



University of
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School

- Iain Black: Professor of Sustainable Consumption, University of Strathclyde Business School



Global
Tipping
Points

‘The aim today is to discuss the green economy in Scotland, to identify current and future needs that can inform policy development and identify gaps.’



Scotland's centre of expertise connecting
climate change research and policy



To ignite...



Emotions



Cognitions



Actions



Nudge leverage points

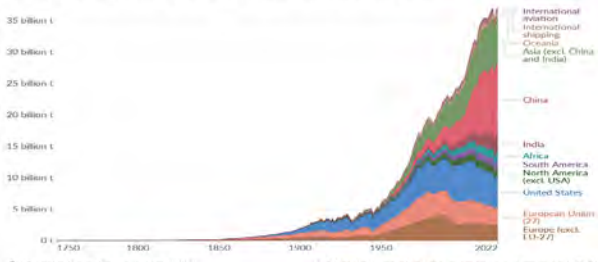


Challenge mindsets

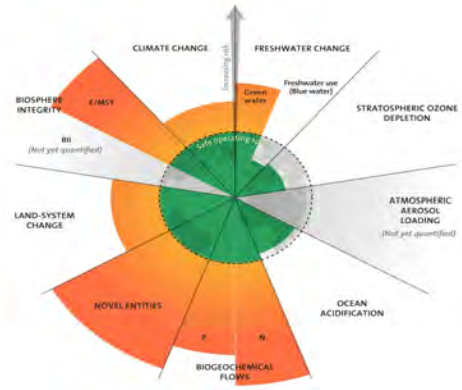
- A provocation, or summary of evidence...
- In building Scotland's green economy: Where are we now?
- Reframing Scotland's green economy: A story of 3 papers
- Provoking a research agenda to build the conditions for success

Annual CO₂ emissions by world region

Emissions from fossil fuels and industry* are included, but not land-use change emissions. International aviation and shipping are included as separate entities, as they are not included in any country's emissions.



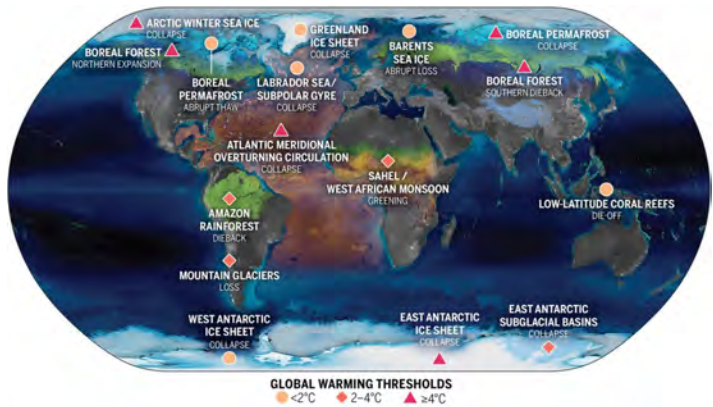
1. Fossil emissions: Fossil emissions measure the quantity of carbon dioxide (CO₂) emitted from the burning of fossil fuels, and directly from industrial processes such as cement and steel production. Fossil CO₂ includes emissions from coal, oil, gas, refining, cement, steel, and other industrial emissions. Fossil emissions do not include land-use change, deforestation, fires, or vegetation.



IDEAS that SHOOK THE WORLD

NORTHERN LIGHTS: THE SCOTTISH ENLIGHTENMENT

Ignite: We are losing...



Scottish Economic Bulletin

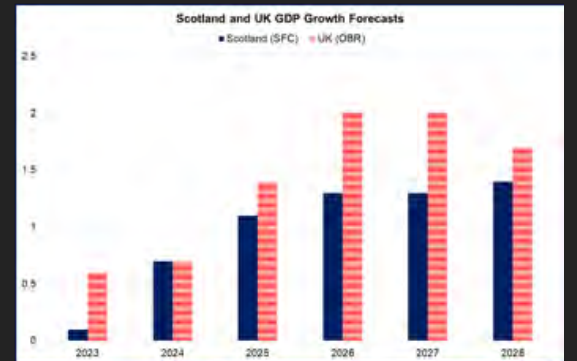
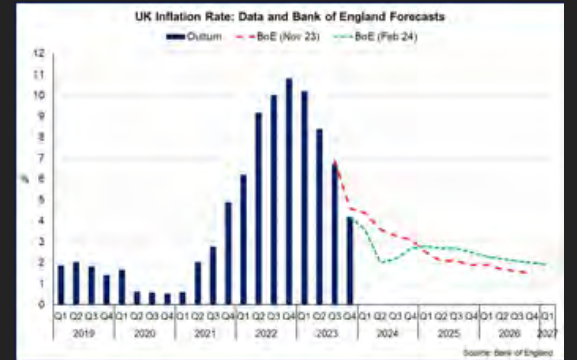
Office of the Chief Economic Adviser



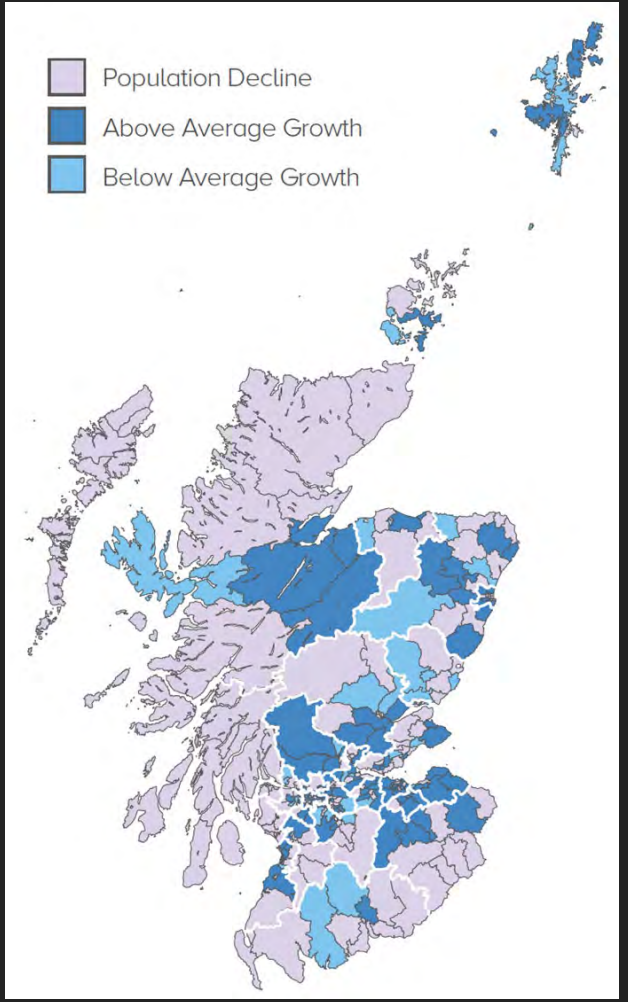
Dr Gary Gillespie
Chief Economist
February 2024

Scottish Government
Riaghaltas na h-Alba

We are stuck



- Population Decline
- Above Average Growth
- Below Average Growth



We are failing

Scotland's Public Health Emergency Continues



Where are we now?

- Losing PR battle across 3 main audiences:
 - Public, Government, and Organisations (Businesses).
- Failing to explain that interlinked crises have interlinked solutions
- Action on Climate change
- Action on Cost-of-living crises
- Action on Economy
- ...are not mutually exclusive, antagonistic rather there is positive interlinked vision unifying action on them all



Koch Industries: Secretly Funding the Climate Denial Machine



Koch Family Foundations have spent \$145,555,197 directly financing 90 groups that have attacked climate change science and policy solutions, from 1997-2018



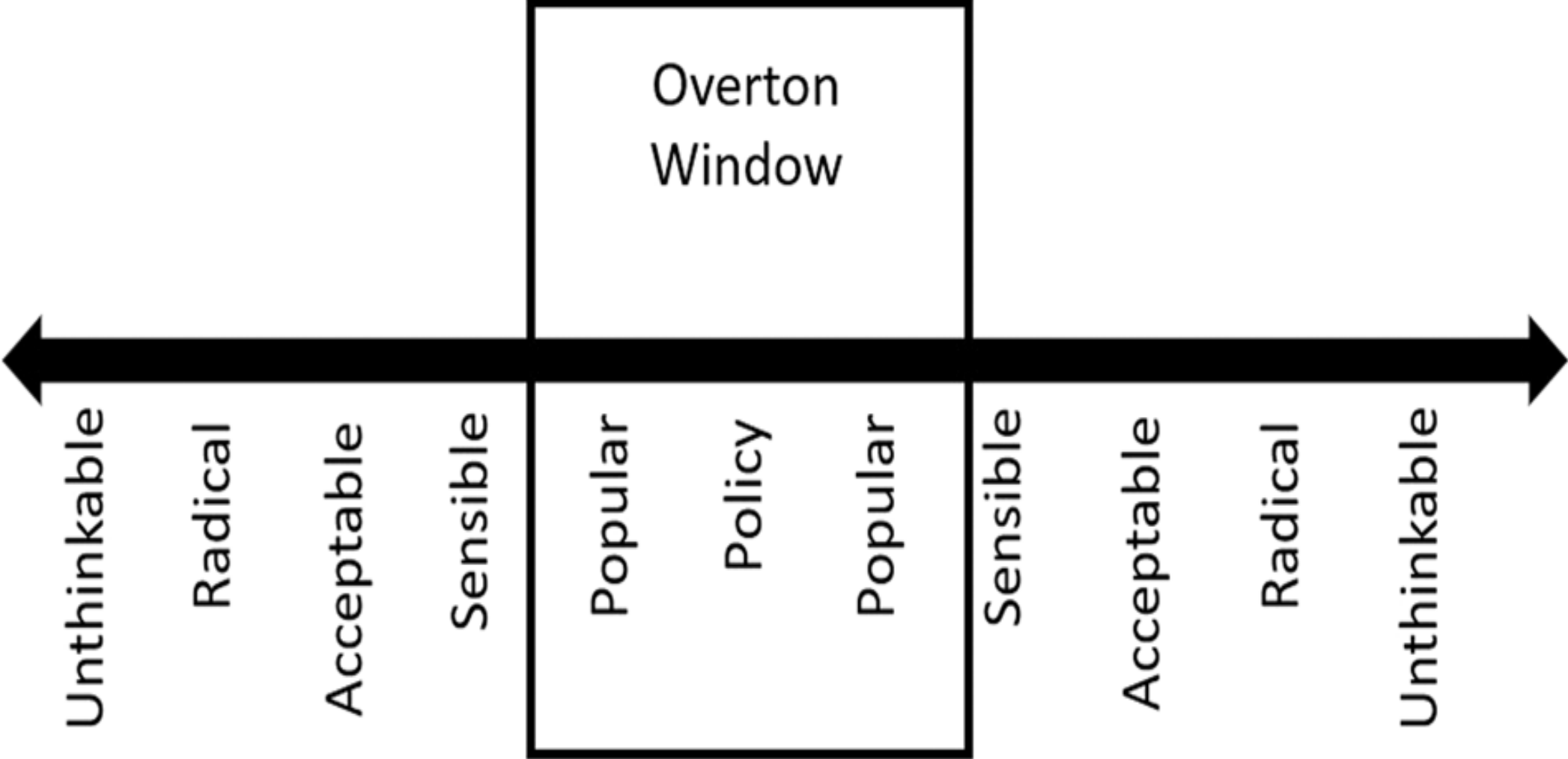
Where are we now?

- Green economy and action on climate change struggling for positive, unifying stories...
 - Small scale defeats: Deposit return scheme, heat in buildings, road building
 - Slow or contested progress against strategies and themes: Just transition, Net zero transition..., Scotwind, Electricity infrastructure, Green ports
 - Contested directions (oil and gas licensing, nature-based offsetting, CCUS, green ports)
 - Extractive vs community wealth building (Ardersier Port, vs Coigach)
- New FM doubling down on growth
- De-prioritisation of action on climate change and related emergencies
- Cherry picking science

COMMUNITY GRANTS



So where are we now?



Shifting the Overton window on Scotland's green economy: A story of 3 papers

How bad is the climate crises

Understanding the green economy

Structure of economy green economy required



al.

(23)

et al., (2020),

Odenweller et al., (2022)



Unthinkable

Radical

Acceptable

Sensible

A research agenda for shifting the Overton window

Taking stock

A refreshed vision

Getting humans ready for emergency action

Taking stock: Where is the window?

- Assessment of Scottish Green economy
 - Taking stock, across green economy (sectors, infrastructure, finance, support, output) using a score card mapped to National Performance Framework and 11 national indicators. Score card on track, under threat and not achieve
- Where are Scotland publics?
 - 1) Multiple rounds of large-scale public and organisational (for profit, nFP, third sector) research
 - 1) Where are they now?
 - 1) Knowledge of climate crisis (impacts at international, local and personal scales) and solutions, level of concern, emotional responses, political orientation, temporal orientation, values
 - 2) Shared Vision
 - 3) Facilitators/Barriers



A refreshed vision: What should we see through it?

1. What is our positive story of what a green economy means for us, our communities and society. What is in for us?
 - Interlinked hopeful vision across scales of what a green economy delivers
2. Economic impact of inaction on the government and household budgets.



Getting ready for emergency action: Shifting the window

- How do we win stakeholder engagement ‘hearts and minds’ so that we do not need to fight every battle?
 - Just as WW2 or Covid, Chernobyl
- How do we shift Scottish publics to a shared vision
 - Multiple rounds of large-scale public and organisational (for profit, nFP, third sector) research
 - Including Hope vs Fear, Message frames (Potential energy)
- How do we ensure evidence and objective knowledge is used in decision making as opposed to subjective beliefs?
 - How do we ensure climate science is listened to and acted on in the same way as medical science?



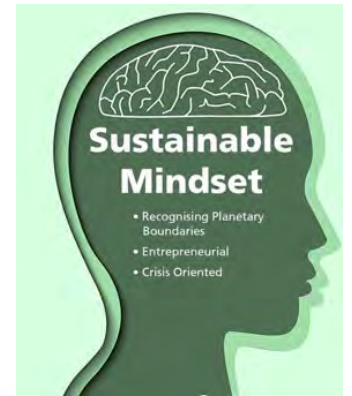
Later is too late to
on climate change

Summary

- We are in climate, biodiversity and poverty emergencies and not acting like it
- We are failing...
- What is currently popular will not solve the crises
- We need to examine and reflect on our role, frameworks, knowledge, beliefs, theories of change and cognitive capacities
 - Shifting the window requires a different model of funding and building communities of experts to manage research themes
- ‘Scotland's centre of expertise connecting climate change research and Policy’
 - How does Climate Exchange shift the window so what its experts are saying can be heard and implemented?



Scotland's centre of expertise connecting climate change research and policy



EXCLUSIVE

Three in four SNP voters say climate crisis action must remain priority

1 hr ago

JOHN SWINNEY

LIFELIT

ECONOMY

ENVIRONMENT

LOCAL GOVERNMENT

NATIONAL GOVERNMENT

SCOTLAND



Exclusive by Martin Williams
Senior News Reporter

@MartinWilliams

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8 Comments



John Swinney, the SNP and climate change (Image: NQ)

New First Minister John Swinney has been warned nearly three in four of SNP voters want **climate change** to remain high on the agenda for the Scottish government.

The findings come just weeks after the Scottish Government announced that it would roll back on key climate targets and ended its power-sharing agreement with the Scottish Greens.

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