

Session Title:

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Abstract title:

Behavioural Change or Climate Change?

Abstract text (within 100 words):

In the latest IPCC report, the global GHG emissions reduction and mitigation potential of demand-side measures and new ways of end-use service provision is assessed between 40–70% in end-use sectors by 2050. While studies show that technological innovation is key to addressing the global challenge of climate change, the role and impact of behavioural and social innovation are overlooked. In this session, I shed light on how behavioural and lifestyle changes and socio-cultural factors can reduce GHG emissions by highlighting the actors of change.