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# LINGCLIM – future research issues: Climate change solutions

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## What kind of solutions?

- *Technological, financial or economic **solutions** are not enough. **Values, beliefs and behaviours** are essential foundations for shaping greater sustainability. **This is also why the humanities are so important, alongside the social sciences, to help us imagine the shape of a more sustainable future.***
- UNESCO Director-General Irina Bokova, preface to UNESCO's World Social Sciences Report 2013



# The importance of narratives

- *...we should remember what dozens of studies on climate change communication have taught us: **people fit the facts to their pre-existing narratives** about the world, which are first and foremost a product of their values and political outlook.*
- ***A climate solution is only as good as the story that surrounds it.***

- Dr. Adam Corner, *The Guardian*, 2 December 2014

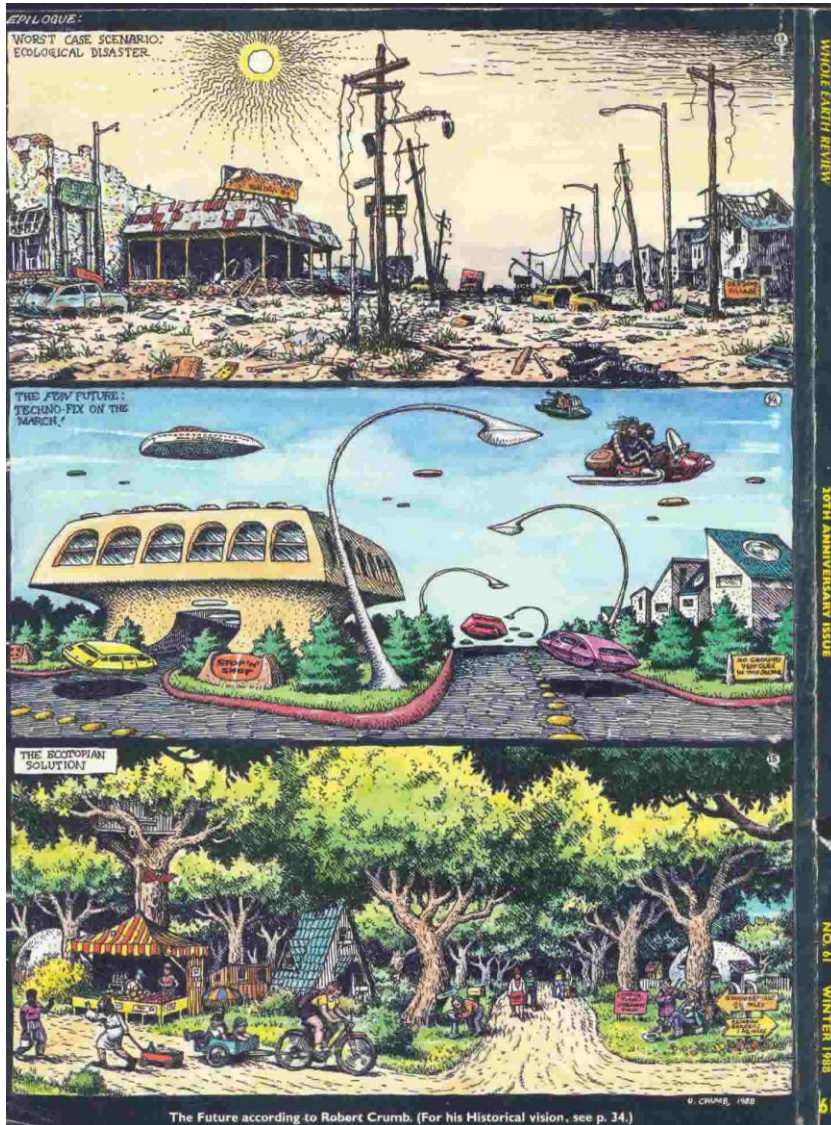


## Young voices, UK

- *I'm pretty hopeful about the future. I cannot picture or imagine that the earth is going to be wrecked. I **believe in humanity.***
- Respondent quoted in Corner et al. (2014: 30), Report on 'Young Voices' (Climate Outreach & Information Network)



# 'The future according to Robert Crumb'



Worst case scenario – ecological disaster

The fun future – techno-fix on the march

The ecotopian solution



## Young voices, Norway

- I think **picture 2 [techno-fix future]** is the most likely. That is because I think humans (humanity) will manage to stop/survive climate change, and I very much doubt that any of the industrialized countries will sacrifice their standard of living, and then **new technology must be invented.** (respondent)
- **Picture 2** because **the researchers are so smart** that the future will not be destroyed. (respondent)
- A mix of **1 [ecological disaster] and 2.** This is because I believe the **future will bring a lot of new technology**, but also much destruction. I find picture 3 quite unlikely. (respondent)



## What scenario is the most likely?

- High-school survey 2013, Bergen area
- 120 respondents

Ecological disaster	Techno-fix	Ecotopian solution
35 (29%)	73 (61%)	12 (10%)





- According to [Norway's prime minister Erna] Solberg, Norway will now move from vision to concrete actions.
  - *Dagens Næringsliv* (Norwegian financial daily), 22 September 2015







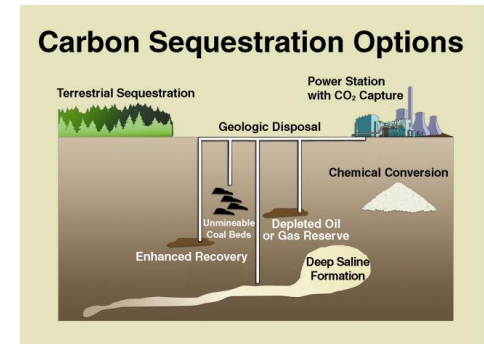
# Norway's political parties and CC solutions

- SV (socialist): 'clean air'; new **technology**
- AP (labour): 'climate'; local and global measures; transportation, cut emissions, climate smart **technology**
- Venstre (liberal): 'environment and climate'; environmentally-friendly **technology**
- MDG (green): 'renewable future'; local focus, solar panels, electric cars, meat-free days
- Høyre (conservative): 'energy and climate'; new **technology**: CCS, energy economics
- FrP (right-wing): N/A



# Climate change solutions - frames

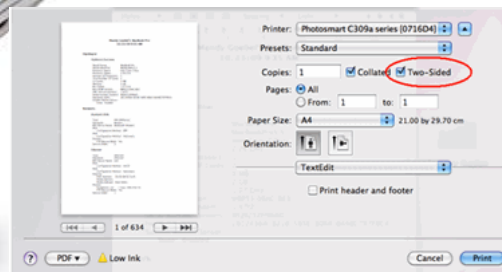
- Technological



- Political / economic



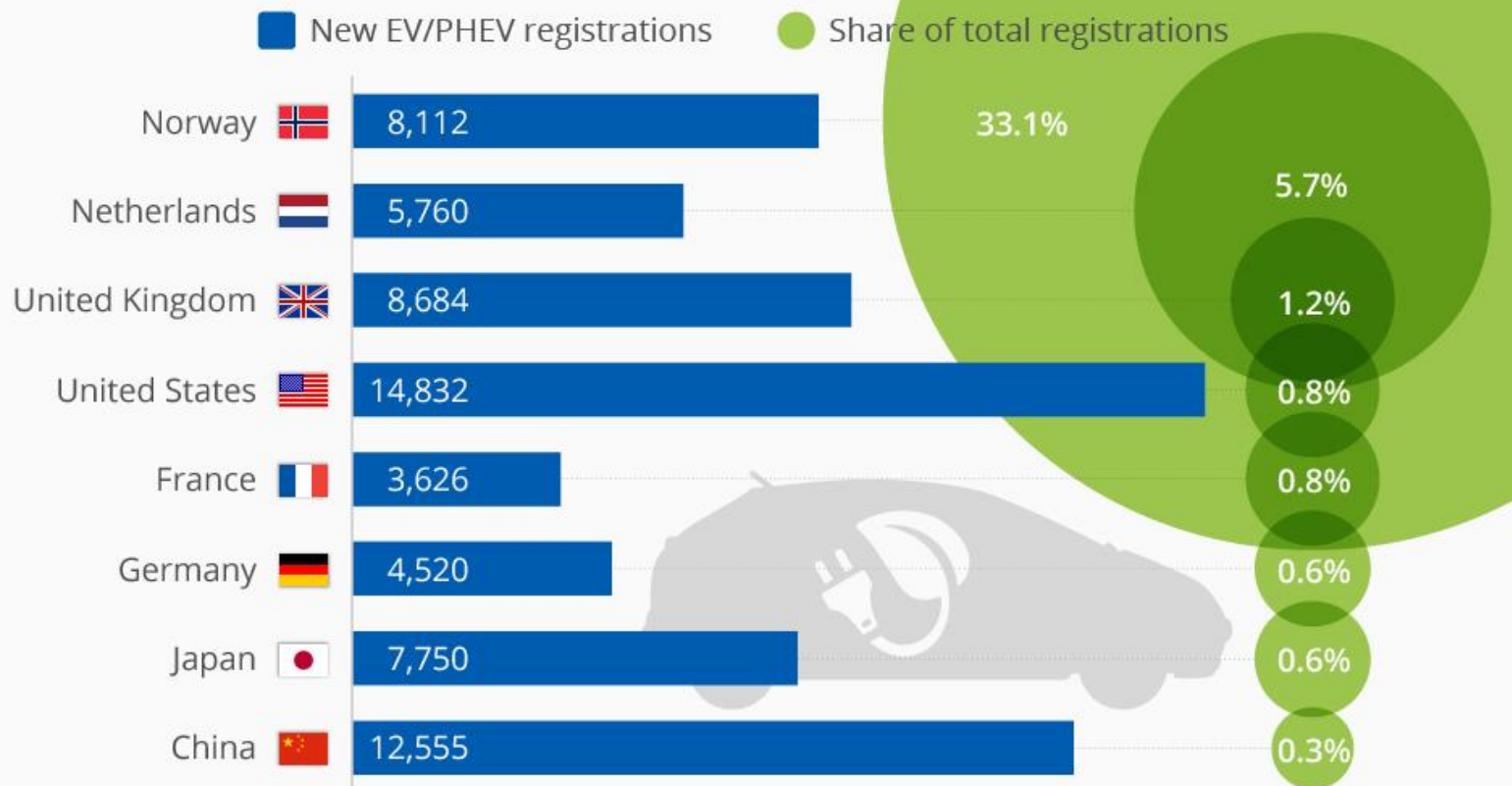
- Social





## Norway Leads The World's Electric Vehicle Market

New EV/PHEV registrations and share of total registrations in Q1 2015\*



\* EV refers to plug-in electric vehicle and PHEV refers to plug-in hybrid electric vehicle



Source: IHS Automotive



## Victims of their own success?

- Norway's government said on Tuesday it would review high taxes on cars but reaffirmed **some of the world's most generous subsidies** for electric vehicles, which mean one in five cars sold in the Nordic nation so far in 2015 is battery-powered.
- A revised budget said that **the runaway success** of electric cars in the nation of 5 million people meant a **projected tax shortfall** of 2 billion crowns (\$267.79 million) for 2015 because of exemptions from value-added tax and other benefits.

- Reuters, May 12, 2015



## Change of message

- The 4th IPCC report strongly focused on **fuel and vehicle technology substitution**. Deep cuts in emissions would mainly be brought about by **a switch from gasoline to biofuels and fuel cell cars**.
- The 5th report's messages are different and more in tune with the growing consensus around **the need for new mobility patterns and a change in transport user behaviors**
  - Blog post by Andreas Kopp,  
<http://blogs.worldbank.org/climatechange/health/do-ipcc-report-messages-transport-provide-strong-rationale-action>



# Talking about the future and climate change solutions



# 'Green' collocations

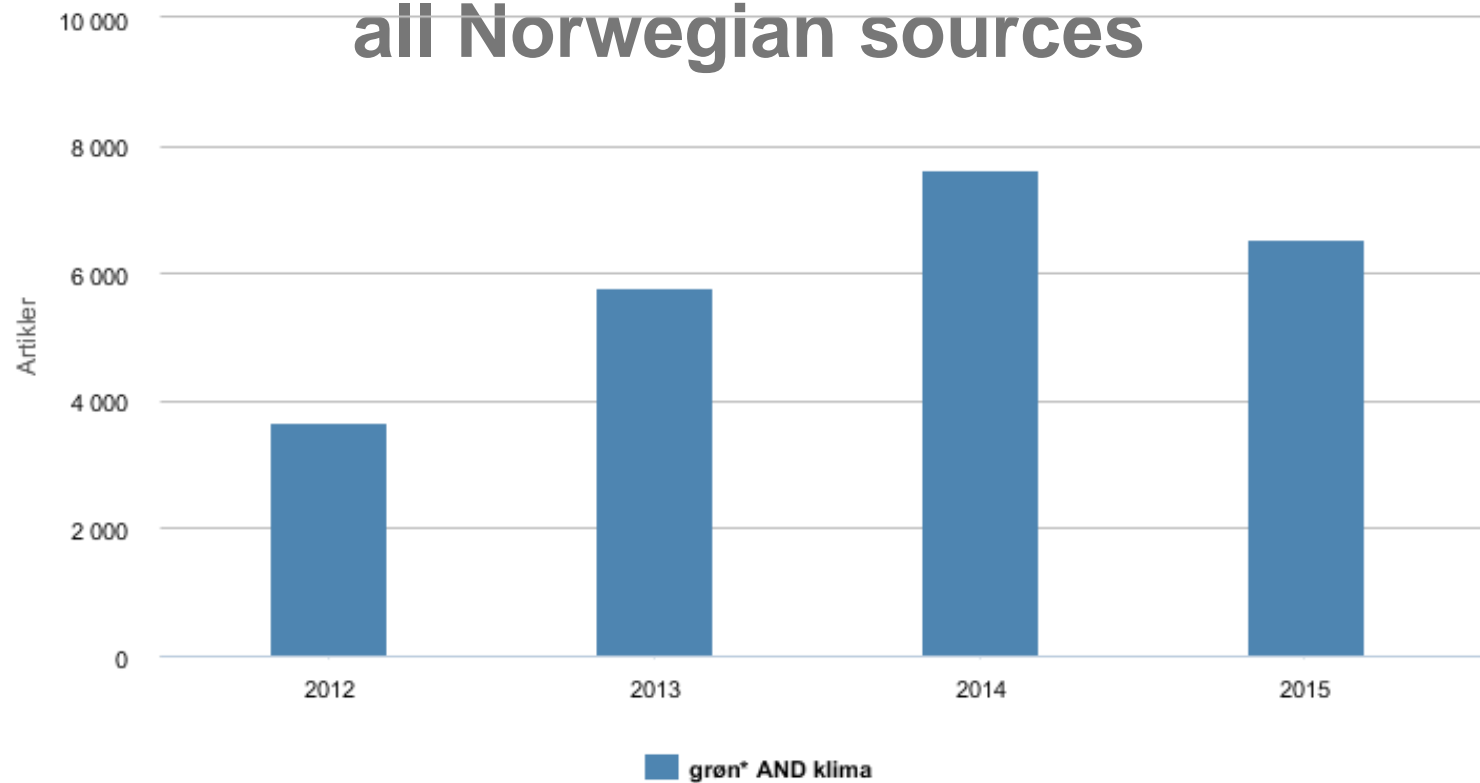
- Green technology
  - Green buildings
  - Green defaults (options)
- 
- Green bloc
  - Green party
  - Green competition (between parties)
  - Green policies
  - Green voters
- 
- Green economy
  - Green investments
  - Green bond market
  - Green workplaces
  - Green-collar jobs







## Grønn + klima, coverage over time, all Norwegian sources

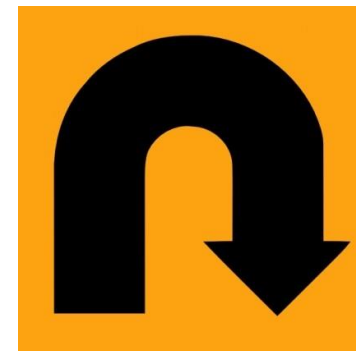


Arkivanalyse utført 06.10.2015



# Linguistic expressions for nature of change

- English-language sources:
- *Technological **revolution***
- *Energy **revolution***
- ***Massive shift** in the energy sector*
- ***Drastic** measures*
- German: (*Energie*)**wende**






## Norway: 'grønt skifte'

- **Skifte** (equivalent to 'change'): far less dramatic than 'revolution'; neutral to positive?



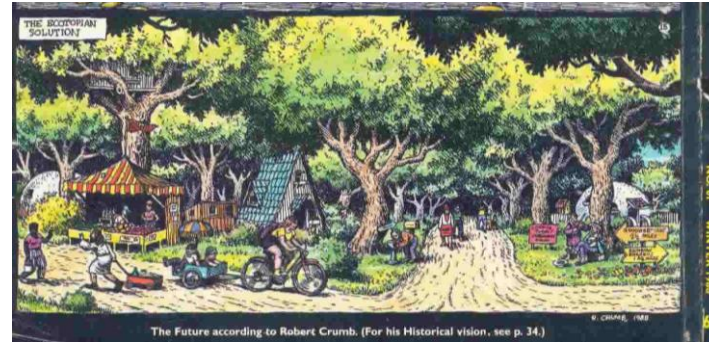
- Description  concept:  
occurrences in Norwegian media (Retriever, all sources included)

	(Et) grønt skifte	Det grønne skiftet	Total
2013	268	234	502
2014	682	829	1511
2015 (Sept)	1522	2210	3732



## CC solutions 2015

- Few signs of ecotopia



- But: emphasis on **co-benefits**
- Not just possible, but often **better**
- *saving water, sources of energy and non-renewable natural resources will ensure **a better future***
  - Blog post cited in Fløttum et al. (2014: 217)



# Showcasing

10:10's #itshappening project:  
stories of things going right

# New energy efficient tea urns for first UK church to divest

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- The Brighthelm centre, Brighton, wanted to 'walk the talk' on sustainability by divesting last year. They're using the money for an energy makeover: LED lighting, new boilers and **new super efficient tea urns!**
- the #itshappening gallery: a showcase of real progress on climate change