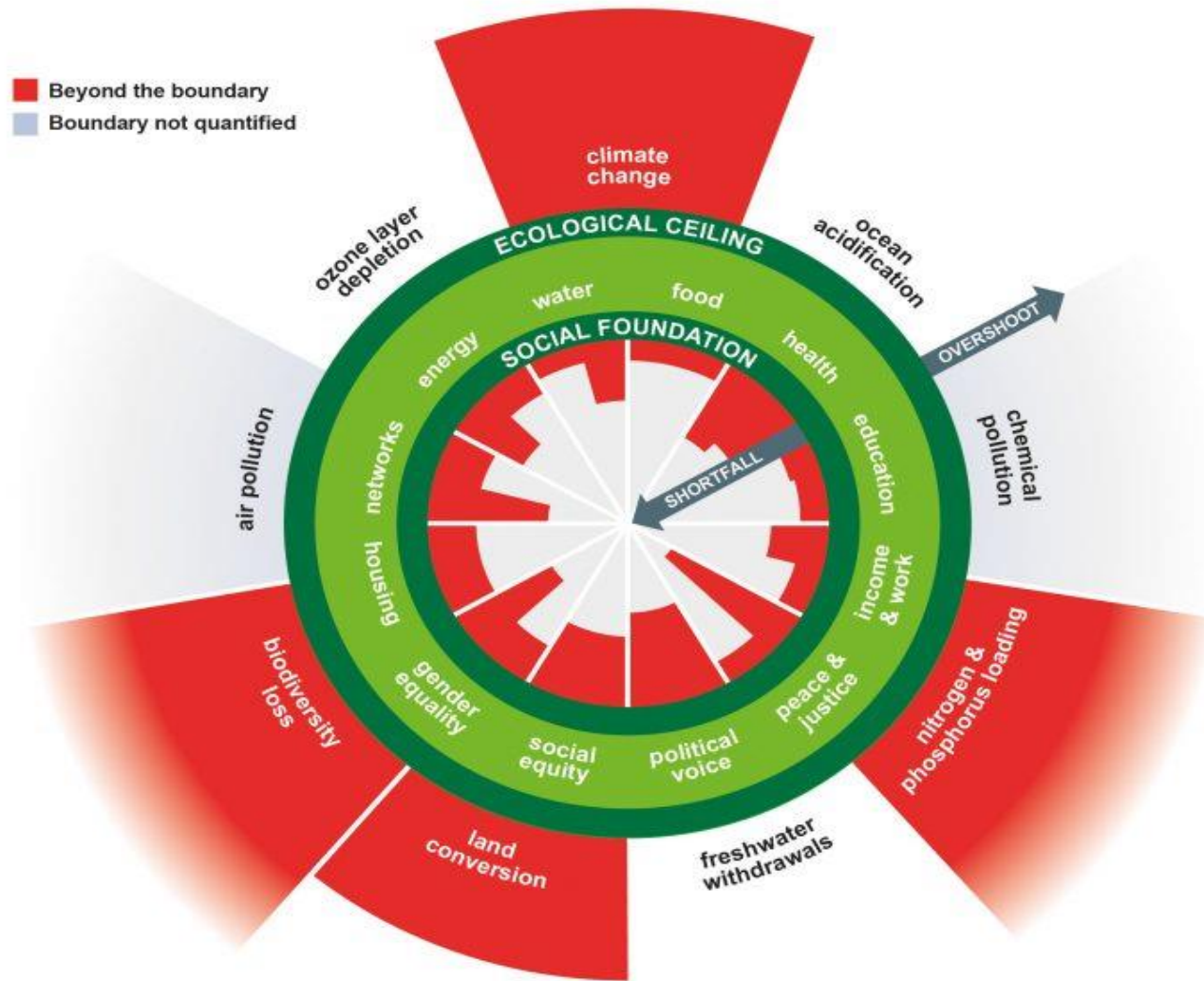


Taking a systems thinking approach, makes it possible to discover the comparatively small things which have large effects – the crucial intervention points that catalyse virtuous systemic effects

SUSTAINABLE DEVELOPMENT GOALS



Social justice and environmental limits



Kate Raworth Doughnut Economics 2017

- Learn about and apply collaborative systems thinking
Stroh, DP. 2015 Systems Thinking for Social Change. Chelsea Green Publishing.
- Experiment with systems pictures – causal diagrams and rich pictures to get the hang of it
- Apply the Ecosystem Approach via collaborative systems thinking
- Check the SDGs
- Enjoy doughnuts - whilst considering with others, from other parts of the picture, if your work together delivers results in the socially just and environmental safe space

Overcoming Barriers of power :

**FROM EXPERTS DECIDE TO
CO-PRODUCTION**

		Responsibility for planning land or sea use and management		
		Environmental professionals design and plan	Shared design and planning	Other stakeholders and/or communities design and plan
Responsibility for delivery and implementation	Environmental professionals deliver	Traditional professional service	All share in planning. Professionals deliver	Other stakeholders and/or community design. Professionals deliver
	Shared delivery	Professionals design, shared delivery	All share in planning and in delivery (Full co-production)	Other stakeholders/ community design Shared delivery
	Other stakeholders and /or communities deliver	Professionals design Other stakeholders /community deliver	Shared design, other stakeholders/ community deliver	Self-organised planning and delivery

(Adapted and developed from Bovaird, T. 2006.)

		Responsibility for planning land or sea use and management		
		Environmental professionals design and plan	Shared design and planning	Other stakeholders and/or communities design and plan
Responsibility for delivery and implementation	Environmental professionals deliver	Emergency pollution response	Design of new flood channel with construction led by professionals	A local community want to eradicate invasive species and need expert help
	Shared delivery	A citizen science monitoring program	Integrated management of an area of land or sea)	Community level flood resilience
	Other stakeholders and /or communities deliver	An agri-environment scheme	Deer management groups	Community woodland, energy, water or food projects

(Adapted and developed from Bovaird, T. 2006.)



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- From incremental piecemeal and ad hoc change to systems change
- New understanding
- New innovation
- New resources and capacity
- New relationships
- New integrated solutions that deliver multiple benefits
- Shared buy in through co-design and fair governance through co-delivery
- Shared benefits

- Check out empowerment and co-production
<https://www.gov.scot/publications/engaging-empowering-communities-stakeholders-rural-land-use-land-management-scotland/pages/24/>
- Use the model to work out the optimum relationships between professionals and others in your work
- Adopt great ethics
- Apply great practice

....IN SUMMARY...



Compared to before this talk:

- I have as much hope as I did before
- I have more hope than I did before



Hope is an embrace of the unknown and the unknowable. It's the belief that what we do matters even through how and when it may matter, and what and who it may impact, are not things we can know beforehand.

Rebecca Solnit. Writer Historian and Activist

Hope is not something you have

Hope is something you create with your actions

Alexandria Ocasio Cortez

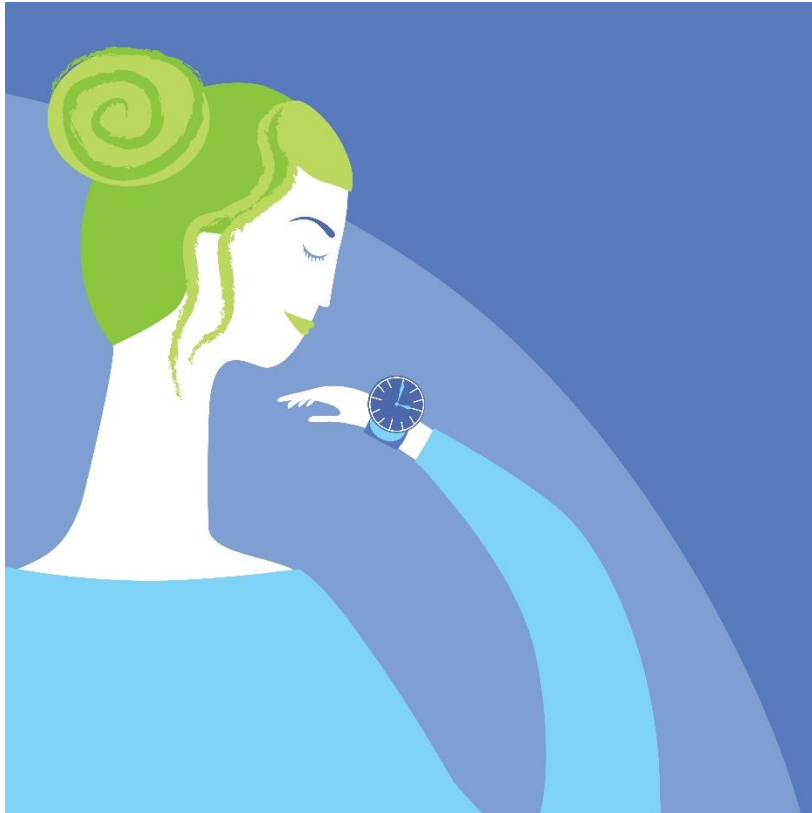
What are we doing then?



- Game Changers event with SocEnv support - to build fresh momentum (likely October)
- Fresh Momentum – skills and workshop pack. Sept 24th
- Fresh momentum seminars - on the human dynamic.

<https://dialoguematters.co.uk/upcoming-training-courses/>

Its time for a fresh approach:



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- Be hopeful
- Motivate yourself
- Motivate others
- Do systems thinking
- Share power
- Take action

What will you do?



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