

**Session Title:**

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**Abstract title:**

Demand side climate solutions: shifting responsibilities to the public or empowering public?

**Abstract text (within 100 words):**

In the latest IPCC report we looked into the latest science to show how much difference people actually can make they play various roles in the society as citizens, investors, consumer, role model and professionals. A combination of effective policies, improved infrastructure and technologies leading to behavioural change has the potential to enable reductions in GHG emissions by between 40 and 70% by 2050. While socio cultural factors are important in food and nutrition sector user level access to more efficient energy conversion technologies can reduced need for primary energy by 45% by 2050 compared to 2020.