

Sciences comportementales, action publique et biodiversité

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Biodiversity conservation as a promising frontier for behavioural science

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CONTRIBUTED PAPER

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Maximizing biodiversity conservation through behavior change strategies

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PERSPECTIVE | BEHAVIOR

f t in

How behavioral science can help conservation

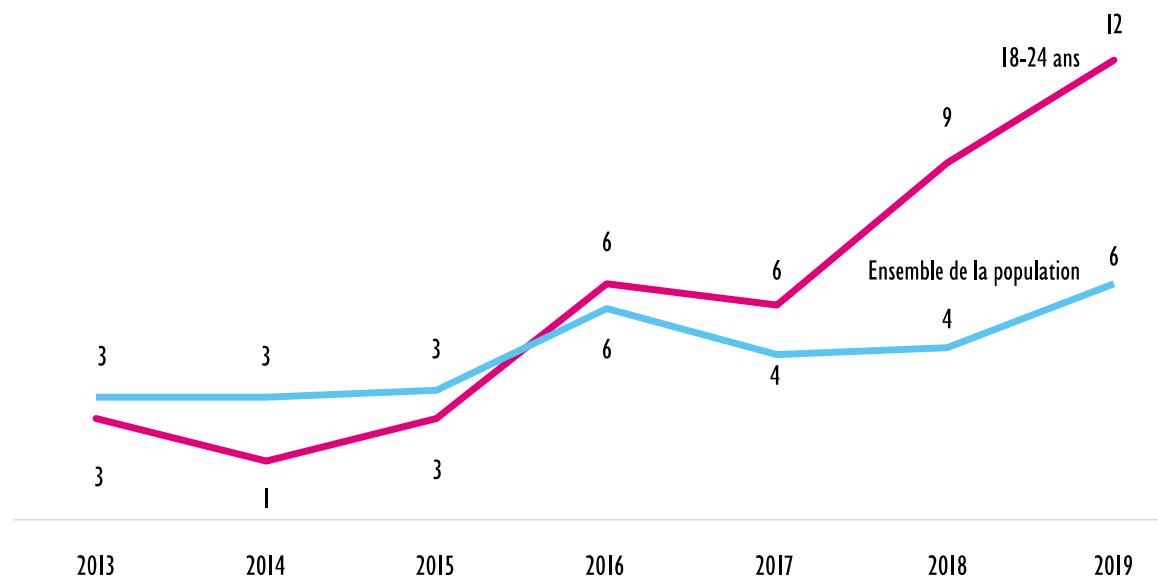
JOSHUA CINNER

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CURRENT ISSUE

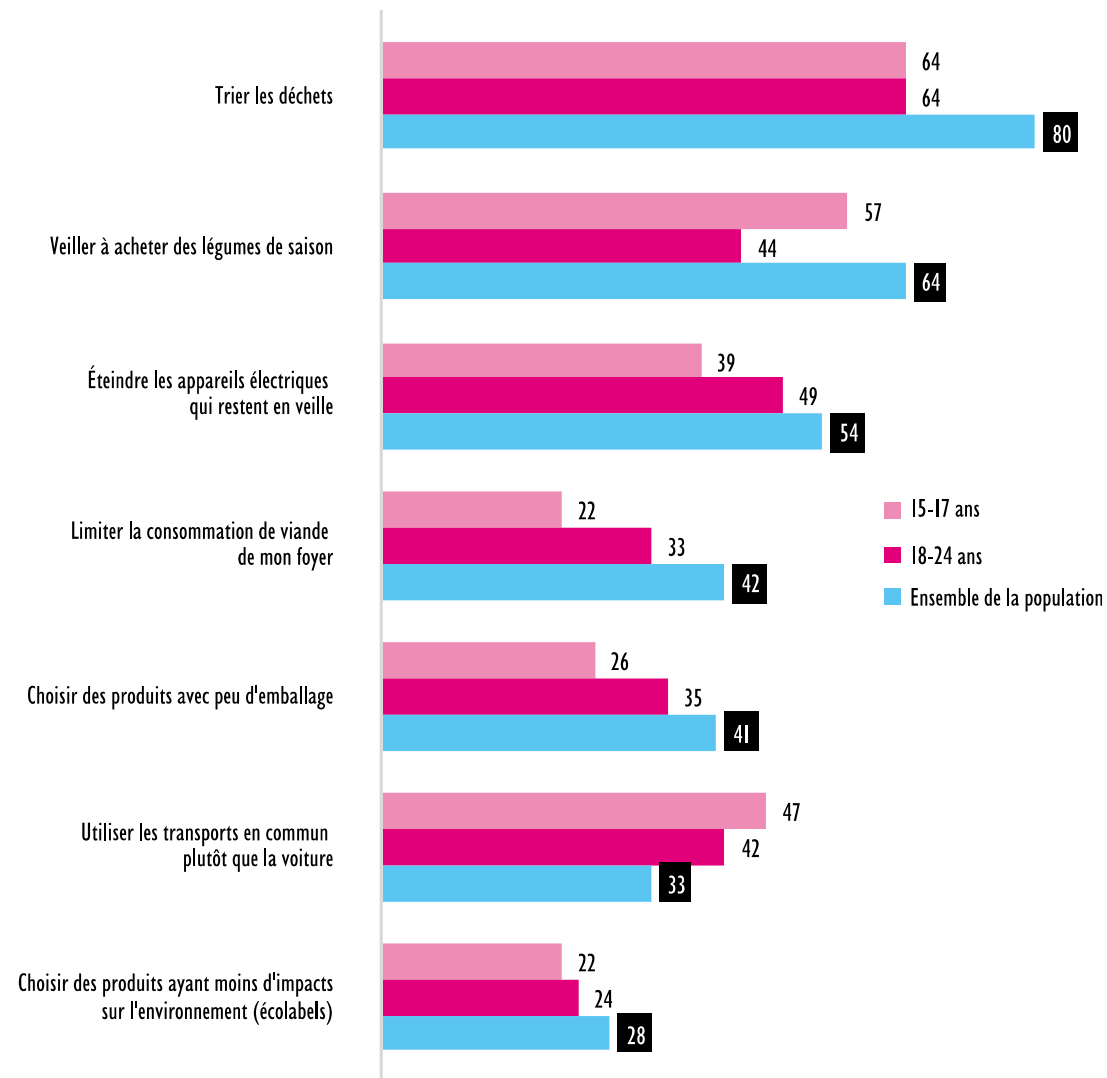
Go to Science

Faites-vous partie ou participez-vous aux activités d'une association pour la défense de l'environnement (en %)



Source: enquête Conditions de vie et aspirations des Français, CRÉDOC.

Parmi les actions qui pourraient réduire les émissions de gaz à effet de serre, y en a-t-il que vous mettez déjà à l'œuvre? (en %)



**Connaissances /
valeurs**



Intentions



Action

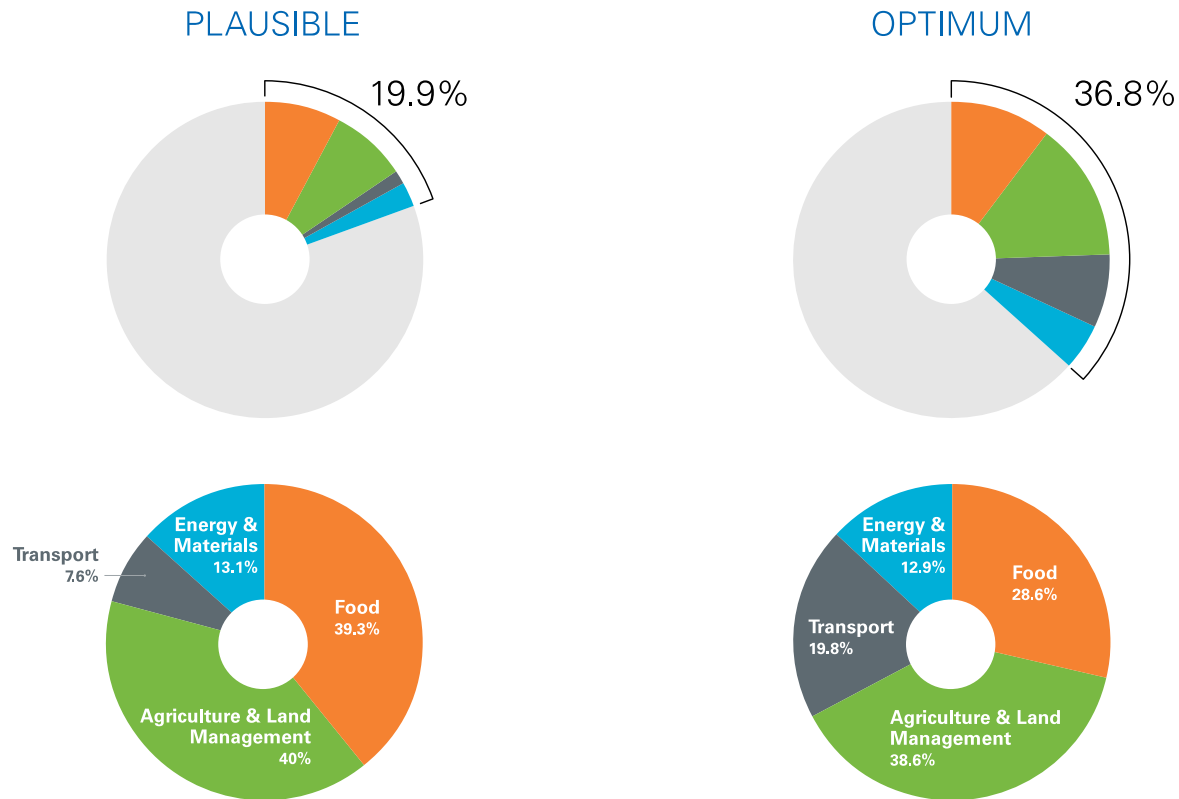
Le fossé intentions-actions



La part du comportement

HOW MUCH CAN BEHAVIORAL SOLUTIONS CONTRIBUTE TO REDUCING EMISSIONS FROM 2020-2050?

Figure 4. Emissions reduction potential of 30 behavioral solutions, as projected in *Drawdown's* "Plausible" and "Optimum" scenarios, compared to a reference case of projected cumulative emissions from 2020-2050. The first row of pie charts shows the total emissions reduction potential of both scenarios using our 30 solutions colored by sector. The second row shows the emissions reduction potential of each of our four sectors of solutions. The third row shows the emissions reduction potential of each individual solution.



393-729
GtCO₂-eq

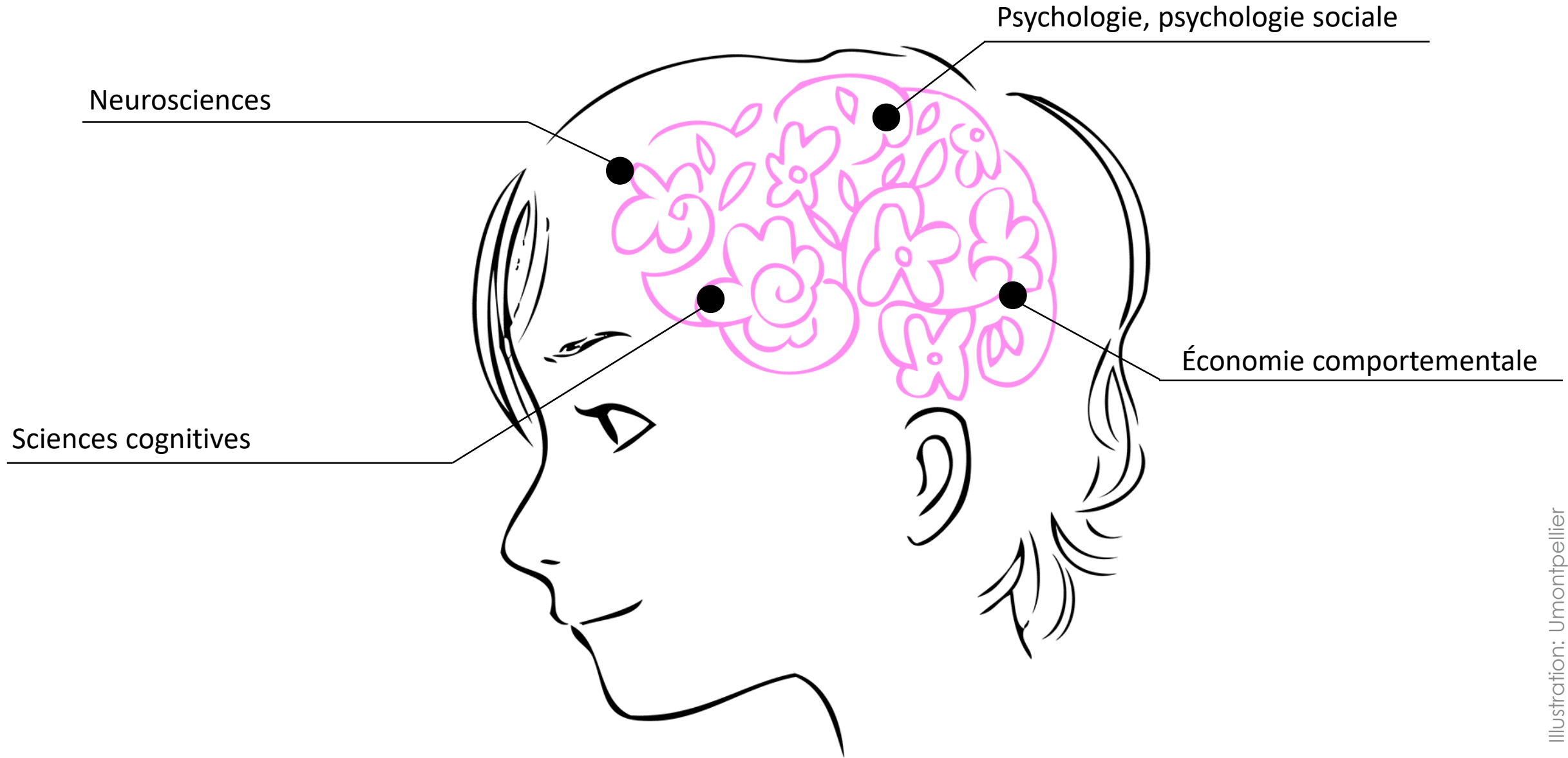


THE LANCET

Ecological grief and anxiety: the start of a healthy response to climate change?

There is increasing global awareness that the next 10 years must be a period of extensive and rapid mitigation and adaptation to safeguard humanity to climate change are burgeoning.⁵⁻⁷ Although these are not fully understood psychological phenomena, research is emerging. For example, Cunsolo and

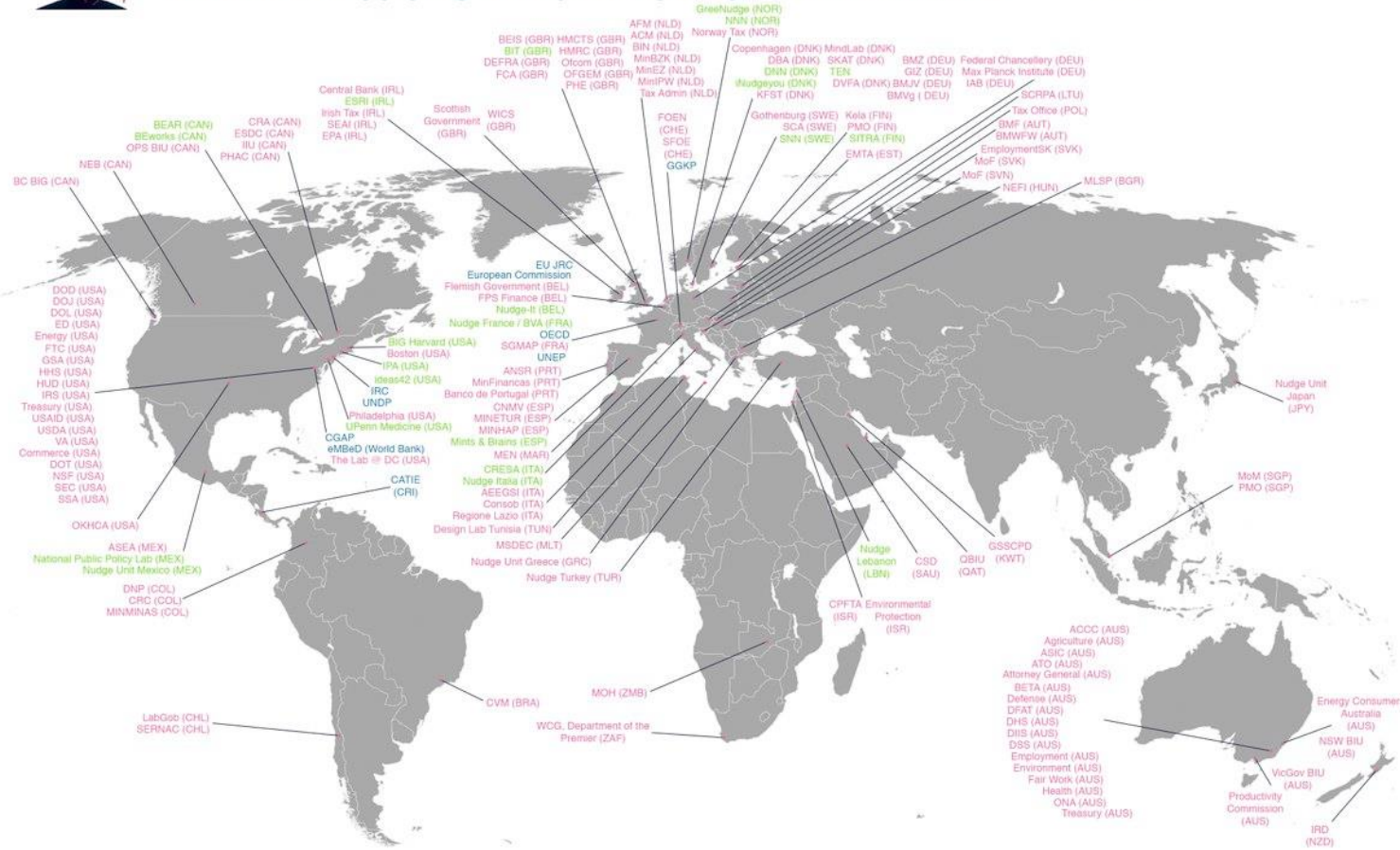
Les sciences comportementales





Behavioural Insights and Public Policy

Institutions applying BI to public policy around the world



Institutions inside government Institutions outside government Multi-national organisations

Source: OECD Research (2018)



tackling Environmental blems with the Help Behavioural Insights

POLICY HIGHLIGHTS



THE
BEHAVIORAL
INSIGHTS TEAM



Behavioral Insights for Cities

October 2016



LES SCIENCES
COMPORTEMENTALES

- Un atout pour les transitions

/ Carnet d'outils



Behavioural Insights
and Public Policy
LESSONS FROM AROUND THE WORLD

