



Agenda

Managing the Green Transition – Learnings from Covid for Promoting Green Behavioural Change

Webex

23/10/2020

**The European Commission's
science and knowledge service**

Joint Research Centre

Managing the Green Transition

Webex, 23/10/2020

- 10:00-10:15 **WELCOME TO THE SYMPOSIUM AND THE EU GREEN WEEK 2020**
Hendrik BRUNS and Fiona HALLINAN
- 10:15-10:30 **WELCOME ADDRESS**
Stephen QUEST (Director-General of the Joint Research Centre)
- 10:30-11:00 **SCENE SETTER AND PRESENTATION OF K4P PAGE**
Hendrik BRUNS, Nives DELLA VALLE, Marianna BAGGIO
- 11:00-11:15 **MITIGATING CLIMATE CHANGE DURING AND AFTER COVID-19: CHALLENGES AND WINDOWS OF OPPORTUNITY**
Ulf HAHNEL (Consumer Decision & Sustainable Behavior Lab, University of Geneva) – [more info](#)
- 11:20-11:35 **LINKING HUMAN DESTRUCTION OF NATURE TO COVID-19 INCREASES SUPPORT FOR WILDLIFE CONSERVATION POLICIES**
Ganga SHREEDHAR (Department of Psychological and Behavioural Science, The London School of Economics and Political Science) – [more info](#)
- 11:40-11:55 **COLLECTIVE ACTION, COVID, AND CLIMATE: SOME PARALLELS**
Pete LUNN (Economic and Social Research Institute, The University of Dublin) – [more info](#)
- 12:00-12:15 **PREVENTING AND ADDRESSING PUBLIC FATIGUE: THE WICKED CHALLENGE OF GLOBAL CRISES**
Katrine BACH HABERSAAT (Insights Unit, World Health Organisation Regional Office for Europe) – [more info](#)
- 12:15-13:00 BREAK
- 13:00-14:00 **PANEL DISCUSSION**
- 14:00-14:45 **Q&A (SLIDO)**
- 14:45-15:00 **CLOSING REMARKS AND GOODBYE**

Speaker Bios

Ulf Hahnel (Consumer Decision & Sustainable Behavior Lab, University of Geneva) ([more info](#)) ([relevant article](#))

Ulf is a senior researcher and teaching fellow at the Consumer Decision and Sustainable Behavior Lab. He is also member of the Swiss Center for Affective Sciences (CISA), the Swiss Competence Center for Research in Energy, Society and Transition (SCCER CREST) and member of the editorial advisory board of the *Journal of Environmental Psychology*. He applies research from psychology, affective sciences, and behavioral economics to investigate sustainable consumer decisions.

Ganga Shreedhar (Department of Psychological and Behavioural Science, The London School of Economics and Political Science) ([more info](#)) ([relevant article](#))

Ganga is an Assistant Professor in Behavioural Science in LSE's Department of Psychological and Behavioural Science and an Affiliate of the Department of Geography and Environment. She studies how to change human behaviour in ways that simultaneously benefit people and the planet. She is interested in how, when and why people take action - or fail to – to address complex and 'wicked' global environmental social dilemmas like climate change and the sixth mass extinction.

Pete Lunn (Economic and Social Research Institute, The University of Dublin) ([more info](#)) ([relevant article](#))

Pete Lunn is the founder and head of the ESRI's Behavioural Research Unit. His primary research interest is economic decision-making and, in particular, how people negotiate trade-offs. Pete specialises in designing and conducting laboratory and field experiments to inform policy. He has recently expanded the work of the Behavioural Research Unit to investigate decisions and behaviours that affect environmental and major public health outcomes.

Katrine Bach Habersaat (Insights Unit, WHO Regional Office for Europe) ([more info](#)) ([relevant article](#)).

Katrine Bach Habersaat is acting Team Lead for the Insights Unit of the WHO Regional Office for Europe. She has worked for 20 years in international development, health promotion and communication with a focus on leveraging behavioural and cultural insights in policy and programme planning. She has specialized in behavioural insights related to vaccine acceptance and demand; however, has broadened the scope to health behaviours in general, currently with a particular focus on COVID-19.