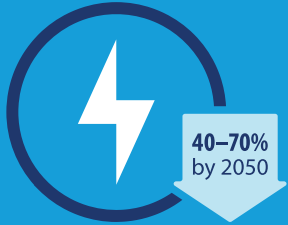


Limiting Global Warming: Demand and Social Aspects

🕒 Demand side responses are consistent with improving basic wellbeing for all. A combination of effective policies, access to improved infrastructure and technologies leading to behaviour change has the potential to support reductions in emissions.

THE BIG PICTURE

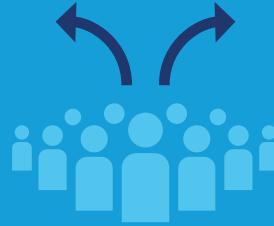
THREE BROAD TYPES OF DEMAND-SIDE MEASURES:



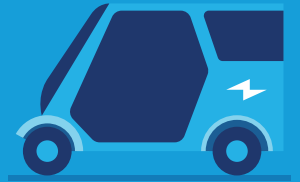
The indicative potential of demand-side strategies to reduce direct and indirect CO₂ and non-CO₂ GHG emissions in three end-use sectors (buildings, land transport, and food) globally is 40-70% by 2050.



'Socio-cultural factors', associated with individual choices, behaviour, lifestyle changes, social norms, and culture.



Infrastructure access and use enables changes in individual choices and behaviour.



Uptake of technologies by end-users.

WHAT CAN BE DONE

Infrastructural changes

Reducing long-haul aviation and providing short-distance low-carbon urban infrastructures.



Socio-cultural changes



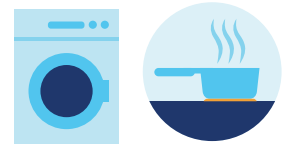
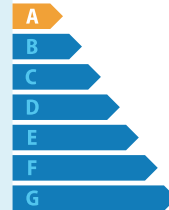
Switching to plant-based diets.

Shifts to public transit



Technological changes

Increased use of energy efficient end-use technologies in the building sector.



Efficient Appliances

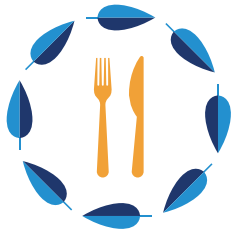


Car-pooling/sharing



Lifestyle changes

There are many identified actions that people could choose to reduce their carbon footprint. Examples include:



Sustainable diet and seasonal/fresh food



Reduced appliance use



Cooling setpoint adjustments

Less car transport and prioritising car-free mobility by walking, cycling, and adoption of electric mobility.

Cultural change

People act and contribute to climate change mitigation in their diverse capacities as consumers, citizens, professionals (e.g. city planners, architects, builders, teachers), role models, investors, and policymakers.



Improving services

Many **services can be improved** across urban areas, buildings, and transport **while reducing energy demand**.

Examples include changes in the built environment, new and repurposed infrastructure, more compact cities, co-location of jobs and housing, more efficient use of floor space and energy in buildings, and reallocation of street space for active mobility.

Choice architecture

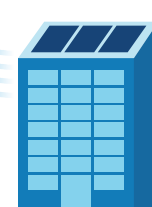
The **way choices are presented** (choice architecture), as well as **price signals** (consumer prices) can **influence decision-making**, examples include:



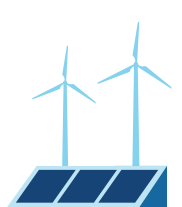
Balanced plant based diets and food waste reduction



Adaptive heating and cooling choices for thermal comfort



Integrated building renewable energy



Green defaults, such as automatic enrolment in "green energy" provision

Judicious labelling, framing, and communication can increase the effect of mandates, subsidies, or taxes



Structural changes and political action enable the uptake of low-carbon choices.



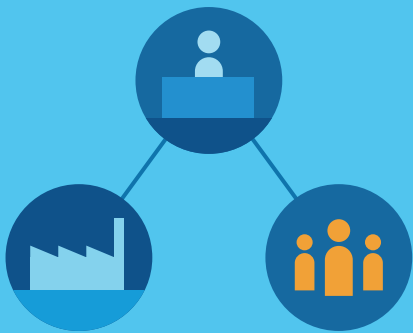
Mitigation potential of digitalization could be realised if supported with direct public policy and regulation.

Collective action and social organising underpin system change. Climate strikes have given voice to youth in more than 180 countries.



Active participation of all stakeholders result in building social trust and positive climate governance capacity and policies.

Middle actors -professionals, experts, and regulators- play a crucial albeit underestimated and underutilised role in establishing low-carbon standards and practices.

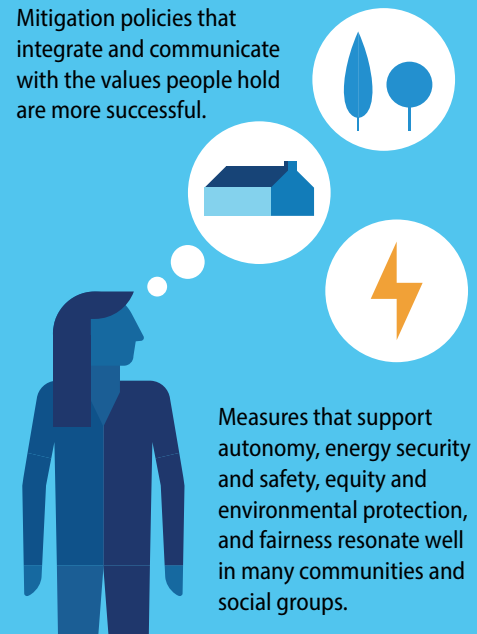


Building managers, landlords, energy efficiency advisers, craftspeople, and car dealers influence patterns of mobility and energy consumption.

Social influencers and thought leaders can increase the adoption of low-carbon technologies, behaviours, and lifestyles.



Mitigation policies that integrate and communicate with the values people hold are more successful.



Measures that support autonomy, energy security and safety, equity and environmental protection, and fairness resonate well in many communities and social groups.

OVERCOMING BARRIERS

INDIVIDUAL BEHAVIOUR FOCUSED

Individuals and households worldwide are generally motivated to reduce energy consumption, but lack knowledge of how best to do so and capacity to act. Individual behavioural change is insufficient for climate change mitigation unless embedded in structural and cultural change.



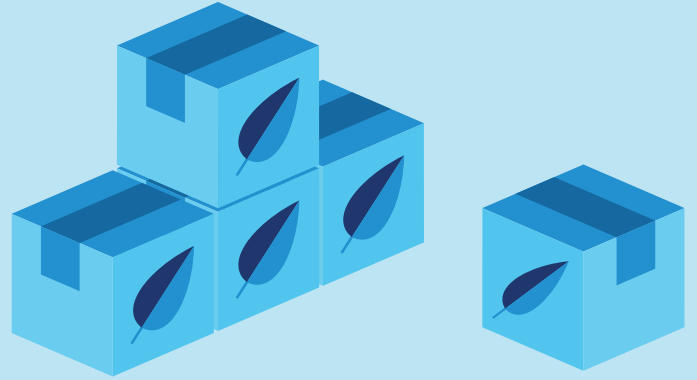
Demand-side solutions require both motivation and capacity for change. Individual or sectoral level change may be stymied by reinforcing social, infrastructural, and cultural lock-ins. Coordinating the way choices are presented to end users and planners, physical infrastructures, new technologies and related business models can rapidly realise system-level change.



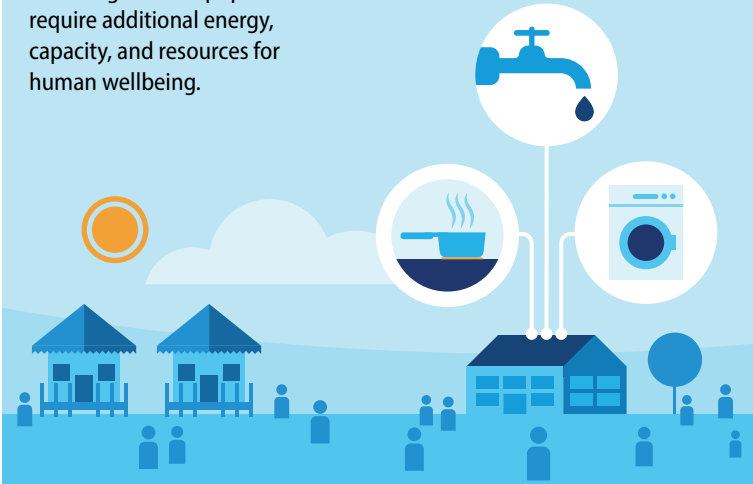
Current effects of climate change along with some mitigation strategies are threatening the viability of existing business strategies. Policy packages that include job creation help to preserve social trust, livelihoods, respect, and dignity of all workers and employees involved.



Some corporate efforts may also delay mitigation action. Corporate advertisement and brand building strategies may attempt to deflect corporate responsibility to individuals or appropriate climate care sentiments in their own brand-building.



Some regions and populations require additional energy, capacity, and resources for human wellbeing.



Individuals with high socio-economic status contribute disproportionately to emissions and have the highest potential for emissions reductions while maintaining decent living standards.



Addressing inequality and many forms of status consumption (i.e. to publicly demonstrate social prestige) along with focusing on wellbeing supports climate change mitigation efforts.



There are potential synergies between sustainable development and energy efficiency and renewable energy, urban planning with more green spaces, reduced air pollution, and demand side mitigation including shifts to balanced, sustainable healthy diets.



To read full AR6 Working Group III report, please visit www.ipcc.ch/report/ar6/wg3