

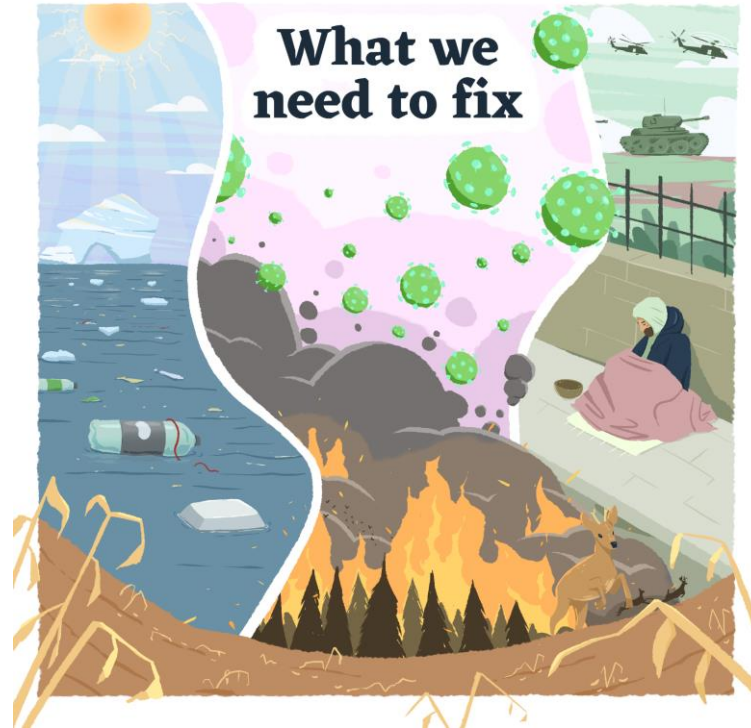
# Psychologie voor een betere toekomst

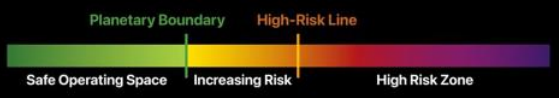
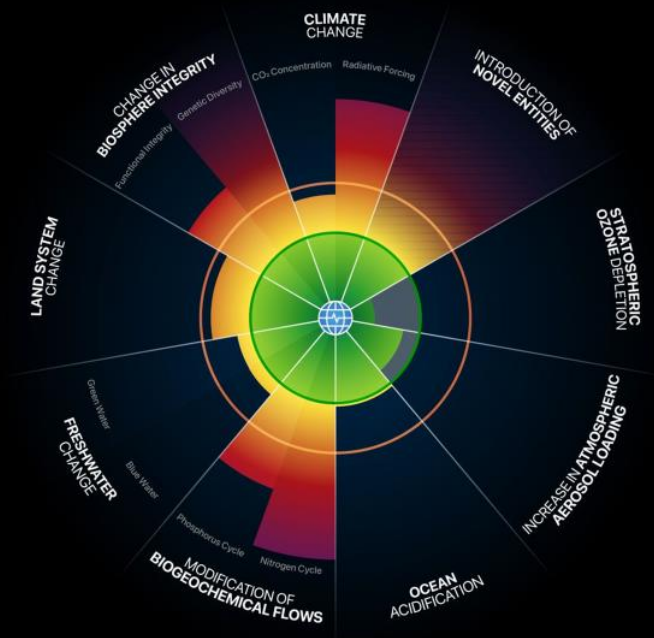
15 April 2026

Prof. dr. Esther K. Papies

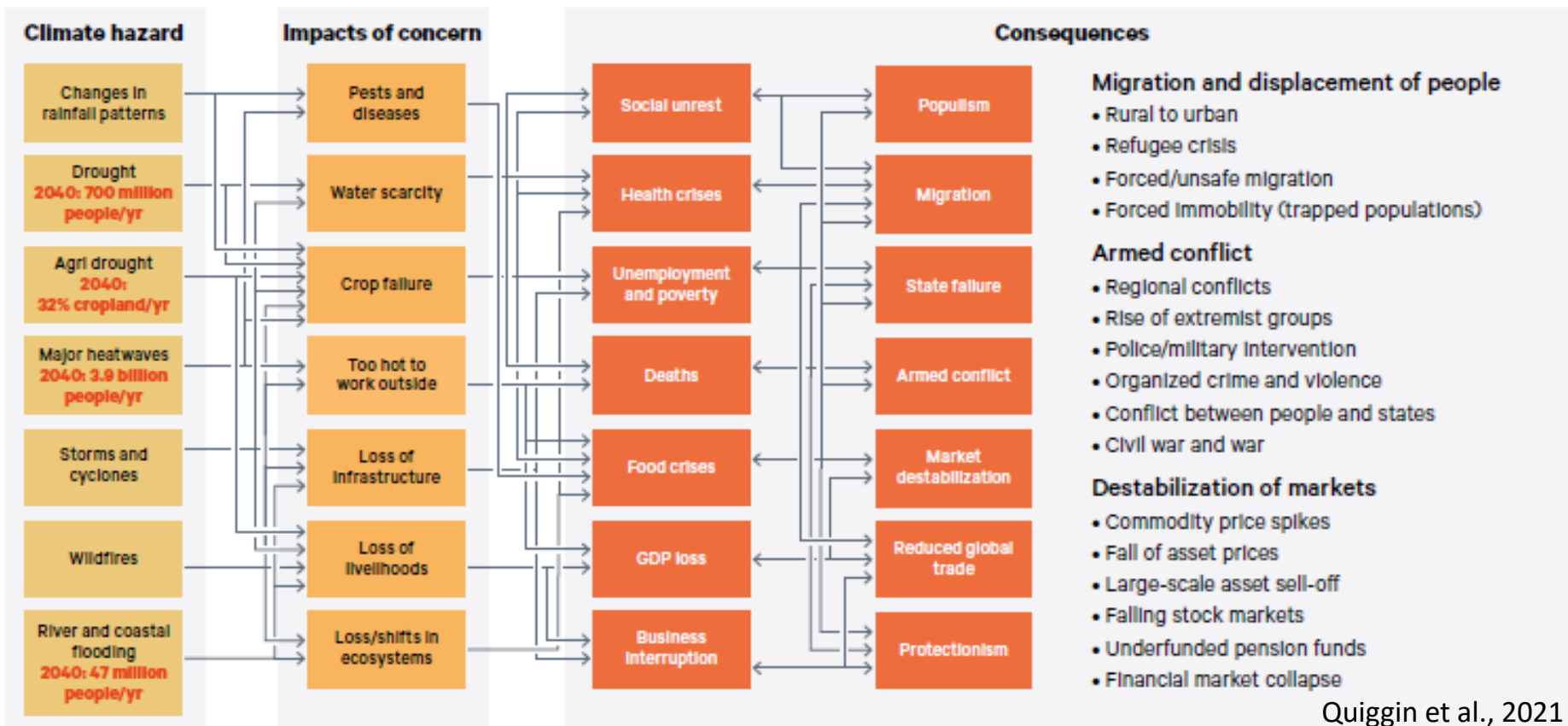
NMU Netwerkevent | Utrecht

# 1. Crisis van planetaire gezondheid

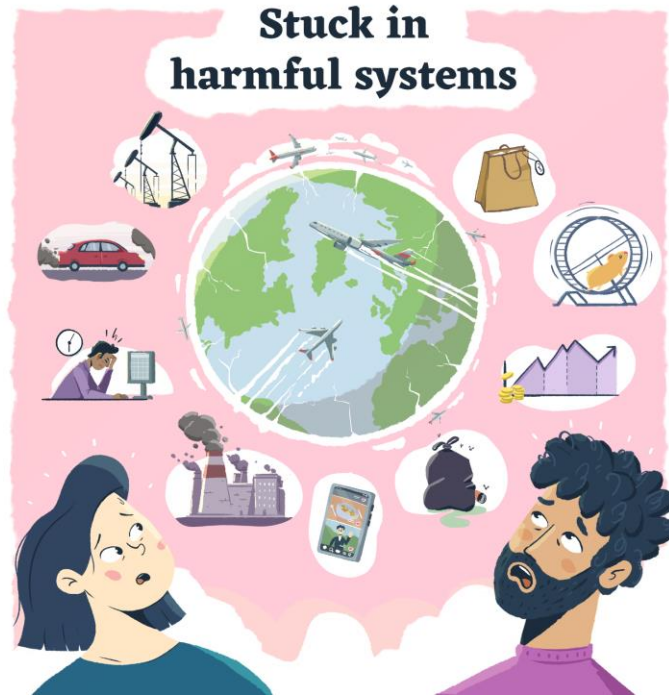




# Risico's voor de samenleving



## 2. Crisis van systemen en gedrag



# Systemen van excessieve consumptie

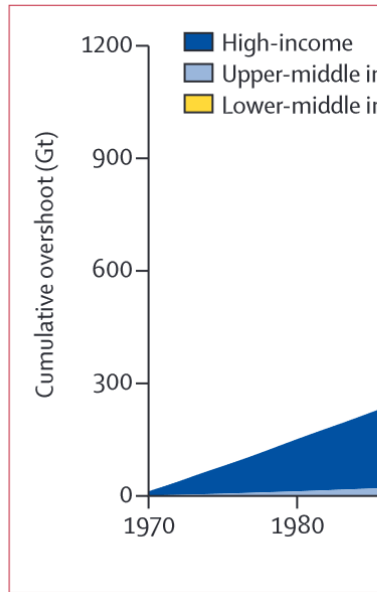
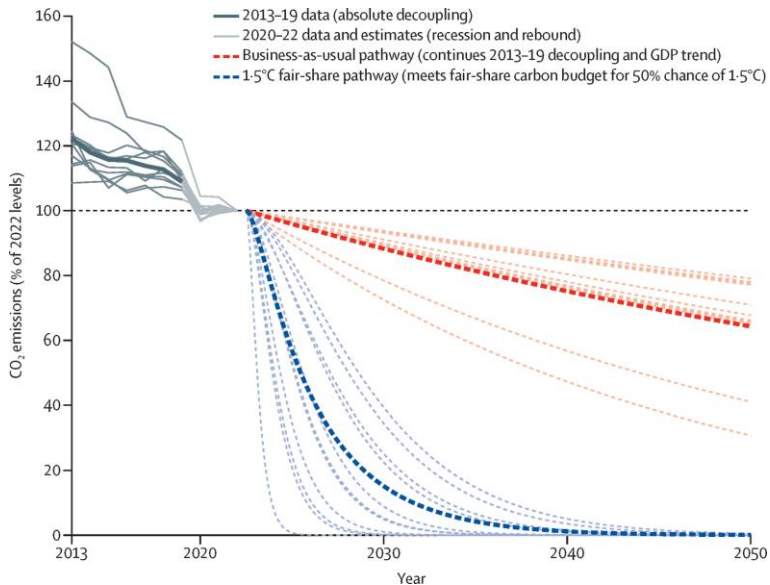


Figure 1: Cumulative excess resource use 1970-2017

Excess resource use for low-income countries is very small and thus not visible in this figure.



# Groene groei bestaat niet



**Figure 1 Emission reductions achieved in high-income countries through recent absolute decoupling are highly insufficient for complying with their fair-shares of the 1.5°C global carbon budget**

Empirical data and future scenarios of consumption-based CO<sub>2</sub> emissions (expressed as percentages of 2022 levels) for the 11 high-income countries that have recently achieved absolute decoupling (thin curves), and their population-weighted average (bold curves) are shown. Data for the absolute decoupling period (2013–19) are shown in dark grey, with data and estimates for the recession and rebound period (2020–22) shown in light grey. The dashed red curves show projected future emissions for a continuation of country-level 2013–19 average GDP growth rates and decoupling rates (business as usual). The dashed blue curves show emissions pathways that would limit the cumulative future emissions of countries to their respective fair-shares of the remaining global carbon budget for a 50% chance of a maximum increase of 1.5°C. Differences between different country pathways (thin curves) reflect differentiated mitigation achievements and fair-share mitigation requirements (not uncertainty as such). GDP=gross domestic product.



Ministerie van Klimaat en  
Groene Groei

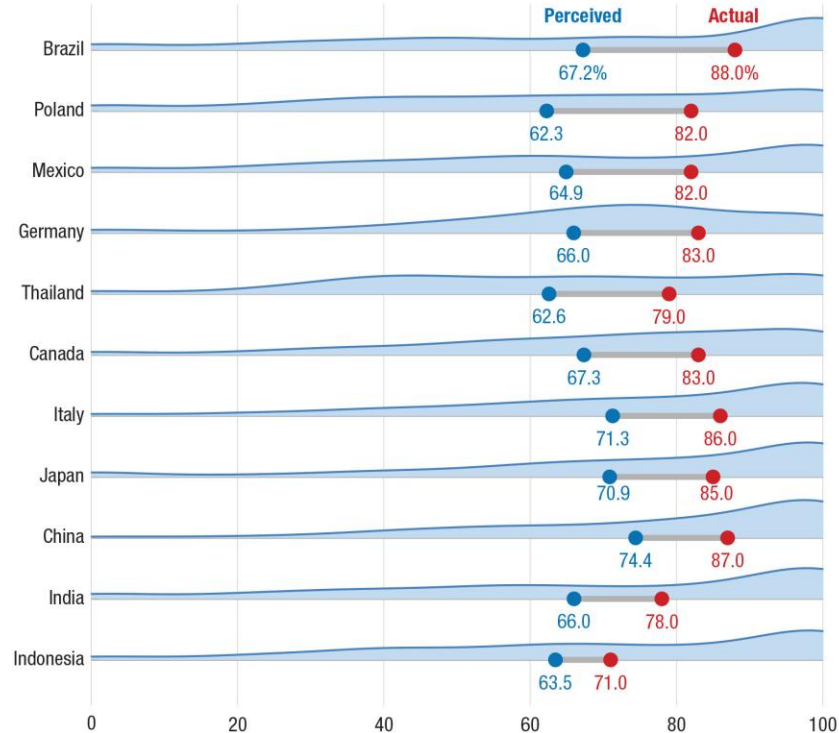
“Green Growth” is not happening, and there is no evidence it is possible.

Vogel, J., & Hickel, J. (2023). Is green growth happening? An empirical analysis of achieved versus Paris-compliant CO<sub>2</sub>-GDP decoupling in high-income countries. *The Lancet Planetary Health*, 7(9), e759–e769. [https://doi.org/10.1016/S2542-5196\(23\)00174-2](https://doi.org/10.1016/S2542-5196(23)00174-2)

# Weten van klimaatverandering ...

The Climate Is Changing, and Human Activity Is Mainly or Partly Responsible.

*n* = 328–354 Per Country

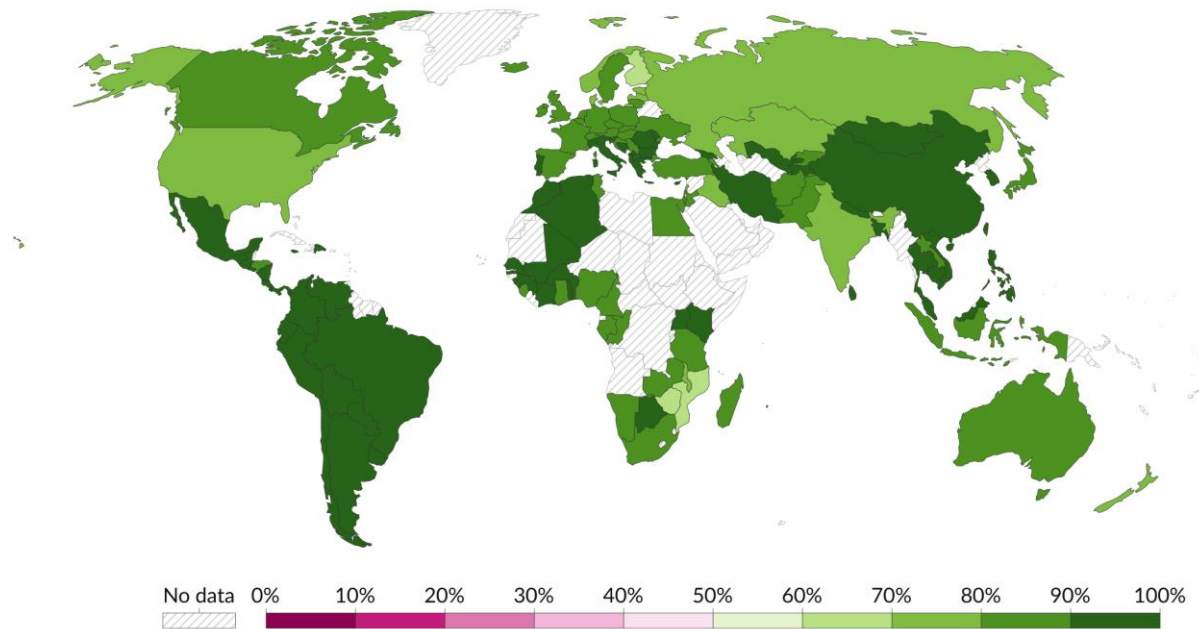


# ... en hoop op een betere aanpak

## Share of people who say their government should do more to tackle climate change, 2024

Our World  
in Data

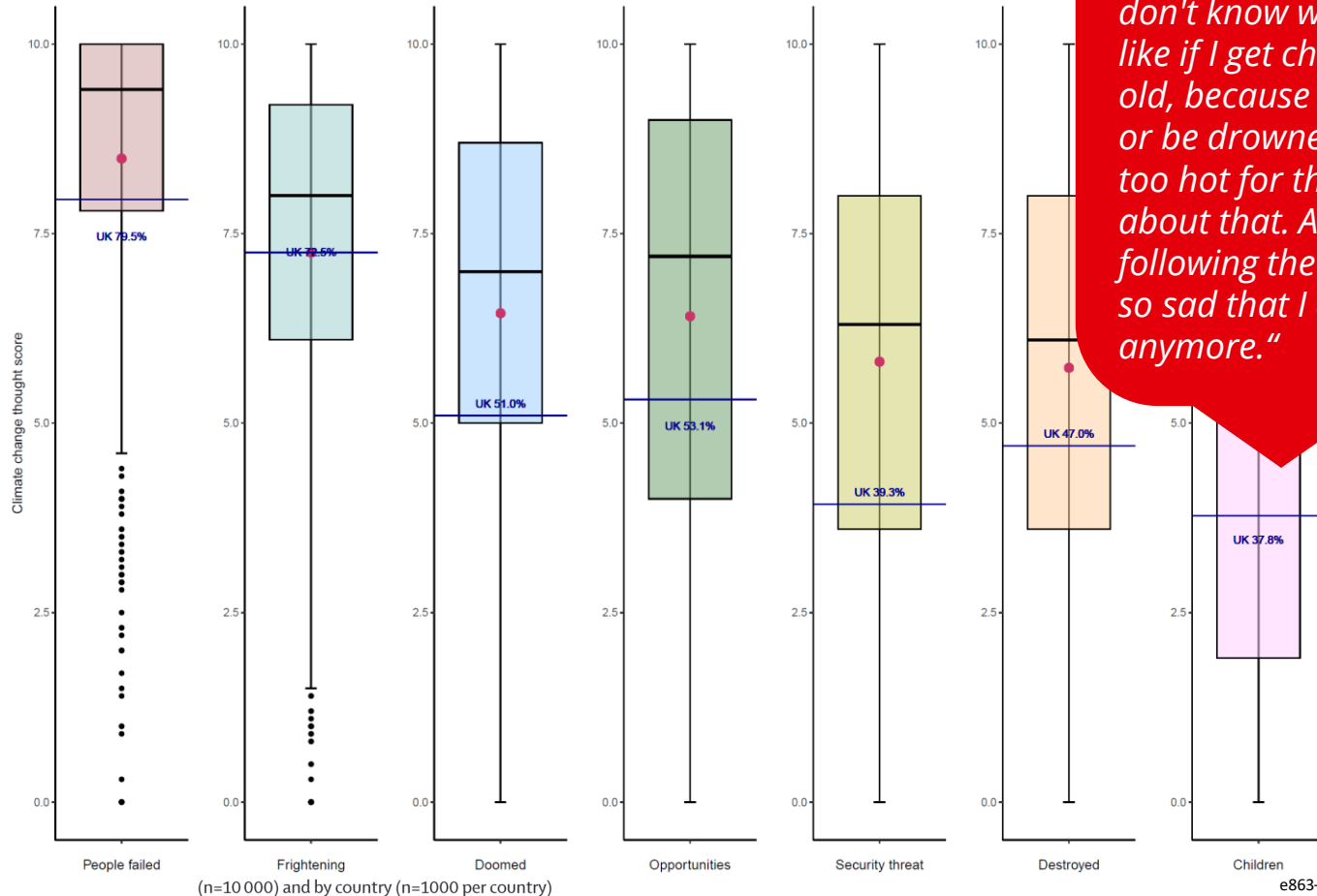
Based on representative surveys of almost 130,000 people across 125 countries. Participants were asked: "Do you think the national government should do more to fight global warming?"



Data source: Andre et al. (2024). Globally representative evidence on the actual and perceived support for climate action.

[OurWorldinData.org/climate-change](https://OurWorldinData.org/climate-change) | CC BY

# Zorgen bij de jonge generatie



*"It made me sad, because I thought, I don't know what to do with it. But I feel like if I get children, they will never get old, because before that time they will or be drowned in water or just it gets too hot for them. So, I worried a lot about that. And that's why I stopped following the news, because it made me so sad that I don't want to see it anymore."*

Hill-Harding, C., Barsalou, L., & Papies, E. K. (2025). Students' emotional experiences with climate change and how universities can help. *Global Environmental Psychology*, in press. Preprint: <https://doi.org/10.31234/osf.io/nu76j>

..., C., Marks, E., Pihkala, P., Clayton, S., Lewandowski, R. E., Mayall, B., Mellor, C., & van Susteren, L. (2021). Climate anxiety in and young people and their beliefs about government responses to change: A global survey. *The Lancet Planetary Health*, 5(12), e863–e873. [https://doi.org/10.1016/S2542-5196\(21\)00278-3](https://doi.org/10.1016/S2542-5196(21)00278-3)

# Weerstand tegen verandering

"The lifestyle impacts of adopting those measures in their entirety could be **too harsh**. Moving towards them is more achievable."

"If I was doing it voluntarily it would be fine, as it is my own choice and **I can stop whenever I want.**"

"It must be at **no cost to me.**"

"I would do more recycling or something that **doesn't impact my lifestyle.**"

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"It's as simple as "I **want** these things".

"Travel and holidays are such an important part of my life. My favourite **pastime** and when I'm not travelling shopping is my **hobby.**"

"I can't compromise the **quality of my life** I'm sorry."

"I **work hard** to earn my salary and I'll spend it on however many flights, cars, steak dinners as I'd like."



# 3. Crisis van de verbeelding



# "CONSUMINDEREN?"



## ACHTERGROND

Den Haag blijft opvallend stil over de energiecrisis: minder verbruiken is geen populaire boodschap

**Oorlog Iran** De Europese Commissie riep lidstaten deze week op om minder brandstof te verbruiken wegens de oorlog rond Iran, maar die urgentie hoor je in Den Haag nog niet. De Tweede Kamer neigt eerder naar compensatie voor de stijgende energieprijzen.



Rosa Uijtewaal vanuit Den Haag

1 april 2026 • Leestijd 3 minuten

Luister 

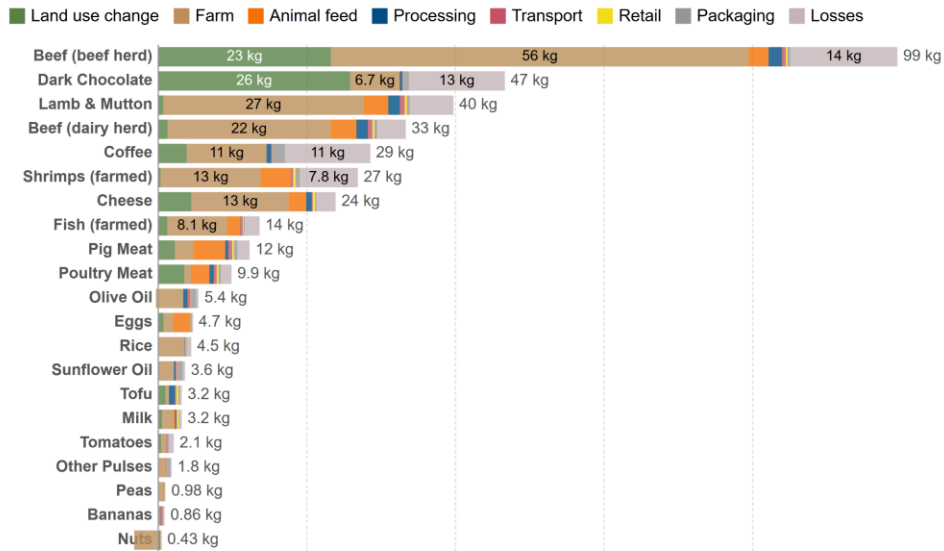
Geef cadeau 

Deel 

Leeslijst 

# Food: greenhouse gas emissions across the supply chain

Greenhouse gas emissions<sup>1</sup> are measured in carbon dioxide-equivalents (CO<sub>2</sub>e) per kilogram of food.



Source: Joseph Poore and Thomas Nemecek (2018).

OurWorldInData.org/environmental-impacts-of-food • CC BY

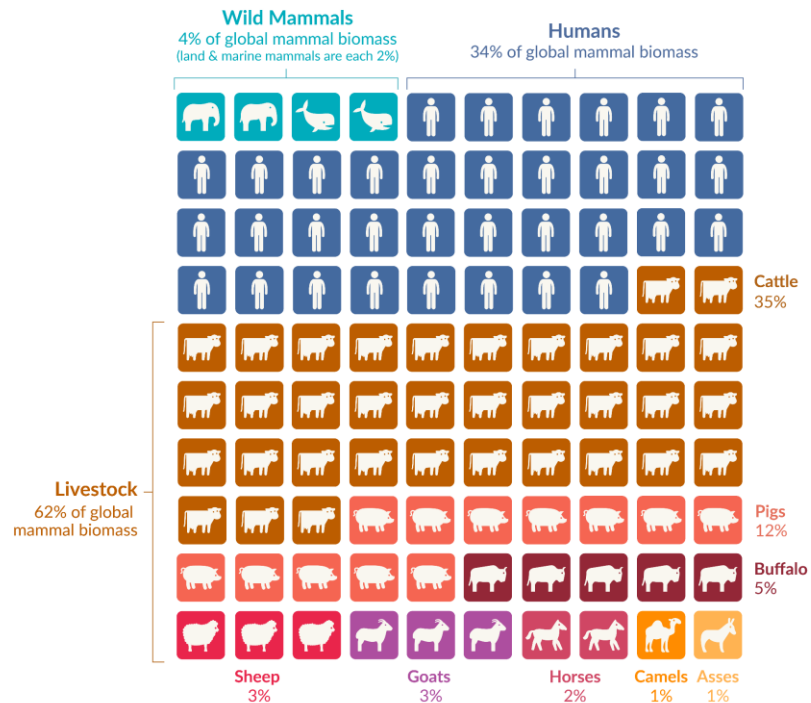
**1. Greenhouse gas emissions:** A greenhouse gas (GHG) is a gas that causes the atmosphere to warm by absorbing and emitting radiant energy. Greenhouse gases absorb radiation that is radiated by Earth, preventing this heat from escaping to space. Carbon dioxide (CO<sub>2</sub>) is the most well-known greenhouse gas, but there are others including methane, nitrous oxide, and in fact, water vapor. Human-made emissions of greenhouse gases from fossil fuels, industry, and agriculture are the leading cause of global climate change. Greenhouse gas emissions measure the total amount of all greenhouse gases that are emitted. These are often quantified in carbon dioxide-equivalents (CO<sub>2</sub>e) which take account of the amount of warming that each molecule of different gases creates.

**2. Carbon dioxide-equivalents (CO<sub>2</sub>e):** Carbon dioxide is the most important greenhouse gas, but not the only one. To capture all greenhouse gas emissions, researchers express them in 'carbon dioxide-equivalents' (CO<sub>2</sub>e). This takes all greenhouse gases into account, not just CO<sub>2</sub>. To express all greenhouse gases in carbon dioxide-equivalents (CO<sub>2</sub>e), each one is weighted by its global warming potential (GWP) value. GWP measures the amount of warming a gas creates compared to CO<sub>2</sub>. CO<sub>2</sub> is given a GWP value of one. If a gas had a GWP of 10 then one kilogram of that gas would generate ten times the warming effect as one kilogram of CO<sub>2</sub>. Carbon dioxide-equivalents are calculated for each gas by multiplying the mass of emissions of a specific greenhouse gas by its GWP factor. This warming can be stated over different timescales. To calculate CO<sub>2</sub>e over 100 years, we'd multiply each gas by its GWP over a 100-year timescale (GWP100). Total greenhouse gas emissions – measured in CO<sub>2</sub>e – are then calculated by summing each gas' CO<sub>2</sub>e value.

# Distribution of mammals on Earth



Mammal biomass is measured in tonnes of carbon, and is shown for the year 2015. Each square corresponds to 1% of global mammal biomass.



Note: An estimate for pets has been included in the total biomass figures, but is not shown on the visualization because it makes up less than 1% of the total.

OurWorldInData.org — Research and data to make progress against the world's largest problems.

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### Top hashtags in meat-based posts:

#food  
#foodporn  
#foodie  
#dinner  
#Sunday  
#delicious  
#yummy  
#lunch

### Top hashtags in plant-based posts:

#veganfood  
#whatveganseat  
#recipes  
#dinner  
#foodporn  
#veganlife  
#healthy  
#meals



Zacht, fris, knapperig



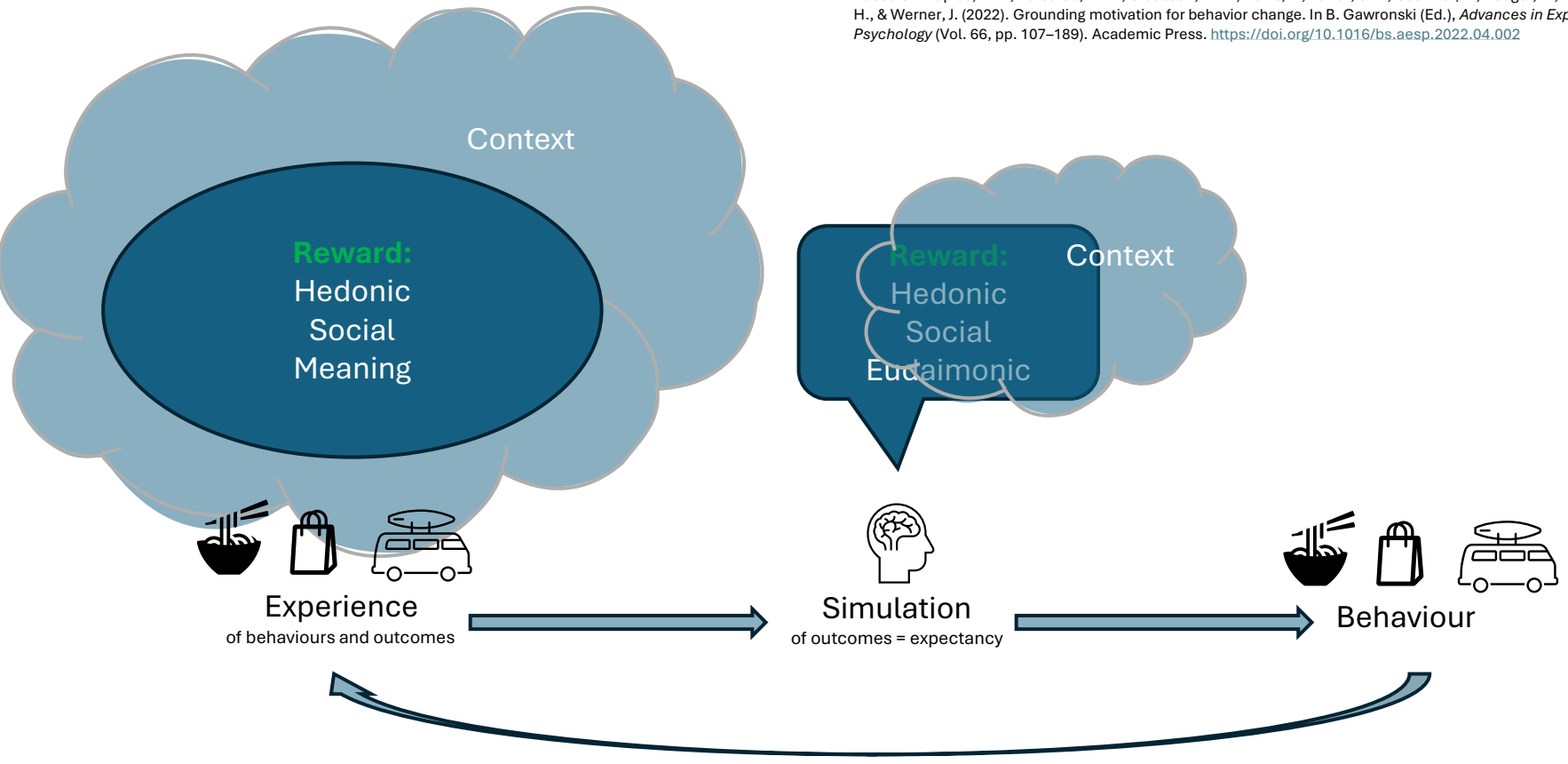
Fris, mals, pittig



Geblancheerd, gegrild, getopt, geroosterd

# Hoe werkt gedragsverandering?

- ✓ Hedonisch
- ✓ Sociaal
- ✓ Betekenisvol



# Focus op belondende *simulaties* maakt plantaardig eten aantrekkelijker

A diced butternut hotpot combined with lentils and spinach, added coconut and lemongrass, a pinch of Indian spices, and served with pilau rice.

Pizza topped with vegan mozzarella, mushrooms, and pine nuts, garnished with watercress and a dash of truffle oil.

Spiced chickpea and spinach burger seasoned with a pinch of cumin, coriander, and turmeric, topped generously with houmous, red pepper chutney and red pickled onions, and served in a roll.

**Comforting evening** hotpot made of **warm** butternut, lentils, and spinach, with **rich** coconut, lemongrass, and **tangy** Indian spices, served with **flavourful** pilau rice.

**Friday night** pizza with **tasty** vegan mozzarella, **savoury** watercress, **satisfying** pine nuts, **earthy** mushrooms, and **delicious** truffle oil.

**Pub-style** chickpea and spinach burger spiced with **warming** cumin, coriander, and turmeric, topped with **tasty** houmous, **delicious** red pepper chutney and yummy red pickled onions, served in a **filling** roll.



# 4. Psychologie voor een betere toekomst

# Wanneer ben jij gelukkig?



Go to [wooclap.com](https://wooclap.com)

Enter the event code in the top banner

Event code

**FZQKPX**



[Copy participation link](#)

Waiting for participants ...



**Table 4** Happiness in Different Activities (fixed effects regression model)[Open in new tab](#)

Happy (0–100)		
Activities (in rank order)	Coefficient	t
Intimacy, making love	14.20	(44.4)
Theatre, dance, concert	9.29	(29.6)
Exhibition, museum, library	8.77	(25.0)
Sports, running, exercise	8.12	(45.5)
Gardening, allotment	7.83	(22.8)
Singing, performing	6.95	(17.5)
Talking, chatting, socialising	6.38	(75.2)
Birdwatching, nature watching	6.28	(11.4)
Walking, hiking	6.18	(37.0)
Hunting, fishing	5.82	(3.98)
Drinking alcohol	5.73	(54.0)
Hobbies, arts, crafts	5.53	(22.5)
Meditating, religious activities	4.95	(11.2)
Match, sporting event	4.39	(15.2)
Childcare, playing with children	4.10	(19.4)
Pet care, playing with pets	3.63	(17.1)
Listening to music	3.56	(27.6)
Other games, puzzles	3.07	(11.1)
Shopping, errands	2.74	(25.1)
Gambling, betting	2.62	(2.82)
Watching TV, film	2.55	(36.3)
Computer games, iPhone games	2.39	(18.4)

Cooking, preparing food	2.14	(22.0)
Drinking tea/coffee	1.83	(18.4)
Reading	1.47	(13.3)
Listening to speech/podcast	1.41	(9.62)
Washing, dressing, grooming	1.18	(11.5)
Sleeping, resting, relaxing	1.08	(11.4)
Smoking	0.69	(3.16)
Browsing the Internet	0.59	(6.13)
Texting, email, social media	0.56	(5.64)
Housework, chores, DIY	-0.65	(-6.59)
Travelling, commuting	-1.47	(-16.2)
In a meeting, seminar, class	-1.50	(-9.01)
Admin, finances, organising	-2.45	(-14.2)
Waiting, queueing	-3.51	(-22.7)
Care or help for adults	-4.30	(-7.75)
Working, studying	-5.43	(-44.0)
Sick in bed	-20.4	(-67.9)

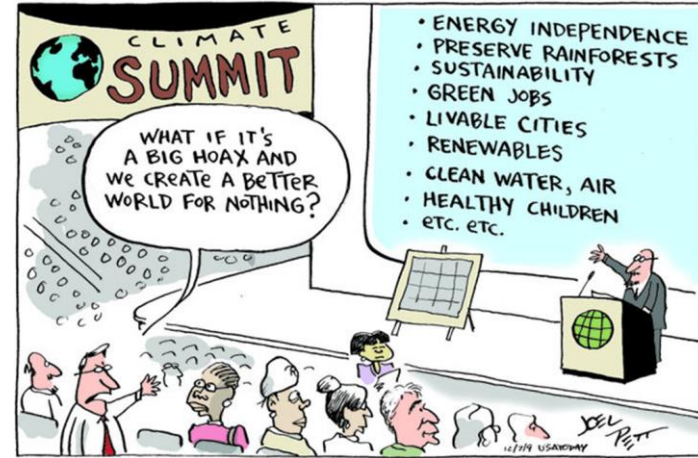
... duurzame activiteiten  
... en niet het doel van de economie.

# Health and social co-benefits

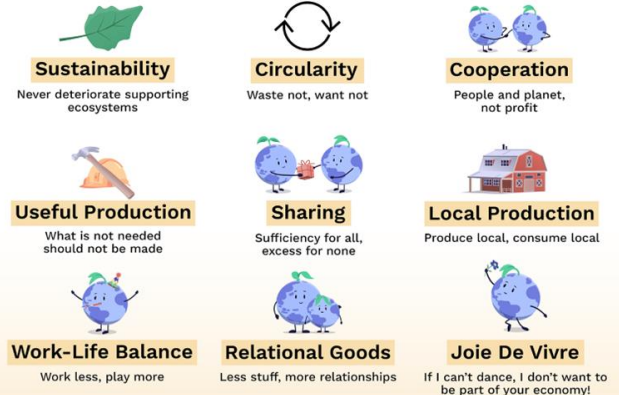
- Van klimaatmaatregelen: geld besparen, meer comfort, meer sociale interacties, betere gezondheid, ...

## Post-groei ("brede welvaart"):

- Minder productie, consumptie, reclame en afval, vooral van minder nodige goederen en diensten; minder verbruik van energie en grondstoffen; minder werk; minder uitbuiting en colonialisme; etc.
- Meer tijd voor familie, zorg, samenzijn, buiten zijn, en cultuur; meer ruimte voor natuur, ook in steden; betere fysieke, mentale, en sociale gezondheid; minder stress en ongelijkheid; schone lucht en water; en veilige toekomst.
- ***Door dit te benadrukken kun je anderen motiveren.***



## Principles of Degrowth





**AMBITION LAWRENCE WESTON**

**HOW DID 'UNRULY RESIDENTS'  
BUILD ENGLAND'S BIGGEST  
WIND TURBINE?**



**FORDHALL COMMUNITY FARM**

**WHY DO 8000 PEOPLE  
CO-OWN THIS FARM?**



**CARRICK GREENGROCERS**

**A MASTERCLASS IN  
BUILDING COMMUNITY  
THROUGH FOOD**



**The alternatives**

**'Why would you take away  
a parking place?': the city  
where anyone can build an  
urban oasis**

People enjoying a grätzloase in Vienna, constructed on a former parking bay. Photograph: Max Slovencik

Grätzloasen - low-cost, urban 'parklets' built by volunteers - are on the rise in Vienna, as streets are being won over by



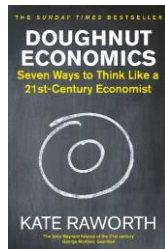
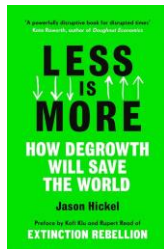
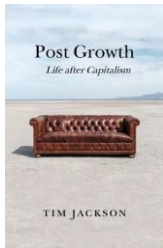
# Tips

- 1. Jullie creëren een betere toekomst.** Als onderdeel van een groeiende beweging. Systemen die de oude kunnen vervangen.
- 2. Praat over een betere toekomst.** Niet over “consuminderen”. Dat is goed voor jezelf, en leuk voor de ander.
- 3. Motiveer anderen door co-benefits te benoemen die voor *hun* belangrijk zijn.** Geld besparen? Meer tijd voor je gezin? Gezonde baby? Schone lucht? Gezellige wijken? Kinderen die buiten spelen? ...
  - Motivatie komt voor uit positieve verwachtingen.



# Vragen en Reflectie

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iversity

