

Mees

Sustainable Action and Motivation

Pathways for Individuals, Institutions and Humanity

Sustainable Action and Motivation proposes individual competencies and institutional policies that can help overcome the motivational hurdles that hamper sustainable action. Following the Paris Agreement of 2015 and the UN Sustainable Development Goals, the political momentum urgently to begin the drastic reduction of greenhouse gas emissions has increased significantly. Affluent, high-income OECD countries are expected to take the lead in the global transition to a low carbon society. Given this, we need a better understanding of the motivational problems that people in affluent countries face with acting sustainably. This book investigates the above questions by analysing three fundamentally different perspectives: individuals and their motivation to act sustainably; institutions who take responsibility for issuing policies that steer us towards taking sustainable action; and humanity, each individual member of which ought to understand his or her non-sustainable behaviour in relation to the continued existence of the collective of human beings. Using theories from empirical psychology and a phenomenological approach to the research, this book will be of great interest to students and scholars of practical philosophy, psychology of motivation and environmental psychology, as well as policymakers looking for ways to implement effective policies that encourage pro-environmental behaviour.



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